

 CHALLENGE!

 **ESL** FACEIT

 IMG

 **GOSU
GAMERS**

How Top Gaming Tournament
Platforms Generated Over 255M
Web Visits in 2021

Gaming & eSports

Key Takeaways

FACEIT, Challonge, ESLA Gaming, GosuGamers and UMG Gaming were identified as the Top 5 Gaming Tournament Platforms and generated over 255M web visits in 2021. Here's how:

Organic search makes up 99% of all search traffic amongst the competitive set.

- **74% of FACEIT's search traffic comes from branded keywords, whereas ESL and GosuGamer's search traffic is predominantly driven from non-branded keywords.**

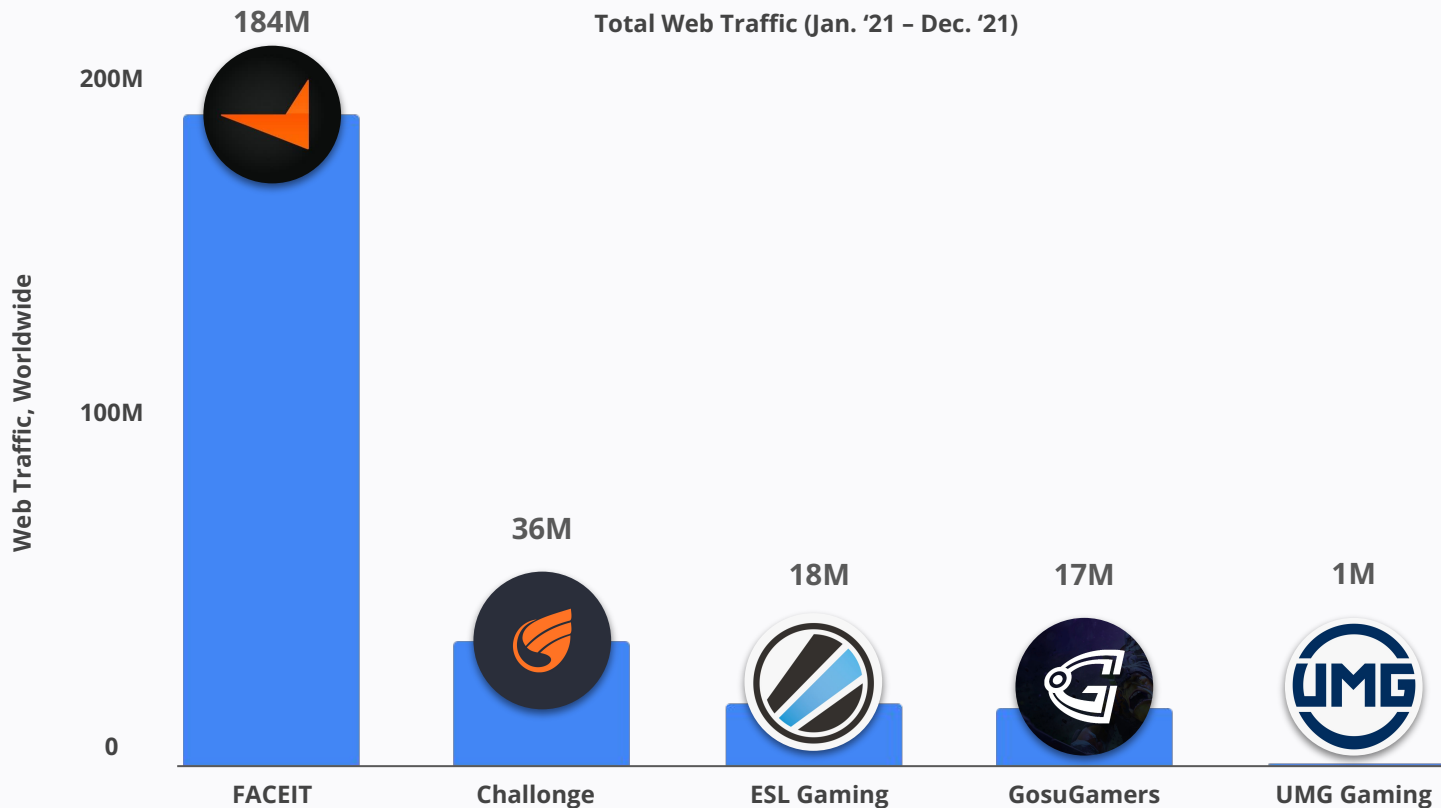
ESL Gaming has the largest audience on social media with a combined total of 5.4M followers, followed by FACEIT with 2.6M.

- **ESL Gaming and UMG Gaming are the only brands in the competitive set active on TikTok, and YouTube and Twitter are the predominant drivers of social traffic amongst all five brands.**

UMG Gaming spent the most on digital advertising (\$390K), followed by GosuGamers (\$39K) and ESL Gaming (\$29K).

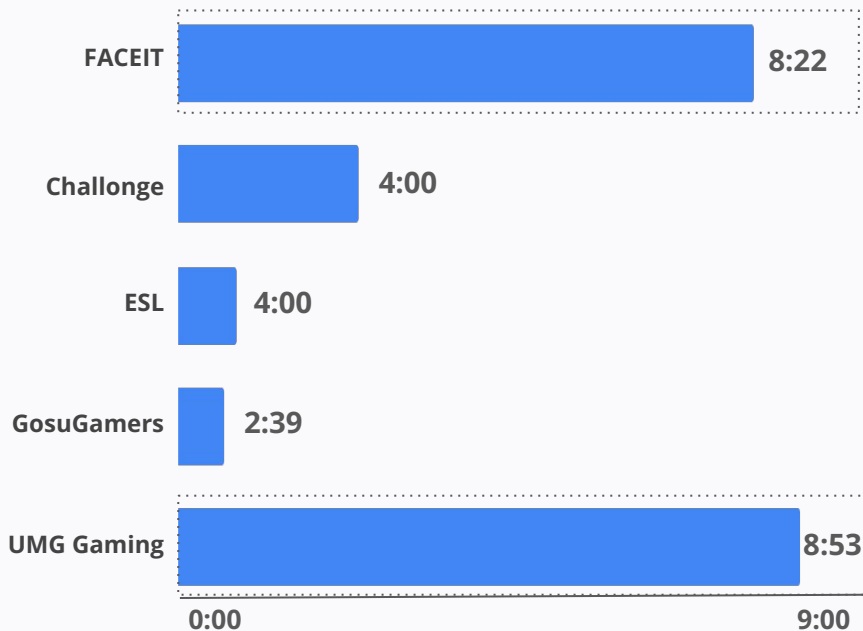
- **FACEIT and Challonge did not run any digital ads over the year, and GosuGamer and UMG predominately focused their advertising budget on display ads.**

Looking at web traffic and social followers in 2021 — FACEIT, Challonge, ESL Gaming, GosuGamers and UMG Gaming were identified as the Top 5 Gaming Tournament Platforms. FACEIT drove the most web traffic with **184M** web visits in 2021. The five sites generated a total of **255M** web visits in 2021.

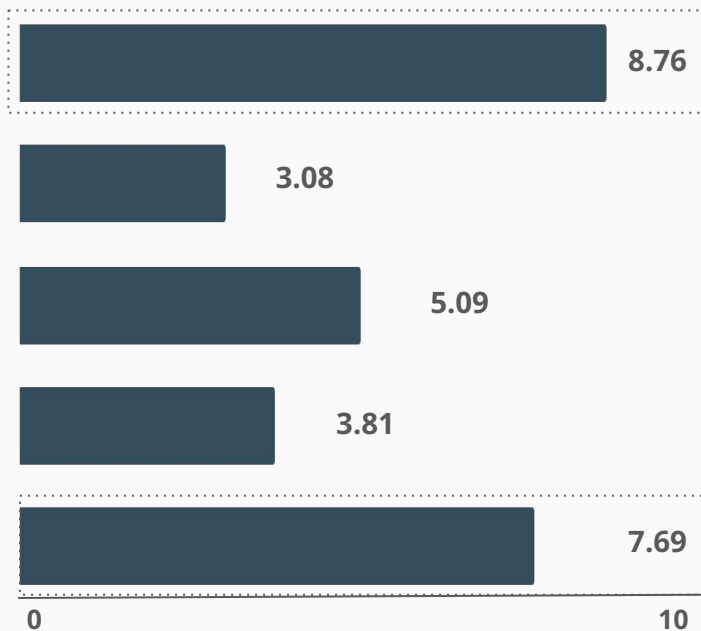


FACEIT and UMG Gaming have the greatest average visit duration and page visits. The average desktop visit time of five websites is **5:17** minutes, with a visitor viewing **5.69** pages.

Average Visit Duration (Jan. '21 - Dec. '21)



Average Page Visits (Jan. '21 - Dec. '21)

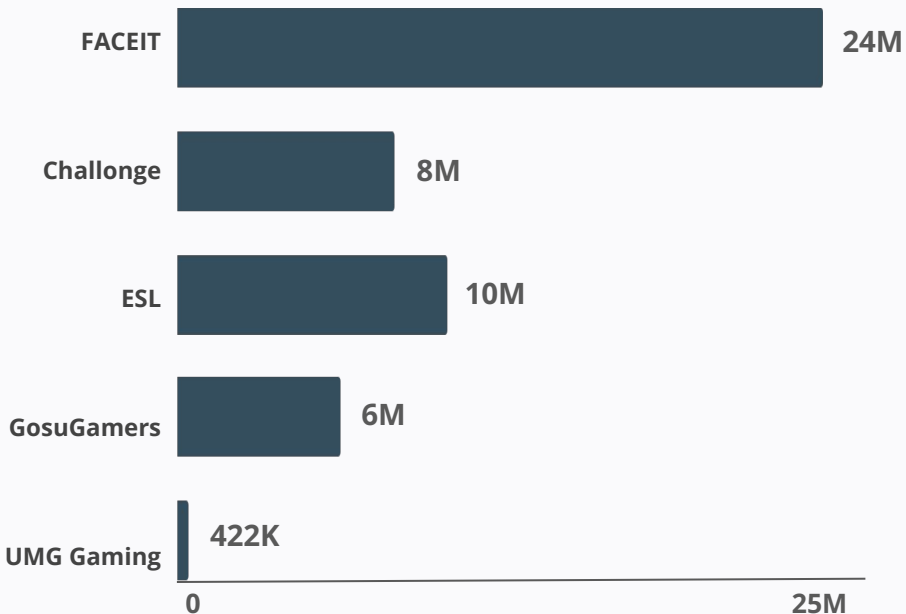


*Desktop data only

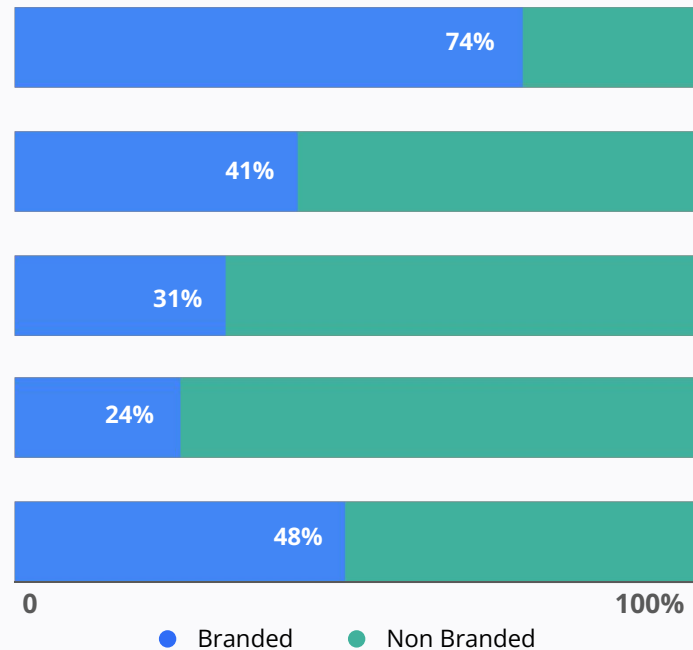
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On average, organic search makes up **99.8%** of all search traffic amongst the competitive set. **74%** of FACEIT's search traffic comes from branded keywords, whereas ESL and GosuGamer's search traffic is predominantly driven from non-branded keywords.

