

● // CASE STUDY • GAMING
AGENCY PARTNER | RAD AMPLIFY



HOW SPLINTERLANDS TURNED SKEPTICS INTO PLAYERS.

An audience-first Decision Intelligence play that read the community in its own words, earned trust in a skeptical market, and converted skeptics at 5.52%.

5.52%

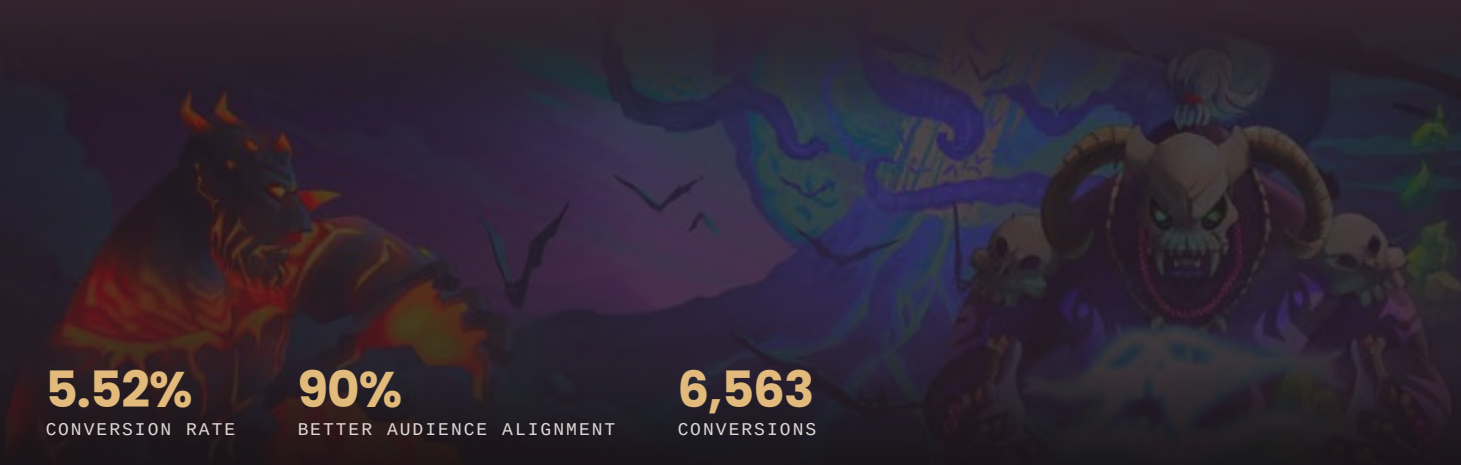
CONVERSION RATE

90%

BETTER AUDIENCE ALIGNMENT

6,563

CONVERSIONS



● // THE CHALLENGE

A SKEPTICAL AUDIENCE. A COOLING MARKET.

Splinterlands is one of the leading play-to-earn Web3 games, and that was the hard part. Many traditional gamers distrust blockchain games, and AAA titles were seen as the real thing.

The Web3 market cooled during the campaign, which only raised the stakes. Creators were also cautious about their reputation in a sensitive space.

Winning attention was one problem. Earning trust, and turning it into conversions, was another.

● // THE RECOMMENDATION

LISTEN TO THE COMMUNITY. IN ITS OWN WORDS.

Lickly analyzed real Reddit conversations to build audience personas from the language players actually use. It shaped creative strategy by content and channel, then recommended creators by predicted performance and fit, so the voices carrying the message were ones the community already trusted. Hashtags, video, imagery and messaging were all guided before launch.

✦ Why Splinterlands could trust it: the M³VR™ Reasoning Framework

Every audience and creator choice was independently constructed, challenged and validated across multiple AI models. The result is evidence-based convergence instead of a single model's guess.

// **Question.** Frame the persona and creator hypotheses worth testing before committing budget.

// **Verify.** Check each one against real community conversations and engagement signals.

// **Reason.** Explain why each creator and message earns the trust of a skeptical audience.

// **Validate.** Confirm the recommendation holds across models before it ships.

| **TRUST FIRST. CONVERSIONS FOLLOWED.**

● // THE EVIDENCE

THE NUMBERS SPLINTERLANDS COULD DEFEND.

5.52%

Conversion rate

6,563 conversions

118.9k

RAD AI campaign views

118,907 total

90%

Better audience alignment

vs. prior targeting

623hrs

Campaign hours saved

2.75B data points

PERSONAS BUILT FROM REAL CONVERSATIONS

Reddit conversation analysis

AI persona creation

Creators by performance

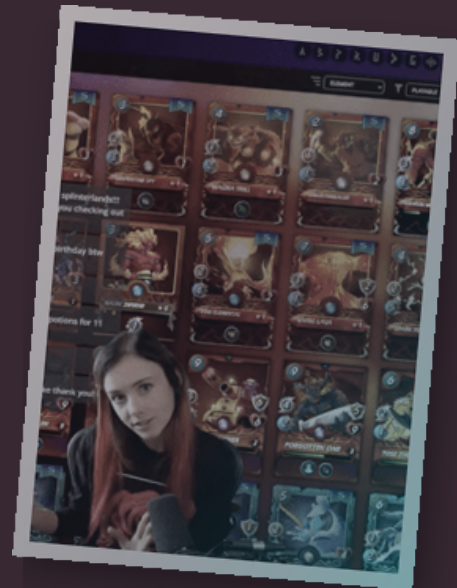
Trust in a sensitive space

2.75B data points

“RAD helped us identify and activate creators that have helped propel the growth of Splinterlands. We were impressed with the results and look forward to working with them further.

Liam Labistour

Head of Growth, Splinterlands



✦ The outcome

A skeptical, cooling market converted at 5.52%, on the strength of creators the community actually trusted, with the evidence to prove the return.

MARKETING DECISIONS YOU CAN DEFEND.

See Lickly in action →

REQUEST A LICKLY DEMO TODAY