

#1 Playtime Reward Platform in Korea

**Playio Ads**

2025.07

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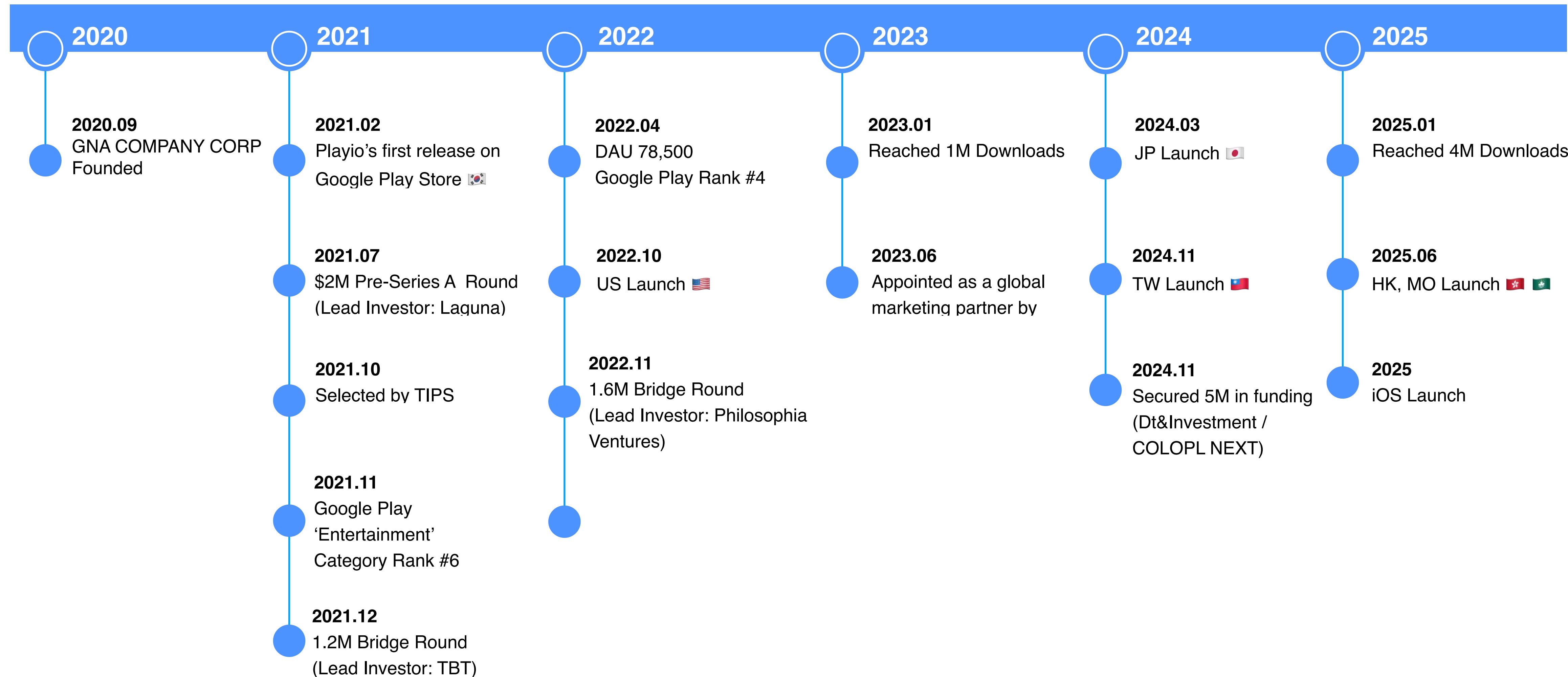
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01

# About Playio

# Company History



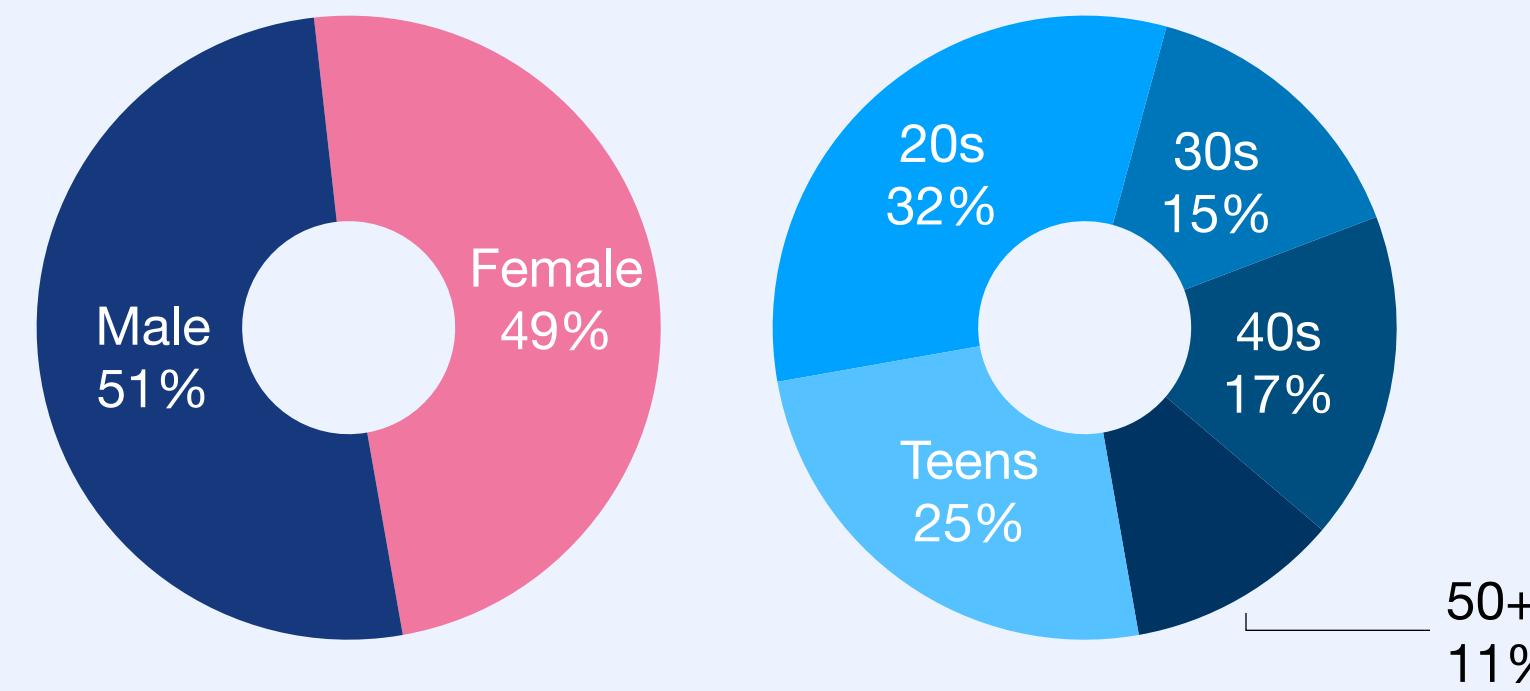
# Playio is a Playtime Reward Platform.

Playio rewards gamers based on their playtime and activity.

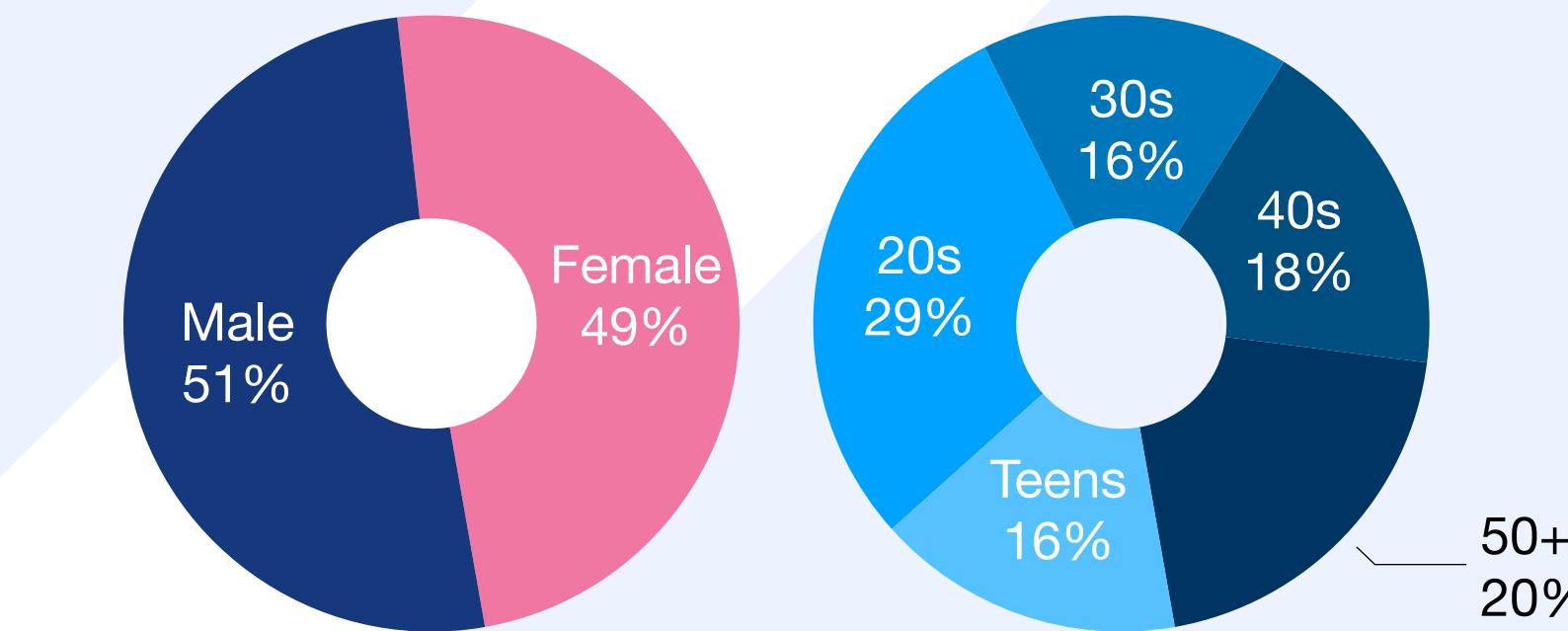


# User Demographics by GEO

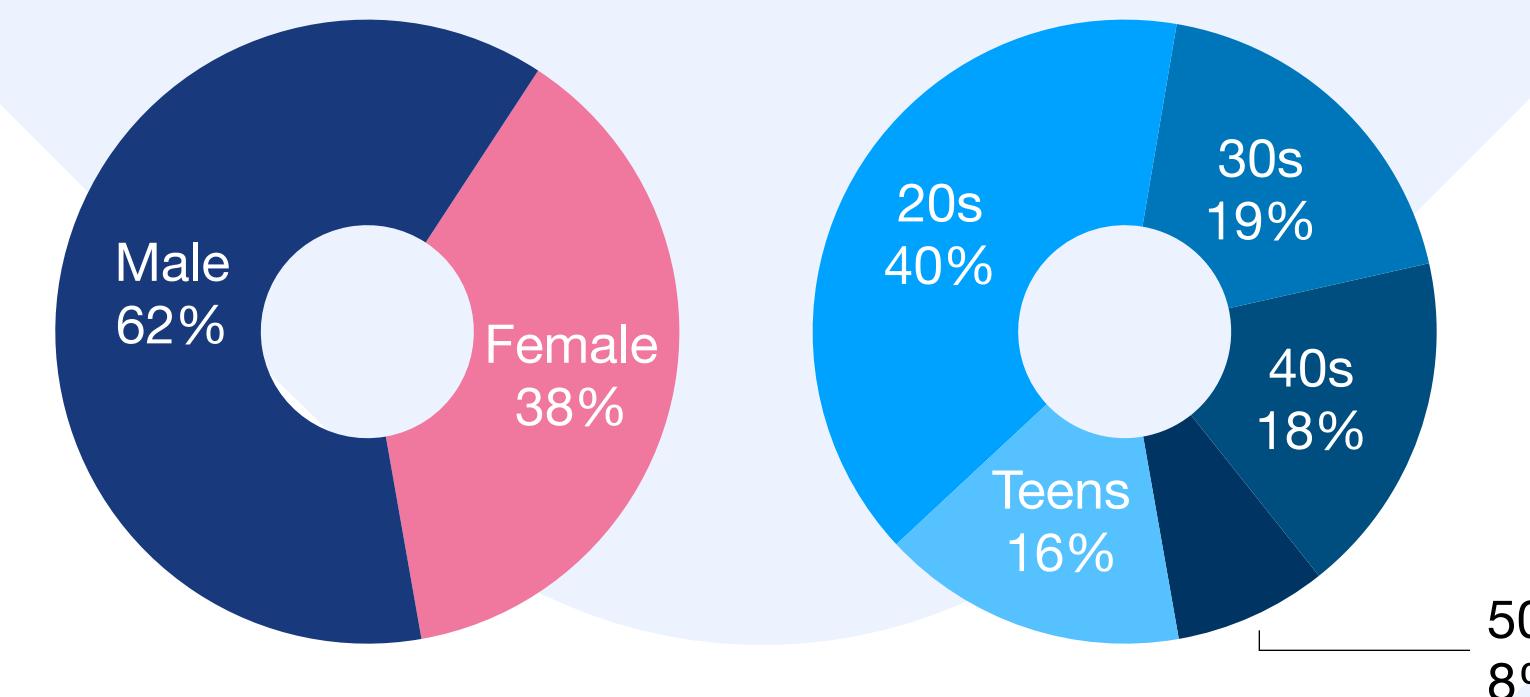
**KR** (DAU 100,000)



