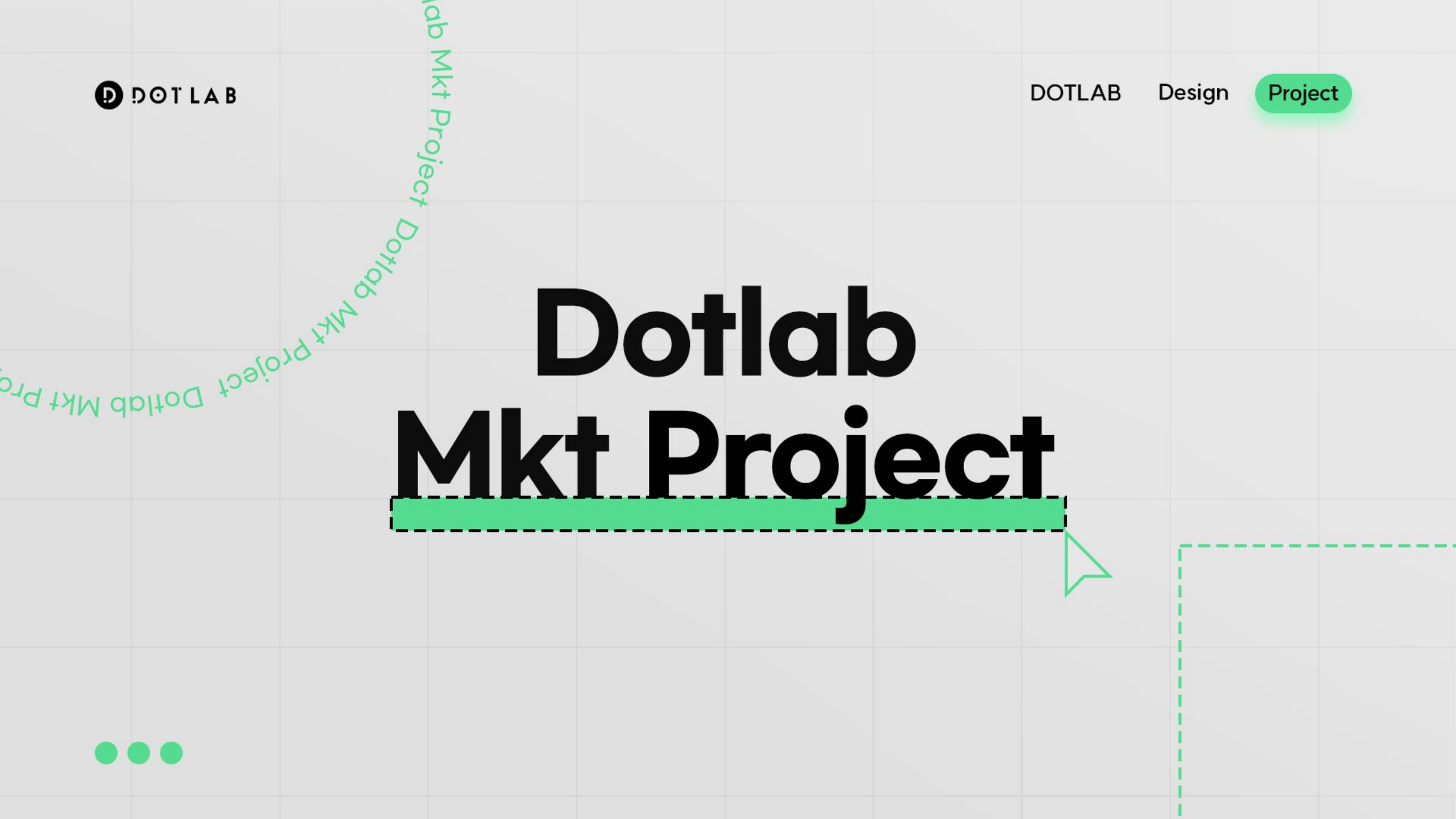


# Dotlab Mkt Project





# PUBG:NEW STATE

Client: Krafton

Analyzed the IP of PUBG's strength and assessed UA & sales performance in each country  
Categorized countries into T1 to T4 according to the importance and established KPIs based on the tiers  
Simultaneously executed UA and branding marketing to maximize UA and MAU  
Created optimization guidelines and continuously attracted new users while maintaining stable growth at a reasonable CPI

