



BRAND PARTNERSHIPS · 2026

Reach engaged gamers at scale.

Put your brand in front of the 200M+ gamers in the United States — our main market — through exclusive offers, premium placements, and measurable redemptions on the Gamerperks marketplace.

www.gamerperks.com/partners

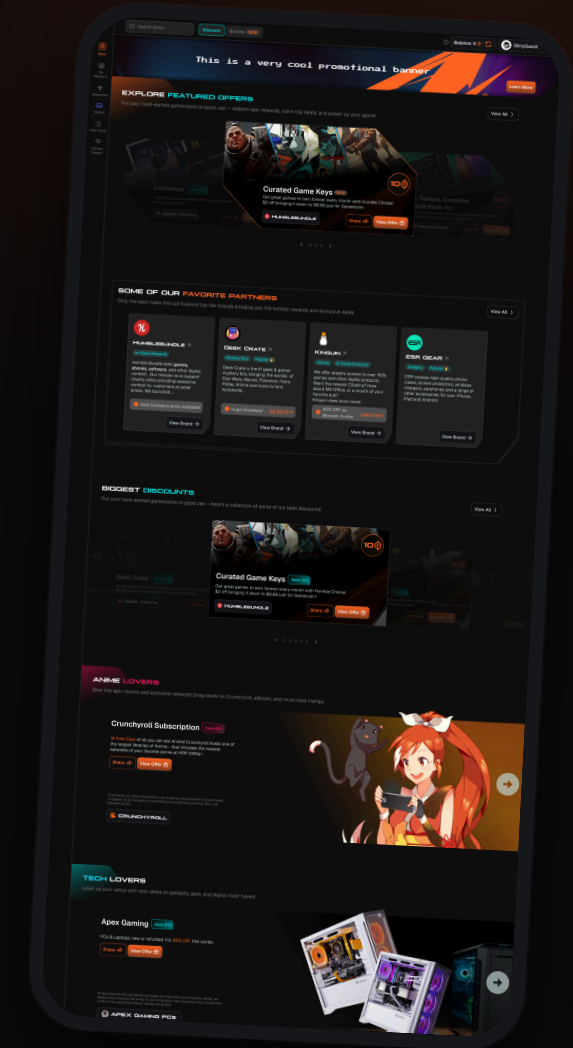
Partner programme

www.gamerperks.com/apply

Submit your brand

July 2026

Media kit



WHY GAMERPERKS

Reach buyers that ads can't touch

An audience that opted in to buy

Members browse Gamerperks to discover and redeem offers — the same gamers who block, skip, and ignore traditional advertising.

Pay for outcomes, not impressions

Performance pricing on real redemptions and conversions (CPA / CPL), fully tracked. No wasted spend on views that never convert.

Win loyal customers, not one-off clicks

2.7× retention and gamified milestones turn first purchases into repeat buyers and brand advocates.

