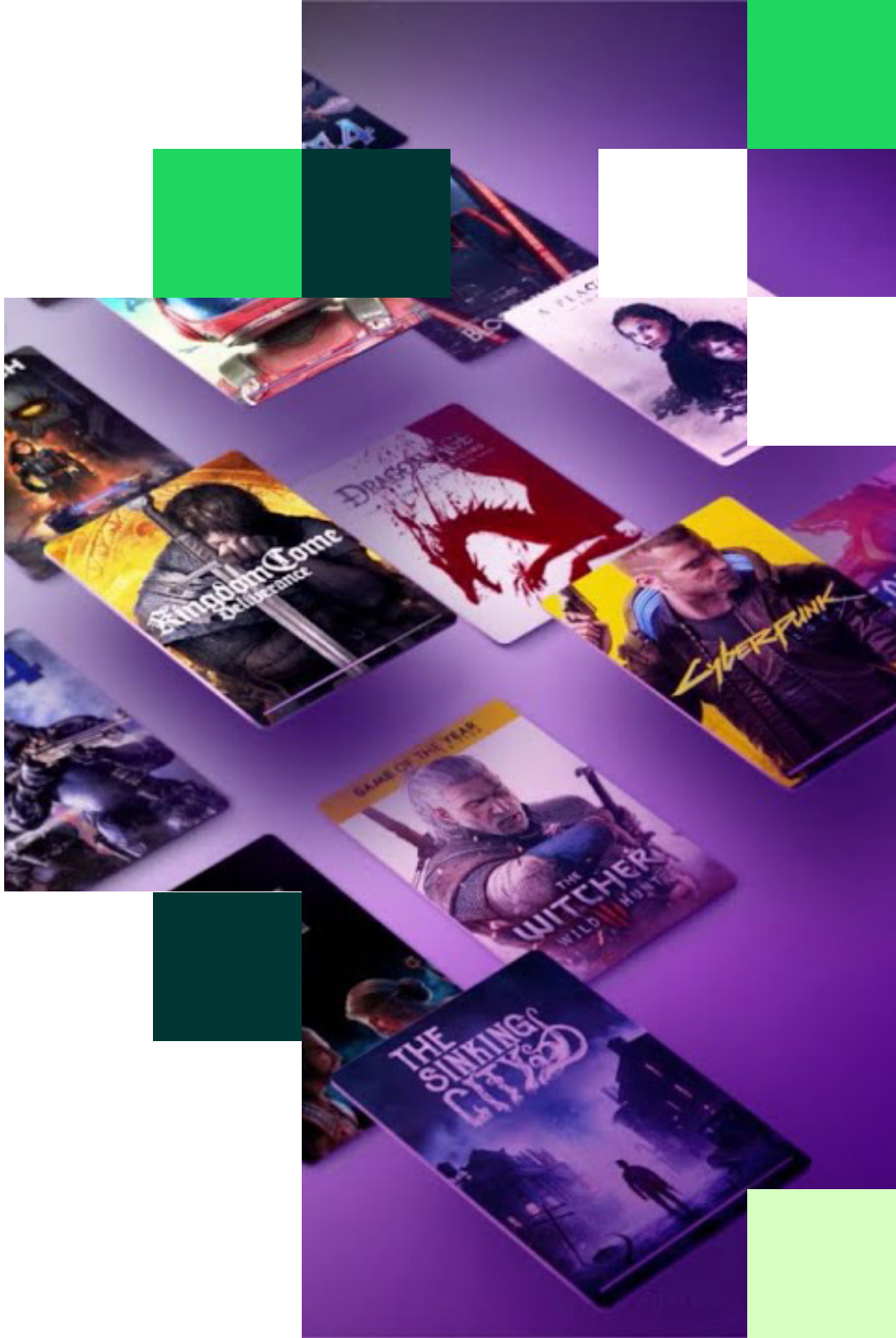
CASE STUDY: GOG.COM

A story of mission-driven success



Manago AI

gog com

About

GOG is a leading digital distribution platform for video games, known for its strong commitment to a DRM-free policy, which gives users full ownership of their purchases. Part of the CD PROJEKT Group, GOG serves a global community of millions of gamers with a curated selection of classic and modern games.