Total Search Visits (Jan. '21 - Dec. '21)



Total Search Visits
Branded vs. Non-Branded



The following were the **top converting search terms*** amongst the competitive set in 2021:

Organic Branded

faceit

challenge

bracket maker

faceit tf2

face it

dota 2 gosugamers

esl

esl pro league

gosugamer

faceit csgo

Organic Non-Branded

tournament bracket generator

bracket generator

tournament bracket

tournament bracket maker

bracket creator

tournament maker

csgo team rankings

csgo rankings

chipotle challenger series

tournament generator

Paid Keywords

challenge

challenge bracket

challone

chollenge

chalonge

challonger

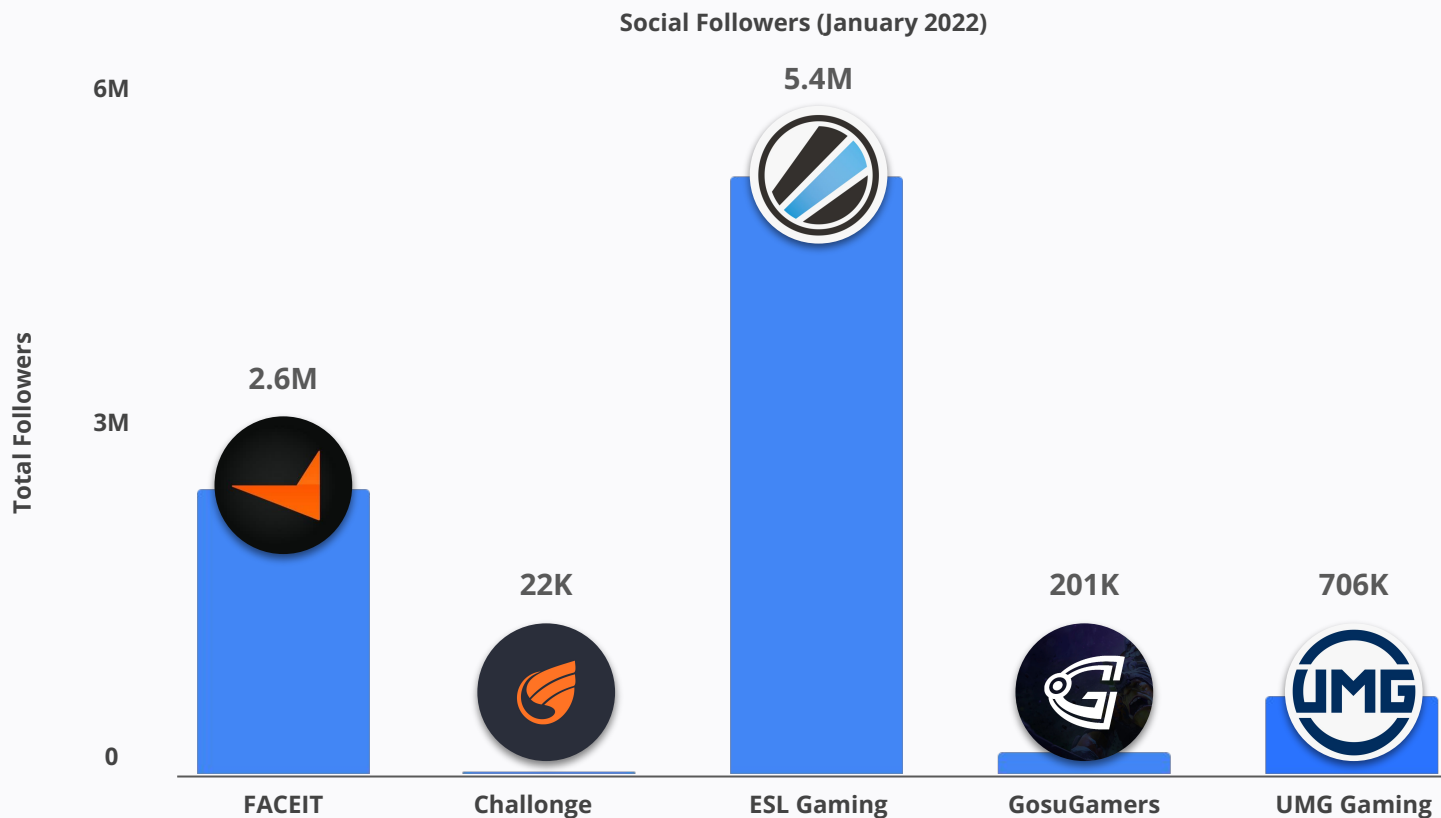
challenge,.com

astralis jersey

team envy jersey

genuine csgo pins












ESL Gaming has the largest audience on social media with a combined total of **5.4M** followers, followed by FACEIT with **2.6M**.



Total followers include Facebook, Twitter, Twitch, Instagram, YouTube and TikTok.

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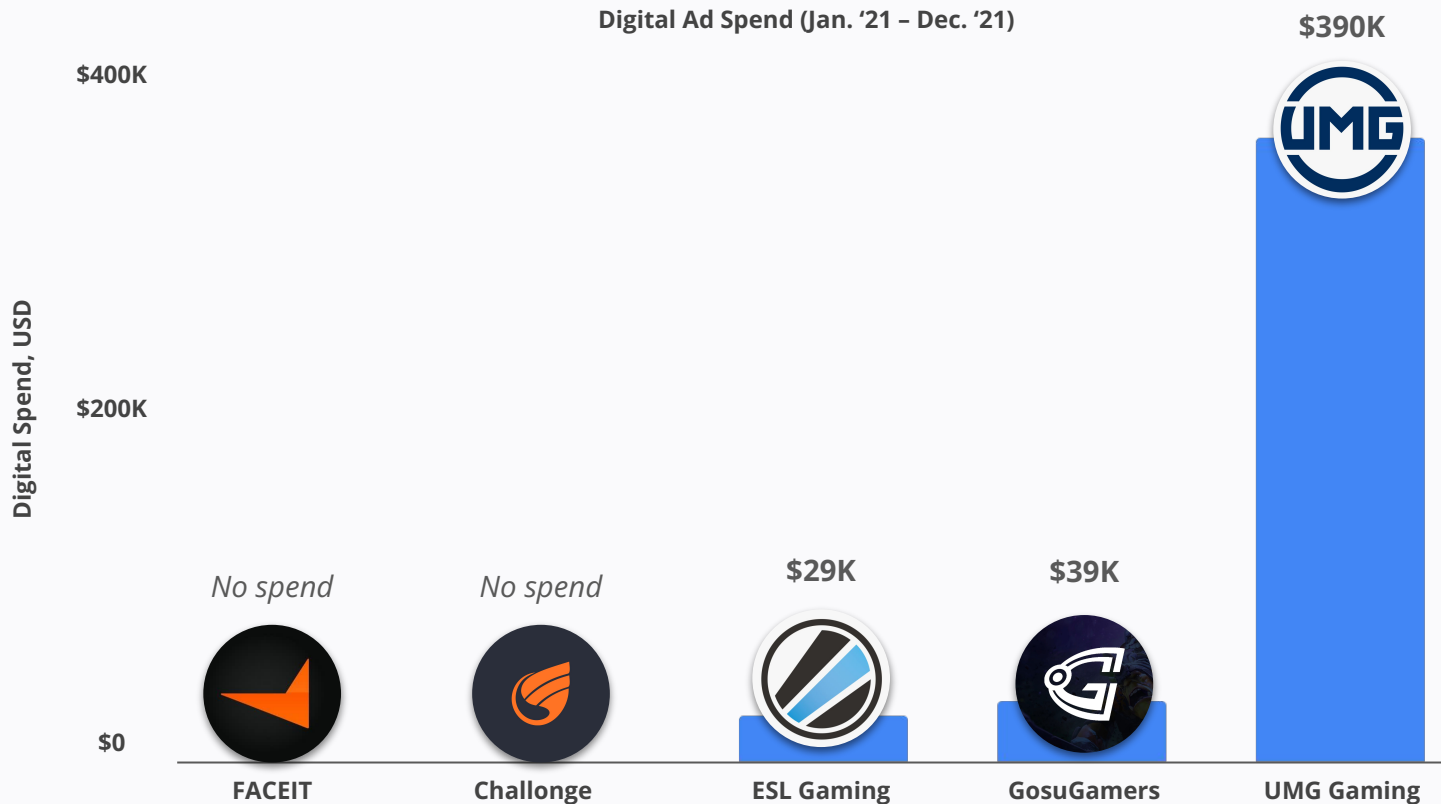
ESL Gaming and UMG Gaming are the only brands in the competitive set active on TikTok. FACEIT's largest audience is on Twitch, followed by YouTube. Facebook followers make up over **50%** of ESL's followers.

<i>Number of Followers</i>							
	FACEIT	1.6M	240.4K	134.6K	452.0K	158.0K	n/a
	Challenge	n/a	7.1K	13.6K	1.1K	n/a	n/a
	ESL Gaming	216.0K	853.4K	2.7M	937.0K	599.0K	95.3K
	GosuGamers	n/a	31.3K	141.4K	26.5K	1.3K	n/a
	UMG Gaming	229.0K	421.7K	13.2K	32.8K	8.7K	109

*Social followers as of January 2022.

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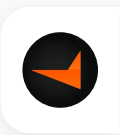
In 2021, UMG Gaming spent the most on digital advertising (\$390K), followed by GosuGamers (\$39K) and ESL Gaming (\$29K). FACEIT and Challonge did not run any digital ads over the year.



