



</> retail media solutions

**WE ARE THE
GLOBAL GAMING
COMMUNITY**

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ABOUT US

We are the global gaming community!

WHY INVEST WITH PRO GAMERS GROUP

We are the global gaming community.

Pro Gamers Group comprises the top gaming hardware online retailers in Europe and Australia. With direct access to millions of customers across multiple markets, we have a deep understanding of their needs and interests. As a result of this, we offer countless opportunities to drive your growth in the gaming and hardware industry, and connect directly to customers in a meaningful way.



5,000,000

MONTHLY SHOP VISITORS



2,000,000

SOCIAL FOLLOWERS



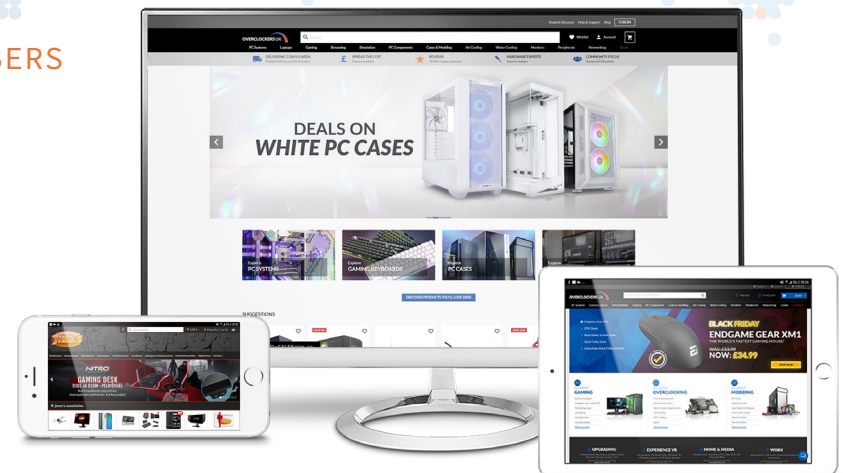
1,000,000

ACTIVE NEWSLETTER SUBSCRIBERS



50+

COUNTRIES DELIVERED TO

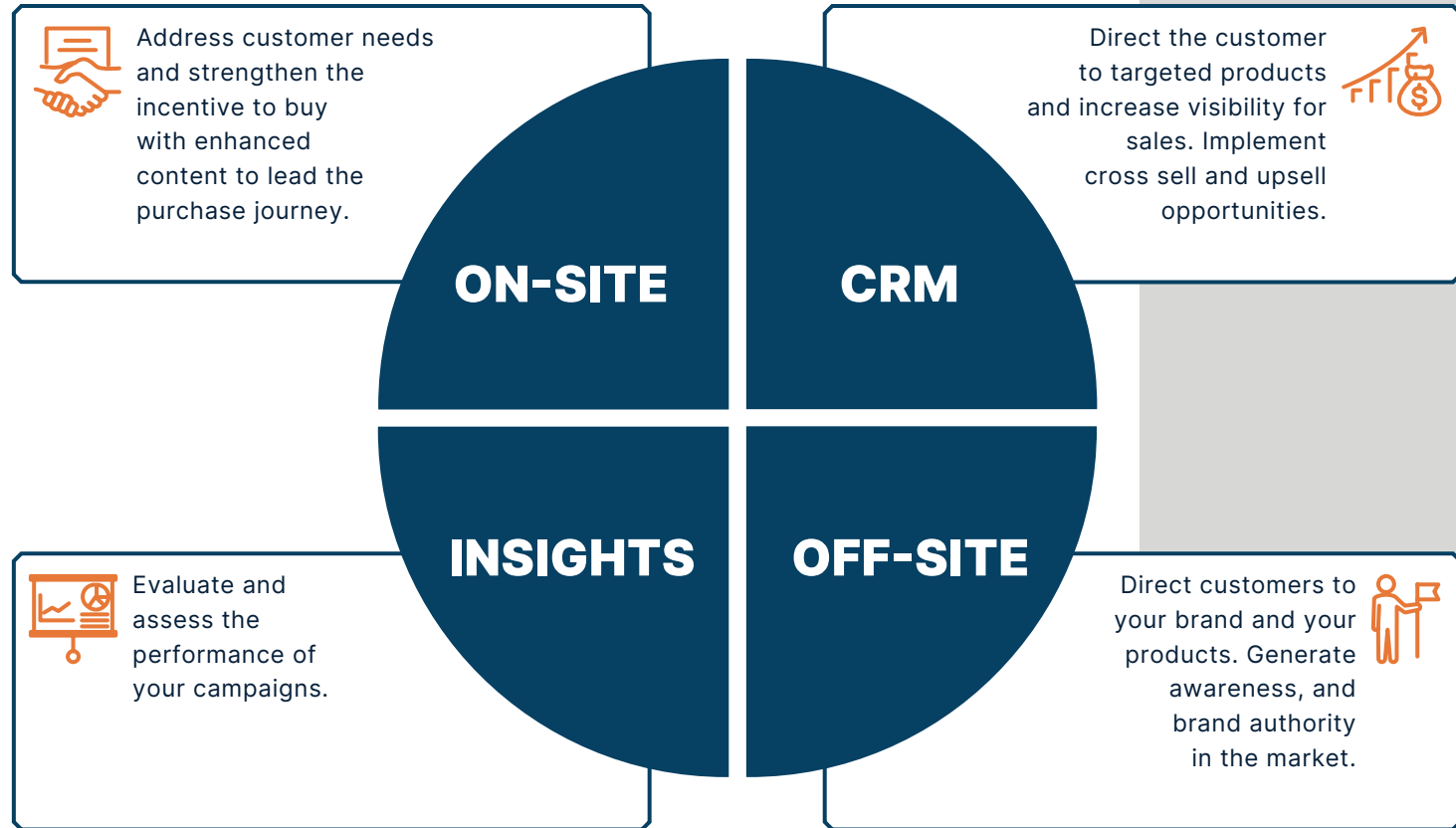


RETAIL MEDIA - A FULL CIRCLE SOLUTION

We authenticate and elevate gaming brands.

Pro Gamers Group empowers gaming brands with state-of-the-art Retail Media Solutions based on our unique point-of-sale data to build long-term brand equity.

Reach the right customers at the right time, with targetable display ads, dynamic search, and suggested products, engaging the correct customers on their journey.



INSIGHTS AND REPORTING

Post Campaign documentation.

After each campaign, you will be provided with campaign documentation with photo or print screen proof for both online and offline activities, and for online campaigns standardized KPI's.

Online



Print screen showing the successfully run campaign

Offline



Photo proof showing the successfully run campaign



KPI's online positions:*

1. Display banners:

Impressions, Click-through Rate

2. Social media advertising:

Impressions, Engagement, Link Clicks

3. Newsletter:

Impressions, Open Rate, Click-through Rate

*Reporting for each activity may vary.

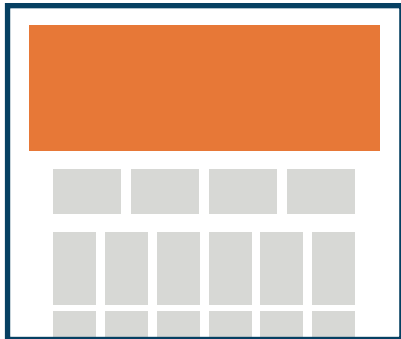
ONSITE PLACEMENTS







Utilize the direct access to > 5 million customers,
and place your brand along their journey.

