

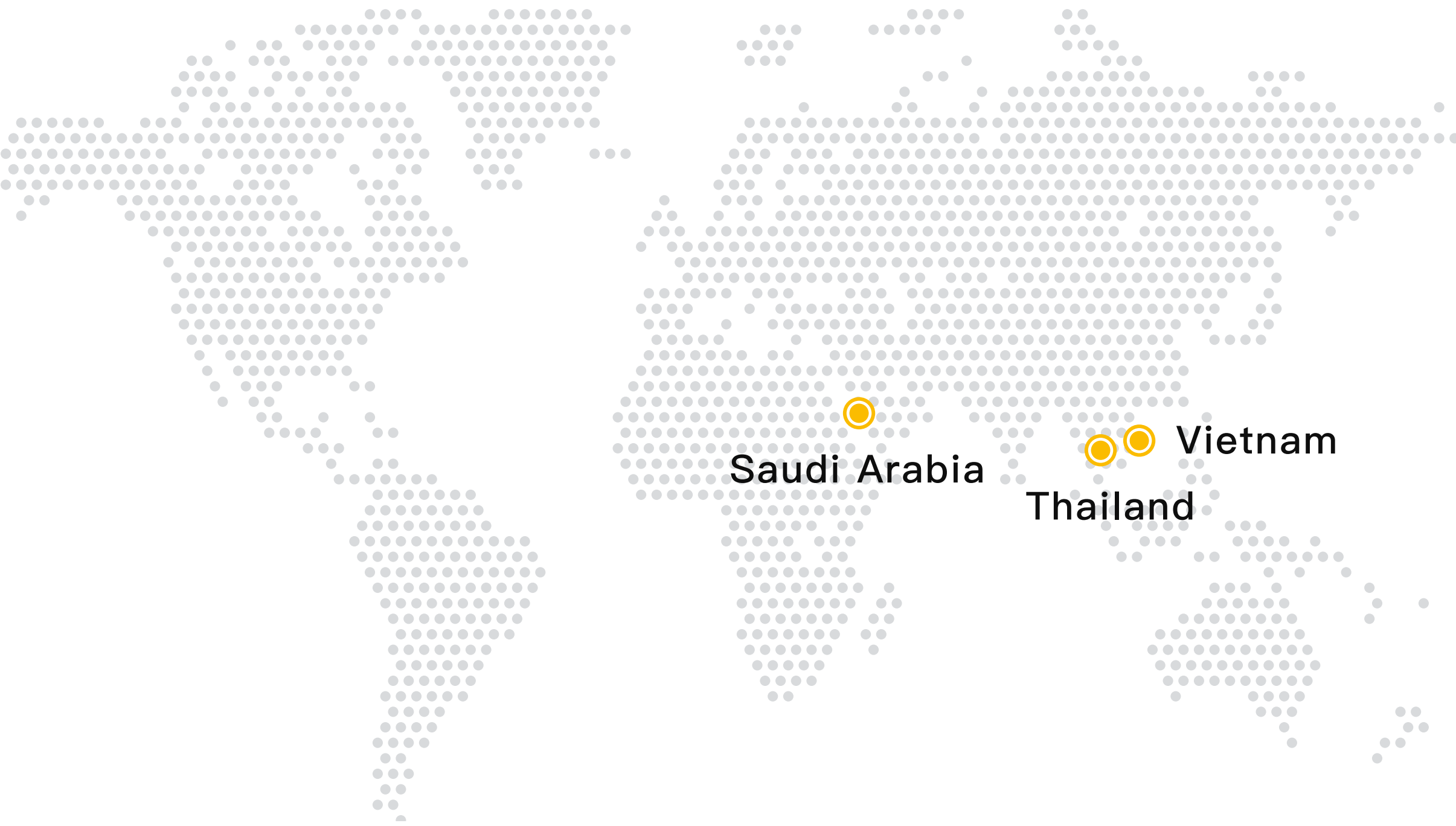
A social app that uses games as a communication medium

PRODUCT DESCRIPTION

Hago is a social game app that allows people to make friends while playing games. Users can quickly match opponents and chat and interact while playing games. Hago has more than 100 million downloads and is deeply loved by players around the world.



ABROAD AREA



ABROAD CHALLENGE

- 1 Product promotion takes a long time, channel competition is fierce, and purchase cost and quality are relatively unstable. It is necessary to focus on iterating materials and optimizing cost and quality;
- 2 Product game design withdraw rewards, to a certain extent, there is a risk of violations, and the production of materials has certain challenges.

MARKETING GOAL

Pay attention to user experience, improve user retention and follow-up payment rate.

MARKETING STRATEGY



01

Audience selection

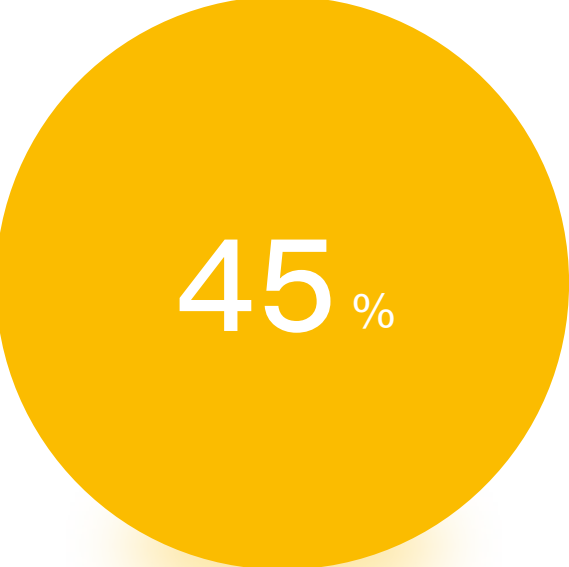
There is no significant difference in the overall cost of passing the test by age group and gender in the early stage, and the subsequent magnitude will increase. The audience will be opened up, and the audience will be targeted for 13+ age. The ratio of male and female is 6:4. Popular casual games will be added. Phrase positioning

02

Material creative optimization

highlight the nature of the community and simulate the game community; use the linkage and fun of transitions and the embedding of characters and scenes to increase the story of the material; highlight the attributes of real people and social interactions with strangers to increase the fun and locality of the game Change.

CORE ACHIEVEMENT



Retention rate 45%+



7-day payment rate 3%+