

Media Kit

about us

We are Zorka.Agency – Influencer and Performance Marketing Agency. We increase LTV and ROI metrics by offering smart and creative approaches according to your goals KPIs, and strategic plan.

2014

agency founded

137

social experts

14

languages

\$400M

managed marketing
budget

we work globally

A dark grey world map is centered on the page. Five yellow circular callouts with a pointed bottom edge are overlaid on the map, each containing text about a specific region. The callouts are positioned over North America, Latin America, Europe, MENA Region, and CIS. The Asia Pacific region is also indicated by a callout but is partially obscured by the CIS callout.

NORTH AMERICA
2,125 campaigns

LATIN AMERICA
1,100 campaigns

EUROPE
1,850 campaigns

MENA REGION
890 campaigns

CIS
980 campaigns

ASIA PACIFIC
640 campaigns

our verticals

→ **Games**

Hardcore, Casual, PC/Console,
MMORPG, Strategy, Action

→ **E-commerce**

→ **Education**

→ **Travel**

→ **Fintech**

→ **Utilities**

→ **Social**

→ **Health**

→ **Food & Drinks**

→ **Entertainment**

→ **Delivery**

→ **Retail**

our clients

GAMEVIL 

playrix

AZUR
GAMES 


PLARIUM



WARGAMING.NET

 UBISOFT


GAMELOFT

ACTIVISION. | **BILZARD**

 NetEase
Games

dreame

Tencent 腾讯


entertainment




Hennessy

LC WAIKIKI

EVELINE
COSMETICS

our latest awards

**POCKET
GAMER**

Best UA
& Advertising

M A D |

Top 50+ Mobile App
Marketing Agencies

Clutch

Top B2B Companies,
Digital Strategy Agencies

B Business of Apps

Top App Marketing
Companies

F GoodFirms

Top Digital Marketing
Agencies

B Business of Apps

Top Influencer Marketing
Companies

01. Influencer Marketing

Achieving maximum ROI via performance-forecasted influencer marketing!
Bringing brands and creators together to make native and entertaining content
inciting organic, emotional brand connections with influencers.

our services | influencer marketing

700K

influencers

6

social media
platforms

in-house

analytics platform

10+

metrics
in media plan

40

managers

14

languages

Influencer Marketing

Ad integration with influencers according to a standard video script

- Dedicated specialist
- Brief creation and its localization
- Media planning
- Legal & financial supervising
- Advertising execution
- Post-campaign reporting

\$20K+

Influencer Marketing 2.0

Engaging content based on strategic and creative research

- Dedicated team
- Brief creation and its localization
- Strategy research
- Competitor analysis
- Creative ideas generation
- Media planning
- Legal & financial supervising
- Advertising execution
- Post-campaign reporting
- Trend watching and monthly digests

\$50K+

Brand Awareness Campaigns

Special projects and collaborations others will be jealous of

- Dedicated team
- Brief creation and its localization
- Strategy research
- Competitor analysis
- Big idea generation
- Creative mechanics
- Additional marketing services
- Media planning
- Legal & financial supervising
- Advertising execution
- Post-campaign reporting
- Trend watching and monthly digests

\$150K+

94.06%

Likes Credibility

7.92%

Notable Likes

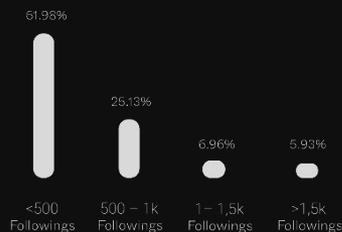
7.49%

Likes not from Followers

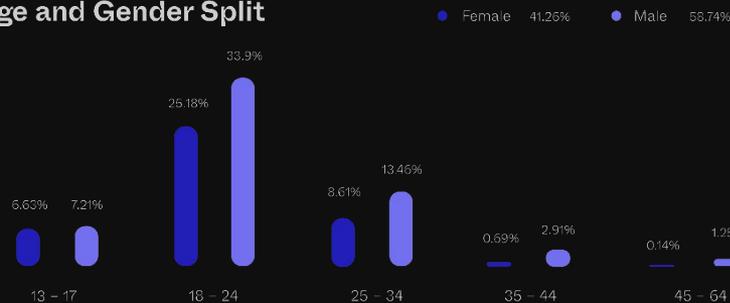
Location by Country



Audience Reachability



Age and Gender Split



Location by City



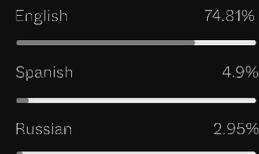
Audience Brand Affinity

Walt Disney	9.95%
Apple	7.47%
Pokemon	6.86%
Marvel Entertainment	5.74%
Starbucks	5.44%

