

ZORKA. AGENCY

smart. efficient.
worldwide.



Media kit

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



→ **Games**

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

→ **E-commerce**

→ **Education**

→ **Travel**

→ **Fintech**

→ **Utilities**

→ **Social**

→ **Health**

→ **Food & Drinks**

→ **Entertainment**

→ **Delivery**

→ **Retail**

GAMEVIL

playrix

AZUR
GAMES

PLARIUM



WARGAMING.NET



UBISOFT



GAMELOFT

ACTIVISION. | BLIZZARD



NetEase
Games

dreame

Tencent 腾讯



Gaijin
entertainment



Domino's
Pizza

Hennessy

LC Waikiki

EVELINE
COSMETICS



Best UA
& Advertising

The
Netty Awards </winner>

Best AR Mobile
Campaign

Clutch

Top B2B Companies,
Digital Strategy Agencies



**Business
of Apps**

Top App Marketing
Companies



GoodFirms

Top Digital Marketing
Agencies



**Business
of Apps**

Top Influencer Marketing
Companies

Services



Influencer Marketing
Performance Marketing
Creative
Zorka.Platform

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.

700K

influencers

6

social media
platforms

in-house

analytics platform

10+

metrics
in media plan

40

influencer marketing
specialists

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 supervision
- Advertising execution
- Post-campaign report

\$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 supervision
- Advertising execution
- Post-campaign report
- 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 supervision
- Advertising execution
- Post-campaign report
- Trend watching and monthly digests

\$150K+

94.06%

Likes Credibility

7.92%

Notable Likes

7.49%

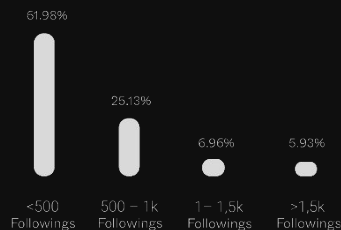
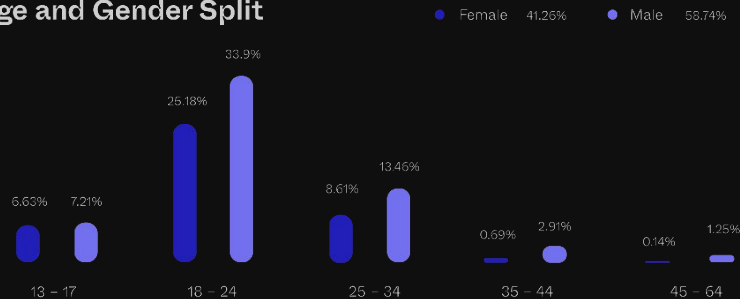
Likes not from Followers

Location by Country

United States 30.64%

Indonesia 6.02%

United Kingdom 5.68%

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















English	74.81%
Spanish	4.9%
Russian	2.95%

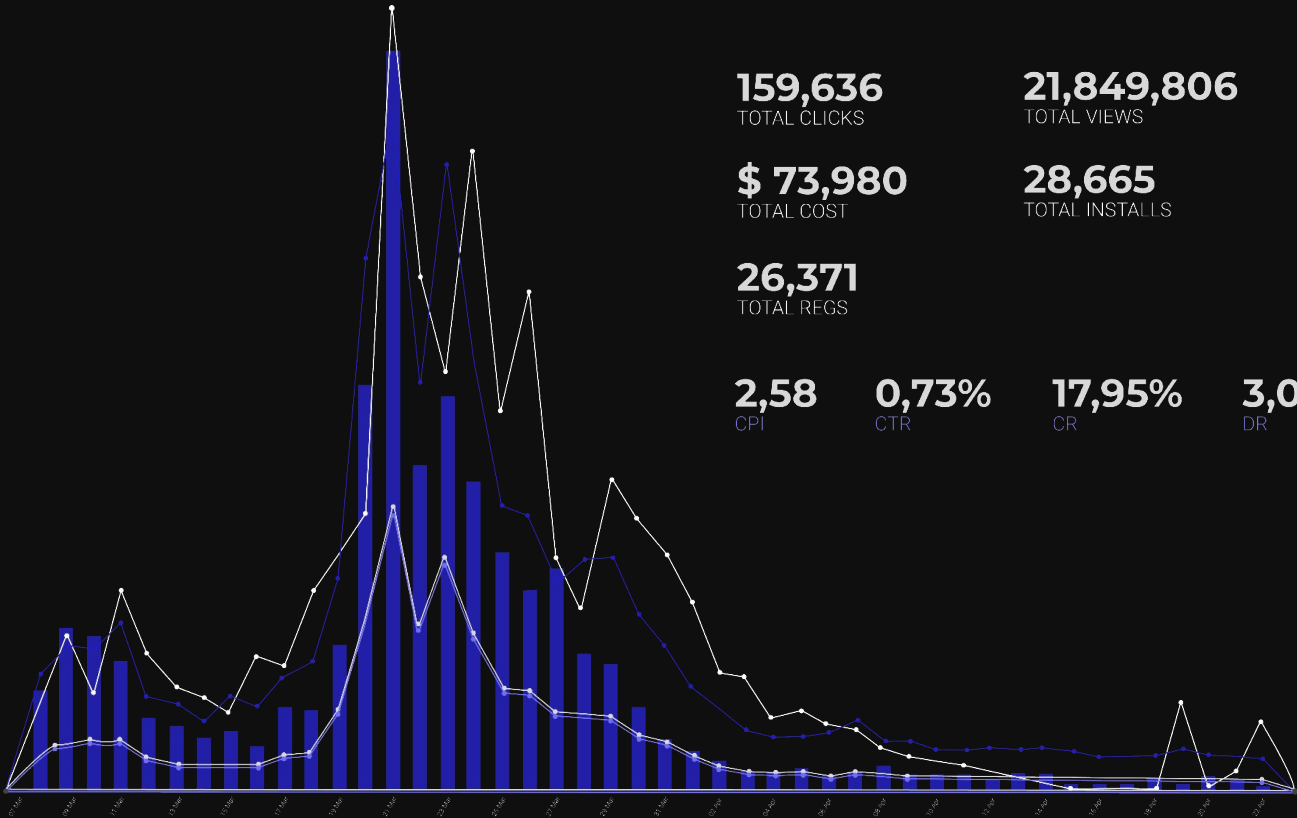
Los Angeles	1.59%
New York City	1.35%
Jakarta	0.88%
London	0.75%
Mumbai	0.62%