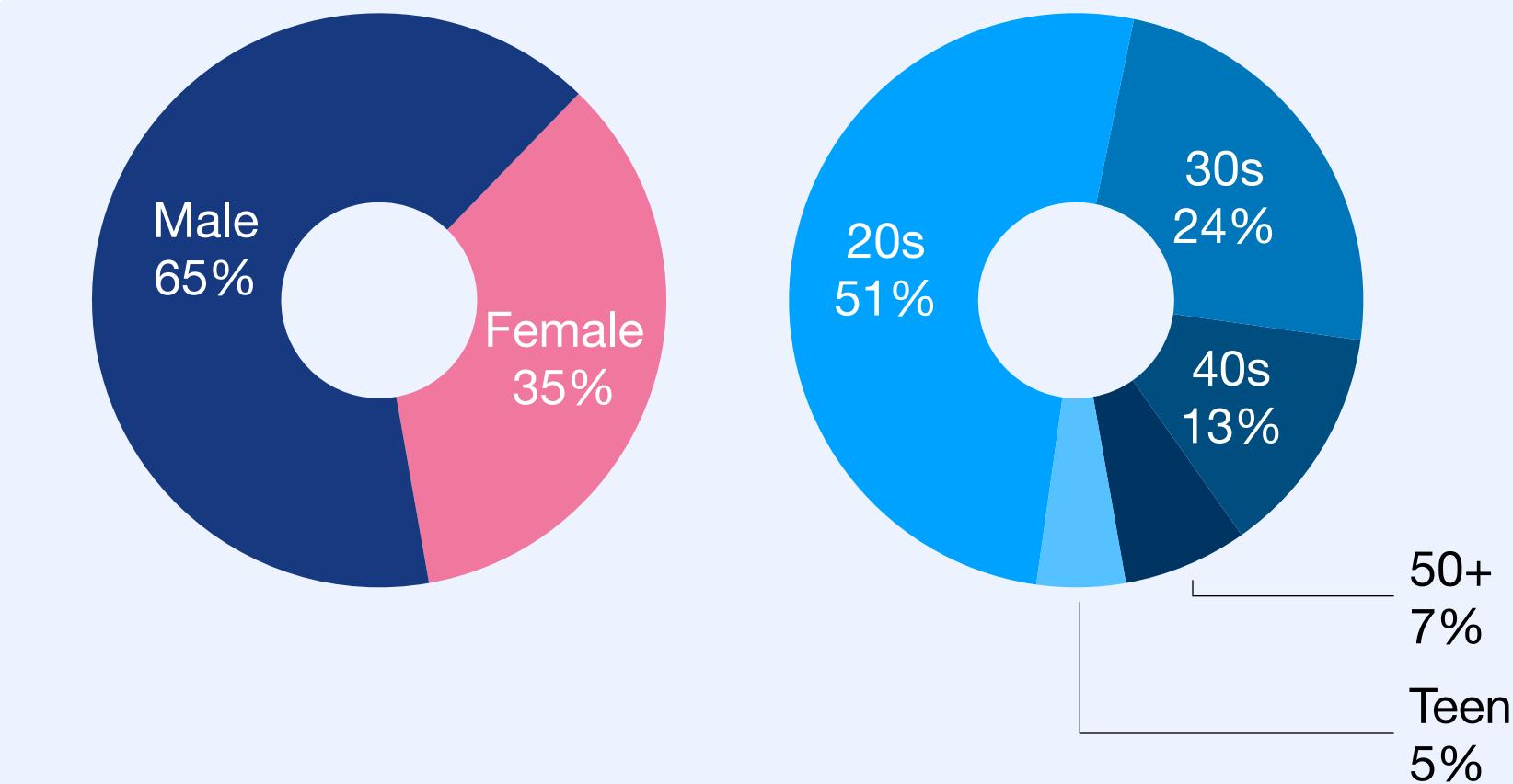
**JP** (DAU 60,000)



**TW, HK, MO** (DAU 20,000)



**USA** (soft launch)



# Playio is making an impact in mobile game marketing

**4M+**

Downloads

**15,000+**

Games in Playio

**KR&JP #4**

AppsFlyer  
Power Ranking

**10M+**

Installs generated  
from Playio



# Playio Ads AI-tech: Enhancing Advertising Efficiency

Playio's advertising leverages data such as **playtime, preferred genres, and billing status.**

Our AI engine analyzes user preferences based on this data to recommend the most suitable games for each individual.

We call this approach "**hyper-personalized advertising.**"

These hyper-personalized ads are delivered to high-conversion users, increasing purchases and driving stronger ad performance.



# Playio is partnered with over 300 companies globally



netmarble



com2uS



WEMADE

kakao games



Ghangame



TREEPLLA



CookApps



SUPERCENT



HAEGIN



spring comes



U.LU GAMES



BluePotion



NSTAGE

FOW/GAMES



SOUL GAMES



Lucky Chan



SUPERBOX



gameberry



STORY GAMES



StickyHands



ACTIONFIT



KINGKONG SOFT



CLOVERGAMES

MYTONA

IGG  
GAMERS AT HEART

PERFECT  
WORLD

FACTORIAL  
GAMES

NGELGAMES

ECL  
22H  
GAMES

standing  
egg

TEAMHZ

WONDER  
SQUAD



LIKE IT

DREAM  
PLAY

FATHER  
MADE

SUPERAWESOME

ARUMGAMES  
Beautiful Life, Beautiful Game

SUPER  
PLANET

PUZZLE  
MONSTERS

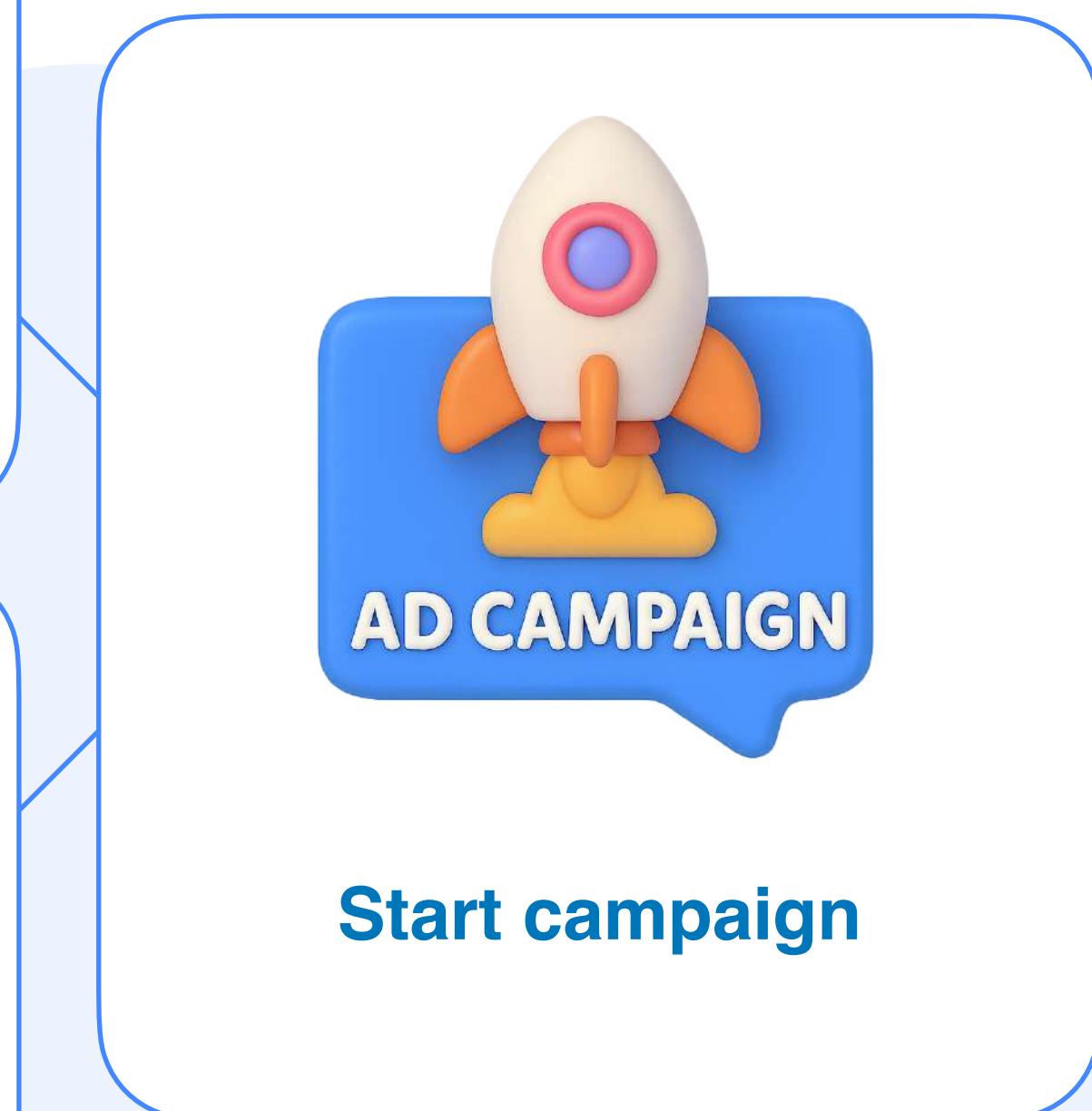
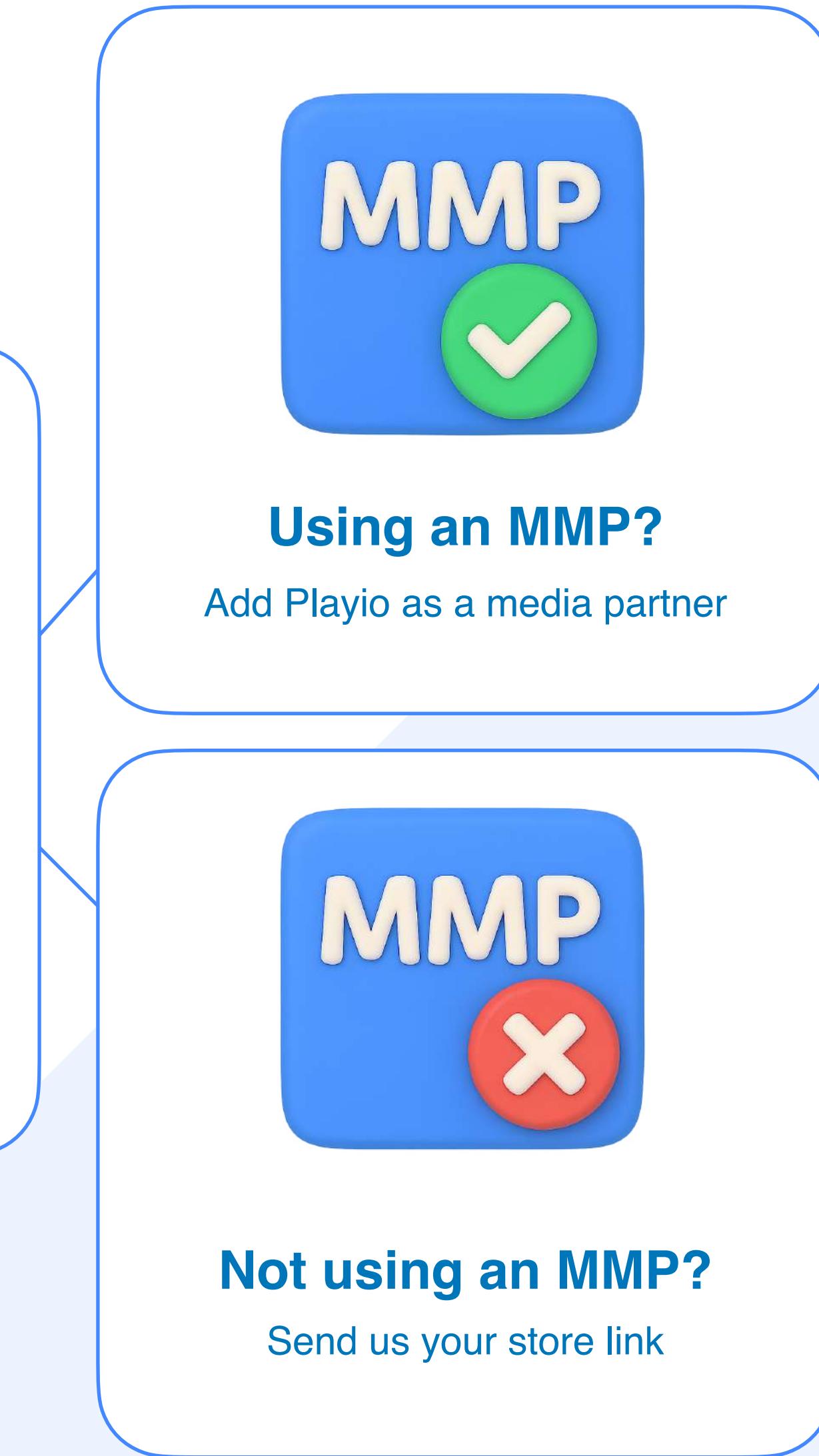
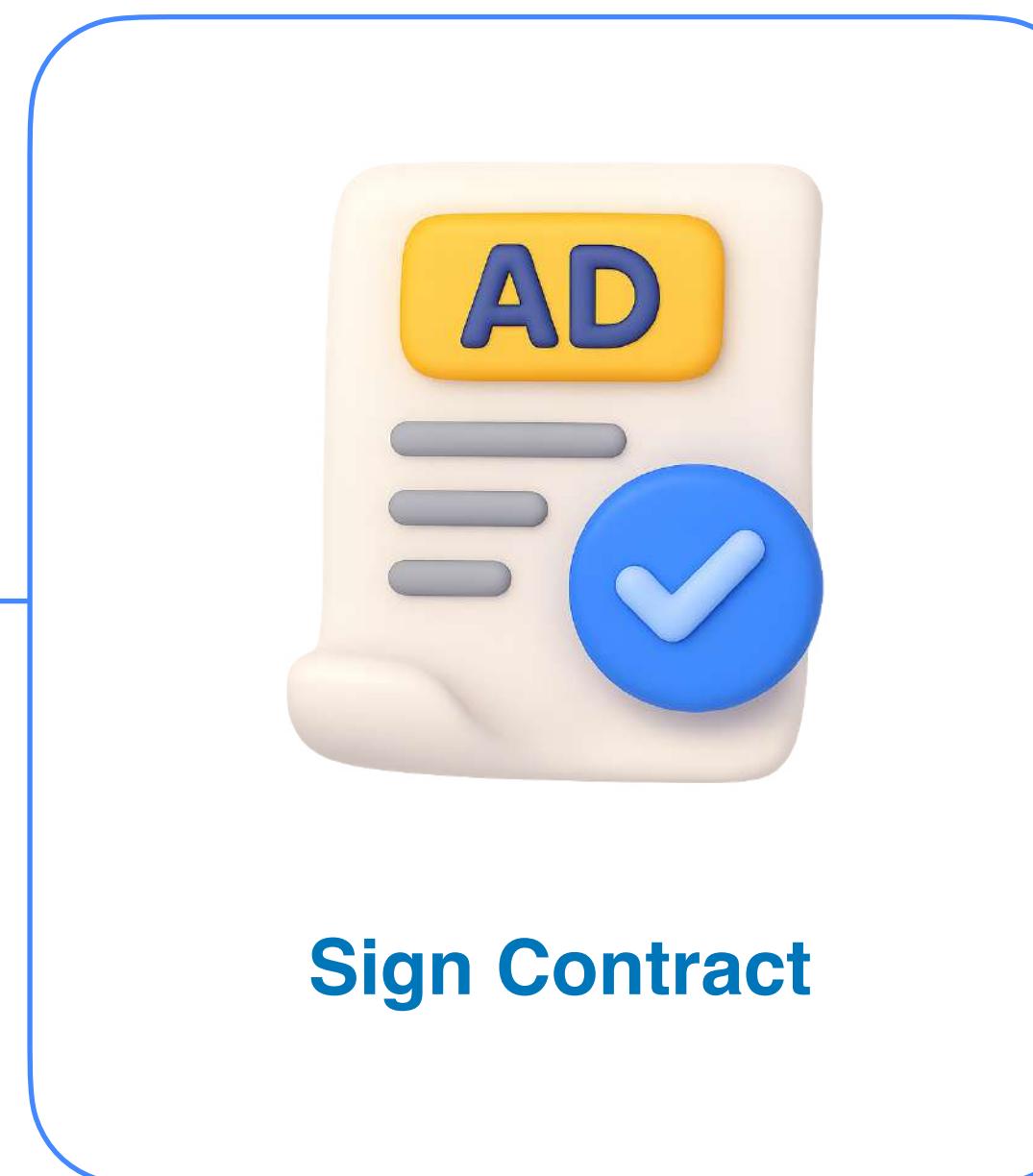
ENP GAMES

