

MEDIA KIT

EST. 2014 · WORLDWIDE



Best Influencer Marketing Agency for Games

[MOBILE]

[PC]

[CONSOLE]

SELECTED WORK ➤

Games we've helped grow.



PC · CONSOLE
PUBG: Battlegrounds



MOBILE
PUBG Mobile



MOBILE
RAID: Shadow Legends



MOBILE
Marvel Strike Force



MOBILE
The Lord of the Rings



MOBILE
Heroes of History



SOCIAL CASINO
Playstudios (4 titles)

MULTI-YEAR PARTNERSHIPS



Stories with the studios who trust us most.



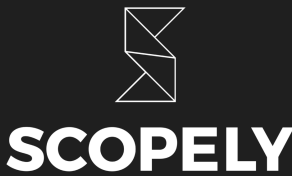
A 10-year partnership building one of the world's biggest mobile RPG franchises — and a playground for the wildest creative specials.

10+
YEARS PARTNERSHIP

20K+
CREATORS ACTIVATED

7B+
AGGREGATE VIEWS

30K+
RELEASES SHIPPED



Tier-1 launches and ongoing performance work across some of the biggest IPs in mobile — Marvel, Monopoly and Star Trek.

3+
FRANCHISE TITLES

40M+
AGGREGATE VIEWS

\$25
AVG CPM

Tier 1
GEO COVERAGE



Headline brand activations around the PUBG franchise — ambassadors, creator-led specials and end-to-end creative across PC, console and mobile.

25M
CAMPAIGN VIEWS

6.25%
ENGAGEMENT RATE

x4
LOWER CPA

+5%
SEARCH LIFT

TRUSTED BY

Studios that trust us.

KRAFTON

Tencent 腾讯



ByteDance



nexters



CANDIVORE





We build every campaign around **your KPIs.**

Influencer marketing is our craft, but performance is the point. With predictive planning, clear accountability and a performance-first mindset, we turn the creators players trust into measurable growth — and we stand by the results.



IN NUMBERS ↘



Twelve years of gaming work, in numbers.

01

2014

YEAR WE STARTED

02

\$400M+

MARKETING BUDGET MANAGED

03

80

IN-HOUSE SPECIALISTS

04

850K

CREATORS IN OUR NETWORK

05

40+

STUDIOS TRUSTED US

06

14

LANGUAGES WE SHIP IN

07

6

SOCIAL PLATFORMS COVERED

08

AAA

GAMES IN THE PORTFOLIO

COVERAGE



2,125

Campaigns

North America

1,850

Campaigns

Europe

980

Campaigns

CIS

640

Campaigns

Asia Pacific

890

Campaigns

Mena region

1,100

Campaigns

Latin America

We ship
campaigns
worldwide.

From flagship Tier-1 markets to emerging regions – local fluency where it matters, scale where it counts.

OUR APPROACH

➔

Support across the whole **game** lifecycle.



ALWAYS-ON

01

Evergreen Campaigns

A continuous, compounding flow of creator content – steadily feeding installs and revenue month after month.

01

Learn

Continuously trial creators, formats and angles.

02

Optimize

Double down on what beats your KPIs, cut what doesn't.

03

Scale

Grow the winners into a steady, compounding stream.

BEST FOR

Sustained UA

Live-ops

Long-tail growth

BURST

02

Event-Based Campaigns

Maximum resource mobilization in a fixed window – large release volumes concentrated into the moment that matters.

01

Mobilize

The full creator network activated at once.

02

Volume

Large release waves packed into a tight timeframe.

03

Splits

Parallel geo, format and creator split-tests.

BEST FOR

Pre-Launches

Launches

Major updates

WHAT WE DO



Built to run **end-to-end**.



01

Strategic guidance

We align with your game's genre, audience and launch goals to set a direction that drives results.

02

Creative concepting

Unique influencer activations tailored to your game's world, mechanics and community.

03

Smart analysis & reporting

Real-time metrics, monthly reports and continuous optimization tied to your KPIs.

04

24/7 campaign management

We monitor content in local time zones and push updates the moment things change.

