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# GAMEBASSADORS, ADVERTISING ROCKSTARS

We're a leading digital marketing agency and CPA network, specialised in the gaming industry.

Offering strong advertising knowledge with **20+ years of experience** in the scene, we're connecting your games with high-quality gamers worldwide.



We are very pleased with the outstanding performance of Gamebassadors, making them our top-performing partner in the channel. What sets them apart is their prompt and thoughtful response to our requests. It's impressive how they consistently address our needs with efficiency and consideration. I would confidently rate their service between 8 and 9 on a scale of 10.

**JOANNE JIANG - THE FUNPLUS TEAM**



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 - MY.GAMES**



# YOU WANT US AS AMBASSADORS FOR YOUR GAMES

We build a fair environment for advertisers, creating a transparent space, where we deliver exceptional performance and maximizes ROI while enhancing the gaming experience for users.

## SERVICES WE PROVIDE

-  Inhouse Media Buying
-  External Network Partnerships
-  Influencer Marketing
-  Owned Gaming Portals
-  Unique Traffic Sources
-  Creative Services
-  Technical Customer Support





# GLOBAL MARKET TIERS

## STRATEGIC REACH, LOCAL EXPERTISE

We operate in key regions worldwide to maximize the performance of your campaigns. Our deep insights into European North American and Asian markets give us a competitive edge, while our global infrastructure ensures unmatched connectivity and execution across all regions.



-  **Tier A – Primary focus markets**  
High-performing regions with strong infrastructure and consumer engagement.
-  **Tier B – Growth & opportunity markets**  
Rapidly expanding markets with significant campaign potential.
-  **Tier C – Emerging markets**  
Developing regions with growing digital adoption and future potential.






# INHOUSE MEDIA BUYING POWER







**FULL CONTROL. FULL SPEED.  
FULL TRANSPARENCY.**

Our expert in-house team runs and optimizes performance-driven campaigns 24/7 across all major platforms, including Meta, Google, native networks, and Pop traffic.

## MEDIA BUYING NUMBERS IN 2024

-  180% historic ROI
-  300.000+ players acquired
-  60+ games promoted

## OUR CAPABILITIES

-  **Transparent source:** clear metrics, no hidden data or surprises.
-  **Control and speed:** on demand campaign launches and adjustments.
-  **Precise optimization:** no wasted spend with data-driven insights.
-  **A/B testing:** campaigns with top-performing creatives.
-  **Fast adaptation:** instant reaction to market and audience shifts.
-  **Scalable growth:** converting campaigns without losing control.





# INFLUENCERS & GAMING COMMUNITIES

Engage with over 1,000 gaming influencers who consistently drive high engagement. Our platform offers seamless integration of influencer-generated content, directly driving user acquisition.

1. Intake
2. Media plan
3. Influencer deal marketing
4. Campaign flight coordination
5. Reporting & campaign evaluation

## INFLUENCER MARKETING



**Integration:** 60-90 sec. Pre-roll, Mid-roll, Post-roll on Youtube.



**Dedicated videos:** Let's play, review and first look videos.



**Stream:** 1-3+ hours long Twitch, Youtube streams, Play-together events.



**Social media shoutouts:** Facebook, Instagram posts to support the campaigns.



# DISCOVER OUR NETWORK CAPABILITIES

With over 500 external partners, we ensure global reach, maintaining quality assurance and preventing fraud across all traffic sources. Our skilled technical support team helps you with onboarding and a seamless integration. We offer high-end account management to make your campaigns resonate with your target audience.



## OUR NETWORK NUMBERS IN 2024

 **33.000.000+**  
Ad engagements

 **510.000+**  
new users acquired

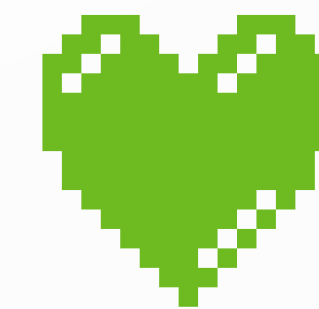
 **250+**  
Active campaigns



# YOU GET **MAXIMUM CONTROL**

Our digital media buying capabilities integrated with precise targeting and cutting-edge technologies make sure **your games reach the best target audiences possible.**

## MEDIA BUYING CAPABILITIES



**35-50%**

D1 Retention Rate



**5,000,000**

Players acquired

## FRAUD PREVENTION



### Traffic source scanning

Credit checks, references, and past performance analysis



### Real time monitoring

Review of ad placements, IP filters, and encoded security hashes



### Pre-approved sources

Only trusted, top-performing sources allowed



### Fraud filtering

Detection of suspicious user patterns and behaviors



# TRAFFIC CHANNELS AND MODELS

We tailor the perfect advertising options for your games in various channels, using different traffic models for maximum reach and result.

## Traffic models



CPM



CPA



CPC



CPI



CPL



CPE

## Traffic channels



Display



SEO



Video



Steam



Websites



Social



Native



Incentive



# USER ACQUISITION & RETENTION

## FUNPLUS

### Challenge

Improve Day 3 ROI and player retention.

### Achievements

Largest revenue and traffic partner worldwide, delivered hundreds of thousands of new players within one year.

### Results

Overall ROI: 180%, Highest volume traffic partner.

*\*Source: Internal campaign data (2024)*

## GAMES

- 🎮 Sea of Conquest
- 🎮 State of Survival
- 🎮 Guns of Glory
- 🎮 King of Avalon
- 🎮 DC Dark Legion
- 🎮 Stormshot: Isle of Adventure

## CHANNELS

- 🎮 Internal media buying
- 🎮 Influencer
- 🎮 Owned sites





# SCALING WITH CONSISTENCY

## MY.GAMES

### Challenge

Increase installs for the game and reach above 100% ROI with predicted within 180 days.

### Solution

Consistent messaging and creative optimization across all channels.

### Results

25% increase in installs.

*\*Source: Internal campaign data (2024)*

## GAMES

- 🎮 War Robots
- 🎮 Rush Royale
- 🎮 Global City
- 🎮 Tacticool
- 🎮 Conqueror's Blade
- 🎮 Left to Survive

## CHANNELS

- 🎮 Internal media buying
- 🎮 Influencer
- 🎮 Owned sites





# SELECTION OF OUR PARTNERS





# LET'S GROW YOUR GAME TOGETHER!

## MEET THE TEAM:

*[sales@gamebassadors.net](mailto:sales@gamebassadors.net)*

*Ready to schedule a call or answer your questions!*



**MARK LUIJKS,**  
DIRECTOR OF ADVERTISER  
PARTNERSHIPS



**COCO CHEN,**  
DIRECTOR OF BUSINESS  
DEVELOPMENT



**ANNA JEROFEJEV,**  
SENIOR ADVERTISER  
MANAGER



**BENCE BOR,**  
ADVERTISER MANAGER

