

TWITCH LIVE STREAM



“Gamers are playing at a higher level and this is a great way to remind them we have products for those advanced needs as well.” — Kathryn Schultz, Affiliate & Influencer Marketing @ Best Buy



Best Buy partnered with MagicLinks to activate its first Twitch campaign to reach new audiences via live streaming creators. MagicLinks casted creators that were a perfect fit for Twitch's gamer-heavy audience to drive engagement and clicks to Best Buy's site. Through verbal call-outs and strategic product linking in chats, the breakthrough campaign achieved an increased level of consideration from gaming experts.

KPIs

Brand Awareness
Engagement Rate
Link Clicks
Brand Lift

REACH

2 Casted Influencers
13.4k Peak Views

RESULTS

Leveraged a new level of gaming experts, driving a 115% increase in interest

- ✦ The Twitch x Best Buy campaign promoted the retailer as a key destination for both beginner and advanced gamers looking for high quality gear for their gaming setup. Creators expertly captured content featuring desk tours, gaming hauls, unboxings, equipment tests, and New Gen comparisons.
- ✦ By tapping into a community of gaming experts, this campaign reintroduced Best Buy as a top competitor for those needing a fully customizable setup.