

WIKIA DRIVES REVENUE THROUGH VOTION INTERACTIVE PRODUCTS

► OVERVIEW

Wikia is the largest entertainment site in the world with over **190 million monthly visitors**.

In 2015 they came to Votion looking to monetize their massive reach by leveraging the Votion product suite for both editorial and direct sales campaigns.

Wikia to date has run over 50 Votion brackets, polls, matchups and stackups in 10 languages and has driven millions of engagements and captured **tens of thousands emails**.

► CAMPAIGN

Square Enix needed **a way to introduce** the game Deus Ex Mankind Divided to fans of the video game series & attract new players.

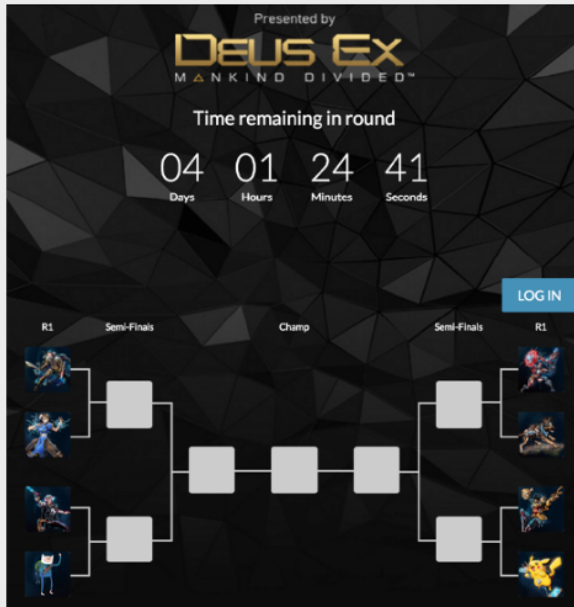
Using **Votion's Interactive Bracket product**, Wikia build a **fully branded campaign** that introduced new augmented hero's in the game along with their fantastic powers.

Wikia then used its **massive reach and high impact** ad units along with social media to drive users to the landing page.

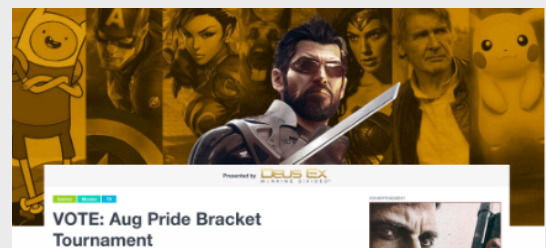
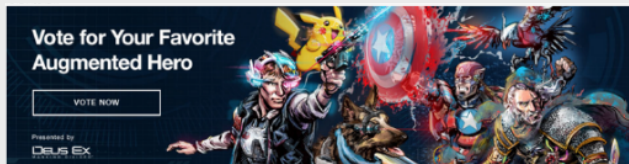
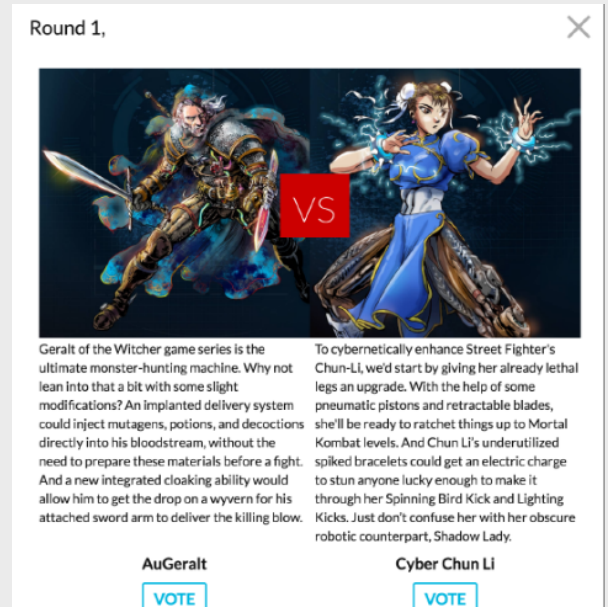


► CAMPAIGN IMAGES

VOTION BRACKET VIEW



MATCHUP VOTING VIEW



► RESULTS

Users spent over
5 MINUTES
on average on the site

83%
voting CTR!

See live campaign at: <http://fandom.wikia.com/articles/aug-pride-bracket-tournament>

Contact craig@votion.co or call (415) 763-1234 to learn more