Audience Interests

Television & Film	41.07%
Music	27.74%
Gaming	26.99%
Toys, Children & Baby	26.21%
Art & Design	25.79%

Language



Los Angeles	1.59%
New York City	1.35%
Jakarta	0.88%
London	0.75%
Mumbai	0.62%



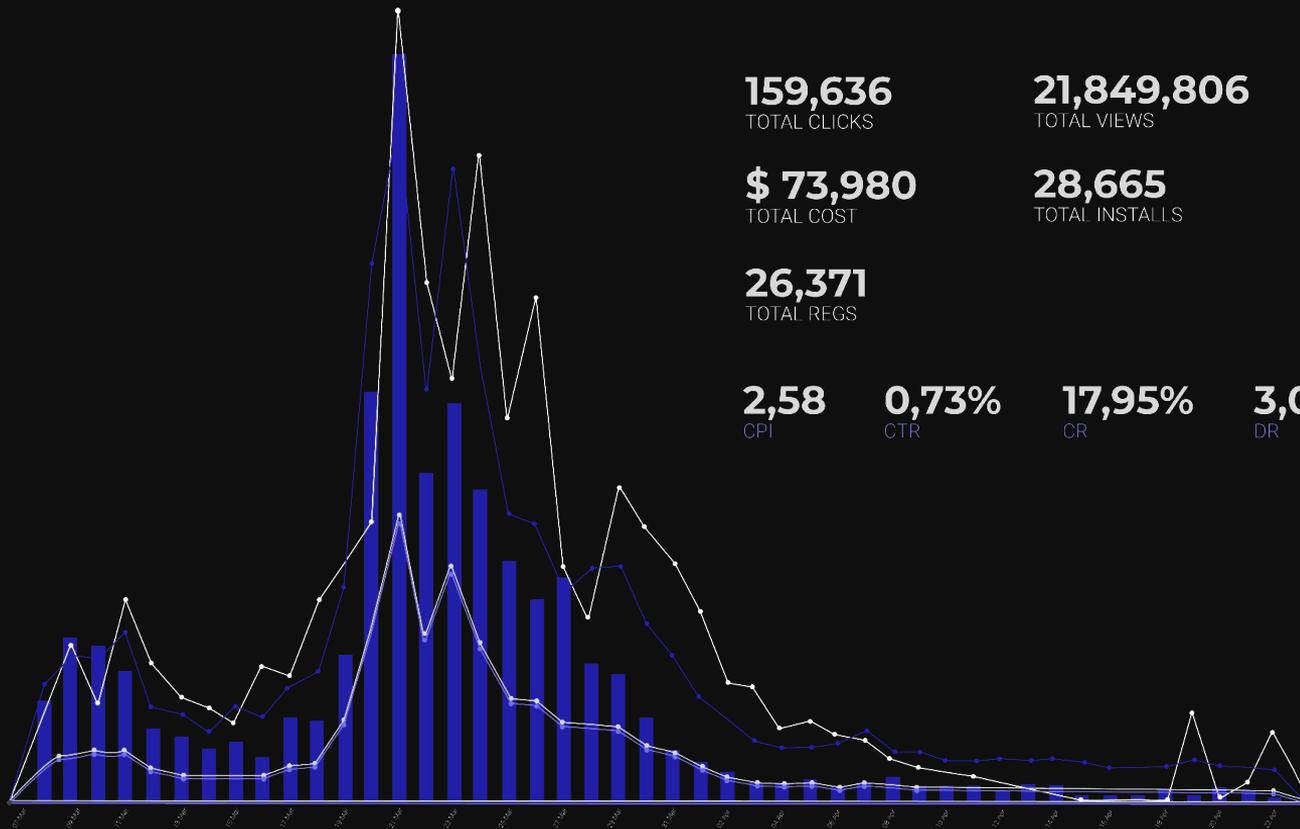
our services | influencer marketing

media plan

CAMPAIGN BUDGET: \$1 AUDIENCE GEOGRAPHY: AU, CA, GB
 MAX BLOGGER RATE: AUDIENCE DEMOGRAPHY: All, 13-55+

#	TITLE	GEO	CATEGORIES	SUBSCRIBERS	AUDIENCE GEOGRAPHY			AUDIENCE DEMOGRAPHY												TARGET AUDIENCE SHARE, %	
					TARGET COUNTRIES, %		NON-TARGET COUNTRIES, %	MALE						FEMALE							
					AU, CA, GB	81.0%	US, NL, PH, oth.	19.0%	13-17	18-24	25-34	35-44	45-54	55+	13-17	18-24	25-34	35-44	45-54		55+
1	JeromeASF	US	Gaming	5,240,000	AU, CA, GB	81.0%	US, NL, PH, oth.	19.0%	23.9%	22.0%	11.9%	2.6%	1.0%	1.3%	14.2%	13.0%	7.1%	1.6%	0.6%	0.8%	38.9%
2	Minecraft FNAF: Freddy	US	Gaming	16,300	AU, CA, GB	77.2%	US, IN, TW, oth.	22.8%	4.8%	19.1%	19.1%	7.4%	2.1%	0.5%	4.2%	16.9%	16.9%	6.6%	1.9%	0.5%	48.2%
3	PandaFire11 - Minecraft Roleplay	US	Gaming	96,700	AU, CA, GB	75.0%	US, IN, DE, oth.	25.0%	2.5%	7.8%	17.5%	13.4%	4.8%	2.9%	8.2%	18.3%	14.0%	5.0%	3.0%	46.4%	
4	TheFamousFilms	US	Gaming	377,000	AU, CA, GB	78.3%	US, PH, BR, oth.	21.7%	21.2%	17.4%	12.5%	4.9%	1.2%	1.3%	15.0%	12.3%	8.9%	3.5%	0.8%	0.9%	37.3%
