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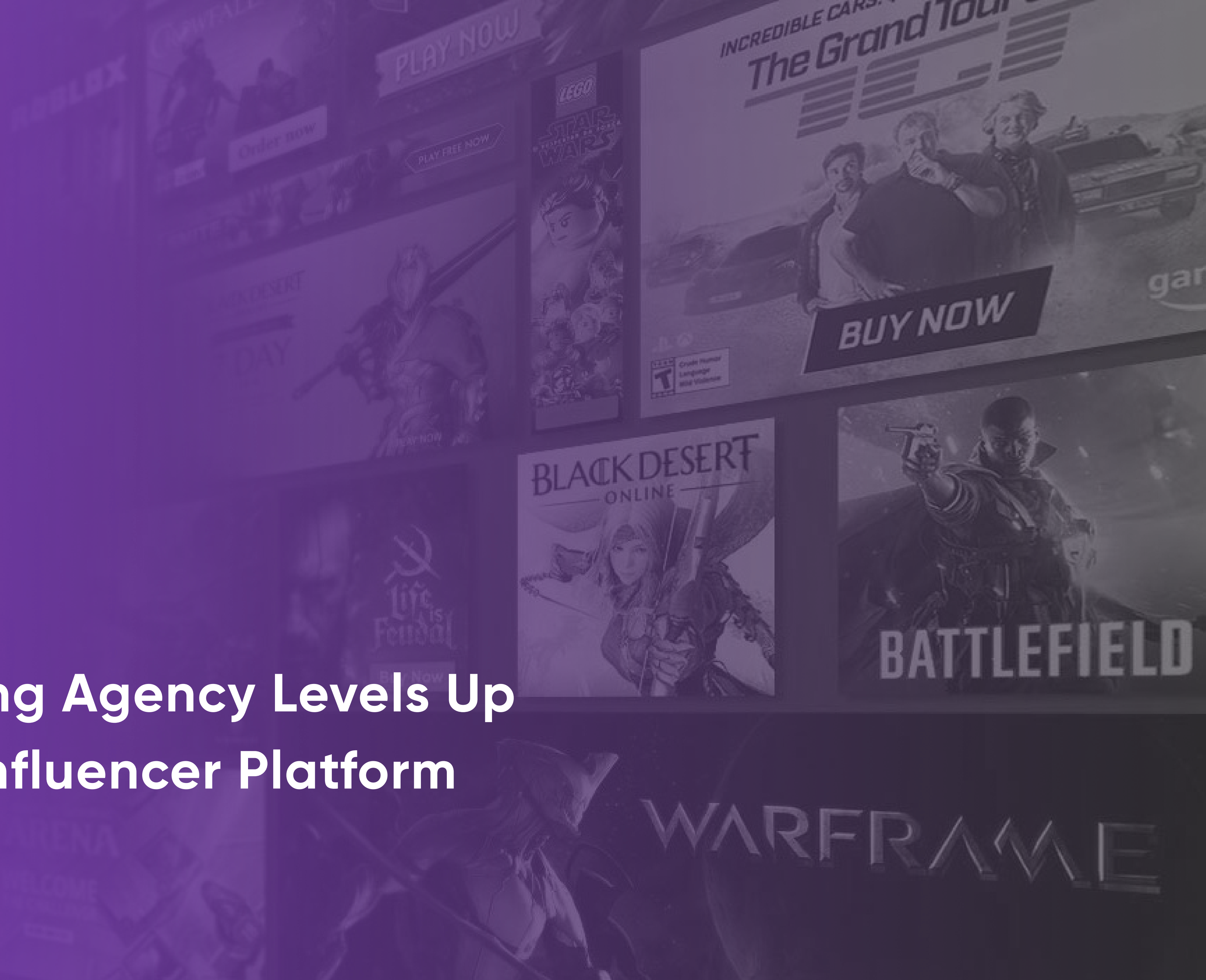
Case Study

Digital Marketing Agency Levels Up Their Gaming Influencer Platform

Polcode helps develop and launch influencer platform for a **leading Berlin-based video game advertising firm**

ComboStrike is a full-service digital marketing agency for the gaming industry with offices in Berlin, Shanghai and Los Angeles. They work with some of the top video game publishers worldwide, including Sega, Tencent Games, Netease and Amazon Games Studios.

