

Ubisoft Drives Player Reactivation With Personalized Video

Ubisoft, a leader in the gaming industry, enables players to leave the real world for dramatic battlegrounds, heroic rescues and more with the press of a button. But while players explore the same virtual worlds and complete the same challenges, no 2 journeys are exactly alike.

With this in mind, the brand wanted to kick off their newest ecosystem, Ubisoft Connect, by celebrating every fan's gameplay.

The Challenge

Today's gamers are almost always connected to their friends, followers and teammates. Streaming services and instant messaging platforms are a common part of gameplay. Discord grew dramatically during the pandemic and now has over [154 million](#) monthly active users. It's obvious gaming is no longer just entertainment. It's a way to socialize.

Ubisoft's ecosystem of player services, Ubisoft Connect, speaks to this — connecting players around the world through a more seamless gaming experience. How could they excite players about the launch?

For one, the campaign had to be omnichannel, able to be distributed in-app, via email and more. From there, Ubisoft needed content that would resonate with players, empowering them to share the campaign even further across social platforms.



The Solution

To create an immersive, multichannel campaign, Ubisoft leveraged Idomoo's powerful Next Generation Video Platform — combining creative from their agency, Biborg, with player data.



Players received their very own Personalized Video recapping their last five years of gaming with Ubisoft. Each wrap-up told its own story of the viewer's journey, reaching them on a personal level and unlocking insights into all they accomplished.

What was personalized?



Player's
username



Number
of games
played



XP
earned



Number of
friends made
on Uplay



Favorite
games

... AND
MORE

Bonus: A select group of gamers received a special thank-you from the developers.

How were videos distributed?



Email



The Ubisoft Connect app



Custom landing page

Videos were short enough to keep the viewer's attention but still jam-packed with the stellar creative that customers have come to expect from Ubisoft. They featured scenes from players' favorite games alongside stats worth bragging about. And it was easy for Biborg to create using Idomoo's drag-and-drop web interface.



Thanks to Idomoo's user-friendly technology platform and dashboard, we were able to drag and drop our Ubisoft creative and start this Personalized Video campaign in days.

- Morgane Roncin, Biborg

The possibilities for each video were virtually limitless. The videos covered over 30 games and were available in 11 languages. Scale was no issue. Videos were personalized for nearly 5 million gamers.

By the Numbers

30+

games

11

languages

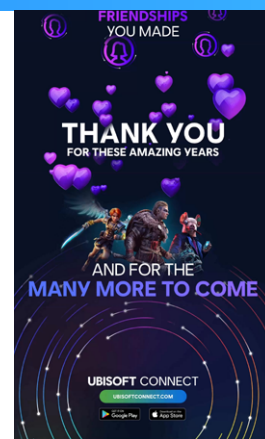
Nearly

5M

gamers

PERSONALIZED INFOGRAPHIC

In addition to a personalized wrap-up video, Ubisoft also used Idomoo's platform to create bespoke, high resolution infographics — drawn from video stills — celebrating each user's gameplay. The infographic provided another way for players to share their 5-year recap.



**VIEW FULL
GRAPHIC**

Results

The campaign's performance went above and beyond expectations, surpassing key industry benchmarks.



Higher video completion rate



5x uplift in Facebook and Twitter share rate



Nearly 3x uptick in video download rate



270% increase in CTA click rate

The combination of data-driven stats and stunning graphics worked. On average, players watched their video twice. And after they relived their experiences with their favorite games, they told their friends about it, sparking a tidal wave of shares and mentions across social media.



This campaign definitely accomplished its goal of fostering a sense of community for our players, as evidenced by the tremendous sharing of videos and comments across social media. Idomoo's technology has enabled us to empower and engage the Ubisoft gaming community, and their reaction has been amazing.