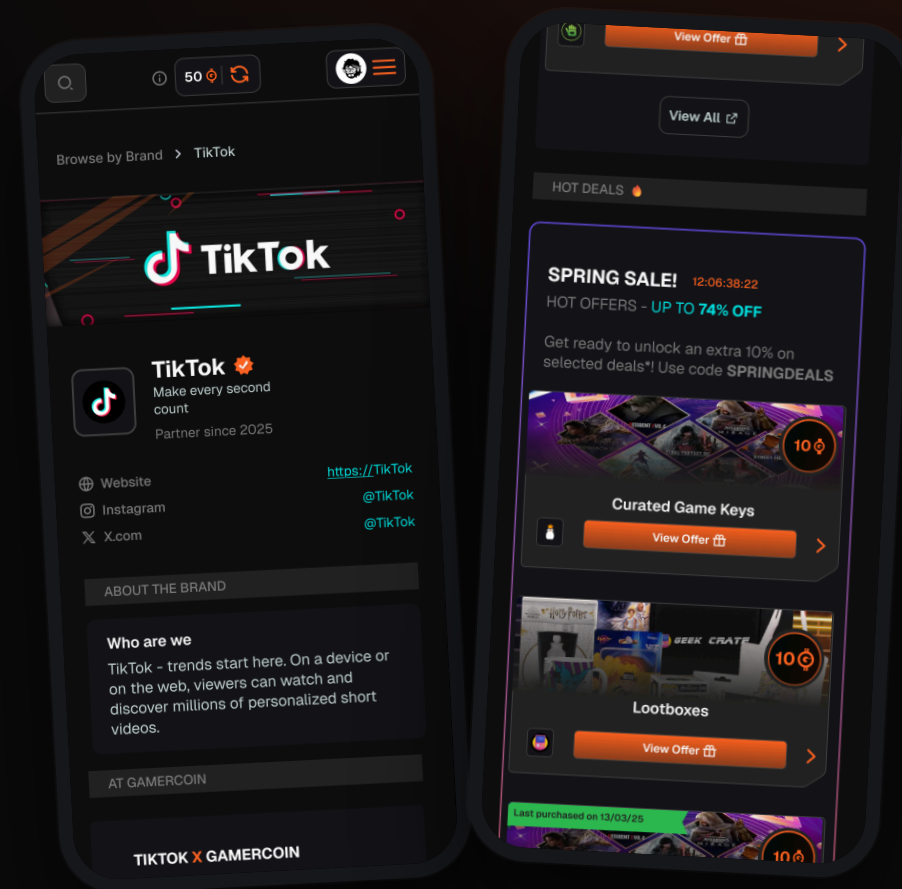
Lifestyle

Games

Food & Drink

Accessories

Streaming



HOW IT WORKS

How Gamerperks **drives sales for your brand**

Members earn credits by playing and engaging, then spend them on exclusive brand offers. You get discovery, conversions, and loyalty — and only pay when it converts.

1

List your exclusive offer

We build your branded storefront **page** with tiered discounts, products, or trials. Above public rates, fully managed.



2

Members discover & redeem

Opted-in gamers browse and spend **earned credits** on your offer across mobile and desktop.



3

They convert on your site

Single-use codes and product links send high-intent buyers to finish checkout on your own store.



4

You pay per result, and retain

CPA / CPL on real conversions — never impressions. Milestones and achievements bring buyers back.

The result: measurable sales from an audience that traditional advertising cannot reach, with loyalty built in.

PERFORMANCE

Metrics that matter to brands

Traditional gaming ads get blocked, skipped, or ignored.

Gamerperks turns that lost attention into measurable sales by letting members spend earned credits with you.

You reach a discovery-driven audience and only pay when it works — on redemptions and conversions, never impressions.

- Performance pricing: CPA / CPL, not impressions
- Exclusive, above-public rates verified before launch
- Brand page, tiers, and placements you fully control

200M+

Gamers in the United States

Our main market — 95% of the Gamerperks audience

3.2%

Average conversion to redemption

4.6% on tech products

2.7×

Improved retention

Returning users versus industry benchmarks

100+

Brand partners live

Across five reward categories

AUDIENCE

An untouched demographic of **power users**

Tech-oriented gamers aged 18-35 who spend on gear, subscriptions, food, and lifestyle products. A **high-LTV segment that is expensive to reach anywhere else** — and already primed to spend through opted-in, immersive placements.

200M+

GAMERS IN THE US
OUR MAIN MARKET

95%

UNITED STATES
AUDIENCE SHARE

18-35

CORE DEMOGRAPHIC
TECH-ORIENTED GAMERS

~12%

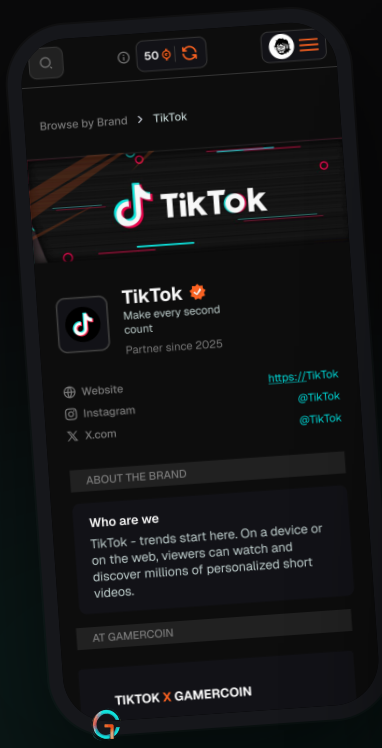
FEMALE MEMBERS
GROWING SEGMENT

- Strong purchase intent across lifestyle, games, accessories, food, and streaming
- On-platform redemption keeps traffic focused on partner offers and brand pages
- Steam live today, with Xbox, PlayStation, and mobile integrations expanding reach

