

Misc Games



Founded in 2013, Misc Games is a gaming company that creates PC and Console games. Two of their big project were PC simulators Fishing: Barents Sea (2018) and Fishing: North Atlantic (2020). Fishing: North Atlantic was later released for PS4, PS5, Xbox One, and Xbox Series X and S, as well. Currently, they are working on another big project that will be announced later this year.

For this Case Study, we talked to Gøran Myrland, who has been the CEO of Misc Games for the last nine years. In our conversation, Gøran explained why they decided to use Mediatoolkit and how the tool helps them in their everyday work.

Location

Norway

Company type

Gaming

We talked to...



Gøran Myrland
CEO

CHALLENGE

After being a part of a big publisher, they moved on to self-publishing around 2020. That's when they realized the need to find the tool that would help them find what was written about them and their games, who plays the games and learn more about their key markets and potential new competitors.

"We want to reach as many players as possible. We know that the simulator genre is extremely popular at the moment. Last year we started tracking everything - what kind of players we have, age group, target players, what genres they like to play... We try to catch as much data as we can - how they interact with the game, what kind of boats they like, mechanics - so we can tailor the experience much better for the upcoming projects."

SOLUTION

In their search, Misc Games tested a couple of tools but ended up using Mediatoolkit because it fits their needs the most.

"We looked at some other tools, but they were very complex, so it was overkill for our needs. We were happy when we found Mediatoolkit."

IMPACT

Gøran says that they've definitely seen an improvement in their metrics, mainly because our support team helped them set the queries a little bit better and cut out irrelevant things.

Aside from the improvements in metrics, they've noticed that some YouTubers were posting videos with illegal downloadable links to their game. Because of Mediatoolkit, they could find those videos and take them down quickly.

Since they're using Mediatoolkit's Slack integration, the whole team can be up to date with new mentions without having to check the tool regularly. Gøran points out that this is extremely important for team spirit and motivation because his teammates can see that their work is getting noticed.

When asked how likely he would recommend Mediatoolkit to other companies from 1 to 10,

Gøran said:

"10! Every time someone asks me, I always recommend you guys. I can only talk about it from the perspective of games, but it is really helpful to know what is written about you and the reach of those messages. Also, if you make a game in a competitive genre, it's great to track competitors to see the difference between your games and other games. The trial option is also super nice because you can see if this is the right fit for you. It's definitely worth it if you've released the game or even before you release the game to jump in and try if it benefits you."

CASE STUDY

MISC GAMES

 Mediatoolkit

ABOUT MEDIATOOLKIT

Mediatoolkit is an award-winning, user-first online media monitoring software.

Mediatoolkit helps businesses of all sizes monitor and analyze online conversations. It tracks more than 100 million online sources in any language to help its users across the globe make better business decisions by delivering them relevant information from the media in real-time.

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