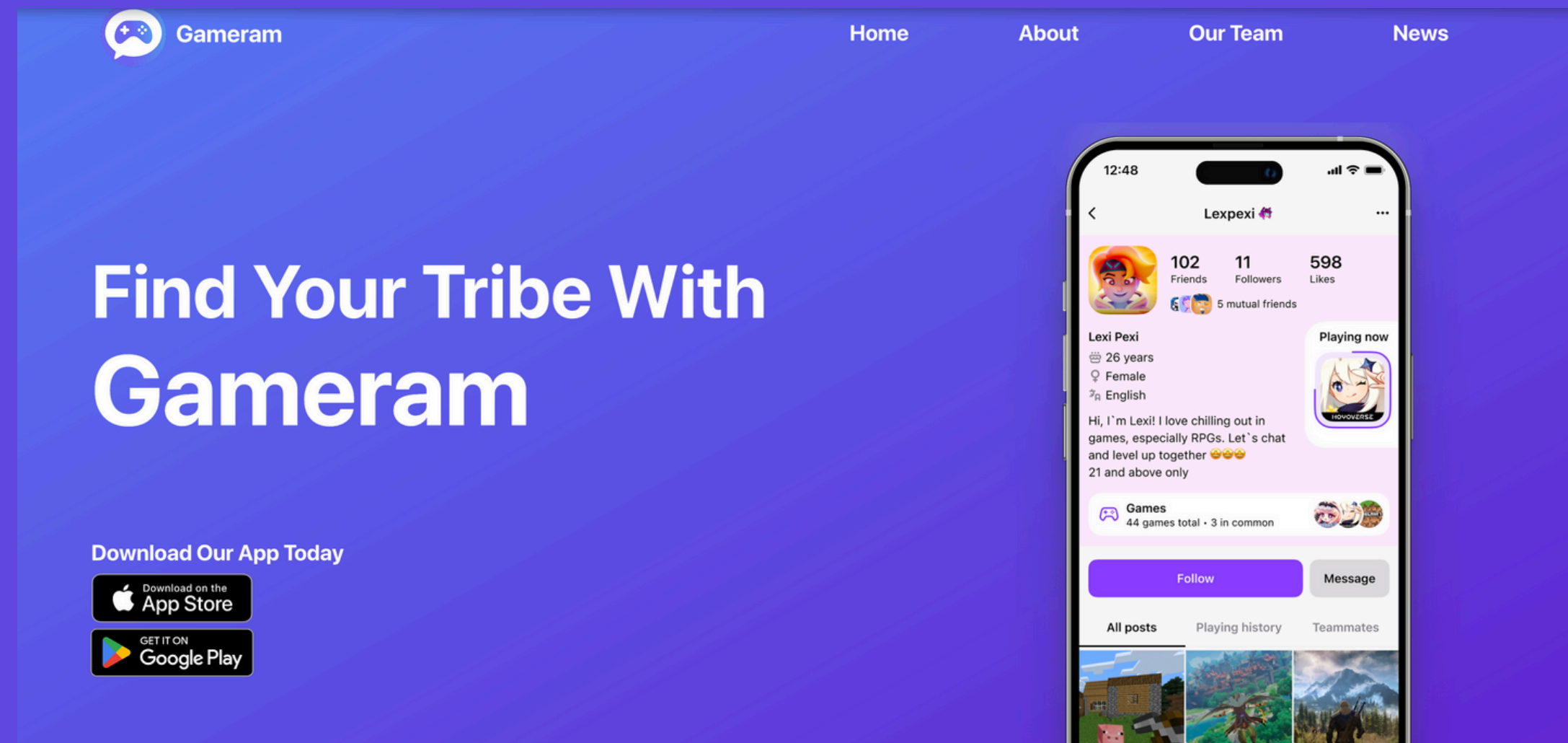


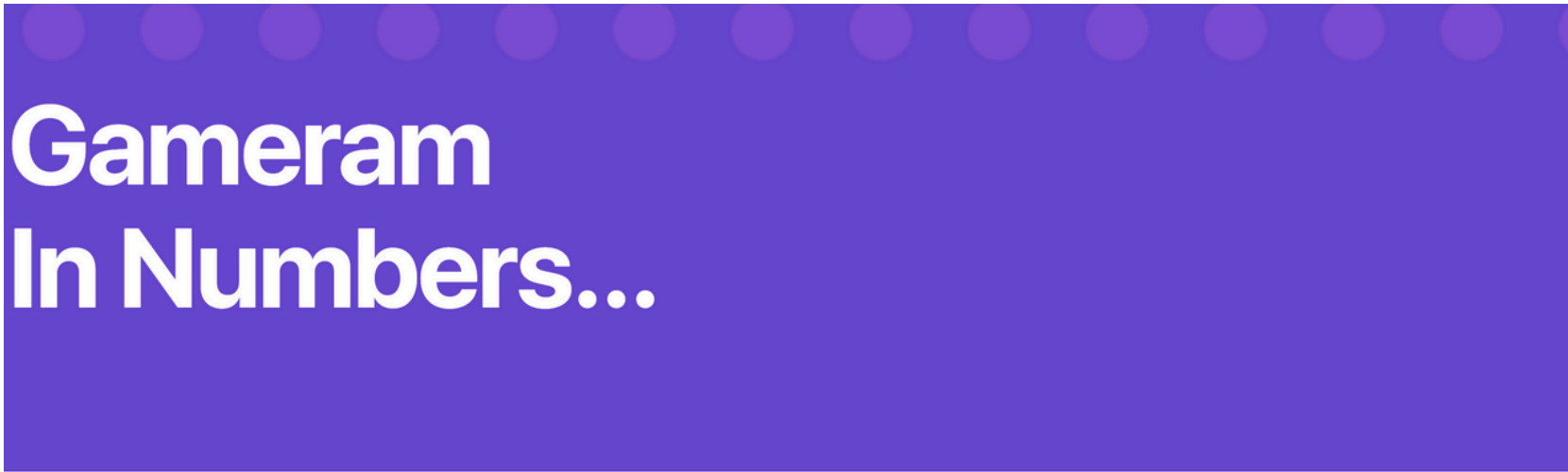
IMPACT POINT

Gameram sought to establish a new online presence to appeal to B2B audiences and potential investors, rather than focusing solely on driving app downloads. Their previous website did not effectively support brand credibility or engage key audiences, nor did it provide user-friendly navigation or facilitate lead generation. The task was to design and develop a website from scratch that would elevate Gameram's brand perception, improve the user experience, and achieve measurable business goals, such as increasing lead generation and enhancing search visibility.



CHALLENGE

Gameram aimed to build a fresh online presence that would resonate with B2B audiences and potential investors, shifting focus away from solely driving app downloads. Their previous website failed to establish strong brand credibility, engage key stakeholders, and lacked user-friendly navigation, hindering effective lead generation. The objective was to design and develop a new website from the ground up that would enhance Gameram’s brand image, improve user experience, and meet key business goals—such as boosting lead generation and improving search visibility.



5M

App Installs

Gamers from all around the globe choose Gameram!

1.8M

Gamers connected

Last year we helped 1.8 million gamers to find a new friend!

18.5M

Messages sent

We help gamers with multiple ways of communication!

5.5

Active Tribes

2000 games already have their communities!

APPROACH

We began with thorough consultations with Garam's leadership to align on their objectives: creating a user experience that would appeal to B2B audiences and investors, strengthening brand presence, and building a site structure that would support lead generation. Through industry research and competitor analysis, we clarified the needs of their target audience and defined goals around streamlined navigation, optimised search engine visibility, and increased user engagement.

A sitemap was developed, mapping out a logical content structure to make key information easily accessible to users. We created wireframes for key pages such as the homepage, investor information sections, and contact area ensuring that the design was functional, user-friendly, and aligned with Garam's brand.



Our Vision

**We believe that games are great
for making new friends!**

3.34 billion people play games, and 40% of them struggle to socialize and fear discussing games on social media. Garam solves this problem. Our app helps gamers meet new friends to discuss games, play together, and share their gaming experiences.

[Get In Touch](#)

APPROACH

To enhance visibility, we used SEO tools to optimise on-page elements like titles, meta descriptions, and alt tags, giving the site a robust structure for improved search engine indexing. This laid the groundwork for Garam's long-term search strategy, ensuring the website could rank effectively for relevant keywords.

We conducted extensive cross-browser and device testing to guarantee a flawless experience across all platforms. After a final round of adjustments, the site was launched smoothly, with all technical requirements addressed, including domain setup and hosting.

To support Garam's website success, we provided tailored recommendations for site enhancements, informed by initial analytics and user engagement metrics. By analysing traffic sources and user behaviours, we offered data-driven insights to help Garam continuously refine their site and better meet the needs of their target audiences.

PADIUM CASE STUDY



Hello.