Overview

Industry sector:	Gaming, eCommerce
Company Size:	Large
Market Presence:	Global (supports English, German, French, Polish, and Chinese)
Contact Database:	28,900,000+

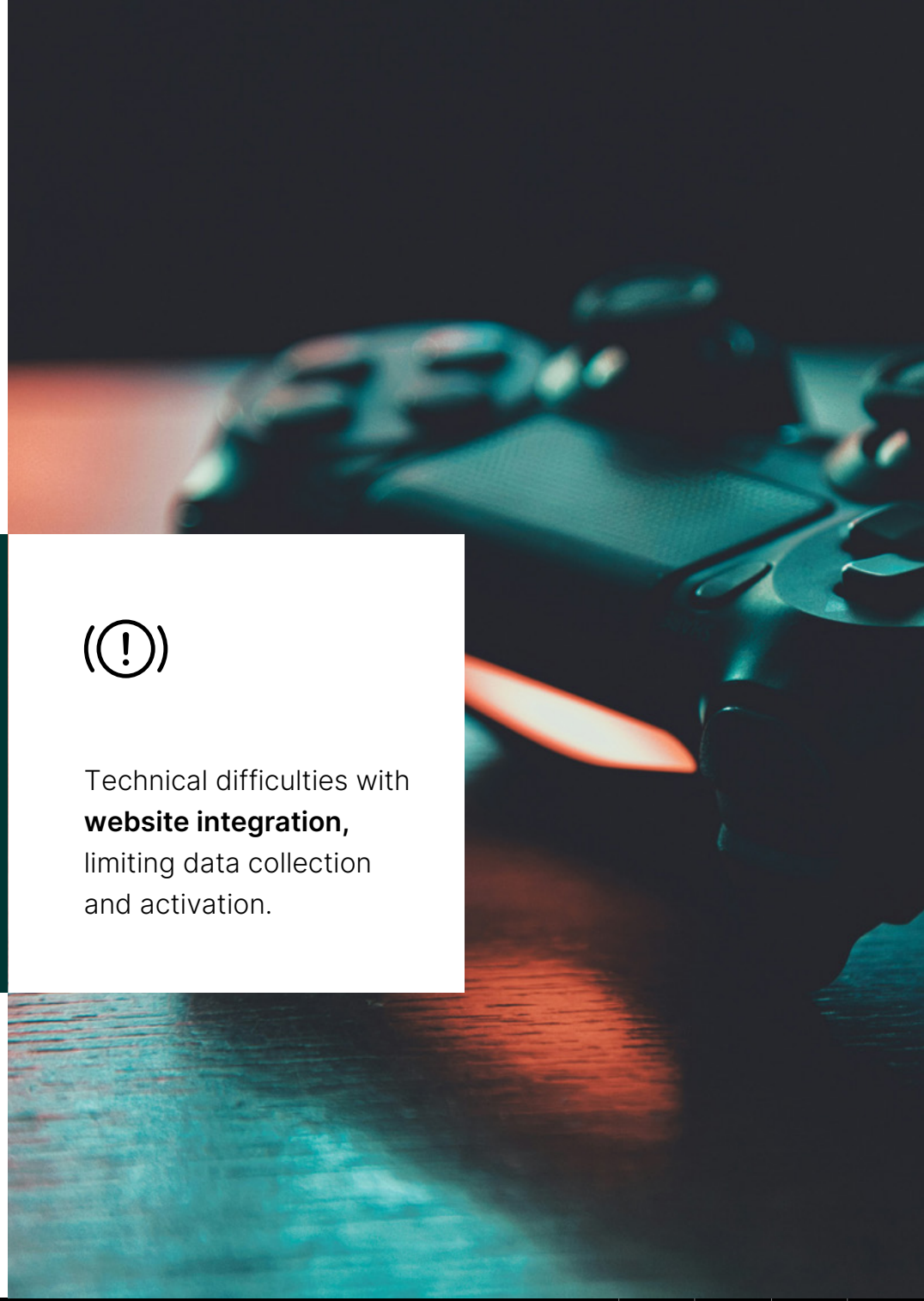
Challenges

Before partnering with Manago AI, GOG's marketing efforts were hindered by several technical and strategic limitations.