05

Worldwide creator network

Curated relationships with top-performing creators — and prompt replacements when needed.

06

Finance & legal supervising

Contracts, local compliance, payments and every piece of paperwork — handled.

WHAT WE OFFER

➤

Three service lines, one growth engine.

01

Influencer Marketing

Our core craft — end-to-end creator campaigns that put your game in front of the right players, from sourcing and concepting to activation, management and reporting.

850K CREATORS

- AMBASSADORS
- ACTIVATIONS
- 24/7 MANAGEMENT



02

Paid Social

Turn creator content into scalable performance media across Meta, TikTok, YouTube and Google — boosted, attributed and optimised end-to-end.

SOCIAL BOOST

- META / TIKTOK / INSTAGRAM / GOOGLE
- CR / CPI / ROAS
- USAGE RIGHTS

03

Strategy & Analytics

Market and audience research, omnichannel strategy and post-campaign analysis — ROI-forecasted and risk-assessed before media goes live.

RESEARCH

- ROI FORECAST
- AD TESTING
- AI INSIGHTS

WHERE WE RUN



Platforms we work with.

YouTube

Where gamers decide what to play next.

- 01 Integrations
- 02 Dedicated Videos
- 03 Live Streams
- 04 Shorts

TikTok

Where games go viral before they go big.

- 01 Dedicated Videos
- 02 Product Placements
- 03 Spark Ads

Twitch

Where games come alive with their players.

- 01 Dedicated Streams
- 02 Integrated Mentions
- 03 Extensions & Widgets

Instagram

Where games turn followers into players.

- 01 Reels
- 02 Stories
- 03 Branded Content
- 04 Giveaways & Chatbots

WHAT WE FOCUS ON



Genres we **grow**.

**RPG / MMORPG / RTS / STRATEGY / ACTION
REWARDS APPS / SOCIAL CASINO /
SHOOTERS / SIMULATIONS / RACING
PUZZLE / ADVENTURE / BATTLE ROYALE
MOBA / CASUAL / PUZZLE**

WHAT CLIENTS SAY



RATED ON CLUTCH

4.9



Reviews from studios worldwide.

Communicative

High-quality work

Results-oriented

Professional

Knowledgeable

[Visit Clutch Profile ↗](#)

01

"Their ability to balance creativity with data-driven decision-making stood out."

KRAFTON

Product Marketing Manager

02

"The level of service they provide is unparalleled."

PLARIUM

Influencer Account Manager

03

"Their cooperation, willingness to help and support for our needs were impressive."

JUSTDICE

Head of Marketing

RECOGNITION

↘

Awards & nominations.

Best Use of Emerging Technology – Winner	DIGIDAY MARKETING & ADVERTISING AWARDS
Best Influencer Collaboration – Finalist	DIGIDAY MARKETING & ADVERTISING AWARDS
Best Augmented Reality Mobile Campaign – Winner	THE NETTY AWARDS
Top Influencer Marketing Companies	BUSINESS OF APPS
Top Influencer Marketing Agencies	INFLUENCER MARKETING HUB
Top B2B – Digital Strategy Agencies	CLUTCH.CO

OUR WORK



The Case Studies

Our campaigns across influencer marketing, paid social, creative and eSports – with the goals, formats and numbers behind them.



INNOGAMES · HEROES OF HISTORY

How we turned influencers into a growth engine

Build a performance-first influencer strategy that maximizes **installs** and **ROI** while turning the channel into a scalable growth engine.



Results



6.5M+

VIEWS

70

CONVERSION RATE

90+

CREATORS

x4

HIGHER CTR

PLATFORM
YouTube

FORMAT
Integrations
Live Streams

GEO
Multi-region

SCOPELY · MOBILE · RPG

Marvel Strike Force

Performance-oriented campaign across Gaming, Entertainment, Movies, DIY and Music creators.



Results



10M

VIEWS

30%+

INFLUENCERS

Brand-safe

CONTENT

PLATFORM	YouTube	TikTok	YouTube Live
FORMAT	Integrations	Dedicated	
GEO	North America		

SCOPELY · MONOPOLY GO

Tier-1 launch for Monopoly GO with a sub-\$25 CPM

Tier-1 influencer launch with a female-leaning Entertainment, Movies, Gaming and Reactions audience.