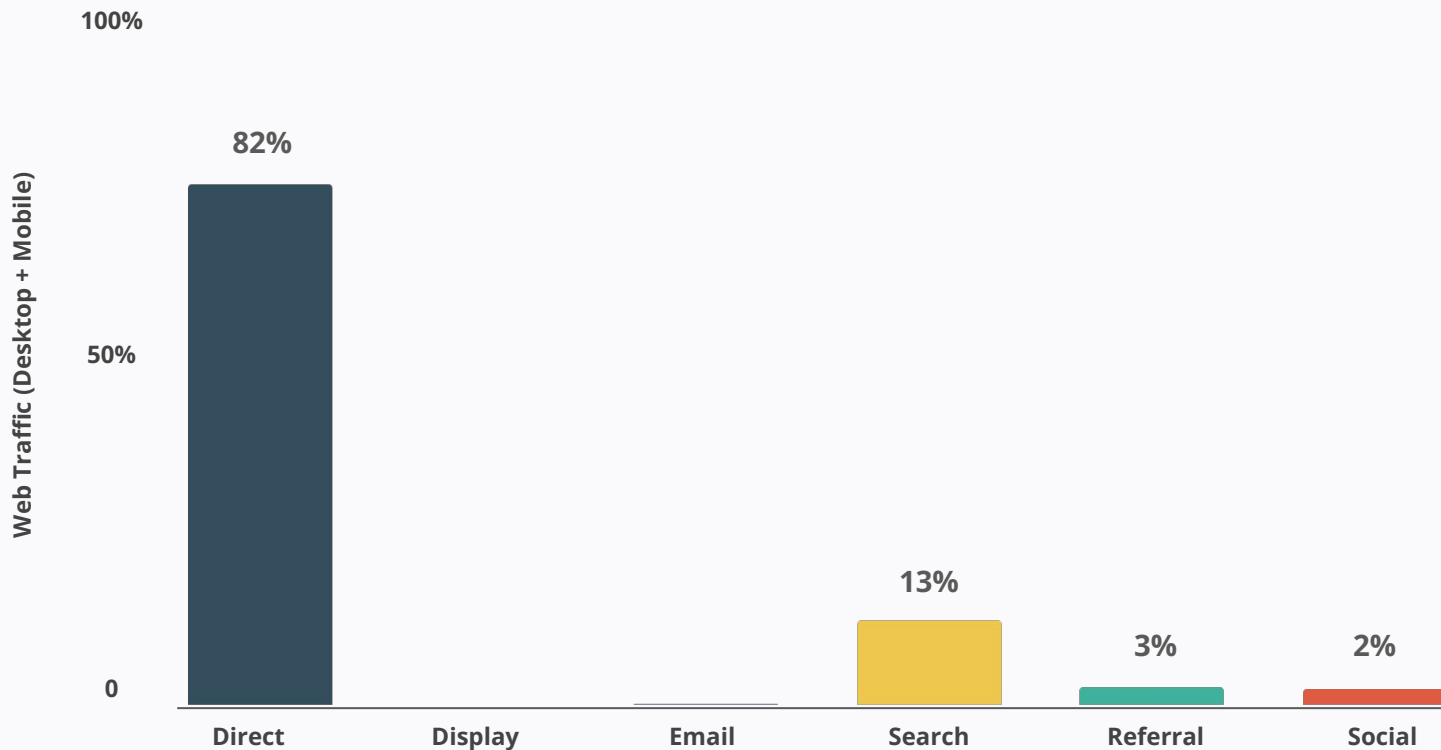
*Spend is a directional approximation and does not include retargeting, behavioural targeting or LinkedIn

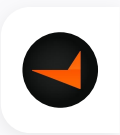
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82% of FACEIT's web traffic comes directly to the site. Search makes up **13%** followed by referral (3%) and social (2%).



Web Traffic (Jan. '21 - Dec. '21)

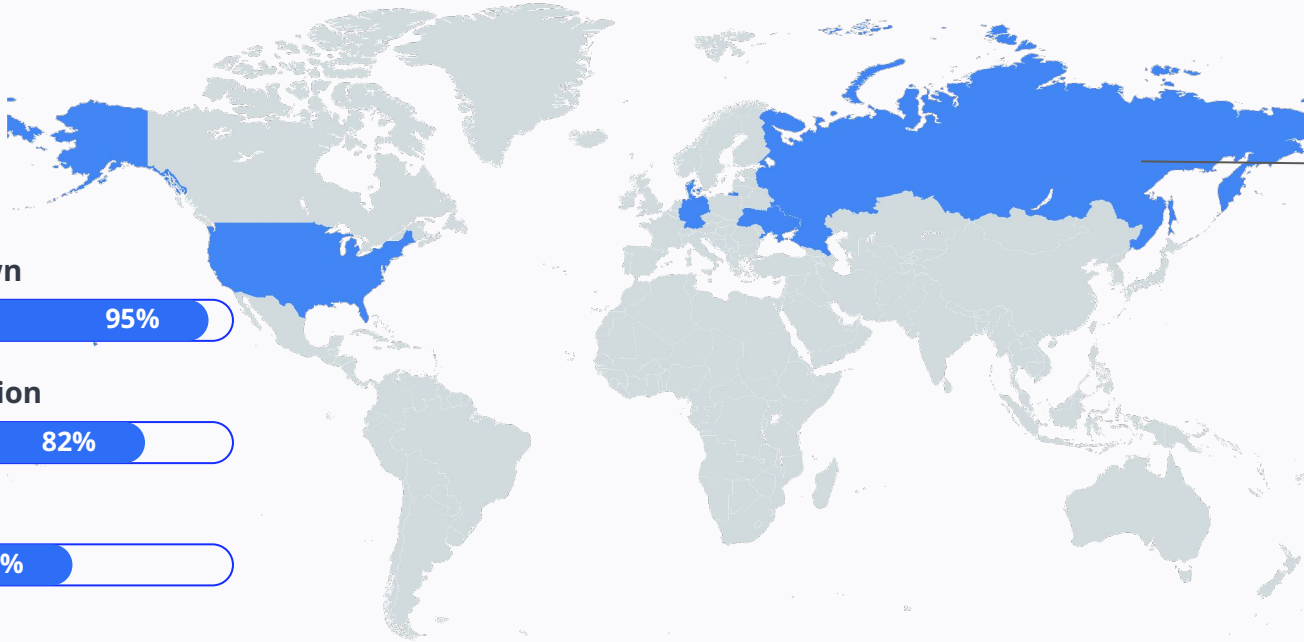




In 2021, Russia made up **13%** of FACEIT's web visitors. FACEIT's desktop web traffic accounted for **95%** of its yearly traffic, and the majority of those visitors were male (82%); both significantly higher relative to the competitive set.

Web Traffic Demographics

(Jan. '21 - Dec. '21)



- **Top Countries**
- Russia — **13%**
- Ukraine — **6%**
- Germany — **6%**
- Denmark — **5%**
- US — **5%**

Device Breakdown

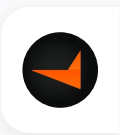


Gender Distribution



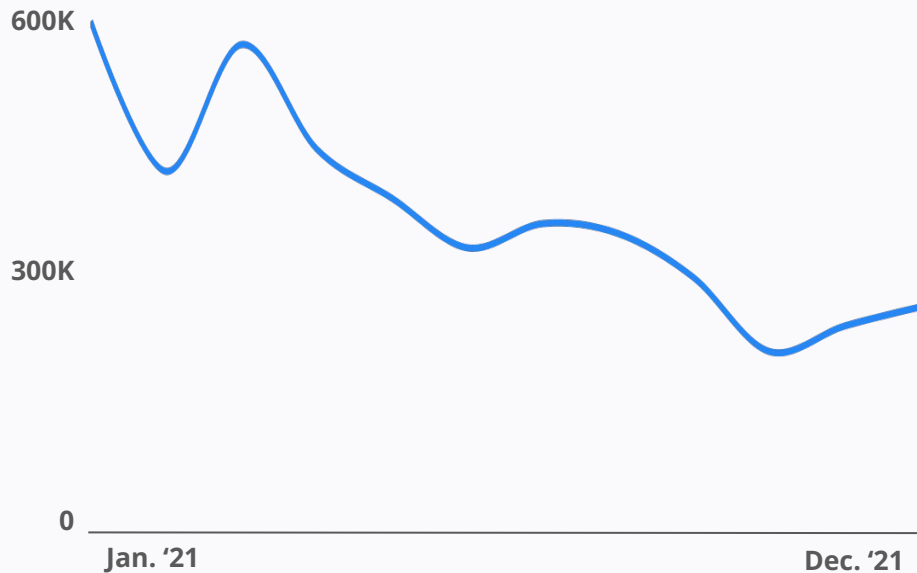
Age Distribution



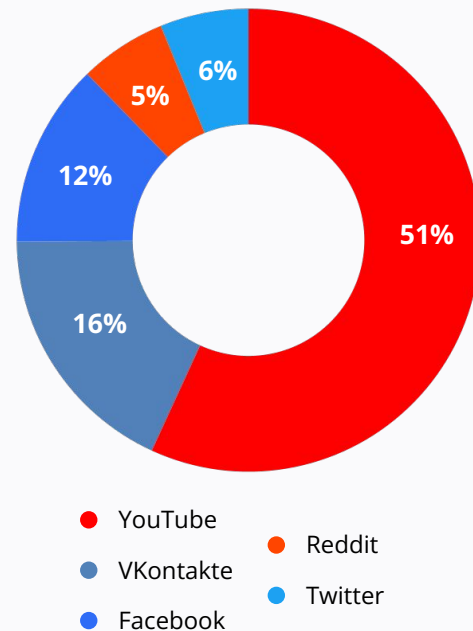


Social generates **374K** monthly web visits on average to the FACEIT website. Of these social visits, YouTube makes up **51%** of the total traffic, followed by VKontakte — a Russian based social media platform.

Monthly Social Traffic
(Desktop & Mobile)




Social Traffic Breakdown
(Desktop)






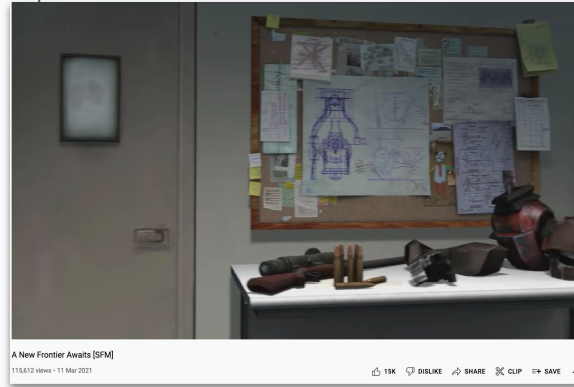
The following were FACEIT's **top three social posts** in 2021 based on total views:

 *Gamer Feature*



Views: **224K** | Engagements: **15.9K**
[Click to View](#)

 *New Game Teaser*



Views: **116K** | Engagements: **16.6K**
[Click to View](#)

