

Path to Purchase

How Cenega turns every click into a step toward the sale



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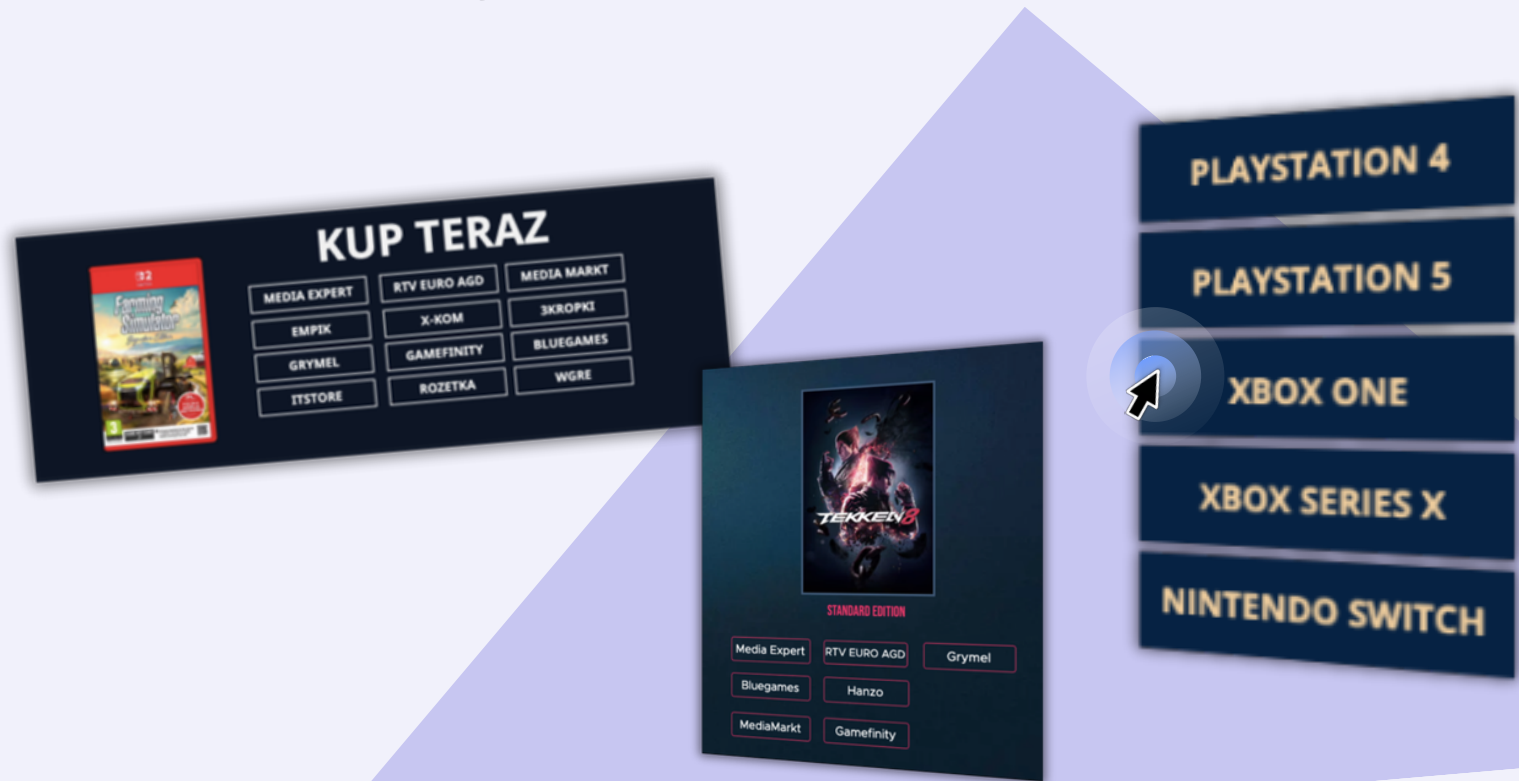
Selling games online isn't about listing specs and slapping a “Buy Now” button on a page. Today's gamers are savvy. They want to feel the game's world before they open their wallets.

Cenega knows this better than most. As Central Europe's leading games publisher – distributing titles for markets spanning Poland, Czechia, Slovakia, Hungary, and beyond – they've **turned landing pages into precision-built funnels** that guide players from discovery to purchase without friction.

Behind that experience is a system worth understanding.

About the author

Martyna Targosz is a content expert with over 5 years of experience in digital marketing. At Landingi, she clarifies the details of landing page creation, lead generation, and conversion optimization, transforming complex technicalities into easy-to-grasp insights. Her passion, beyond crafting compelling content, is the captivating world of Scandinavian nature, culture and languages.



Meet the heroes

CENEGA

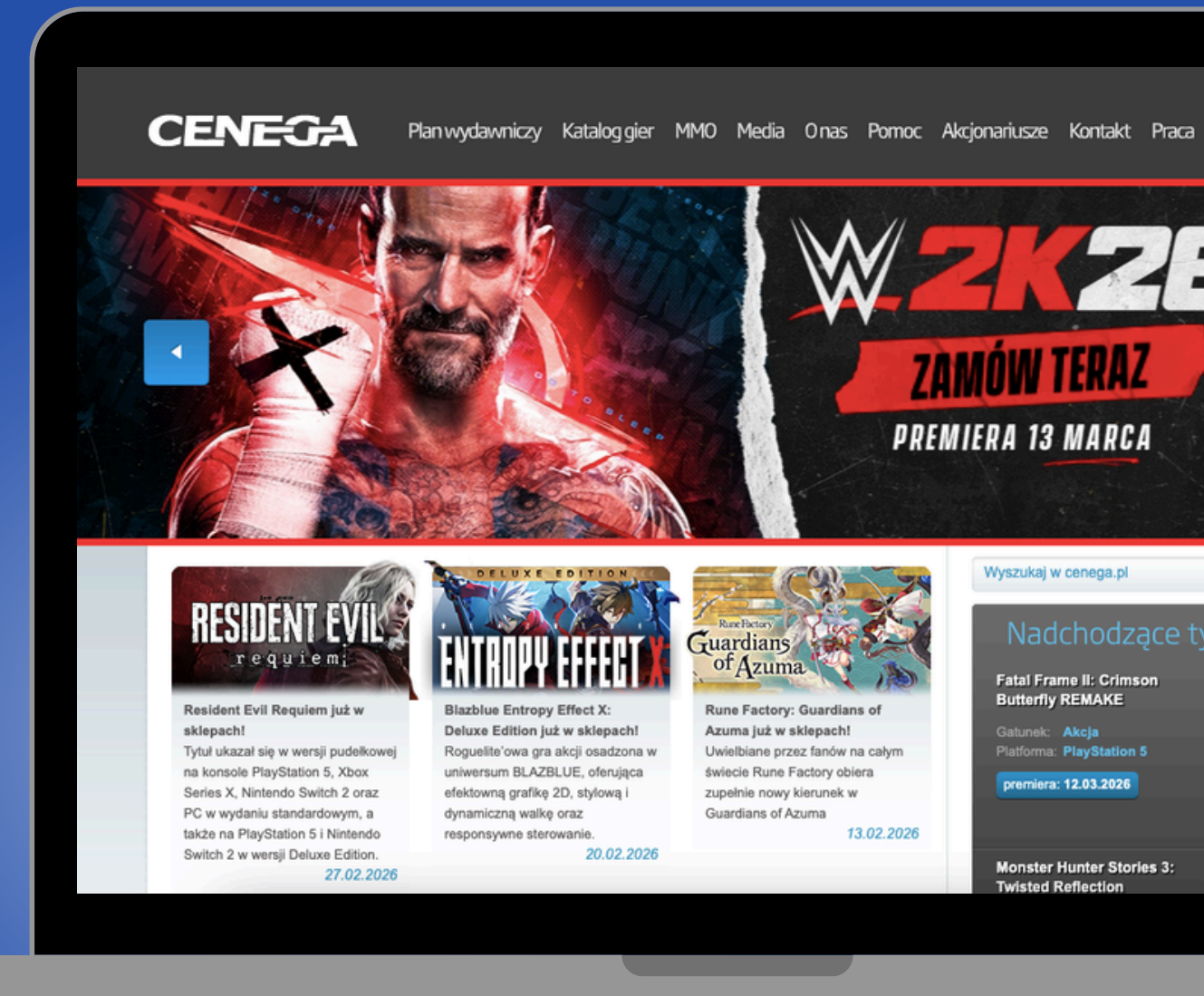
Cenega is one of Europe's most recognized game publishers, specializing in bringing international titles to markets across Central Europe. Since 2019, Cenega has been building its campaigns with Landingi. Over the years, they've created dozens of landing pages and funnels – for new releases, special editions, catalogues, and seasonal promotions.