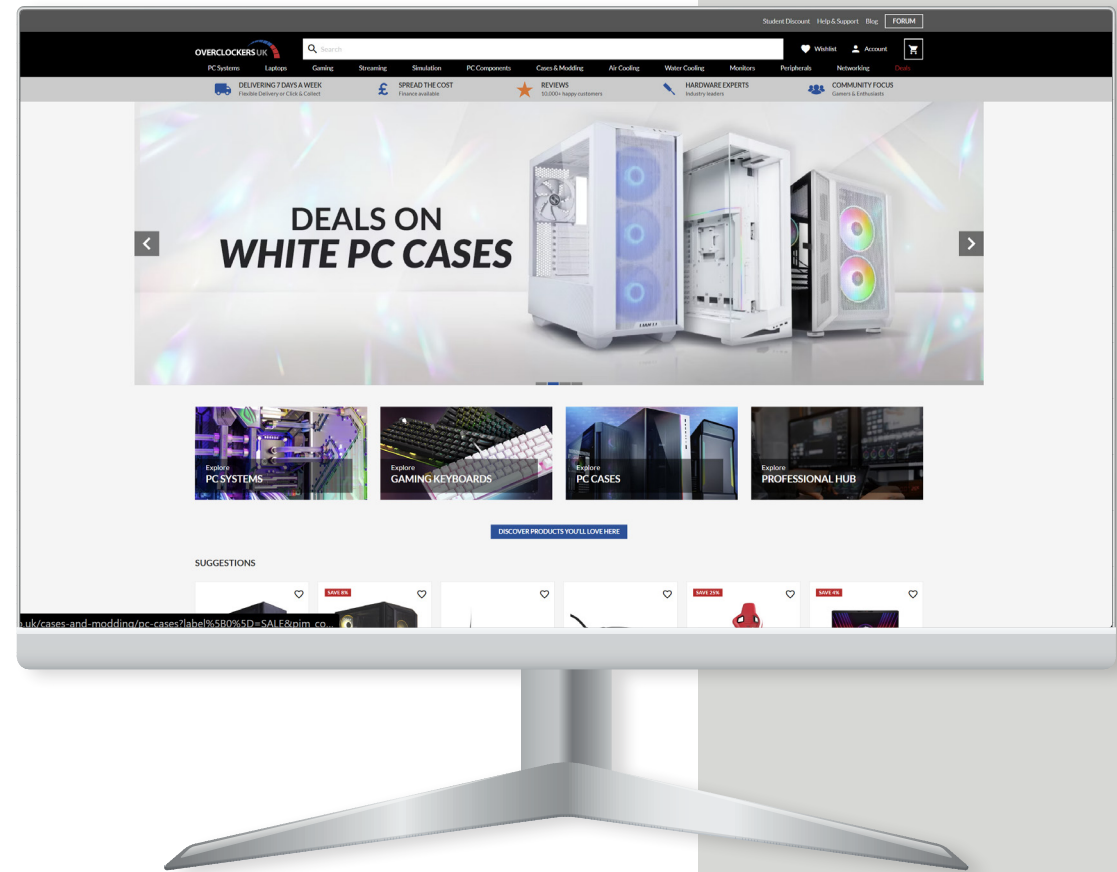
HOMEPAGE BANNER

Banner on the Homepage of Pro Gamers Group Entity Websites.

Homepage Banners are an instant way to advertise your brand or product at the most prominent placement of our homepages. The high visibility slot is the perfect place to communicate about new products and special offers.



- 
REACH
 > 2 million
- 
MEDIA OBJECTIVE
 Conversion
- 
DURATION
 1 Week
- 
LEAD TIME
 2 Weeks
- 
LOCATION
 Homepage
- 
REPORTING
 Page Views,
 Click-through Rate



Eligible Websites

Caseking.de
 Overclockers.co.uk
 Jimms.fi
 Globaldata.pt
 Caseking.es

Languages

English
 German
 Finnish
 Portugese
 Spanish

Deliverables

Supplier delivers visual
 in defined format

CATEGORY / SUBCATEGORY BANNER

Banner in selected category/categories of Pro Gamers Group Entity Websites.

Category Banners are an instant way to advertise your brand or specific product line / category. The high visibility slot is the perfect place to communicate about new products and special offers.



 **REACH**
Category Dependent

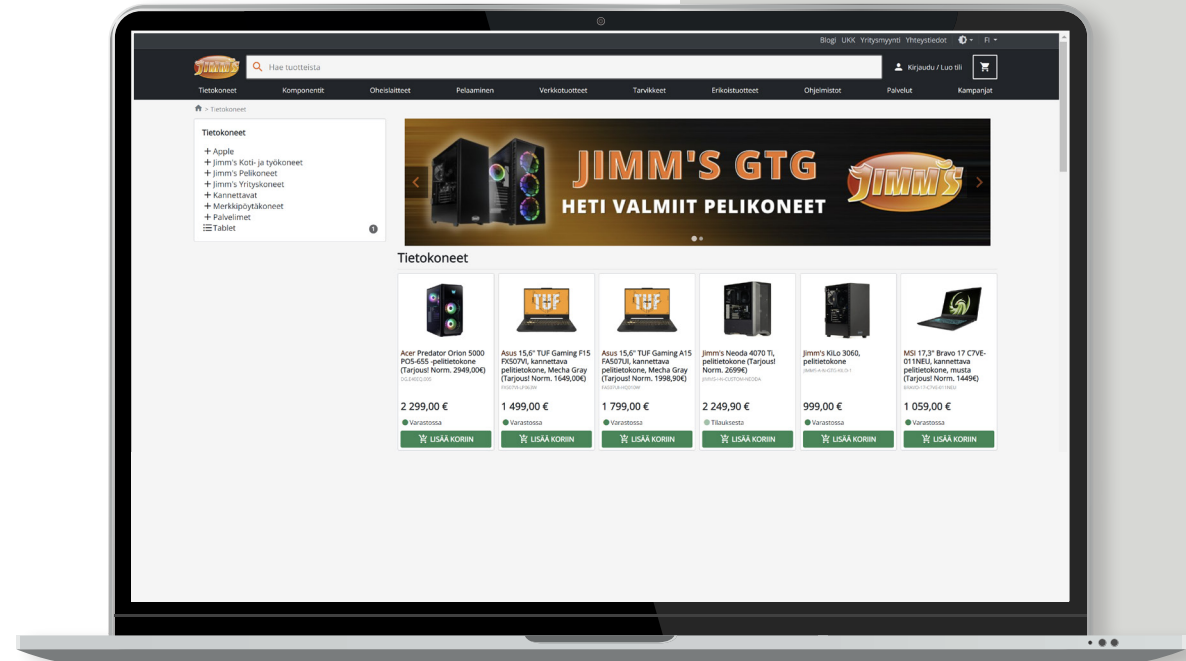
 **MEDIA OBJECTIVE**
Conversion

 **DURATION**
1 Week

 **LEAD TIME**
2 Weeks

 **LOCATION**
Category Page

 **REPORTING**
Page Views,
Click-through Rate



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es

Languages

English
German
Finnish
Portuguese
Spanish

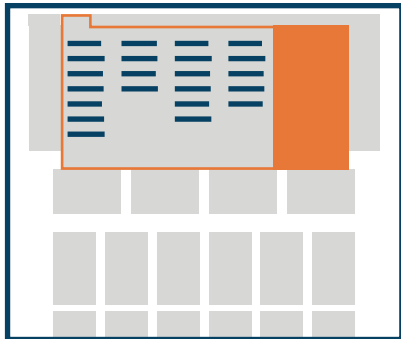
Deliverables







Supplier delivers visual
in defined format

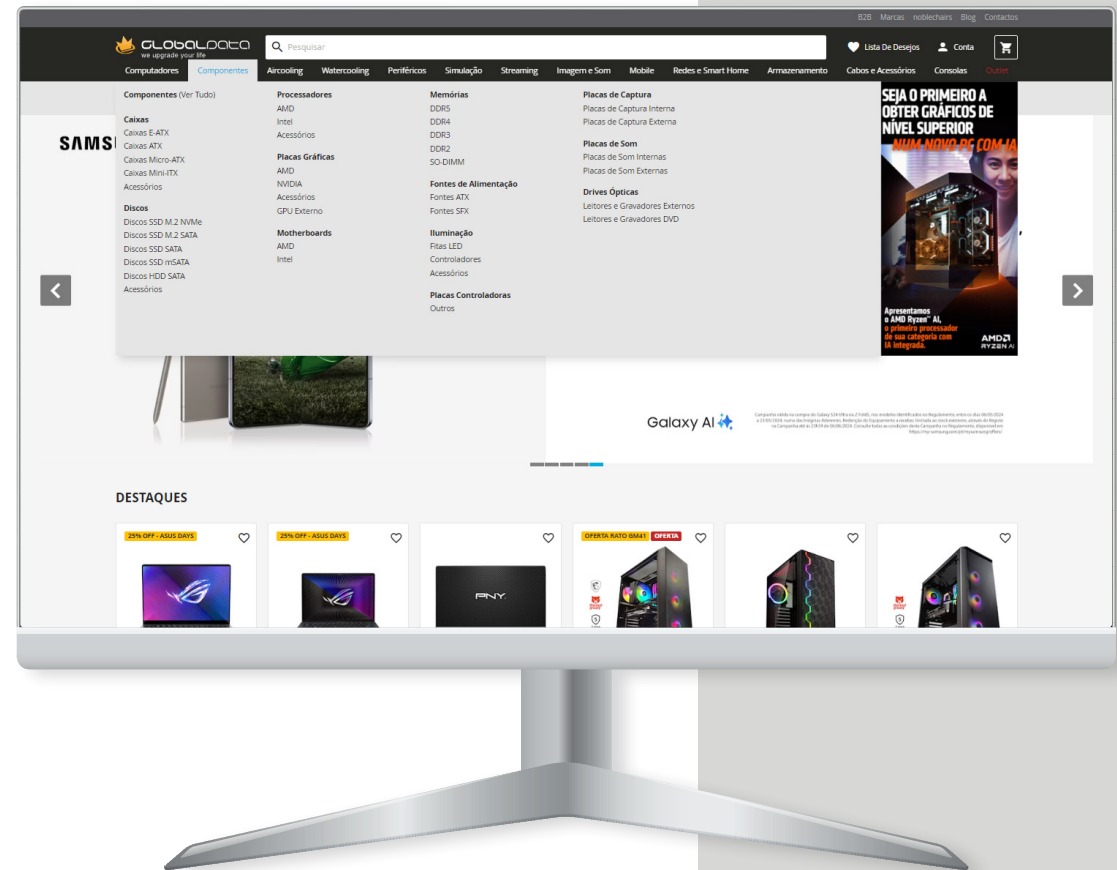
NAVIGATION BANNER

Banner in navigation menu of selected category of Pro Gamers Group Entity Websites.