mafgames

ACTION  
SQUARE

# Get started easily

No SDK installation or API integration required.



# Analyze performance through Playio's Dashboard



Installs



DAU



Retention



Playtime



Demographics

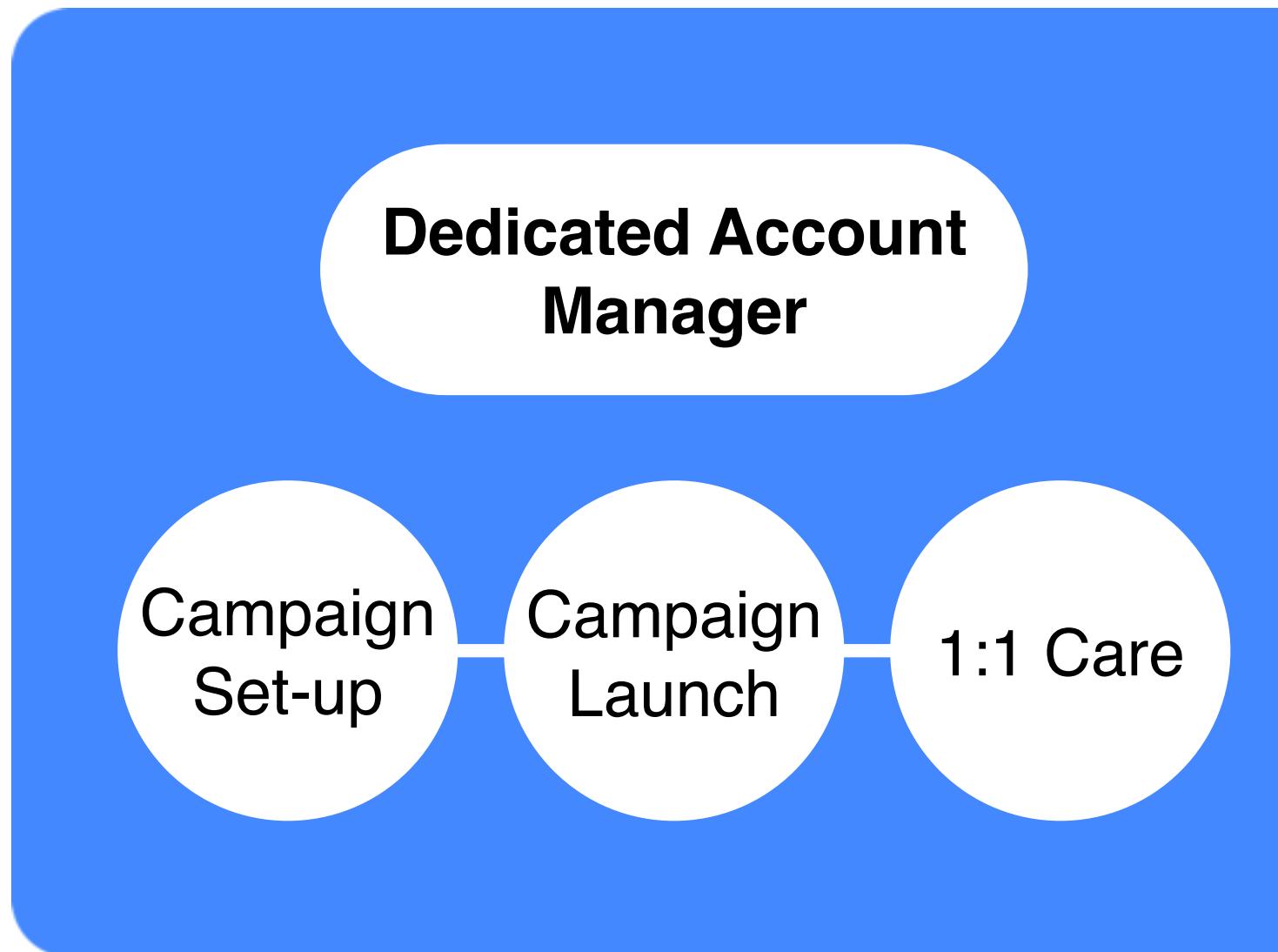


Pre-registration

# An Easy-to-use System Saves Advertisers Time

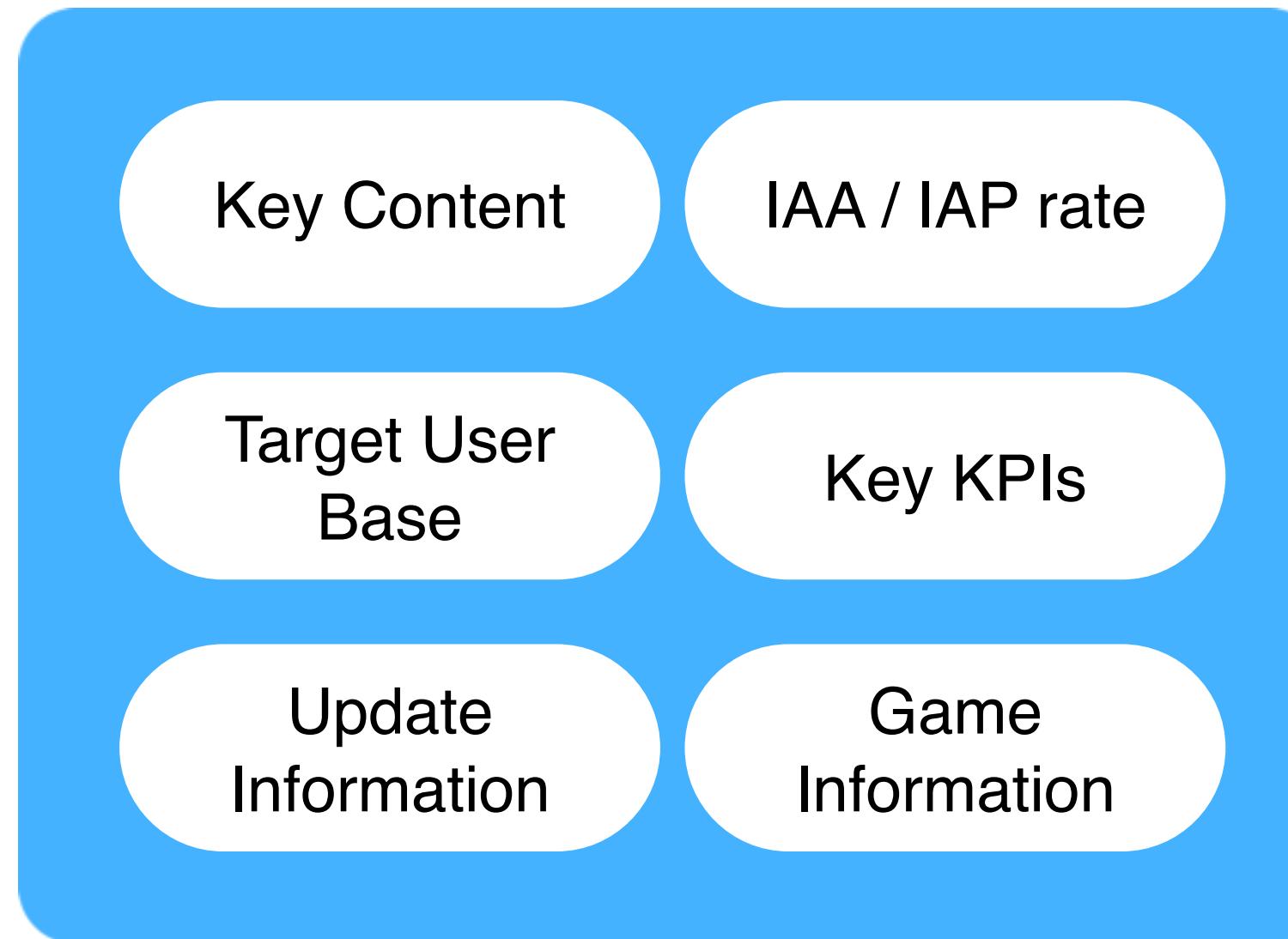
## Dedicated Management Team

Receive personalized, hands-on support with each manager assigned to your campaigns.



