

GameStreamer Scores with Lyris HQ Agency Edition

ABOUT:

Founded in 2007 and officially launched in July of 2009, GameStreamer is a leading innovator in digital distribution and streaming solutions for online games and operates a B2B network with major clients across the globe. With a presence in San Francisco, Los Angeles, Tampa, New York, Philadelphia, London, Paris and Moscow, GameStreamer is devoted to growing the gaming industry by verticalizing content to reach new niche markets and delivering targeted content using the latest in collaborative filtering techniques and social discovery.

BUSINESS CHALLENGE:

With a digital game distribution platform that serves thousands of leading and niche online game publishers, GameStreamer needed an online marketing solution that would easily allow them to create, manage and distribute custom, branded [email marketing](#) communications on behalf of its gaming partners. In addition, GameStreamer needed a robust online marketing tool to better target its own diverse partner base.

SOLUTION:

After an exhaustive search, GameStreamer choose [Lyris HQ Agency Edition](#) to serve its unique business and rapidly growing game distribution network. Lyris HQ Agency Edition provided GameStreamer with the breadth and depth of features and scalability it needed to easily create and deliver custom, branded email marketing communications for its gaming partners; all while enabling them to better engage and grow their own partner base through more targeted and sophisticated online marketing efforts.

BENEFITS:

Lyris HQ Agency Edition has enabled GameStreamer to:

- Improve online marketing results both internally and for its valued gaming partners across the globe;
- Allow GameStreamer and its partners to more effectively segment and target customers/prospects for optimum results;
- Utilize Lyris HQ's advanced [Web analytics](#) to gain insight, and measure and refine campaign results for its own company and partners;
- Provide partners with a holistic view of campaigns and results.

FUTURE OPPORTUNITIES:

GameStreamer chose Lyris HQ Agency Edition for its ability to help the company meet their immediate email marketing needs, as well as its ability to help meet future demands. In particular, GameStreamer is interested in utilizing the social media sharing capabilities in Lyris HQ to help virally share new games and messages across social communities.



“Lyris HQ Agency Edition enables us to offer our global publishing partners a powerful online marketing toolset to target, reach and interact with end users, while still maintaining the individual brand.”

Timothy M. Roberts
 CEO
 GameStreamer