

Technology-driven, accurate delivery to target market groups

PRODUCT DESCRIPTION

"A SWORD OF MIRACLE" is a 3D vertical screen dark theme type game. The 3D scenes in the game such as Green Forest, Endless Waters, Ice and Snow Promenade, Wind and Sand Land are more visually enjoyable; the real-time battle mode with automatic hang-up makes it easier to fight monsters and upgrades; a variety of characteristic copies of explosive equipment to enhance combat effectiveness in all directions ; Open free trading market, easy to make big money; unique BOSS gameplay, bring players a different immersive experience.



ABROAD AREA



ABROAD CHALLENGE

- 1 For customers' S-level masterpieces, we need more media to bring more magnitudes to help customers improve their product lists;
- 2 Maintain the quality of users while maintaining the quantity.

MARKETING GOAL

Improve game user retention rate and increase product exposure.

MARKETING STRATEGY

Material test

Test multiple media, produce corresponding materials according to media needs, streamline and screen KR regional media based on historical release data, and give priority to testing Blue Butterfly, Samsung and other head channels;

Accurate delivery

add black and white lists through accumulated data, and establish user groups for accurate delivery.

CORE ACHIEVEMENT



Chinese mobile game revenue list of South Korea Top 1



Retention rate 30%+