



ADVERGAMER
INTERACTIVE PROMOTIONS



Viral Seeding

Seeding Online Games



What is Viral seeding?

Viral seeding is an essential tool which can be used to kick start any online campaign to ensure your message gets the maximum possible exposure.

Traditionally companies relied on email lists of their user base to disseminate their message to their peers across the web.

Today however the market has changed, and the hit and miss nature of end user word of mouth is no guarantee of a campaigns success. No matter how good the campaign is.

Seeding today is done by promoting and placing content on websites with high traffic and gravitas amongst their users.

Once on a site, the content is then available for other webmaster to pick up and promote to their own audiences.



How do we do it?

- Advergamer has an established network of over 500 webmasters and site owners whom we deliver content to on a regular basis.
- Webmasters are free to pick and choose the content they promote on their site.
- Follow up is carried out after initial seeding to gather feedback on the campaign.
- Guaranteed placement on Advergamer's game portal, **Game Garage**, including 1 week game of the week and min 3 weeks under sponsored games.
- Optional SWF seeding is available where clients are looking for maximum exposure.



Results

- **Trouble TV**
40,000
registered
users in 2
weeks



- Another campaign achieved over 1,000,000 Visits in 3 months.*
- A betting client received 80,000 click throughs in 2 weeks.
- Xmas campaign for I Want One of Those increased traffic at Christmas by 25% pushing them to number one site in their sector.

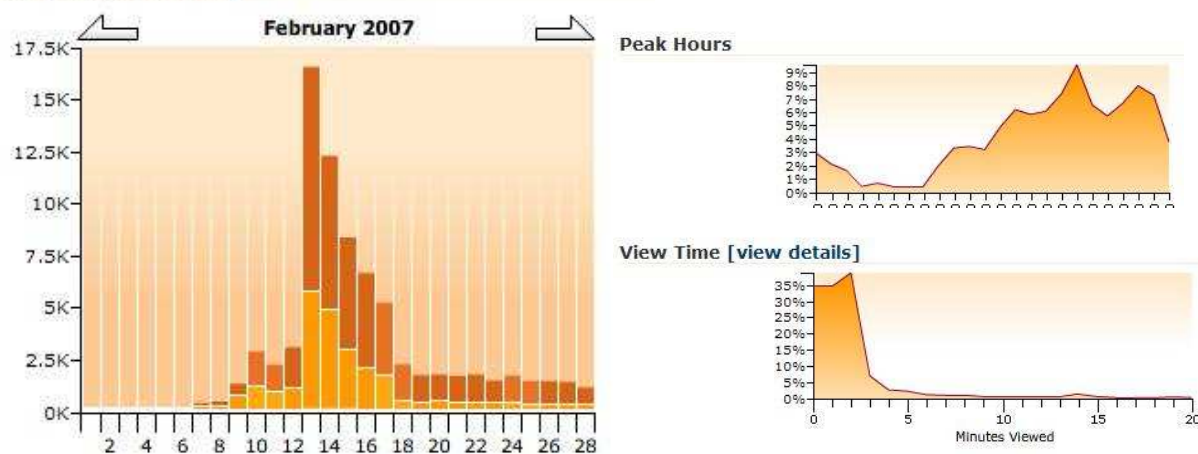
*70% of which was in the first 2 weeks.



Tracking

- Clients can opt to include Advergamer's tracking solution to record game plays, hits, and user location.

Traffic Overview [\[view details\]](#)



Total Visits	Uniques	Returning	Total Clicks	Users Online	Avg View Time
121,622	33,235	72.67%	-	1	5.30 minutes

	Flash	Pixel	Imported Community
Visits	121,622	-	-
Uniques	33,235	-	-
Returning	72.67%	-	-



What they say! Betfair



'We have worked with Advergamer on a number of campaigns over the last 18 months. Their seeding has been the most efficient way of distributing our initiatives quickly to a broad, yet targeted audience.

Their knowledge of the online games world and their willingness to offer advice in the preparation stages have helped maximize the success of every campaign we have run with them.'

Alex Hathway
Head of Retention



Betfair World
Cup Smackdown



What They Say – Magnetic North

'We've had some great successes over the past 2 years with Advergamer.

They're helpful, savvy and honest, sharing their knowledge of the gaming community to give you the best chance of success.

But it's the results which keep us coming back... the last game we seeded had a phenomenal rate of play!'

Simon Alexander
Account Director
Magnetic North





Existing Clients

