

CROWDFUNDING:

# More Clicks, Less Cost PvP Crowdfunding Campaign

PvP, a gaming community and social app start-up, partnered with Start Engine for their crowdfunding campaign. With Junction AI insights PvP optimized their ads to attract new investors.



## Challenge

PvP needs to attract new investors who are excited by the opportunity to invest in the gaming community. Using Facebook ads to attract new interest, the media buying team needed to improve their creative in order to capture leads as their existing ads were not resonating with their audience.

## Solution

Using Junction AI's creative analysis, PvP quickly learned which concepts resonate best for potential investors. Junction AI's audience modeling surfaced insights specific to PvP's crowdfunding campaign audience and identified themes predicted to drive engagement and conversions.

The existing ads were text-heavy and only used visuals of PvP's mobile app. The AI generated insights identified a core missing concept - gaming! To validate this assumption, Junction AI analyzed successful crowdfunding ad creative to identify PvP needed to focus on the sector - gaming - as opposed to what the product looks like in order to generate more impact with the target audience.

## Results

Using the insights, PvP managed a quick turnaround on visuals for their Facebook copy and videos, incorporating more creative around concepts of "hardcore gaming". After only a few weeks, the video campaign completions **improved by 6x**, generating significant brand awareness for the start up.

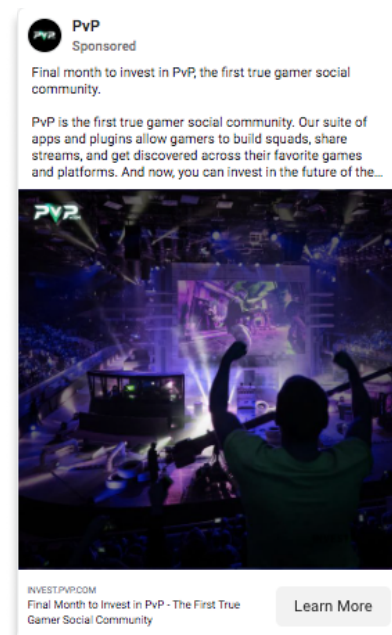
The campaign also saw a **27% decrease in CPC**, **5% increase in CTR**, and **18% decrease in retargeting cost**.

## Client Profile

Sector: **Gaming**

Product used: **Facebook Ads**

More info: **pvp.com**



PvP applied AI analysis to identify the missed creative opportunity, shifting focus from the product itself to what interests investors - opportunity in the gaming sector.

## Impactful Results



### Be Proactive

Insights to guide performance marketing



### Take Action

Immediate and actionable analysis



### Spend smarter

Drastically reduce time, costs and risk of failure

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