Meet Cenega

▼ Landingi

Landingi is a landing page automation platform that simplifies page creation, testing, and optimization. For nearly 15 years, Landingi has been supporting marketers and business owners from around the world in creating effective, high-performing landing pages that drive business growth.

Meet Landingi



CHAPTER 1:

One Page, One Title, One Mission

Most product pages try to do too much. The ones that convert do one thing well.

Cenega builds dedicated landing pages for individual titles, special editions, and collections – each one is a focused environment with a single goal. Here's what goes into them, and why it works.

Why dedicated landing pages beat store listings

Visit any major game store, and you'll see the same thing: a wall of thumbnails competing for attention. But Cenega took one step forward.

For marquee titles, special editions, and collection launches, they build standalone landing pages – focused environments where a single game gets the full spotlight.

These pages don't only serve paid campaigns – they're also linked directly from **banners on Cenega's main website**, making them a central hub for anyone who arrives through an ad or browses the site organically.

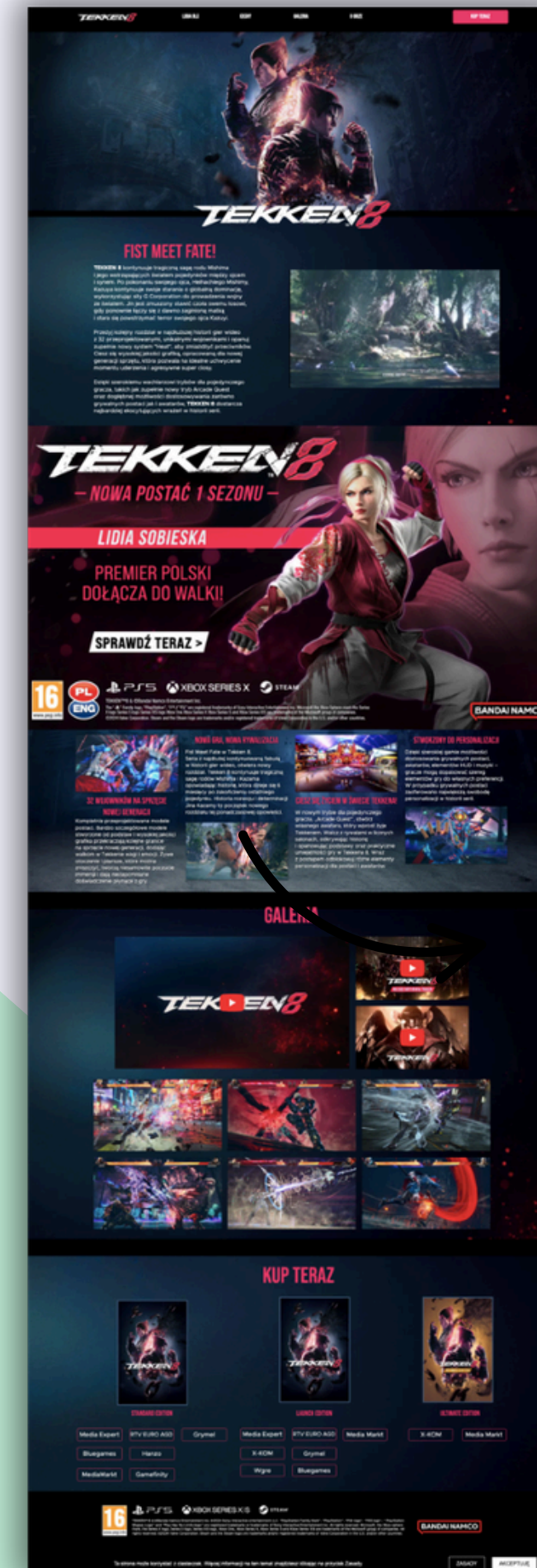


Each page is built around **three pillars**:

- **Immersive visuals** – high-resolution artwork, screenshots, and atmospheric imagery that pull the player into the game's world
- **Embedded video** – trailers and gameplay clips that do the selling better than any copy could
- **Contextual product information** – edition breakdowns, platform options, and bundle contents laid out cleanly

The result isn't a product page. It's a **gateway**.

By the time a visitor reaches the CTA button, they're not deciding **whether** to buy. They're deciding **where**. That's the difference a focused landing page makes.



Hero section with immersive visuals

Game description + visuals

Detailed game description

Trailers + gameplay clips

Contextual product info

CHAPTER 2:

From Click to Checkout – Building the Funnel

Sending a player straight to a store page is the fastest way to lose them.

The drop-off happens not because the player lost interest – but **because the path fell apart.**

Cenega's landing pages **guide players through every decision** – edition, platform, store – so by the time they reach the retailer, **the only thing left to do is pay.**

This is how the funnel is built, and why every element in it earns its place.

Why structure reduces drop-off

Here's what usually happens without a funnel: a player clicks an ad, lands on a generic store listing, loses context, and leaves.

✓ The *interest* was there.

