



# Playio

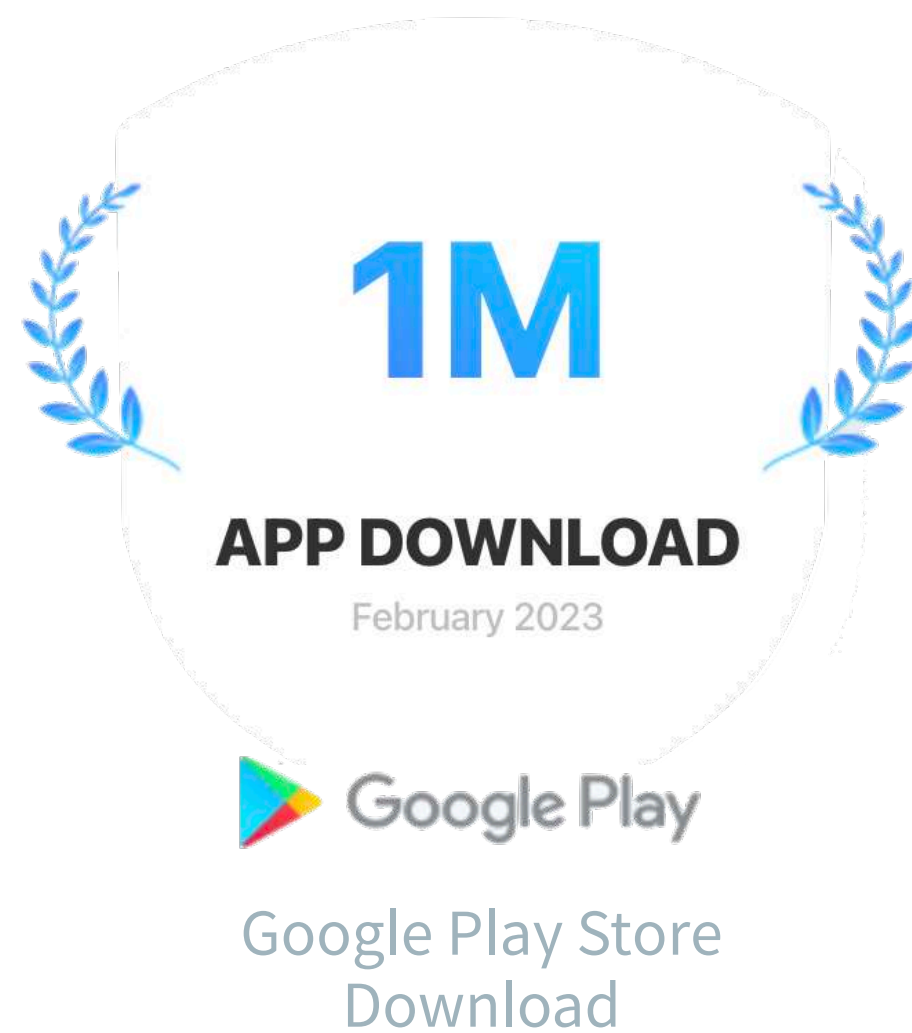
Best Value for Gamers

2023.05



# About Playio

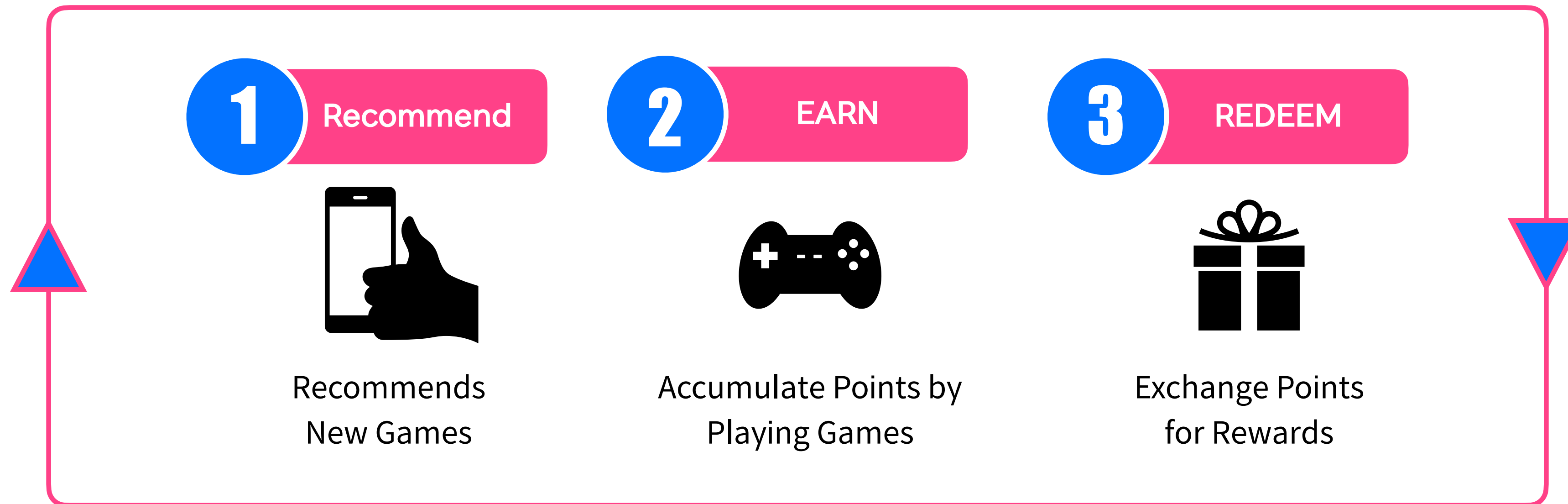
## #1 Playtime Reward Platform in Korea

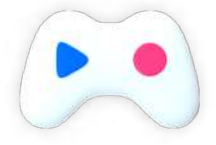


## Playio Introduction

Playio is an Android OS Game Platform  
**which rewards gamers based on playtime and activity.**

Playio's unique action-based reward system  
boosts Retention Rate and ROAS for each game.





## Playio Introduction

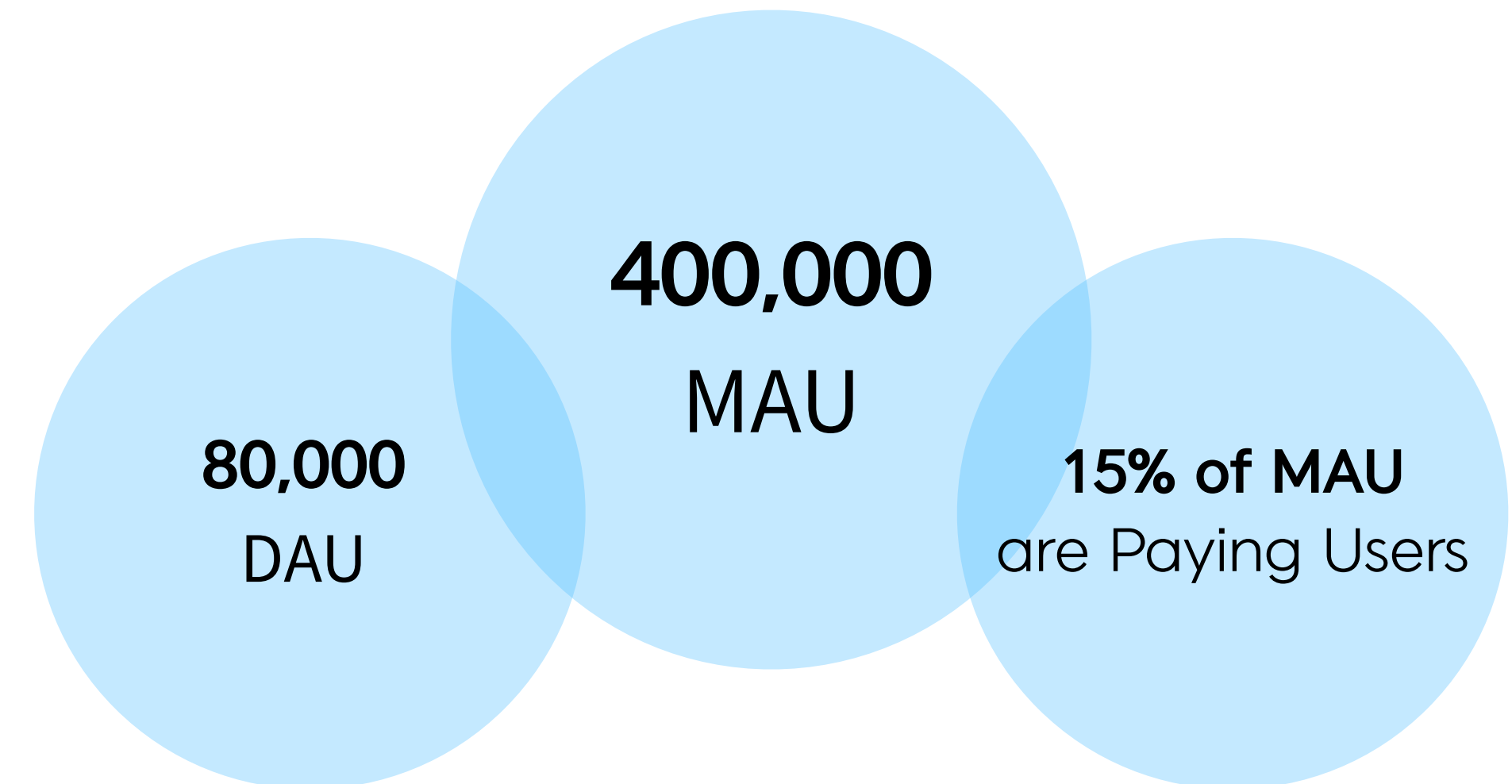
Korea's player base composes of **55% Male users** and **45% Female users**.

**Playio is also comprised of diverse age groups.**

### By Gender



### By Age Group



## Playio Introduction

From pre-registration, to launch, and growth,  
**Playio provides a unique marketing solution.**

We are collaborating with over 100 domestic and international partners and have also entered the US market, initiating a global expansion.

