

Kabam Raises Click-to-Open Rate 118%

Goals

- Increase game and new character usage with email campaigns
- Continually test new ways to improve email templates
- Analyze A/B template performance within campaigns
- Refine best-performing email template for next email campaign

Kabam, a global interactive entertainment company and developer of the mobile game, Marvel Contest of Champions, used Liveclicker to increase click-to-open rates triple digits. Subscribing gamers, being dedicated smartphone users reacted very positively to animated images and video in email.

Since December 2014, Marvel Contest of Champions has received over 70 million downloads to Apple and Android devices. The Editors' Choice on the Apple App StoreSM and with players in over 200 countries, Kabam keeps its dedicated versus-fighting gamers engaged by constantly evolving gameplay, introducing new characters to the fold.

One way Kabam alerts players of new characters is through a Character Release email campaign; dropping specific details about the new Champion in their inbox for immediate game updates and driving gamers to increase gaming time. The email marketers at Kabam are constantly testing these emails for improvements, sending



numerous templates each campaign, refining the best performing template to begin the next deployment.

Recently, Liveclicker's LiveImage and LiveVideo were added to Kabam's email marketing tool set. Using video to show new character gameplay and animated images

to increase content engagement, Kabam was able to raise email metrics steadily. The smartphone-heavy gamers interacted fully with Liveclicker technology, viewing the videos and animations easily within the emails, increasing click-to-open rates by triple digits in the first thirty days!

After adding the Liveclicker elements to the Character Release campaign,

Kabam saw recipients react positively to animated image and video content inclusions. *“Since using Liveclicker, we found that there have been increases in click-to-open (CTO) and open rates (OR) occurring in our manual emails as a result of Liveclicker element integration.”* said Jennifer Lee, Senior Lifecycle Marketing Associate for Kabam Inc.

Results



- Video in email out performed expectations
- Liveclicker LiveImage increased click-to-open 14.5% vs. static image content
- 118% rise in click-to-open rates after Liveclicker introduction from September 2015 - October 2015

About Kabam

Kabam, Inc. (“Kabam”) creates, develops, and publishes games that are available on mobile devices via its dedicated channel in the Apple App Store, Google Play, and the Amazon Appstore. Valued at more than \$1 billion, Kabam is the 6th fastest growing company overall in North America, according to Deloitte LLP. The company has been profitable since 2012. Kabam has more than 800 employees around the world, with corporate headquarters in San Francisco. The company's investors include Alibaba, Canaan Partners, Google, MGM, Intel, Pinnacle Ventures, Redpoint Ventures, Warner Brothers and others.

About MARVEL Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-ve years. Marvel utilizes its character franchises in entertainment, licensing and publishing. © 2016 MARVEL