✗ The *path* wasn't.

Cenega's pages solve this by keeping visitors in the brand's world – building intent, answering questions, and directing them to buy only then. Every button has a purpose. Every click goes somewhere deliberate.

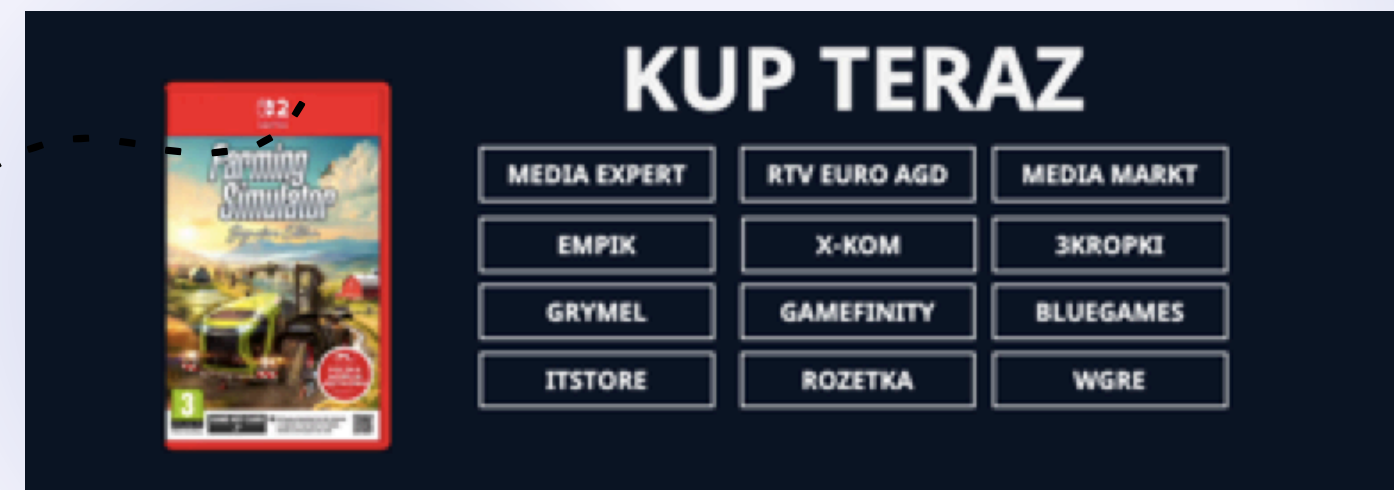


Banner on Cenega's website



Landing page for single title promotion

Store selection buttons



Purchase at a selected store



The moment a visitor is asked to make a decision (which platform? which store? which edition?) without guidance, **friction arises**, and they give up. A well-structured **funnel eliminates that friction** by breaking the journey into small, obvious steps:



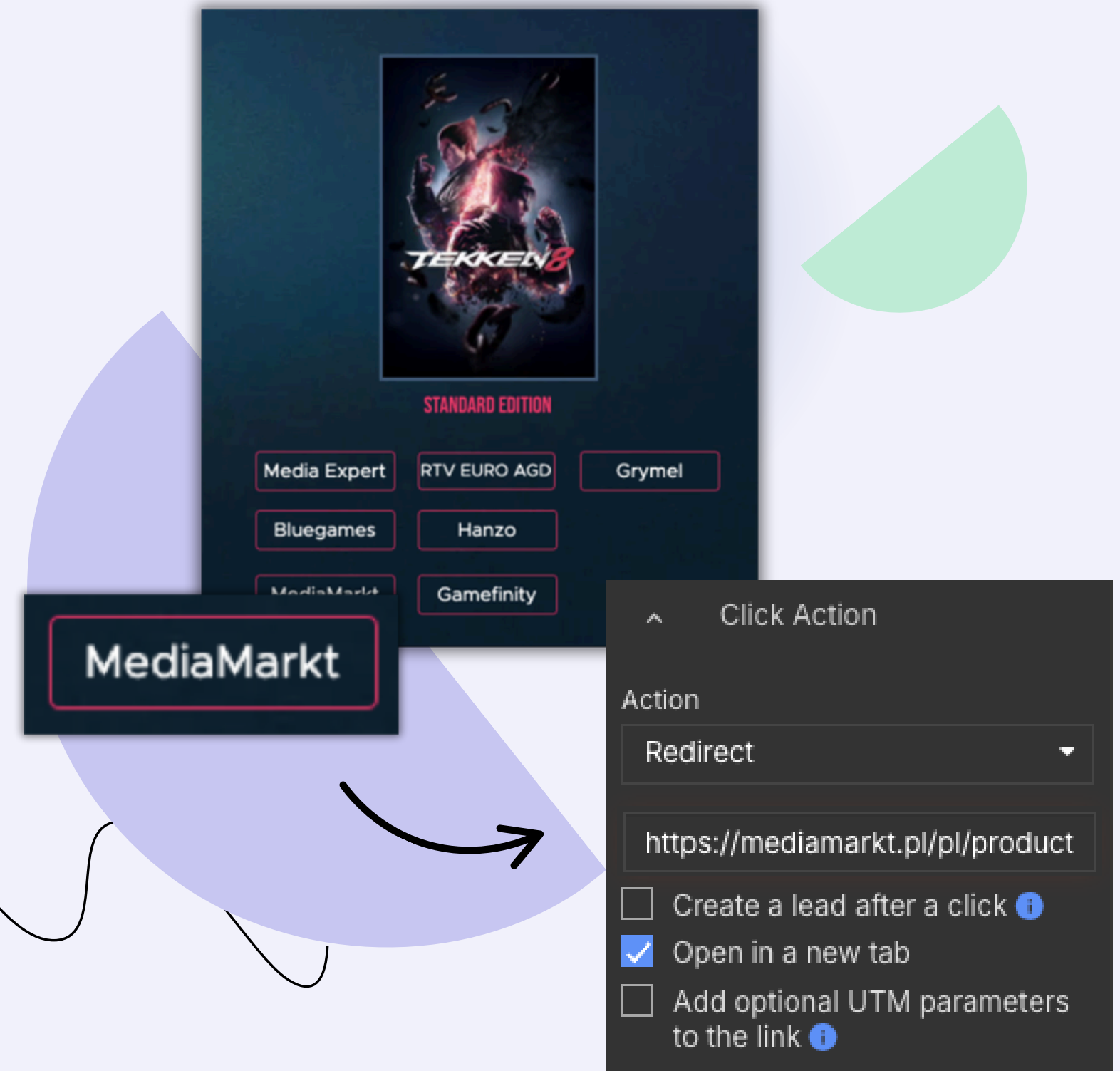
Each step feels natural – not like a sales push. The visitor always knows where they are and what to do next. That **clarity is what keeps them moving forward**.