[WATCH ON YOUTUBE ↗](#)



Results



6M

VIEWS

\$25

AVG CPM

Tier 1

GEO

High

ENGAGEMENT

PLATFORM	YouTube	TikTok	Instagram	X
FORMAT	Integrations			
GEO	Tier 1			

G-BITS · MOBILE · TEXT-IDLE RPG

Overmortal

Brand awareness and promote Chinese culture among an English-speaking audience.

[WATCH ON YOUTUBE ↗](#)



Results



200K

VIEWS

\$25

AVG CPM

13%

ER

PLATFORM	YouTube	TikTok
FORMAT	Integrations	Dedicated
GEO	Tier 1	

TUYOO GAMES · MOBILE · CASUAL

Fishing Master

Drive new installs and raise awareness in the US at launch with a pure TikTok push.

[WATCH ON TIKTOK](#)



Results



Positive

ROI

PLATFORM	TikTok	
FORMAT	Video Post	Anchor Link
GEO	US	

PLAYSTUDIOS · AMBASSADORS OF LUCK

A \$1M Bahamas giveaway built around ambassadors

A \$1M Bahamas giveaway built around ambassadors and creators.

[WATCH ON YOUTUBE ↗](#)



Results



9K

NEW USERS

70

RELEASES

5M

IMPRESSIONS

6

AMBASSADORS

PLATFORM	YouTube	Offline	Instagram	Live Streams
FORMAT	Integrations	Ambassadors	Dedicated	
GEO	US			

GAMEFORGE · AION CLASSIC

Aion Classic — bringing old players back across untapped EU territories

Bring back old players and attract new ones across untapped EU territories.

[WATCH ON YOUTUBE ↗](#)



Results



\$20

AVG CPM

KPI

REACHED

PLATFORM	YouTube
FORMAT	Integrations
GEO	Europe (DE/PL/GR/RO)

MY.GAMES · HAWKED

F2P launch for Hawked with paid usage rights bundled in

Performance and brand awareness at a free-to-play launch in the US.

[WATCH ON YOUTUBE ↗](#)



Results



TOP

F2P FPS
XBOX/STEAM

\$29

AVG CPM (INCL. IP)

8%

ER

PLATFORM	YouTube
FORMAT	Integrations
GEO	US

WARGAMING · PC · VEHICLES

WoW & WoT

A performance-driven worldwide promo built around a bonus-pack hook.



Results



150+

RELEASES

PLATFORM	YouTube	Live Streams		
FORMAT	Dedicated	Integrations	Live Streams	
GEO	EU	Tier 1	MENA	Asia

LONG TALE GAMES · PC · Hardcore Sandbox RPG

Life is Feudal: MMO

Highlight the Steam return and attract new subscribers to a hardcore subscription MMO.

[WATCH ON YOUTUBE ↗](#)



Results



NDA

AVG CPM

PLATFORM	YouTube	Twitch	
FORMAT	Integrations	Streams	Extra Mentions
GEO	US		

PLARIUM · PC · RPG

Raid: Shadow Legends — Twitch Extension

A custom Twitch extension with leaderboard plus a legally-run giveaway in the US — design, dev and legal end-to-end.



[Results]



End-to-end

BUILD

Legal

GIVEAWAY

Leaderboard

EXTENSION

PLATFORM	Twitch	
FORMAT	Extension	Giveaway
GEO	US	

BYTEDANCE · DRAGONHEIR: SILENT GODS

Dragonheir: Silent Gods cross-platform launch on YouTube and Twitch

A cross-platform launch on YouTube and Twitch, both paid and organic.



Results



190

YOUTUBE RELEASES

50

TWITCH STREAMERS

PLATFORM	YouTube	Twitch		
FORMAT	Integrations	Streams	Extra Post	
GEO	US	DE	FR	

GARENA · MOBILE · ANIME

Black Clover: Rise of the Wizard King

Pre-registration and launch campaign across Germany and France.