Significant delays in email delivery to their multi-million contact database.

Inability to **leverage AI-driven product recommendations** for personalization at scale.

Technical difficulties with **website integration,** limiting data collection and activation.



Objectives

GOG have clear marketing objectives to future-proof and optimise their campaigns.

① **Increase customer retention** and long-term engagement.

② Ensure **faster, more reliable email delivery** to improve campaign timeliness.

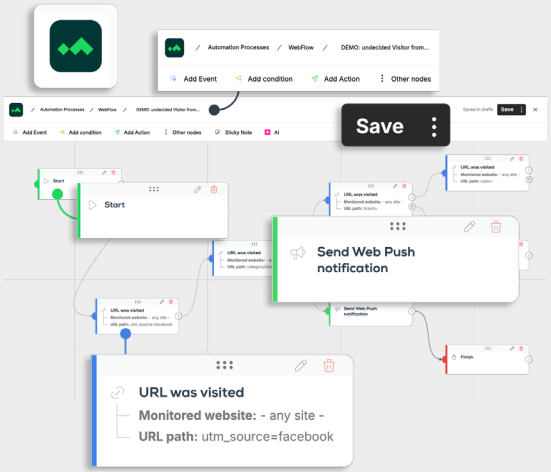
③ Implement **advanced contact filtering** and **personalized product recommendations.**

④ Boost **user education on GOG's unique value proposition** to build trust and accelerate conversion.

Solutions

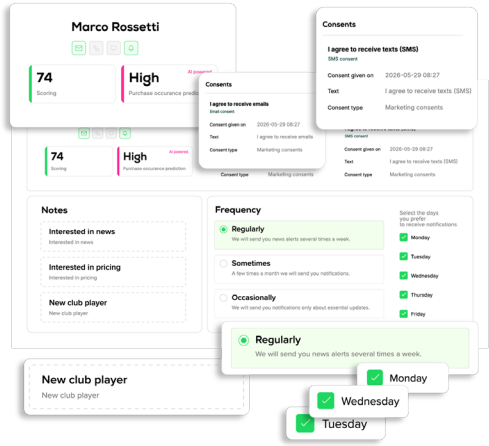
Mission driven onboarding

The cornerstone of the strategy was a dynamic and personalized onboarding workflow designed to introduce new users to the GOG philosophy. This wasn't a generic welcome series; it was an automated system that applied B2B lead nurturing logic to a B2C audience, treating each user as a unique relationship to be developed.



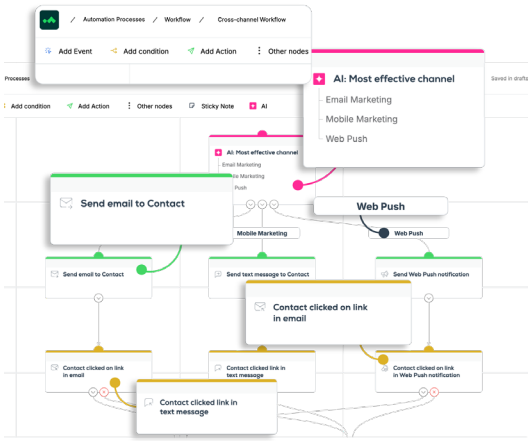
Advanced Workflow Automation

Built a complex, multi-path onboarding journey that segmented users based on behavior within the first 24 hours.



