

# PLAION Unlocks Games Console Marketing Performance with INCRMNTAL



PLAION



## Value Unlocked

Optimized spend  
for improved  
ROAS

1

Visibility from  
pre-launch to  
GTM

2

Strategic insights  
for internal  
alignment

3

## Introduction

PLAION, a leading publisher of console and PC titles, faced a significant challenge: accurately measuring the impact of both its paid marketing and promotional events. Unlike the mobile gaming industry, where granular attribution is common, performance measurement for console games was previously near-on impossible. PLAION needed a solution and it turned to INCRMNTAL.



## Challenge

Console games marketing presents a unique challenge compared to mobile gaming. Without effective measurement tools, it's difficult to determine which marketing efforts drive performance. For PLAION, understanding the pre-launch and launch performance of Kingdom Come: Deliverance II was essential. It also required actionable insights to drive internal decision-making and optimize marketing efforts across other gaming titles.



## Solution

INCRMNTAL provided PLAION with a powerful measurement platform that offers comprehensive, data-driven insights. Through INCRMNTAL's Explorer, PLAION gained full visibility on its games' marketing efforts. The platform enabled PLAION to pinpoint which activities and networks truly impacted performance, empowering the team to optimize spend with confidence. Additionally, PLAION leveraged INCRMNTAL's data to push internal agendas. When it identified low marginal values, the team used this knowledge to influence partners to change marketing assets. This proactive approach led to noticeable improvements in performance in less than a week.



INCRMNTAL has been an instrumental platform for us at PLAION, enabling a new level of measurement for our paid marketing across our leading console and PC titles—something that was not possible before. Its platform provides clear, data-driven insights that reveal what truly drives performance, empowering us to optimize our spend with confidence. With INCRMNTAL, we've gained valuable visibility into our performance from the pre-launch stages through to full scale, allowing us to identify which marketing activities, channels, and geos genuinely moved the needle and ensuring every investment delivers a strong ROAS.

**David H. Azria, Digital Marketing Director, at PLAION**



## Results



By integrating INCRMNTAL, PLAION gained invaluable visibility into its marketing strategies. The Explorer platform enabled PLAION to make data-driven decisions and optimize its investments to deliver a stronger Return on Ad Spend (ROAS). INCRMNTAL's insights allowed PLAION to identify the marketing activities, channels, and geos that genuinely delivered, ensuring every investment counted.



**Ready to embrace the new paradigm of measurement?**

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