

Zulong self-developed and self-issued products, full 3D Three Kingdoms battlefield

PRODUCT DESCRIPTION

"Epic War: Thrones" is a three-nation sand table strategic mobile game developed by ARCHOSAUR GAMES . With the help of Unreal Engine 4, a full 3D grand three-nation world with 4 million grids, real-time restoration of topography and landforms, real-time simulation of real weather, and the changing of the four seasons of day and night is constructed.



ABROAD AREA



ABROAD CHALLENGE

- 1 Japan and Taiwan are heavy game head traffic, with fierce competition, high purchase cost, and low probability of grabbing a large R;
- 2 Customers have high requirements for material localization, and the video details and direction requirements are high, and more material support is needed.

MARKETING GOAL

Acquire high-quality game traffic users, increase ROI and user activity.

MARKETING STRATEGY



01

Audience strategy

mainly male users, accounting for 95%+, aged 18–55, social tags are strategy games, people who are interested in the Three Kingdoms and the characters of the Three Kingdoms, and after accumulating a certain group of people, start the self Definition and high-quality traffic package delivery;

02

Localized creative services

The materials highlight local characteristics and background music, increase the details of the materials and the completeness of the story, as well as live voice dubbing. At the same time, use customer product spokespersons and KOL materials for secondary innovation.

03

Operational optimization

multi-platform purchase volume, adjust the budget proportion according to the effectiveness of platform payment, and pay attention to the proportion of aeo and vo advertising in the middle and late stages of purchase volume.

CORE ACHIEVEMENT



App Annie Local game rankings TOP 10



Net ROI on the first day 1%+