### Pre-reg Campaign



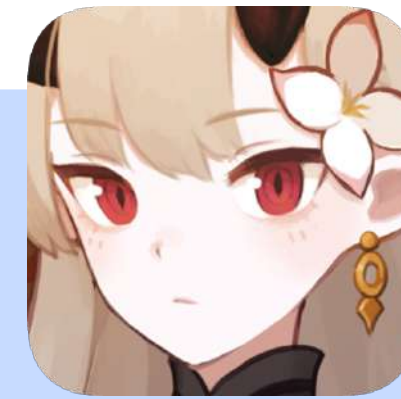
- 20,000 Pre-registrations
- 20% Install CVR

### KR Campaign



- ROAS 175%
- D1 Retention 65%
- D7 Retention 50%

### CBT Campaign



- 91% Survey Response
- D1 Retention 57%

### US Campaign



- ROAS 250%
- D1 Retention 52%
- D7 Retention 41%



# Play Quest

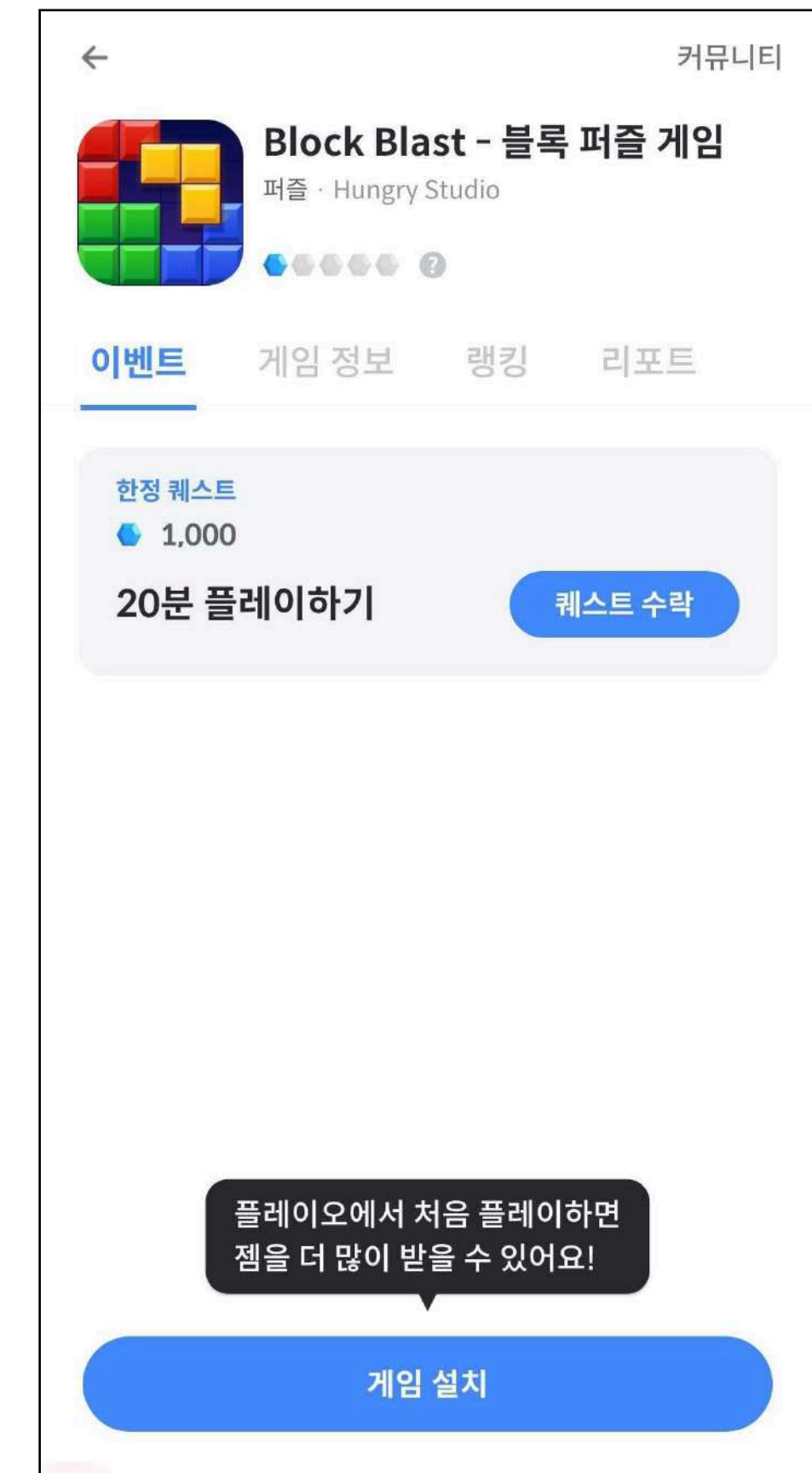
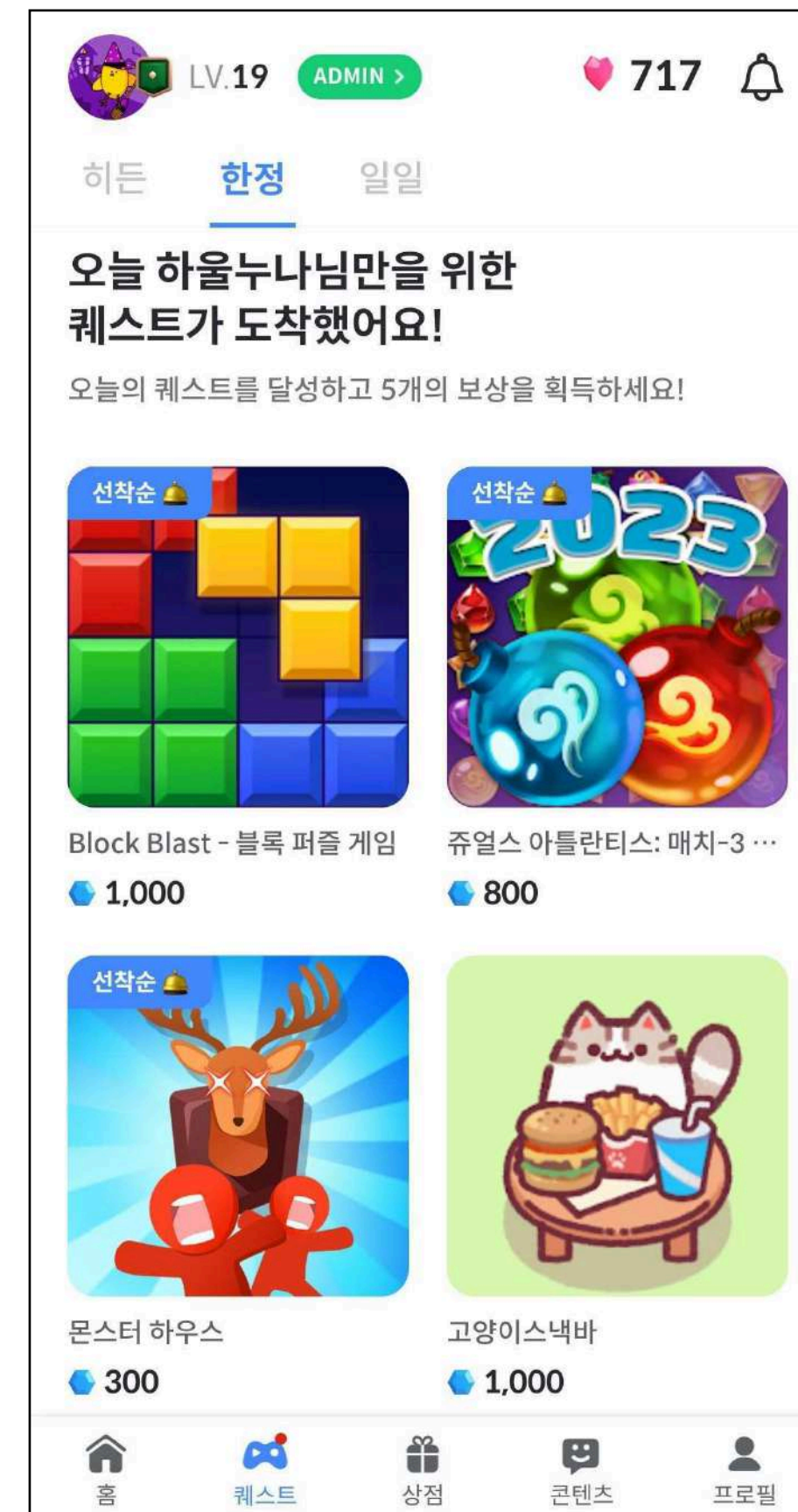
Users who reach the daily playtime milestone in the game are rewarded.

## [How it works]

- Rewards are given when specific game playtime requirements are met.
- Users can participate once a day. Participation frequency helps improve retention.

