



BRAND PARTNERSHIPS · 2026

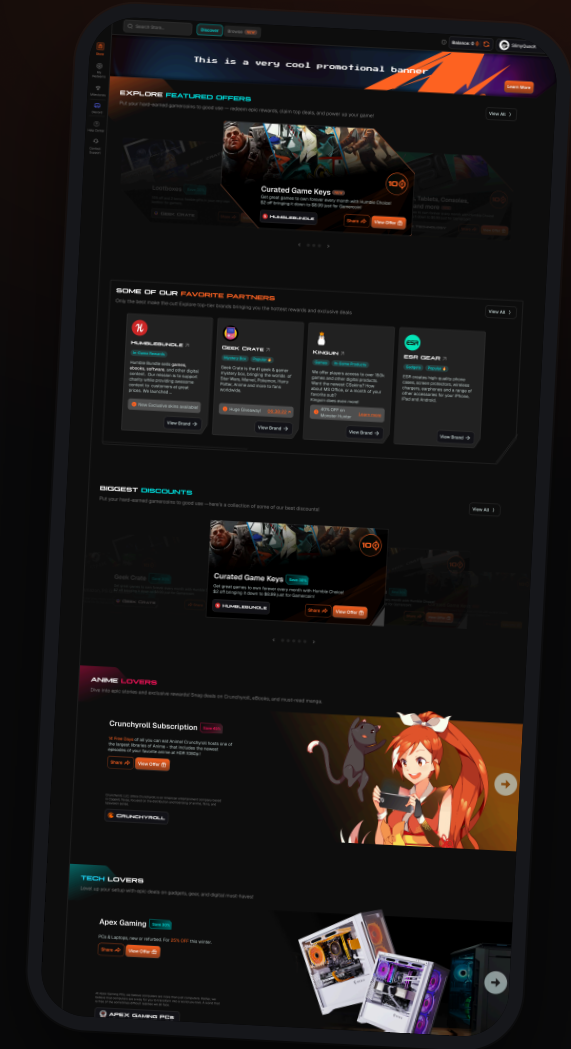
Reach engaged gamers at scale.

Put your brand in front of 220,000+ tech-oriented members 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

