



# Raid Shadow Legends in Taiwan

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A Case Study

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Raid Shadow Legends is a mobile-based fantasy RPG produced by Plarium.

Released in 2018, Raid rapidly became a sensation for its gameplay and viral approach to influencer marketing.

For the past 6 years, influencer marketing has been a cornerstone of Raid's marketing strategy.

To drive downloads and build brand awareness across Taiwan, Raid teamed up with CreatorDB.

## Industry

Mobile Game

## Product

RPG

## Target Geo

Taiwan

## Platform

YouTube

## Target Persona

Male, 18-45, interested in gaming, and anime, with disposable income for games.



CreatorDB is an influencer marketing platform that combines big data collection, AI data analysis, and human agents to deliver world-class influencer marketing campaigns.

Since its inception in 2019, CreatorDB's team has worked with content creators from 23 countries for international clients across APAC, EU, and the US, obtaining more than 2 Billion impressions on its campaigns.



CreatorDB employs proprietary software to collect daily data about influencers and social media niches. Analysis and calculation are performed to obtain accurate metrics and complete situational awareness.



With a truly international spirit, CreatorDB's tech-enabled services team is comprised of over 20 members that cover ten native languages and can provide end-to-end campaign management anywhere in the world.

CreatorDB has delivered next-level marketing campaigns for each client from the union of advanced data analysis and localized and personalized approaches to each situation.



# Campaign Objectives

Raid aimed to increase downloads while heightening brand awareness within its target demographic: young and middle-aged men with discretionary income to spend on mobile games. With a focus on Taiwan, the campaign was crafted to resonate with a gaming-centric audience that would likely convert and engage with Raid's RPG features.

## Audience and Content Strategy

To achieve its objectives, CreatorDB crafted an influencer strategy prioritizing the gaming, animation, and anime content genres. This targeted approach was chosen to align with Raid's RPG mechanics and animated game elements, effectively reaching audiences with a pre-existing interest in gaming and animated content.



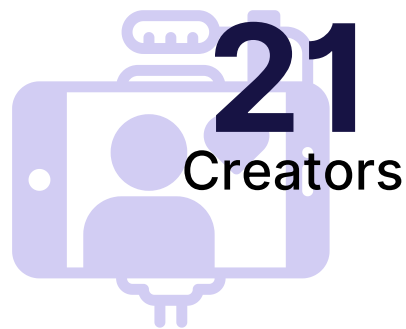


# Customized Campaign Approach

CreatorDB structured the collaborations around one of Raid's in-game events. By combining the promotion with the release of exclusive and familiar characters, the campaign's impact was multiplied, allowing it to resonate with an even larger chunk of the audience. As a result brand awareness and game perception were boosted.

# Challenges and Adaptability

The campaign ran smoothly, thanks to Raid's familiarity with influencer marketing. To continuously assess what content performed best in different segments, Raid adapted the campaign brief each month, testing various hypotheses. CreatorDB was able to localize each brief piece of content and adapt it to the Taiwanese market.



**1.246.000**

Viewers reached in  
1 month







# Conclusion

The CreatorDB and Raid Shadow Legends collaboration showcases the effectiveness of strategic influencer partnerships in targeting niche audiences. By understanding Raid's needs and tailoring a multi-faceted campaign, CreatorDB successfully delivered targeted content that drove brand awareness and engagement. This case highlights the power of adapting influencer marketing strategies to meet audience preferences, further establishing CreatorDB as a preferred partner for mobile game campaigns looking to scale within specific geographic and demographic markets.

“When it comes to  
influencer  
integrations in Asia,  
CreatorDB is  
extremely  
professional and  
dedicated.”

**Mia Barzel**

Influencer marketing manager,  
Plarium



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