

A Streamforge Case Study

Goals: Murdered

How a global influencer relations agency used Streamforge to slay their campaign for **Dead by Daylight: Five Nights at Freddy's**.

- **100% acceptance rate** from initial creator outreach
- **440% more gameplay videos** than expected
- **\$742,000 in media value** from a sub-\$100k spend
- **Over 600% more views** than projected



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"Using Streamforge is like putting on an Iron Man suit for influencer marketing. It massively boosts what our team can do without ever replacing the human element of our work."

Jake Kulkowski
Founder, Guillotine





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Setup

To promote the launch, Behaviour Interactive's long-time Influencer Relations agency, Guillotine, created a collaborative paid campaign with creators known for playing *DBD* *and* *FNAF*.



Objectives

- Engage two distinct cross-platform communities
- Secure 5 gameplay videos from 5 high-affinity creators
- Deliver massive media value on sub-\$100k budget

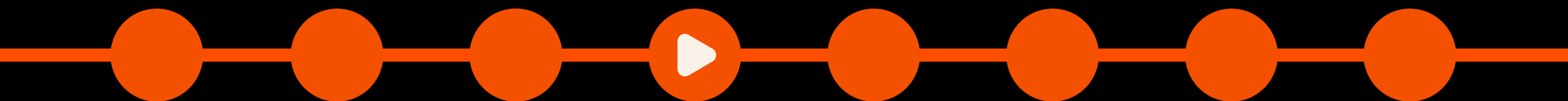




Challenge

DBD communities are mostly on Twitch; FNAF communities are mostly on YouTube.

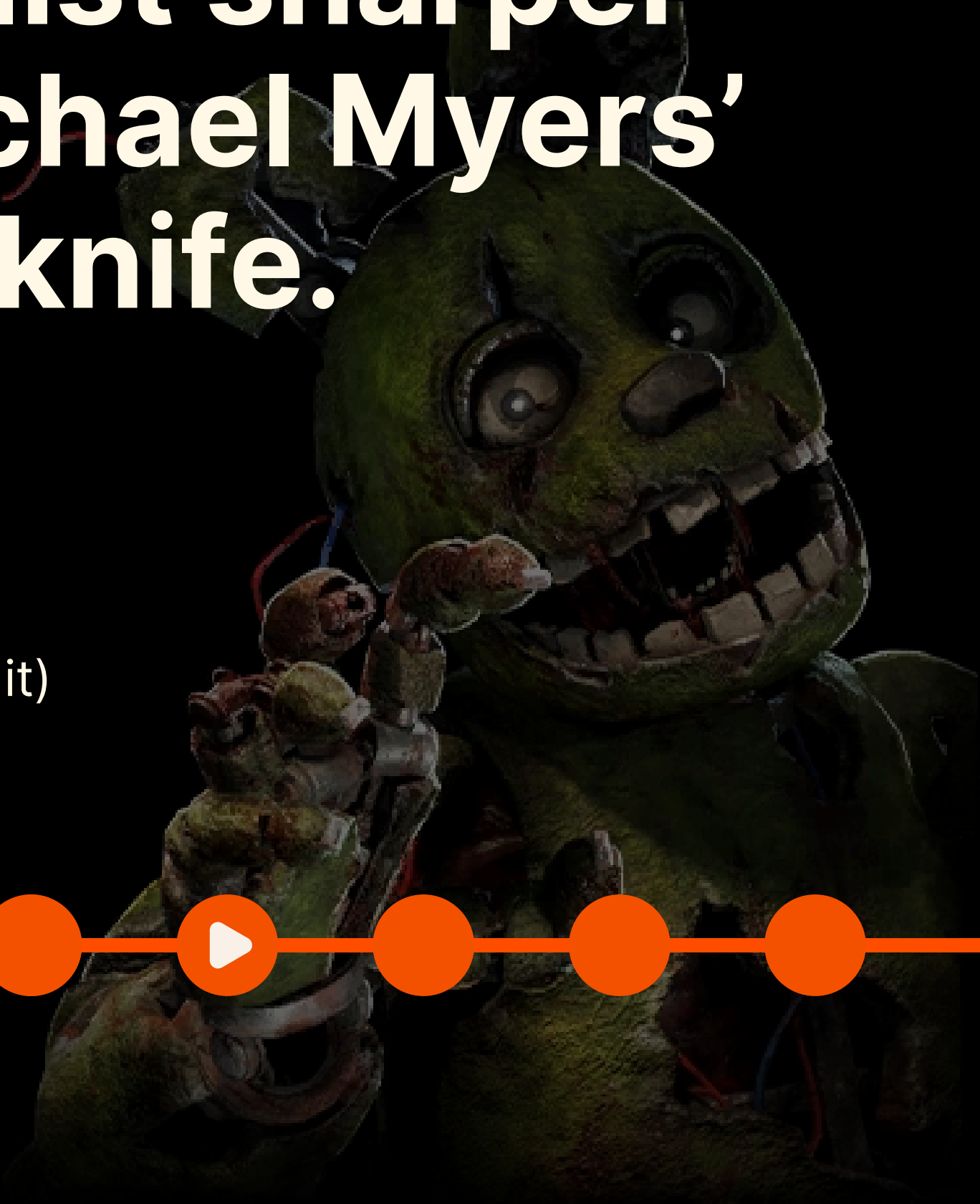
The agency needed to find creators and audiences who lived and breathed *both* franchises on *both* channels.



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Using Streamforge, Guillotine curated a creator list sharper than Michael Myers' kitchen knife.

(here's how they did it)



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Multi-game content analysis enabled them to prioritize creators who played at *least* three FNAF titles in the last year.



They then filtered for FNAF creators active on *both* channels—data traditional tools can't provide without spreadsheet-hopping.

(but wait, there's more)



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From there, **nested search functionality** enabled them to find DBD players *within* their FNAF list (again, no spreadsheet-hopping).



Advanced filtering helped further refine for long-form creators, specific metric thresholds, non-brand channels, and more.

(not to brag, but there's still more)



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‘Games played’ tracking revealed creators who not only played both games a lot, but also had highly-engaged audiences.



All part of deep **AI audience insight** that delivered demographics and psychographics that far exceeded their client’s expectations.

(now for the final slay)



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**Want scary good ROI on
your next influencer
marketing campaigns?**

Talk to our team.



Images courtesy of Dead by Daylight: Five Nights at Freddy's