Claravo Studio

WISHLIST PILOT FOR INDIE GAMES

Short-form clips of your game. You pay per view, and see what each wishlist costs.

Indie studios pay roughly $0.50-$2 per wishlist on paid social, according to commonly reported developer figures. Clipping marketplaces can be cheaper, but they leave the brief, the daily review and the bot screening to you. We run that part, and we measure the result in wishlists instead of views.

How the pilot works

1 Clip kit	We cut a raw gameplay pack from your footage and write 5-10 hook ideas that work even muted.
2 Campaign	We launch it on Content Rewards: brief, platforms, rate per 1,000 verified views, budget cap.
3 Daily review	Every clip is checked against the brief. Suspicious accounts and bot-like views are rejected before payout.
4 Weekly report	Each clip links to Steam with its own tracking. You see views, wishlists or sales and cost per wishlist.

What it costs

Campaign budget	From $1,000. It goes to the creators, at about $1 per 1,000 verified views (gaming campaigns usually pay $0.30-$1.50).
Platform fee	10% of the budget, charged by Content Rewards.
Our setup fee	EUR 300 flat for the pilot. No retainer, no monthly fee.
Stop rule	If cost per wishlist is above the threshold we agree on after week one, we stop. Unspent budget is refunded.

A worked example (a model, not a promise)

$1,000 at $1 per 1,000 views buys **up to** 1,000,000 verified views. If 0.2%-0.8% of viewers wishlist (scenarios from a public clipping model, not measured data), that is 2,000-8,000 wishlists, or about **$0.14-$0.55 per wishlist** including the platform fee. In practice, many clips do not travel and part of the budget stays unused. Finding your real number is the point of the pilot.

Try your own numbers: **claravostudio.com/calculator.html**

Best timing

3-4 weeks before a Steam Next Fest demo, a launch, or a seasonal Steam sale. Works best for games that read well in 10-30 seconds of footage.

Honest note

We are a small Hungarian team running our first game pilots now. We do not promise views or wishlists. We promise a clean setup, daily attention and every number, good or bad.

Next step: a 15-minute call. Write to **hello@claravostudio.com** with your Steam page and launch date.

Sources for ranges: developer-reported paid social costs and a public clipping cost model (Vues/FindClout, 2026); gaming CPM ranges from OpenClip (2026). Content Rewards fee and minimum per its published terms.