



# 141

## YOUTUBE VIDEOS

And **29** Twitch live streams.  
And over **2.9M** video views  
from over **49M** subscribers.  
And over **181K** likes. And  
over **14.7K** comments.

# 80+

## HOURS

We spent **80+** working hours  
to achieve the numbers! Do  
you have the time it takes?  
Maybe you should do  
something else – like run your  
business or build your game  
instead?

# KING

## CONTENT

You have probably heard it  
many times already, but  
**content truly is king!** All the  
numbers and hard work pays off  
only if you have great content to  
work with. Focus on having an  
awesome and funny trailer  
video and gameplay as **it will  
inspire influencers** to make  
even more awesome videos!

## INFLUENCER CAMPAIGN

### CASE STUDY 2018

**The Spy Who Shrank Me** is a PC  
Steam game released on  
December 18<sup>th</sup>, 2018. **Visionist**  
did an influencer marketing  
campaign for the game from  
November 2018 to January 2019.



## THE CLIENT

Catland was founded in 2017.  
Catland aims to create games  
that embrace insanity – wacky  
experiences that make players  
think “what the hell are we  
playing right now”. Catland  
games are for PC and virtual  
reality platforms. Learn more  
at [www.catland.studio](http://www.catland.studio).

# 1.73 €

## CPM

The first **7** YouTube videos  
were paid. Other **134** videos  
were the result of finding  
suitable YouTubers and  
supplying them with **496** free  
Steam codes.

The total cost of the campaign  
was **4964€** (\$5383). It means  
a CPM of **1.73€** (\$2.09).

## MILLIONS OF GAMERS

We have reached millions of  
gamers worldwide by working  
together with big and small  
influencers.

Great tools are the absolute  
necessity if you want to scale-  
up your influencer visibility.  
**You still need somebody** who  
can use the tools and who can  
understand the numbers and  
people behind the tools.

We have the experience, the  
knowledge and the tools to  
**grow your influencer reach!**

Learn more by emailing us at  
[info@visionist.fi](mailto:info@visionist.fi).