

CSGOGem appoints Absolute Digital Media to lead international search and AI visibility strategy

Counter-Strike skin platform selects regulated-industry specialist after discovering the agency through an AI-generated recommendation

LONDON, UNITED KINGDOM, August 26, 2026 /EINPresswire.com/ -- CSGOGem, the Counter-Strike skin platform, has appointed [Absolute Digital Media](#) (ADM) to lead its search, AI visibility and digital PR strategy across the UK and Europe. The appointment covers technical SEO, content and site architecture, brand reputation and localisation into European markets.

CSGOGem allows Counter-Strike players to deposit skins, cryptocurrency or gift cards and take part in case openings and game modes including Case Battles, Upgrader and Slide, with winnings paid out in skins or crypto. Counter-Strike skins are cosmetic weapon finishes whose scarcity and tradeability have created a secondary market in which individual items change hands for anything from a few pence to several thousand pounds.

The platform currently reaches most of its audience through creators on Kick, Twitch and YouTube. ADM has been brought in to build a second channel that CSGOGem owns outright: non-branded search and AI-assistant visibility in the markets it is targeting.

CSGOGem shortlisted ADM after the agency surfaced in an AI-generated recommendation for specialists in gambling-adjacent search. ADM has spent the past year building out its AI visibility practice alongside its established SEO work in regulated sectors including iGaming, financial services, crypto and legal.

[Ben Austin](#), founder and CEO of Absolute Digital Media, said: "Skin platforms sit in the same territory as our iGaming and crypto clients. The compliance sensitivities, the platform policy risk and the competitive intensity are all familiar. The interesting part is how CSGOGem found us. An AI assistant recommended us for the brief, which is exactly the outcome we build for our own clients, so we are starting this engagement with the proof point already in hand."

The programme begins with a technical audit and rebuild of CSGOGem's site foundations, followed by an expanded content and category structure designed to capture non-branded demand. Digital PR and brand reputation work will run alongside, with localisation into multiple markets scheduled for later phases.

CSGOGem is a Counter-Strike skin platform offering case openings and skin-based game modes to players worldwide. Users can deposit skins, cryptocurrency or gift cards and withdraw winnings as skins or crypto. Visit csgogem.com.

Absolute Digital Media is a search, AI visibility and digital PR agency founded in 2008, working exclusively with brands in regulated and high-competition sectors including iGaming, financial services, crypto, legal, healthcare and insurance. The agency has 20 staff across London, Essex and Dubai. Visit absolute.digital.

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