[WATCH ON YOUTUBE ↗](#)



Results



7M

VIEWS

9%

ER

Positive

FEEDBACK

PLATFORM	YouTube	
FORMAT	Dedicated	Integrations
GEO	DE	FR

KRAFTON · PUBG: BATTLEGROUNDS

Pure media buying that boosted conversions +407%

Drive search and conversions through paid social and user acquisition.



Results

KRAFTON

+407%

CONVERSION
BOOST

x4

LOWER CPA

x1.7

HIGHER CR

+5%

SEARCH LIFT

PLATFORM	Search	Display	Social
FORMAT	Performance Media		
GEO	Tier 1		

NETEASE · MOBILE · FANTASY

Lord of the Rings

A creative campaign with bespoke custom videos by influencers – drawings, sculptures, sound design.

[WATCH ON YOUTUBE ↗](#)



Results



2M

VIEWS

Positive

FEEDBACK

PLATFORM	YouTube		
FORMAT	Dedicated		
GEO	US	DE	FR

TENCENT · PUBG MOBILE

Brand-collab awareness at a 31M-view scale

Brand awareness around brand collaborations — Tesla, Liverpool FC, Baby Shark, Bugatti, Aston Martin.

[WATCH ON YOUTUBE ↗](#)



Results



31M

VIEWS

Positive

FEEDBACK

9%

ER

PLATFORM	YouTube	TikTok	X	Meta	Live Streams
FORMAT	Integrations	Live Streams	Shorts	Social Posts	
GEO	Europe	Tier 1	MENA	Asia	

PLARIUM · RAID: SHADOW LEGENDS

A worldwide RPG launch — and a programme that never stopped

A worldwide launch plus a monthly promo programme running
since 2019 — events, collabs and special projects.



Results



Top

RPG WORLDWIDE

Multi

PLATFORM

Since 2019

MONTHLY PROGRAMME

PLATFORM	YouTube	Twitch	X	Meta	Offline
FORMAT	Dedicated	Live Streams	Social posts		
GEO	Europe	Tier 1	MENA	Asia	

SCOPELY · MOBILE · STRATEGY

Star Trek Fleet Command

A performance-oriented campaign with adult male 25+ creators, with the best creatives recut for UA.



Results



4M

VIEWS

Positive

FEEDBACK

UA-ready

CREATIVES

PLATFORM	YouTube	
FORMAT	Dedicated	Integrations
GEO	US	DE

LEVEL INFINITE · ARENA BREAKOUT

A shooter release in the US with a \$25 eCPM

A performance-oriented shooter release in the US — pre-registration through global launch.

[WATCH ON YOUTUBE ↗](#)



Results



\$25

AVG ECPM

Performance

ON YOUTUBE

PLATFORM	YouTube	
FORMAT	Integrations	Social Posts
GEO	US	

MULTIPLE STUDIOS · MULTI · TWITCH

Custom Twitch Campaigns

Develop creative tools — widgets, extensions and overlays — to lift live-stream engagement.



Results

High

STREAM ER

Animated

OVERLAYS

Interactive

TOOLS

PLATFORM	Twitch			
FORMAT	Dedicated Livestream		Chatbot	Overlay
GEO	Asia	Tier 1	MENA	EU

MULTIPLE STUDIOS · MULTI · ESPORTS

eSports Campaigns

Bring eSports fans to the game via athlete partnerships, with end-to-end team management.



Results

High

STREAM ER

Athlete

PARTNERSHIPS

End-to-end

TEAM MGMT

PLATFORM	YouTube	Twitch	X	Meta
FORMAT	Dedicated Livestream		Highlights	Social Posts
GEO	EU			

ZYNGA · STAR WARS HUNTERS

Bounty Hunter heroes brought to life by cosplayers

Showcase the Bounty Hunter heroes through curated, high-fidelity cosplayers.