## [Expected Results]

- Increase in Retention and Engagemen



# Hidden Quest

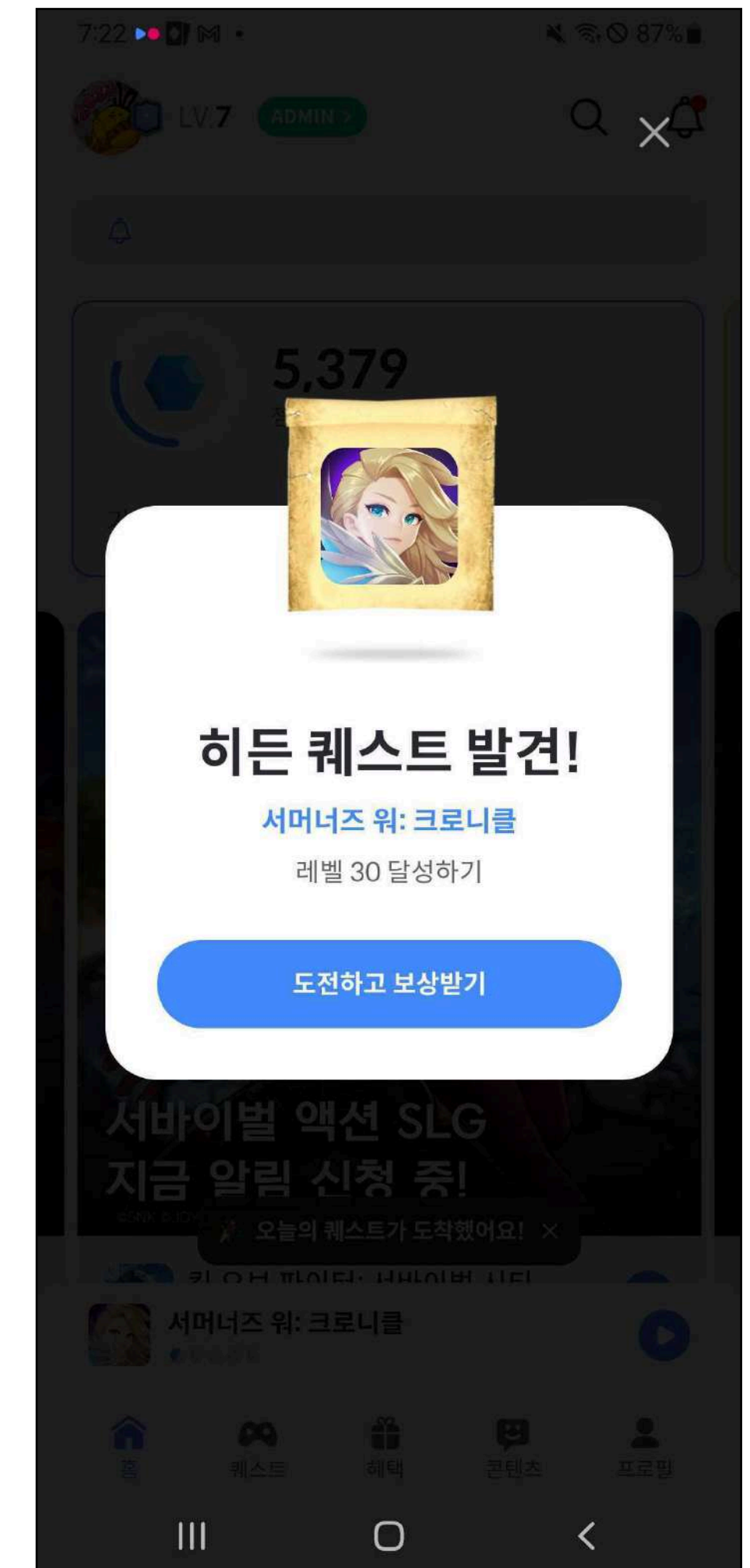
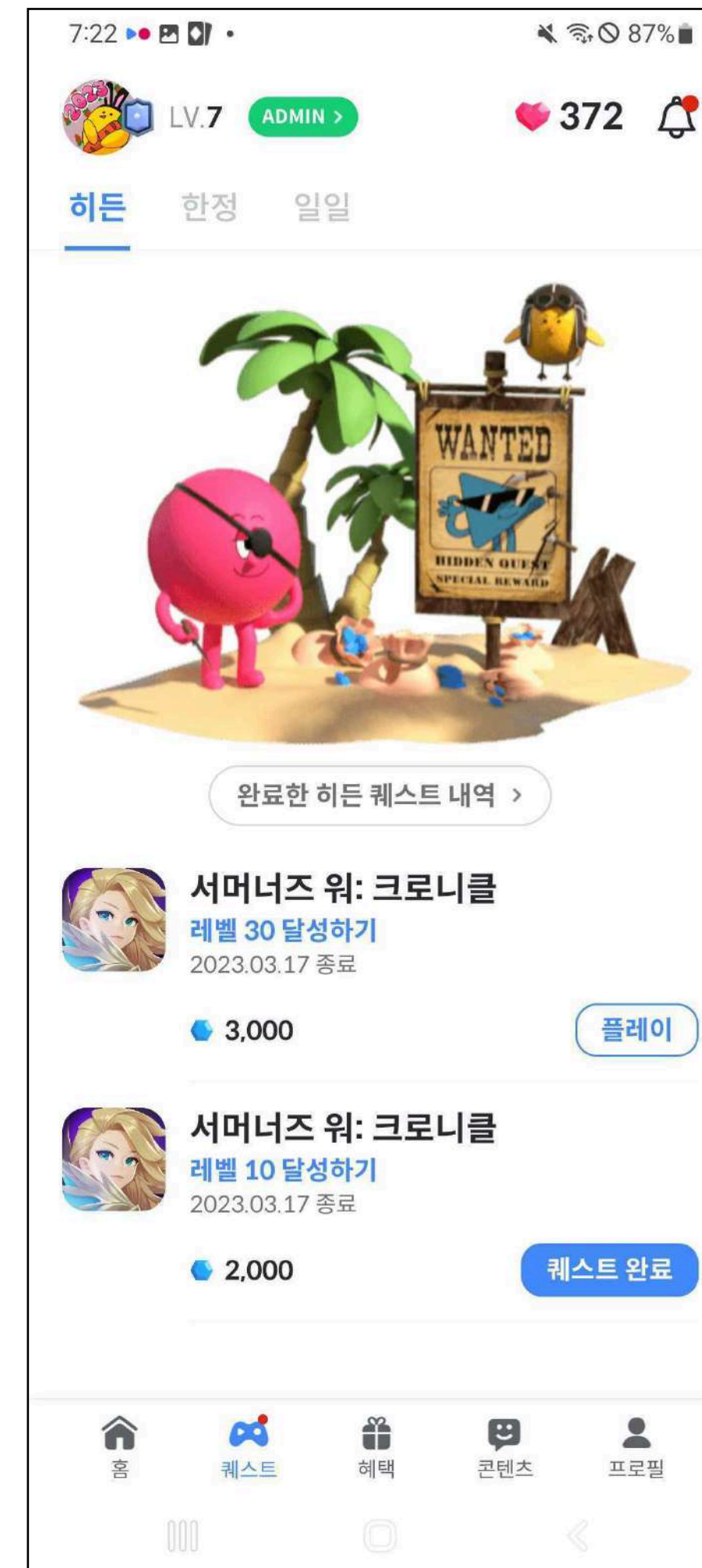
Hidden Quests are additional quests that pop up to users when they meet in-game postback event requirements.

## [How it works]

- In-game postback events are utilized for Hidden Quests
- Rewards are granted once the user completes the in-game postback event.

## [Expected Results]

- Boost CVR of in-app events within the game
- Motivates users to make in-app purchases





# Coupon System

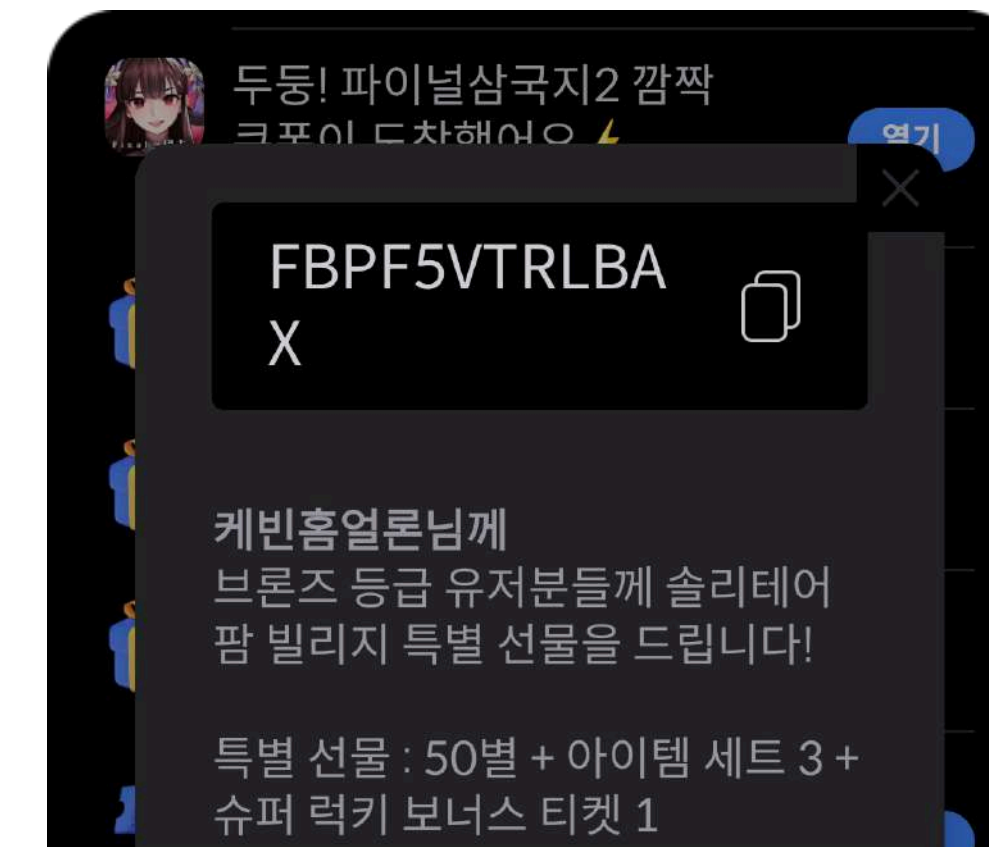
Playio provides a feature where users can directly use coupons by copying the coupon code and using the play button.

## [How it works]

- Sell Coupons in our Store
- Coupon Reward Event. Coupons are rewarded when certain playtime requirements are met.

## [Expected Results]

- Coupons sold in our Store
  - ➔ improvement in playtime, login frequency, and retention
- Coupon Reward Event ➔ increase playtime