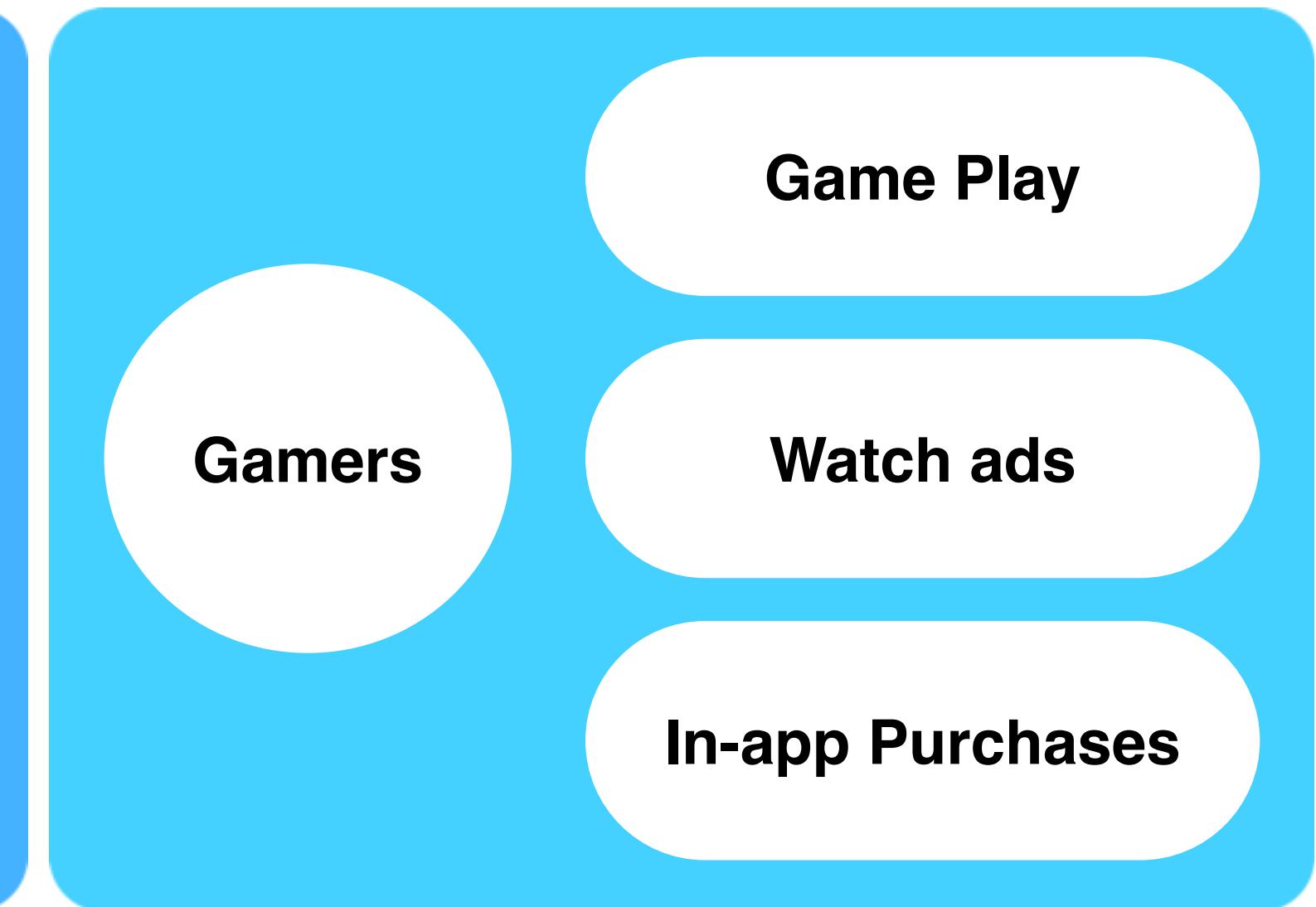
## KPI Optimization

Our approach involves delivering solutions tailored to the game and partners' KPI



## Composed of only Gamers

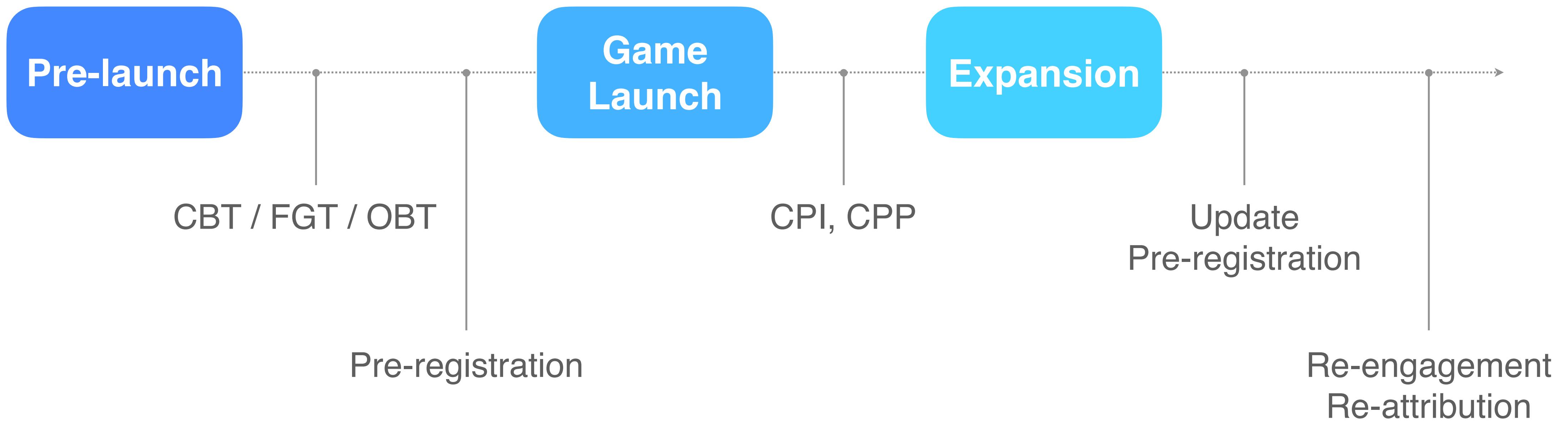
As a first-party platform of gamers only, your campaigns are catered to reach high-value



02

# Advertisement Products

# From Pre-launch to Expansion, Playio's offerings have you covered



# CBT

## Looking to test before launch?

Try our CBT, FGT, and OBT packages tailored to your needs.

### Ideal For:

- Checking server stability and technical issues
- Securing target users and receiving quality feedback
- Validating marketing and content strategy fit
- Gathering early feedback to fix bugs and balance issues

## Premium CBT

## Step-up CBT

## Basic CBT

## Survey and Test Result Reports

[Learn more about the CBT package](#)

- Time Quest / Hidden Quest
- Test Result Reports

- Community Events
- Survey Reports
- Time Quest

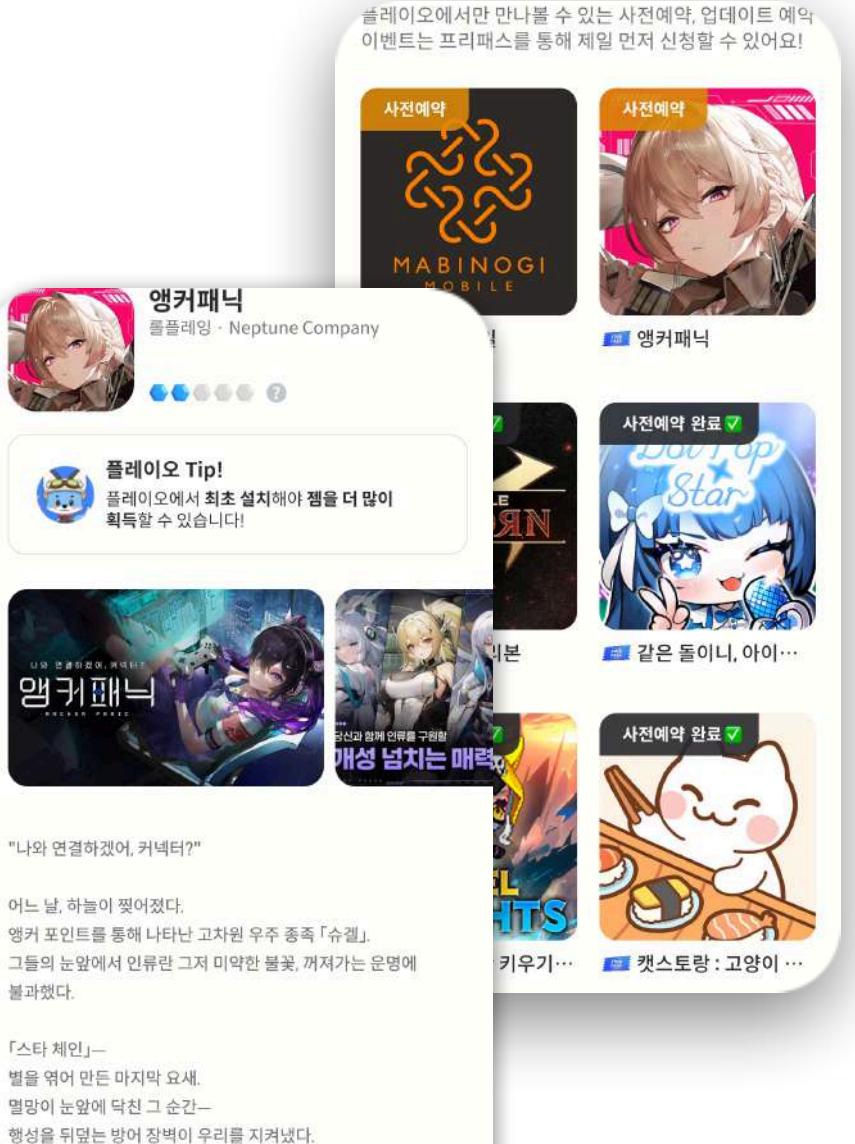
### • Recruit Testers



# Pre-registration

Playio's pre-registration packages offer two formats: **user-driven** and **auto-participation**.

The user-driven model **drives higher conversion** through **direct engagement**, while the auto model enables **rapid user acquisition**. Tailor your choice to fit your campaign goals.



## Step Up

- **Feature in pre-reg list**
- **Game coupon delivery**
- **Tracking link integration**
- **Dashboard access**
- **100 Playio Points**
- **Banner placements: Line**

## Premium

- **1 push notification**
- **1,000 Playio Points**
- **Banner placements: Line, Front Pop-up**

## Premium Plus

- **1 push notification**
- **1 inbox message**
- **1,500 Playio Points**
- **Banner placements: Line, Front Pop-up, Today**

[Learn more about Pre-registration Pacakge](#)

# CPI

Charged on a **cost-per-install (CPI)** basis.

Billing is based on installs, users receive **rewards** based on their playtime, leading to **higher retention** and **increased purchase conversion**.

With exclusive systems to Playio like **“Time Quests”** and **“Hidden Quests”**, you can drive user engagement and achieve better ROI.

Minimum budget requirement  
\$5,000 USD



**Time Quest**

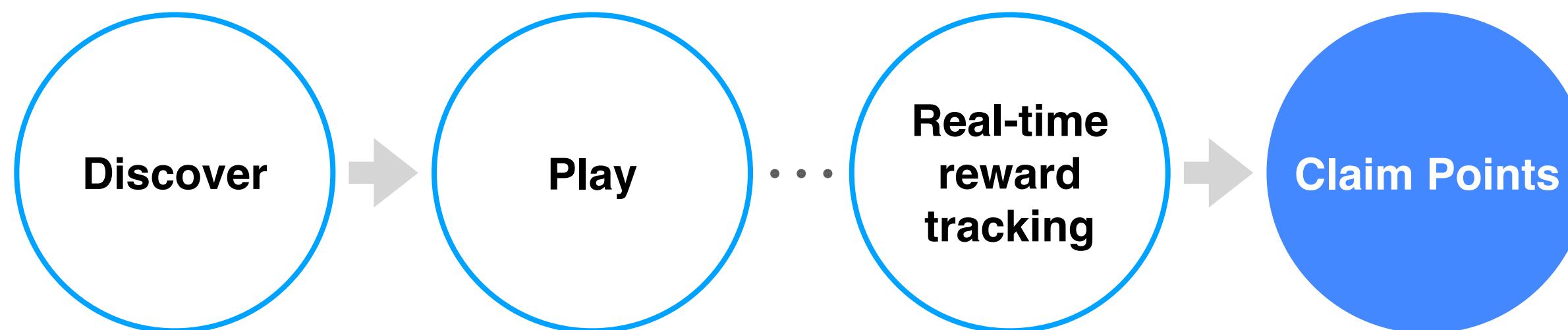


**Hidden Quest**

[Learn more about the CPI Package](#)