Results



1.4M+

AGGREGATE FOLLOWERS

3

HERO COSPLAYERS

PLATFORM	YouTube	TikTok	Instagram
FORMAT	Cosplay	Social Posts	
GEO	Tier 1		

TEN SQUARE GAMES · MOBILE · CASUAL

Fishing Clash

A performance campaign to drive new players, with bespoke in-game items timed to creator promos.

[WATCH ON YOUTUBE ↗](#)



Results



0.88%

CVR

PLATFORM	YouTube	
FORMAT	In-Game Event	Dedicated
GEO	US	

GOAT GAMES · TREASURE HUNT — DUNGEON HUNTER 6

A viral geocaching launch with 15 influencers

A new-game launch via viral geocaching — treasure boxes hidden by 15 influencers for fans to find.

[WATCH ON YOUTUBE ↗](#)



Results

15

INFLUENCERS

Viral

GEOCACHING

NDA

METRICS

PLATFORM	YouTube	Instagram	
FORMAT	Integrations	Social Posts	Geocaching
GEO	DE		

PLARIUM · BRANDED GIFT BOXES

Branded unboxing with an AR-card hook

Brand awareness via branded merch and figurine boxes with an AR-card hook — a QR code unlocks a 3D character.



Results



5M

VIEWS

50

RELEASES

AR

UNBOXING HOOK

PLATFORM	YouTube	
FORMAT	Integrations	Unboxing
GEO	Tier 1	

PLARIUM · RAID — KAMUI COSPLAY SPECIAL

A real-life Valkyrie costume that hit 25M+ views

A two-month build of a real-life Barbarian Valkyrie costume by Kamui Cosplay, documented across platforms.

[WATCH ON YOUTUBE ↗](#)



[Results]



25M+

VIEWS

245

PUBLICATIONS

Positive

ROAS

8%

ENGAGEMENT RATE

PLATFORM	YouTube	TikTok	X	Meta	Reddit
FORMAT	Special Project		Social Posts		
GEO	Tier 1				

PLARIUM · OFFLINE — PLARIUM STUDIO VISIT

Eight US creators, three days inside the studio

A studio-visit special: eight US bloggers spent three days behind the scenes at the Plarium studio.

[WATCH ON YOUTUBE ↗](#)



Results



5M

VIEWS

6,2%

ER

3%

CTR

PLATFORM	YouTube
FORMAT	Dedicated
GEO	Europe

PLARIUM · DRAGON EGG HUNT — AR QUEST

An end-to-end AR Easter quest

Awareness, performance and remarketing through a mobile-web AR Easter quest — no app install required.

[WATCH ON YOUTUBE ↗](#)



Results



WEB AR 11%

NO INSTALL

ER

Positive

FEEDBACK

PLATFORM	YouTube	Web AR
FORMAT	Dedicated	AR Quest
GEO	Tier 1	

PLARIUM · RAID — S1MPLE × NAVI

A new hero built around an eSports legend

A NAVI × Raid collab — a new in-game hero built around s1mple, end-to-end from deal to UA video.



Results



-20%

LOWER CPA

eSports

COLLAB

Positive

FEEDBACK

PLATFORM	YouTube	Twitch		
FORMAT	Dedicated	Live Streams	Integrations	UA
GEO	EU	Tier 1		

PLARIUM · RAID — CERBERUSARMS

Motion-capture and a costume replica

An in-game character based on Cerberusarms — built with a motion-capture session and a real-life costume replica.



Results



High

CR

Mocap

SESSION

Real-life

COSTUME

PLATFORM	YouTube	
FORMAT	Dedicated	UA Videos
GEO	EU	Tier 1

UNDISCLOSED · HALLOWEEN SPECIALS

A full Halloween special in one month

An end-to-end Halloween special for an RPG mobile game — idea to payout in a single month, full legal supervision.



Results

1 month

IDEA TO PAYOUT

Full

LEGAL SUPERVISION

NDA

METRICS

PLATFORM	YouTube		
FORMAT	Social Posts	Offline Event	Integrations
GEO	Tier 1		

NEXTERS · HERO WARS — TV COMMERCIAL

A live-action commercial for Hero Wars

A live-action TV commercial bridging the in-game world and real life — live actors and real sets.