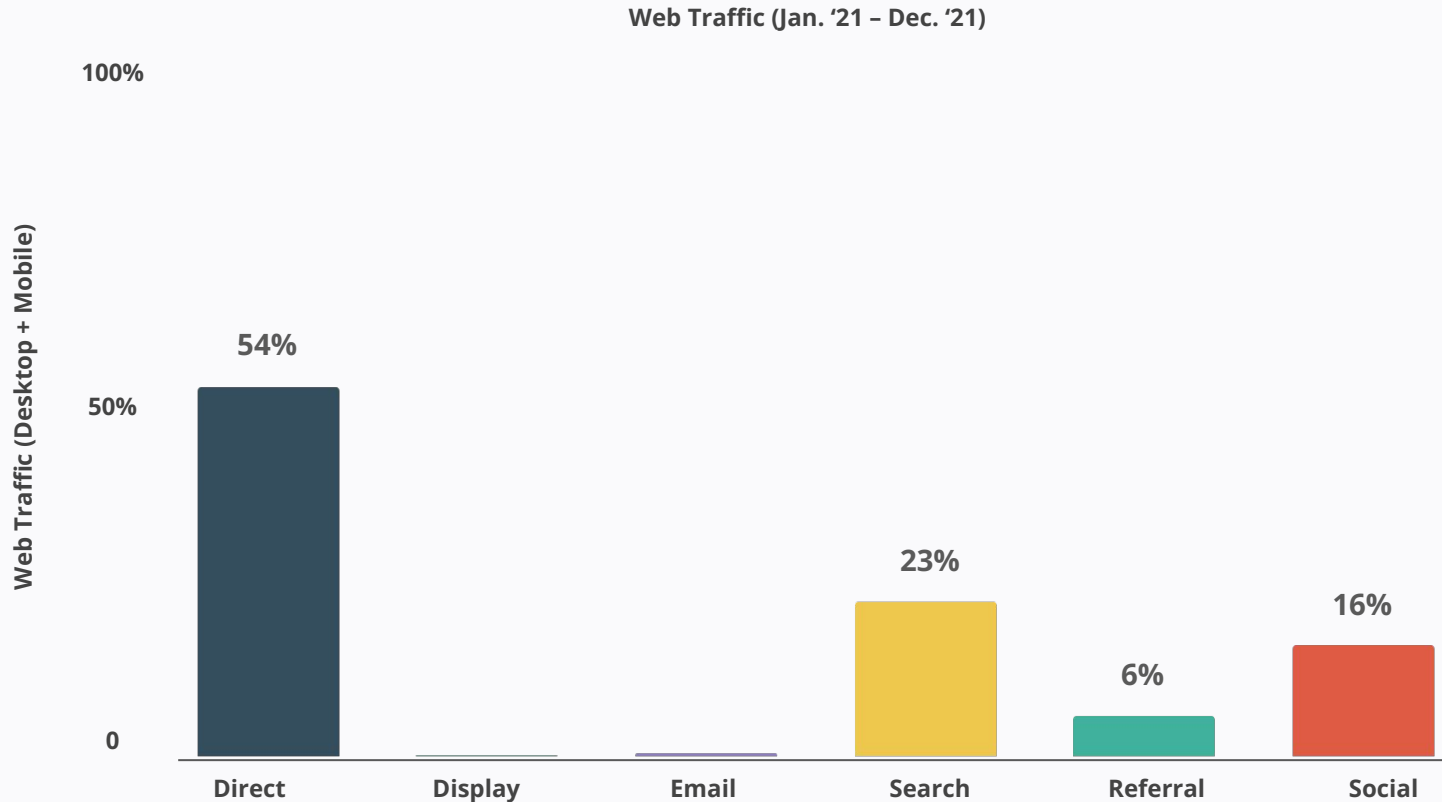
 *Gamer Feature*



Views: **48.1K** | Engagements: **3.5K**
[Click to View](#)



Challonge has the highest amount of social traffic amongst the competitive set at **16%**.

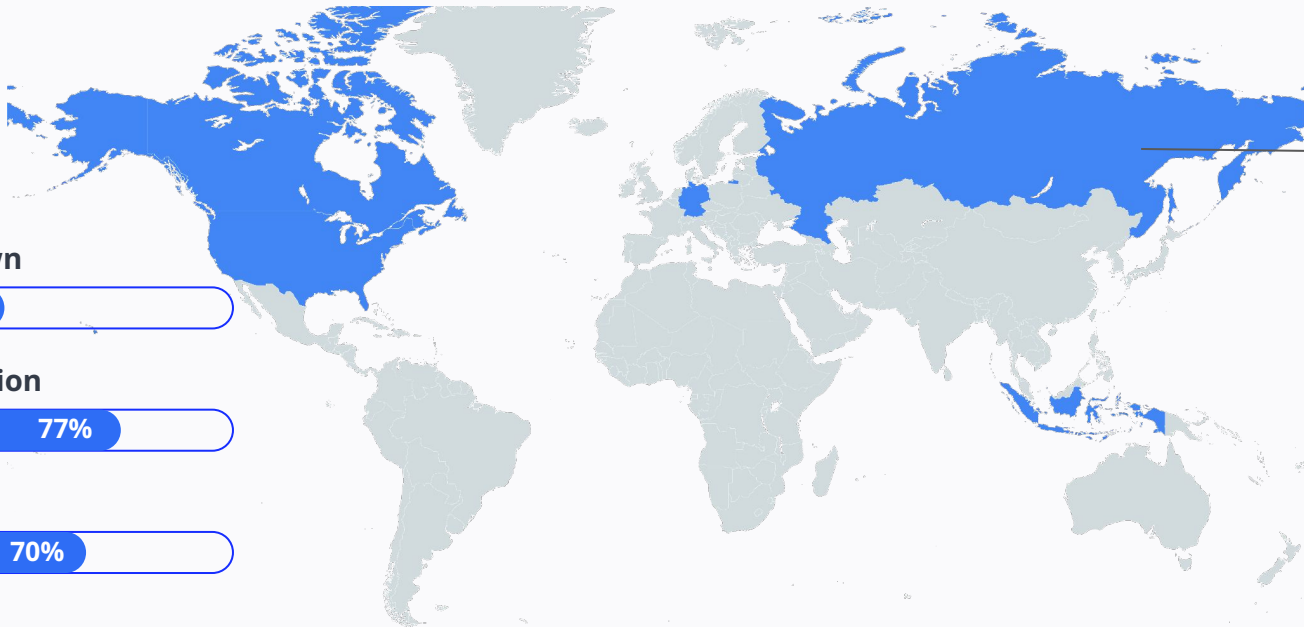




22% of Challenge's web visitors are based in the US followed by Russia at **9%**. Challenge draws **53%** of its traffic from desktop, while **47%** comes in from mobile devices. Most of Challenge's web visitors are male and between the ages of 18 and 34.

Web Traffic Demographics

(Jan. '21 - Dec. '21)



Top Countries

US — **22%**

Russia — **9%**

Germany — **6%**

Indonesia — **6%**

Canada — **4%**

Device Breakdown

Desktop **53%**

Gender Distribution

Male **77%**

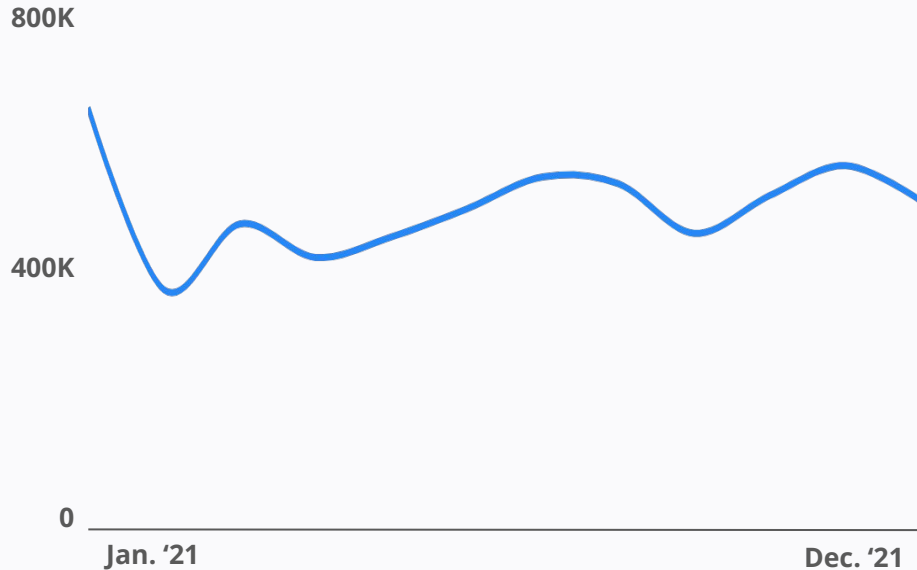
Age Distribution

18-34 **70%**

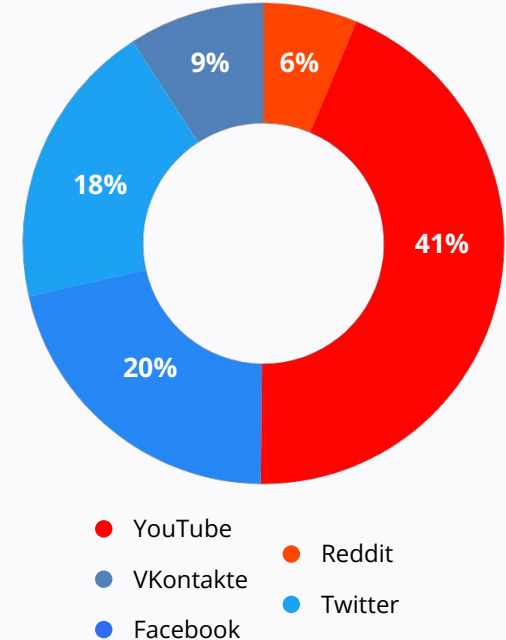


Social generates **488K** monthly web visits on average to the Challenge website. Of these social visits, YouTube makes up **41%** of the total traffic, followed by Facebook and Twitter at **20%** and **18%**, respectively.

Monthly Social Traffic
(Desktop & Mobile)



Social Traffic Breakdown
(Desktop)

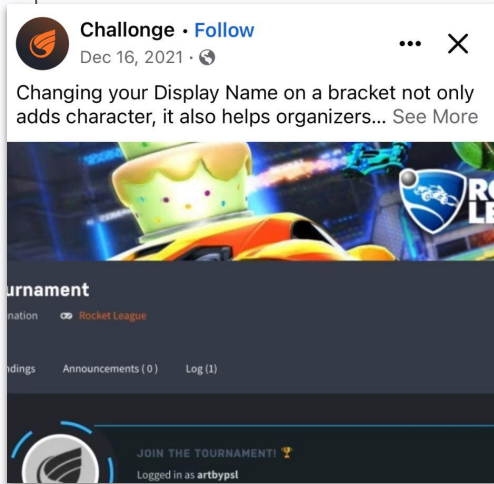




The following were Challenge's **top three** social posts in 2021 based on total views:



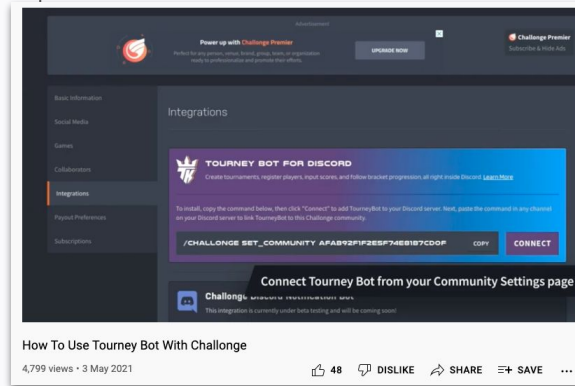
How to Video on Changing Display Name on Bracket



Views: **268** | Engagements: **3**
[Click to View](#)



How to Video on Using Tourney Bot



Views: **4.8K** | Engagements: **55**
[Click to View](#)



