



**PWN**

G A M E S

**WE ARE THE #1  
GAMING CPA NETWORK**

2 0 2 0



## ABOUT US

We are **PWN Games**, a **digital agency** and **CPA network** from Montreal, Canada. We pride ourselves on developing unique and effective **digital advertising strategies** specifically tailored to the **video games industry** needs.

Our mission is to **help you grow your games and player base** through performance-driven, cost-effective digital marketing strategies.

Founded in late 2016, **PWN Games** originates from a small group of online advertising veterans wishing to take over the booming Free-to-Play games advertising market.

**PWN's** growth has since been fueled by it's ability to target, convert and re-engage millions of players through large-scale and original user-acquisition campaigns.

Partnerships with major game developers such as **Roblox, Plarium, Innogames, Youzu and Hasbro** – just to name a few – have since strengthened **PWN Games** reputation of being driven by results and excellence.

## EXPERTISE



- ▶ International User-Acquisition Campaigns
- ▶ Conversion Rate and Yield Optimization
- ▶ In-House, 100% Original User-Flow and Creative Design
- ▶ Custom Business Intelligence and Analytics

## MAIN MARKETS



- ▶ North-America
- ▶ Western Europe
- ▶ Scandinavia
- ▶ Eastern Europe

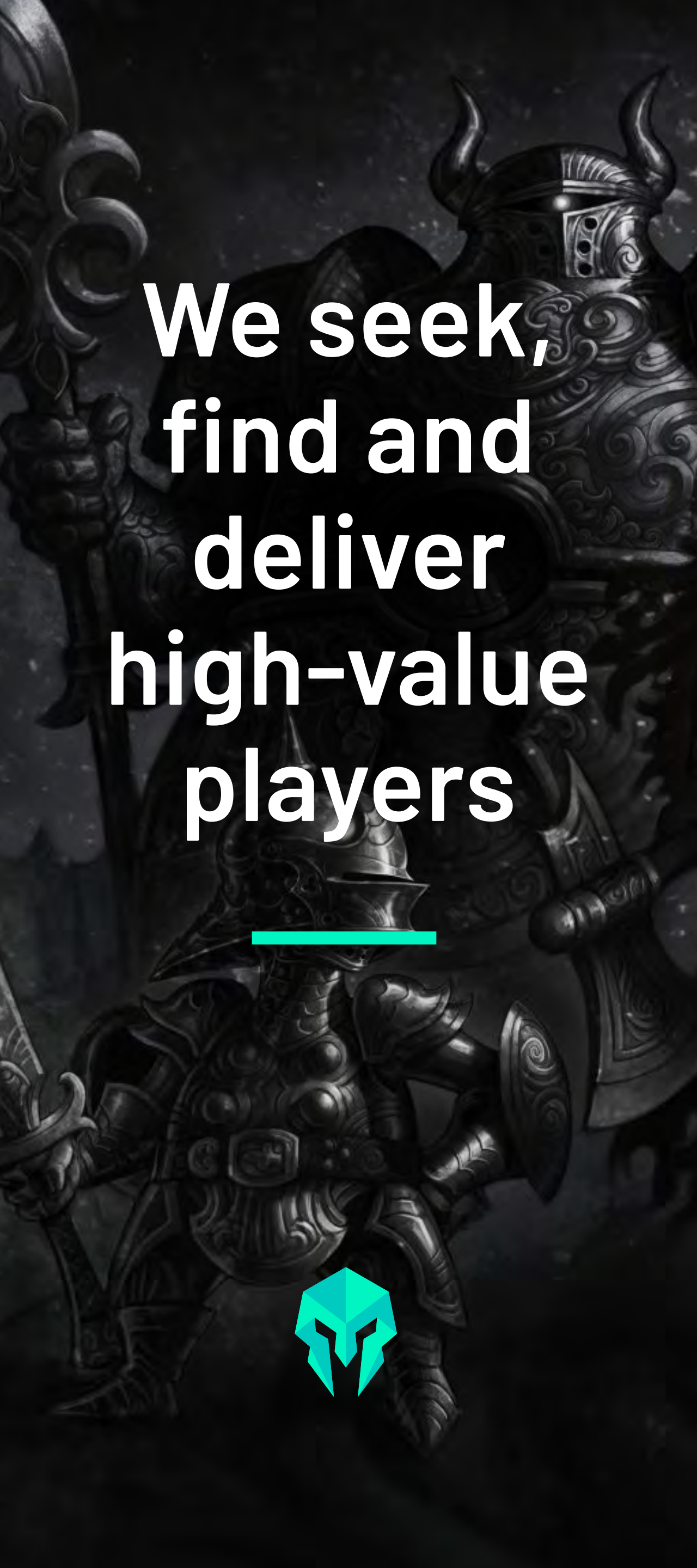
## ACQUISITION CHANNELS



- ▶ Display (Premium and programmatic)
- ▶ Native
- ▶ Social
- ▶ SEO/Content Websites
- ▶ SEM
- ▶ CPV

TOGETHER,  
LET'S GROW YOUR  
PLAYER BASE





**We seek,  
find and  
deliver  
high-value  
players**

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We think that every game is different and that each requires different distribution strategies to achieve lift and growth targets.