[WATCH ON YOUTUBE ↗](#)



[Results]



X4

CR

Live-action

PRODUCTION

PLATFORM	YouTube	UA
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FORMAT	70-sec TV Commercial
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GEO	US	DE	PL
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PLARIUM · RAID — INTERACTIVE PROGRESS BAR

An interactive progress bar that doubled installs

Reduce cost-per-install while scaling the user base through an interactive widget under creator videos that visualised live install growth.

[WATCH ON YOUTUBE ↗](#)



Results



1.5M+

VIEWS

-50%

COST PER INSTALL

X2

INSTALLS



CR BOOST

PLATFORM YouTube

FORMAT Widget UA Integration

GEO Tier 1

PLARIUM · RAID — OUTSIDE THE BOX

Sculptures, 3D and battles — way outside the box

Treat influencer partnerships as collaborative creative projects — sculpture, 3D art and game-fidelity battle scenes beyond the standard integration.

[WATCH ON YOUTUBE ↗](#)



Results



Custom

SCULPTURES

3D

ART CROSSOVERS

Battle

REENACTMENTS

Positive

RESPONSE

PLATFORM	YouTube		
FORMAT	Sculpture	3D Art	Custom Creative
GEO	Tier 1		

PLARIUM · RAID — MUSICAL INTEGRATION

A multi-genre music collab for Raid

A multi-genre music collaboration — several music creators blending distinct styles into one unified song and video for the game.

[WATCH ON YOUTUBE ↗](#)



Results



Custom

Original

SONG

MUSIC VIDEO

Multi-genre

COLLAB

PLATFORM	YouTube	
FORMAT	Music Video	Multi-Creator Collab
GEO	Tier 1	

PLAYSTUDIOS MOBILE · SOCIAL CASINO

Tier-1 social casino launch for PlayStudios

A performance campaign in Tier-1 regions, with content repurposed for user acquisition.



Results



\$30

AVG CPM

UA-ready

CONTENT

PLATFORM	YouTube	Instagram
FORMAT	Integrations	IG Stories
GEO	Tier 1	

PRODUCT MADNESS · LIGHTNING LINK & CASHMAN CASINO

Social casino without the negativity

A performance campaign on a new market without the usual casino-ad negativity — male-leaning Entertainment, Music and Auto creators.



Results

7M+

VIEWS

7%

ER

Lower

CPM

PLATFORM	YouTube	
FORMAT	Integrations	IP Rights for UA
GEO	Tier 1	

SCATTER SLOTS · SCATTER SLOTS

Testing non-gaming verticals

Reach a Female 25+ audience by testing non-gaming creator verticals — Crime, Food, Gossip and Music.



Results

500K+

VIEWS

35%

AVG CR

\$56

AVG CPM

PLATFORM	YouTube
FORMAT	Integrations
GEO	Multi-region

MPL · MPL — SOCIAL CASINO PLATFORM

Building awareness for a new platform

Build awareness and smoothly introduce a new social-casino platform to the US — each creator got a personalised brief.