### 라그나로크 오리진 2주년



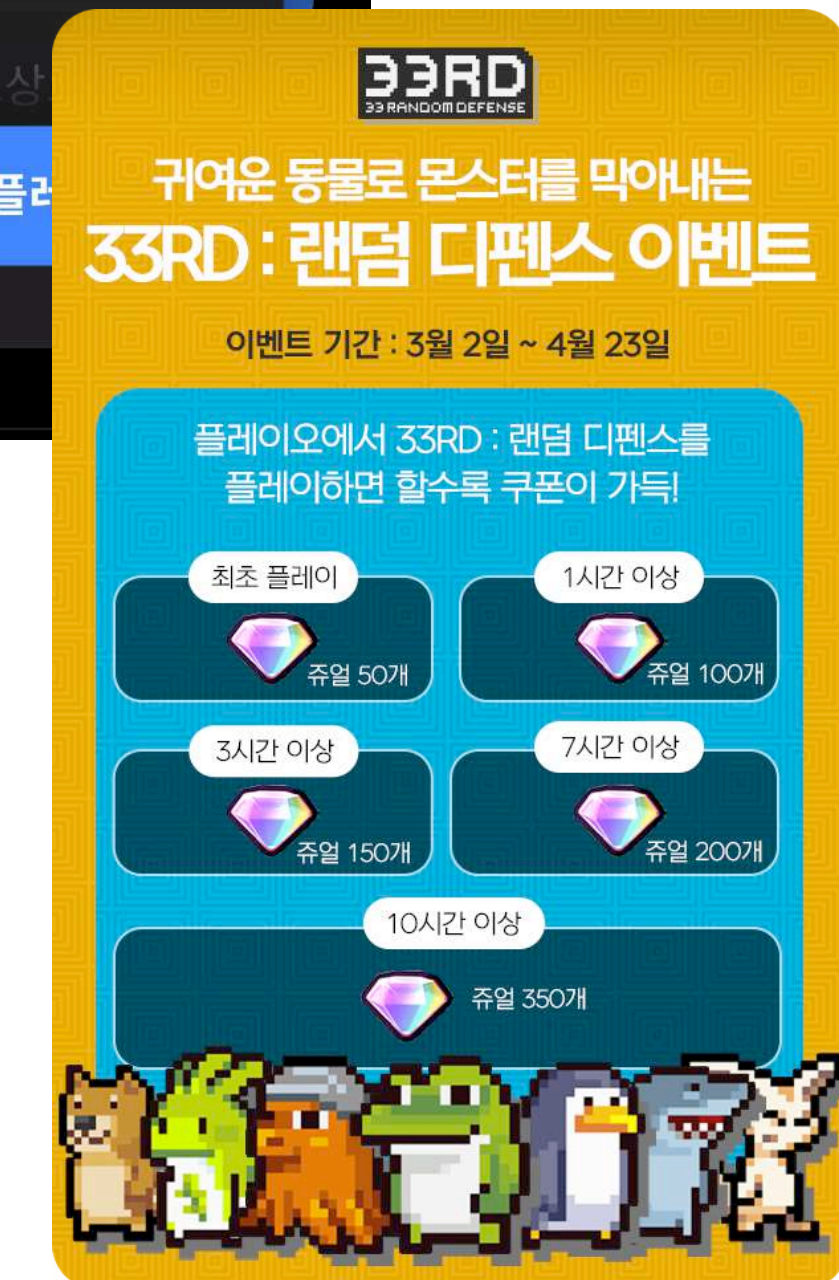
2주년 스페셜 패키지  
50,000 500



2주년 고급 패키지  
30,000 300

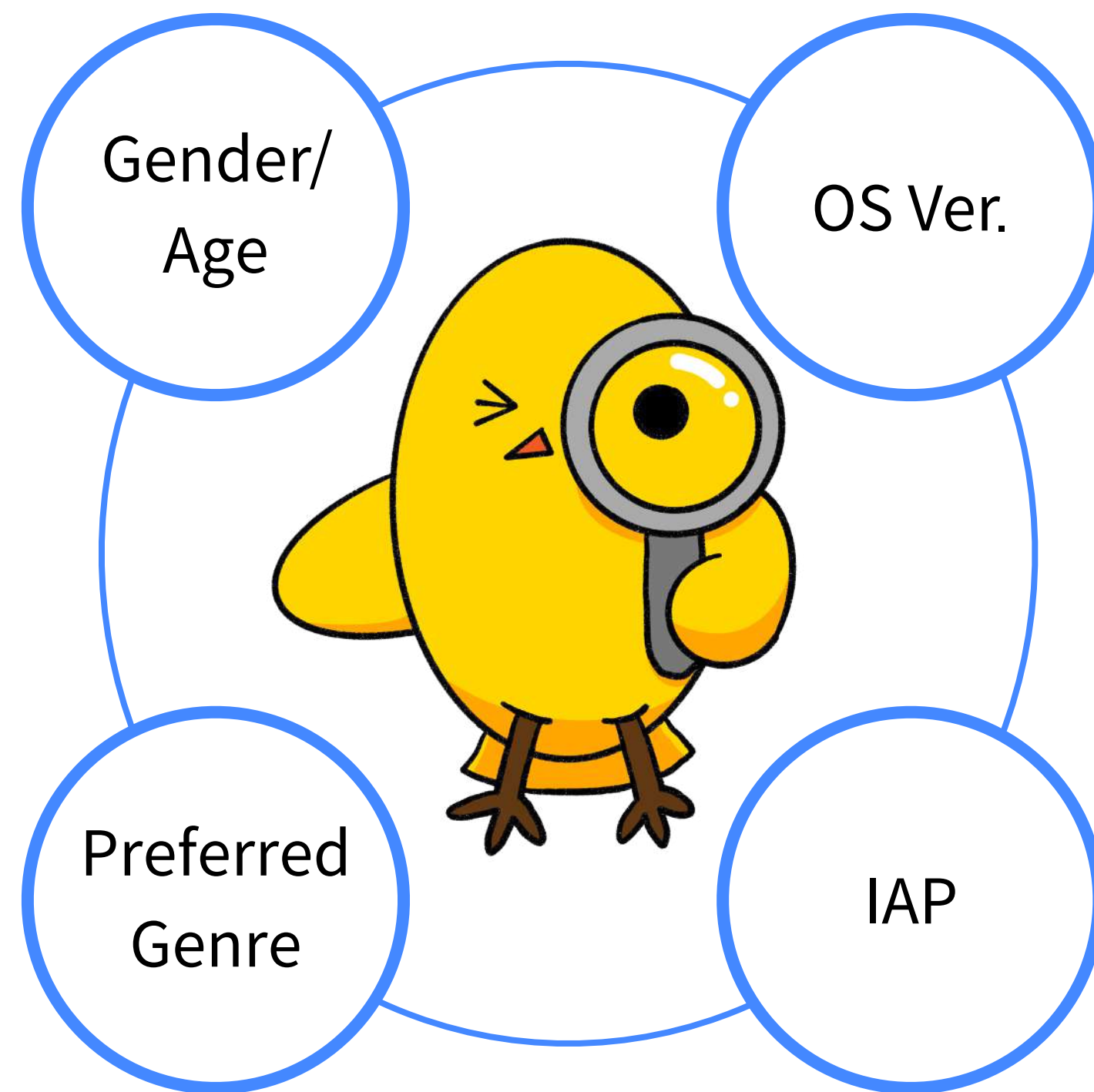


2주년 일반 패키지





# Precise User Targeting



We can identify the exact gamers you want by utilizing over 1 million users' data on more than 2,000 games.

Playio enables in-depth targeting not only based on basic demographics such as age, gender, and OS version but also on preferences such as favorite genres and spending habits.

# Campaign Optimized for KPI

## Basic

### Game Information

- ✓ Game Title
- ✓ Download Size (Full)
- ✓ Google Play Store Info
  - Package Name (ex: com.gna.playio)
  - Genre in Google (Ex: RPG)
- ✓ Core Content
  - Key keywords and content
  - Competitive titles and unique content
- ✓ Update Info
  - Launch Date
  - Recent Update Schedule and Content
- ✓ IAA / IAP Rate

## Step-up

### Additional Game Info

- ✓ Data based on region
  - Number of downloads
  - DAU
- ✓ User target by region
  - Age
  - Gender
- ✓ Redeem Code Info
  - Ability to distribute coupons
  - Availability of coupon packages for Playio
- ✓ Conv Data for loyal/paying users
  - Achievement-required content
  - Minimum Playtime

## Premium

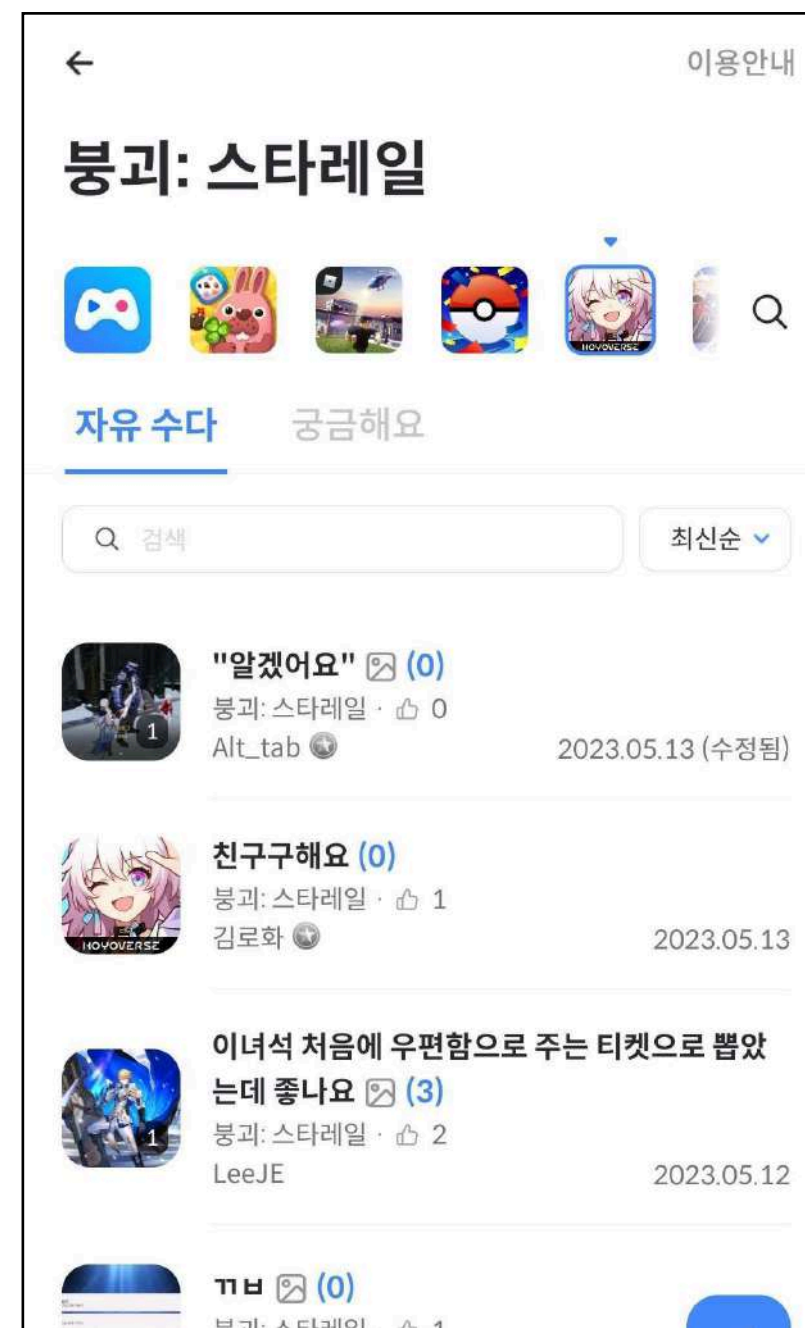
### Detailed Campaign Info

- ✓ Campaign KPI
  - Brand Awareness
  - ROAS (D1, D7, D14, D30) %
  - Retention (D1, D7, D14, D30) %
  - Play Time
  - Play Frequency
  - Install Volume
  - Maintaining DAU
- ✓ Additional Info.
  - MMP Information
  - Character utilization guide etc.

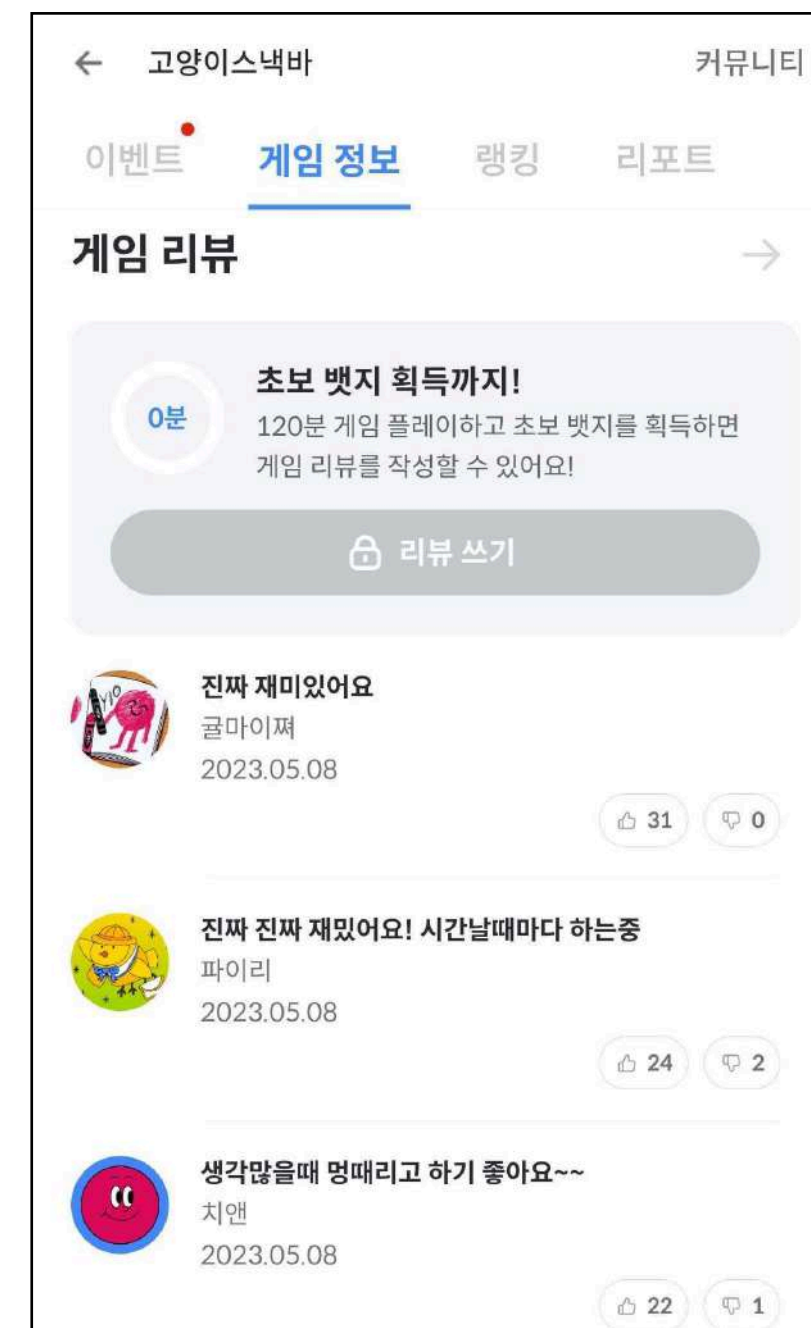
# Benefits we offer

We now offer more partner benefits on Playio.  
Experience Playio with our new and improved free partnership perks.