The ComboStrike marketing platform provides access to millions of influencers around the globe, offering a single-site experience to manage influencer strategies, brand relationships, advertising campaigns, and advanced analytics to find the right audience.
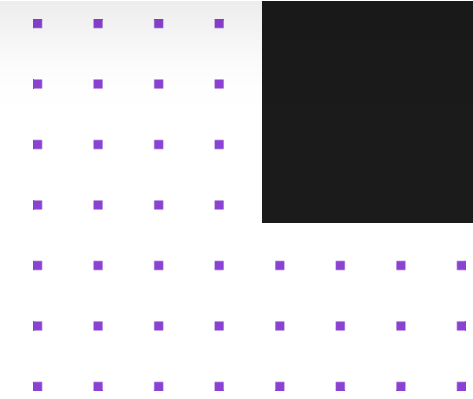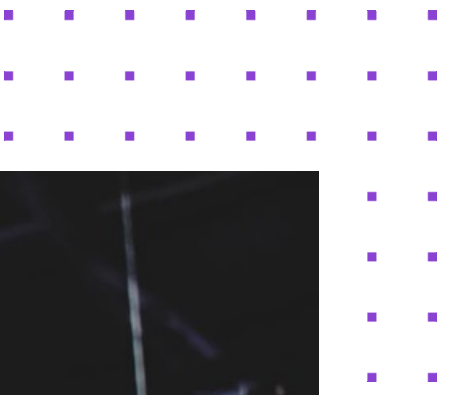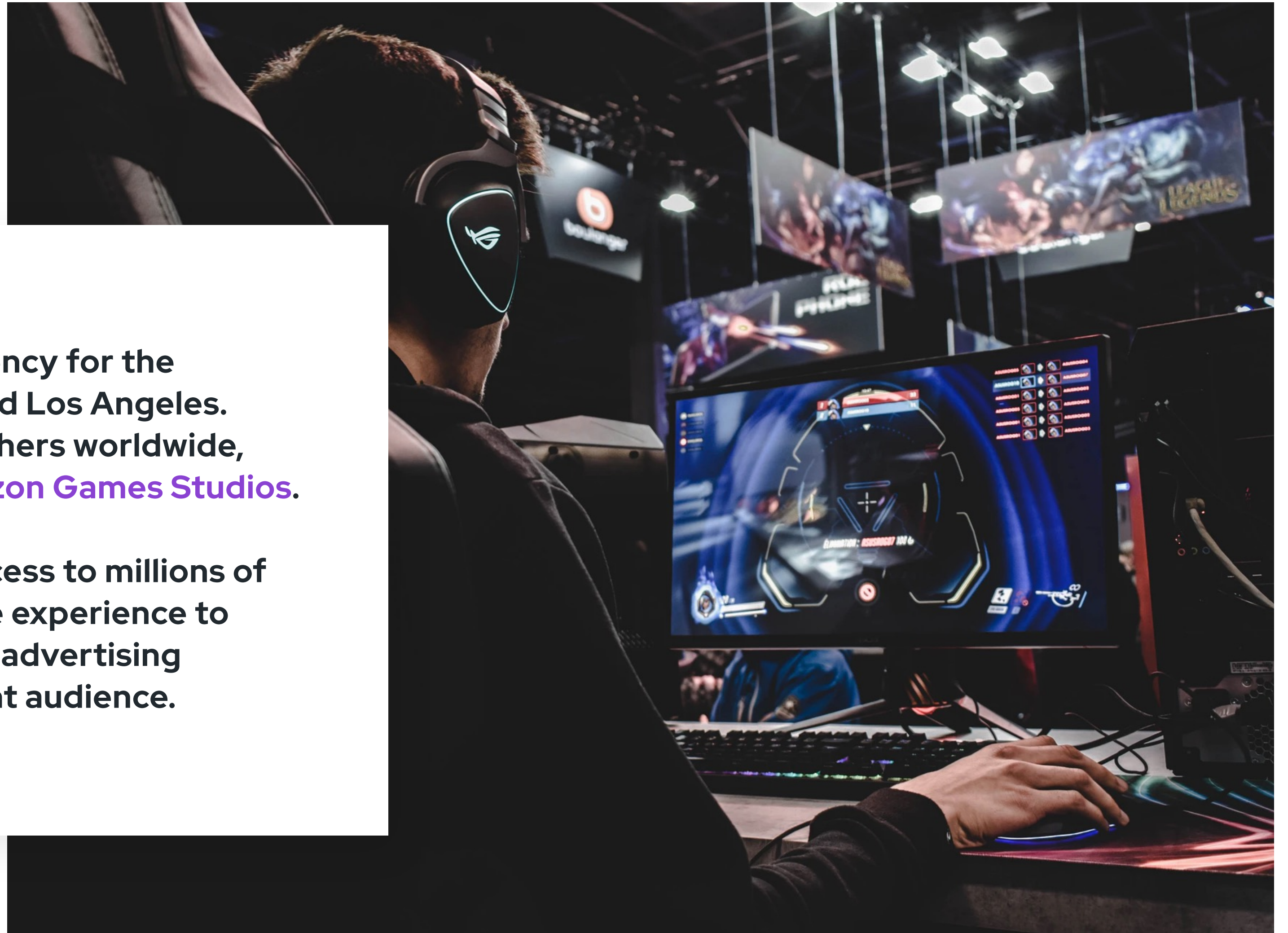
Building an **Authentic Influencer Network**