June 2026
Media kit



WHY GAMERPERKS

Reach buyers that ads can't touch

An audience that opted in to buy

220K+ 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

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

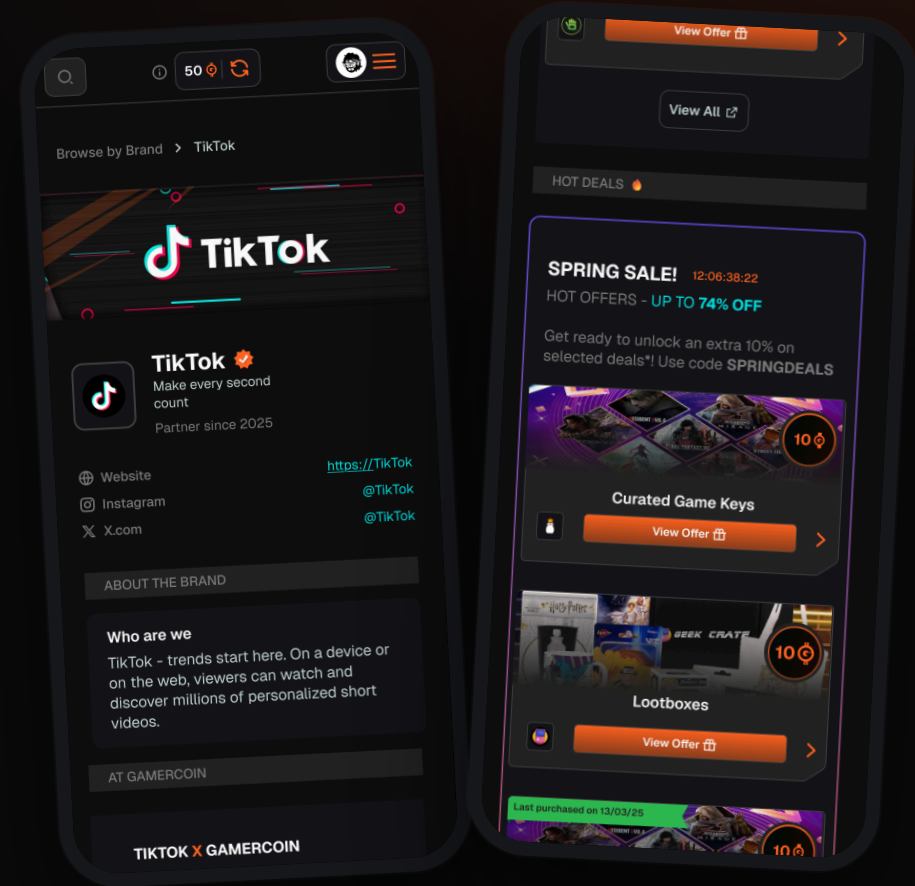
Lifestyle

Games

Food & Drink

Accessories

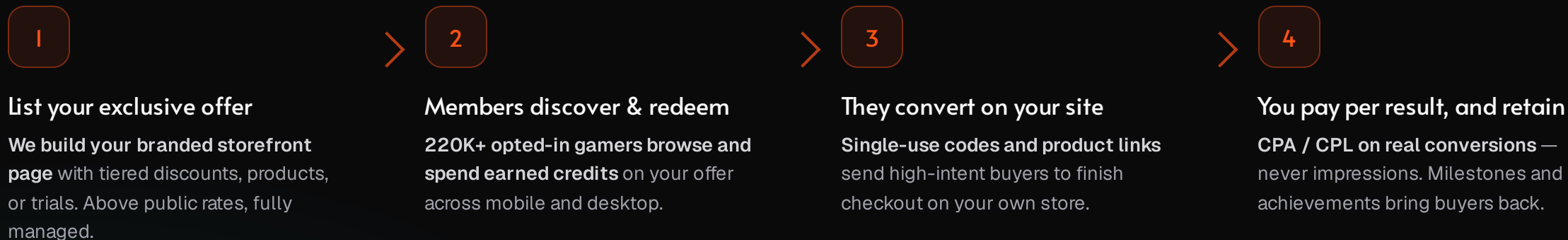
Streaming



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.



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

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

220K+

Active members

90% United States, growing 10-20K / month

3.2%

Average conversion to redemption

4.6% on tech products

2.7x

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.

