

Clutch Review – ULTRA.io

Please describe your company and your position there?

I am the Marketing Manager at Ultra and am responsible for the overall marketing strategy. Ultra is a gaming ecosystem powered by blockchain that enables players to enhance their gaming experience beyond what is currently possible. Within Ultra, there are various apps that players can enjoy; Ultra Games is a games store, Ultra Arena is a tournament app, and the Uniq Marketplace is a digital asset trading app.

For what projects/services did your company hire What a Story?

We hired What a Story for several videos for the Uniq Marketplace launch.

What were your goals for this project?

To raise awareness about the launch of the Uniq Marketplace, create hype surrounding the launch, and promote the various NFT collections that were dropping during launch week.

How did you select this vendor?

I found What A Story on Google and decided to work with them due to their creativity during our discovery calls and their great portfolio of work

Can you go into detail about the services they provided and the scope of the project?

What a Story worked with us on a total of 5 videos for this campaign. We worked on a 3D video, as well as several 2D videos.

What was the team composition?

The way the team communicated and organized the project was great. They made sure that there was an open line of communication at all times and that deadlines were being met.

Can you share any information that demonstrates the impact that this project has had on your business?

We achieved our goals of exposure and promotion of the Uniq Marketplace launch and collections that were dropping in launch week. Consequently, all 3 NFT collections sold out within minutes.

How was project management arranged and how effective was it?

The project was managed very effectively. We were on quite a tight deadline for these videos and What A Story were able to not only accommodate it, but ensure that the quality was maintained.

What did you find most impressive about What a Story?

The communication and ability to understand what we are aiming to do and make it a reality.

Are there any areas where they can improve?

Not that I can think of :)

Also, we'd love if you could include the following in the case study to really show the impact of the videos:

An overview of what Ultra is: for example, This is Ultra: Quick top level ecosystem overview --> Easy log in, web 2 meets web 3, Gamestore (web 2 / web 3 / exclusives), NFT marketplace (Creators, projects, games, all with real utility), Ultra Tournament platform - a full techstack tailored for game devs...and much more. Hands-on assistance for all partners, etc.

Some stats on the success of the campaign: each collection sold out in minutes (shows how much the community resonated with the videos), 4 purchases on average per user, 2k spend on average per user.