As streaming platforms become increasingly popular, Wargaming influencer marketing for the video gaming audience is one of the most successful performance marketing segments. However, gamers are highly sensitive to disingenuous "paid actor" campaigns. Effective influencer marketing in the video game industry has to feel real, genuine, and highly relevant to a streamer's audience

That's why ComboStrike designed a platform to connect video game advertisers with the right influencers, and nurture trustworthy brand relationships over time.

The ComboStrike platform aims to fix "generic" influencer marketing by connecting advertisers with tons of real-time data analytics. Instead of incentivizing any influencer who will market their game for cash, ComboStrike can pinpoint the exact Twitch channels or YouTube channels which match their targeted audience, make offers to the influencers, and then monitor campaigns all from one place.

Polcode helped develop the online campaign platform which contains a database of gaming influencers, as well as advertisers who want to market their games or deliver broader brand experiences.

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We greatly value Polcode's flexibility for scale up or down
our developer needs on a monthly basis.

**Their communication has always been open, easy
and best of all, proactive. Everyone involved was
always helpful and very kind.**

Sebastian Roemling, COO at ComboStrike

Polcode **Coming in Clutch**

ComboStrike needed experienced developers to help supplement their front-end development project for a defined period of time. They didn't necessarily want to commit to in-house hires for a limited-term project. Polcode suggested dedicated developer remote services that they could scale easily as their demands changed.

ComboStrike had the following project requirements and needs:

> Code review remained on our end, with no complaints about the quality of the code. If there were any things that needed another touch, the changes were implemented quickly and properly.
>
> **Sebastian Roemling**, COO at ComboStrike

Frontend Development Expertise

Creating dashboard panels that consolidate dozens of data touch points into a one-stop-shop for influencers and advertisers to connect, run campaigns, build relationships, handle payments and get real-time analytics from popular game streaming platforms (Twitch and YouTube).

Direct Control Over Developers

ComboStrike directly project-managed Polcode developers' day-to-day tasks and workflow. Our remote developers worked on ComboStrike's preferred timelines and collaboration tools.

Work-friendly Dates & Timezone

Polcode's proximity to ComboStrike's Berlin-based offices made it easy to visit offices if needed. In addition, both countries share similar vacation schedules and time zones, making it seamless for the remote teams to work together.

Good Communication

It was important for ComboStrike's teams to always have teams on the same page ensuring that everyone was moving towards the same goal. Polcode was deeply integrated with their agile processes, with clear two-way communication between developer teams on a near-daily basis.

Code Quality and Competencies

ComboStrike conducted simple code review processes with Polcode's work which saves their in-house talent tons of time. Peer code review is regular best practice between any remote developer teams, ensuring any issues are caught and handled before they cause defects upstream.

# Developing an **Integrated Influencer Marketing App**

The ComboStrike platform caters to two user segments: the advertisers who want to market their game, and ComboStrike administrators who need to manage campaigns for advertisers. Influencers can be added manually, but most of their data and statistics are gathered automatically and presented within the app.

The platform helps advertisers see the most important statistics of advertisers from platforms such as Youtube, Twitch, Instagram, and Facebook. Most of the data is downloaded using background jobs via API.

SERVICES & TECHNOLOGIES USED

Ruby   node js   RAILS   React on Rails

Redux   YouTube   twitch   ▶
          API   API   Scraping
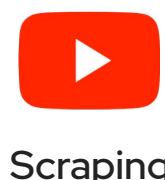
Advertisers on the platform needed the ability to:

→ Create granular advertising campaigns

→ Track and monitor statistics collected during the campaign

→ Discover (or deny requests from) influencers

→ Company and individual accounts

ComboStrike Administrators

→ Adding new campaigns

→ Viewing all data on the platform

→ Viewing accounts from the advertiser's perspective

→ Adding new AdvertiserCampaign and completing internal data

Influencers

→ Able to create ComboStrike accounts

→ Unable to interact directly with advertisers

Outcomes and **Benefits**

Faster Time-to-Market

With Polcode's on-demand developer services, project kickoff was able to start immediately, without needing to hire costly in-house developers for a relatively short-term project.

Predictability and Availability

ComboStrike was able to manage Polcode's developers as if they were part of their in-house teams—just remotely and with flexible monthly payments.

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Our overall experience with Polcode has been positive. Everything was handled well.

Sebastian Roemling, COO at ComboStrike

Let's Talk!

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DEV TEAM

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