

## BRIEF

**CLIENT:** MY.GAMES  
**GAME:** LEFT TO SURVIVE  
**RELATIONSHIP:** SINCE 2019

Gamebassadors maximized My.GAMES' ROI with acquiring high quality players for Left to Survive.

**OTHER CAMPAIGNS:** War Robots, Rush Royale, Global City, Tacticool, Conqueror's Blade

## CAMPAIGN OBJECTIVES

- Acquiring active players worldwide for Left to Survive.
- Spending marketing budgets in an efficient way to maximize ROI for MY.GAMES.
- A/B testing creatives and new ad formats using various channels, including media buyers, native portals and direct gaming websites.



## STRATEGY



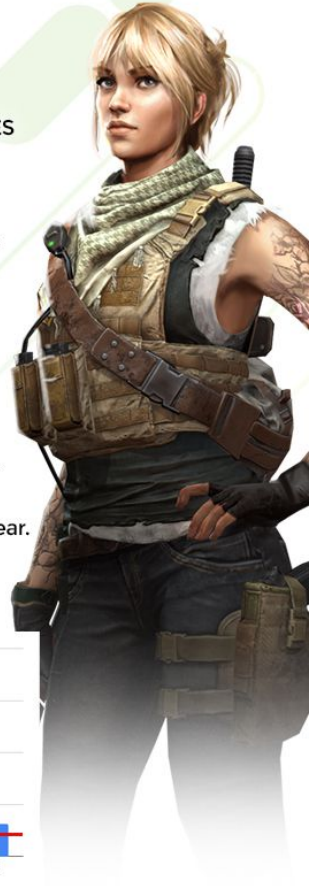
Evaluation of performance, constantly optimizing with real-time data monitoring.



Fine-tuning campaign delivery tactics in alignment with MY.GAMES to continuously increase campaign performance - optimising audience reach, and media collaterals.



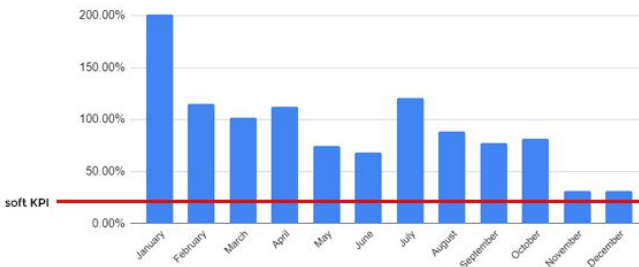
Gamebassadors Internal Media Buying team has been responsible for 80% of all newly generated players. Real-time optimisations, in terms of creatives, targeting and campaign messaging tactics to provide client with best possible ROI.



## RESULTS

We brought in **31K NEW USERS** for Left to Survive in 2022.  
**40K PAYMENTS** were made in-game.  
180 day predicted ROI **INCREASED BY +40%** by the end of the year.

ROI Total % in 30 days



*Gamebassadors is high qualified team. Their experience and good quality traffic helped us to greatly increase our customer base and drive growth on PC platform for our project Left to Survive.*

Viktoria Kurilenko | User Acquisition Manager



## ABOUT GAMEBASSADORS

Gamebassadors is a high-performance marketing agency that leverages a variety of channels such as influencers, media buying and affiliation, in order to spread awareness of brands and acquire users for online games.