5	Shark	CA	Gaming	2,820,000	AU, CA, GB	81.2%	US, PH, IN, oth.	18.8%	12.3%	14.0%	14.8%	7.7%	2.4%	2.5%	10.5%	12.0%	12.8%	6.6%	2.1%	2.2%	41.5%
6	Tripolar	US	Gaming	413,000	AU, CA, GB	77.9%	US, PH, BR, oth.	22.1%	10.3%	16.2%	22.2%	12.9%	2.9%	2.9%	5.0%	7.8%	10.7%	6.2%	1.4%	1.4%	57.2%
7	MarioMania	US	Gaming	29,700	AU, CA, GB	74.6%	US, IN, ID, oth.	25.4%	12.6%	18.4%	12.0%	6.0%	1.8%	1.1%	11.7%	17.1%	11.2%	5.5%	1.6%	1.0%	39.3%
8	TheMythicalSausage	US	Gaming	283,000	AU, CA, GB	87.0%	US, IN, ES, oth.	13.0%	4.5%	36.3%	38.2%	11.2%	4.6%	2.8%	0.1%	0.9%	0.9%	0.3%	0.1%	0.1%	93.1%
9	SCP Minecraft Foundation	US	Gaming	9,260	AU, CA, GB	87.0%	US, IN, DK, oth.	13.0%	13.0%	37.1%	22.0%	12.3%	2.8%	0.7%	1.8%	5.1%	3.1%	1.7%	0.4%	0.1%	74.8%
10	MooseCraft	US	Gaming	3,910,000	AU, CA, GB	87.0%	US, PH, NZ, oth.	13.0%	18.1%	16.4%	17.8%	9.0%	2.8%	8.1%	10.1%	11.0%	5.5%	1.7%	1.8%	48.7%	
11	MeeZoid	US	Gaming	124,000	AU, CA, GB	82.0%	US, FR, DE, oth.	18.0%	18.1%	43.3%	24.9%	6.2%	4.1%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.9%
12	AA12	US	Gaming	1,390,000	AU, CA, GB	89.9%	US, PH, IN, oth.	10.1%	11.2%	14.7%	18.2%	10.5%	3.4%	3.4%	7.1%	9.3%	11.4%	6.6%	2.1%	2.1%	50.2%
13	CaptainSparklez	US	Gaming	10,700,000	AU, CA, GB	73.6%	US, FR, DE, oth.	26.4%	10.7%	37.5%	23.4%	7.9%	5.3%	4.4%	1.3%	4.6%	2.9%	1.0%	0.6%	0.5%	78.3%
14	PozerDAB	US	Gaming	147,000	AU, CA, GB	70.0%	US, IN, JP, oth.	30.0%	1.4%	23.3%	38.0%	13.2%	4.5%	2.2%	0.3%	4.9%	8.0%	2.8%	0.9%	0.5%	81.2%