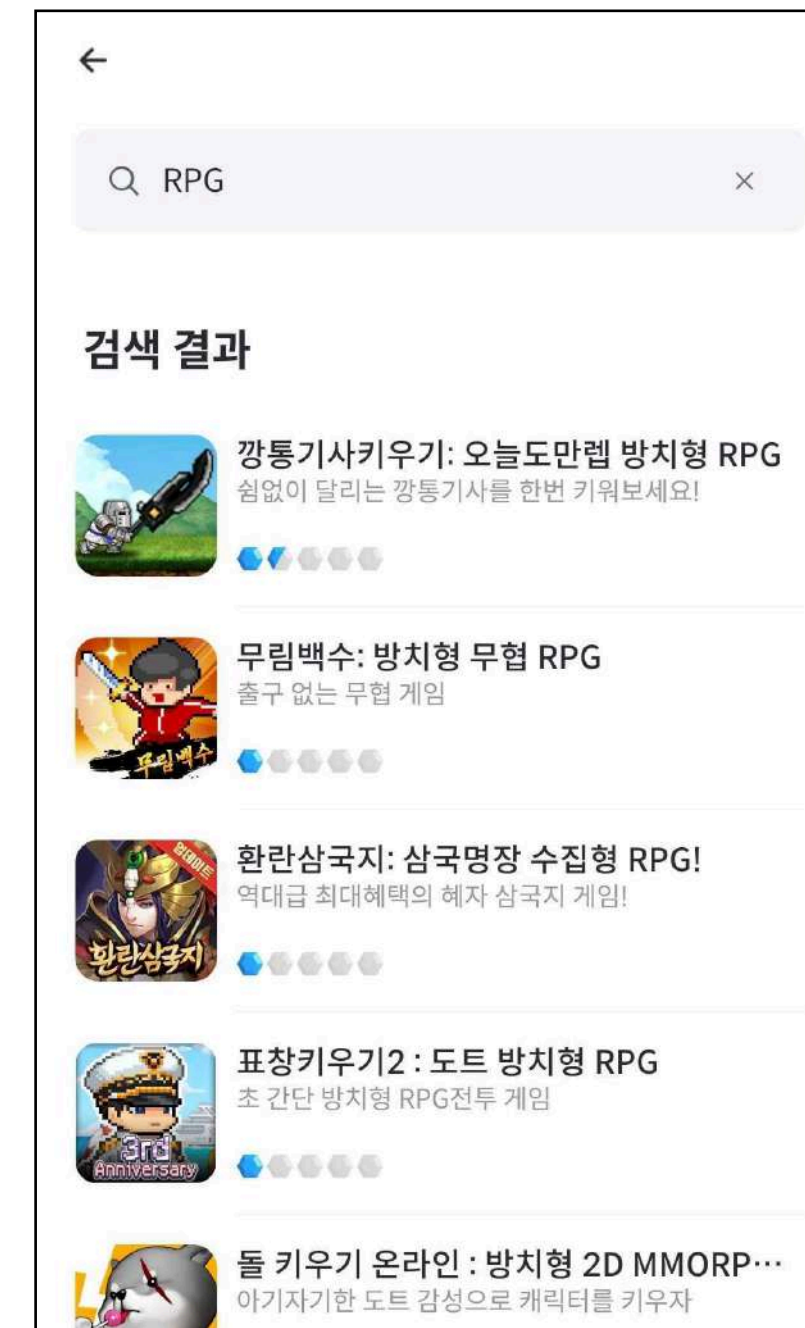
## Game Community



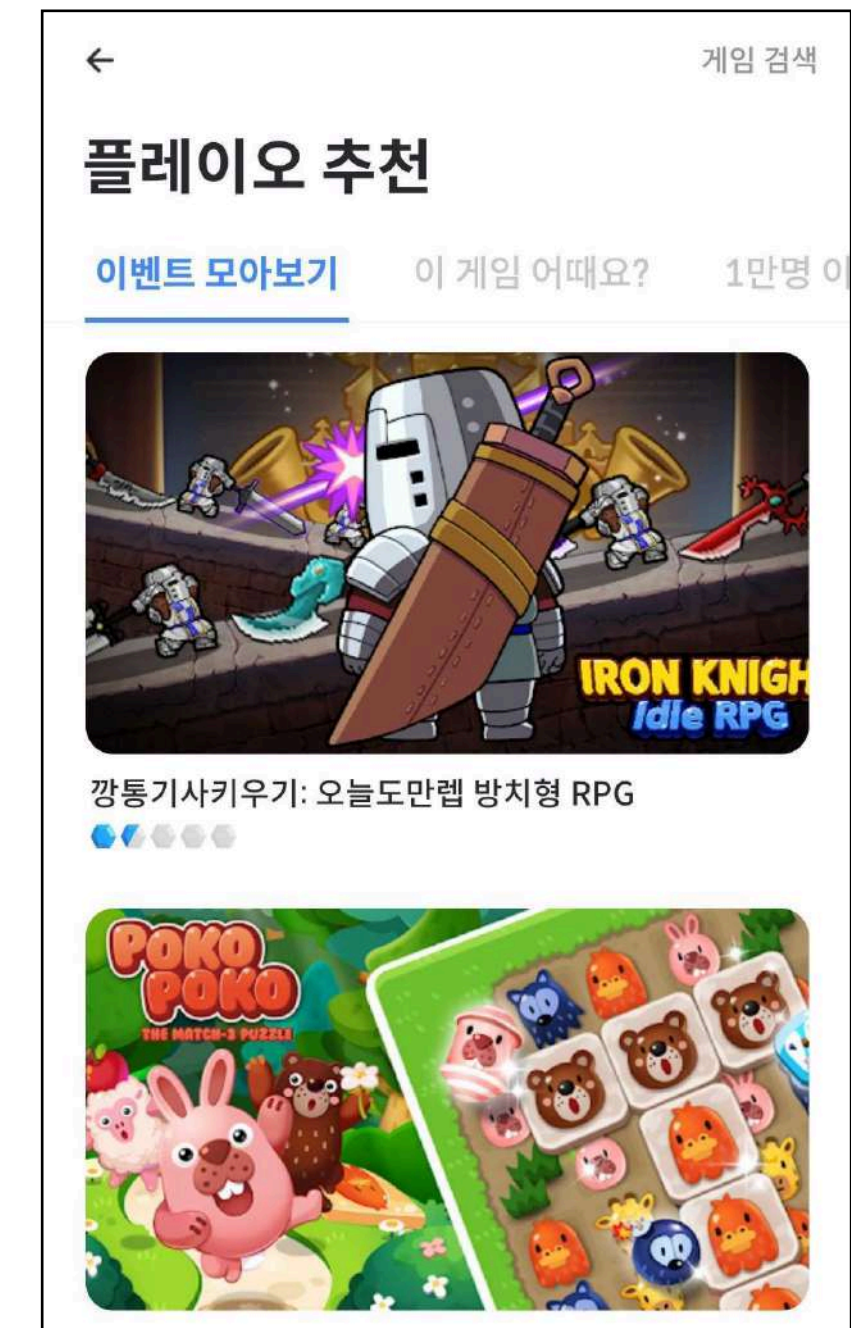
## Exclusive Game Page



## Exposure in Playio Search Results



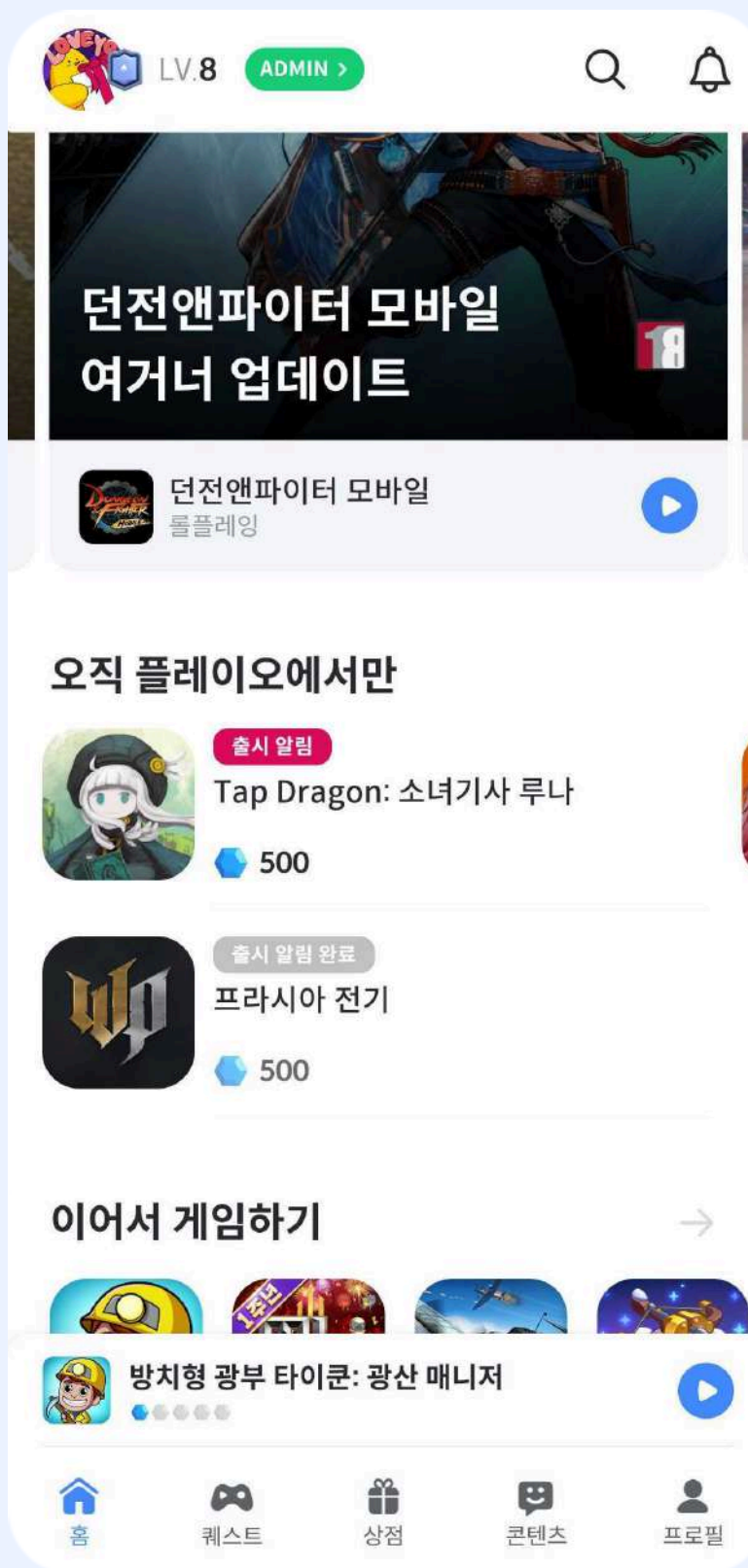
## Featured placement in Playio Recommendations