At the platform **CTA** – introducing the **redirect**

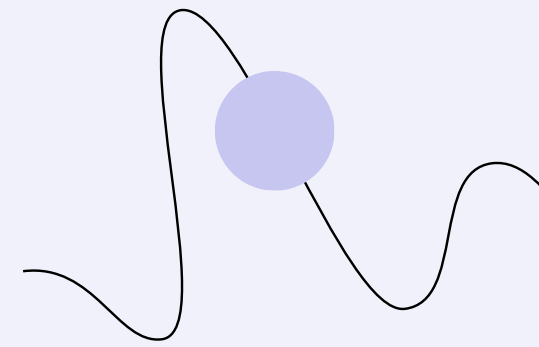
In Landingi's editor, every Button widget carries a "Click Action" setting. The most direct option is **Redirect** – it sends the visitor **straight to a URL** when they click, without any intermediate steps or overlays. Just a clean hand-off to the destination.

For straightforward funnels – where the visitor has already made their decision and just needs to get to the store – a redirect alone is enough. Select a Button widget, open "Action on Click," choose "Redirect," and paste the destination URL. The entire setup takes under a minute.

When the path is clear enough that an extra step would only get in the way, this is the right tool. Fast, simple, effective.



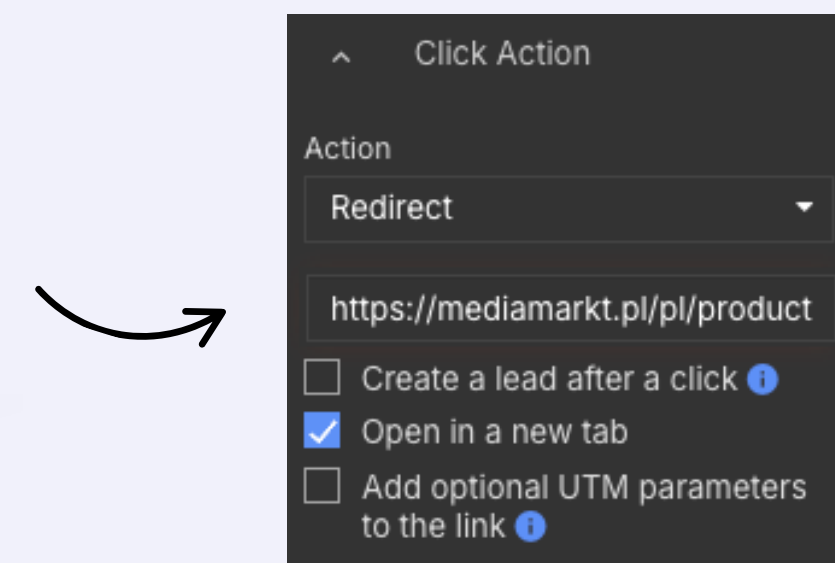
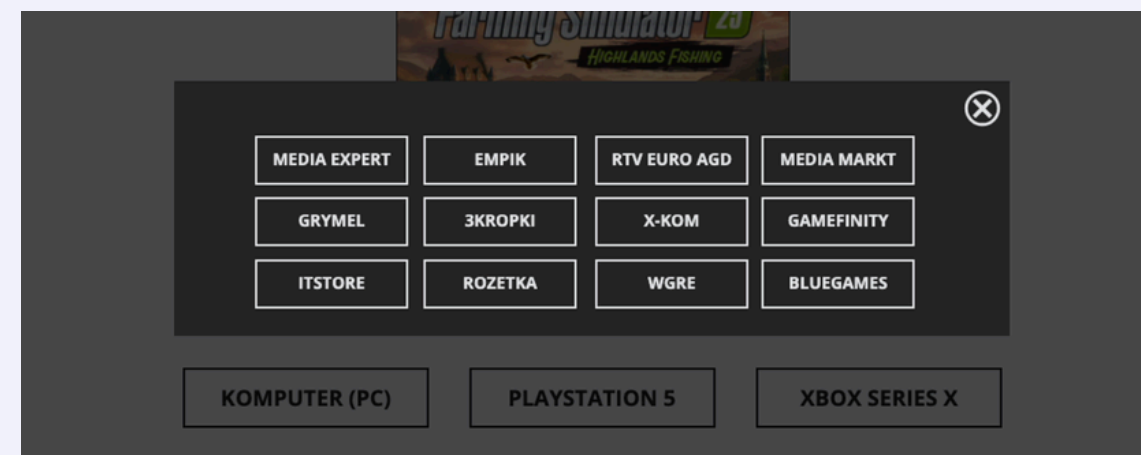
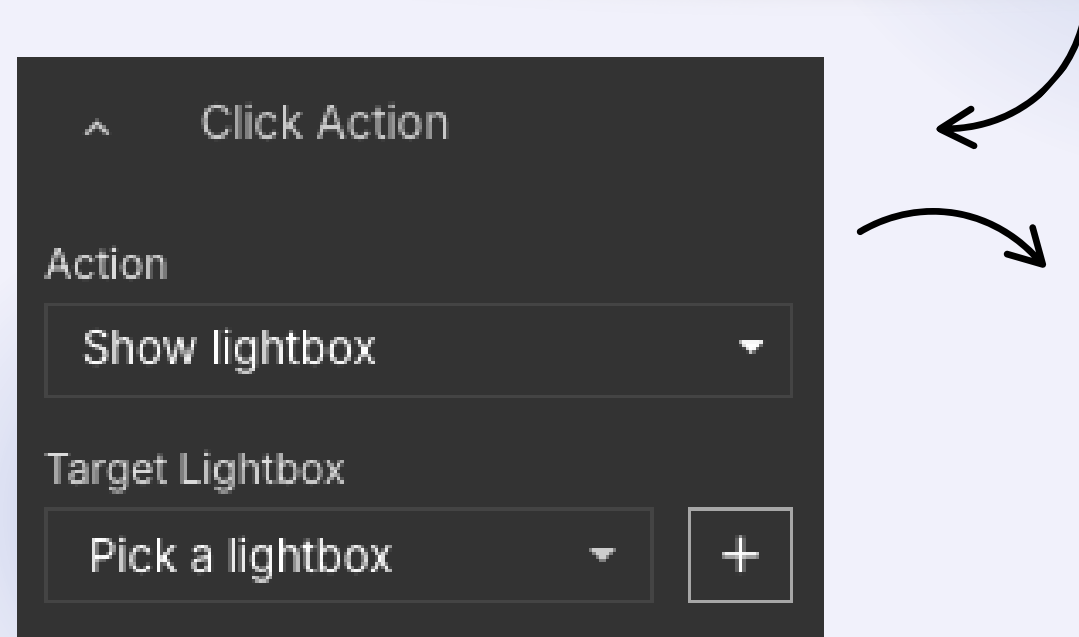
When the **click** opens a **lightbox** instead



Not every decision is that simple. When a visitor needs to choose between platforms – PC, PS5, Xbox – before they can be sent anywhere useful, a direct redirect falls short. This is where the second option in "Click Action" comes in: **Show lightbox**.