- ▶ **Benefit** from performance model campaigns (CPL, CPA) and only pay for players once they're registered
- ▶ **Get players** sourced by matching your exact audience preferences and UA guidelines
- ▶ **Take advantage** of our variable CPA options - based on quality and volume - which allows for greater flexibility and better fulfillment rate within allocated budget

A dark, atmospheric illustration of a fantasy warrior with long, flowing hair and ornate armor, holding a sword. A dragon is visible in the background. The scene is dimly lit, with highlights on the armor and hair.

# Bulk up your market share

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We have the ways and means to reach and build bigger and better audiences.

- ▶ **750M** impressions served monthly
- ▶ **500k+ new players**  
delivered each month, from **100+** countries
- ▶ **350+ high quality**  
publishers across the most popular digital channels

# Keep your brand safe

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We make sure that your game gets promoted the right way, in full compliance of your brand's highest standards.

- ▶ We closely align with your marketing team for **constant feedback** and KPI monitoring
- ▶ We **enforce your brand's** promotion guidelines across all channels
- ▶ We run our own fraud detection technology, specifically built for F2P UA campaigns - **stop bots and fake users** from registering your game

# OUR 3 SUCCESS PILLARS



# 1

## IN-HOUSE DIGITAL MEDIA TEAM

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This is our core team which can create immediate traction and brand awareness upon launch.

- ▶ **International reach**
- ▶ **Cross-channel capabilities**
- ▶ **In-house creative team with CR optimization mindset**
- ▶ **Advanced analytics and reporting capabilities**

# 2

## PREMIUM MEDIA PARTNERS NETWORK

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Over the years, we got to partner up with some of the best publishers in the Display, Social, Video and Native channels, enabling us to drastically expand our reach, inventory and user delivery capabilities.

- ▶ **Website and App Owners**
- ▶ **Influencers and Community Managers**
- ▶ **Ad Networks and Media Buyers**