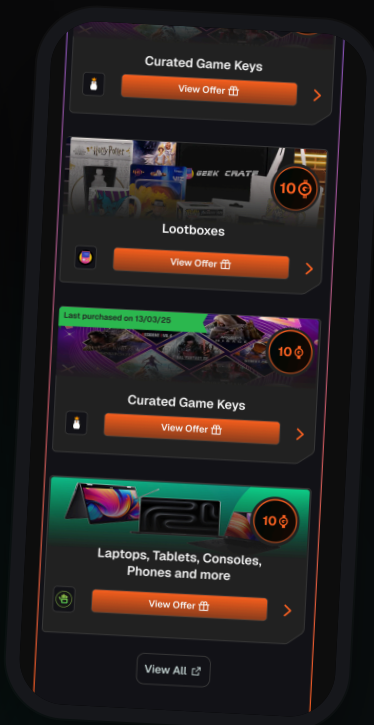
Your brand, everywhere members look

Featured placements, marketplace listings, dedicated brand hubs, and full product feeds — across mobile and desktop.

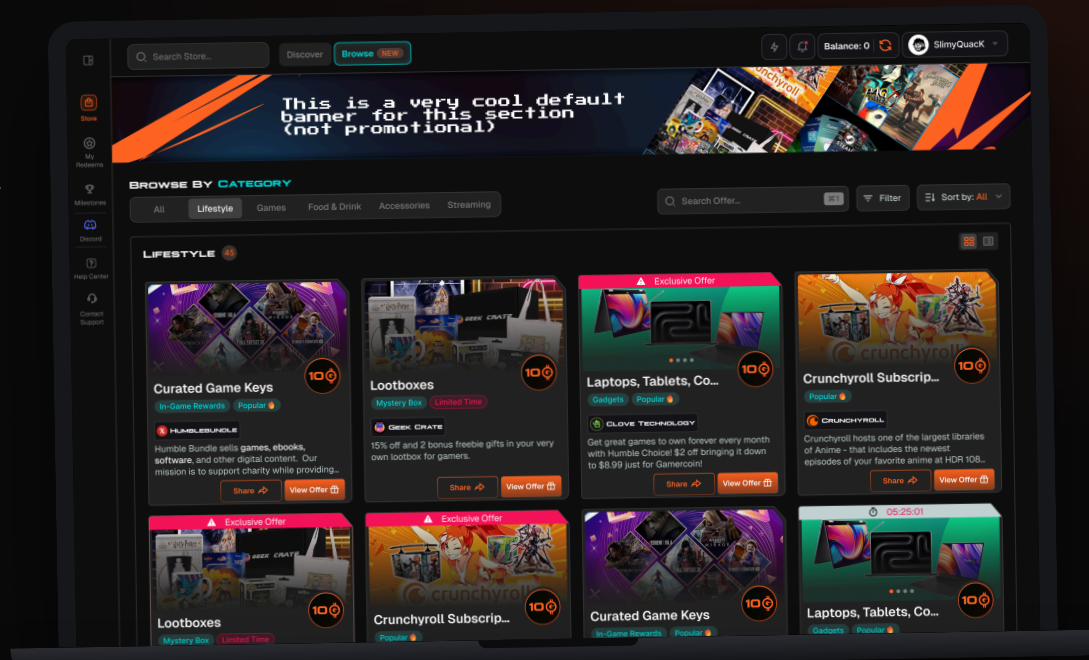
Brand page



Full product feed



Marketplace & featured offers



DIRECT SALES

Direct sales

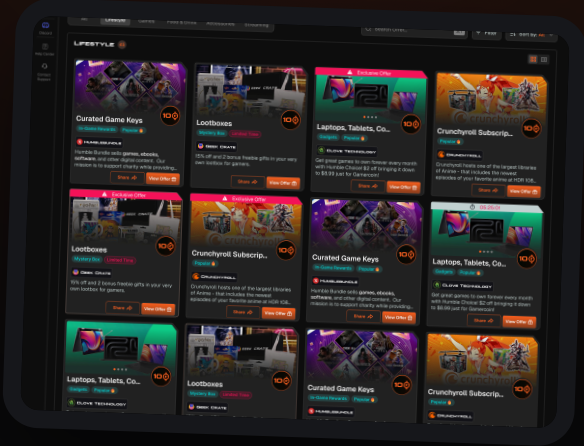
Members purchase a discount, trial, or full product with their credits.

Brands run premium tiered offers or intro sets. We redirect members to finish checkout on your site as usual.