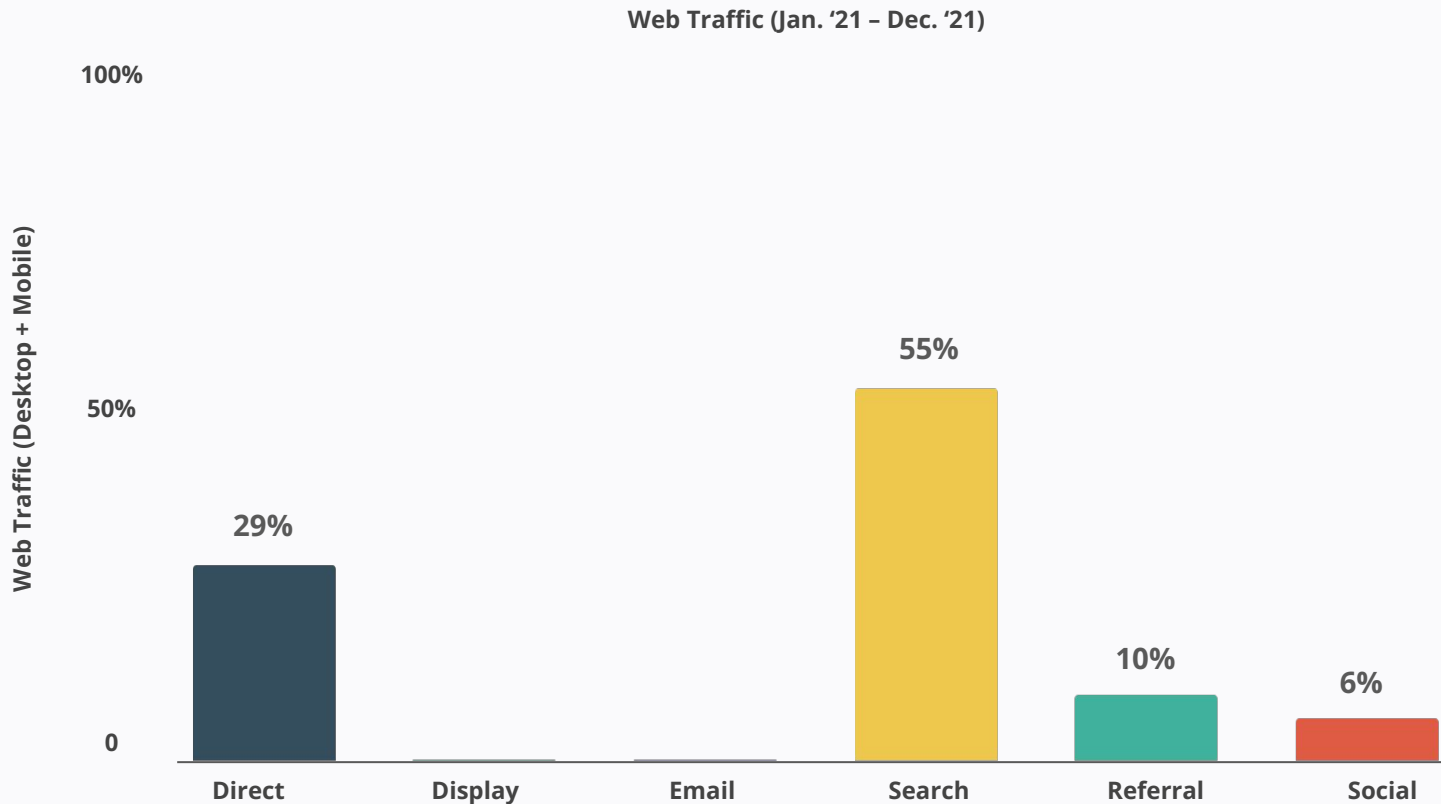
Community Engagement



Views: **268** | Engagements: **1**
[Click to View](#)



ESL is the only brand whose largest marketing channel was search. The traffic from search accounted for **55%** of ESL's total web traffic, and it also had the largest portion of referral traffic at **10%**.

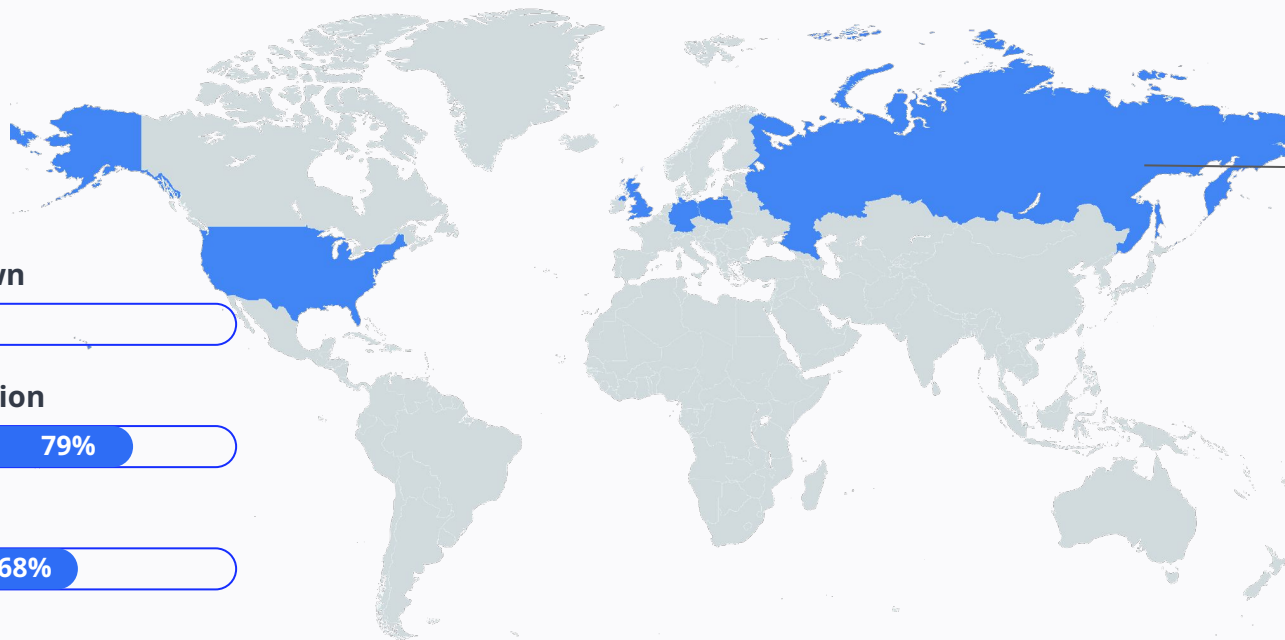




ESL's web visitors are largely based in Germany, which accounted for **22%** of its total web traffic in 2021. ESL was the only brand that generated more mobile traffic than desktop.

Web Traffic Demographics

(Jan. '21 - Dec. '21)



● Top Countries

Germany — **22%**

US — **11%**

Russia — **5%**

Poland — **4%**

UK — **3%**

Device Breakdown

Desktop **46%**

Gender Distribution

Male **79%**

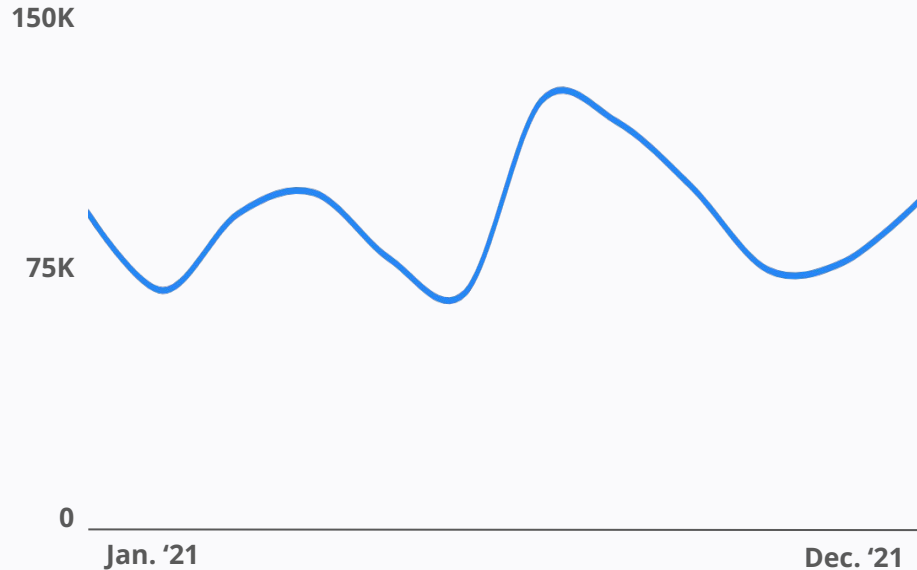
Age Distribution

18-34 **68%**

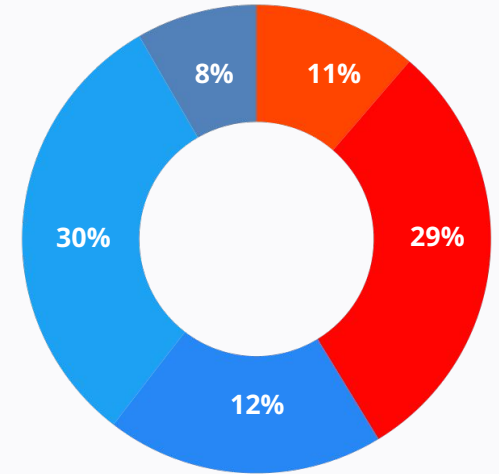


Social generates **93K** monthly web visits on average to the ESL website. In 2021, social traffic peaked in July which aligned with [ESL's Summer Sale](#). ESL's top social channels are Twitter (account for 30% of social traffic) followed by YouTube (29%).

Monthly Social Traffic
(Desktop & Mobile)



Social Traffic Breakdown
(Desktop)



- YouTube
- Reddit
- VKontakte
- Twitter
- Facebook



The following were ESL's **top three** social posts in 2021 based on total views:



Gamer Feature in Partnership with Shopify



#StarCraft2 #StarCraft #Clem
Shopify Signature Series: Clem

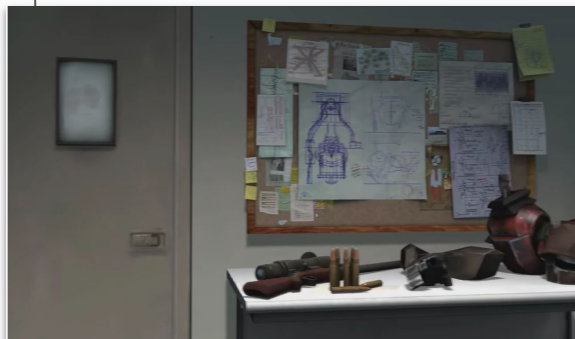
9,388 views · 10 Nov 2021

👍 997 🗑️ DISLIKE ➦ SHARE 🗂️ CLIP ➦ SAVE ...

Views: **9.3K** | Engagements: **1.1K**
[Click to View](#)



Gamer Feature in Partnership with Shopify



A New Frontier Awaits [SFM]

115,612 views · 11 Mar 2021

👍 15K 🗑️ DISLIKE ➦ SHARE 🗂️ CLIP ➦ SAVE ...

Views: **6.8K** | Engagements: **600**
[Click to View](#)



Live Stream of JBL Quantum Cup - CS:GO



JBL Quantum Cup - CS:GO Asia Pacific Playoffs

6,044 views · Streamed live on 17 Dec 2021

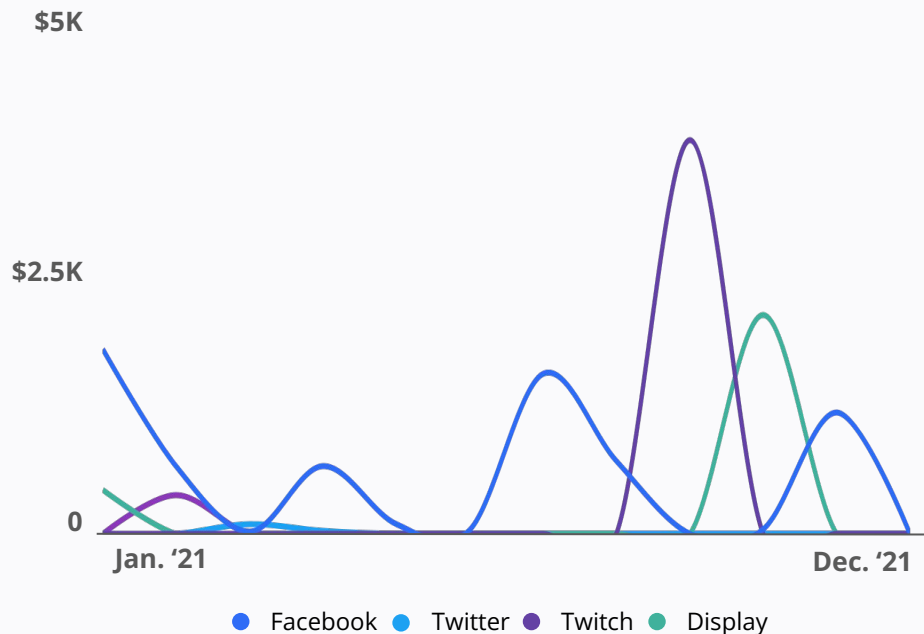
👍 82 🗑️ DISLIKE ➦ SHARE 🗂️ CLIP ➦ SAVE ...

