

# Dotlab Mkt Project





# LINEAGE W

Client: NC SOFT

We ran a branding campaign to announce ongoing LineageW updates. Among the media that allow page script insertion, we focused on portals, SNS, local webzines, and network media to specifically target users who are currently playing

Country of operation







# 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







# 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







# 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

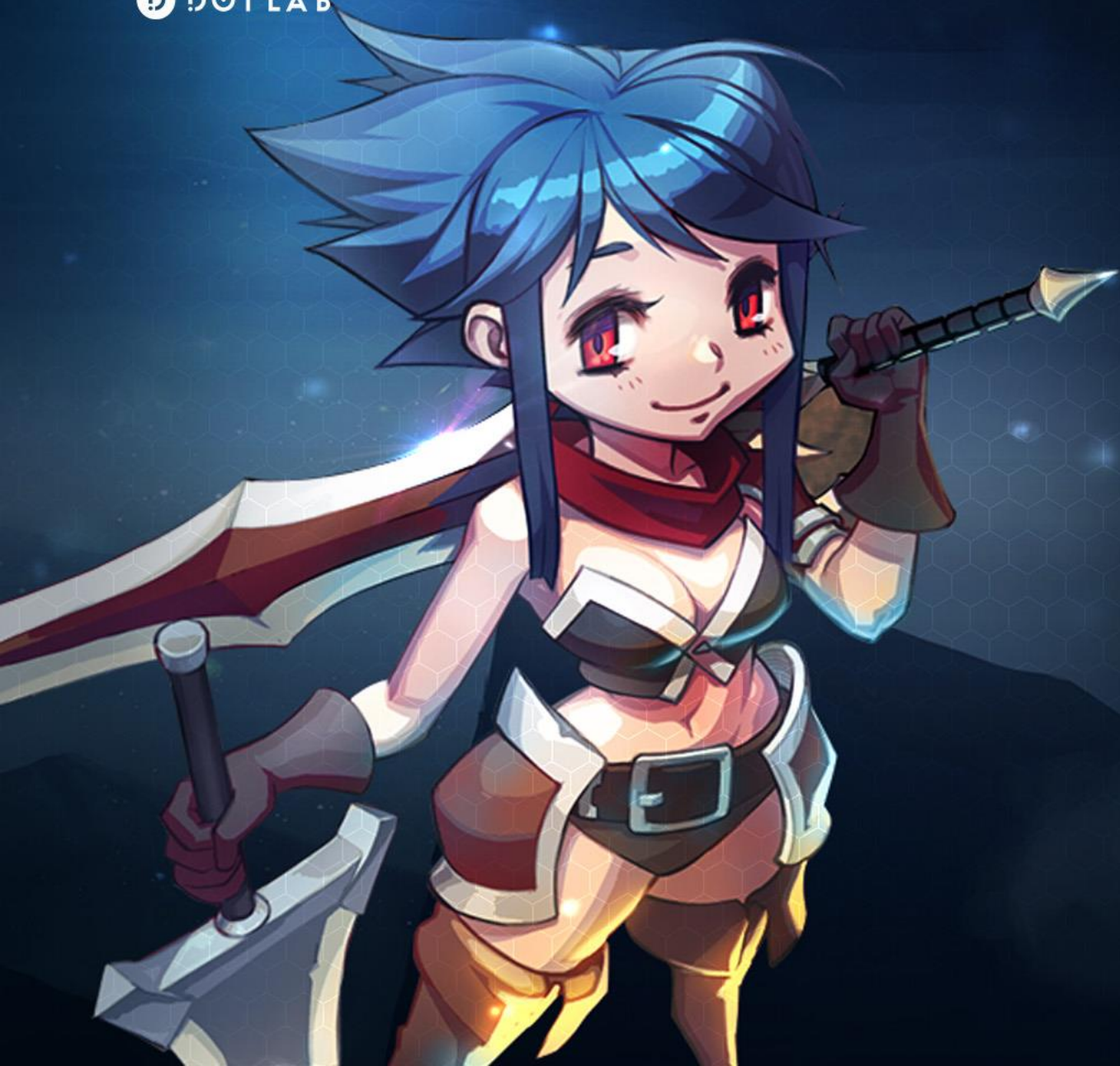
By concentrating the budget around the launch period successfully generated buzz and trendiness in the market

Country of operation



경험치부스터  
(14일)





# 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







# 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



+3







# Rumble Heroes – Adventure RPG

Client: PLAYHARD

The global performance of casual games and existing campaigns were analyzed by country. By dividing countries into tiers 1 to 3 according to importance, campaign performance was efficiently improved. ROAS was maximized by judging campaign performance based on revenue. Media and country-specific operation manuals were established to efficiently execute budgets and maximize revenue for each country

Country of operation







# DanMachi BATTLE CHRONICLE

Client: Aiming

Analyzed and operated the domestic ARPG market and competitor references. The campaign became advanced through in-app data analysis and efficiency improvement response. CPI optimization was performed for each medium to initial large-scale acquisition. Efficiency was maximized by checking inventory by media and operating a flexible budget.

Country of operation



MKT PROJECT





# DRAGON EMPIRE

Client: JOYCITY

As a strategy game genre launched in the East Asian market, including Korea, in 2024, we established media strategy and operated UA campaign according to the country and media efficiency analysis of other competitors. From the beginning of its launch to the present, it has achieved good profitability and has been operating for a long period.