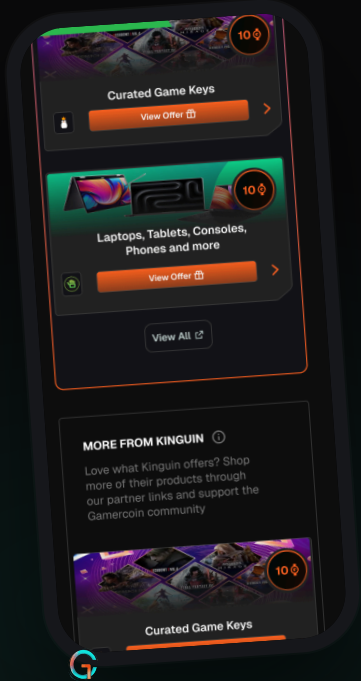
You get users who actually want to discover and engage with your brand.

We take a CPA or CPL.

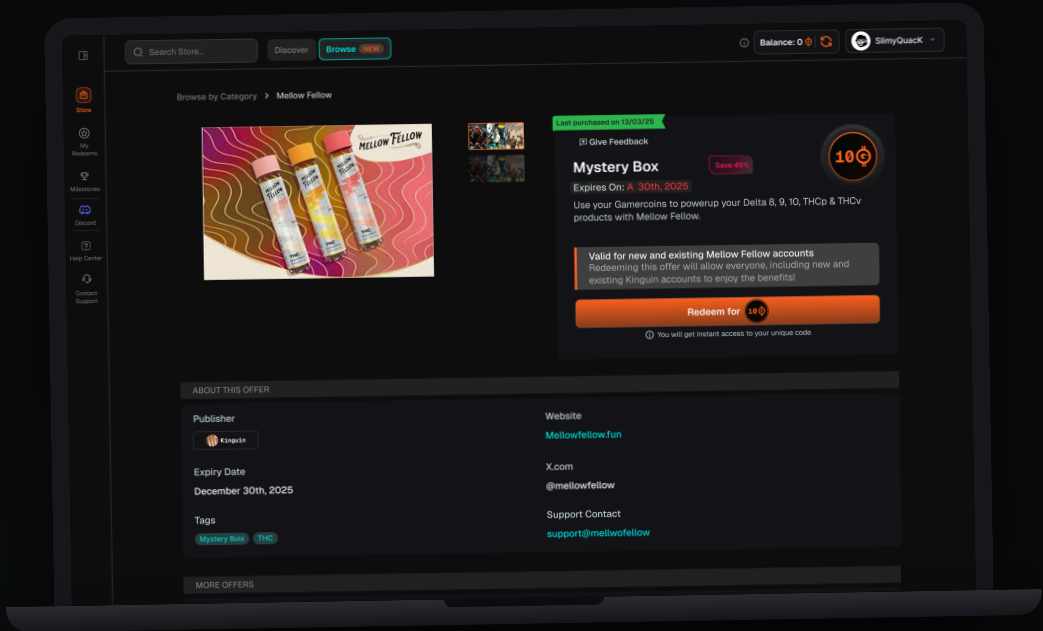
Category browsing



Redeem with credits



Product offer & redemption



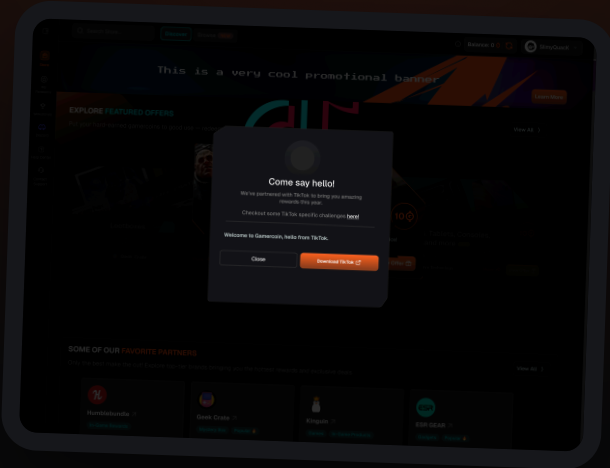
Brand champions

We gamify sticky behaviours and turn first-time buyers into champions.