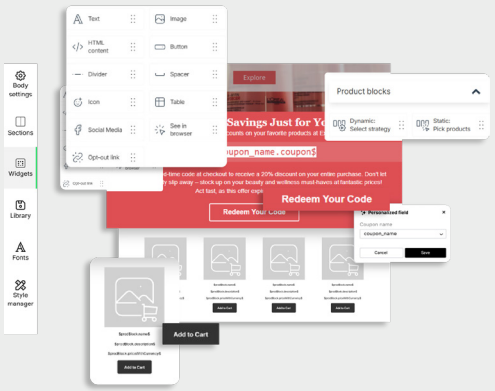
Hyper-Segmentation & Personalization

Delivered tailored communication based on user interactions, such as genres browsed or games wishlisted, to make every message relevant.



A/B/X Testing

Continuously optimized email headlines, content, and offers to identify the most engaging communication strategies.



Email Marketing Studio

Created visually compelling emails that communicated GOG's core values effectively.

Results & impact

The mission-driven onboarding campaign was tested against a control group and delivered exceptional, measurable results, confirming that educating users on core values directly translates to business growth.

Key performance

- The group that went through the onboarding workflow generated **7.8% more revenue** than the control group.
- The email focused on GOG's USPs was the most successful, achieving a **9.78% CTR.**
- The onboarding campaign achieved an average **Click-Through Rate of 4.81%**, which is 4.8x higher than standard sales campaigns (1.00%).

Qualitative Impact

Stronger Engagement Onboarded users viewed more game pages, installed the GOG Galaxy client more often, and returned to the platform more frequently.

Faster Conversion
By effectively communicating values like freedom, ownership, and nostalgia, the campaign built trust and encouraged users to add games to their library and make their first purchase faster.

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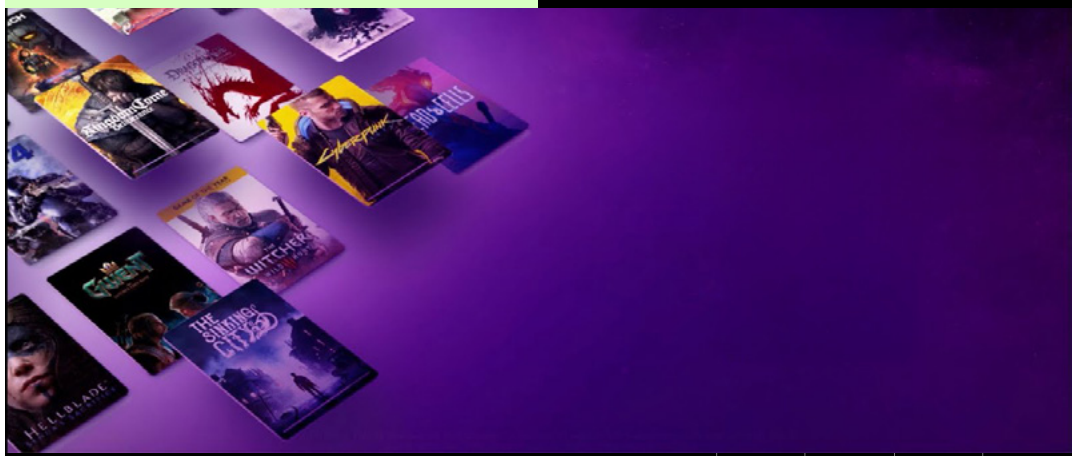
Higher revenue

9.78%
+ CTR on top performing email

4.81%
higher average CTR

4.8x
than standards sales campaigns



Client Feedback

"It's a really good feeling to have that control over the emails. When I come up with something, I'm able to build it easily in Manago AI. The wide range of triggers and the great A/B/X testing functionalities are what works well for us."

