

# Preactive Digital

## CASE STUDY

### WHO:

Ubisoft: Far Cry 5



**UBISOFT**<sup>®</sup>

### WHEN:

2017 with 2018 launch

### WHAT:

Ecommerce content strategy for product detail pages

### WHY:

*Developed Ubisoft's Far Cry 5 ecommerce product detail page content strategy across Amazon and all major retailers to generate presale and ensure successful launch.*

(Further disclosure requires written consent of the client)

Please request more information at

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