Navigation Banners are an instant way to advertise your brand or specific product line / category. The high visibility slot is the perfect place to communicate about new products and special offers.



- 
REACH
 Category Dependent
- 
MEDIA OBJECTIVE
 Conversion
- 
DURATION
 1 Week
- 
LEAD TIME
 2 Weeks
- 
LOCATION
 Top Navigation Menu
- 
REPORTING
 Page Views,
 Click-through Rate



Eligible Websites

Caseking.de
 Overclockers.co.uk
 Jimms.fi
 Globaldata.pt
 Caseking.es

Languages

English
 German
 Finnish
 Portugese
 Spanish

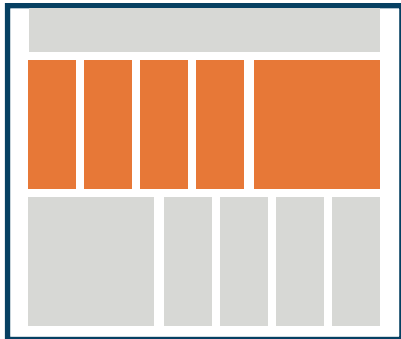
Deliverables







Supplier delivers visual in defined format

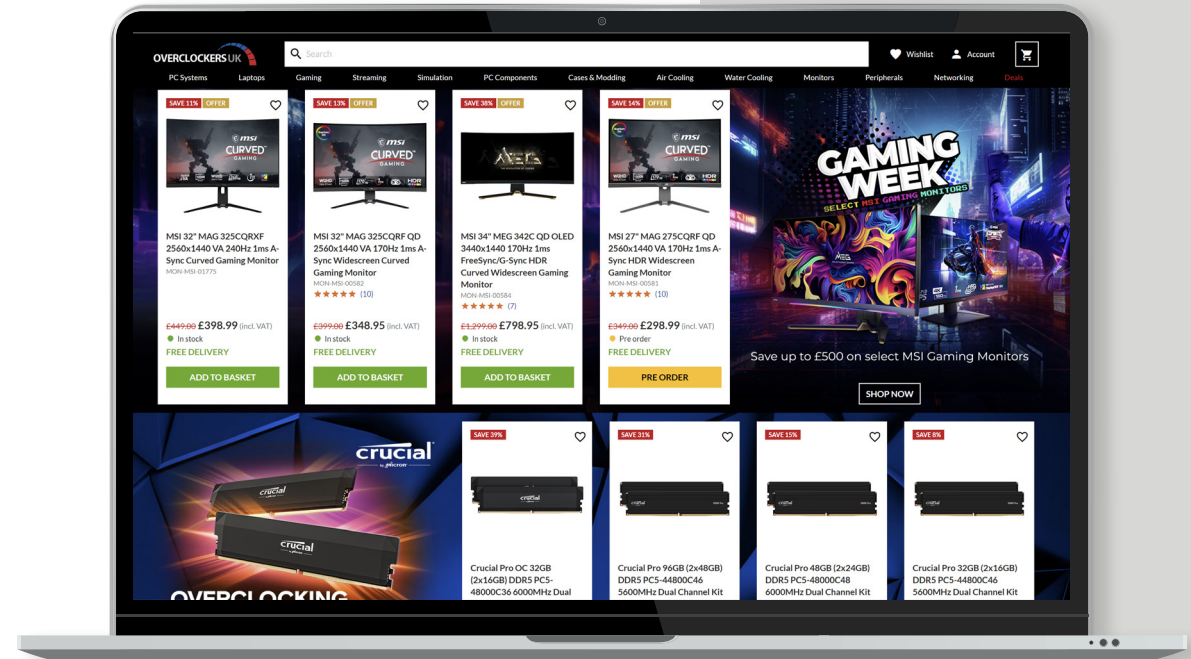
HOME PAGE FEATURE BLOCK

Homepage Feature Blocks are a great way to highlight multiple products in a series,

or different product categories. With dedicated branding, and prominent space on the homepage, this limited space leads to increased purchases.



-  **REACH**
> 2 million
-  **MEDIA OBJECTIVE**
Conversion
-  **DURATION**
1 Week
-  **LEAD TIME**
2 Weeks
-  **LOCATION**
Homepage
-  **REPORTING**
Page Views, Click-through Rate



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es

Languages

English
German
Finnish
Portuguese
Spanish







Deliverables

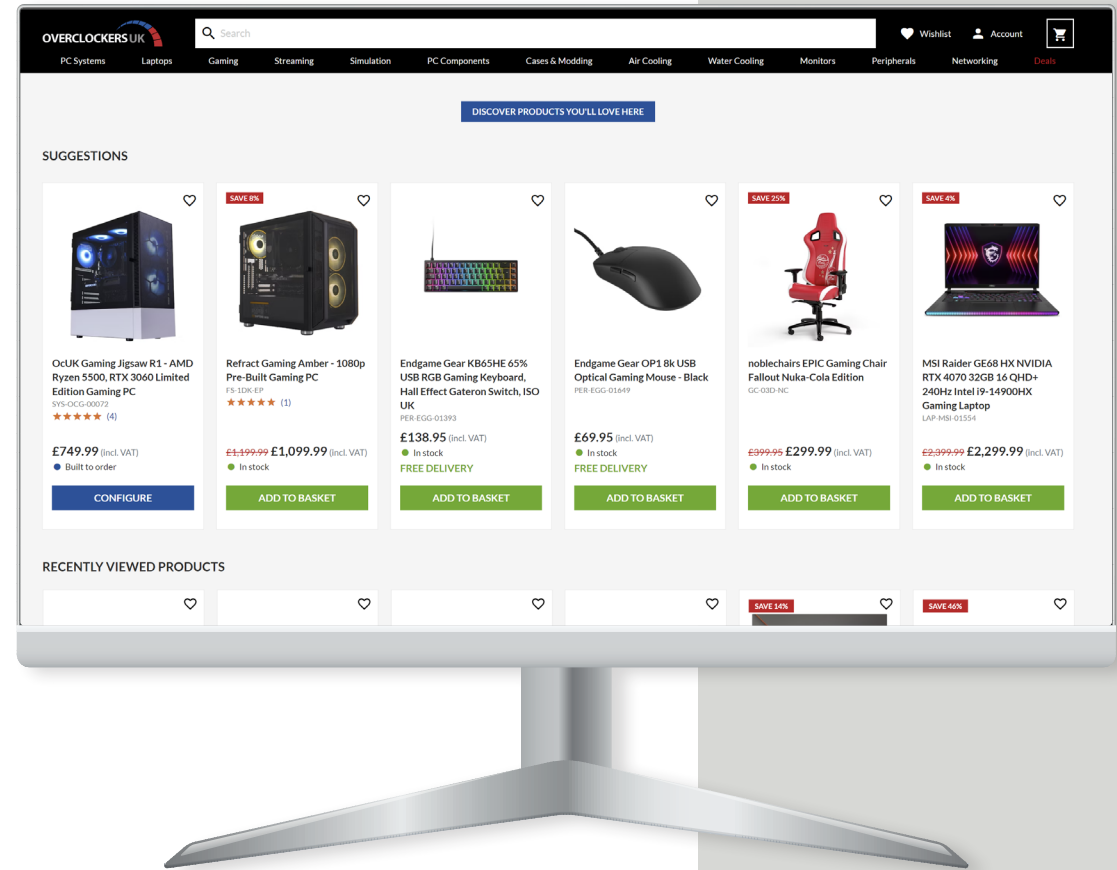
Supplier delivers up to 4 SKU codes

HOME PAGE SUGGESTED PRODUCTS

Using the extensive customer data from each e-retail shop,

promote your products to specifically targeted customer segments. Product visibility is refined to customers who are interested in similar products and product segments.

