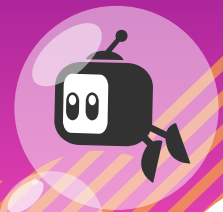


# GamePro Case Study



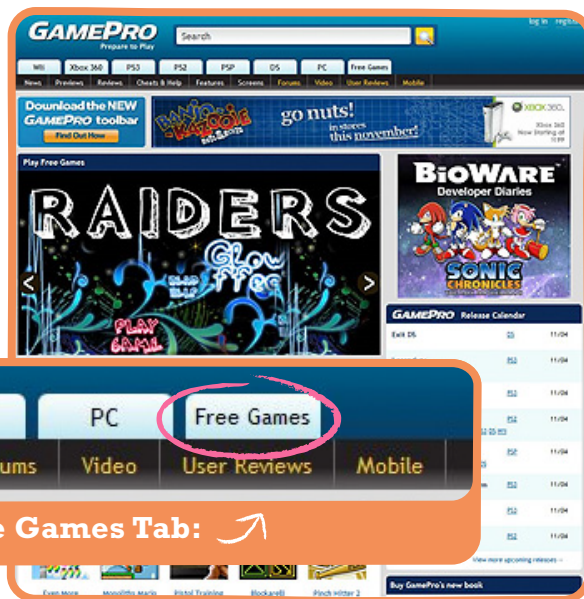
In a recent site redesign, GamePro.com selected Mochi Media to power its online games arcade, geared towards bringing rich, interactive content to the site's gaming community.

## About GamePro.com

For more than 10 years, GamePro.com has provided gamers the most up-to-date product information and industry news related to console games. It serves as a one-stop destination for researching game purchases through easy-to-use search functionality, detailed product pages, and trusted previews and reviews, and related videos and screens. The online version of the popular GamePro magazine, GamePro.com reaches mainstream gamers looking to get the most out of their playing experiences.

### Execution:

GamePro.com added a Free Games tab to the navigation bar of its site as an acknowledgement that flash games are now a core part of mainstream gaming. While the Mochi feed allows visitors on the site to see a continuously refreshing stream of flash gaming content, GamePro is able to surface high-quality games through a 'Staff Picks,' and 'User Picks.'



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### Results:

Since adding the games to the site, GamePro has seen promising results:

- ▶ The Free Games section of the site is currently more popular than the DS and PSP sections, as well as on par with the PS2 and PC sections.
- ▶ Average time on Free Games pages is double that of other site content.
- ▶ Significantly lower exit rates than the rest of the GamePro.com website

“ The results have proven what we saw in our research - that flash games are popular among all types of gamers, and an important part of any complete game site experience. We will soon be adding editor and user reviews, putting the catalog on par with all of our console coverage. ”

**- Eric Patterson, VP of Marketing for GamePro Media**