Views: **6.0K** | Engagements: **82**
[Click to View](#)

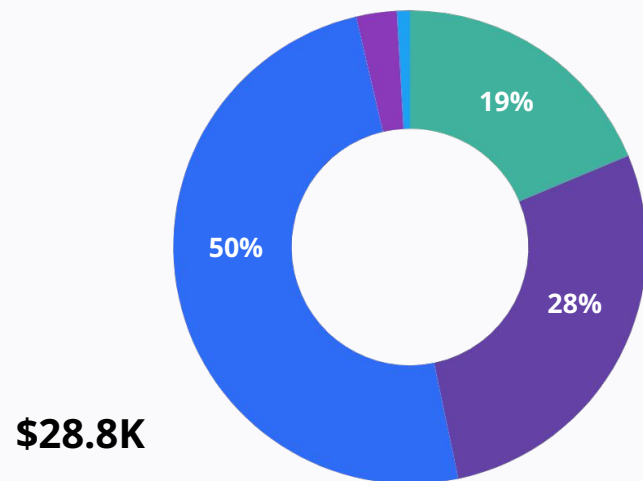


ESL spent about **\$28.8K** on digital ads in 2021, of which Facebook ads accounted for **50%** of the budget. ESL increased ad spend in the latter half of the year, peaking in September with the launch of a [video campaign](#) on Twitch.

Monthly Digital Ad Spend
(USD)



Ad Spend Breakdown



\$28.8K

Total digital ad spend
(Jan '21—Dec. '21)

- Facebook
- Twitter
- Twitch
- Display

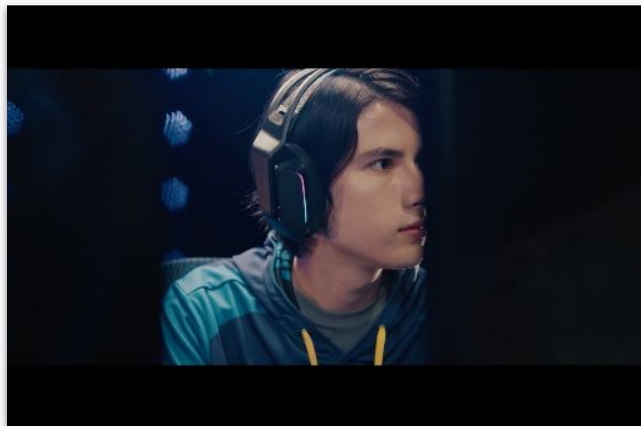
*Spend is a directional approximation and does not include retargeting, behavioural targeting or LinkedIn

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The following were ESL's **top paid digital ads** in 2021:

30s video ad that ran on Twitch promoting the Intel® Extreme Masters Certified Gaming System



Spend: **\$8.1K** | Impressions: **742K** | CPM: **\$10.91**
[Click to View](#)

Facebook image ad promoting ESL's Winter Sale



Spend: **\$1.8K** | Impressions: **184K**
CPM: **\$9.75** | [Click to View](#)

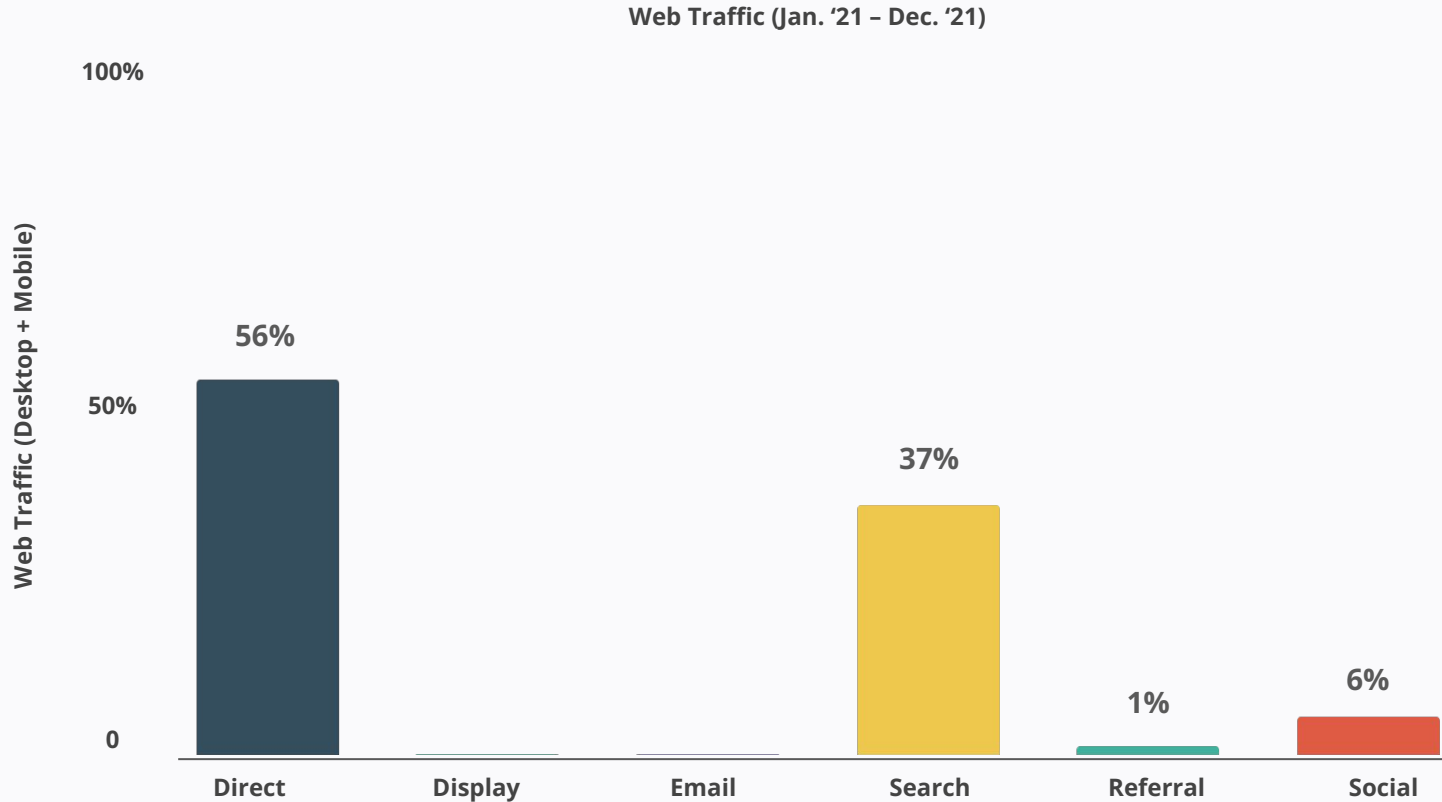
Display ad on nba.com promoting ESL's NBA global championship



Spend: **\$5.3K** | Impressions: **268K**
CPM: **\$19.78**



Direct traffic accounts for **56%** of GosuGamers' web visits, followed by search at **37%**, and social at **6%**.

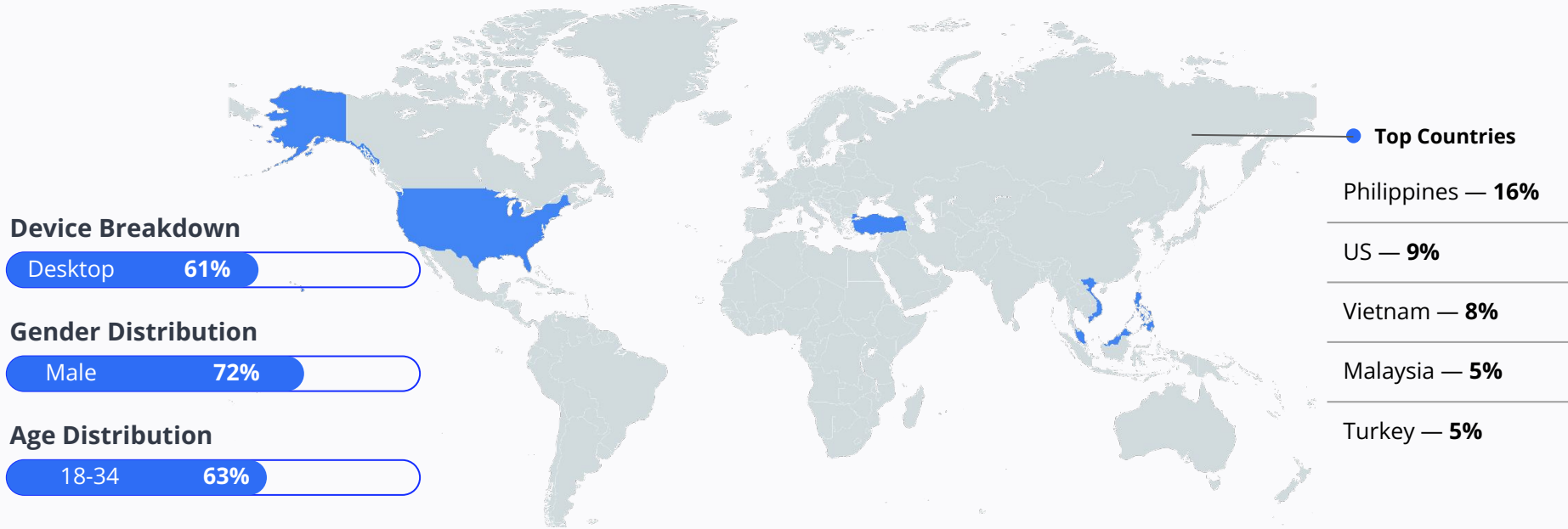




In comparison to other gaming sites, GosuGamer attracts a large number of web visitors from Asia—specifically the Philippines (16%), Vietnam (8%) and Malaysia (5%). The majority of GosuGamer’s web visitors are male, ages 18-34 and on desktop devices.