- 
REACH
Audience dependent
- 
MEDIA OBJECTIVE
Conversion
- 
DURATION
Customizable
- 
LEAD TIME
2 Weeks
- 
LOCATION
Homepage
- 
REPORTING
Page Views,
Click-through Rate,
Return on Ad spend



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es

Languages

English
German
Finnish
Portuguese
Spanish

HOME PAGE PREMIUM PARTNERS

Stand out from a large range of brands,

by highlighting yourself as a premium partner amongst our e-retail shops. We stand behind our limited premium partners, building brand trust and awareness across all customers to the e-retail stores.



REACH
~ 500K



MEDIA OBJECTIVE
Branding



DURATION
1 Month



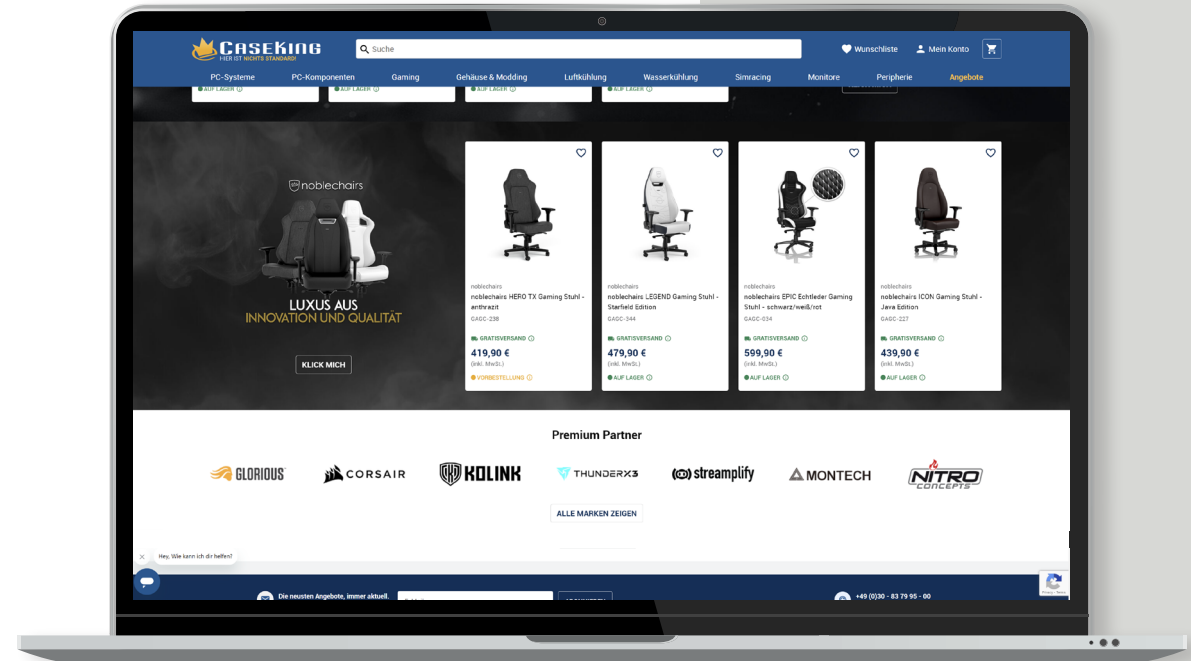
LEAD TIME
1 Week



LOCATION
Homepage



REPORTING
Page Views,
Click-through Rate



Eligible Websites

Caseking.de

Languages

English
German







Deliverables

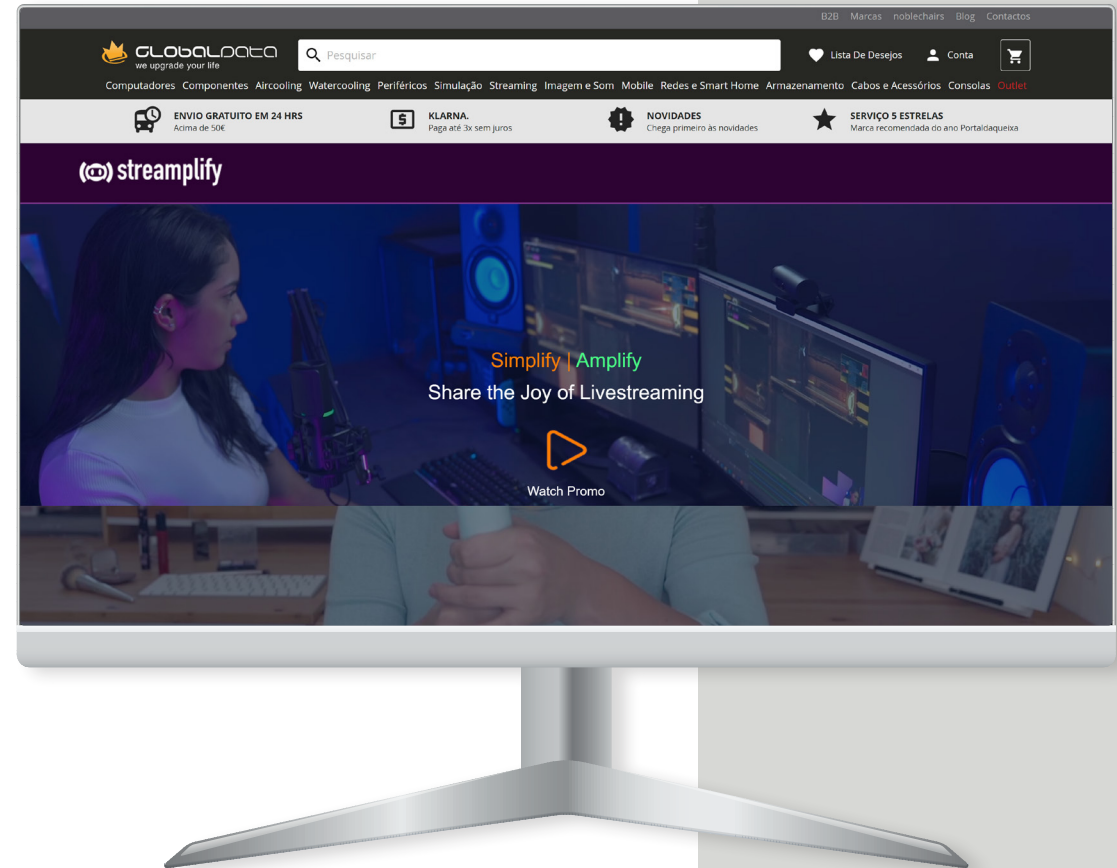
Supplier delivers brand logo
vector files

DEDICATED LANDING PAGE

Expand your product story for a new launch,

with a dedicated landing page for your go-to-market strategy. Outline key USPs and visual elements to further educate customers and convert to sales.

-  **REACH**
Variable
-  **MEDIA OBJECTIVE**
Education, Conversion, Branding, Engagement
-  **DURATION**
6 Weeks
-  **LEAD TIME**
4 Weeks
-  **LOCATION**
Dedicated URL
-  **REPORTING**
Page Views, Click-through Rate



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es
Pccasegear.com

Languages

English
German
Finnish
Portuguese
Spanish

Deliverables

Supplier delivers PSD files with landing page outline

BRAND STOREFRONT

Create a shop in shop experience with a dedicated brand page.

Highlight the latest releases, product categories, and product series all in one space.

