



Bigpoint business results

- Massive distribution of the Community Toolbar since its launch
- 30% of targeted Farmerama gamers use the Community Toolbar
- Bigpoint's toolbar lifespan increased to 6 months
- Up to 30% increase in installs as a result of an effective in-game promotion

"The Conduit team provided us with an exceptional post-launch service with targeted promotional campaigns, the results of which helped to both boost traffic and increase the usage of our Conduit-powered Community Toolbar. Conduit's products enabled us to go from just driving traffic, to becoming a true community builder – a huge added value in the online gaming industry."

Andreas Germar
Bigpoint's Head of Portal

Bigpoint Converts Casual Players Into Loyal Gamers

Who is Bigpoint?

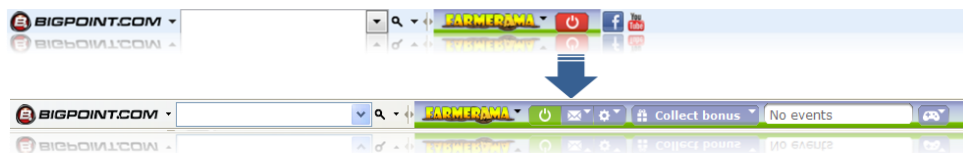
Best known for their mega-popular game, Farmerama, Bigpoint is the largest German games developer and one of the top three gaming portals in the world. From casual to multiplayer, Bigpoint develops and publishes games that are available in more than 25 languages and are played by more than 200 million people around the world.

The Challenge

With the constant rise in online gaming popularity, Bigpoint looked to establish itself by finding a way to foster **strong connections between their users and the games, thereby boosting return traffic and turning casual gamers into a loyal community.**

Community Toolbar to the Rescue

Conduit and Bigpoint joined forces to create a more personalized user experience via a Conduit-powered Community Toolbar customized for Bigpoint's users. With features like account login, personal scores, action reminders, coin and XP totals, news and notifications constantly visible on their browser, the toolbar extends the game beyond the website, and increases user engagement. No matter where their users are browsing, Farmerama is right at their fingertips.



Putting Conduit's promotional toolkit to exceptional use, Bigpoint then followed with a brilliant in-game campaign to encourage toolbar downloads: At regular intervals, an airplane banner would fly across the screen during gameplay, advertising the new toolbar, and offering promotional bonuses for installing it. The airplane banner alone generated an outstanding increase in toolbar installations.



Results Attained

The Bigpoint Community Toolbar was installed by over 30% of their users upon its launch, followed by a steady rise in install numbers in the following months. Thanks to great incentives offering users exclusive game items as well as daily bonuses for using the toolbar, the Bigpoint Community Toolbar averages a lifespan of over 6 months.