#	TITLE	CHANNEL'S VIDEO VIEWS IN FIRST 14 DAYS			ER, %	PRICE, USD	PROJECTED CLICKS IN FIRST 14 DAYS			PROJECTED ACQUISITIONS IN FIRST 14 DAYS			COST PER 1000 VIEWS (CPM), USD		COST PER CLICK (CPC), USD			COST PER ACQUISITION (CPA), USD		
		Min	Max	Med			Min	Max	Med	Min	Max	Med	Min	Med	Min	Max	Med	Min	Max	Med
		1	JeromeASF	169,183			230,196	194,297	5.56%	\$5,296	1,692	2,302	1,943	169	230	194	\$27.61	\$32.71	\$2.76	\$3.76
2	Minecraft FNAF: Freddy	4,389	8,163	6,352	4.36%	\$273	44	82	64	4	8	6	-	\$51.57	\$4.01	\$7.46	\$5.16	\$40.13	\$74.64	\$51.57
3	PandaFire11 - Minecraft Roleplay	3,235	5,883	4,190	8.18%	\$207	32	59	42	3	6	4	-	\$59.28	\$4.22	\$7.68	\$5.93	\$42.22	\$76.79	\$59.28
4	TheFamousFilms	19,844	43,071	30,882	6.10%	\$1,178	198	431	309	20	43	31	\$32.82	\$45.77	\$3.28	\$7.12	\$4.58	\$32.82	\$71.24	\$45.77
5	Shark	76,978	169,441	114,444	13.66%	\$3,566	770	1,694	1,144	77	169	114	\$25.25	\$37.39	\$2.53	\$5.56	\$3.74	\$25.25	\$55.59	\$37.39
6	Tripolar	19,095	47,066	29,142	3.23%	\$1,060	191	471	291	19	47	29	\$27.03	\$43.65	\$2.70	\$6.66	\$4.36	\$27.03	\$66.61	\$43.65
7	MarioMania	2,095	3,189	2,480	8.16%	\$123	21	32	25	2	3	2	-	\$59.52	\$4.63	\$7.05	\$5.95	\$46.28	\$70.45	\$59.52
8	TheMythicalSausage	30,255	46,331	39,094	6.64%	\$1,269	303	463	391	30	46	39	\$32.87	\$38.95	\$3.29	\$5.03	\$3.90	\$32.87	\$50.33	\$38.95
9	SCP Minecraft Foundation	3,167	4,397	3,520	5.77%	\$166	32	44	35	3	4	4	-	\$56.59	\$4.53	\$6.29	\$5.66	\$45.30	\$62.90	\$56.59
10	MooseCraft	125,469	278,742	190,212	5.04%	\$4,960	1,255	2,787	1,902	125	279	190	\$21.35	\$31.29	\$2.14	\$4.74	\$3.13	\$21.35	\$47.44	\$31.29
11	MeeZoid	7,863	12,796	9,815	4.50%	\$951	79	128	98	8	13	10	\$32.92	\$42.91	\$3.29	\$5.36	\$4.29	\$32.92	\$53.57	\$42.91
12	AA12	23,751	40,292	31,899	12.34%	\$1,136	238	403	319	24	40	32	\$33.83	\$42.73	\$3.38	\$5.74	\$4.27	\$33.83	\$57.40	\$42.73
13	CaptainSparklez	131,432	265,860	181,964	4.80%	\$4,355	1,314	2,659	1,820	131	266	182	\$19.66	\$28.72	\$1.97	\$3.98	\$2.87	\$19.66	\$39.76	\$28.72
14	PozerDAB	6,144	18,293	9,129	2.29%	\$268	61	183	91	6	18	9	\$17.58	\$35.23	\$1.76	\$5.23	\$3.52	\$17.58	\$52.34	\$35.23
TOTAL		622,900	1,173,720	847,420		\$24,208	6,229	11,737	8,474	623	1,174	847	\$52.34	\$35.23	\$5.23	\$1.76	\$3.52	\$52.34	\$17.58	





