



PULSAR

**Advanced audience intelligence for
the gaming industry**

In the gaming business, your audiences evolve over time, challenging marketing and design to constantly adapt. You need a dynamic insight solution for responsive strategy. Social data research is uniquely able to deliver continuous insight throughout the lifespan of a game title or franchise.

We've developed an insight framework to support data-driven decisions before, during, and after the release of a gaming title.



Six steps to gaming release strategy

→ 1

As early as the development stage, building a marketing model based on historical analysis of analogous games

Smart metrics help build models to forecast – and reflect on – a game's impact. The Pulsar team have done extensive research on content/topic virality online, establishing models for how things go viral. Games tend to map to these models very closely. Production budgets and spend are not necessarily predictors of success, but social buzz indicators often do correlate to performance. Tactics include: measuring gamer interest at key milestones compared to similar title performance YoY and quantifying lifts in purchase consideration conversation across segments and time periods, to understand why and how certain games go viral.

→ 2

Once the game title is announced, evaluating early reactions to solidify positioning

→ 3

After the first trailer, understanding who's engaging with it, and which audiences to invest in targeting going forward.

We've been studying influence and diffusion patterns for a long time. Audience mapping reveals a game's path to mainstream interest. Social data can help quantify not only how active each group is, but also how much impact they have on perception – either at moments in time or over the lifespan of the game. Demographic or affinity segments may actively signal their preference for certain game features or marketing activities to give an understanding of how the strategy should develop.



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Next steps:

→ 4

Optimizing marketing with segment-specific content, e.g. cutting custom trailers based on interest affinities.

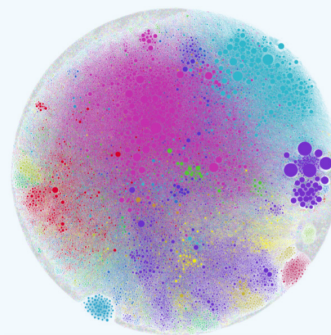
→ 5

As the beta or final release nears, determining how and where to deploy media spend efficiently.

→ 6

After release, mining community feedback to calibrate marketing or game design for DLCs and future releases – maximizing the title's commercial potential.

How connected audiences spread messages:



GAME 1

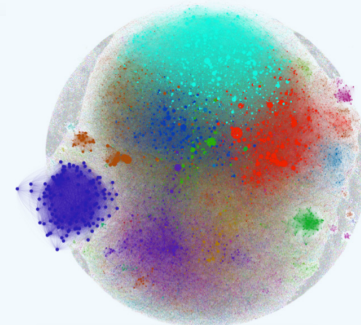
→ Audience of 355k social users

→ It takes 18 communities to reach 50% of the audience

GAME 2

→ Audience of 85k social users

→ It takes just 5 communities to reach 50% of the audience



Conclusion: social data and audience intelligence can help with:

Analysis of social conversations, revealing the content and people that truly trigger engagement and influence perception.

Insights through data, which allows for real-time audience segmentation – in depth and at scale.

How marketing dollars are working – or could work – to drive awareness and purchase intent through social data analysis.

Feedback from social communities to inform updates to marketing activities, game design, or new DLC/paid content.

Request the full deck for free to see how

Why Pulsar

Pulsar is the only social media listening platform built by a research agency, with a full insight team that leads analysis.

We look at social media data as a source of qualitative and quantitative insights, not just analytics. We won't give you data. We'll give you a strategic point of view and clear guidance.

Our work in gaming is growing a portfolio of great client brands and their commercial partners.

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