Country of operation







# World War Machines

Client: Joycity

Aimed for long-term revenue within the perspective of the strategy game  
Crafted global media plans after verifying user goals in each server following the soft launch  
Optimized UA by testing various creative concepts

Country of operation







# Hero Blaze: Three Kingdoms

Client: Natris

Developed customized strategies for local and international media within the perspective of the P2E genre

Searched for P2E specialized channels and developed strategies for pre-registration and large volume of UA

Secured diverse channels and produced creatives that target both "Romance of the three kingdoms" and P2E audience

Country of operation



+a

# PRE







# The Last Three Kingdom

Client: Wemademax

Targeted the "Romance of the three kingdoms" fan base with a focus on high quality user acquisition

Utilized its USP of alliance system and war content while emphasizing strategic gameplay

Developed strategies to systematically adjust tCPI and to efficiently manage the operating budget

Country of operation







# CrossFire: Warzone

Client: Joycity

Targeted the commercially successful Asian region,  
operating UA marketing on the LTV basis

The main point was the growth potential especially  
in sales ahead of entering the global market

Maximized ROAS performance by designing a  
long-term playing strategy

Country of operation







# Gunship Battle: Totalwarfare

Client: Joycity

Aimed for long-term revenue by considering within the perspective of the simulation genre  
To achieve the long-term revenue KPI, focused on managing user retention and optimizing conversion to higher levels  
Developed a global media strategies for 30+ countries

Country of operation







# Legend of Slime

Client: loadcomplete

Aimed to maximize UA through a global launch in a saturated mobile idle game market  
Planned global media strategies with a focus on the efficiency of UA and ROAS  
Operated optimization in each country by categorizing countries and media into tiers

Country of operation







# KOF: Survival City

Client: Joycity

Aimed to attract KOF users to the simulation genre following operational directions

Planned to gather core gamers from both the global KOF fanbase and the simulation genre

Operated mainly to optimize creative efficiency by testing two types of creatives—using KOF IP and simulation—after the launch

Country of operation







# Live Puzzle Battle: TrueBeauty

Client: LINE Corporation

Established objectives to attract core users  
in from webtoon fanbase and puzzle genre,  
utilizing a globally well-known IP  
Constant user inflow was essential considering  
the characteristic of the match 3 genre  
Acquired users in low tier countries while  
focusing on optimizing revenue in T1 countries

Country of operation







# Pirates of the Caribbean: Tides of War

Client: Joycity

Planned strategies for various countries using the advantage of the globally famous IP  
Operated campaigns with a focus of maximizing revenue, testing in NA, Europe, Africa, Middle East  
Minimized risks by flexibly switching media channels with main media and backup media

Country of operation







# Mir4

Client: WeMade

Operated pre-registration campaigns in collaboration with a media representative firm

Managed media operations to attract core gamers and encourage more registrations

Maximized creative performance by analyzing efficiency of creatives for each media channel

Country of operation







# Boxing Star

Client: Four Thirty Three

Operated campaigns for UA and encouraging in-game purchase

Gradually expanded to countries across Asia, North America, and Europe, simultaneously managing operations in 8 countries

Country of operation







# Dekaron M

Client: Thumbage

Focused on increasing ROAS to attract high quality users during a plateau

Created target list by analyzing competitor titles

Managed retargeting campaigns to maximize user performance at the app update point

Country of operation







# TOWER OF GOD

Client: NGELGAMES

Focused primarily on the North American region with the global launch of TOG M  
Simultaneously operated branding media utilizing the IP and UA media to attract new users  
Expanded to additional campaigns in more countries as the performance of the NA campaigns stabilized