# Playio Pre-registration

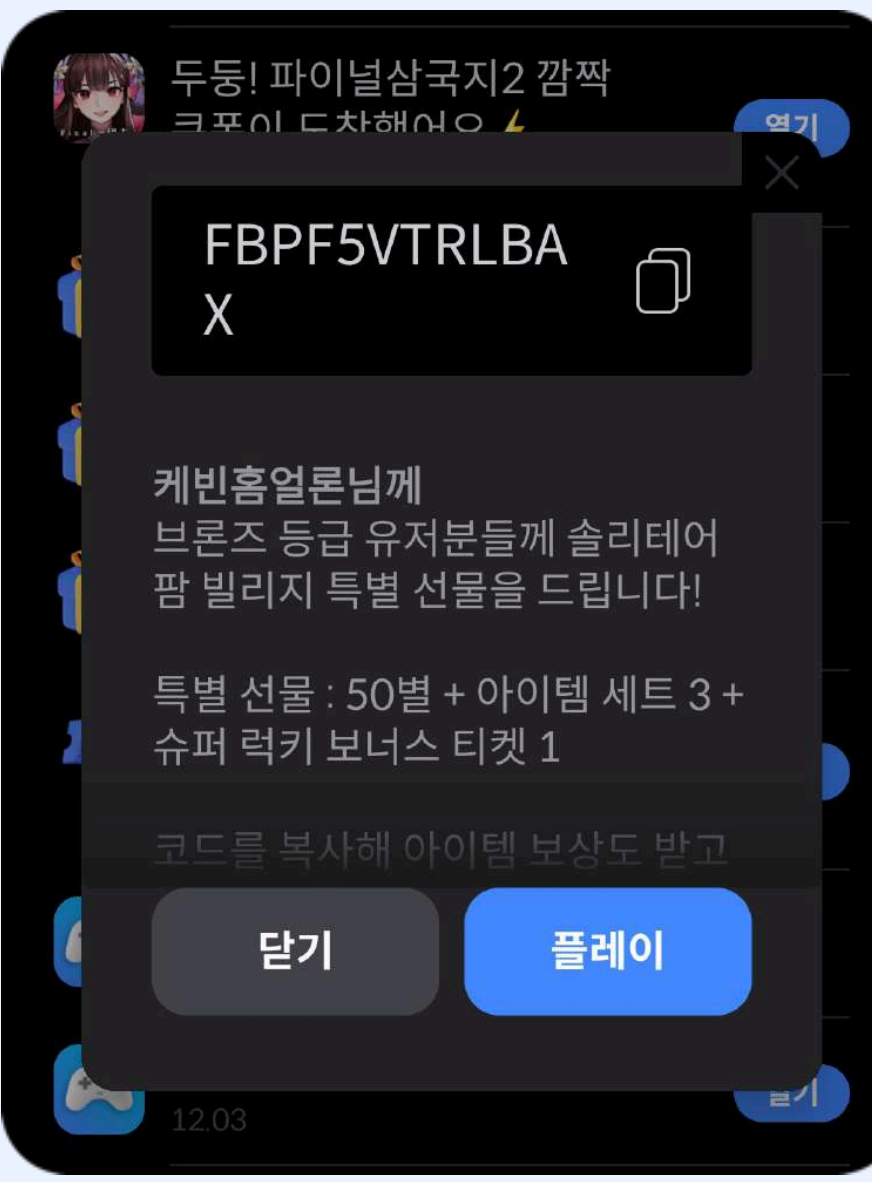
### Promote Pre-registration Event



### Inform Pre-registration Rewards



### Distribute your Pre-registration Coupon(s)



## Package Details

Pre-register

CPI

## Package Perks

- Playio dashboard access
- Pre-registration coupon + push notification
- Operate customized Game Event(s)
- Promote on Playio's social media
- Customize everything else based on your needs

## Expected Results

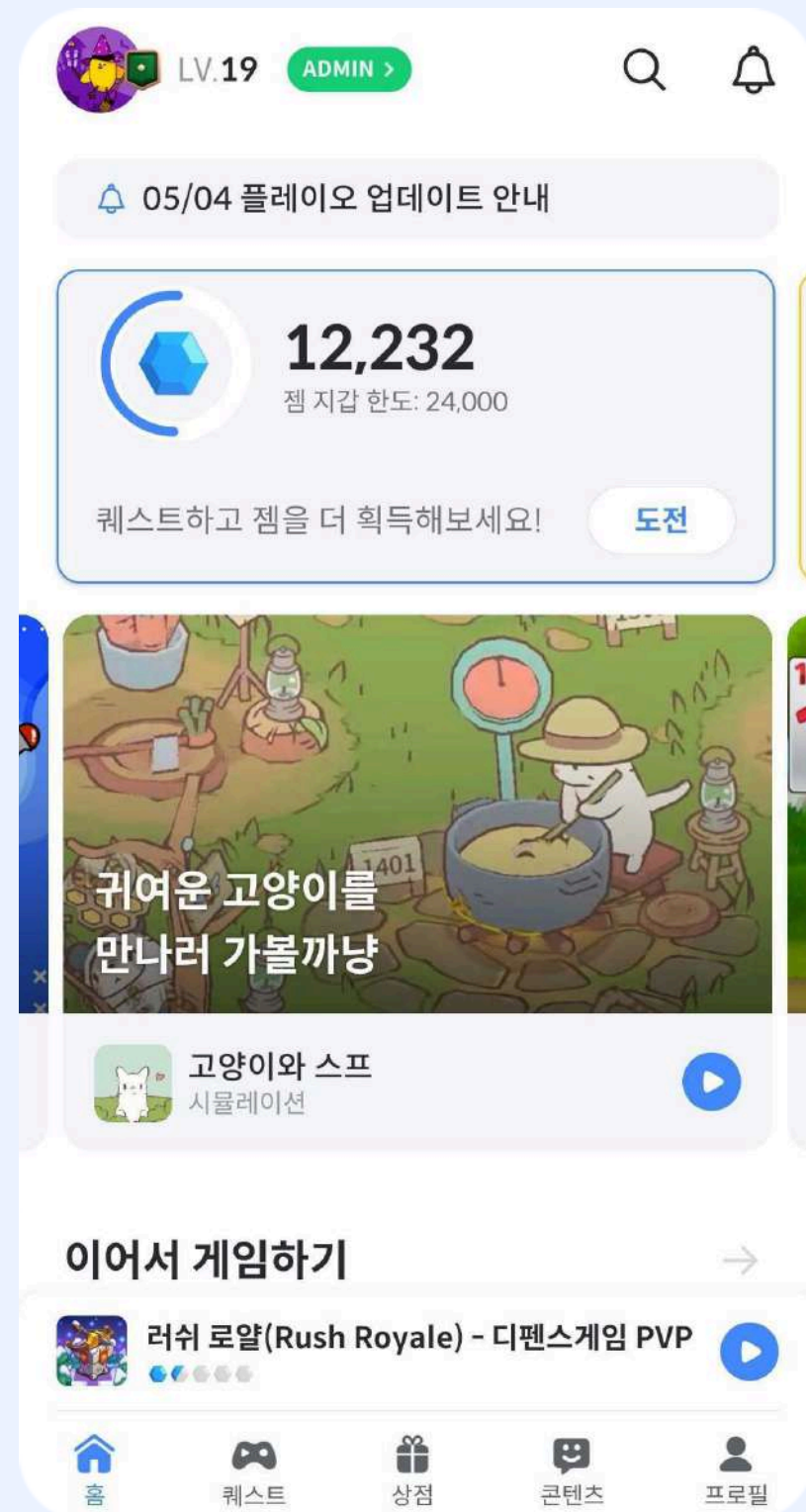
#above 20% Pre-registration Install CVR

\* Exposure of the product may vary depending on your budget.

