



Wars of Prasia Launches in Taiwan

A Case Study

Table of Contents

03

Wars of Prasia

04

CreatorDB

06

The Campaign



Wars of Prasia is a multiplatform MMORPG developed by Nexon and published by Gamania. The game launched on June 14, 2024, in Taiwan, Hong Kong, and Macau.

To expand its reach and target relevant audiences in Taiwan, Gamania decided to partner with CreatorDB.

The campaign had two main goals: to improve awareness and anticipation around the game before its release. And once the game is released boost downloads and target niche demographics that the first campaign may have missed.

Industry

Mobile Game

Product

MMORPG

Target Geo

Taiwan

Platform

YouTube, TikTok

Target Persona

Male, 18-44, interested in gaming, anime, and comics.



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.

The Campaign

Before the Launch

CreatorDB prepared a roster of 35 YouTube content creators to publish teasers and information throughout the month leading up to the release.

The campaign was designed to amplify reach in relevant audience segments, create anticipation, and drive pre-registrations.

YouTube was chosen because its content is longer-lasting than on other platforms, ensuring it remains relevant throughout the campaign.

Through 39 pieces of content, the campaign reached over 1.79 million viewers. By carefully selecting relevant creators with highly engaged audiences, the average video reached 59% of the creator's audience, while CPM was kept under \$30.

In Numbers

1.79 M views

< 30\$ CPM



After the Launch

Following the game's release on June 13th, CreatorDB set up a TikTok campaign to connect with more audience segments and drive downloads.

This phase lasted two weeks after the game was available, reaching an additional 700K potential users.



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