90%

UNITED STATES
PRIMARY MARKET

18-35

CORE DEMOGRAPHIC
TECH-ORIENTED GAMERS

~12%

FEMALE MEMBERS
GROWING SEGMENT

202M

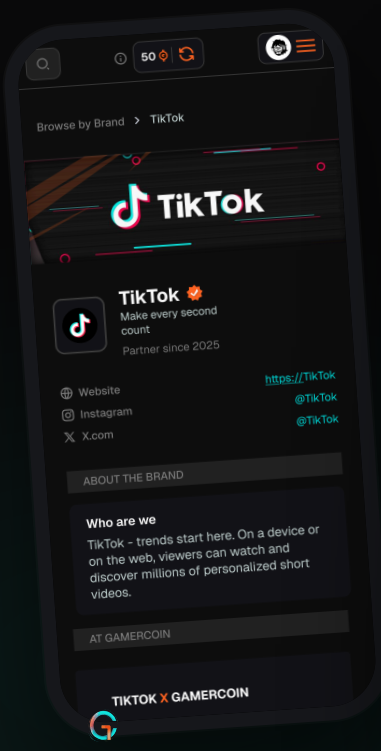
US GAMERS
ADDRESSABLE MARKET

- 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

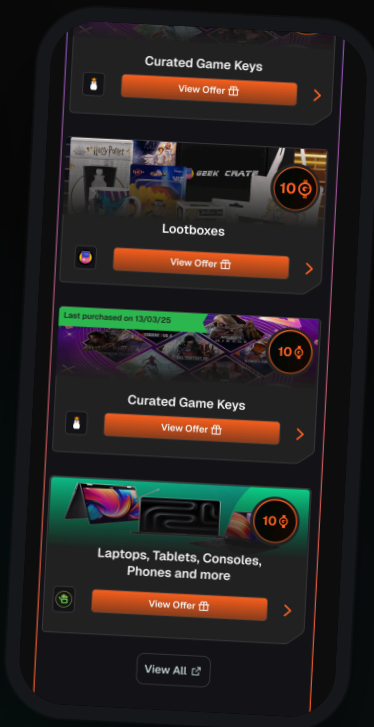
Your brand, everywhere members look

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

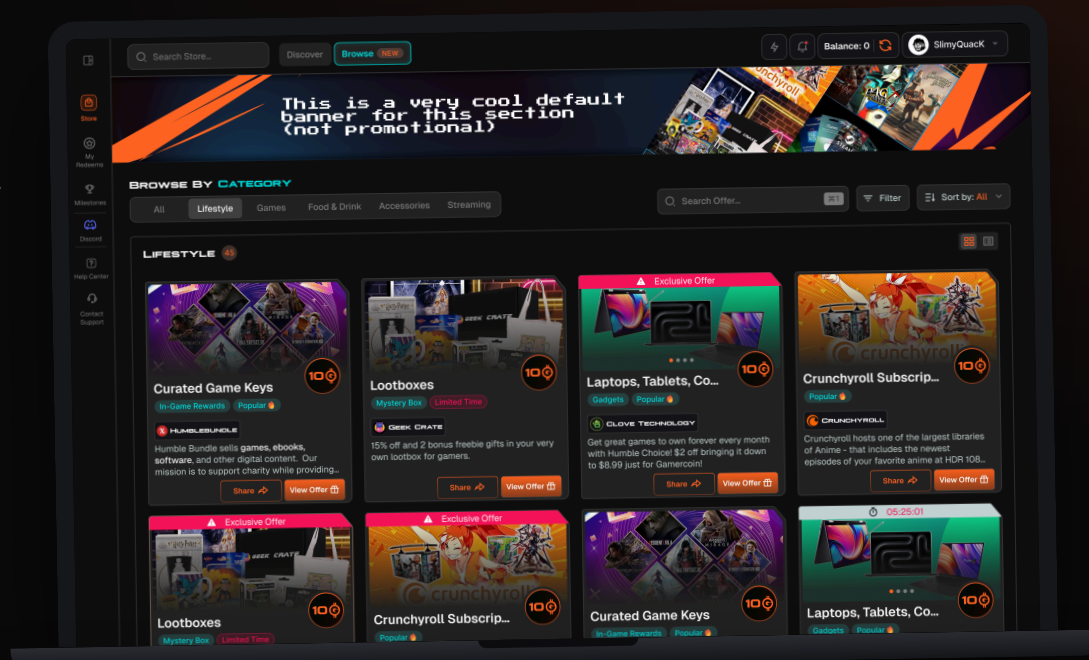
Brand page



Full product feed



Marketplace & featured offers



DIRECT SALES

Direct sales

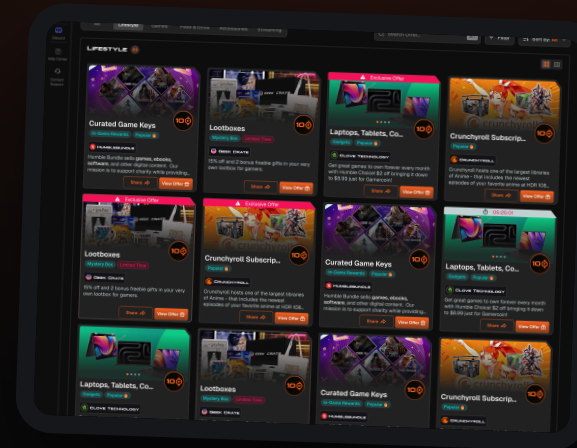
Members purchase a discount, trial, or full product with their credits.