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								
										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%	2.7%	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%		13.1%	16.4%	17.8%	9.0%	2.8%	2.9%	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	\$3.27	\$27.61	\$37.56	\$32.71			
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%	\$351	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

Services



Influencer Marketing
Performance Marketing
Creative
Zorka.Platform

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

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

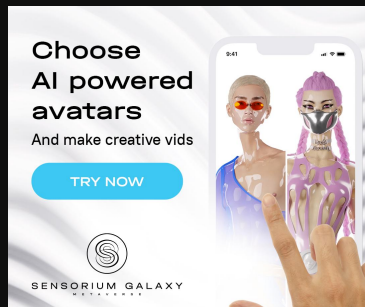
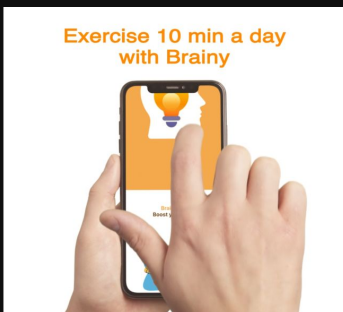
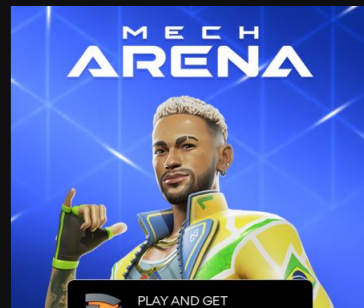
Creative Tools



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**

Services



Influencer Marketing
Performance Marketing
Creative
Zorka.Platform

Our passion is to tell stories and create ideas in all shapes, sizes and worlds. We bring ideas to life through impactful creative work across all communications touchpoints.

We develop big ideas that reveal brand positioning and identity in bold new spaces of integrated campaigns.

We translate ideas into content. We tell relevant and new stories at the cutting edge of trends across all media. And we craft content in all visual formats.

FILM

BRANDED ENTERTAINMENT CONTENT

SOCIAL MEDIA CONTENT

DESIGN

MOTION GRAPHICS & ANIMATION

We connect creativity and technology to help brand to be ahead of the curve. We transform unique ideas into interactive and immersive experiences.

EXPERIENTIAL

AR & VR EXPERIENCE

DIGITAL PRODUCTS & ACTIVATIONS

INNOVATIONS

SPONSORSHIP & COLLABORATIONS

Services



Influencer Marketing
Performance Marketing
Creative
Zorka.Platform

Self-service influencer marketing platform.
Find, communicate, launch and analyze.
One place, millions of influencers.

Step-by-step guide to your success in influencer marketing

1

Find the right influencers

Smart search with AI-driven filters

2

One-stop shop for communication

Connect your inbox and start messaging. Automate, personalize and improve your negotiations with the help of AI

3

Campaign management

Manage deals with your team and maximize performance at any scale

4

Operations and legal

Handle legal and financial matters effortlessly, as if with the snap of your fingers

Features available on all plans:

- Campaign creation & management
- Communication via in-built messenger
- Exports
- Contact storage in our built-in CRM
- Collaborative workspace

- Invite and deactivate teammates
- Massive payouts
- Integrated AI-tool for messaging
- E-signature
- Email Automation

Starter

1 000 searches
800 profile openings

\$ 249 / monthly

Pro

3 500 searches
2 500 profile openings

\$ 499 / monthly

Enterprise

Unlimited searches
Unlimited profile openings
Competitors research
Creative concepts
Briefing and campaign
management

Talk to us

Get in touch!



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