

CANSPANBMG

CASE STUDY



Services Provided

- Media Planning
- Organic & Paid Social Media Strategy
- Community Management
- Content Creation
- Facebook, Instagram, Twitter Advertising
- Google Search Advertising
- Google Display Advertising
- YouTube Advertising

Instagram facebook

Google YouTube

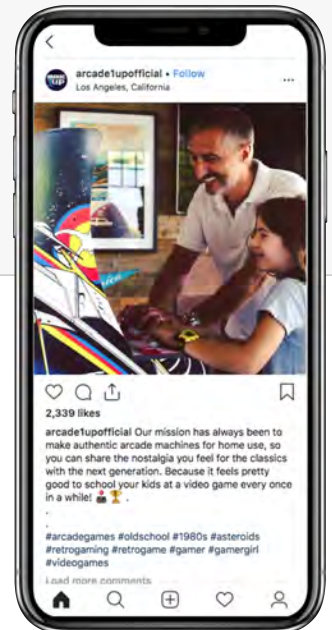
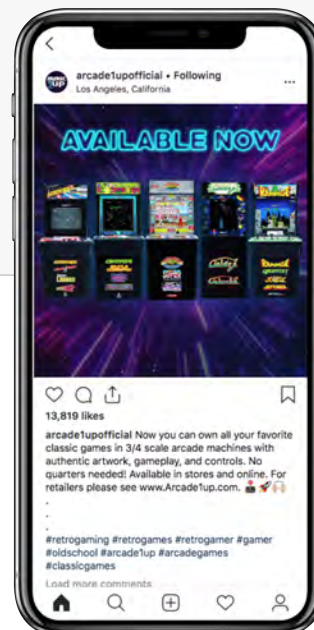
LinkedIn amazon

THE STORY

CanspanBMG helped launch Arcade1Up's new line of officially licensed retro home arcade machines at retail. Through effective social and digital marketing, we successfully drove customers to retailers' (Walmart, Target, Game Stop, etc.) web sites at very low CPC, and successfully pre-sold thousands of units during the quiet summer months.

Once products hit shelves, CanspanBMG managed the planning and execution of a robust digital and social marketing program, including all paid social and digital advertising, content creation (video, photography, graphics and messaging), and community management. CanspanBMG quickly built and nurtured a strong and active fan community across all social channels.

Our nostalgia-themed (80s-90s kids) strategy fueled the content marketing and scored massive engagement, while also driving clicks to retailer sites at a CPA far below average. Arcade1Up leveraged CanspanBMG's expertise marketing on Google, Facebook, Instagram and YouTube to drive this top priority program for Walmart and others.



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2018 Summer Campaign Performance

facebook & Instagram



20 Million+
brand impressions

facebook & Instagram



2 Million+
video views

facebook & Instagram



160,000+
social
engagements

facebook & Instagram



250,000+
retailer clicks at
\$0.18 CPC
**Industry average
= \$0.40 CPC*

facebook & Instagram



1.6 Million+
video views at
\$0.014 CPV

facebook & Instagram



110,000+
social
engagements
at \$0.08 CPE
**Industry average
= \$0.35 CPE*

facebook & Instagram



+16,000
new page likes at
\$0.38 CPL

YouTube



1.4 Million+
video views at
\$0.014 CPV
**Industry average:
\$0.03-\$0.04*

YouTube



7.5 Million+
brand impressions

Google



68,000+
clicks at \$0.33 CPC
**Industry average = \$1.00
34% conversion rate*

Google



100+ Seconds
average session on
website after clicking

Google



84,000+
clicks to web site at
\$0.34 CPC
**Industry average =
approx. \$0.55
(27% conversion rate)*