Results

8%+

ER

Over

PERFORMANCE

Personalised

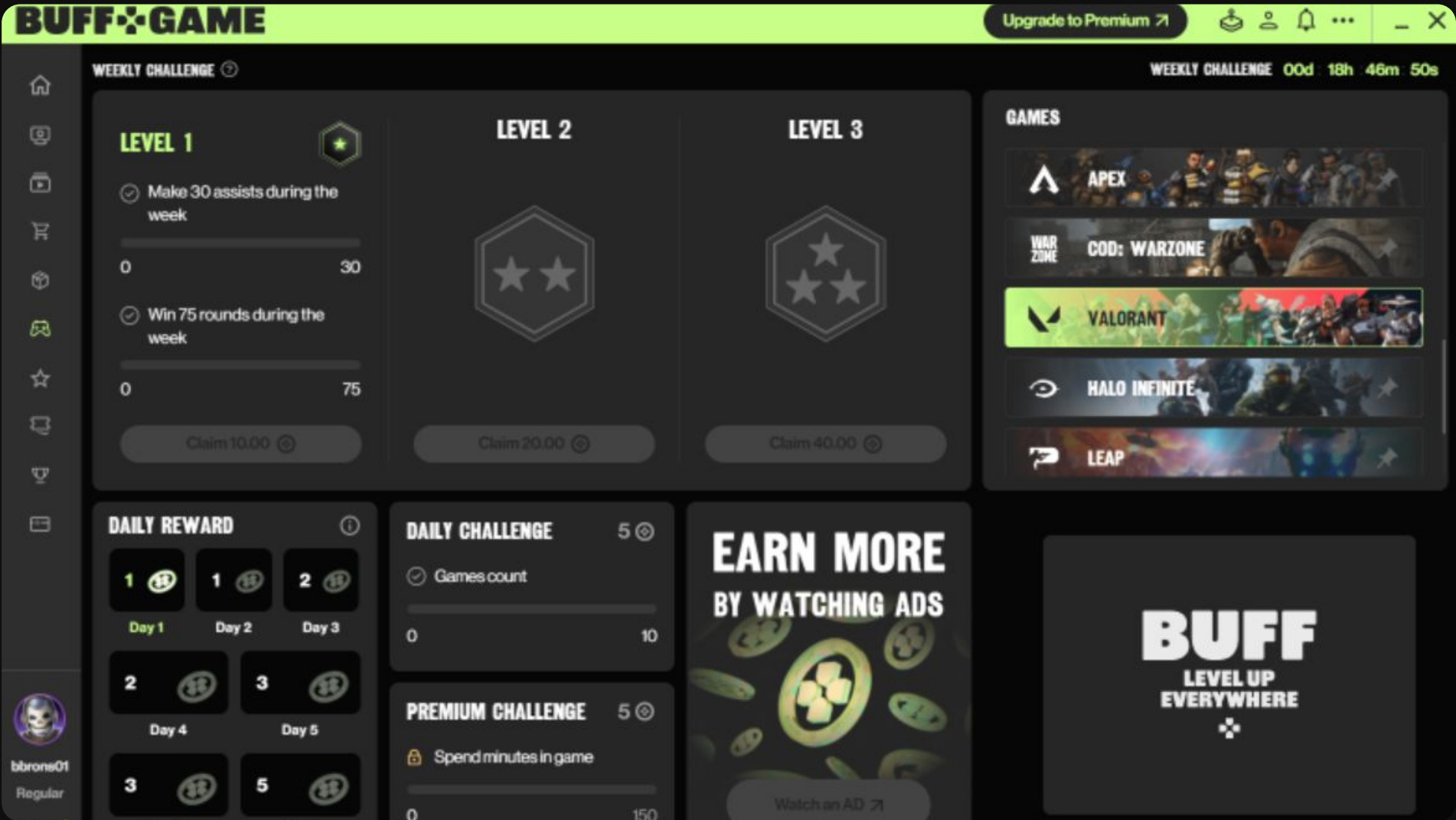
BRIEFS

PLATFORM	YouTube
FORMAT	Integrations
GEO	US

BUFF.GAME · BUFF — LOYALTY PROGRAM

Play your favourite game and earn

A performance-driven campaign for a play-and-earn rewards app — creators ran Buff in the background while playing.