 **REACH**
Variable

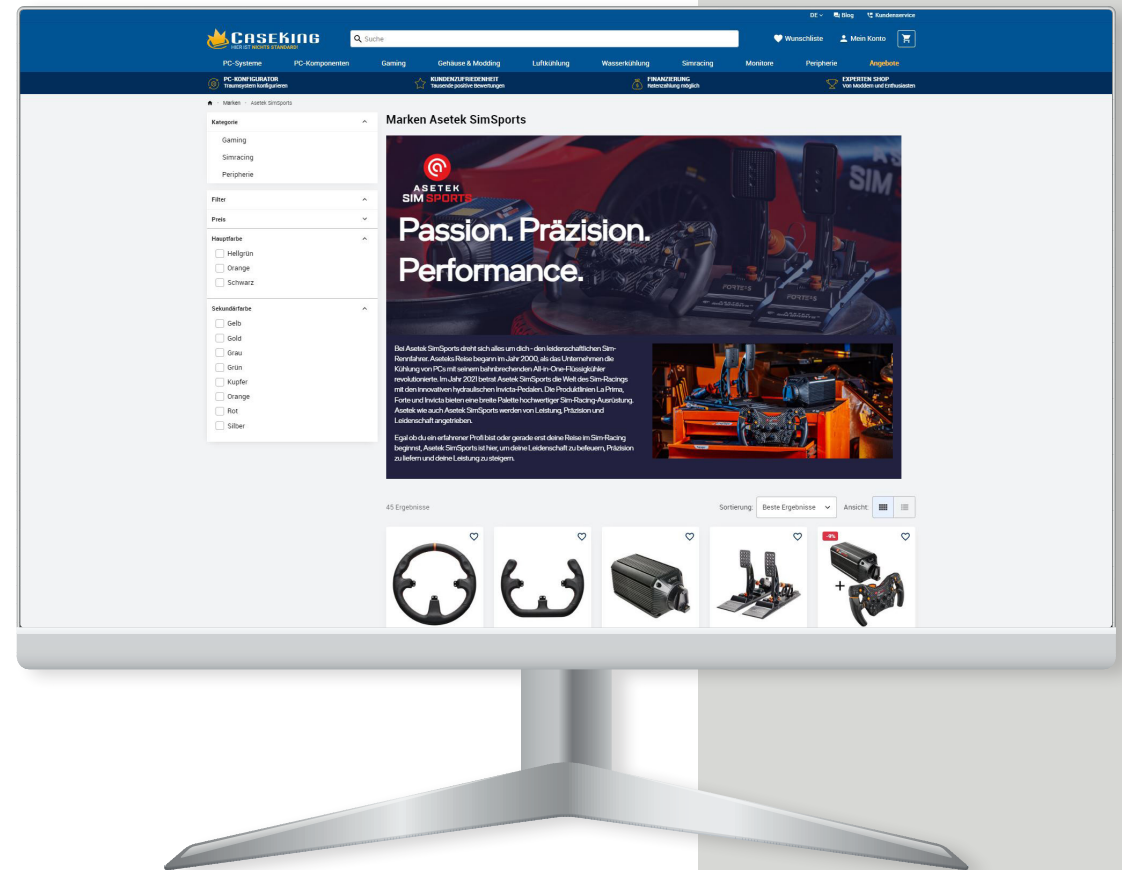
 **MEDIA OBJECTIVE**
Education, Conversion, Branding, Engagement

 **DURATION**
12 Months

 **LEAD TIME**
6 Weeks

 **LOCATION**
Brand Directory

 **REPORTING**
Page Views



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es

Languages

English
German
Finnish
Portuguese
Spanish

Deliverables

Supplier delivers outline of sections for Brand Storefront, and relevant graphic assets







CRM & ENHANCED CONTENT

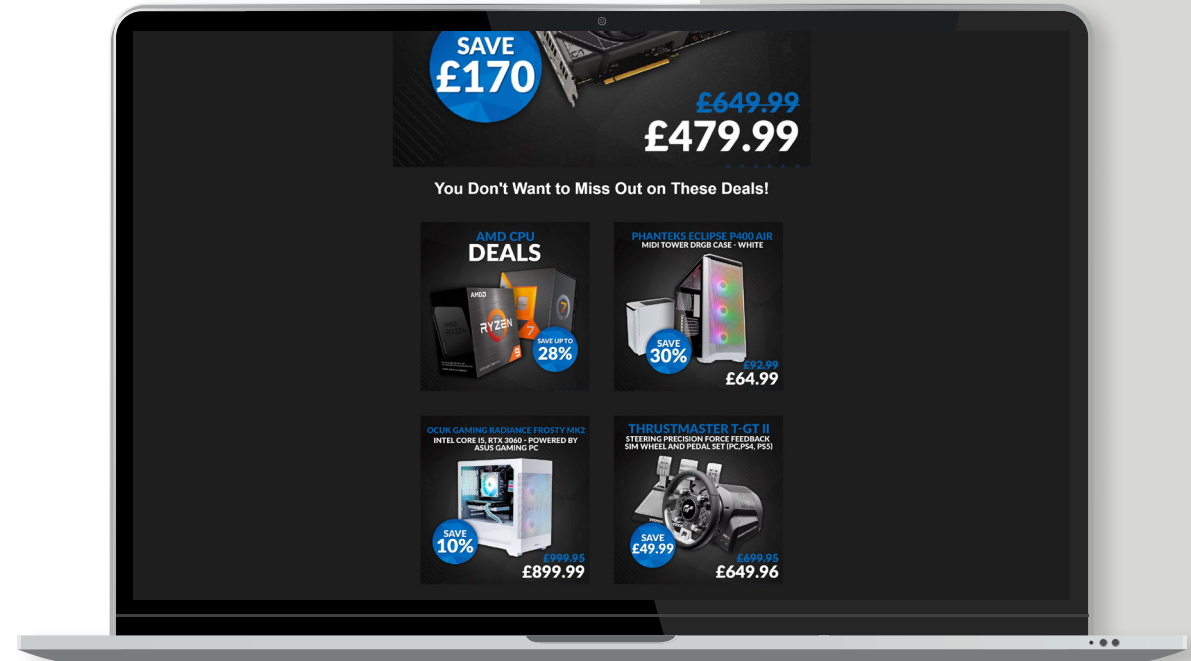
Drive sales and brand equity by generating engaging customer experiences with rich media.

MULTI BRAND NEWSLETTER SLOT

This personalized block in a multi-brands newsletter,

enables you to boost awareness of your brand or re-engage lost customers. Drive traffic back to your product page and increase sales.

- 
REACH
 > 1 Million
- 
MEDIA OBJECTIVE
 Conversion
- 
DURATION
 1 Time
- 
LEAD TIME
 2 Weeks
- 
LOCATION
 eMail Sendout
- 
REPORTING
 Impressions, Open Rate, Click-through Rate, Return on Ad Spend



Eligible Websites

Caseking.de
 Overclockers.co.uk
 Jimms.fi
 Globaldata.pt
 Caseking.es
 Pccasegear.com

Languages

English
 German
 Finnish
 Portugese
 Spanish

Deliverables

Supplier delivers focus product(s)

EXCLUSIVE NEWSLETTER

A dedicated newsletter enables you,

to efficiently target your customers or prospects with tailored messages in an engaging and modern look and feel. The brand defines the content of the whole newsletter.



REACH

Target audience dependent



MEDIA OBJECTIVE

Branding, Engagement, Educational, Conversion



DURATION

1 Time



LEAD TIME

4 Weeks



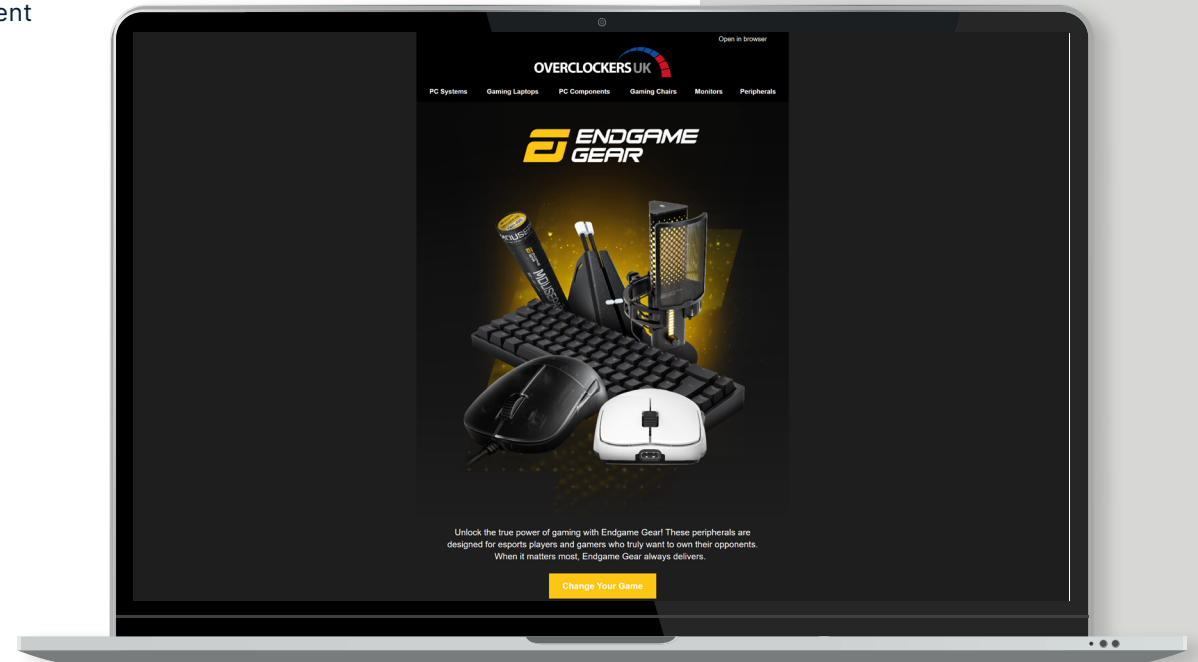
LOCATION

eMail Sendout



REPORTING

Impressions, Open Rate, Click-through Rate, Return on Ad Spend



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es
Pccasegear.com

Languages

English
German
Finnish
Portuguese
Spanish

Deliverables

Supplier delivers outline of sections for exclusive Newsletter, and relevant graphic assets

BLOG POST

A dedicated editorial blog post,

about your product ensures your customers have a deeper understanding of the product offering. Take a deeper look into the unique selling points of your latest releases, and benchmark their performance.