# 3

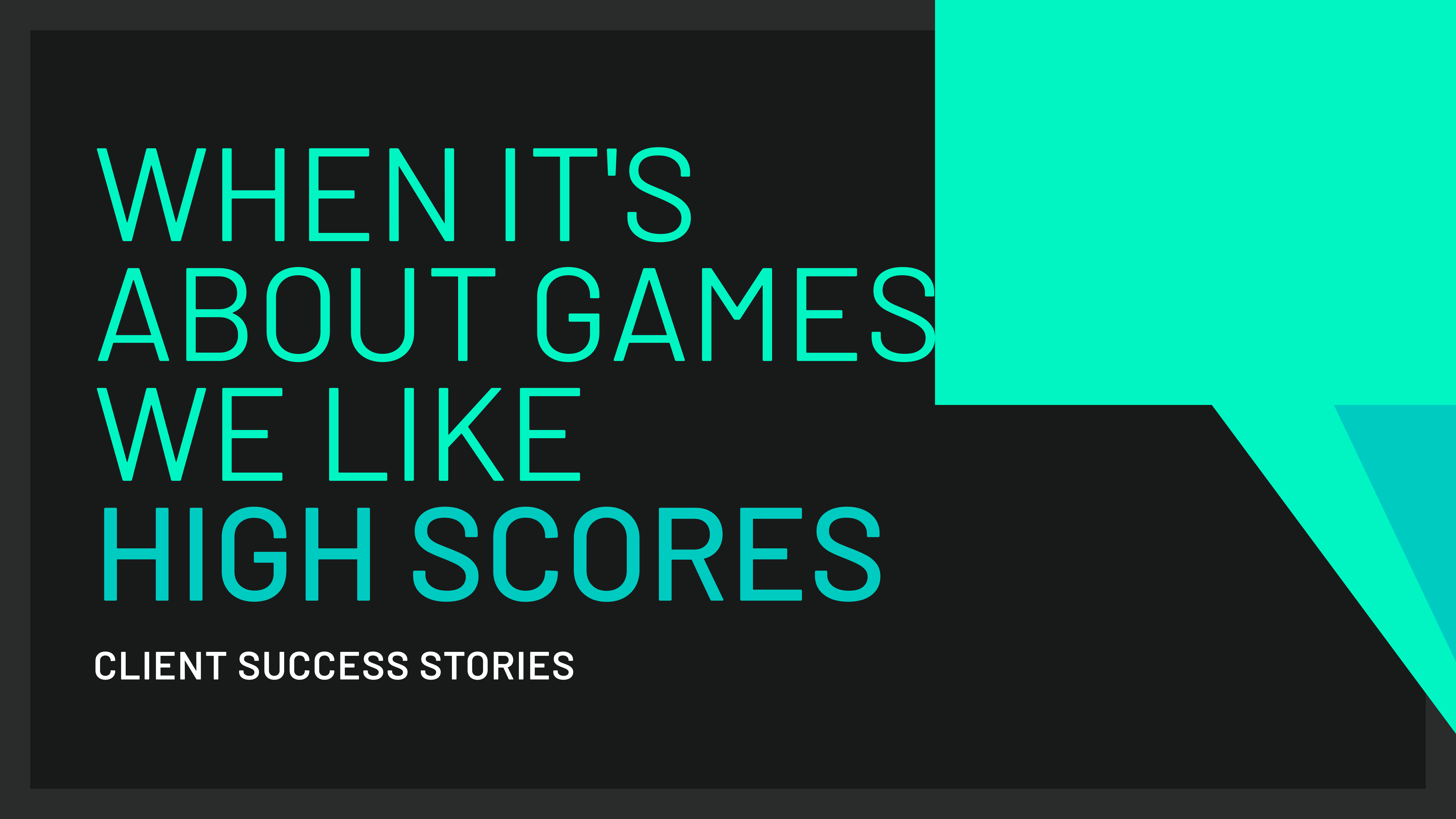
## EXPERIENCED TEAM, PEOPLE FIRST

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What really makes us stand out of the crowd? We walk the extra mile, always.

- ▶ **Our team makes our strength. We hire experienced, “A-Players” only**
- ▶ **We value solid, long-lasting business relationships, built on trust and transparency**
- ▶ **We work in close quarters with every client and partner, and this starts by knowing them personally**
- ▶ **We don’t believe in cookie-cutter strategies: We build and adapt our collaboration so it’s specifically and uniquely tailored to YOUR business**



# WHEN IT'S ABOUT GAMES, WE LIKE HIGH SCORES

CLIENT SUCCESS STORIES



- ▶ **Campaigns:** RAID Shadow Legends, Vikings, Throne
- ▶ **Yield to date:** 800k new players acquired
- ▶ **Model:** Cost Per Lead (CPL) – Single Opt-In (SOI)
- ▶ **KPIs:** Tutorial, D1 RR, D7 RR, Depositors, ROI
- ▶ **Platforms/Channels:** Desktop – Premium Display and Native, Video, Facebook
- ▶ **Markets:** Worldwide
- ▶ **Achievement:** #1 delivering partner in May 2020



ROBLOX

- ▶ Campaigns: Roblox
- ▶ Yield to date: 3.4M new players acquired
- ▶ Model: Cost Per Lead (CPL) – Single Opt-In (SOI)
- ▶ KPIs: Undisclosed
- ▶ Platforms/Channels: Desktop – Premium Display, Native and Video
- ▶ Markets: North-America, Western Europe, Oceania
- ▶ Achievement: #1 delivering partner in 2019, continued “High Quality” rating



- ▶ **Campaigns:** Game of Thrones: Winter is Coming, League of Angels series
- ▶ **Yield to date:** 3.1M new players acquired
- ▶ **Model:** Cost Per Lead (CPL) - Single Opt-In (SOI)
- ▶ **KPIs:** Activation, D1 RR, D7 RR, ROI
- ▶ **Platforms/Channels:** Desktop - Display, Native, Search, Video and Facebook
- ▶ **Markets:** Worldwide
- ▶ **Achievement:** #1 delivering partner in 2019



- ▶ **Campaigns:** Forge of Empires, Elvenar
- ▶ **Yield to date:** 1.2M new players acquired
- ▶ **Model:** Cost Per Lead (CPL) – Single Opt-In (SOI)
- ▶ **KPIs:** Activation, D1 RR, D7 RR, ROI
- ▶ **Platforms/Channels:** Desktop – Display, Video
- ▶ **Markets:** North-America, Western Europe, Oceania
- ▶ **Achievement:** 3+ years continued partnership,  
Top 5 delivering partners



- ▶ Campaign: **Star Stable**
- ▶ Yield to date: **250k new players acquired**
- ▶ Model: **Cost Per Lead (CPL) – Single Opt-In (SOI)**
- ▶ KPIs: **Activation, D1 RR, D7 RR, ROI**
- ▶ Platforms/Channels: **Premium Display and Native, Video**
- ▶ Markets: **North-America, Western Europe, Oceania, Scandinavia**
- ▶ Achievement: **#1 delivering partner in 2020, continued “High Quality” rating**

# WIZARDS OF THE COAST

(Hasbro)



- ▶ Campaign: **Magic The Gathering Arena**
- ▶ Yield to date: **30k new players acquired**
- ▶ Model: **Cost Per Action (CPA) – Player registered**
- ▶ KPIs: **Undisclosed**
- ▶ Platforms/Channels: **Premium Display and Native, Video**
- ▶ Markets: **Worldwide**
- ▶ Achievement: **Fastest growing partnership**

# CONTACT US

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