Country of operation







# DESTINY CHILD :DEFENSE WAR

Client: Thumbage

Focused on ROAS-oriented media during the 6 months after launch and plateau to attract high quality users

Discovered new markets by testing campaigns in various countries and media channels

Operated retargeting campaigns at the app update point to reengage bounced users and enhance the performance of existing users

Country of operation





DOT LAB

MKT PROJECT



# SEAL M

Client: Playwith

Utilized Seal M's strong IP recognition in the Greater China area

Took full charge of UA marketing while a large-scale IMC was conducted from the pre-registration period

Invested significant resources at the early launch stage to build anticipation and trendiness, resulting in achieving the 1st ranking in both the Android and iOS market

Operated multiple campaigns with deep funnels, considering the characteristics of MMO genre where high engagement UA is crucial

Country of operation







# CENTURY :AGE OF ASHES

Client: Smilegate

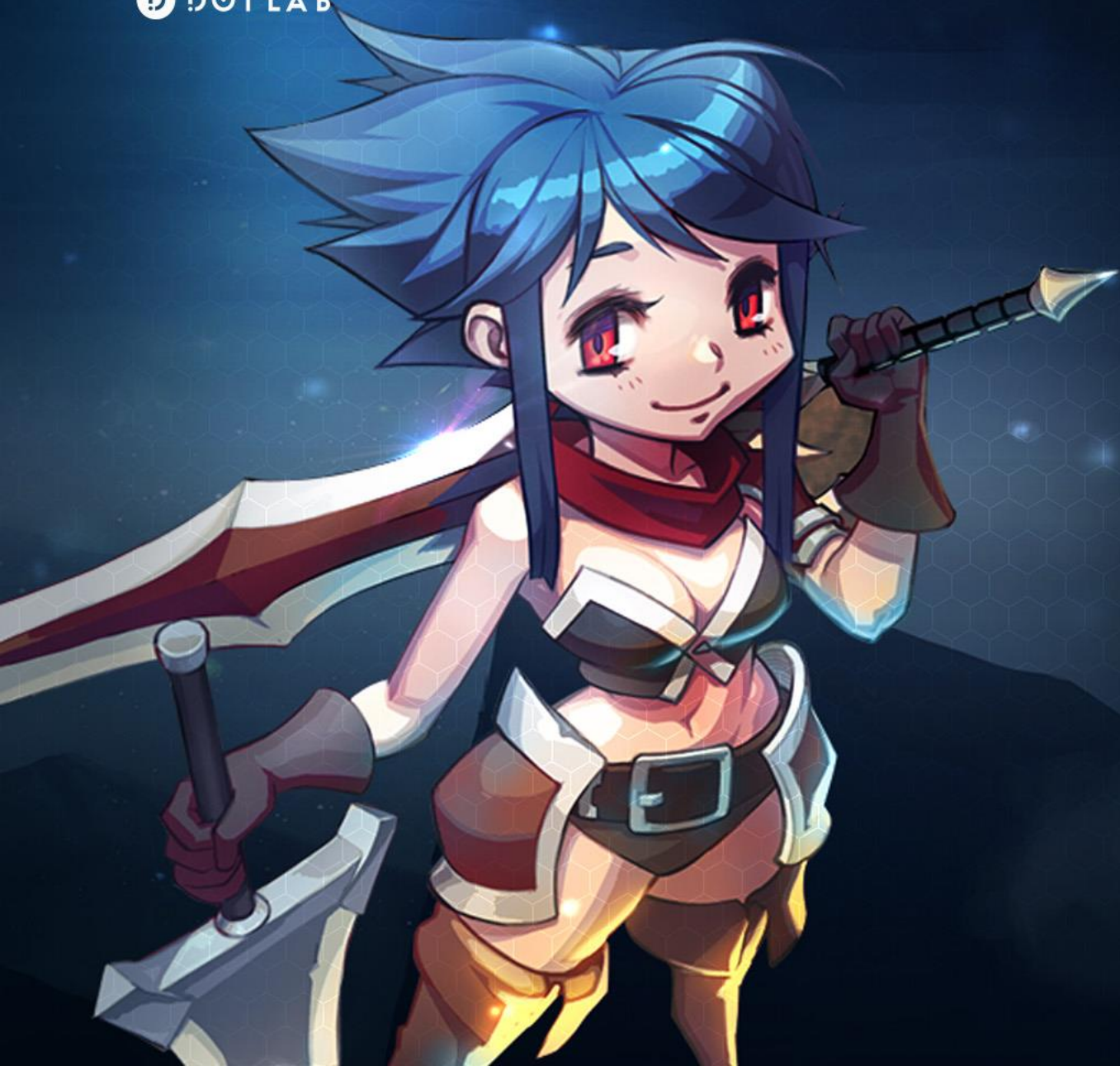
Focused on highlighting dragon riding and shooting content to improve awareness in the flight FPS genre  
Prevented bouncing to Steam platform where the game was previously launched, through viral and influencer marketing