Country of operation







# NANOSPACE

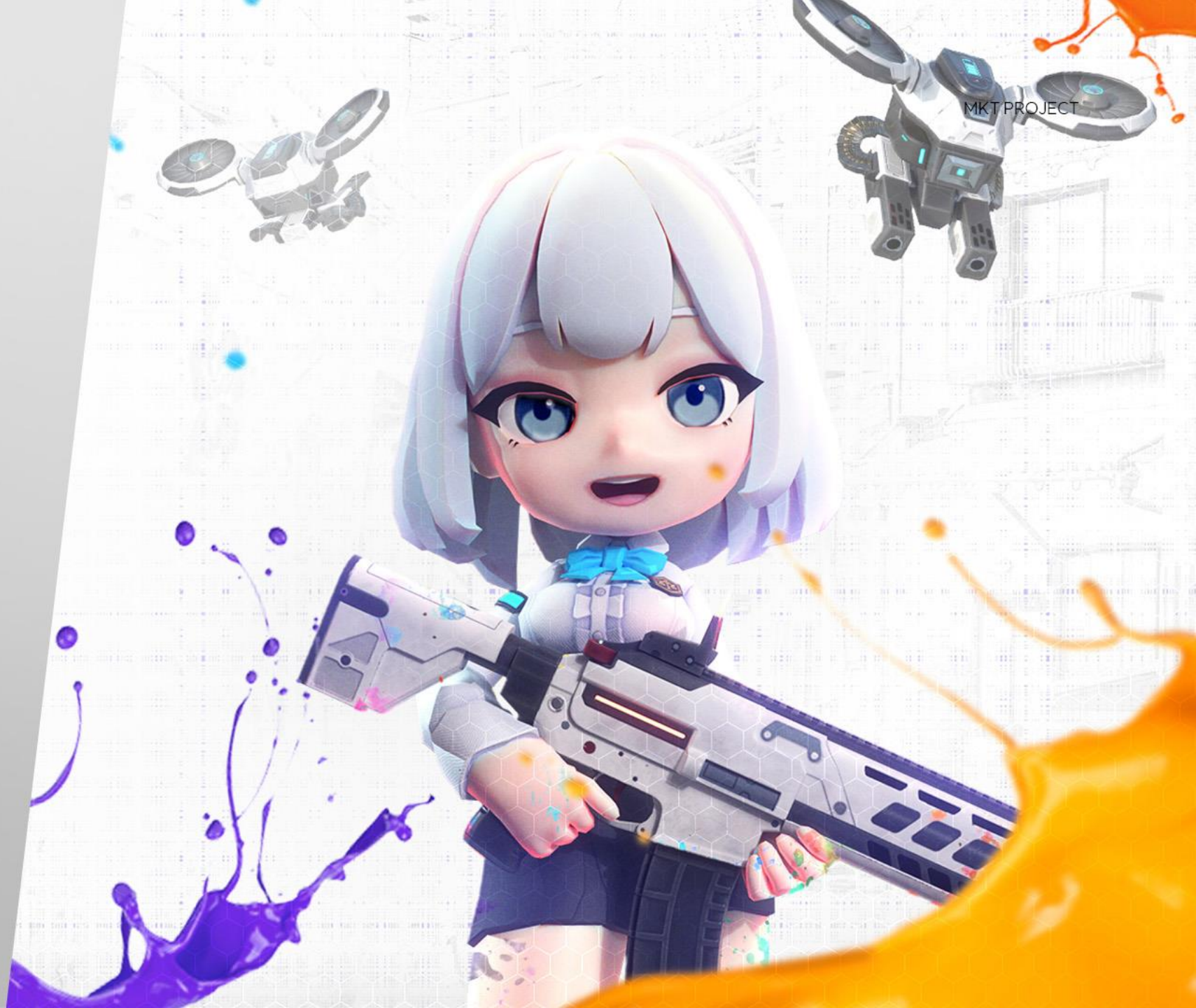
Client: Galileo Sky

Launched to maximize user acquisition in the domestic idle market by utilizing casual visuals and a new worker concept.

Achieved Rank 1 on Google Play with a focused strategy in the early stages of launching to create a popularity.

Establishment of UA media plan focusing on maximizing user acquisition and ROAS, we constructed and ran an operation guide by designing detailed KPI indicators for each media.

Country of operation







# HIGH RANKER

Client: Kingkong Soft

'We operated with the goal of efficiency in user acquisition from pre-registration stage to the launch stage, mainly in domestic countries where there is awareness of the 'Ranker' IP.

We focused on user acquisition based on LTV to acquire highly involved users. To Increase revenue, we operated a strategy that focuses on campaigns that can be expected to make initial revenues.

Country of operation







# Picking The Best Sword

Client: NRXTURE

To successfully launch an idle game consisting only of simple draws, We work on the campaign by establishing the overall marketing direction of the campaign, from concept and creative to media design.

Country of operation







# Lucifer Idle

Client: Mobirix

At the stage of the launch, we wanted to acquire large-scale organic users through chart boosting. Due to a limited budget, we first checked the competitor's release date and boosting schedule first. So, As we wanted, we were able to quickly enter the rankings within the tight budget.

Country of operation







# The Adventure of Leuben

Client: MP Games

As an existing domestic release, a UA campaign was conducted for season updates and new country launches. With a small budget, to acquire new users and maximize sales, we focused on Google and placed a budget with the right product.

Country of operation





DOT LAB

MKT PROJECT



# DKNIGHTS

Client: SUPER ENGINE

It was operated to test global profitability and expand a new customer base, focusing on East Asia. We conducted country expansion tests for various purposes such as install, ROAS, and level achievement through big media such as Google. The direction of global expansion was confirmed based on test performance by country.

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 착장 리뷰 이벤트

리뷰만 써도  
포인트 팡팡!

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

베스트 리뷰어  
TOP3 선정

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베스트 리뷰어  
TOP3 선정

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

### 이벤트 참여 방법

- 01 아이돌 착장템 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 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: spaceoddy

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**