Instead of sending the visitor away, clicking the button opens a pre-built overlay right on the page. The landing page stays in the background. The lightbox takes the stage – presenting exactly the options the visitor needs at that moment, nothing more.

This is where the funnel gains its second layer. And it's where Cenega's approach gets particularly effective.



Setting up both in Landingi

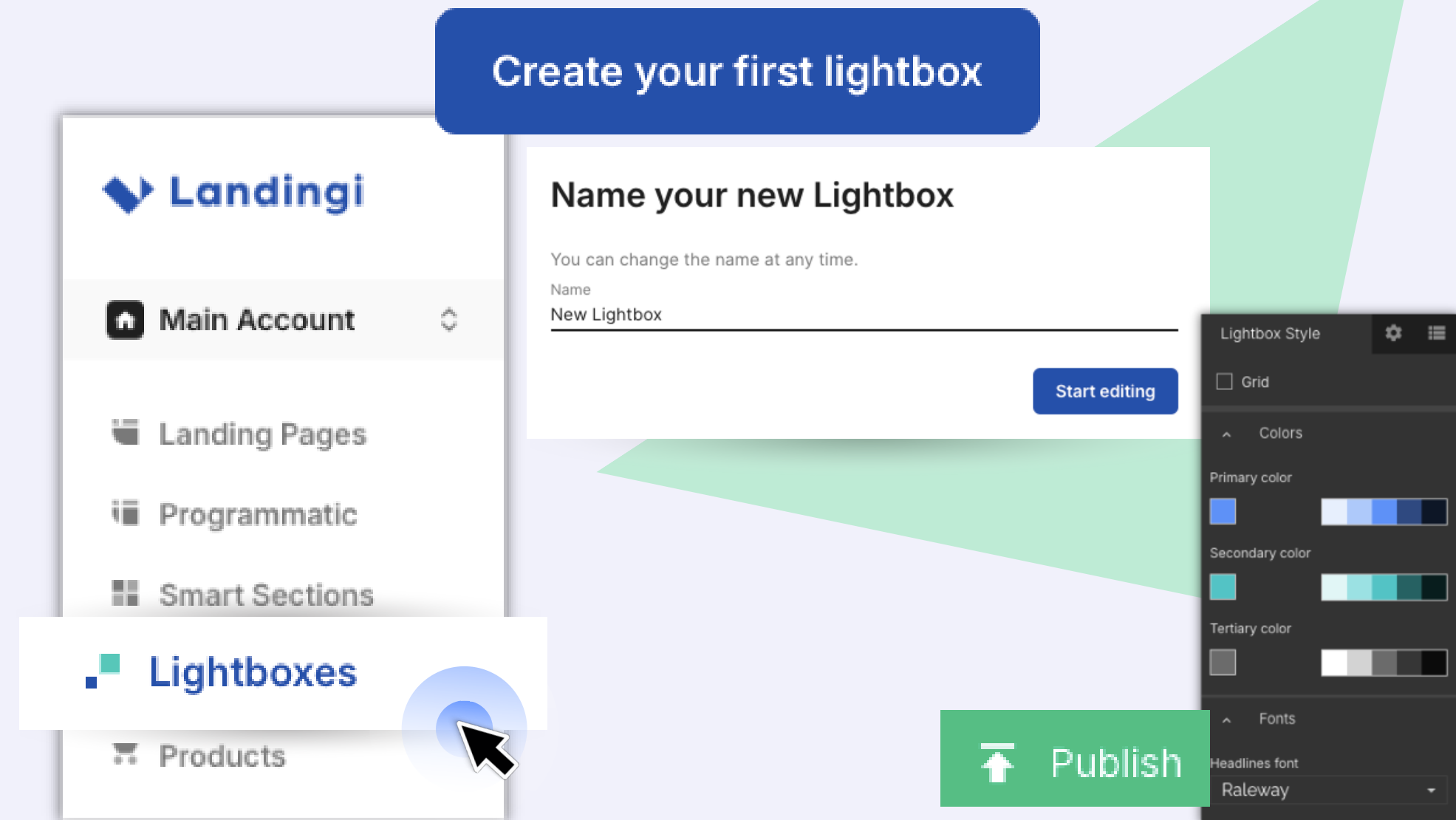
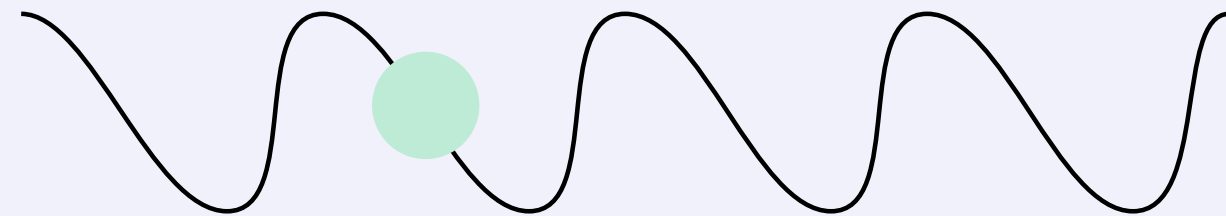
Both tools live in the same place – the "Click Action" setting on any Button widget.

The choice between them comes down to one question: *Does the visitor need another step before they're ready to leave the page?*

If no – use a redirect. Paste the URL, done.

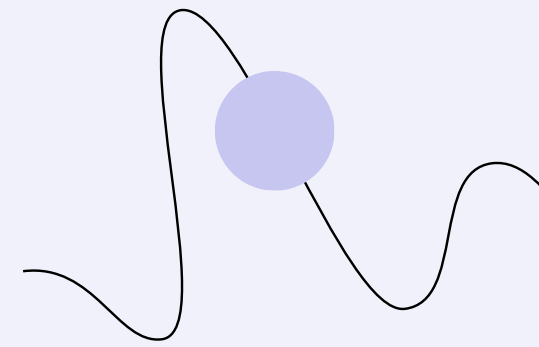
If yes – use a lightbox.

Build the overlay in Landingi's dedicated **lightbox editor** and publish it.



TIP: The same lightbox can be reused across multiple pages, which matters when the same store-selection overlay applies to several campaigns running at once.