By concentrating the budget around the launch period successfully generated buzz and trendiness in the market

Country of operation







## Blade Idle

Client: Mobirix

Anticipated a substantial influx high-quality users at the update point after entering the top ranks in the market

Tested various media channels to ensure broad user coverage

Established a process to independently measure performance for the client by proposing an MMP

Country of operation







# LINEAGE 2M

Client: NC SOFT

Operated in 9 countries simultaneously, with a focus on North America and Europe, out of a total of 29 countries in the global launch

Concentrated the budget in Russia and the US, the most populous ones

Operated the media channels flexibly to align with campaign efficiency

(Google, Meta, and Apple Search Ads were operated directly by the client)

Country of operation







# ARCHE AGE

Client: KaKao Games

Operated campaigns in 20 countries simultaneously with a focus on North America and Europe  
Ran retargeting campaigns for both new and existing users during the update campaign  
Developed strategies based on UA efficiency for each country  
Achieved long-term performance based on UA media, such as Google and Meta

Country of operation







# GirlsXHunter

Client: Since Times

The UA campaign was initially handled by another agency during the initial stages of the launch

Dotlab took over the overall UA marketing due to the lower efficiency of NRU than expected  
Achieved an increase in NRU and ROAS through continuous efficiency management

Country of operation



MKT PROJECT





# World of Money

Client: Since Times

Developed strategies with a focus on the core target audience

Operated tailoring for valid user targeting, creatives, and budget

Started with pre-registration and launch campaigns, expanding into long-term campaigns

Operated with NRU improvements while maintaining efficiency

Country of operation







# ELYON

Client: KaKao Games

Operated campaigns in 20 countries focusing on NA and Europe

Ran various campaigns with diverse purposes including 2nd CBT, pre-order, new character updates, and Steam release

Developed customized strategies for UA efficiency tailored to each country

Achieved long-term success based on UA media such as Google and Meta

Country of operation







# Eternal Return

Client: KaKao Games

Operated campaigns simultaneously in 19 countries with a focus on North America and Europe

Executed "Cobalt Protocol" update campaign  
Developed strategies tailored to UA efficiency in each country

Utilized various Google advertising products including Search, GDN, and Youtube

Country of operation







# GODDESS KISS: O.V.E

Client: Flero Games

Operated UA media focusing on Google, Meta, Apple Search Ads to expand not only into the Korean market but also the Japanese, North American, and Southeast Asian markets

Country of operation







# Seoul Store

Client: BRANDI

Oversaw the entire business from setting KPI to budget execution

Established promotion measurement and management processes

Designed an advanced CRM by user segmentation

Developed strategies using multiple marketing analytics platforms



## #아이돌 착상 리뷰 이벤트

리뷰만 써도 포인트 팡팡!

