

Earning Greater Revenue from a Narrower Audience

INDUSTRY: eCommerce, Consumer Technology

SUB-SEGMENT: Computer Hardware, Gaming

PCs, Professional Workstations

REVENUE RANGE: \$10-25MM

LENGTH OF ENGAGEMENT: Dec 2009 - Present

PRIVATELY HELD

About MAINGEAR

MAINGEAR specializes in building high-performance custom PCs for gamers and professionals dependent on design technology (e.g. engineers and digital animators). In keeping with its commitment to a personalized high-end tech experience, MAINGEAR prioritizes dedicated customer support and has recently begun offering computer build kits for DIY enthusiasts.

Our Strategy

Gaming industry revenues have surged to \$138 billion in recent years and show no signs of slowing down, creating a lot of opportunity for consumer technology businesses to grow along with the market. The boom is due in large part to esports (competitive gaming) and dedicated gamers' preference shifting from consoles to PCs. We're helping MAINGEAR ride the wave by targeting serious gamers and affluent techies through both paid ads and SEO-optimized content, setting its high-performance PCs apart from computers for the average consumer and improving organic search visibility to make the company stand out in a competitive niche.

Key Tactics

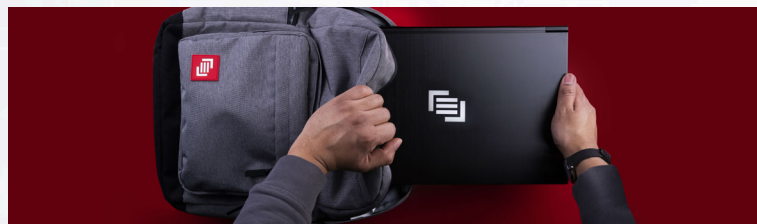
- Target serious gamers in paid ads using language and terminology that resonates with the competitive gaming community
- Optimized homepage and product page content to boost organic visibility for targeted keywords
- Develop content pages not shared by competitors to outrank them in searches for long tail keywords

Results

- Organic keyword visibility improved, leading to additional traffic and revenue
- MAINGEAR gained a larger market share without increasing its paid search budget, successfully competing with Fortune 500 companies in its industry

Major Win

The overall conversion value for MAINGEAR's campaigns amounts to more than \$10 million in revenue each year against a yearly spend of \$2.4MM.



"We had a dedicated audience before we started working with Leverage, but they've helped us grow our customer base much faster and more effectively than we could have on our own."

—Ron Reed, Marketing Director

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