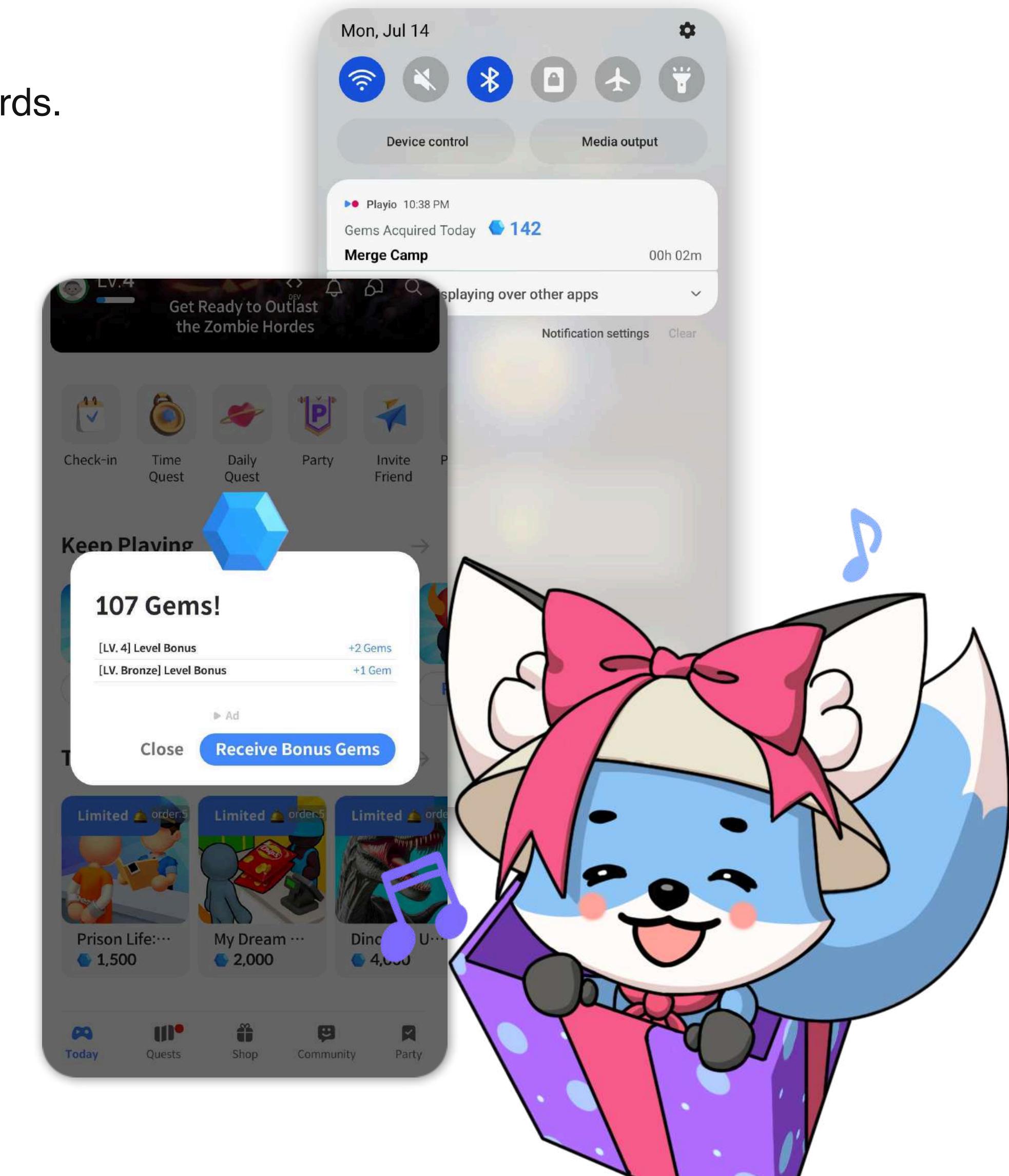
# Playtime Rewards

Use AI targeting to reach high-value users and keep them playing with time-based rewards.



**Boost awareness and optimize playtime**

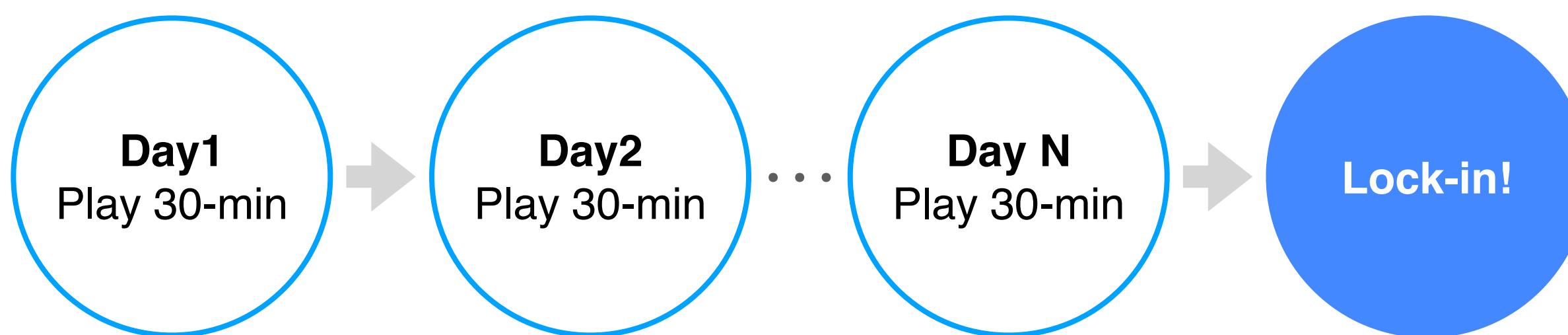
Boost visibility with AI targeting and keep users playing with time-based rewards.



# Time Quest

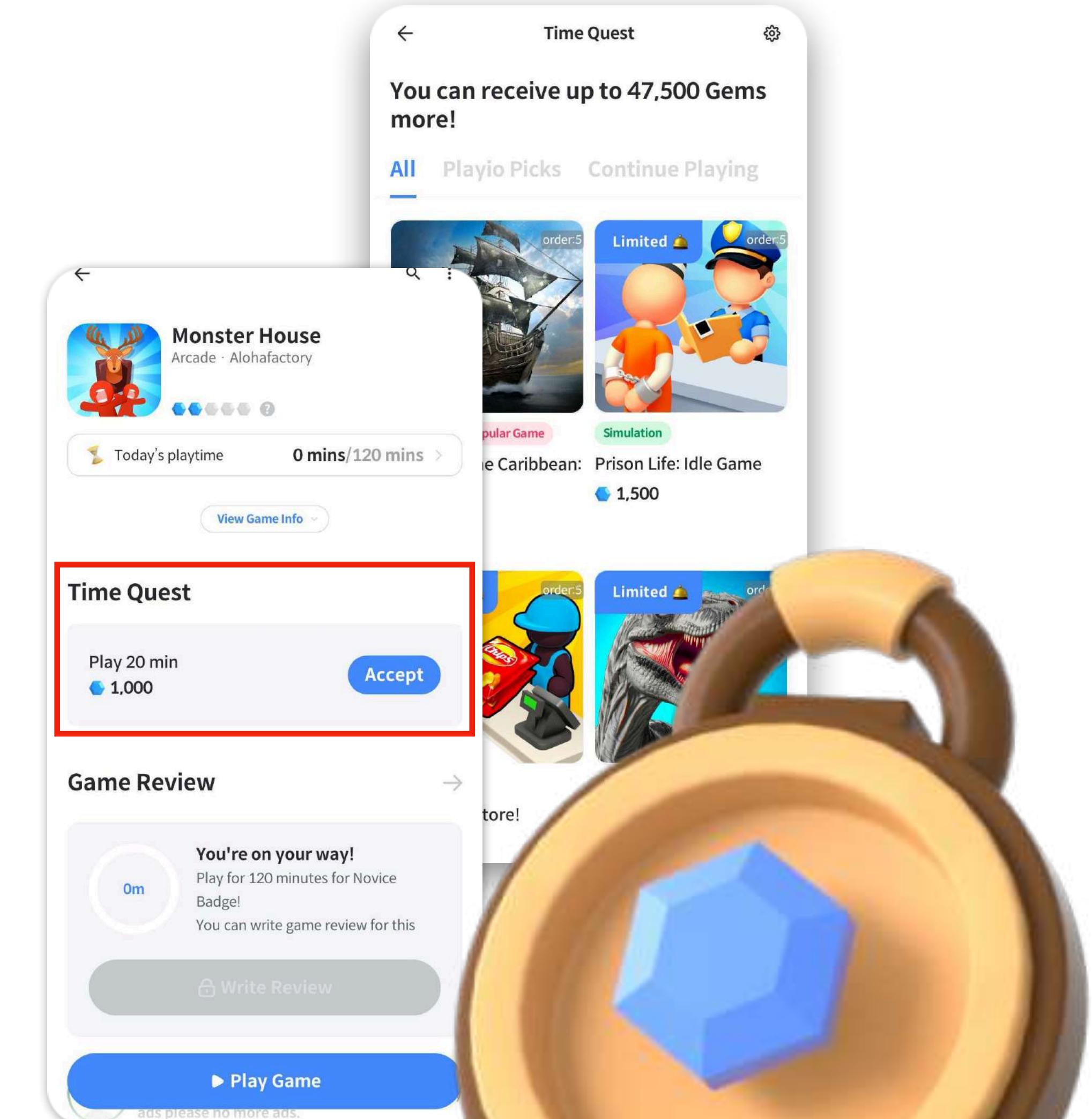
Encourage users to reach daily playtime milestones to optimize [retention](#).

Daily playtime milestones are tailored to each game genre to [maximize engagement](#).



**Retention Optimization**  
Daily participation helps boost cohort retention.

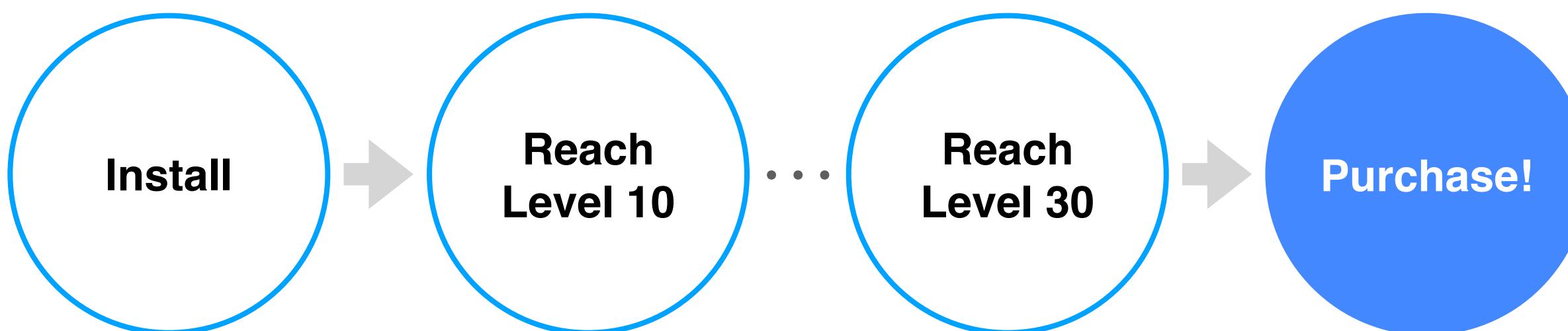
**Playtime Optimization**  
Daily playtime milestones are set based on the game's genre.



# Hidden Quest

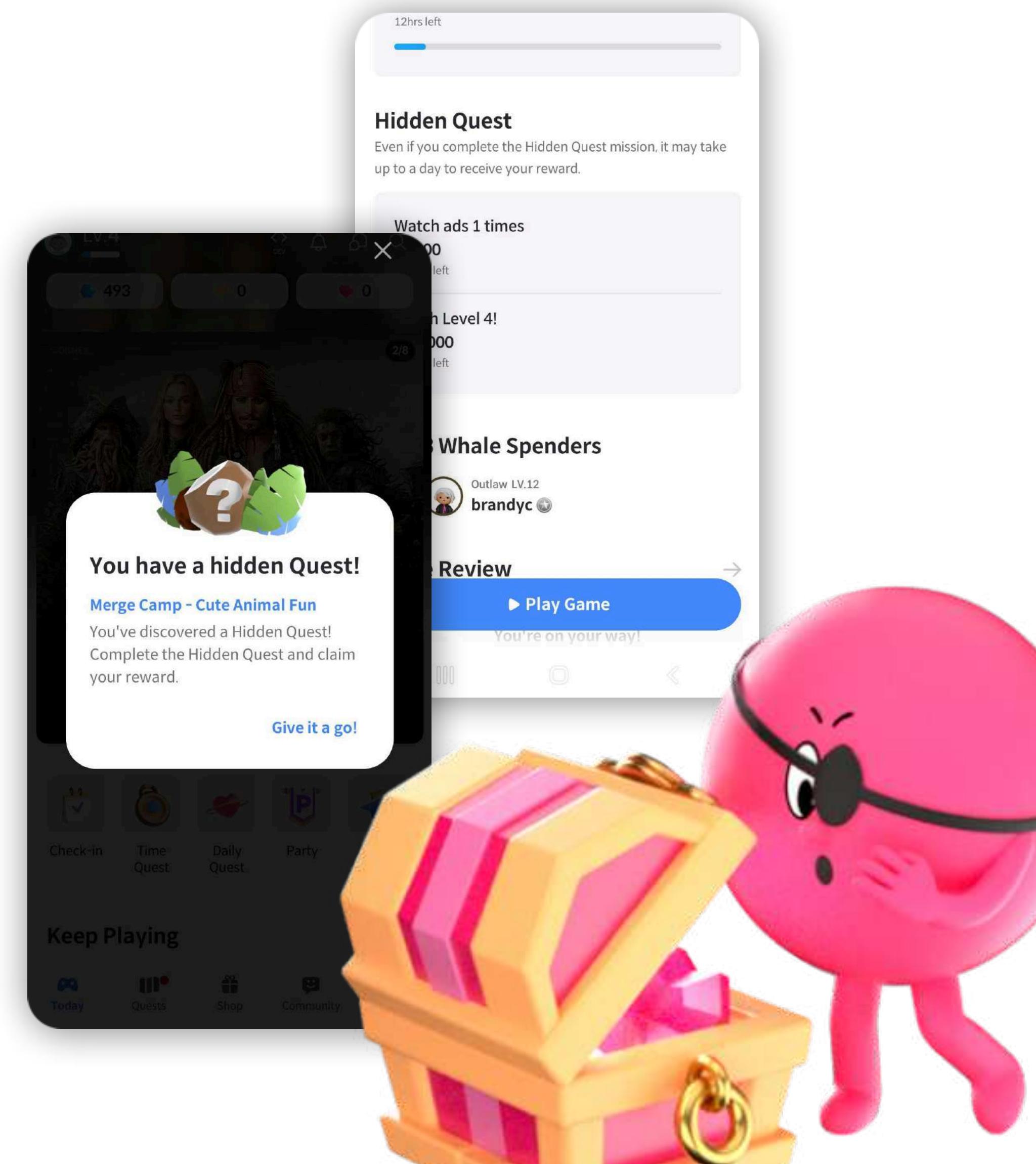
Drive event conversions by offering rewards for completing missions.

