



GAMEBASSADORS

FUNPLUS

FUNPLUS REVENUE SURGES

HOW GAMEBASSADORS GENERATED 211% ROI FOR STATE OF SURVIVAL

FUNPLUS, WHAT'S TO KNOW

FunPlus, a Switzerland-based global mobile game developer with hubs in China and Singapore, delivers top strategy titles like **State of Survival**, **King of Avalon**, **Sea of Conquest**, **DC Dark Legion**, and **Stormshot**, entertaining worldwide audiences with immersive, high-quality gaming.

THE CHALLENGE

FunPlus sought to scale active, returning, and paying players for its leading titles. We had to expand global player bases while meeting strict KPIs, with emphasis on Day 3 ROI to ensure sustainable performance.

OUR STRATEGY

As a high-performing partner since 2022, Gamebassadors executed a high-performance user acquisition strategy, driving an effective mix of internal media resources and selected external partners. We focused on the North American and European markets, particularly the United States and Germany to generate top-performing user segments to this day.

120K+
Purchases
in 2 years

300K+
High-value new
players

25%
Day-1 Retention

211% ROI

2022 - 2023

110%+ ROI

2023 - 2025



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

KEY COMPONENTS:

Extensive A/B testing: Besides native ad format and Meta, localised direct websites contributed to higher conversion rates and stronger retention metrics.

In-game behavioral signals: ROI improvements were closely tied to timely optimization around in-game events and user behavior to inform targeting.

Unique Traffic: Sources with strong retention and monetization played a key role in reaching players who enjoy and support the game in the long run.

Localized video assets and dynamic ad placements: Localized creatives significantly enhanced engagement in non-English-speaking markets, and they played a key role in engaging regional audiences.