- 포토리뷰: 2,000P (상품 사진)
- 코디리뷰: 5,000P (착용 사진)

베스트 리뷰어 TOP3 선정

## #아이돌 착상 리뷰 이벤트

리뷰만 써도 포인트 팡팡!

- 포토리뷰: 2,000P (상품 사진)
- 코디리뷰: 5,000P (착용 사진)

베스트 리뷰어 TOP3 선정

- 1등 에어팟 맥스
- 2등 미우미우 카드지갑
- 3등 딥디크 핸드크림

### 이벤트 참여 방법

- 01 아이돌 착상템 구매
- 02 포토 리뷰 남기기
- 03 PUSH 알람 허용하기
- 04 베스트 리뷰어 당첨 기다리기

TIP! 코디 리뷰 작성 시, 당첨 확률 UP!

당첨 알림 받기 >

당첨 여부는 알림을 통해 전달되니 꼭 서울스토어 PUSH를 동의해주세요!

스타일링을 위한 쿠폰도 준비했어요!

## COUPON

# 10%

1만원 이상 구매 시

쿠폰 다운받기 >

유의사항 보러가기

## COUPON

# 10%

1만원 이상 구매 시

쿠폰 다운받기 >

유의사항 보러가기



## MY IDOL PICK

### 큐의 PICK!

ACHO  
[더보이즈 Q 착용] 벨벳 니티드  
폼폼 크로스백 그레이

최종 할인가: 57,100

### 한선화의 PICK!

세인트스쿠트  
루시 호보백

최종 할인가: 62,400

Country of operation





WAIT

# WAIT TO VIEW!



## Dextoons

Client: Gamedex

Expanded web traffic and conducted marketing tests in target countries prior to developing a hybrid mobile app

Operated to increase active users on the website and boost user registration

Optimized unit acquisition cost and inflow volume within a limited target group

Country of operation





# SentBe

Client: SentBe

Developed strategies aiming to increase user registration by targeting potential users  
Operated retargeting campaigns using the database of registered users  
Analyzed media and targets for each country prior to a global soft launch

Country of operation





# ALL ABOUT K-POP STANNING blip

**blip**

Client: spaceoddiy

Developed UA strategies based on targeting potential users to increase user registration

Operated marketing mainly in channels closely associated with users, based on the interests of the core user target



Country of operation





# TANGLED

Client: Frenkly

Set KPIs with a focus on increasing NRU within the perspective of the communication app

Developed strategies that include expanding into countries categorized by tiers based on downloads and revenue

Operated marketing simultaneously in 20 countries, focusing on Middle East, Southeast Asia, and Europe

Created user segments by analyzing bouncing points

Country of operation



# Tangled







# FARMACY

Client: FARMACY

Operated mainly high-ROAS keyword search and utilized Meta catalog products  
Conducted additional branding advertising through home shopping broadcasts

Country of operation





# MONTBEST

Client: MONTBEST

Uploaded various video contents(art, music, hobbies, etc.) for the purpose of managing and operating the Youtube channel

Targeted specific audiences aligned with each video to secure views and subscribers



Country of operation





# OTHER



Solitaire Farm Village



Pmang Poker : Casino Royal



Pmang New Matgo



Pmang New Vegas



Shadow Arena



Miracle Pendion



Shadowverse



WildBorn



Idle Fishing Village Tycoon



Dragon Village



Divine arena



Simple Matgo



Wild Fighter Idle



Three Kingdoms Blade



Level Up Today



Carrierverse



The First Sword



Merge Master - El Saga



Real Fishing Battle



Undead vs Demon



Le Roi



Dominion



Lost Pages



Super Arrow AFK



Devil Hunter Idle



Valkyrie Idle



Weapon Master Idle



Black Desert



All in Three Kingdoms



5 Minute Three Kingdoms



Joseon Knight M



Soulworker Urban Strategy



Real Farm



TK Storm



Among Heroes



**Thank You**



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