Web Traffic Demographics

(Jan. '21 – Dec. '21)



Device Breakdown

Desktop 61%

Gender Distribution

Male 72%

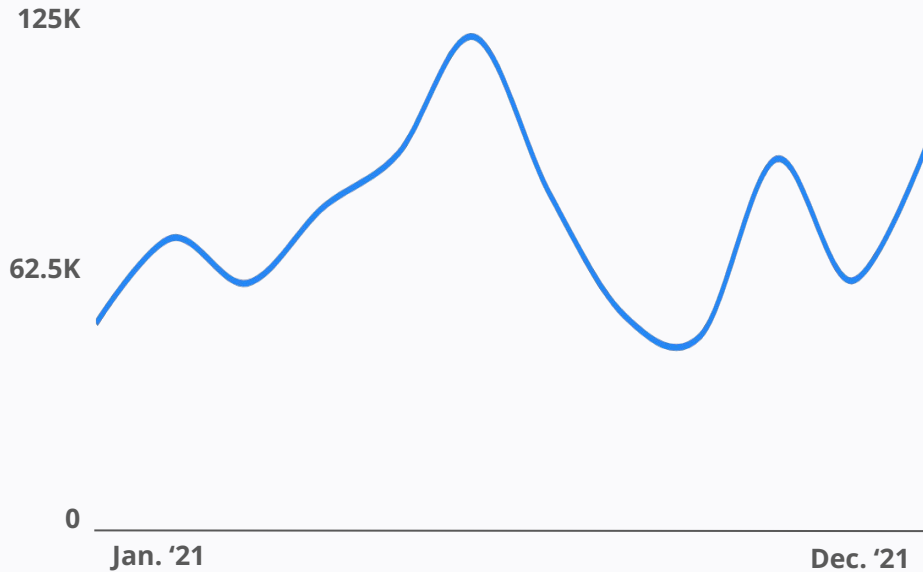
Age Distribution

18-34 63%

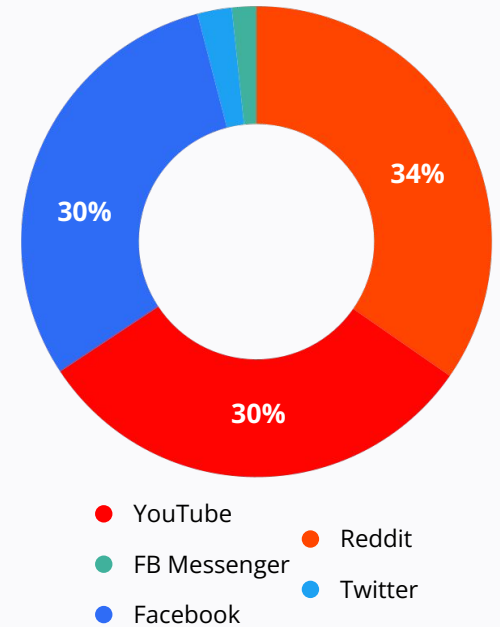


Social generates **77K** monthly web visits on average to the GosuGamer. Reddit drives the most traffic at **34%** followed by YouTube and Twitter both at **30%**.

Monthly Social Traffic
(Desktop & Mobile)



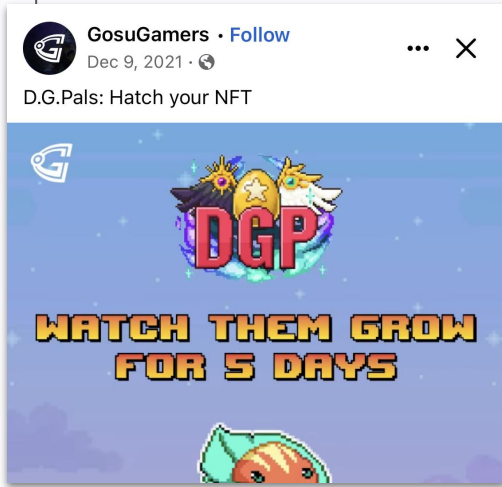
Social Traffic Breakdown
(Desktop)





The following were GosuGamers' **top three** social posts in 2021 based on total views:

 *D.G. Pals NTF Promo to Register*



Views: **69.8K** | Engagements: **8**
[Click to View](#)

 *CS:GO In-Game Contest*



Views: **28.7K** | Engagements: **143**
[Click to View](#)

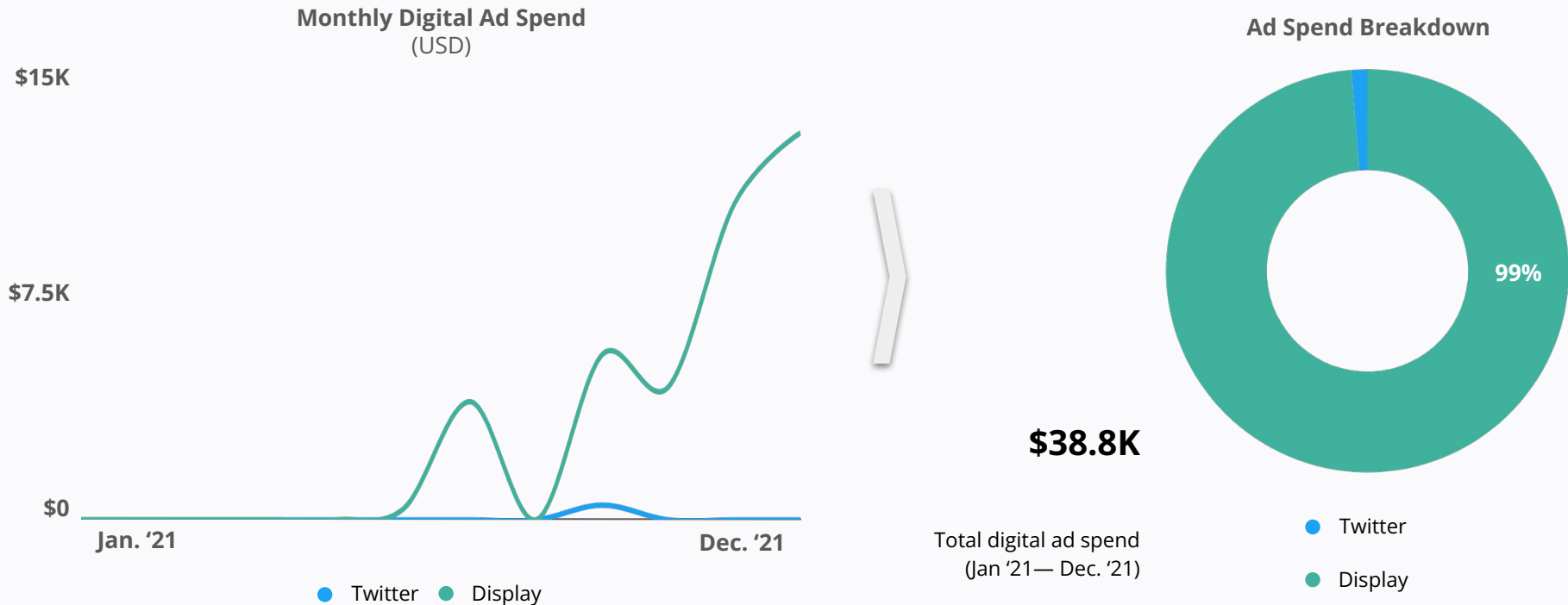
 *Riot Points Giveaway Contest*



Views: **27.3K** | Engagements: **10**
[Click to View](#)



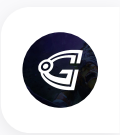
GosuGamer spent **99%** of their **\$38.8K** digital marketing budget in 2021 on display ads. GosuGamer spent **89%** of this budget from September to December 2021.



*Spend is a directional approximation and does not include retargeting, behavioural targeting or LinkedIn

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GosuGamer allocated **99%** of its digital budget to display ads on the GosuGamer website. The ads encouraged users to follow GosuGamers on Twitter or visit contests pages on their site.



970x90 banner ad linking to GosuGamers' Twitter profile



Spend: **\$22.7K**
Impressions: **3.1M**
CPM: **\$7.24**

970x90 banner ad linking to the Pinnacle Cup II CS:GO Quiz Contest



Spend: **\$2.3K**
Impressions: **586K**
CPM: **\$3.92**

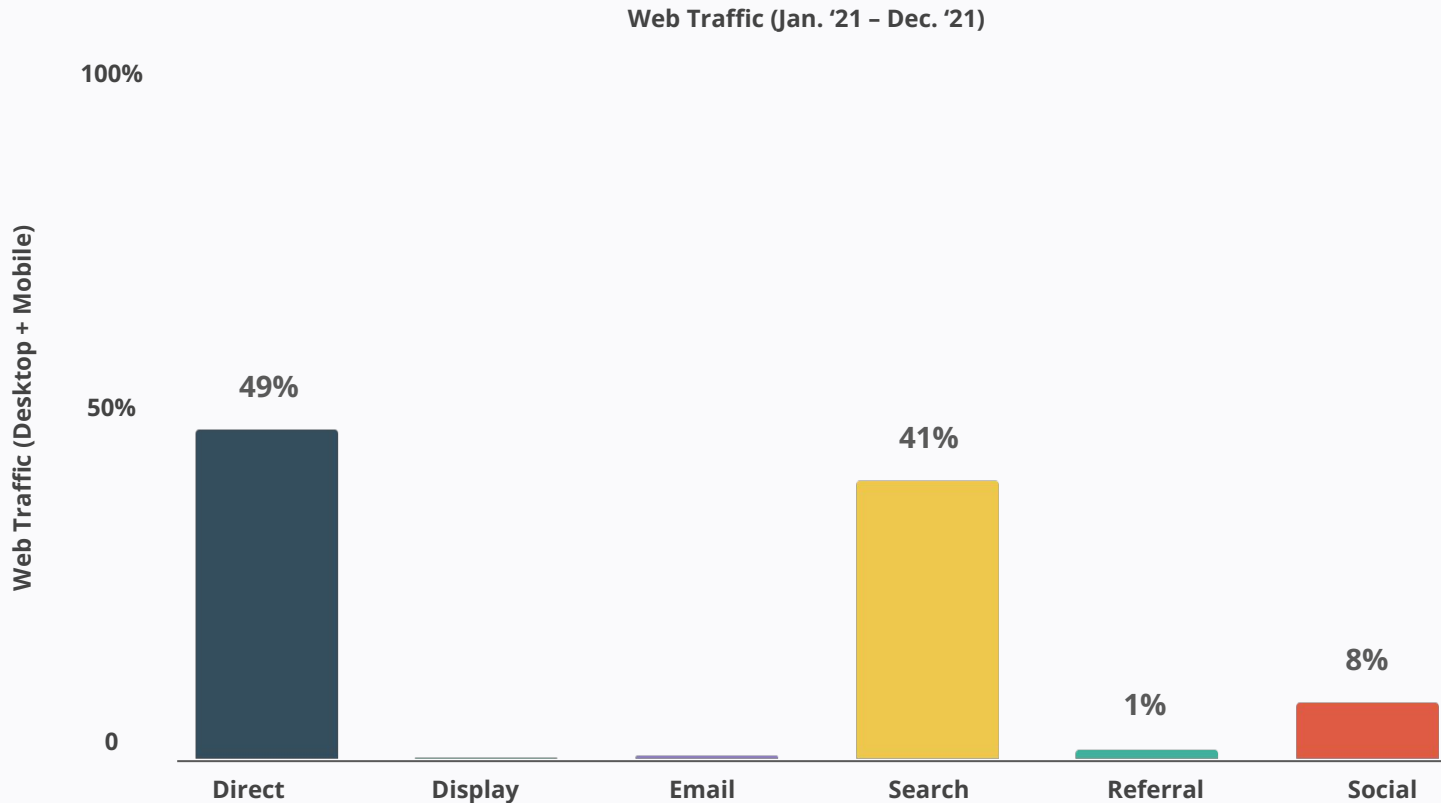


Link to "Predict the Champion" Contest Page
Spend: **\$3.7K**
Impressions: **228K**
CPM: **\$16.21**



Link to Gosu Awards Page
Spend: **\$1.8K**
Impressions: **113K**
CPM: **\$15.92**

49% of UMG's web traffic comes directly to the site. Search makes up **41%** followed by social (7%) and email (1%).

