

# ROI Case Study

## Activision



As one of the largest, most profitable and well-respected interactive entertainment software companies in the world, Activision's portfolio includes games like Call of Duty, Destiny, and Skylanders. The \$4.3 billion company used Social Studio and Service Cloud together to gain a 387% annual ROI.

### The Challenge

Activision recognized the need to have a more agile, innovative way to serve its gamers at a lower cost.

### The Benefits

Activision chose Social Studio to support social listings across multiple capabilities, because Social Studio:

- Can handle the global scale of its enterprise
- Integrates with Service Cloud
- Offers, via its triage system, the ability to designate tasks to team members
- Allows for timely responses to pressing social media commentary
- Helps users identify trending topics and focus on community interest

### The Execution

Activision's product took approximately three months to complete and included:

- Social Studio configuration and deployment
- Deployment of a dedicated social media support team
- A cross-functional engagement strategy, guardrails, and messaging guidelines
- Integration of Social Studio with Service Cloud
- Full setup of reporting and dashboards

“Social Studio has enabled us to engage with our customers in a whole new way while unlocking deeper insights and dramatically lowering our operating costs.”

Noel Feliciano, Sr. Manager, Digital and Social Media Support, Activision

### The Results

Annual ROI	Total Time to Value	Cost : Benefit Ratio	Average Annual Benefit
378 %	1.1 years	1 : 2.1	\$ 807,011