Phillip Gladkov
CEO / Co-founder



Oleg Silakov
CPO / Co-founder



Eugene Zhurin
Machine learning lead



Darya Steel
Chief community manager



Valeriia Diu
Chief partnerships manager



Elizaveta Skorodumova
HR Generalist



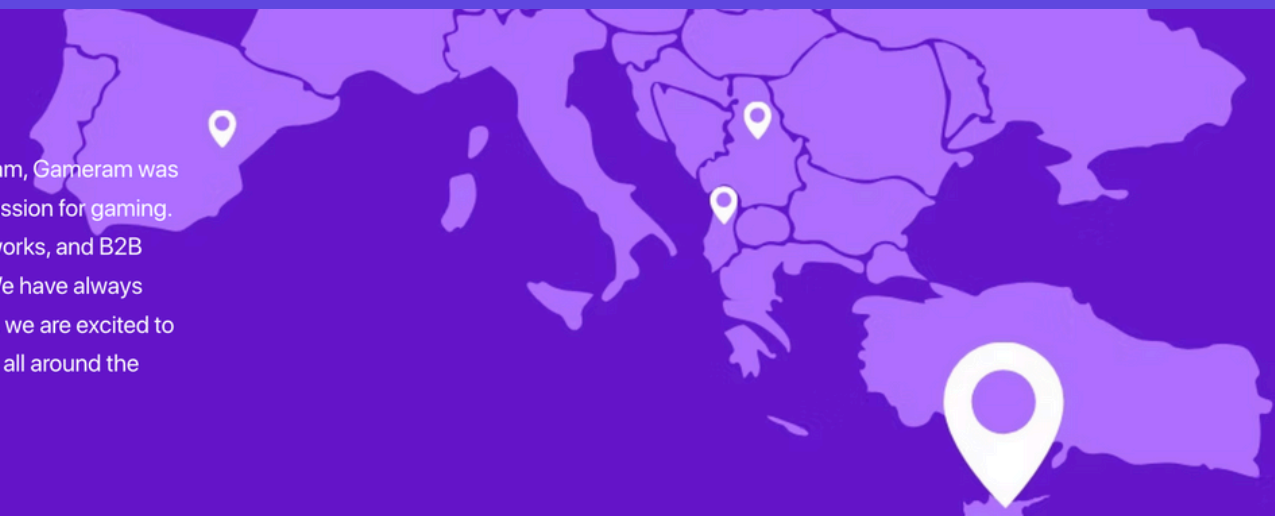
Andrew Dodon
Chief financial officer



Martin Macmillan
Advisor

Our Story

Headquartered in Cyprus with an international team, Garam was founded by a group of industry veterans with a passion for gaming. Our team is a blend of mobile gaming, social networks, and B2B expertise that helps us create unique solutions. We have always believed in the power of the community, and now, we are excited to develop tools to make thousands of communities all around the globe!



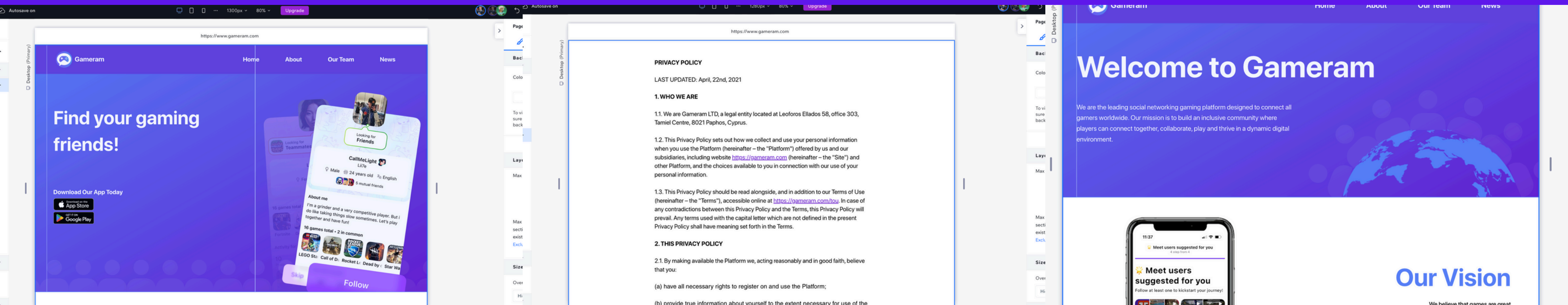
Join Us

Experience connecting with global gamers, discovering your tribe, and immerse yourself in new games. Let's play together!



EXECUTION

Throughout execution, each design and development decision was tailored to reflect Garam's brand identity and align with their business objectives of attracting B2B audiences and investors. Wix Studio enabled us to seamlessly implement the planned elements into a fully functional and visually cohesive website, where every detail—from the mobile-responsive layout to the high-quality visuals—was crafted to enhance user experience. This platform allowed us to maintain flexibility while achieving a polished, professional site that positions Garam as a credible and appealing partner for its target audiences.