The complete **funnel flow**

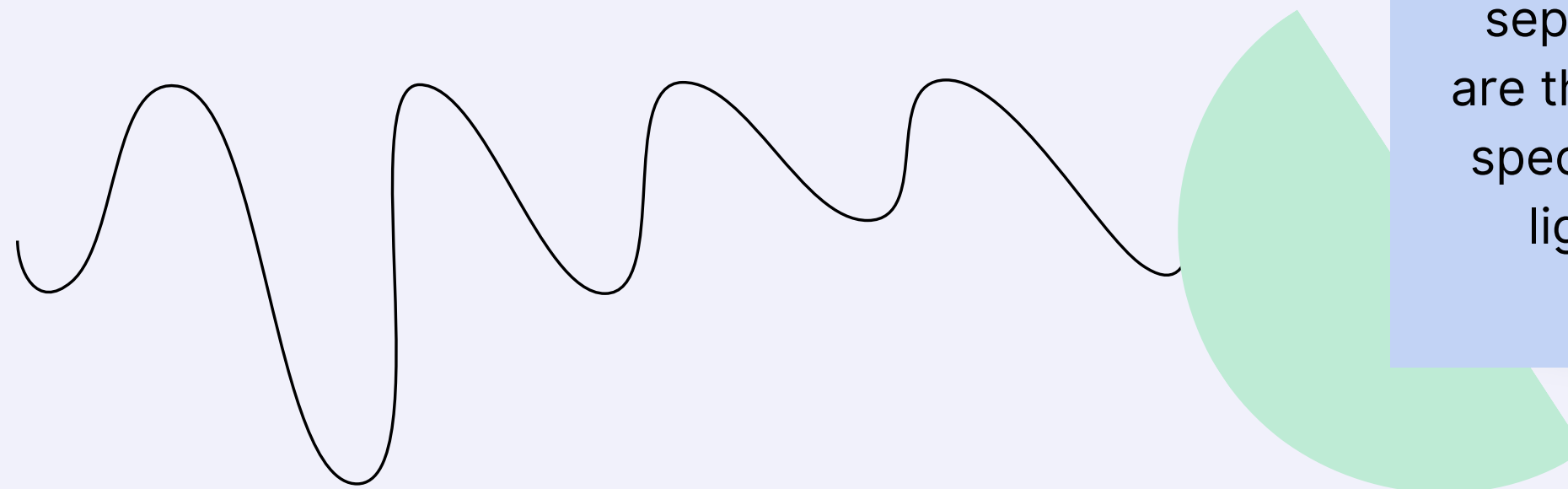


Put it all together, and a single-title funnel looks like this:

Landing Page >> Platform CTA >> Lightbox: Store Selection >> Store

Every step is **intentional**.

Every click **removes a decision** the visitor would otherwise have to make on their own.



TIP: Lightboxes and redirects work together, not separately. The store buttons inside a lightbox are themselves redirects – each one pointing to a specific product page on a specific retailer. The lightbox handles the decision. The redirect handles the destination.

CHAPTER 3:

Lightboxes – The Layer That Changes Everything

One page, ten games, zero overwhelm – lightboxes make it possible. But lightboxes aren't just a catalogue tool. They're the mechanism that **turns a moment of hesitation into a guided decision.**

Understanding how Cenega uses them – and when – is what separates a funnel that works from a page that just exists.

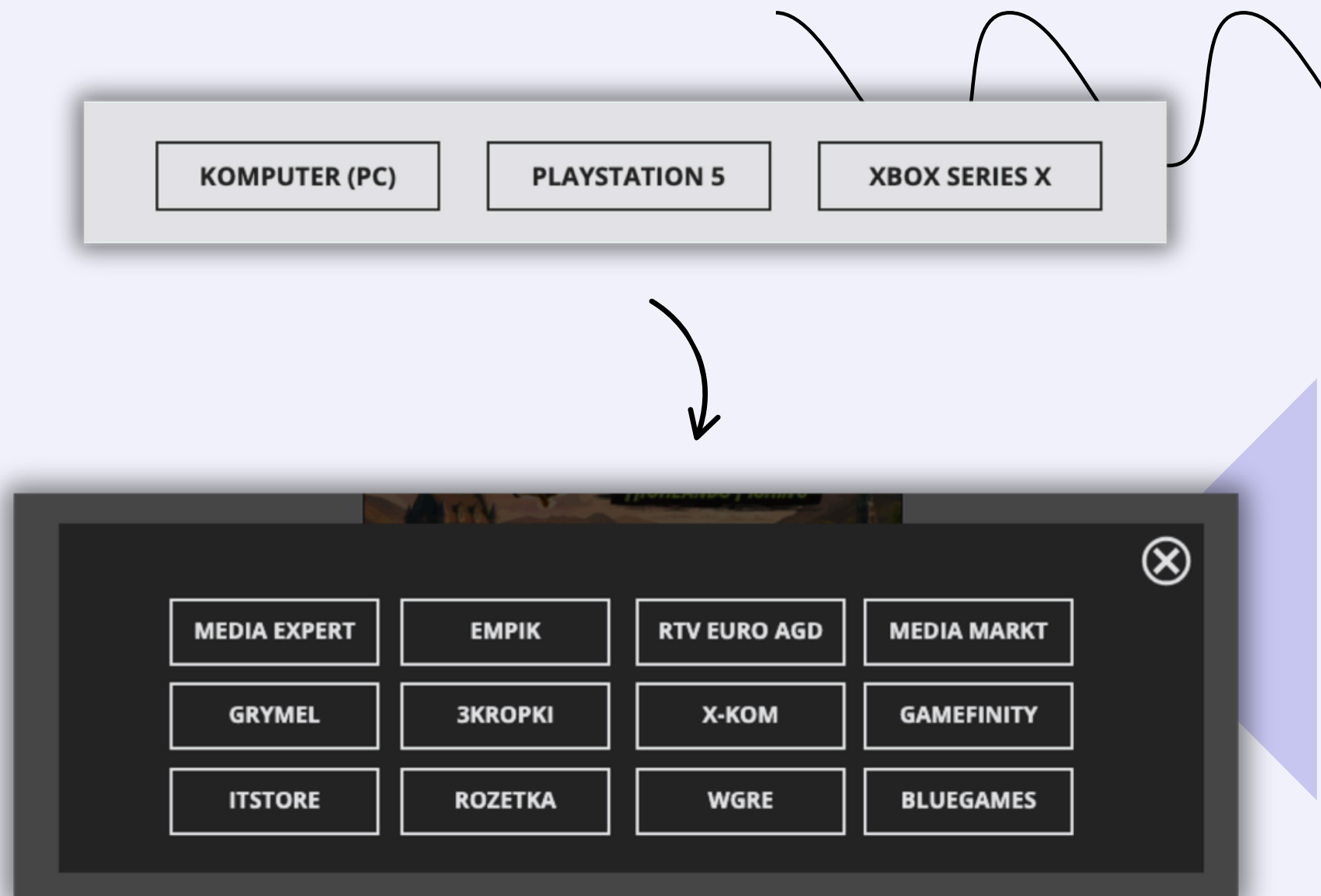


What a lightbox **actually** does in a funnel

A redirect *moves* the visitor.

A lightbox *holds* them – just long enough to give them exactly what they need to make the right choice.

That distinction matters.