Increase ROAS by encouraging users to reach key payment-triggering stages.



**In-app event CVR optimization**  
Encourage users to complete in-app events.

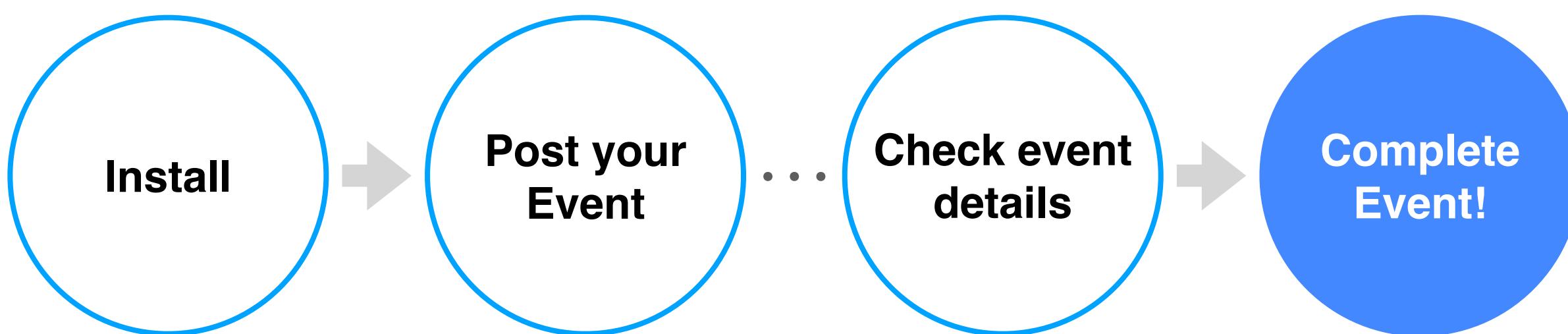
**Boost ROAS**  
Motivates users to push deep in-game content and make purchases



# Community Event

Designed to naturally guide users toward [in-app event conversion](#).

Beyond prompting desired behaviors, this approach organically generates excitement across the Playio community.

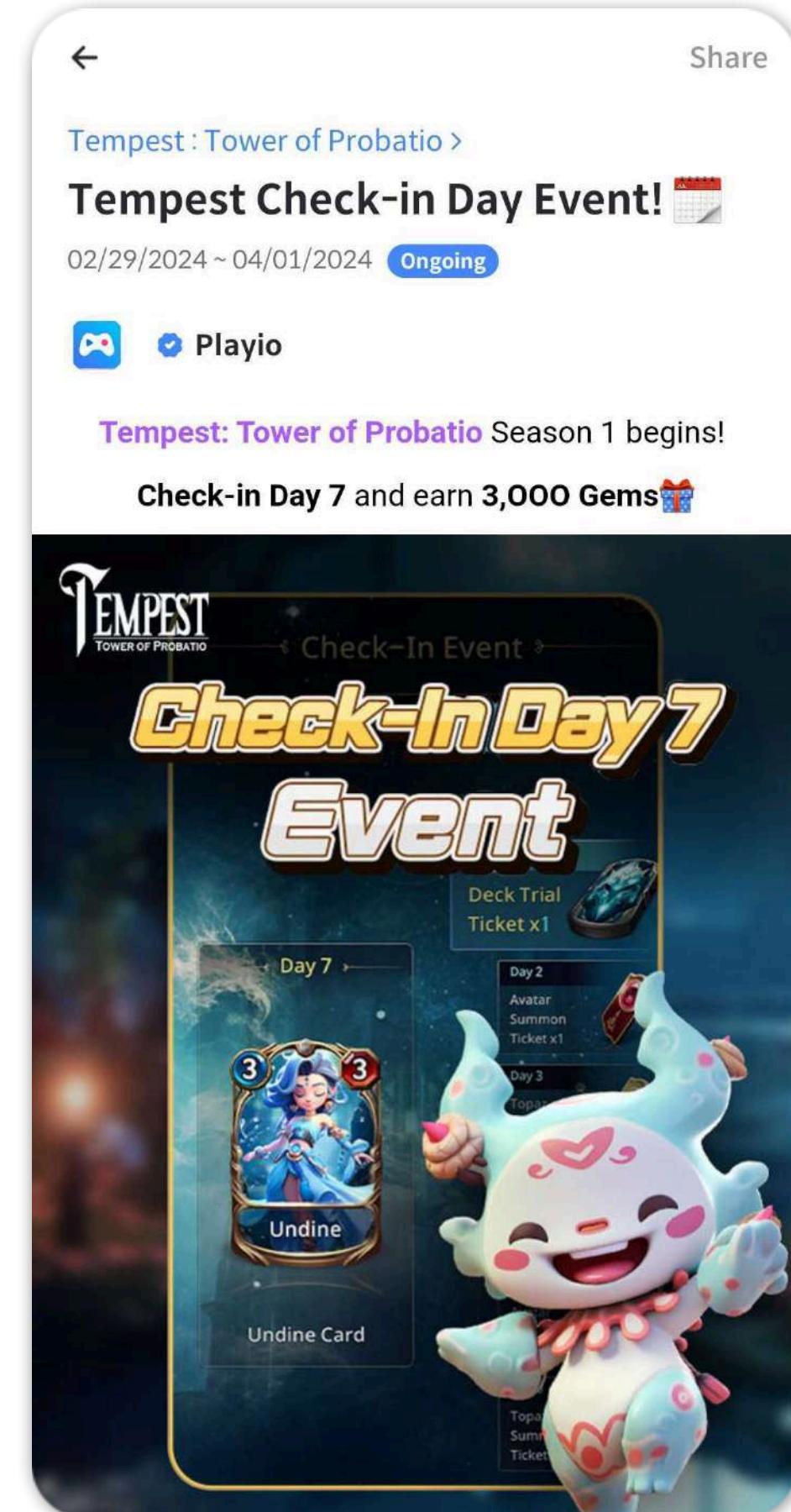


## Event CVR Optimization

Users are naturally guided from app install to specific actions, improving conversion rates.

## Viral Effect through Playio

Event Participation leads users to create and share content, generating organic reach.



### Event Duration

- 02/29/2024 ~ 3/31/2024, 14:59pm (GMT)

### How to Participate

- Download 'Tempest: Tower of Probatio' from Playio.
- Check-in Day 7 and take a screenshot like the image above.
- Leave a comment in this post with the screenshot.

### Event Rewards and Benefits

- All participants will receive 3,000 Gems
- Rewards will be sent via Playio's "Notifications" within 7 days after the Event ends.

### Note

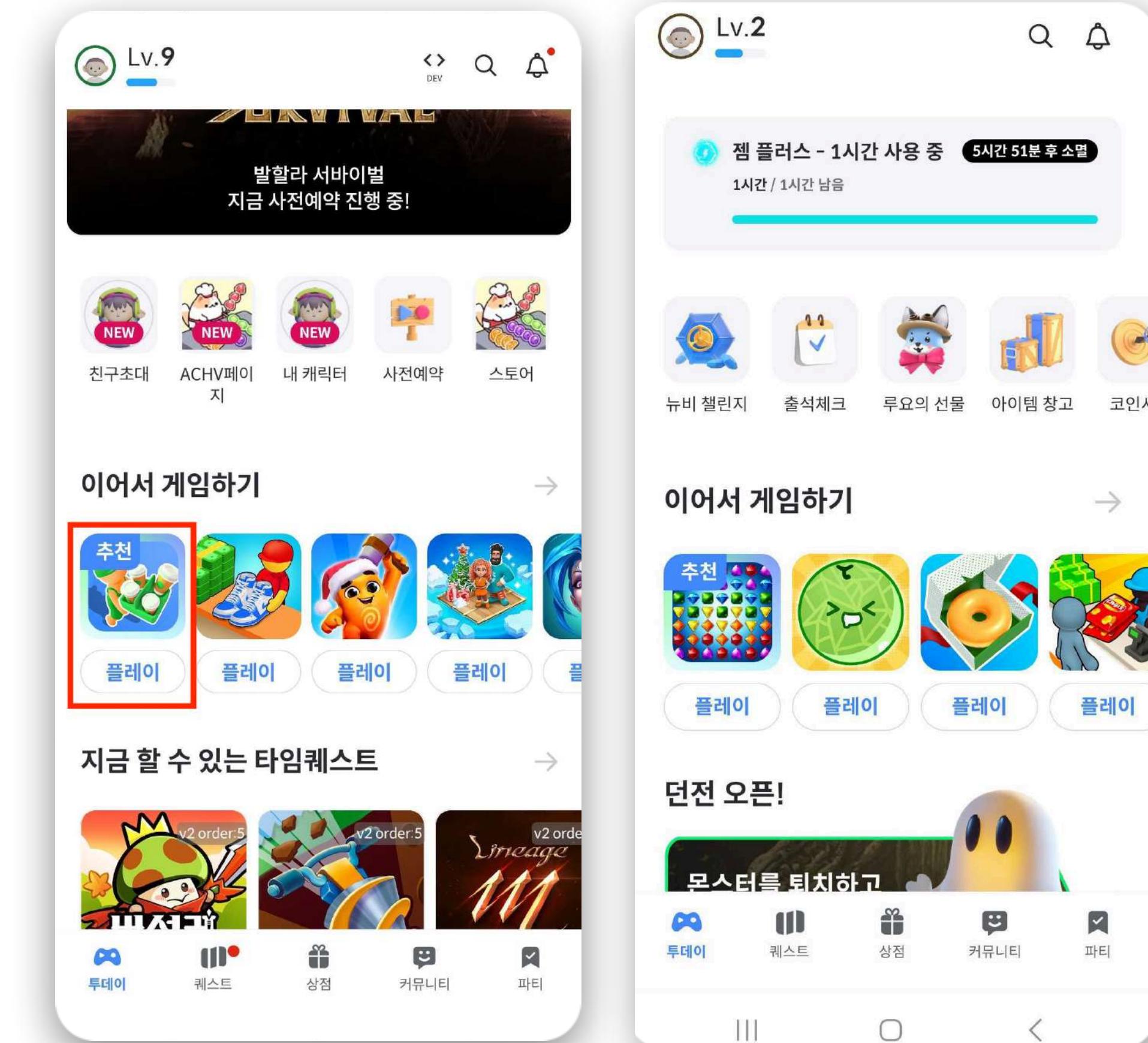
- Only users logged into Playio are eligible to participate in this event.
- The event will run from 02/29/2024 to 03/31/2024. All submissions after this date will be excluded from receiving event rewards and benefits.
- This event may be subject to change or may be canceled without prior notice due to unforeseen circumstances.
- Event rewards & benefits may be restricted or

# Re-engagement

Playio's Reengagement solution is designed to bring lapsed users back to your game. It targets users who haven't played in 7 days or more, and allows for filtering such as [user demographics](#) and [payment history](#).