REACH
Variable



MEDIA OBJECTIVE
Branding, Engagement, Educational, Conversion



DURATION
1 Time



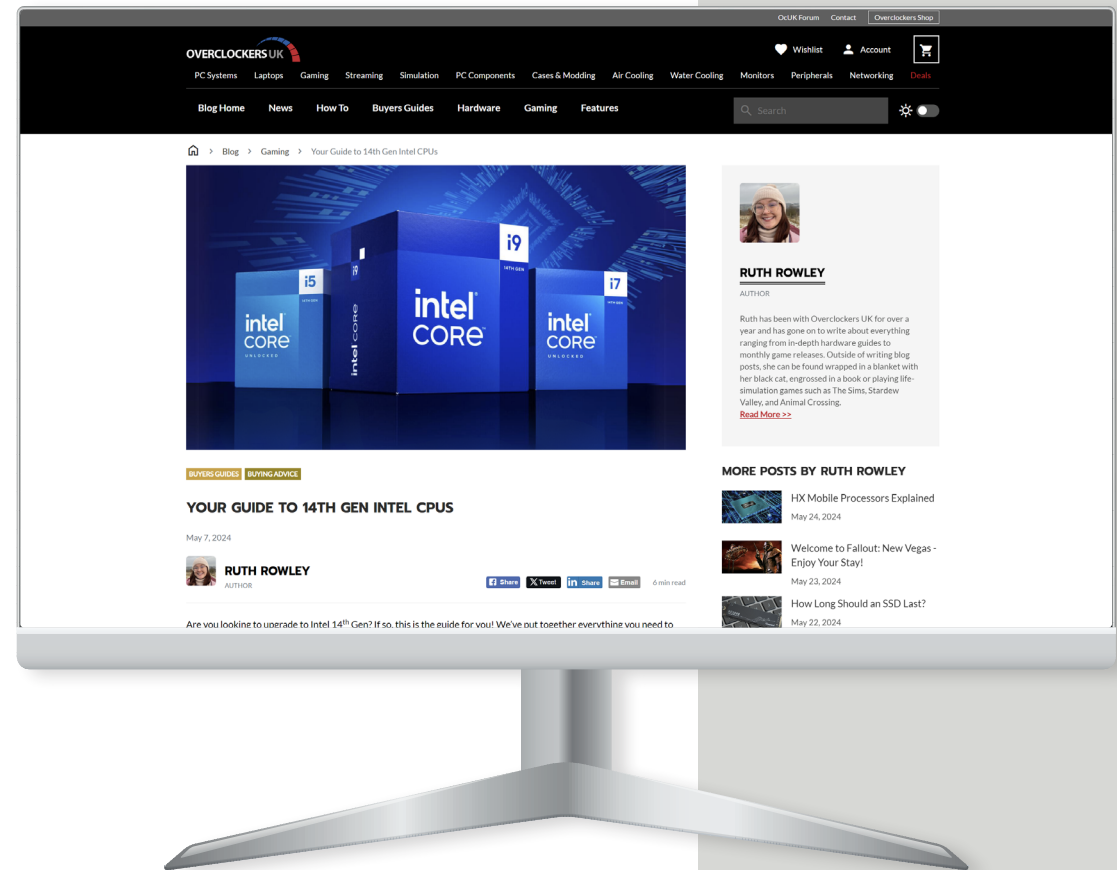
LEAD TIME
4 Weeks



LOCATION
Variable



REPORTING
Page Views, Click-through Rate



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es

Languages

English
German
Finnish
Portuguese
Spanish

A+ PRODUCT DESCRIPTION PAGE

Take a deeper dive into the specifics of your product,

highlighting key features directly on the product description page. Educate and engage the customer on their purchase journey, and increase conversions.



REACH
Variable



MEDIA OBJECTIVE
Educational, Conversion



DURATION
1 Time



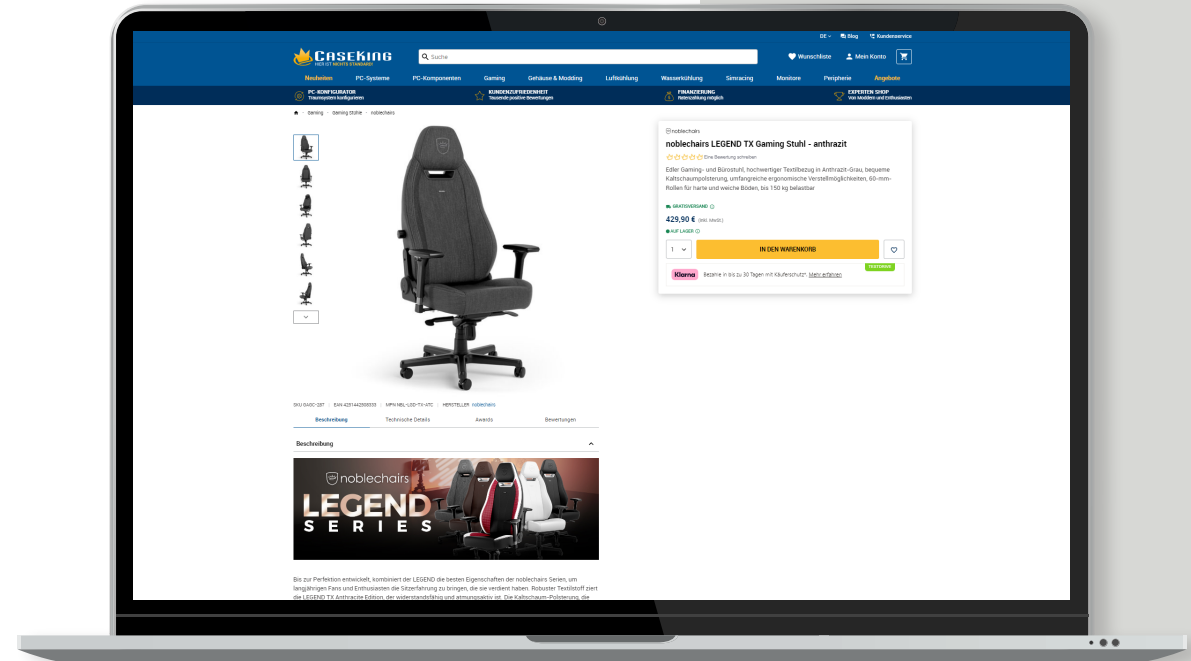
LEAD TIME
4 Weeks



LOCATION
Product Detail Page



REPORTING
Page Views,
Click-through Rate



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es
Pccasegear.com

Languages

English
German
Finnish
Portuguese
Spanish

Deliverables

Supplier delivers outline of sections for A+ Content, and relevant graphic assets

OFFSITE PLACEMENTS

Gain brand authority across further
online and offline communities.

SOCIAL MEDIA ORGANIC INTEGRATION

Brand and product visibility across the social timelines from Pro Gamers Group.

Seamless integration with lifestyle images, graphical assets, or video assets, which link directly back to your product.



