



Turning a Passion Into a Successful Business

United Kingdom

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The Geek Place To Be

They say that if you do what you love, you'll never work a day in your life. As utopian as it sounds, everything is possible when you are driven by passion. This is precisely what Jonathon Bullock had in mind when he decided to become an entrepreneur. A professional developer with an acute interest in upcoming technologies and a geek himself, Jonathon decided to create a universe where geeks would feel at home. This is how GameOn.games was born.

In just a few years since its launch, the online shop received excellent reviews and developed a strong customer base of loyal customers. This was partially due to the extensive collection of products (from gaming consoles, memorabilia, VR sets, gaming accessories, and collectibles, to fashion articles for geeks or delicious treats).

As a developer, Jonathon created his own platform from scratch, thus paying attention to all details important for his clients. This includes relevant product categories, numerous payment methods (including cryptocurrencies), fast checkout, as well as an engaging geeky website design.



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The Challenges Of Managing A Successful Business



Handling several businesses simultaneously, time became of essence for Jonathon. As a result, he searched for a marketing partner that would allow him to focus on the development of his businesses rather than on marketing activities.

Although several options on the market allowed him to automate certain types of campaigns, only one of them would optimize performances 24/7 and act as a one-stop-shop. As a result, GameOn.games chose Retargeting Biz in the summer of 2020.



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Why Retargeting Biz?

With Retargeting Biz, Jonathon was not only able to save time and effort, due to the wonders of automation, but was also able to sell more efficiently than ever before. Powered by machine learning, Retargeting Biz enables online shops to create personalized experiences for their customers. Smart technology tracks users' shopping activity, identifies personal preferences and makes smart product suggestions that yield higher returns.

Given Jonathon's background as a developer and his extensive technical knowledge, Retargeting Biz was a natural solution that enabled him to customize all his campaigns in detail.



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How Did They Do It?



The strategic priorities of GameOn.games were boosting brand awareness and increasing sales. To achieve this, Facebook and Google Ads have been the preferred tactics for a considerable period of time. Nevertheless, as more advanced features became available on the new Retargeting Biz platform, Jonathon became particularly interested in implementing them.

To make its ads stand out, GameOn.games upgraded its visuals using animated stickers, which resulted in a better user engagement and conversion rate.

At the same time, smart recommendation widgets were added on the website pages. Whether on individual product pages or right before they would check out, on-site visitors received personalized product suggestions which led to an increased Average Order Value (AOV).



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The **month-over month** results for dynamic campaigns were the following:

- For Facebook and Instagram campaigns:
 - **Conversion Rate (CVR) quadrupled**
 - **Revenues multiplied 3.8 times**
 - **Cost per Action (CPA) decreased by 60%**
- For Google Ads campaigns:
 - **Click-Through-Rate doubled**
 - **Conversion Rate (CVR) grew by 55%**
 - **Revenue increased by 8.13%**
 - **Cost per Action (CPA) was reduced by 21%**

In **just one month** after implementing smart widgets:

- **55% of total website visitors were exposed to smart widget recommendations**
- **Transactions generated through the Recommendation Engine had an Average Order Value 28.81% higher**

In **just six months**, the progress was remarkable. Retargeting Biz helped GameOn.games achieve:

- **6 Return On Ad Spend (ROAS) for Facebook and Instagram campaigns**
- **4.03 Return On Ad Spend (ROAS) for Google Ads campaigns**
- **150.8% increase in Average Order Value (AOV)**
- **99.6% decrease in abandoned cart numbers**



Retargeting



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Your Dreams**