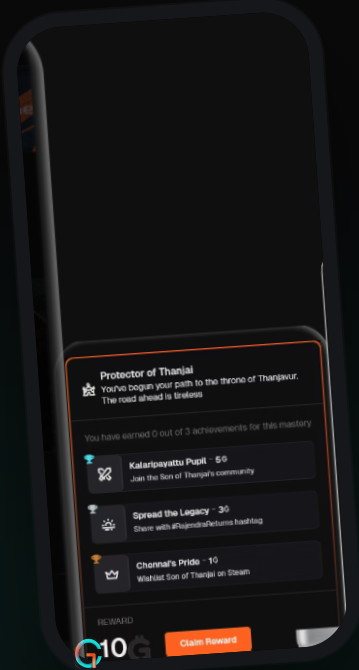
Whether you want members to refer friends, make a second purchase, or share on social, achievements and milestones have you covered.

You get an engaged, real community around your brand.

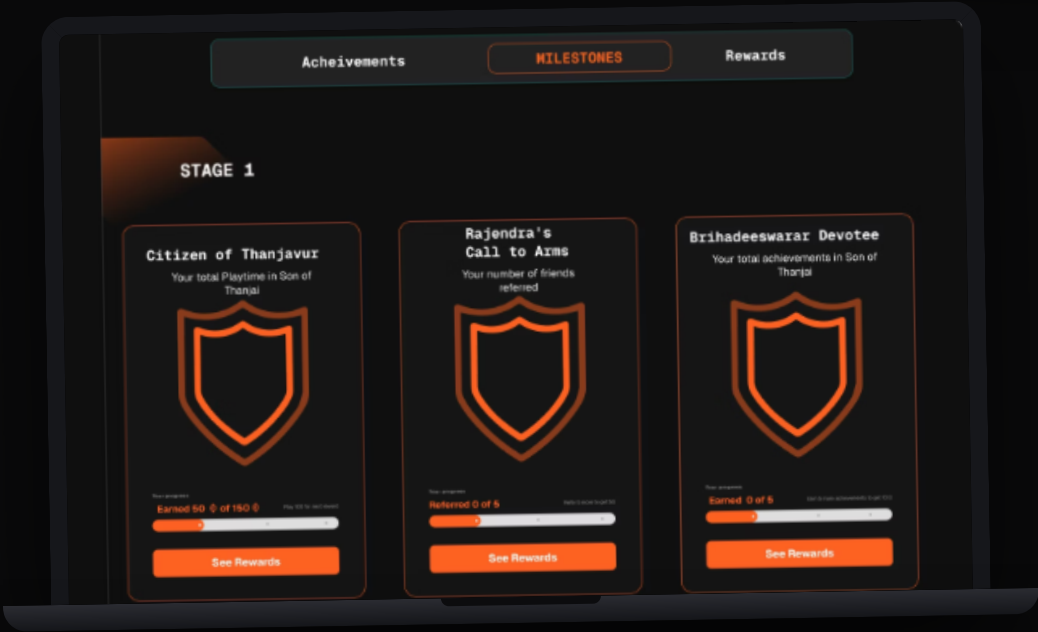
Co-branded onboarding



Achievement quests



Milestones & achievements



REWARD STRUCTURE

Earn Credits. Spend Credits. **Unlock tiers.**

Members earn Credits by playing and engaging, then spend them to unlock your rewards. **Each tier costs more Credits than the last** — so members keep engaging, work their way up, and come back for the next unlock. Loyalty is built into the mechanic.

TIER 1 · ENTRY UNLOCK

EXAMPLE · KINGUIN

10% off sitewide

Lowest Credit cost — an easy first unlock above any public rate that starts the habit.

LOW CREDIT UNLOCK · CPA APPLIES

TIER 2 · MID UNLOCK

EXAMPLE · GEEK CRATE

15% off + bonus gifts

More Credits to unlock — a meaningful upgrade that rewards continued engagement.

HIGHER CREDIT UNLOCK · CPA APPLIES

TIER 3 · HIGH UNLOCK

EXAMPLE · ESR GEAR

Accessory bundle pack

A high Credit spend members save toward — product bundles that drive repeat visits.

HIGH CREDIT UNLOCK · CPA APPLIES

TIER 4 · ASPIRATIONAL

EXAMPLE · HUMBLE BUNDLE

3-month premium trial

The top unlock members grind for — premium offers that turn your biggest fans into buyers.

TOP CREDIT UNLOCK · CPA APPLIES

The unlock ladder: earn Credits → redeem Tier 1 → keep engaging → unlock Tiers 2-4. Every step keeps members inside your brand.