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

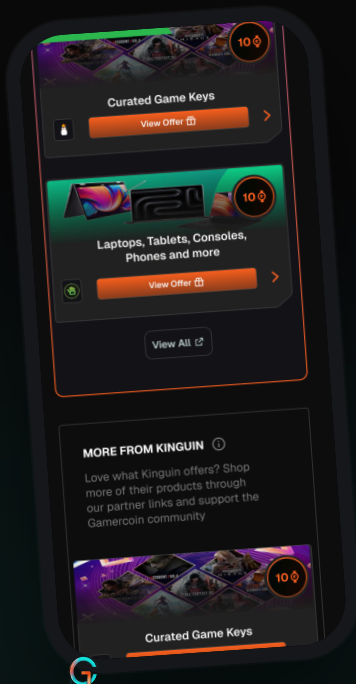
You get users who actually want to discover and engage with your brand.

We take a CPA or CPL.

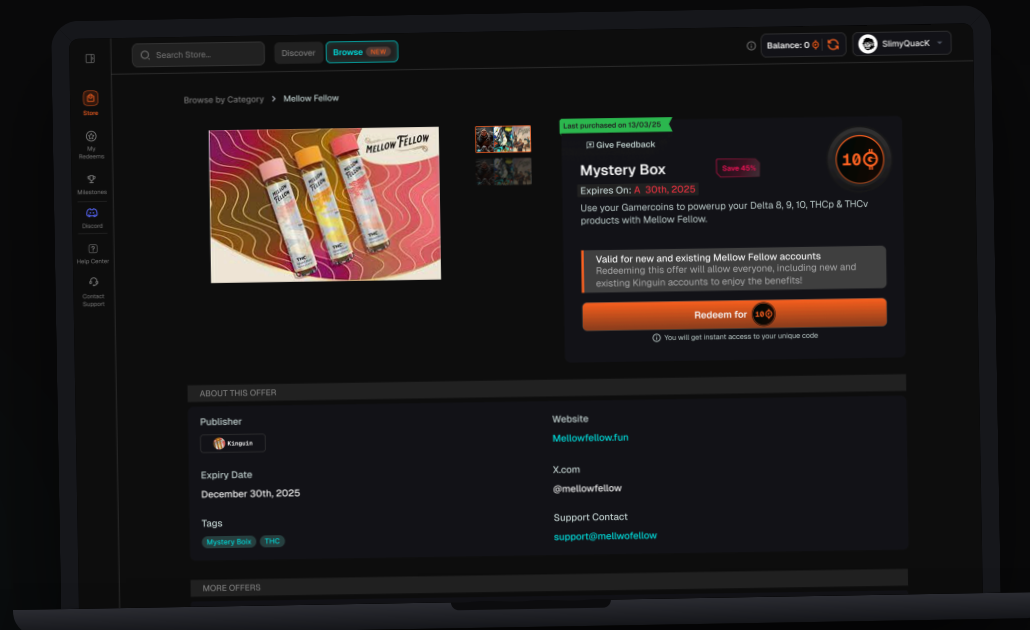
Category browsing



Redeem with credits



Product offer & redemption



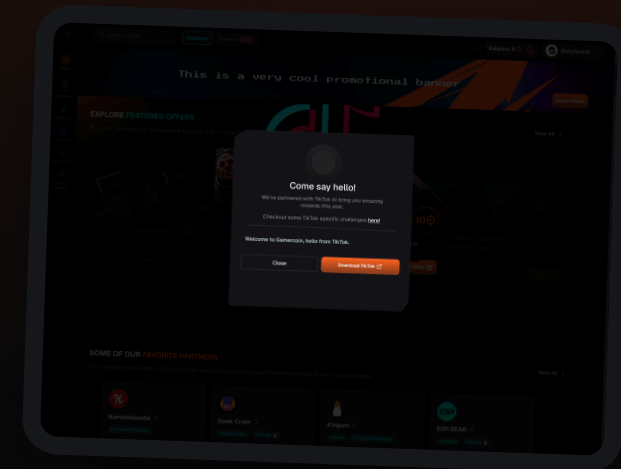
Brand champions

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

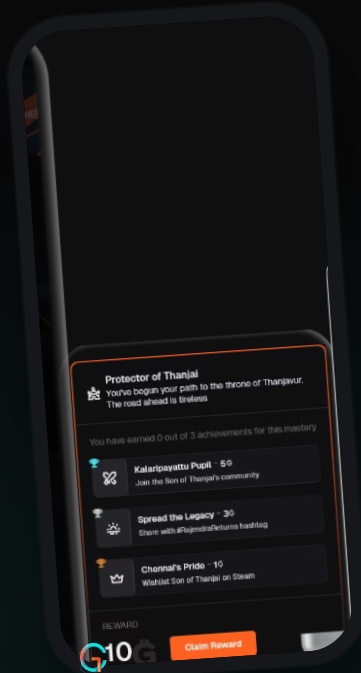
Whether you want members to refer friends, make a second purchase, or share on social, achievements and milestones have you covered.

