

G5 Gaming



"Our teams have worked incredibly hard to bring these exceptional results to life. By streamlining Native campaigns and implementing video formats, we've been able to deliver CPA drops that not only meet today's needs, but also lay a strong foundation for what's coming next."

Darya Brazovskaya
Internet Marketing Manager, G5

G5 Entertainment levels up player reach with Video and Native ads

The goal

Power up ad performance ahead of peak season

[G5 Entertainment](#) wanted to grow their new player base across the Microsoft Advertising Network ahead of their Q4 peak season. With the North American market generating over 60% of G5's revenue, the team saw an opportunity to reach and convert more potential players faster.

G5 had been running broad [Search](#) and [Native](#) ad campaigns without audience segmentation, leading to multiple ad disapprovals and weak performance. After resolving these issues, the team set out to rebuild its strategy around how players discover new games and turning that curiosity into clicks.

The solution

Video ads for lower CPA: [Video ads](#) were a high-impact way to introduce players to new titles, quickly becoming the most efficient ad format.

Remarketing that reconnects: [Impression-based remarketing](#) helped re-engage people, strengthening the path to conversion.

Native ads with refined audience structure: By reworking its Native ads strategy, including in-market gaming segments and dedicated affinity groups, G5 tapped into Microsoft Advertising's first-party data. Supported by in-market [audience targeting](#), it improved efficiency and scale.

Search to support intent-driven players: This captured players actively looking for new games, while [Audience ads](#) delivered higher engagement and attracted users who often converted after a trial period.

The results

CPAs fall, conversions climb, and momentum builds

G5 saw immediate performance improvements. Video ads quickly delivered the lowest CPA. At the same time, **impression-based remarketing drove a 50% lower CPA** than other audience segments. This helped G5 re-engage people who had already shown interest, guiding them toward gameplay.

But the strongest lift came from the refined Native ads approach. With gaming-focused in-market segments and affinity groups shaping its structure, these ads began **driving the majority of paid user conversions**. The strong performance made Native ads a key part of G5's ongoing acquisition plan.