



International reach and great customer service

Webgains delivers growth for Bigpoint in the US, France, Germany and the UK

Need

Bigpoint (www.bigpoint.net) is one of Europe's most successful online games companies. Based in Hamburg, Germany, it builds games both to offer on its own site and for major brands like MTV looking to use great content to attract and retain audiences – as well as generate cash.

It works on a 'freemium' model, offering all its games for free and selling 'add-ons', for example better peripherals, to users who can sign up for subscription packages.

The market is a fierce one and affiliate sites, particularly games aggregation sites, are crucial for attracting traffic and sign-ups. So, in July 2008, Dennis Petersen was appointed as its first affiliate marketing manager to get the company's affiliate programs working even harder.

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DENNIS PETERSEN, AFFILIATE MARKETING MANAGER, BIGPOINT

Following Bigpoint's acquisition by NBC Universal, he was given a tough assignment: to expand the company's sales in international territories, including the US, the UK and France.



Action

In achieving these tough objectives, Webgains has proved the perfect partner. While continuing to drive volume in Germany, Webgains has focused on growing the affiliate program in the US, France and the UK.

The strategy has been to concentrate on the games specialists. Petersen explains: "The affiliates who are doing best for us are specialists in games sites which aggregate online games in one place. The 'classic' affiliates such as shopping comparison engines aren't nearly as effective for the success of our programs."

Using its extensive affiliate base throughout international territories, Webgains has built up Bigpoint programs to drive users, subscriptions and merchandise sales.

Given the specialist nature of the market, Webgains' approach to post set-up program management has been key. Constant contact with the client is key because specialist affiliates need day-to-day support to resolve every small issue. These types of programs cannot just be put up on the affiliate platform and left to run.

Petersen says: "There has been great contact between the account management at Webgains and the affiliates - the managers are very interested in the program, in our objectives and in the affiliates themselves.

"If something is going wrong or something is needed to support the affiliates, Webgains lets me know straight away. What is more, Webgains produces excellent data and reports to help me work out the program's performance and to take action accordingly."

"This dedicated approach to customer service", Petersen says, "is in stark contrast with other networks."

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Benefit

"Affiliate sales", says Petersen, "make up 10-15% of Bigpoint's overall sales. And, although Bigpoint works with many networks across many countries, Webgains now accounts for 20-30% of all affiliate revenues."

The key to Webgains' success has been its ability to build programs outside just one core market.

"Most networks have one very strong market in their home territory but Webgains is very strong in quite a few," explains Petersen. "Volumes in the US have been particularly strong and France is very strong too. I'm very satisfied with the work that Webgains is doing."

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