Marianne Loraud, Ubisoft

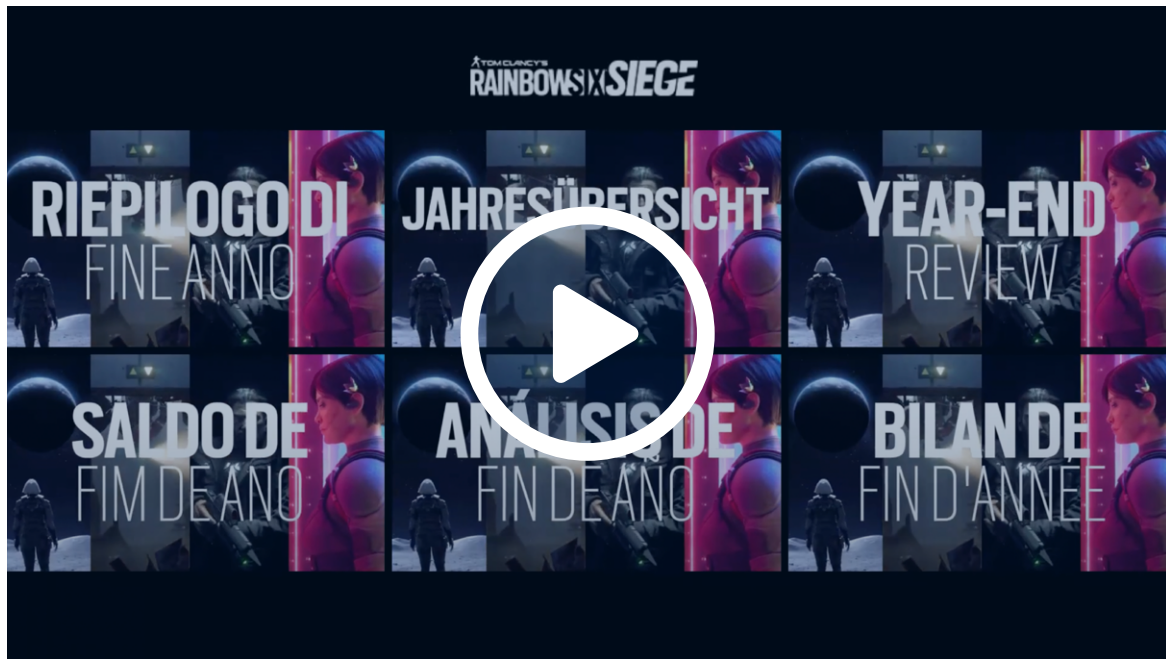
Level Up

Thrilled with their results, Ubisoft decided to treat gamers again the following year with another data-driven video campaign. They sent out a Personalized Video covering the fifth season of Rainbow Six Siege, delivering staggering results once again — including a 17x increase in player reactivation and a 3x uplift in game-to-web visits.

The campaign went above and beyond in creating a unique video for every viewer. Top fans saw how all of their hard work stacked up — their global rank, greatest achievements and other big wins.



Casual gamers, in comparison, were shown a narrative more suited to their style, learning who their favorite character was or being encouraged to get started by playing with friends.



As before, the response on social media was overwhelming, and both engagement and reengagement were higher than previous campaigns without Personalized Video.

17x higher player reactivation

3x more game-to-web visits

Unlock a New World of Digital Communications

Your audience is more than just gamers. They're Gen X and Gen Z. They're seasoned pros who remember the days of the Game Boy but also newbies who've just got their first console. They share a common love for gaming, but the reason they continue to compete in battle royales, MMOs and more is personal.

Video — when it's personalized — speaks to the individual. It showcases what makes every player journey unique, boosting brand love and driving loyalty for the long term. Top leaders in the [gaming industry](#), including Epic Games, EA, Activision and Zynga, have already leveraged Personalized Video. For everything from custom offers to anniversary celebrations, data-driven video delivers.

Are you ready to join the ranks of the biggest brands putting their data to work? Connect with one of our team members to get started.

[SCHEDULE A CALL](#)