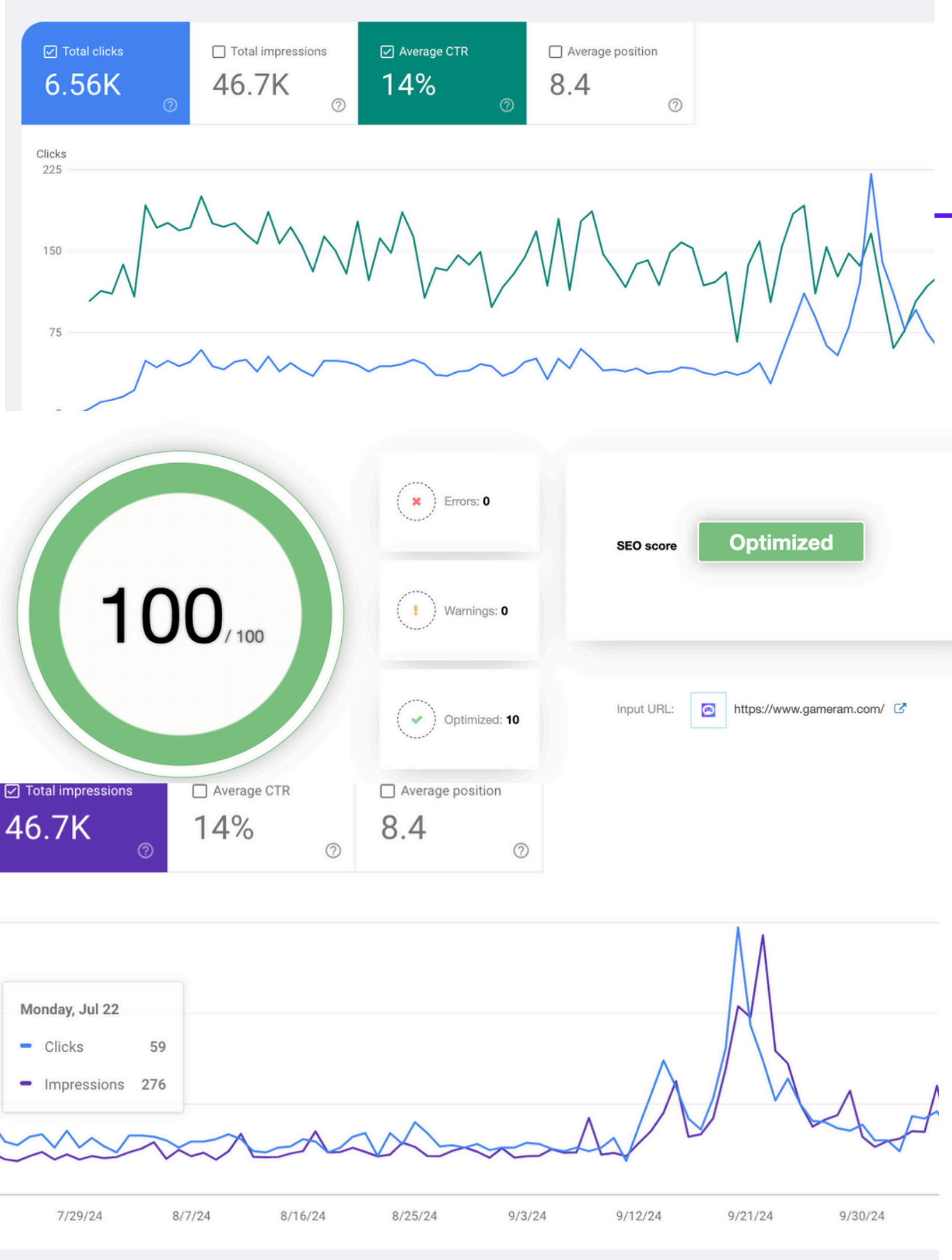
RESULTS

Users responded positively to the fresh, professional design, spending 30% more time on key pages, which signalled increased engagement and interest.

With optimised load times and an improved page speed score, the new site reduced bounce rates by 20%, enhancing user retention and making it easier for visitors to explore multiple pages. The revamped structure and on-page SEO improvements resulted in a 120% increase in organic traffic, with high-value keywords for Garamer's services gaining greater prominence in search engine rankings, ultimately strengthening the company's online visibility.

Strategically placed CTAs and a smoother user journey led to a 35% rise in enquiries, driving new business opportunities and reinforcing Garamer's growth trajectory. The clean, polished design and user-friendly layout improved Garamer's reputation, positioning the brand as a credible and appealing partner for investors and B2B audiences. Improved usability and navigation contributed to more frequent repeat visits, with returning users increasing by 15%.

With a perfect 100/100 SEO score and a 14% click-through rate, this website revamp has equipped Garamer with a robust digital platform that effectively showcases their brand. The end result is a scalable foundation for sustained digital success that reflects Garamer's values and supports future business expansion.



WHICH CYGNET

CORE - Messaging and positioning was done to establish Gamerams USPs, tone of voice and product offerings

CLOSING - Gameram needed to make the website attractive enough to both inform, engage and secure bookings from the leads it generated.

