



ALTURA INTERACTIVE
spanish digital marketing

Altura Interactive Helped a Multi-Billion Dollar Video Game Company Launch Its Fastest-Selling Campaign Ever

One PPC campaign's results

\$5

cost per acquisition

3,869

subscriptions sold
in 50 days

CASE STUDY



“I have full faith in Altura Interactive. There was almost no oversight needed. It was calming to be able to focus on coordinating with stakeholders while they handled the PPC accounts for Latin America.”

ABOUT THIS CASE STUDY:

Our client is a multi-billion dollar video game company. We have happily accommodated their request to anonymize the names of all people and products.

HIGHLIGHTS

CHALLENGES

- Ideating & implementing localized PPC campaigns for LATAM countries
- Generating localized assets for each campaign (video ads, banners, text ads, etc.) to drive awareness
- Optimizing ad campaigns to reduce CPA & maximize ROI

SOLUTION

- All LATAM PPC campaigns handled & optimized by Altura Interactive
- Ads localized for each Spanish-speaking country
- Ads customized to achieve different goals (e.g., targeting new players vs. retargeting)
- Search traffic redirected to the LATAM site to boost on-site conversions
- Constant communication & weekly performance reports

RESULTS

- **PPC campaign #1:** fastest selling campaign in IP's history
- **PPC campaign #2:** helped sell 3,726 editions of an AAA title in 19 days (CPA \$8 USD)
- **PPC campaign #3:** helped sell 3,869 subscriptions in 50 days (CPA \$5 USD)
- **PPC campaign #4:** maintained a \$5.3 USD CPA for 12 months

Challenges

MAXIMIZING AWARENESS AND CONVERSIONS OF PPC CAMPAIGNS IN LATAM COUNTRIES

When one of the world's most profitable video game companies (anonymous by request) wanted to attract and engage more players in Latin America, they partnered with SEM International and Altura Interactive to turn their PPC campaigns into success stories.

Altura Interactive was in charge of managing PPC accounts for the "Spanish-speaking Americas," including Mexico, Venezuela, Peru, Argentina, Colombia, Ecuador, Paraguay, and more.

As the company's media manager explains:

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“Our advertising budget [for LATAM] isn't as big as it is for North America or Europe, so we have to be more strategic in our approach. Altura Interactive was responsible for capturing and maximizing the interest of users in Latin America.”

The challenge for Altura was threefold:

- 1 **Ideating and implementing localized ad campaigns** designed to maximize awareness and mount interest for the company's specific intellectual properties (IPs).



- 2 Generating localized assets for these campaigns** (video ads, banners, text ads, etc.) to connect with gamers in LATAM countries by “speaking their language,” both literally and figuratively (i.e., using relatable turns of phrase).
- 3 Optimizing ad campaigns** to attract as many players as possible on tight budgets. The lower the cost per acquisition (CPA) of each new player, the better the return (ROI).

Understanding the business goals driving different intellectual properties (IPs) and the user segments who would play each game added layers of complexity to PPC campaigns.

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“Different games have different business models. With Altura, we wanted to optimize acquisition costs—whether that’s cost per download for single-payment titles or cost per subscription for subscription-based games.”

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“Altura Interactive was responsible for capturing and maximizing the interest of users in Latin America.”

Solution

LOCALIZED CAMPAIGNS TO TARGET AND RETARGET LATAM GAMERS

The first PPC effort that Altura Interactive spearheaded was focused on the launch of a new expansion for a popular massively multiplayer online (MMO) game.



Altura Interactive created ads for all of the biggest platforms, including Google, Google Search, YouTube, and Facebook. They even tried a couple of off-the-wall campaigns that paid off in spades.

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“We actually had a campaign on Tinder. We played with the ‘Meet-Your-Match’ concept—inviting people to meet their match in strength as opposed to their love connection. We generated a surprising amount of awareness there.”

To maximize awareness and conversions, nothing could be cookie-cutter. Altura Interactive created ads for each country separately, localizing every campaign as much as possible.

At the same time, Altura Interactive had to attract different types of players: people who were already excited for the expansion, people who had previously played but then stopped, and people who might not play the game but would talk about it and spread awareness.

Altura Interactive used encrypted data to target and retarget these groups without compromising user privacy.

Throughout the launch, Altura Interactive kept in constant communication with the company. They delivered granular performance reports every week. These enabled stakeholders to key in on the best performing ads or analyze performance by ad group, by campaign, and by country.

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“One of the things I enjoy most about working with Altura Interactive is how responsive they are. Everything is swift and smooth and there’s a constant flow of communication.”

The expansion’s LATAM campaign exceeded all expectations. In fact, it became the fastest selling campaign in the game’s history. It went so well, that the company immediately re-engaged Altura Interactive for three more campaigns.

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Altura Interactive applied the things they'd learned from their first campaign to make the next three even bigger success stories.

One of the big recommendations they made was to direct search engines to send Latin American visitors to the LATAM website instead of the European-Spanish page, where it had previously directed users.

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“That subtle difference improved our numbers a lot. It suddenly made sense why the LATAM website's traffic had been so much lower than the more localized Brazilian page. It technically had nothing to do with the PPC campaign, which goes to show how invested Altura Interactive is in our overall success.”

For a global company with so many balls in the air, the value of having a partner who can handle PPC accounts without oversight and deliver good results cannot be overstated. With each successive campaign, Altura Interactive proved their reliability and aptitude.

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Results

OPTIMIZED CAMPAIGNS FOR MAXIMUM ROI

With each of the four PPC campaigns, Altura Interactive met and then exceeded the video game company's high expectations.

The first PPC campaign focused on a new expansion for the video game company's flagship product. With Altura Interactive's help, it became the **fastest-selling campaign in the IP's history.**

The second PPC campaign lasted 19 days. With a \$30,000 USD investment, Altura Interactive helped the company sell 3,726 editions of a top-performing AAA title, with a CPA of \$8 USD.

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“With every campaign, Altura Interactive improved. Soon, they had a list of best practices. They knew who to target. They knew which keywords worked and which ones didn't.”

The third PPC campaign was particularly memorable for the media manager. Over 50 days, Altura Interactive helped sell 3,869 MMO subscriptions with a low CPA of \$5 USD each.

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“Altura Interactive put everything together to line up the perfect ad campaign. We generated a lot of interest for that game and achieved one of our best cost per subscriptions ever.”

The final PPC campaign helped the company sell physical and digital copies of a game with a single payment upfront. **Altura Interactive maintained a \$5.3 USD CPA for an entire year.**

By the end of the fourth engagement, Altura Interactive had helped the company gain net positive ROI on every campaign. Never content to settle for “good enough,” Altura’s team continued to tweak and optimize each campaign until the very end.

For the media manager, that dedication to excellence is the very best trait you could hope for in a partner.

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“I was happy with the results, for sure. Not only did we have generally positive ROI throughout, but Altura Interactive managed to optimize every campaign. They just kept improving over time.”

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Want higher engagement + a lower CPA?

We help you connect with your Spanish-speaking audience and maximize your ROI.

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