



BRAND PARTNERSHIPS · 2026

# Member **persona**

A composite profile of the audience your brand reaches on Gamerperks.  
Built for partnership conversations, media planning, and offer design.

**220K+ members**

Active on platform

**90% United States**

Primary market

**June 2026**

Sales reference



# Meet Alex, the Gamerperks member



## Alex, 26

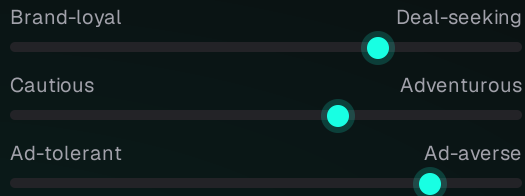
THE PRAGMATIC GAMER

- Tech-savvy
- Value-driven
- Curious
- Trendsetter

"I game most nights after work. If I am buying gear or subs anyway, I want the best deal I can actually trust."

Age	18-35 (core 26)
Location	United States
Platform	Steam (primary)
Play time	10-15 hrs / week
Value	High intent · high LTV

### PERSONALITY



### GOALS

- ▲ Get more value from money already spent on gaming and tech
- ▲ Discover trustworthy brands and genuinely exclusive deals
- ▲ Support hobbies and interests without overspending

### FRUSTRATIONS

- ✗ Traditional ads are invasive, irrelevant, and easy to ignore
- ✗ Generic discount codes with no real exclusivity
- ✗ Time spent gaming feels undervalued by brands

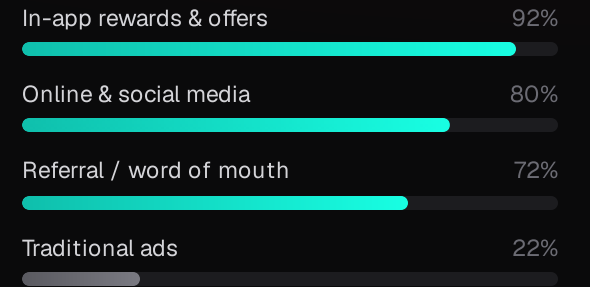
### BIO

Alex games most evenings and treats it as a core part of life, not a phase. **Tech-savvy and value-driven**, Alex already spends on gear, subscriptions, food, and lifestyle products, and responds to **exclusive, opted-in offers far more than interruptive advertising**. A perfect fit for brands that want discovery and loyalty from an audience that is hard to reach anywhere else.

### PURCHASING DRIVERS



### EFFECTIVE MARKETING METHODS



### SHOPS & REDEEMS WITH



AUDIENCE SNAPSHOT

# Who Alex represents at scale

Platform-wide demographics across 220,000+ members. A US-focused, tech-oriented adult audience built for national retail, DTC, and subscription campaigns.

90%

UNITED STATES  
PRIMARY MARKET

18-35

CORE AGE RANGE  
TECH-ORIENTED

~12%

FEMALE MEMBERS  
GROWING SEGMENT

2.7×

RETENTION VS  
BENCHMARKS

## Accessories & tech

Headsets, keyboards, phone cases, chargers. 4.6% conversion on tech products.

## Games & streaming

Game keys, in-game currency, and music, video, and creator subscriptions.

## Lifestyle & food

Apparel, collectibles, delivery, snacks, and everyday gear tied to gaming culture.

## PARTNERSHIP VALUE

# Why Alex matters to **your brand**

Alex ignores interruptive advertising but actively browses an opted-in rewards marketplace. That makes this audience uniquely valuable, and reachable, for brands.

### **An audience that opted in**

Members choose to browse partner offers. No forced impressions or borrowed attention.

### **Exclusive and brand-safe**

Every offer is verified above public rates before launch, inside a curated marketplace.

→ Pairs with the partnership media kit for placements, tiers, and pricing

### **Measurable from day one**

Track redemptions, conversion, and retention. Pay on outcomes (CPA / CPL), not views.

### **Loyal, not one-off**

Gamified milestones and 2.7× retention turn first purchases into repeat customers.