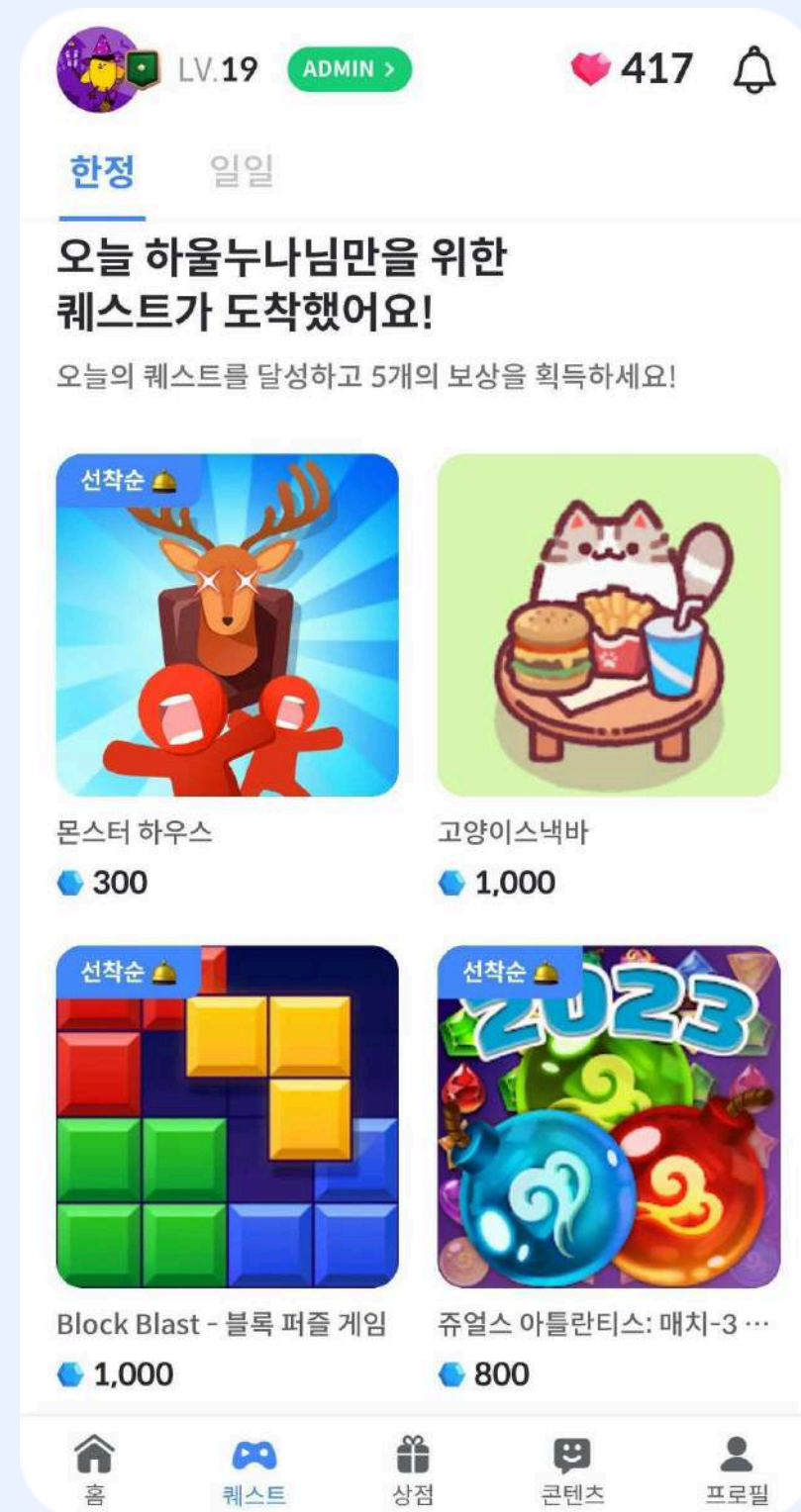


# Playio CPI

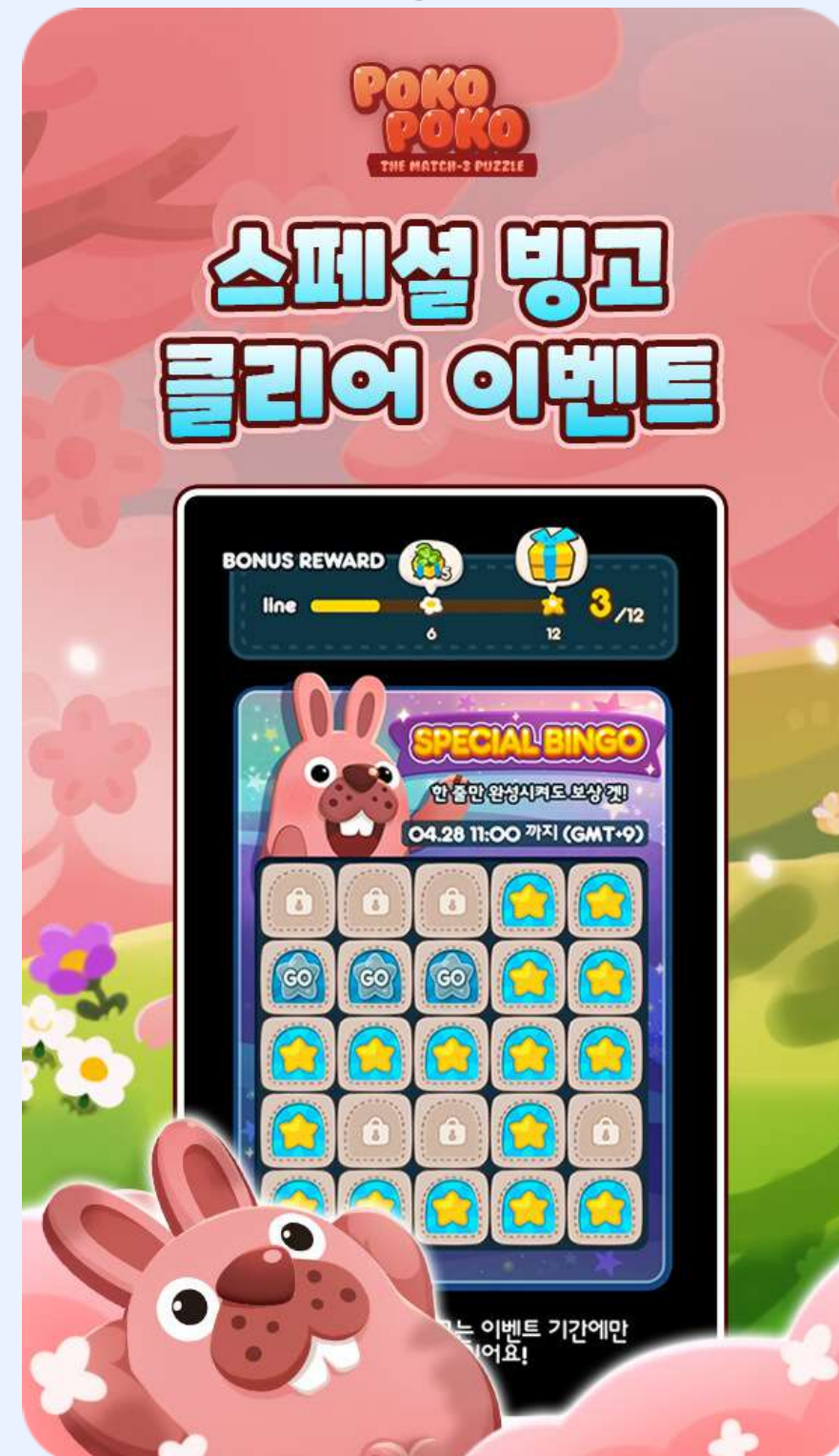
## Banner Promotion



## Daily Play Quest



## Event Management



## Package Details

CPI

## Package Perks

- Playio dashboard access
- Push notifications
- Customized Game Event(s)
- Promote on Playio's social media
- Customize everything else based on your needs

## Expected Results

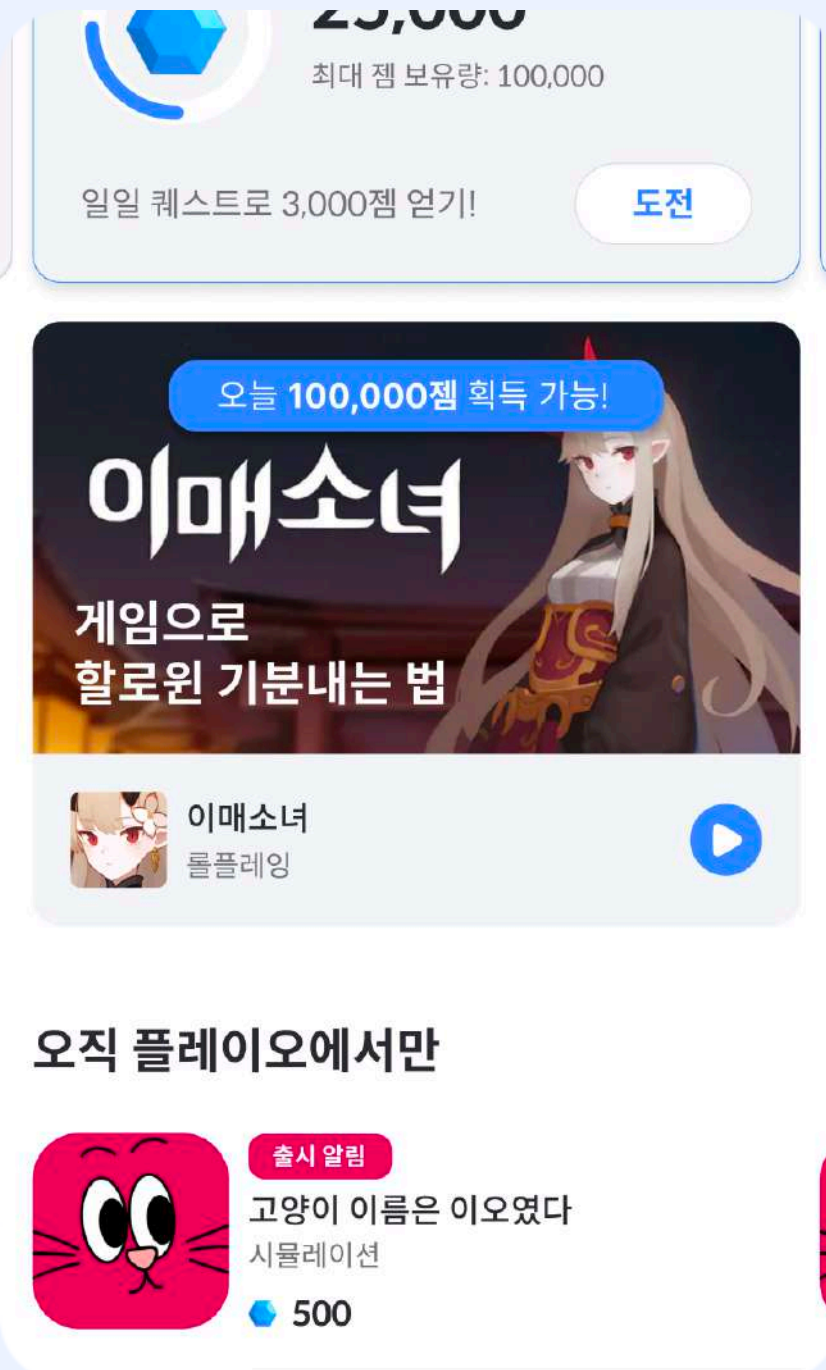
Duration	Install
2 Weeks	10,000+ Installs
4 Weeks	20,000+ Installs

\* Exposure of the product may vary depending on your budget.



# User Participation Test(CBT/FGT)

## Banner Promotion



25,000  
최대 점 보유량: 100,000

일일 퀘스트로 3,000점 얻기! [도전](#)

오늘 100,000점 획득 가능!

