



FRAGPUNK'S IMPACT ON LAUNCH

HOW GAMEBASSADORS ENGINEERED A RECORD- BREAKING STRATEGY

NETEASE, WHAT'S TO KNOW

NetEase is a leading global game publisher behind hits like **Marvel Rivals**, **Identity V**, **Naraka: Bladepoint**, and now **Fragpunk**. Known for high-quality, innovative games, they engage millions of players worldwide.

THE CHALLENGE

NetEase asked Gamebassadors to launch Fragpunk across PC, Xbox, and PlayStation—fast. **The goal:** build a high-intent global player base and set up data infrastructure to track behavior, sign-ups, and revenue while refining audience and channel strategy.

OUR STRATEGY

Gamebassadors deployed a high-caliber, data-driven launch strategy—combining advanced behavioral analytics, precision creative testing, and cross-channel excellence to position Fragpunk for global success. Players were acquired across North America, Europe, LATAM and Asia, with tailored messaging for each region.

“Gamebassadors brought a level of strategic clarity and execution that exceeded our expectations. Their technical know-how, creative testing process, and global perspective made them an invaluable partner for Fragpunk’s launch. What stood out most was how fast they adapted to our needs and delivered real results in record time.”

SHAWN,
NETEASE GAMES ACCOUNT MANAGER

KEY COMPONENTS:

Audience Development & Channel Testing: A/B tests across Meta, Pop and Push, YouTube, Twitch, TikTok, and console ad networks revealed which channels and creatives resonated best by region and demographic.

Cross-Platform Promotion: Campaigns were tailored per platform—PC, Xbox, and PlayStation—with assets dynamically adapted for a seamless user experience.

Data Infrastructure Support: Gamebassadors worked closely with NetEase’s internal teams to integrate player tracking, optimize Steam funnels, and set up real-time performance dashboards.

Creative Optimization: Iterative testing across trailers, influencer clips, and static creatives helped identify top-performing formats by platform and region.

Within two months, Fragpunk attracted a high-quality global player base, with strong monetization and early engagement across all key markets.