

# DRIVING NEW SALES

## How Viperio generated \$73,000+ in revenue for the UK's leading racing chair company

### A partnership off to a good start

Announced in May 2015, the partnership turned heads as **Viperio were one of the smallest teams that GT Omega had brought on as an affiliate at the time**. The partnership started conversations on Twitter & YouTube, after many were surprised to see a recognisable endemic brand partner with Viperio, who at the time were still an amateur team.



**Rory Hunter** @RHunter97 · May 14, 2015

Viperio getting sponsored by GTOmega is like Accrington Stanley getting sponsored by Sony, go on rip me



**Lewis** @LFC\_Lcookie · Jul 28, 2015

gt omega all over my tl cheers viperio

### From Social to Sales Revenue

Between May 2015 & December 2018, Viperio generated **261** unique orders in the UK, and **88** in NA. Tracked via discount codes and referral links, total order value was approximately **\$73,031**.



### Developing the relationship as we grow together

Commission from chair sales was **reinvested back into our competitive activities**, helping Viperio send players to compete at events in venues such as **Wembley Stadium**. As the profile of Viperio within UKI esports increased, GT Omega provided players & streamers with office chairs to visually cement our partnership on social media and streams.



### Competing together and rewarding Viperio fans

41 players have worn a Viperio jersey featuring a GT Omega logo while representing the club at offline events, to be seen by other competitors, featured on the live broadcast and captured in event photos. Viperio and GT Omega also gave away office chairs on Twitter to encourage fans to drive further attention to the promoted product.