Results



11M+

VIEWS

6%

ER

Higher

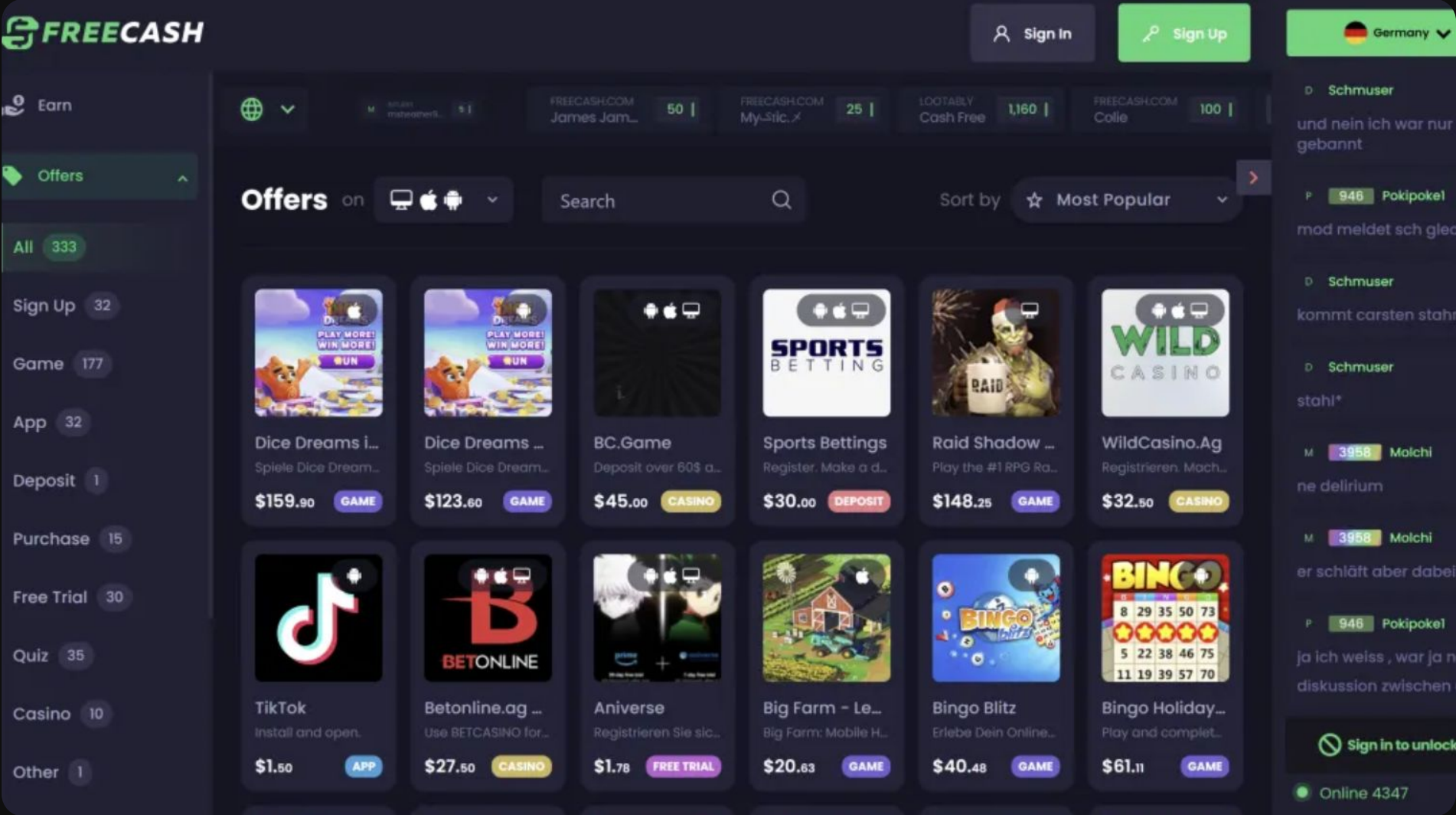
CTR

PLATFORM	YouTube
FORMAT	Integrations
GEO	Multi-region

FREECASH · FREECASH — REWARDS APP

A rewards app with positive ROI in under 30 days

Reach a female audience and prove the platform is legit while keeping CPM low — True Crime, Commentary and Reactions creators.



Results



900K+

VIEWS

\$28

CPM

<30 days

TO POSITIVE ROI

PLATFORM
YouTube

FORMAT
Integrations

GEO
Tier 1

Let's win the game

[Start a Project ↗](#)

HOW WE HELP ↘

Support across the whole game lifecycle.

01

Pre-launch

Beta-testing with streamers, exclusive creator events, PR and organic buzz before day one.

02

Launch

Influencers and ambassadors, media ads, brand experience, giveaways, widgets and extensions – the whole launch wave.

03

Scaling

Analytics and reporting, optimization, influencer and performance scaling, in-game events, highlights and news breaks.