[DreadCraftStantion](#)

580k views

GAMELOFT → WAR PLANET



[Fritz Meinecke](#)

448k views

WARGAMING → WORLD OF TANKS



[Jazza](#)

2.6M views

PLARIUM → RAID: SHADOW LEGENDS



[SuperCrastan](#)

1.2M views

PLARIUM → VIKINGS: WAR OF CLANS



[TheShooterCoC](#)

3.65M views

ALIEXPRESS



[NoahsNoah](#)

1.7M views

AZUR GAMES → INFINITY OPS: SCI-FI FPS

02. Performance Marketing

We drive paying users to mobile apps, and launch outreach campaigns according to your goals, KPIs, and strategic plan

our services | performance marketing

10K daily leads

high traffic volumes

<8% fraud traffic

quality control helps
us keep fraud traffic low

70%

performance boost to your
in-house marketing team

Strategy

we devise a detailed creative
strategy and paid social
media plan

Rapid Optimization

we work directly with traffic
sources and optimize
ad campaigns on the go

Creative Team

our in-house creative centre
is ready to produce bespoke
content that is carefully designed
to promote your product

Mobile App Promotion

Payment models

- CPI + Soft / Hard KPI
- CPA + Soft / Hard KPI
- Agency Fee
- Revenue Share

Optimization formats

- ad campaign optimization for **conversions**
- testing of **creative** approaches and hypotheses (increase CTR/VTR)
- traffic **quality** monitoring
- **placement** optimization
- testing of **target** and **lookalike** audiences

Traffic sources

Contextual

Social

In-app

OEM

50+ active traffic sources

Brand Awareness Campaigns

Payment models

- CPC + Soft / Hard KPI
- CPM + Soft / Hard KPI
- Agency Fee

Optimization formats

- ad campaign optimization for **conversions**
- testing of **creative** approaches and hypotheses (increase CTR/VTR)
- **placement** optimization
- testing of **target** and **lookalike** audiences

Traffic sources

YouTube

Facebook

TikTok

Google

BYDD

SmartyAds

MediaSmart

Display & Video 360

Fraud Tools



Tracking & Analytics Tools

 **ADJUST**

 **AppsFlyer**

aFFISE

 **Apptica**

 **Sensor Tower**

 **Google
Analytics**

 **SimilarWeb**

KOCHAVA★

 **singular**

branch


 **SWAARM**

Optimization Tools



OWOX

||| JustControl.it

Creative Tools



1 FERRETVIDEO

SLON

1 OEM Networks

2 Programmatic Ads

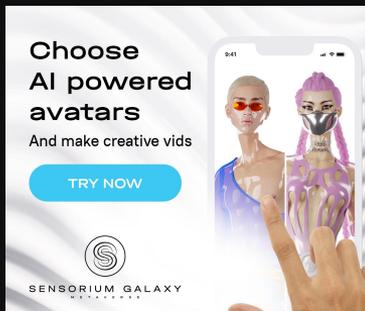
3 DSP

4 Social Media Ads

5 Apple Search Ads

6 Contextual advertising

7 In-house Zorka.Network



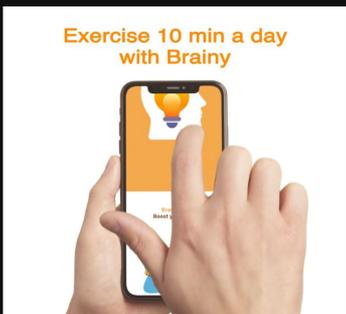
GAMES



DELIVERY



LIFESTYLE



EDUCATION



EDUCATION



GAMES

Get in touch!

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