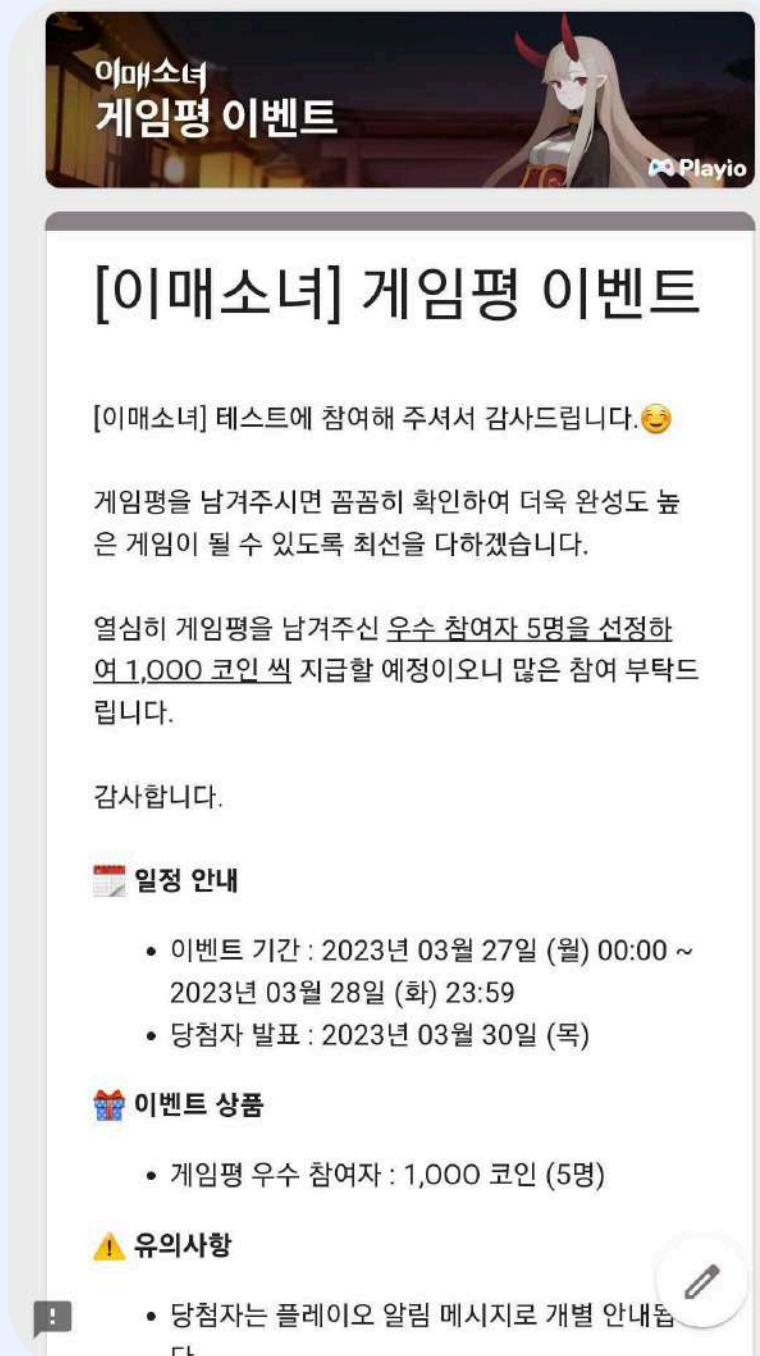
**이매소녀**  
게임으로  
할로윈 기분내는 법

이매소녀  
롤플레이

오직 플레이오에서만

**출시 알림**  
고양이 이름은 이오였다  
시뮬레이션  
500

## Survey Support



이매소녀  
게임평 이벤트

[이매소녀] 게임평 이벤트

[이매소녀] 테스트에 참여해 주셔서 감사드립니다. 😊

게임평을 남겨주시면 꼼꼼히 확인하여 더욱 완성도 높은 게임이 될 수 있도록 최선을 다하겠습니다.

열심히 게임평을 남겨주신 우수 참여자 5명을 선정하여 1,000 코인씩 지급할 예정이오니 많은 참여 부탁드립니다.

감사합니다.

**일정 안내**

- 이벤트 기간 : 2023년 03월 27일 (월) 00:00 ~ 2023년 03월 28일 (화) 23:59
- 당첨자 발표 : 2023년 03월 30일 (목)

**이벤트 상품**

- 게임평 우수 참여자 : 1,000 코인 (5명)

**유의사항**

- 당첨자는 플레이오 알림 메시지로 개별 안내합니다.

## Event Management



이매소녀

사전 테스터 전용

한정 임무 클리어하고  
**300코인 받자!**

[사전 테스터 전용] (20/20)  
9d 23h

이벤트 시작

## Package

CBT

## Package Detail

- Playio Dashboard access
- Target testers based on age, gender, and preferred game genres.
- Support Survey with a high response rate
- Customize everything else based on your needs

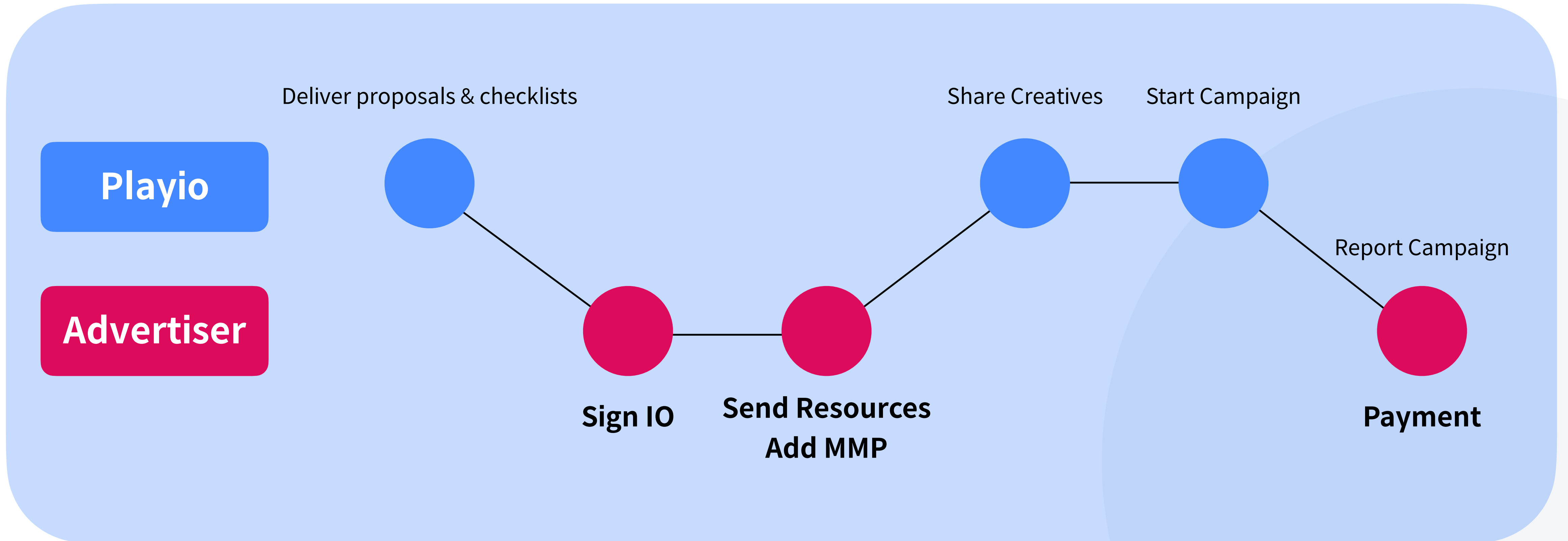


## No SDK or API Integration

Start marketing instantly and easily



[\\*Click to view Marketing Guide](#)

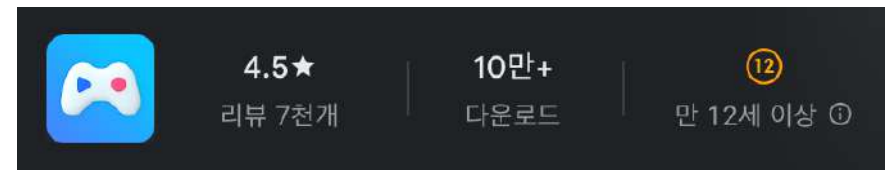
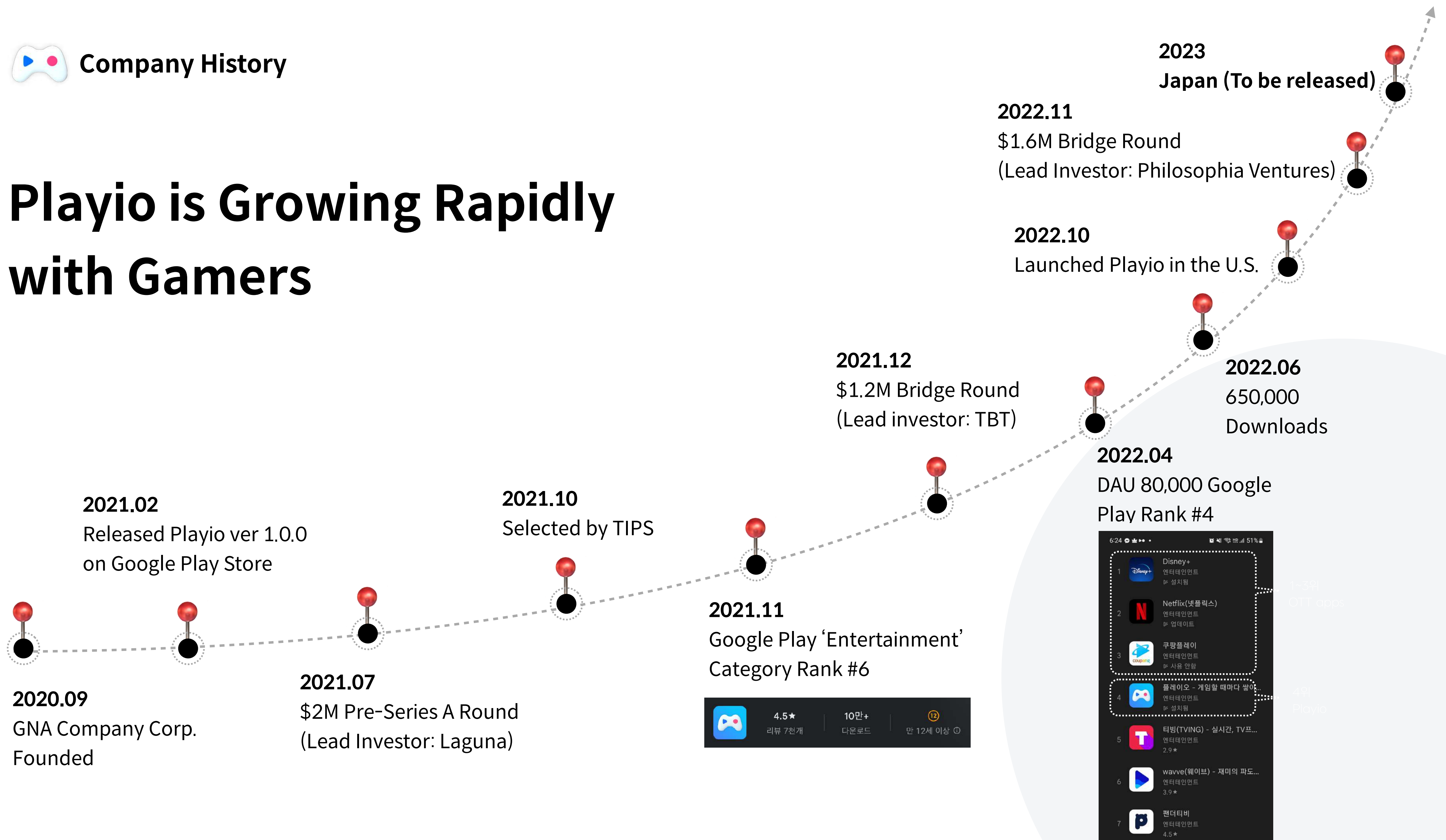


# Our Partners

Playio is partnered with  
over 100 domestic and international companies.



# Playio is Growing Rapidly with Gamers



1-3위  
OTT apps

4위  
Playio





 **Playio**  
**Thank You**

Email us with any inquiries [playio@gna.company](mailto:playio@gna.company)