Use case 1: **Store selection – the platform approach**

For Cenega’s single-title landing pages, lightboxes serve a clear purpose: routing players to the right store for their platform. The page presents the game with full creative treatment, and the CTAs “ask” a simple question first: “*Which platform do you play on?*”

Buttons for PC, PS5, Xbox, and other platforms sit prominently on the page. Clicking one doesn't redirect the visitor away. It opens a lightbox with a clean list of store buttons, each one a direct link to the game on a specific retailer.

One title → User’s platform → User’s store

From platform choice to store page, every step is guided – so players arrive at exactly the right place, ready to buy.



Use case 2: **Product detail – the catalogue approach**

When the page promotes a full collection, Cenega lets curiosity drive the experience.

Every game cover/product thumbnail is a trigger – click it, and a lightbox opens with everything a player needs to know: key art, game/product description, edition information, and, where available, an embedded trailer.

The page stays clean. The detail is always one click away.

Worth noting: This works beyond gaming, too. Any e-commerce page promoting multiple products can use lightboxes the same way. One page, many products, zero clutter. Each item gets its moment *only* when the visitor asks for it.

CHAPTER 4:

One Campaign, Many Markets

A landing page that works in Warsaw should work in Prague too – with the right language and the right store links.

Cenega's approach to multi-market publishing is built on exactly that logic: **replicate what works, localize what must, and ship everywhere at once.**



Scaling across Central Europe without rebuilding from scratch

Cenega operates across multiple Central European markets. The same game launches in Poland, Czechia, Slovakia, and Hungary – often on the same day.

Each market needs its own **language**, its own **store links**, and its own **localized CTAs**. However, building each page from scratch would be a logistical nightmare.

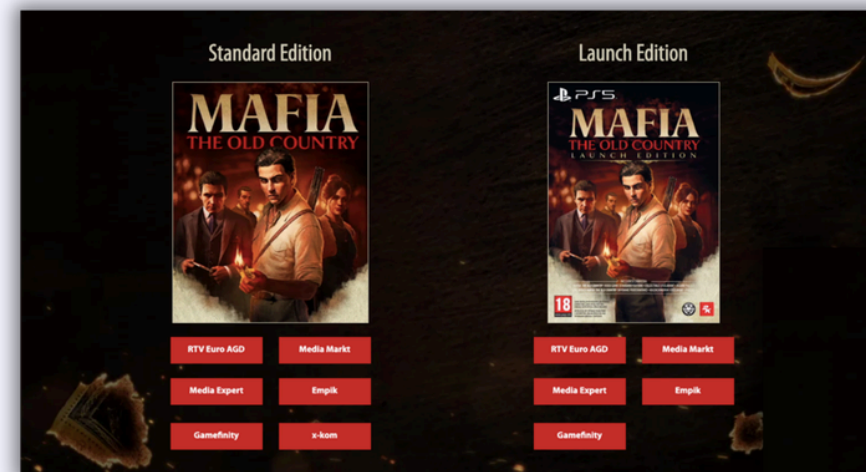
Instead, Cenega takes a smarter approach. Once a master landing page is complete and tested, the team duplicates it in Landingi to make a copy for each target market. The **layout, imagery, and structure stay identical**.



What changes:

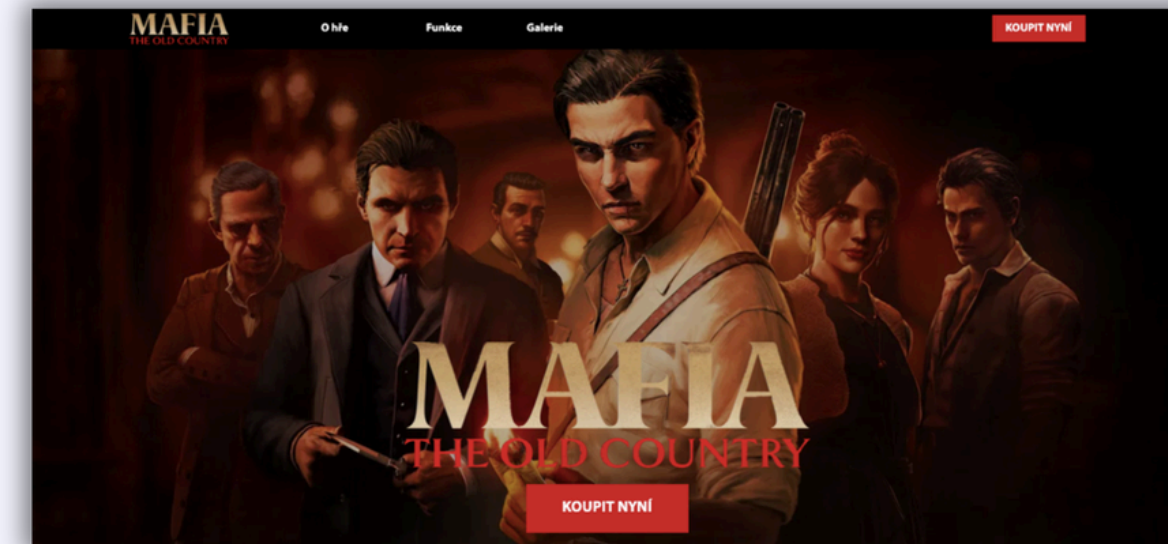
- **Page copy** – translated into the local language
- **CTA links** – pointing to country-specific stores
- **Legal or rating information** – adapted to local standards where required

The result is **brand consistency across every market**, with zero risk of layout drift or design inconsistency. Players in Warsaw and Prague see the same polished experience – just in their own language, linking to their own stores.