You get an engaged, real community around your brand.

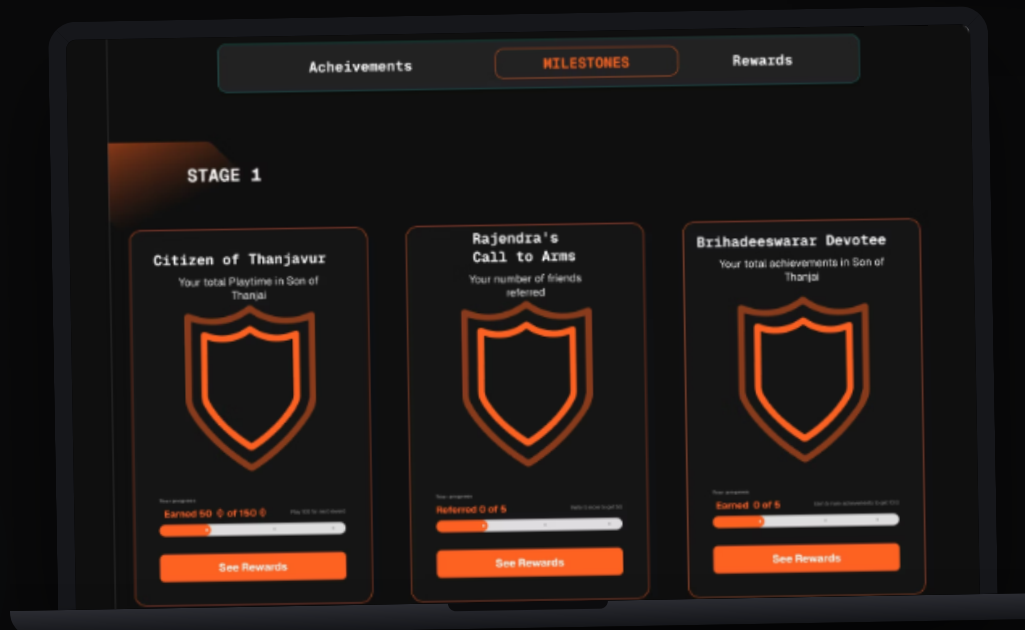
Co-branded onboarding



Achievement quests



Milestones & achievements



REWARD STRUCTURE

Four tiers. Exclusive at every level.

Every partner launches with up to four reward tiers. Two discount tiers (CPA applies), two product or bundle tiers (CPA waived on top tiers).

TIER 1

EXAMPLE · KINGUIN

10% off sitewide

Entry discount on game keys. Single-use codes redeemed at checkout.

