



## Detonator proves how authentic in-game advertising opens new routes to Esports monetization

### MEET

# DETONATOR

Biggest Esports team in Japan

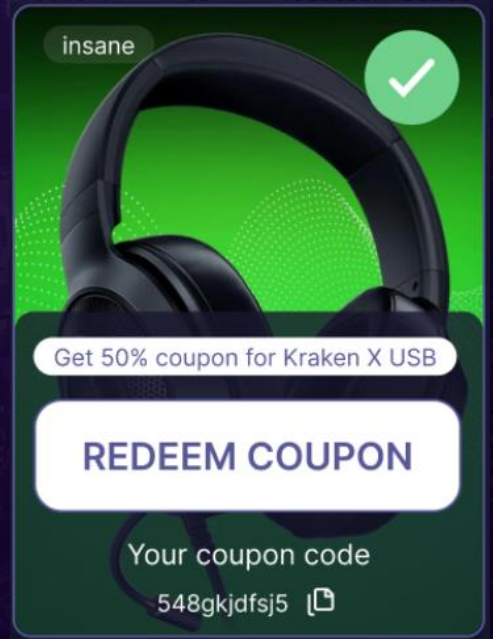
Top-10 in the world based on hours watched

Sponsors include Red Bull (+ other major brands)

DeToNator entered the Esports arena in 2009. They quickly rose through the ranks, fast becoming Japan's most popular team and one of the world's most-watched competitors.

Players now compete at the top level in Valorant, Apex Legends, League of Legends, and PUBG. And their prominence has helped them win major brand sponsors, including Red Bull.

When the team looked to do something new and exciting to harness the player's connection with fans, they approached Omnicoch about running a pilot.



**“Over 80% of fans said they preferred having to ‘win’ coupons (versus simply seeing them in banner ads or giveaways).**

**As a result, they're more likely to redeem them, meaning the Omnicoch platform will directly boost our e-commerce sales.**

**Plus, it's a white-label service, so we can offer it to brand partners.”**



Masashi Yamazaki  
Chief Operating Officer, DeToNator



**10x Impression** on @DeToNator\_GG Twitter



**35% of fans** shared quest completion on Twitter



**80% of fans** preferred winning coupons vs giveaways & ads



**1 day** to get the service up and running



# The challenge

Monetize the fan base in a value-sharing way

Esports has fast become a global industry. Most projections put the ecosystem on track to surpass \$1 billion in revenue for the first time in 2021.

But while money flows from media rights, live event ticket sales, merchandise, and in-game purchases, **69% of all revenues still come from sponsorship and advertising.**

That's no surprise given that DeToNator fans alone watch 10m+ hours of live streams every month. But while the team wanted to leverage its fan engagement, it shared Omnicoach's belief that **monetization must only ever follow value creation.**

That's why they decided to shun traditional marketing methods and **use the unique nature of gaming to promote their brand in a more immersive, authentic way.**

# The approach

Create a contextual promotion that does more than sell

When the DeToNator team saw Omnicoach's platform, they had a **novel idea to drive qualified visitors to their website.**

They launched a Valorant quest and video analysis service, knowing it would **offer exceptional value** to gamers while **promoting the DeToNator brand** to the gaming community.

The team invited players to register via a dedicated website, offering 'AI-based match analysis' to a limited user base.

DeToNator then **used Omnicoach to link over sixty quests to specific in-game actions**, enabling players to 'win' DeToNator web-store coupons each time they completed a quest.

The entire service took just one day to set up with 80% of players saying they loved earning their discount.



"I tried the AI coaching, and it's pretty good. It even extracted the scenes where I made headshots!"

@aozoragemclub  
on Twitter



"It was fun to have discounts as one of my goals. I'm looking forward to what comes next!"

Pilot participant (via anonymous questionnaire)



"It's pretty good to be able to look back at the kill and death scenes accurately."

Pilot participant (via anonymous questionnaire)

# The result

Converting engaged fans into paying customers

The innovative campaign was a resounding success. Players loved the service, and it delivered the desired results:



**10x increase** in @DeToNator\_GG Twitter impressions



**80% of players** preferred having to earn coupons



**35% of players** shared their quest results on Twitter



It took just **1 day** to get the service up-and-running

As for the webshop: visitor numbers increased, with customers redeeming more coupons than in past promotions, translating to a **much lower CPA for DeToNator.**

Now, **sponsors are approaching the team** with exciting ideas, and DeToNator plans to **harness Omnicoach to launch similar campaigns** with several world-class consumer brands.

"Following the success of the pilot, we're going to use Omnicoach throughout Japan.

The platform is now white-label, so we'll customize it so that fans feel like it's a DeToNator service, and they should engage at an even deeper level.

We're also launching the service behind a paywall, inviting fans to learn from our top players. And we're sure it'll become a scaleable revenue stream that helps us leverage our valuable brand assets.

Plus, the quick setup means we can also offer it to sponsors, and they can create quests to promote their brands to our community in an entirely authentic way."

Masashi Yamazaki  
Chief Operating Officer, DeToNator

Looking for ways to **engage your fanbase** and **create new revenue streams?**

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