

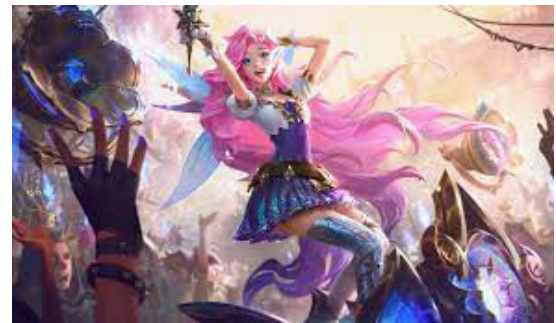
HP Partners With Versus to Offer Rewards in the Most Popular Games in Millions of Devices Worldwide



CASE STUDY

Challenge

A large computer hardware manufacturer was looking to grow its user base, while engaging and retaining customers for their gaming hardware business. They looked to Versus to integrate rewards-based gaming challenges into their software and began seeing results in under 90 days.



League of Legends

SOLUTION

Versus created rewards-based challenges inside OMEN Gaming Hub to drive reengagement and retention of their growing player base. Players are offered challenges to win rewards just for completing simple challenges like playing Fortnite for 30 minutes.



RESULTS

- Early returns and engagement numbers were extremely positive
- Expanded Rewards into HP's Pavilion product line in Q3 2020
- Asia-Pacific launched in Q3 2020
- Latin America launching in Q2 2021

69%

**Average 7-day
Retention**

70+

**Prizes Provided by
More Than 70
Companies to Date**

5X

**Average Player
Plays 5X a Month**

*2019 case study data from first three months following launch of Versus-powered OMEN Rewards

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