DISCOUNT CODE · CPA APPLIES

TIER 2

EXAMPLE · GEEK CRATE

15% off + bonus gifts

Deeper discount on curated bundles with added freebies in every box.

DISCOUNT CODE · CPA APPLIES

TIER 3

EXAMPLE · ESR GEAR

Accessory bundle pack

Fixed product bundle link. Cases, chargers, and gear at an exclusive rate.

PRODUCT LINK · CPA WAIVED

TIER 4

EXAMPLE · HUMBLE BUNDLE

3-month premium trial

Top-tier offer such as a subscription trial or premium hardware bundle.

PRODUCT LINK · CPA WAIVED

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.

+\$5,999

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 220K+ members. Optional featured placement available.

04

Measure

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

- Four-tier structure: two discount tiers (CPA applies), two product or bundle tiers (CPA waived on top tiers)
- 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](#)

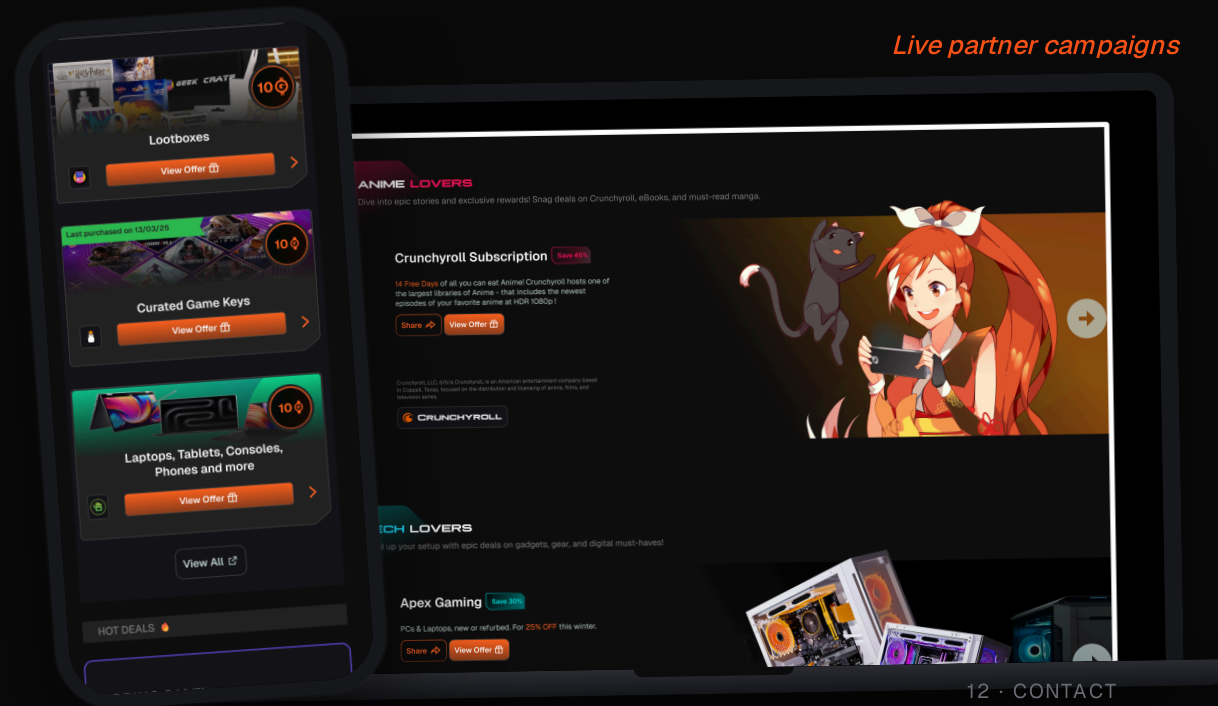
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[And we can book a call](#)

www.gamerperks.com/partners
Partner programme

partnerships@gamerperks.com
Partnership enquiries

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



Live partner campaigns