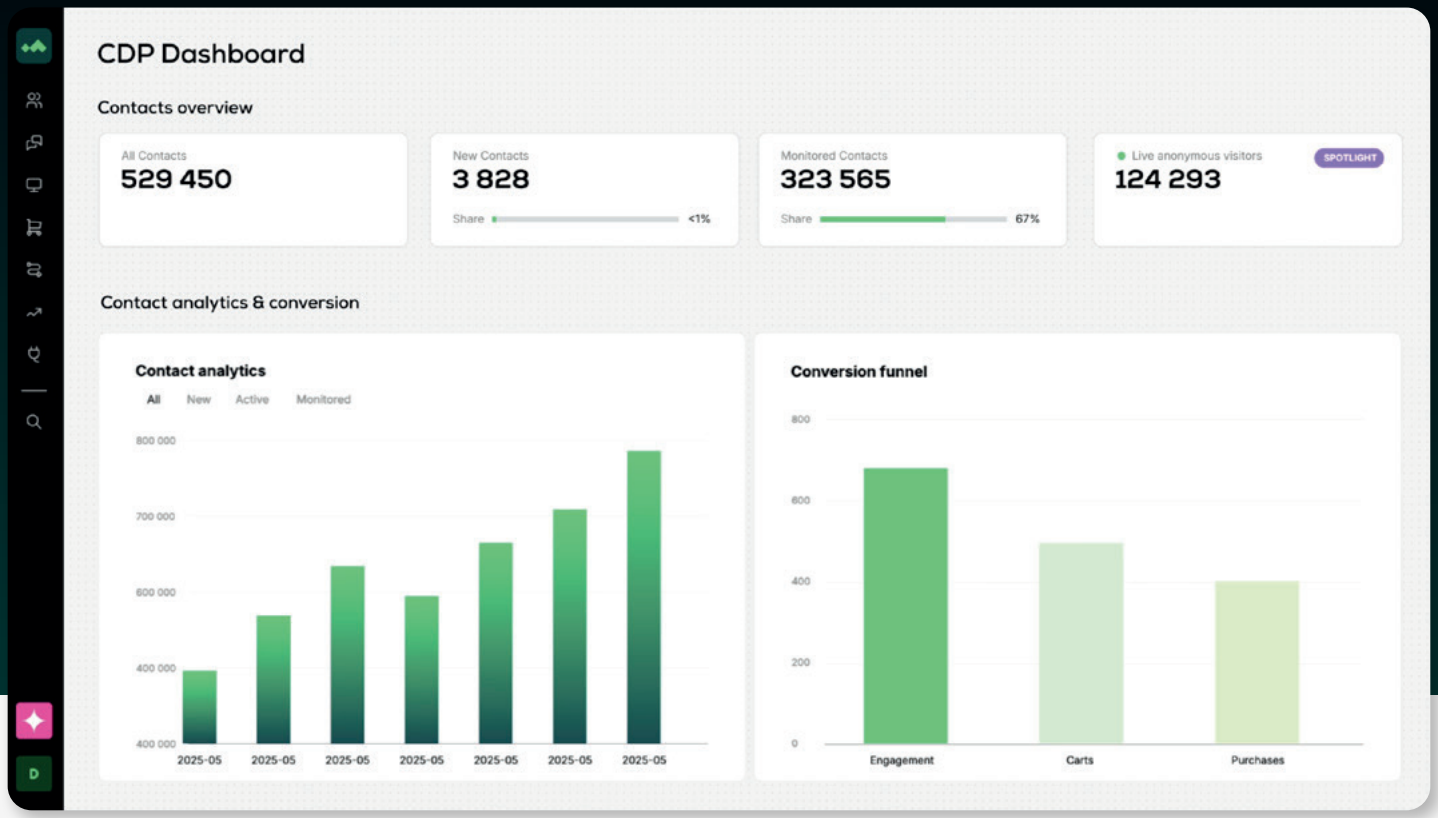
Nikola Budna, Direct Marketing Specialist, GOG

FUTURE PLANS

GOG is continuously working to enhance the user journey and for a couple of months is actively using Manago Ai's SMS Gate. The team is currently developing the next version of the onboarding workflow, incorporating learnings from the A/B tests to further personalise the experience and deepen the relationship with their community.

Modern marketing should feel simple

Manago AI is an AI Customer Engagement Platform that helps teams understand customers, turn behavioural signals into action, and create campaigns that drive growth.



Manago AI

Free trial

www.manago.ai