## Key Benefits

- [Cost-effective reactivation](#) vs. acquiring new users
- [Boost LTV](#) through repeat engagement from existing users
- [Smarter retargeting](#) with personalized messaging



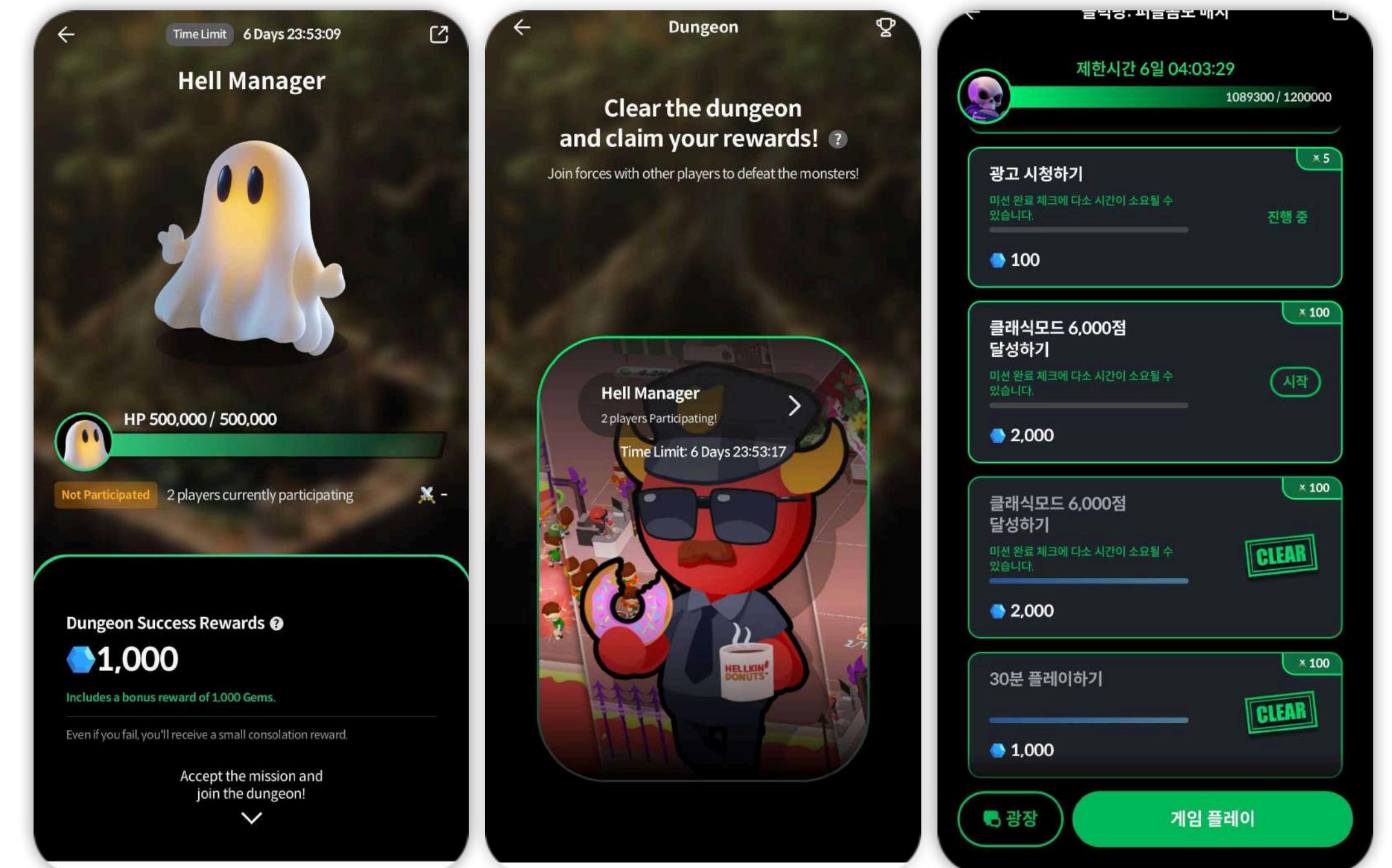
# Playio Dungeon (CPP)

Playio Dungeon is a **premium, time-limited** ad product featured on the main page of Playio.

It's ideal for new game launches or major updates, enabling **rapid user acquisition** and **increased brand visibility** in a short period of time.

## Key Benefits

- **Top placement** on the main page of Playio, maximizing game visibility
- **Boosting engagement** by offering rewards upon mission completion
- **Driving organic buzz** through collaborative missions between users
- **Engaging** both new and returning users



[Learn more about Playio Dungeon](#)

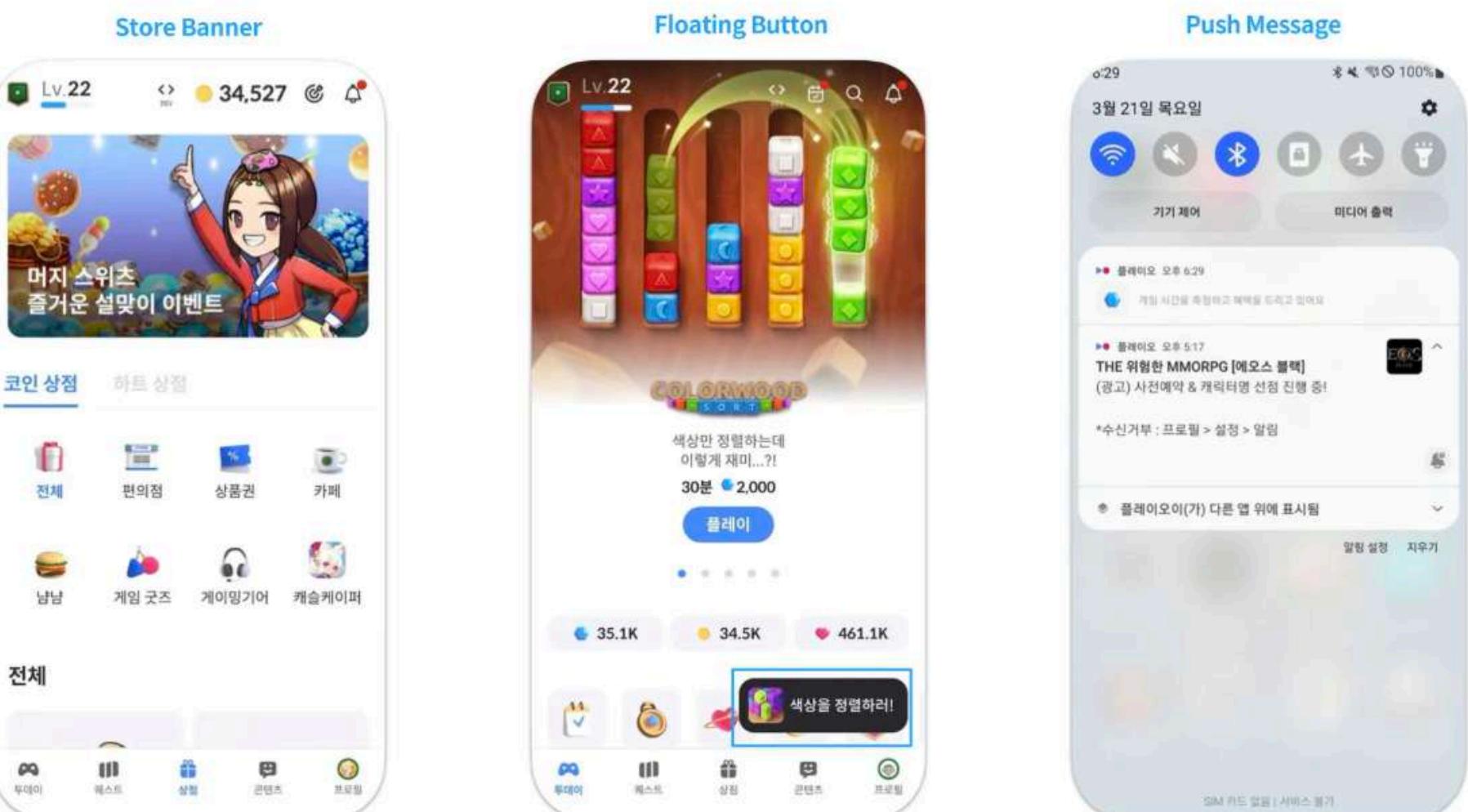
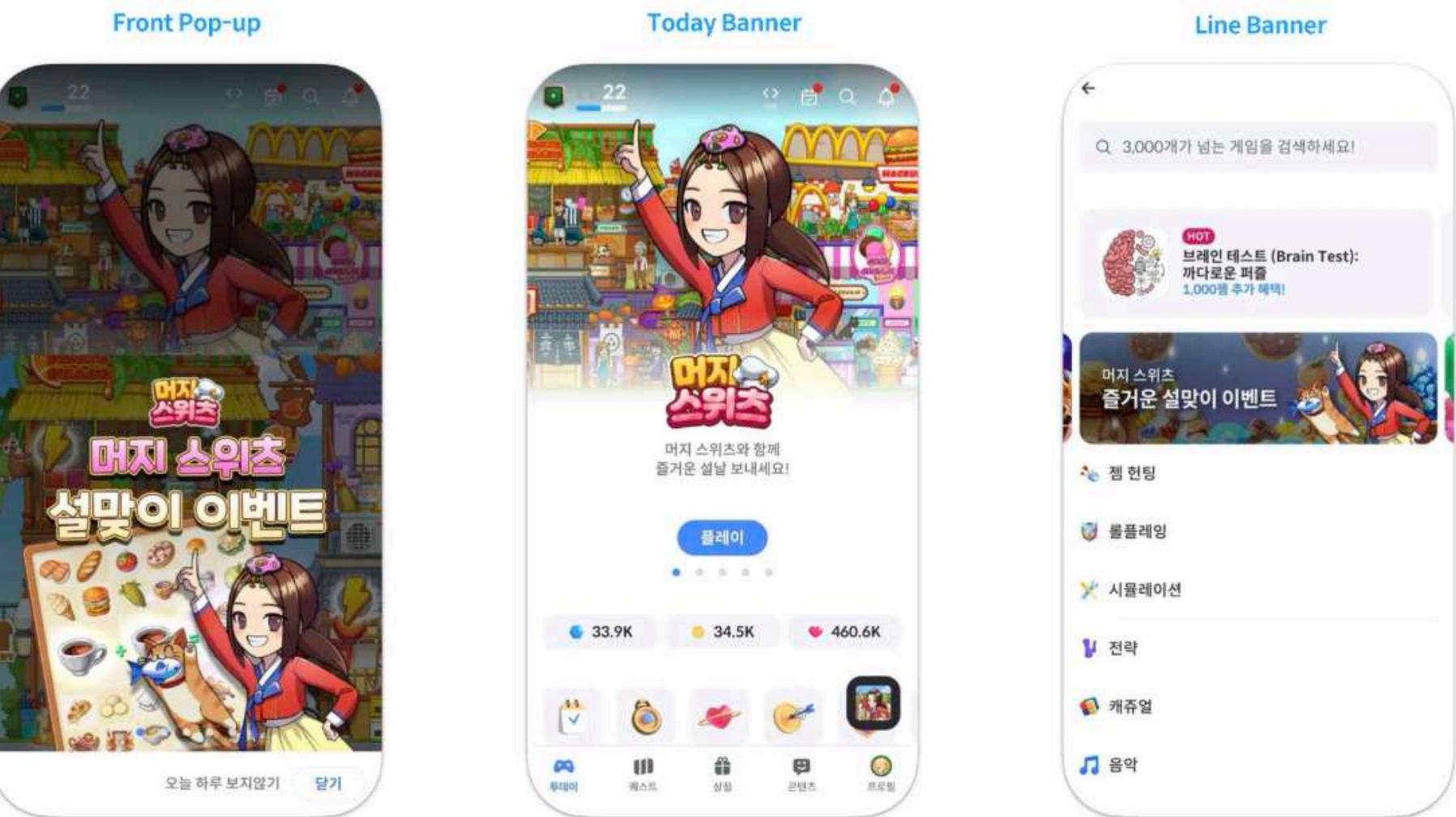
# Playio Featured

Playio Featured offers top-priority banner placement, maximizing exposure and driving high user volume across key placements.

The [Store Banner](#) and [Floating Button](#) placements are exclusive to the Playio Featured Package.

## Key Benefits

- [Driving scale and performance with high-impact banner exposure](#)
- [Boosting CTR and CVR with top priority ad placements](#)
- [Improving retention through repeated key exposure](#)
- [Engaging both new and returning users](#)



[Learn more about Playio Featured](#)

