

# 250% LEAD SURGE FOR CONSOLE TITLES

## AN INDIE GAME DEVELOPER

\*CLIENT NAME AND SPECIFIC DETAILS PROTECTED UNDER NDA\*  
\*A GAN-FALL CLIENT\*

Industry: Gaming  
Size: ~25 employees, \$7M revenue  
Location: Northeast, USA

This indie game developer creates captivating console titles, blending unique art styles with deep gameplay mechanics for platforms like PlayStation, Xbox, and Switch. With a passionate team of approximately 25 employees and \$7M in annual revenue, they've gained a cult following in the Northeast, boasting 200K+ downloads and critical praise at indie festivals like PAX East. Operating in a vibrant gaming community, they aim to secure major publishing deals, expand their portfolio, and grow into a \$15M player in the indie gaming scene.

## BUSINESS CHALLENGES

- Low lead volume: 12 per month, mostly tiny sponsors, unfit for \$75K+ game deals.
- High CAC: \$1,200 per client, eating profits on \$100K average projects.
- Slow outreach: 18 hours weekly chasing leads, stalling art and coding.
- Competition: Bigger devs locked up console publishing contracts.

## OBJECTIVES

- Raise leads to 40+ monthly, targeting \$75K+ deals from publishers.
- Cut CAC to \$400, freeing funds for new assets and team hires.
- Hit 85% lead fit for brands and publishers with solid budgets.
- Reduce outreach time by 70%, focusing team on game design and pitches.

## SOLUTION

Our AutoReach Pro initiative:

- Targeted 2,000+ publishing execs and brand managers with \$500K+ budgets.
- Ran 4-touch campaign: LinkedIn pitches with trailers, emails with demo stats, SMS preview invites, follow-ups for non-responders.
- Used AI scoring to reach 85% lead fit, cut weak chases by 70%.
- Synced with Pipedrive, automated tracking, sped up deal prep.

## RESULT AND BENEFITS

After 7 months (Q2 2022):

- Leads grew from 12 to 42 per month, a 250% jump, filling pipeline with publishers.
- CAC fell from \$1,200 to \$400, a 67% drop, funding two new artists.
- Revenue rose with \$400K publishing deal, \$1.2M more in pipeline.
- Outreach time dropped from 18 to 5 hours weekly, a 72% gain, boosting dev speed by 20%.
- \$11K investment returned 40x in revenue, aiming for \$15M target.

"This system is amazing, you set up the system and took the time to teach me how everything worked so I wasn't completely lost. Now the money and big players are flowing in"

— Head of Marketing