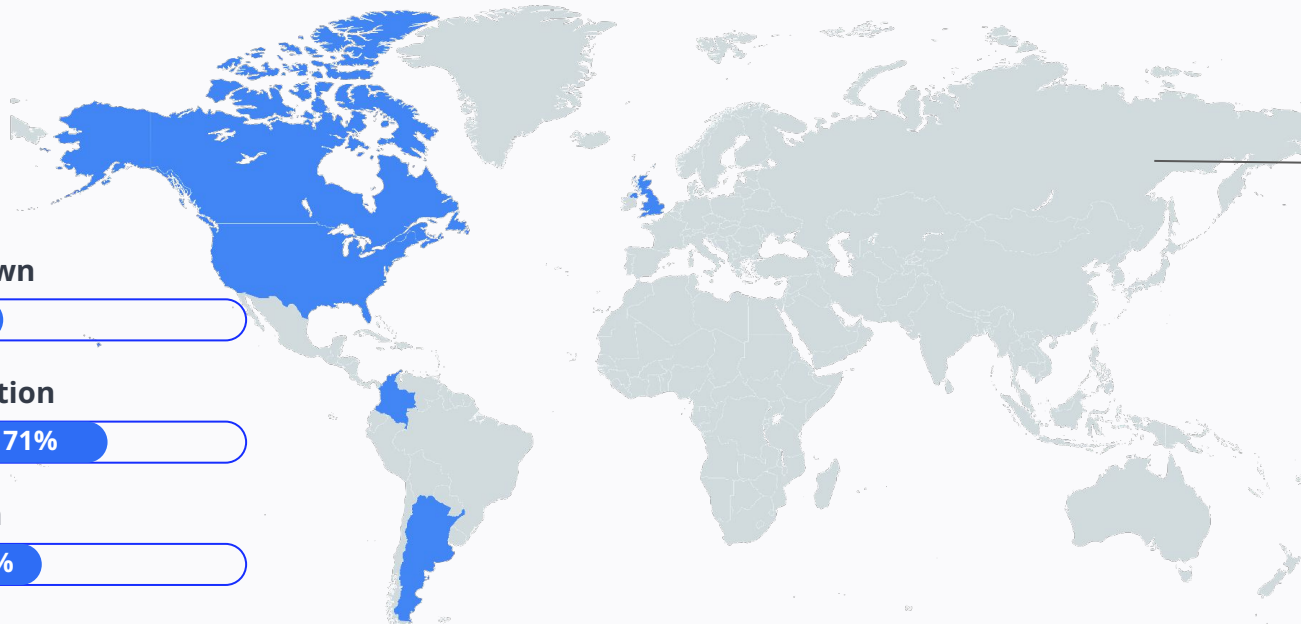




UMG attracts a large number of web visitors from South America—specifically in Colombia which makes up **32%** of their web traffic and Argentina at **4%**. North America makes up **34%** of UMG's total web traffic.

Web Traffic Demographics

(Jan. '21 - Dec. '21)



● Top Countries

Colombia — **32%**

US — **29%**

Canada — **5%**

Argentina — **4%**

UK — **4%**

Device Breakdown

Desktop **50%**

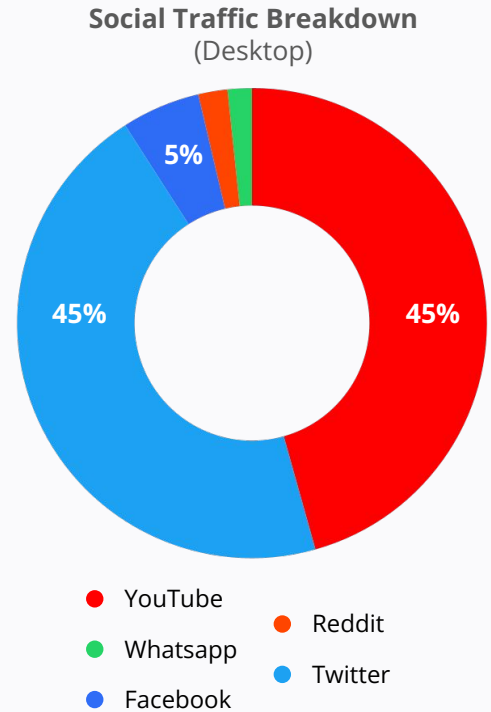
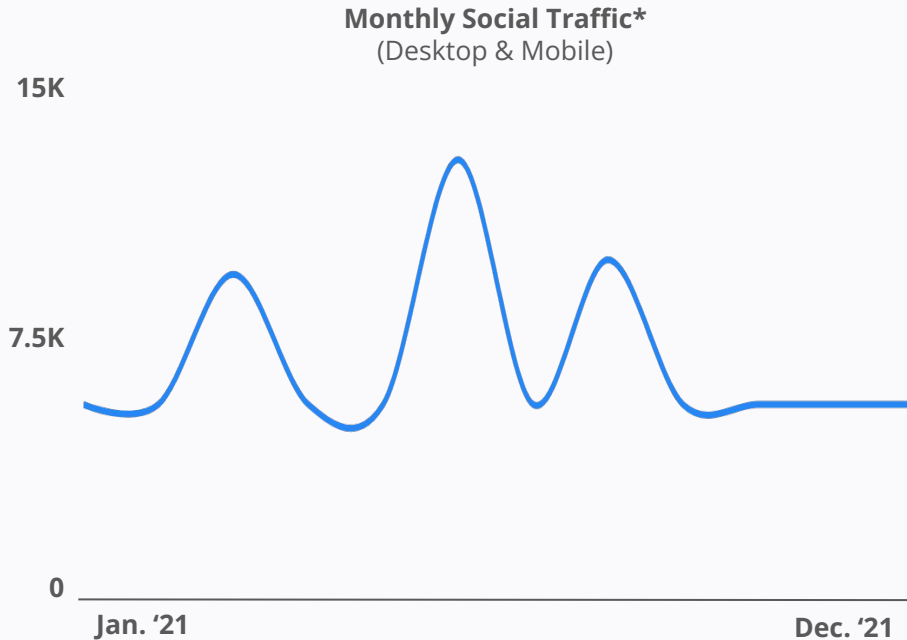
Gender Distribution

Male **71%**

Age Distribution

18-34 **58%**

Social generates **6.7K** monthly web visits on average to the UMG website. YouTube and Twitter both account for **45%** of the total social traffic, followed by Facebook at **5%**.



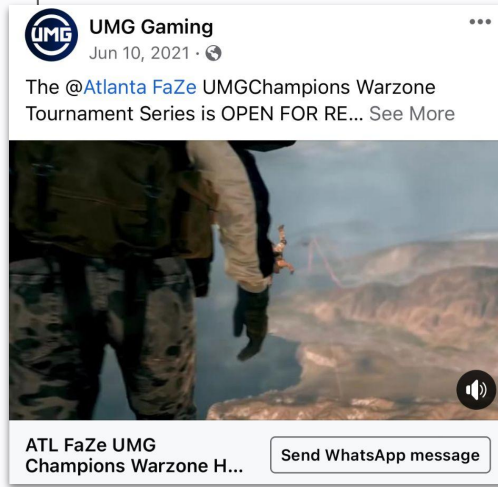
The following were UMG's **top three** social posts in 2021 based on total views:

Tournament promotion



Views: **9.9K** | Engagements: **145**
[Click to View](#)

Tournament Promotion



Views: **9.4K** | Engagements: **9**
[Click to View](#)

Gamer Feature from Tournament

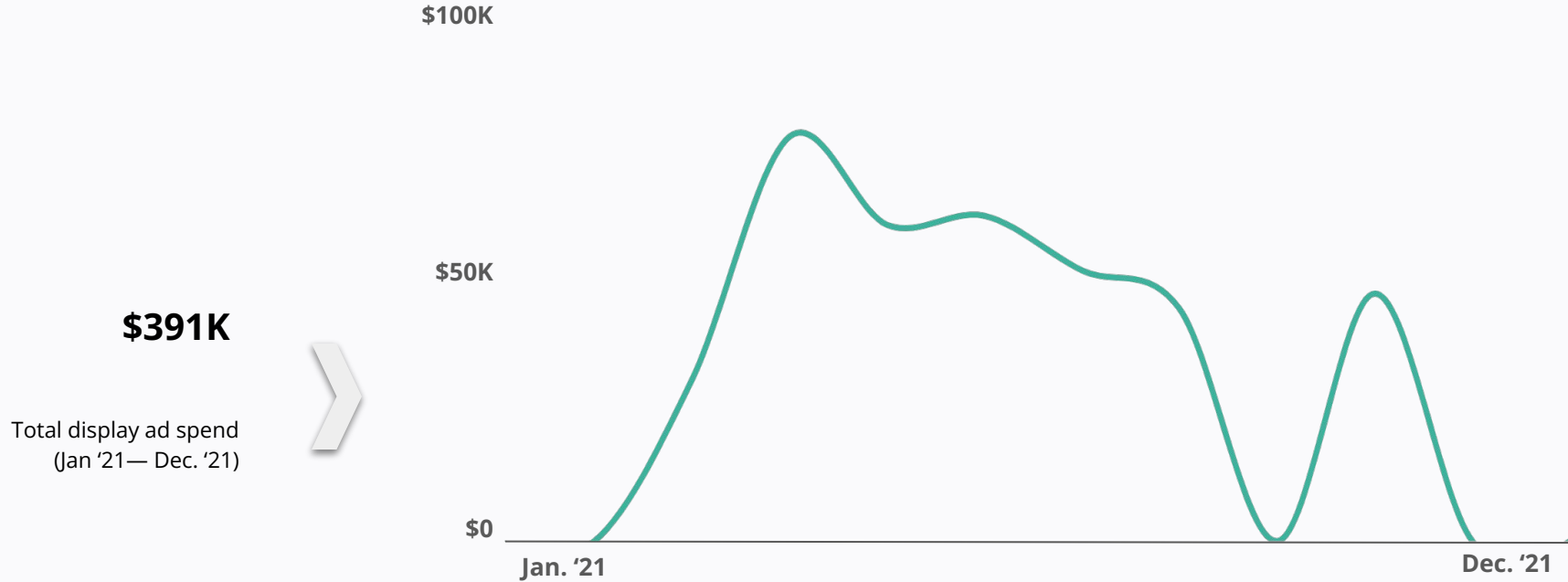


Views: **8.9K** | Engagements: **65**
[Click to View](#)



UMG spent **\$391K** on digital ads in 2021 — the greatest amount out of the competitive set. All of UMG's ad spend was allocated to display ads. Top websites were Titan TV and 2 News which accounted for **80%** of the total ad spend.

Monthly Display Ad Spend (USD)



*Spend is a directional approximation and does not include retargeting, behavioural targeting or LinkedIn

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The following were UMG's **top paid display ads** in 2021. UMG Bundle ads ran from May to August 2021.

Promoting UMG Prime Account Bundles

UMG

UMG BUNDLES

1 MONTH PRIME + 5 CREDITS \$6.00	1 MONTH PRIME + 15 CREDITS \$11.00
3 MONTH PRIME + 10 CREDITS \$15.00	1 YEAR PRIME + 15 CREDITS \$49.00

Spend: **\$62.6K** | Impressions: **5.0M** | CPM: **\$12.53**

Banner Ad Promoting UMG Prime Account Bundles

UMG **UMG BUNDLES**

1 MONTH PRIME + 5 CREDITS \$6.00	1 MONTH PRIME + 15 CREDITS \$11.00	3 MONTH PRIME + 10 CREDITS \$15.00	1 YEAR PRIME + 15 CREDITS \$49.00
-------------------------------------	---------------------------------------	---------------------------------------	--------------------------------------

Spend: **\$59.9K** | Impressions: **4.9M** | CPM: **\$12.21**

Banner Ad Promoting UMG Prime's Free Trial and Bundle Promo

UMG CHAMPIONS

\$15 BUNDLE OFFER
30 DAYS FREE PRIME

- 10 UMG CREDITS
- \$10 UMG CASH
- LIMITED TIME EXCLUSIVE

BUY NOW

Spend: **\$42.0K** | Impressions: **3.5M** | CPM: **\$12.00**

*Spend is a directional approximation and does not include retargeting, behavioural targeting or LinkedIn

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