

LEFT TO SURVIVE



CAMPAIGN PERIOD:
2019 TO PRESENT
DAY



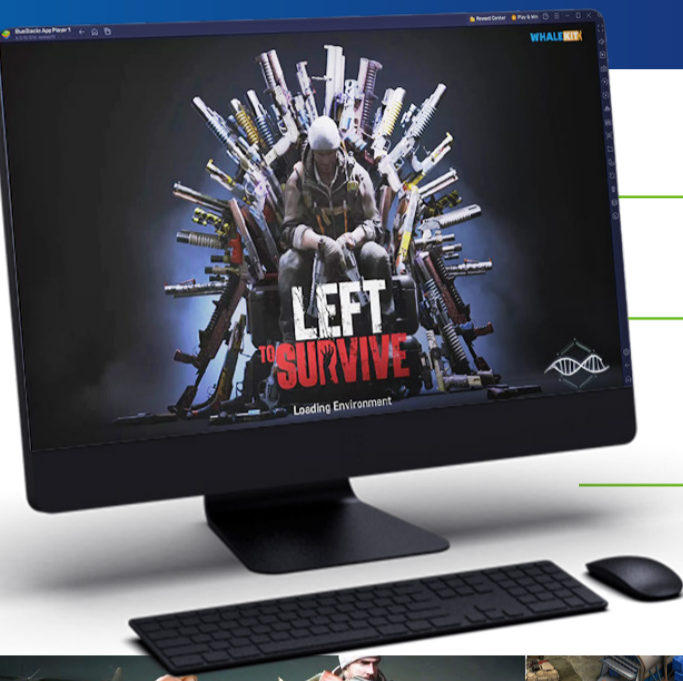
CAMPAIGN MODEL:
COST PER PLAYING
PLAYER (CPP)



CAMPAIGN FLOW:
REGISTRATION >
DOWNLOAD



CAMPAIGN GOAL:
ACQUISITION OF
ACTIVE PLAYERS



KPIS:

PAYING PLAYERS (ROI)

TERRITORIES:

WORLDWIDE

OTHER GAMES PROMOTED:

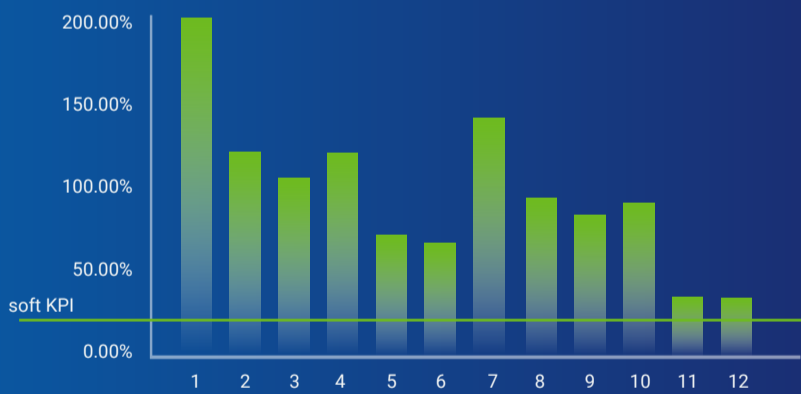
WAR ROBOTS, RUSH ROYALE, GLOBAL CITY, TACTICOOOL, CONQUEROR'S BLADE

CHANNELS:

DISPLAY, VIDEO & NATIVE - WEBSITES & INTERNAL AND EXTERNAL MEDIA BUYERS



ROI TOTAL % IN MONTHS



ACHIEVEMENTS:

1. 35.000 PLUS NEW ACTIVE PLAYERS FOR LEFT TO SURVIVE IN 2022
2. OVER 40.000 PAYMENTS WERE MADE IN-GAME
3. 180-DAY PREDICTED ROI INCREASED BY +/- 180% BY END OF THE YEAR

STRATEGY



Continuously enhance campaign and affiliate performance through daily evaluations and optimizations, leveraging real-time data access for dynamic improvements.



Optimize campaign performance with MY.GAMES through daily tactical adjustments, comprehensive feedback on A/B testing, and strategic input on landing pages to achieve maximum results.



Gamebassadors Internal Media Buying teams have achieved an 80% contribution to newly acquired players. This success is attributed to the implementation of real-time optimizations in services, targeting strategies, and campaign messaging tactics, maximizing return on investment for the client.



Gamebassadors stands out as a team of exceptional qualifications. Leveraging their extensive experience and the provision of top-notch traffic, they have played a major role in expanding our customer base and fostering substantial growth on the PC platform for our project, Left to Survive.

Viktoria Kurilenko, User Aquisition Manager