Polish version with buttons for local stores

Czech version with buttons for local stores



Czech version

Polish version



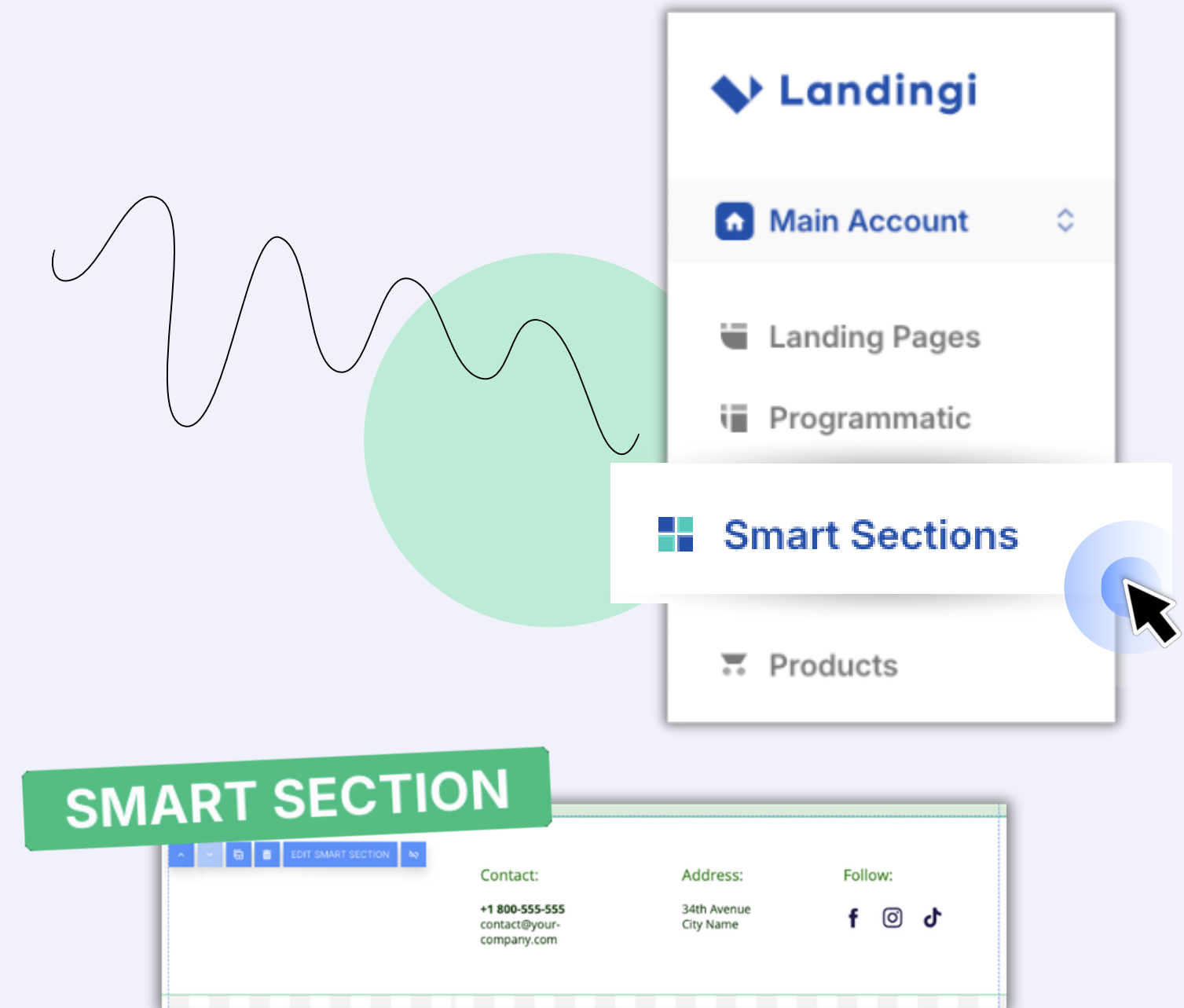
TIP: Landingi's automatic translation feature lets you translate a duplicated page into the target language in one click – no copy-pasting into external tools, no manual reformatting. Use it as the first step, then review for any local nuance before publishing.

Why this matters beyond efficiency

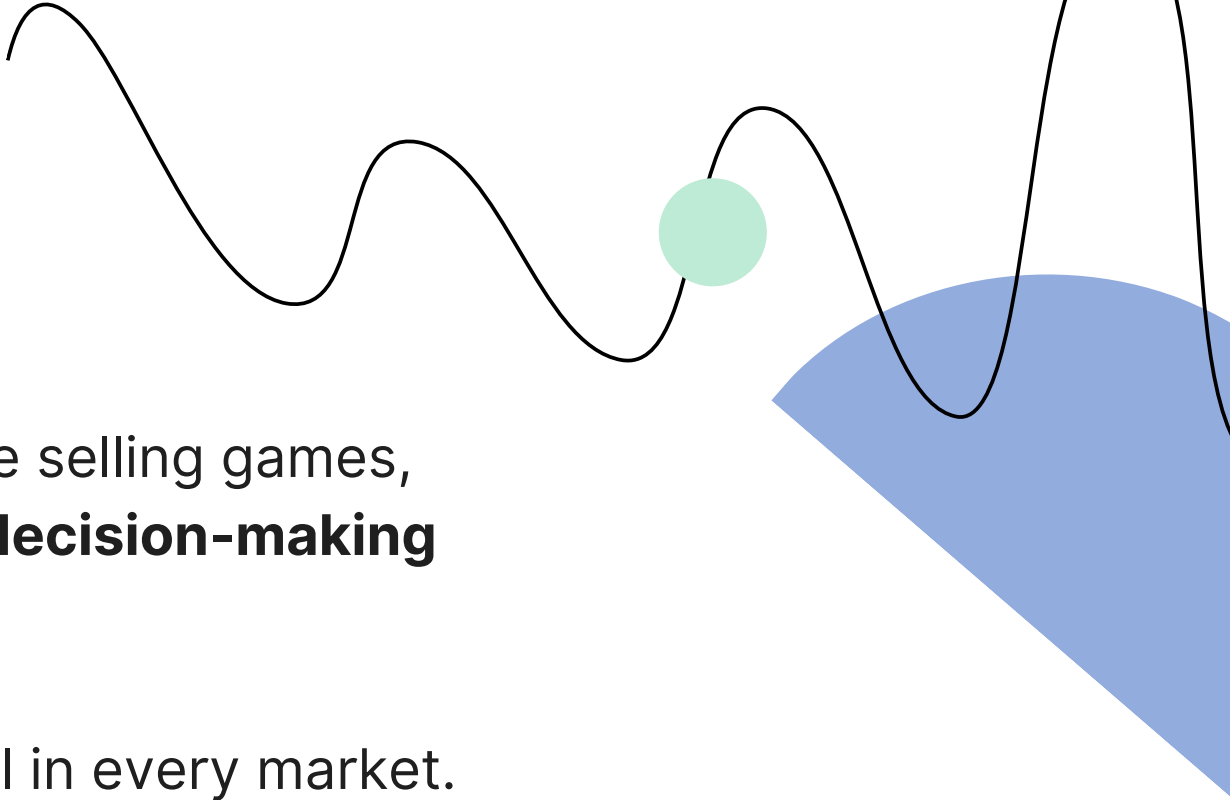
Localization isn't just translation. When a Czech gamer sees a page in their language with a link to their preferred local store, trust goes up. Friction goes down. Conversion follows.

By treating duplication as a strategic tool – not just a shortcut – Cenega builds **campaigns that feel local everywhere**, even though they start from a single master page.

TIP: Any element that repeats across pages – a header, a footer, a promotional banner – is worth building as a Smart Section. Create one set per language, and any update propagates instantly across every page in that market. No hunting through pages one by one.



Good funnels don't have a niche



The path from discovery to purchase should feel effortless – and that's true whether you're selling games, apparel, or software. Cenega's approach works because it's **built around the customer's decision-making process**, not the product catalogue.

A clear goal on every page. A guided next step at every turn. An experience that feels local in every market.

Landing pages built on these principles don't just support a campaign – **they become the reason it converts**.

Ready to **build your own funnel**?

Your visitors already have the intent. Give them the path.

[Start today](#)