PARTNERSHIP OPTIONS

Start with tiers. **Scale with add-ons.**

Every partner launches with exclusive reward tiers. Optional placements and integrations amplify reach from day one.

PREMIUM PLACEMENT

Featured Spot

Homepage hero placement visible at login across mobile and desktop.

+\$6,000

ENGAGEMENT BOOST

Social Integrations

Incentivise members to share posts about your products and campaigns.

+\$500

LAUNCH BOOSTER

Giveaway / Prize Draw

Run a limited giveaway or CPL prize draw to accelerate launch momentum.

Included

BESPOKE BUILD

Custom Integration

Onboarding placements, audience segmentation, co-branded flows, and more.

Custom

We manage everything. **Live in a week.**

01

Apply

Submit brand info, logo, banner, and up to five reward tiers at www.gamerperks.com/apply.

02

Review

Our team verifies exclusivity and above-public rates, typically within three business days.

03

Go live

Brand page and offers publish to the full marketplace. Optional featured placement available.

04

Measure

Track redemptions, conversion, and retention. Iterate tiers and placements over time.

- Four-tier structure: CPA applies on every tier
- All offers must be exclusive to Gamerperks and above publicly available rates
- Onboarding fee may apply. Waived for partners offering significant exclusive volume.

We'll manage everything
and get you live in a week.

[Click here.](#)

[Send us your assets](#)

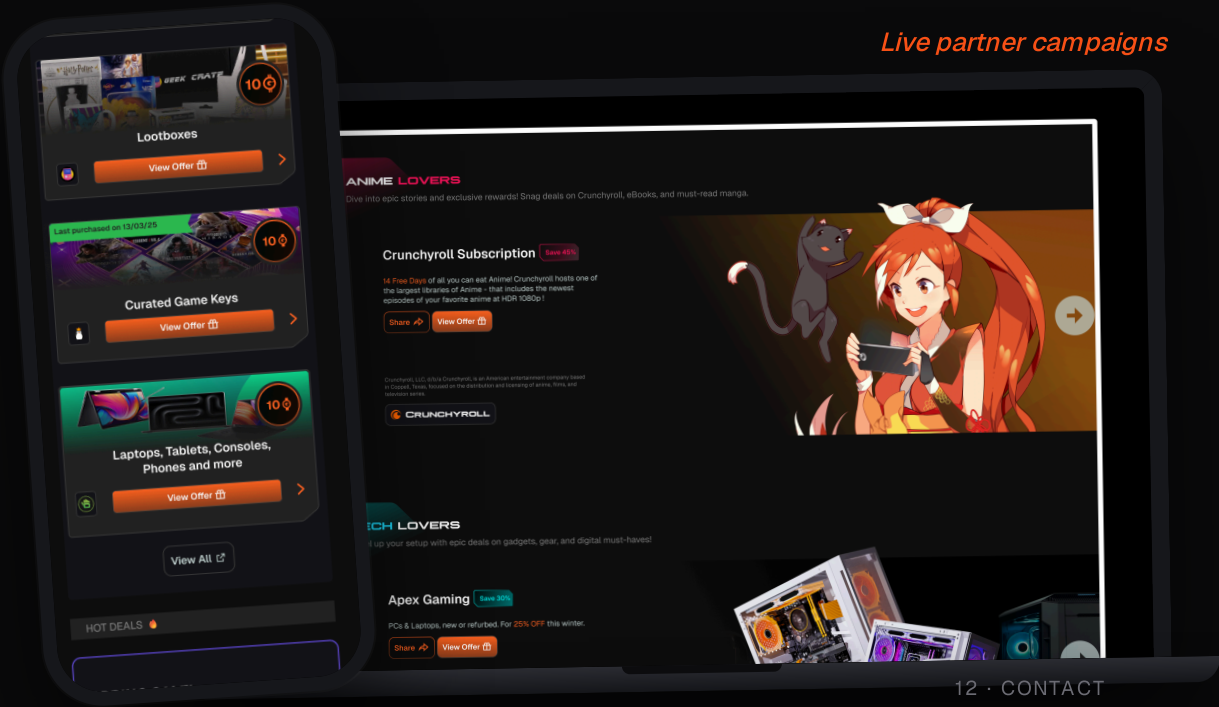
[Click here.](#)

[And we can book a call](#)

www.gamerperks.com/partners
Partner programme

partnerships@gamerperks.com
Partnership enquiries

[gamerperks-user-persona-2026.pdf](#)
Audience persona deck



Live partner campaigns