REACH
> 500K



MEDIA OBJECTIVE
Branding, Engagement, Educational, Conversion



DURATION
1 Time



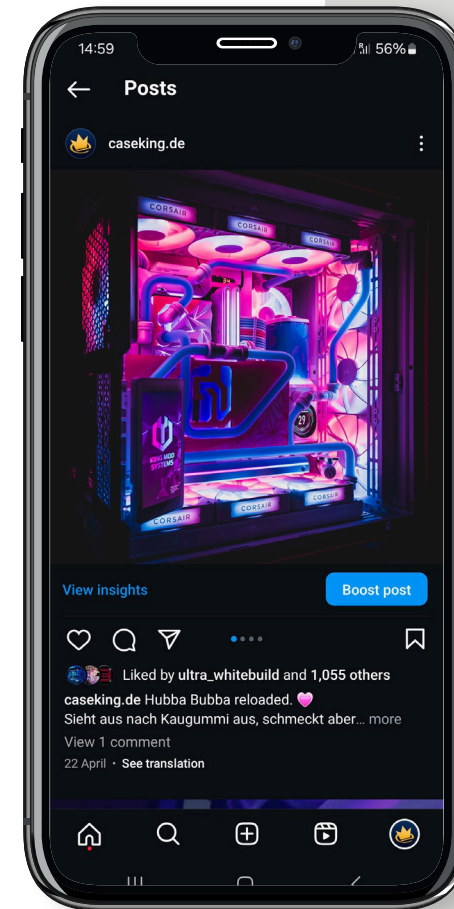
LEAD TIME
2 Weeks



LOCATION
Social Media Timeline



REPORTING
Impressions, Engagement



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es
Pccasegear.com

Languages

English
German
Finnish
Portugese
Spanish

Deliverables

Supplier delivers lifestyle images, video asset, or graphic asset

SOCIAL MEDIA STORY

Engage and keep customers up to date,

with social media stories. Keep up with high paced media consumption with story posts linking directly back to your product.



REACH
> 500K



MEDIA OBJECTIVE
Branding, Engagement, Educational, Conversion



DURATION
24 Hours



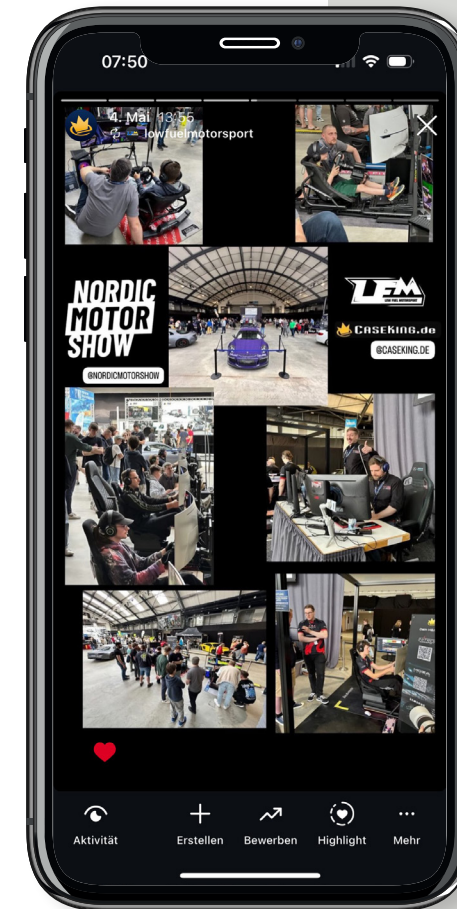
LEAD TIME
1 Week



LOCATION
Social Media Stories



REPORTING
Impressions, Engagement



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es
Pccasegear.com

Languages

English
German
Finnish
Portugese
Spanish







Deliverables

Supplier delivers lifestyle images, video asset, or graphic asset

SOCIAL MEDIA ADVERTISING

Target the perfect audiences across multiple platforms and channels belonging to Pro Gamers Group.

Tailor your campaign to the ideal outcome whether it be visibility, add to cart, or conversion.

-  **REACH**
Audience Dependent
-  **MEDIA OBJECTIVE**
Branding, Engagement, Educational, Conversion
-  **DURATION**
Budget Dependent
-  **LEAD TIME**
2 Weeks
-  **LOCATION**
Social Media Timelines and Stories
-  **REPORTING**
Impressions, Engagement



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es
Pccasegear.com

Languages

English
German
Finnish
Portugese
Spanish

Deliverables

Supplier delivers lifestyle images, video asset, or graphic asset

INFLUENCER CO-OPERATION

Grow your audience, and showcase your products through the influencer network from Pro Gamers Group.

Find personalities and communities that align with your brand story, and extend your product reach.



REACH

Channel Dependent



MEDIA OBJECTIVE

Branding, Engagement, Educational, Conversion



DURATION

Budget Dependent



LEAD TIME

4 Weeks



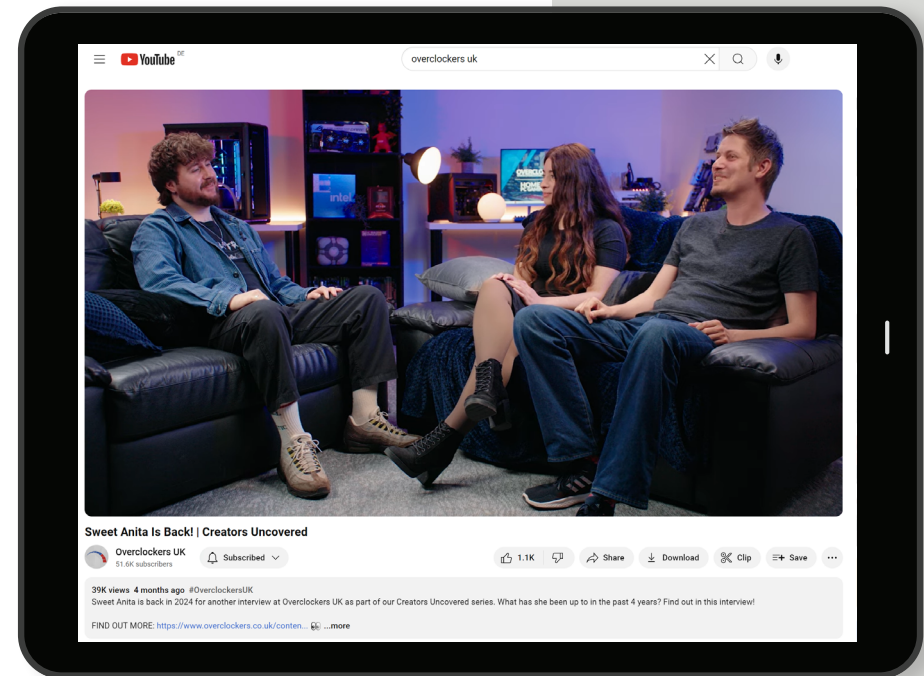
LOCATION

Chosen Influencer Platforms



REPORTING

Impressions, Engagement



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es
Pccasegear.com

Languages

English
German
Finnish
Portuguese
Spanish

VIDEO CONTENT

Bring your content to the next level with dedicated custom video content.

Produced specific to your brand message, engage customers with high quality video assets.



REACH
Variable



MEDIA OBJECTIVE
Branding, Engagement, Educational, Conversion



DURATION
Budget Dependent



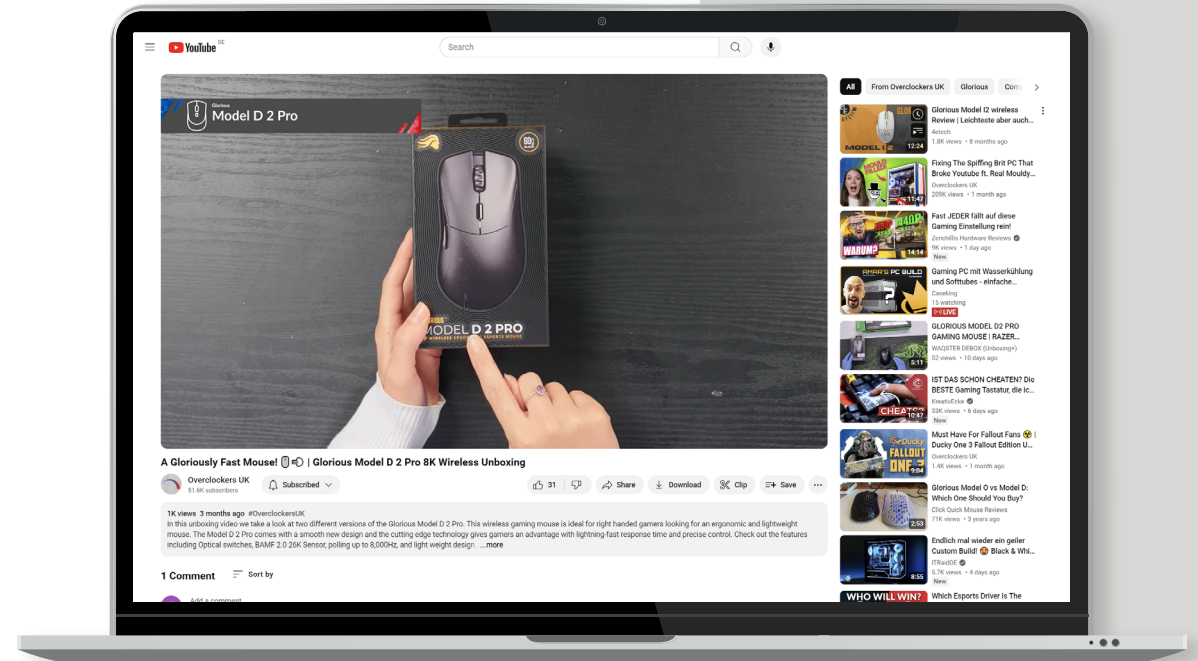
LEAD TIME
5 Weeks



LOCATION
Variable



REPORTING
Variable



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt


Languages


English
German
Finnish
Portugese


SEARCH ENGINE ADVERTISING

Engage with further online audiences, with paid search advertising.

