URBAN BRAWL EX

Beat ▾

Budget & Objectives

Cost
$845,424.96
93.9%

$900,000.00

AllocatedMediaSpend
$900,000

RemainingBudget
$41,863.65

Overall Pacing %
96%

Engagement |
Website Visits | Clicks
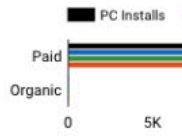Conversions | Websit

KPIs (Key Performance Indicators)

CPM	CPC	CPV	CPA (Outbound Storefront)	CPI (Measured)	
$3.24	$0.20	$0.006	$2.44	$12.58	PC Installs / Paid / Organic 0 5K
Impressions 261,199,542	Clicks 4,196,926	Video Views 130,996,474	Outbound to Storefront 104,690	Unique Players 584.0K	CTR % 1.61%
Impression Goal 165,870,000	Click Goal 2,331,111	View Goal 156,660,000	Conversion Goal 182,290	Installs 67,203	

Contacts

Second Stage GmbH
Roedernstr. 5,
13053 Berlin,
Germany

christian@secondstage.io

www.secondstage.io

SECOND STAGE

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Company

Second Stage GmbH empowers gaming publishers, indie developers, agencies, and brands by offering cutting-edge digital marketing and ad tech solutions. Founded with a mission to transform gaming marketing, Second Stage uses advanced marketing intelligence platforms—TRACKS and GATEWAY—to unlock potential through holistic media analytics, full-funnel attribution tracking, and highly targeted performance advertising tailored for gaming clients. The company's expertise in understanding the essence of gaming brands enables it to craft data-driven go-to-market (G2M) strategies and provide full campaign management services.

Products and technologies

Second Stage's flagship platform, TRACKS, is a comprehensive marketing intelligence solution for the gaming industry. It unifies attribution tracking and media analytics, providing a holistic view of return on ad spend (ROAS), media performance, creative impact, and brand health. Specifically designed for PC and console games, TRACKS addresses the challenges of the "broken funnel" by connecting ad performance with store conversions, enabling gaming companies to allocate budgets more effectively. The platform integrates seamlessly with major media platforms and offers transparent, user-friendly reporting.

Strengths

Second Stage stands out in the market due to its innovative solutions and client-focused approach. Key strengths include:

- Revolutionary marketing intelligence: TRACKS is the first platform tailored for PC and console games that combines attribution and media analytics in one solution, eliminating the need for multiple, incompatible tools.
- Actionable insights: The platform provides gaming companies with a clear understanding of the customer journey, enabling smarter budget allocation and maximised ROI.
- Industry expertise: With deep roots in the gaming industry, Second Stage crafts G2M strategies and manages campaigns with a thorough understanding of gaming brands.
- Global reach: Despite being a small team of five, the company's solutions cater to a global audience, with 95% of revenue derived from exports.

Target clients

PC and console game publishers seeking data-driven marketing solutions, Indie developers engaging in self-publishing and marketing, Marketing agencies operating within the gaming industry.