Bring your products off-site, to customers who are searching for similar keywords and products.

 **REACH**
Campaign Dependent

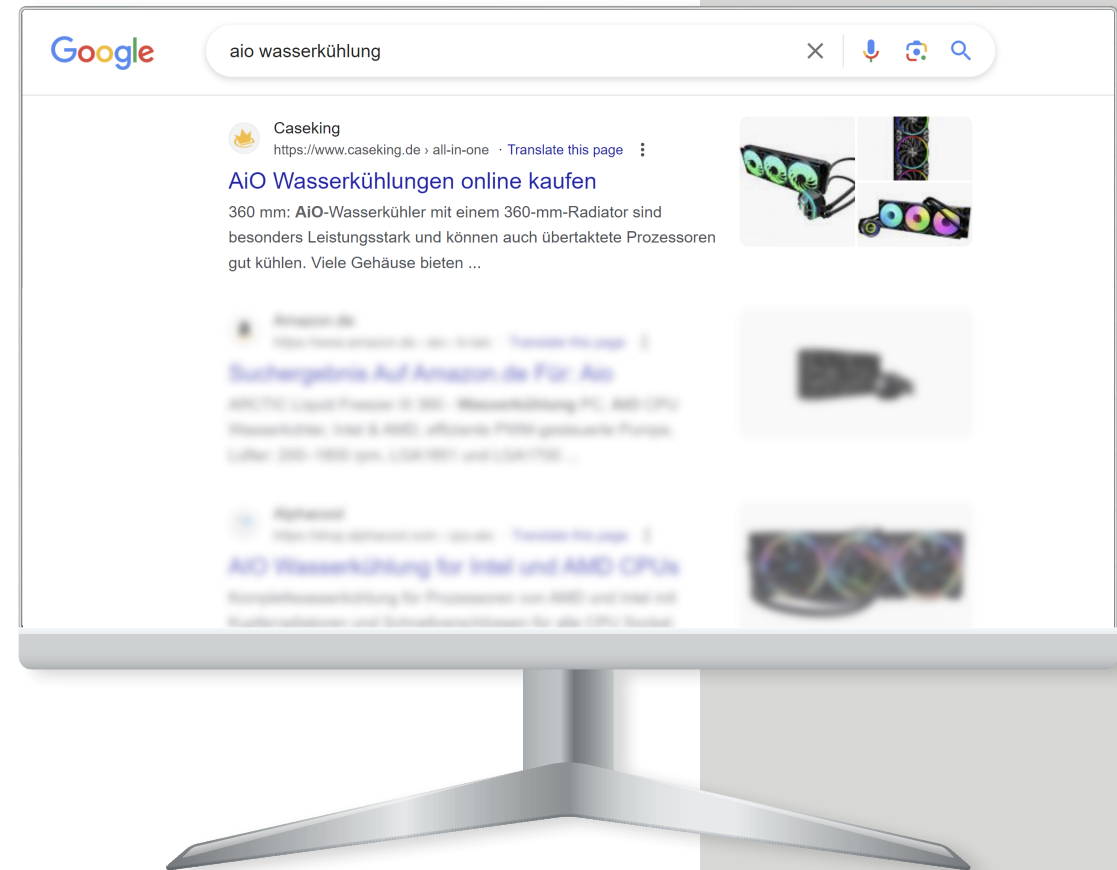
 **MEDIA OBJECTIVE**
Branding, Engagement, Educational, Conversion

 **DURATION**
Budget Dependent

 **LEAD TIME**
4 Weeks

 **LOCATION**
Variable

 **REPORTING**
Impressions, Engagement



Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es
Pccasegear.com

Languages

English
German
Finnish
Portuguese
Spanish

PACKAGE INSERTS

Product placement and advertising opportunities available in flyers.

Communicate your brand driven message through a widely distributed flyer.



REACH

Seasonally Variable



MEDIA OBJECTIVE

Branding, Engagement, Educational, Conversion



DURATION

Budget Dependent



LEAD TIME

4 Weeks



LOCATION

All packages sent to customers



REPORTING

Variable

CASEKING
präsentiert

GLORIOUS
GMMK2
Konfiguriere deine ultimative
Glorious GMMK 2 Tastatur

Der einfachste Weg zum Custom-Keyboard

- Zahlreiche Auswahlmöglichkeiten
- Alle Teile passen perfekt
- Auf Wunsch fertig gebaut
- 2 Größen: 96 % oder 65 %
- 2 Layouts: ANSI oder ISO
- X Kombinationsmöglichkeiten

Eligible Websites

Caseking.de
Overclockers.co.uk
Jimms.fi
Globaldata.pt
Caseking.es
Pccasegear.com

Languages

English
German
Finnish
Portugese
Spanish

PACKAGES

Find the perfect 360° media package to
elevate your brand to the next level.

GOAL DEFINED PACKAGES

Reach your targets easily,

with multichannel media packages, with your brand's goals in mind. Multichannel marketing packages can be tailored to meet your unique needs and targets.

**Example packages*

Brand Awareness



Improve visibility for your brand:

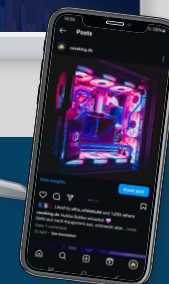
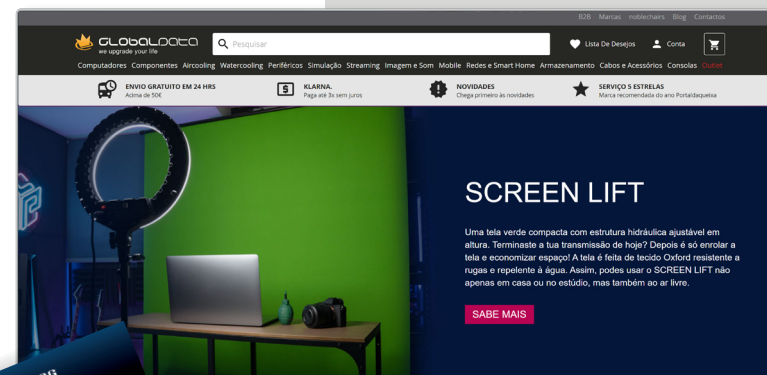
- *Homepage Banner
- *Category Banner
- *Homepage Suggested Product
- *Multi-brand Newsletter Slot

Product Sellout Campaign



Focus your reach on converting specific SKUs:

- *Homepage Feature Block
- *Search Suggested Product
- *Sponsored Social Media
- *Top Navigation Banner



The packages defined above are example packages, and are subject to change.

GO-TO-MARKET PACKAGES



STARTER BOOST

- ✓ Category Banner
- ✓ Multi-brand Newsletter Slot
- ✓ Social Media Organic
- ✓ Social Media Story Post



EXPANSION EDGE

- ✓ Homepage and Category Banner
- ✓ Homepage Recommended Products
 - ✓ Press Release
 - ✓ Product Media Review
 - ✓ Flyer Inserts



FULL FORCE UNLEASHED

- ✓ A+ Product Description Page
- ✓ Homepage Feature Block
- ✓ Homepage Recommended Products
 - ✓ Dedicated Video Content
 - ✓ External Banners
 - ✓ Influencer Activation
- ✓ Search Engine Advertising

The packages defined above are example packages, and are subject to change.

START YOUR RETAIL MEDIA JOURNEY

Ready to take the next step in digital advertising?
Get in touch today!

HOW TO BOOK

Pro Gamers Group offers various positions to engage customers, and drive sales across multiple channels and formats.

Our dedicated Retail Media Solutions team will be with you throughout the whole process, from campaign conception to execution and delivery.

To get in touch, reach out to our Retail Media Solutions team.



rms@progamersgroup.com





</> retail media solutions