# Proven Impact with Playio

Increase in Playtime, ROAS and Retention

**Playtime  
ROAS  
Retention**

Rewards are given  
based on **playtime**

## Increase in Playtime

250% increase in playtime  
after using Playio

**Time Quest:**  
Locks users in

## Increase in Retention

Retention during the campaign  
increased retention to D1 80%, D7 50%

**Hidden Quest**  
Boost CVR of in-app events

## Increase in ROAS

207% ROAS increase  
After implementing Hidden Quests

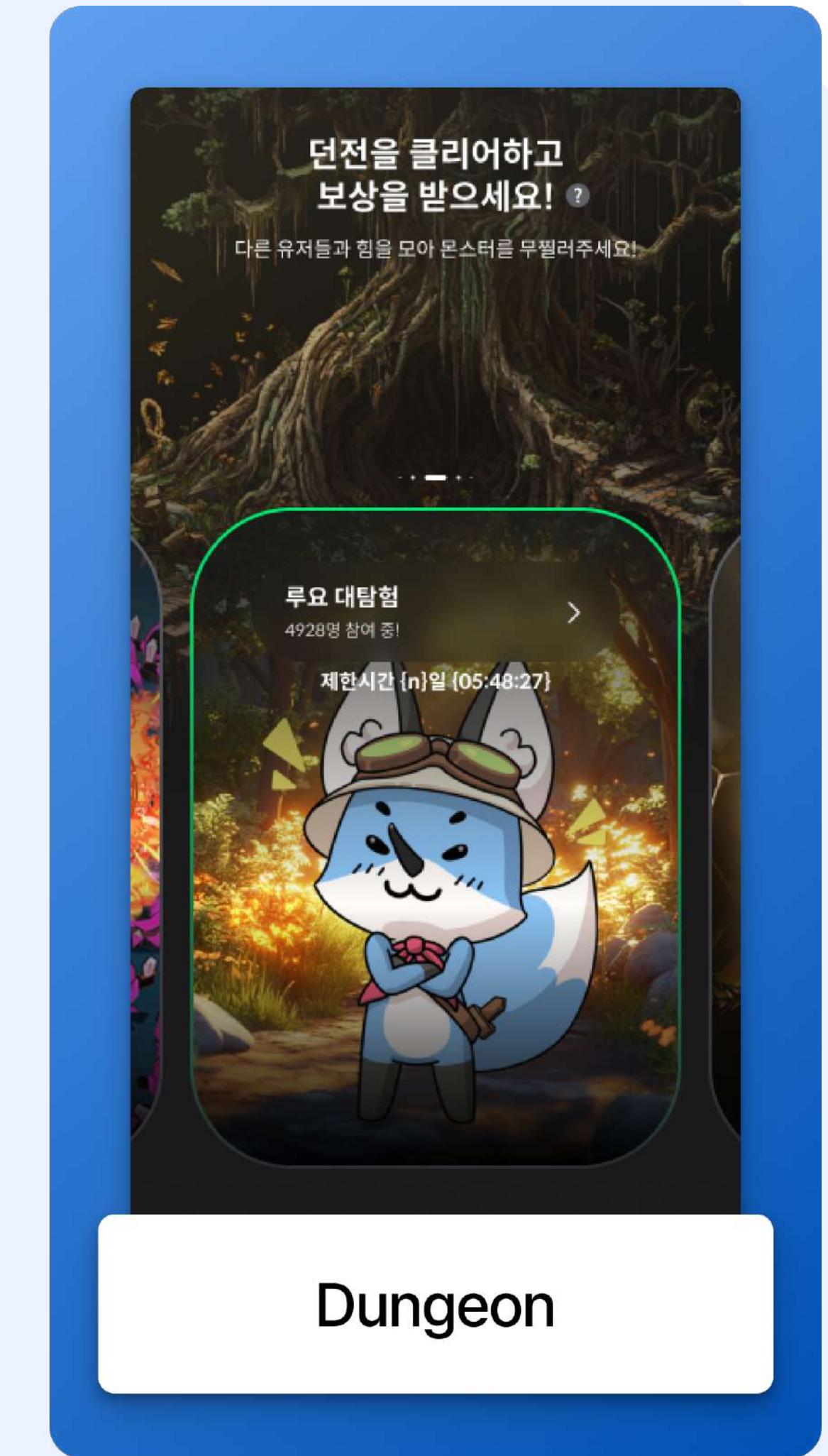
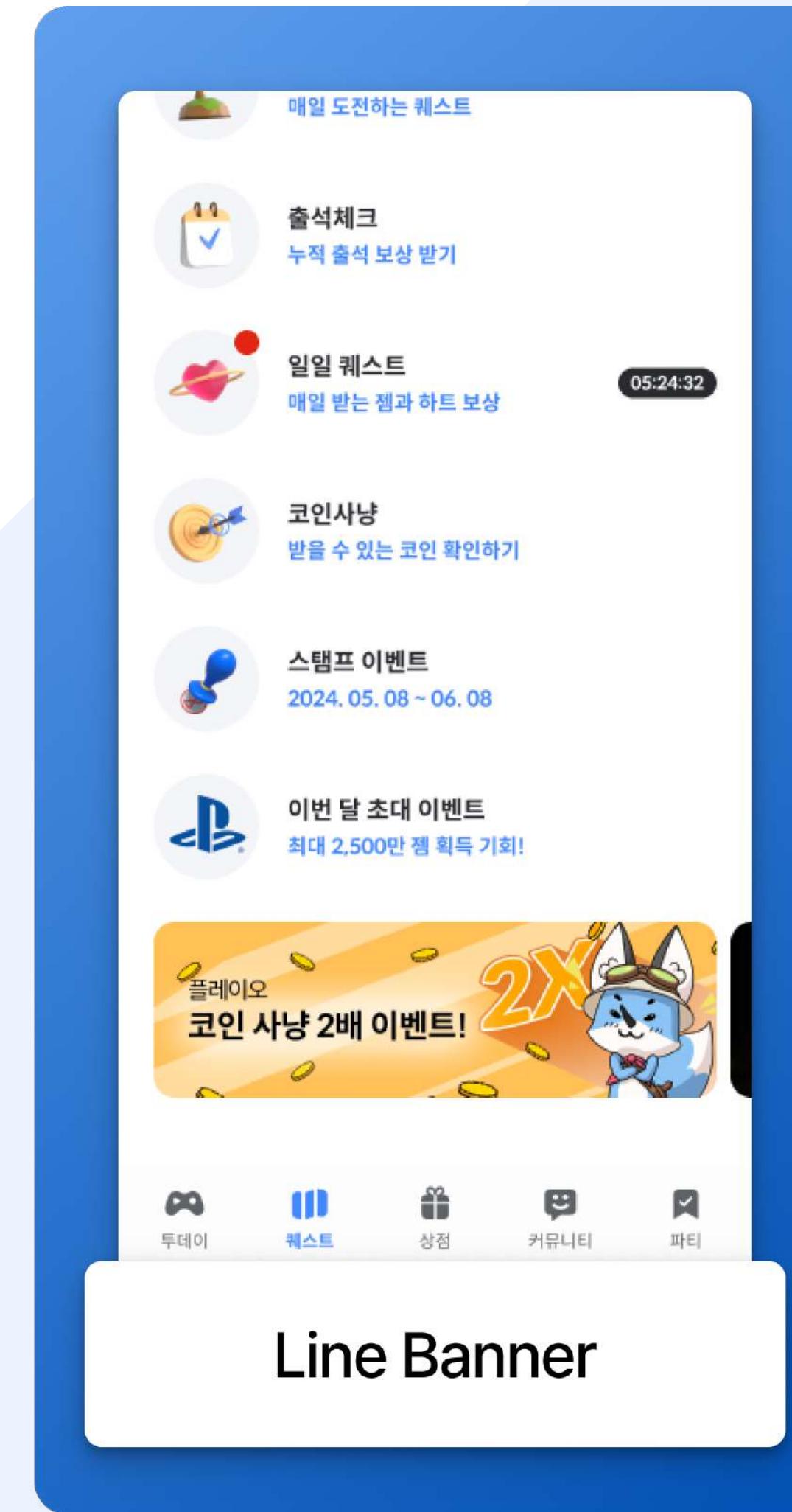
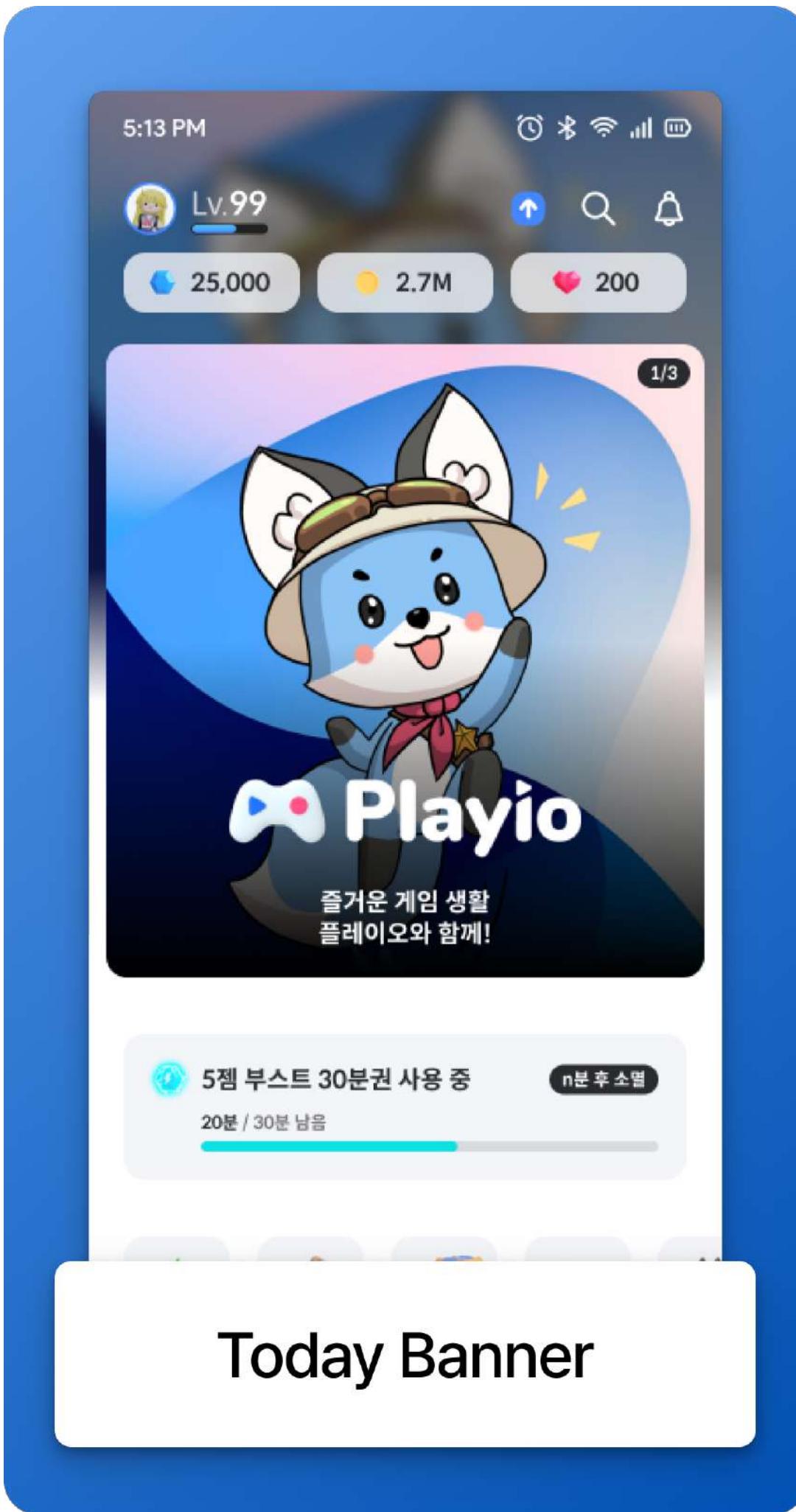


03

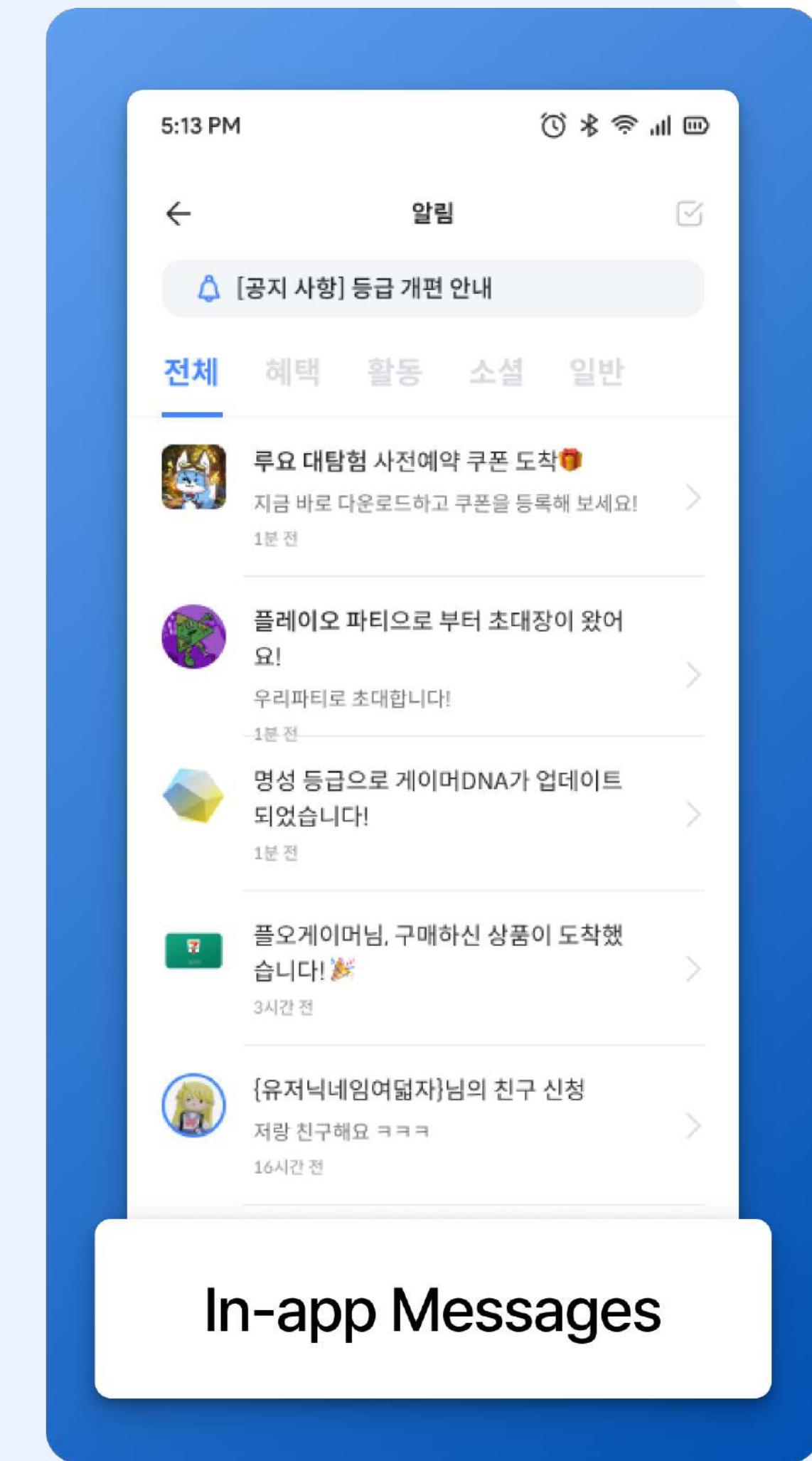
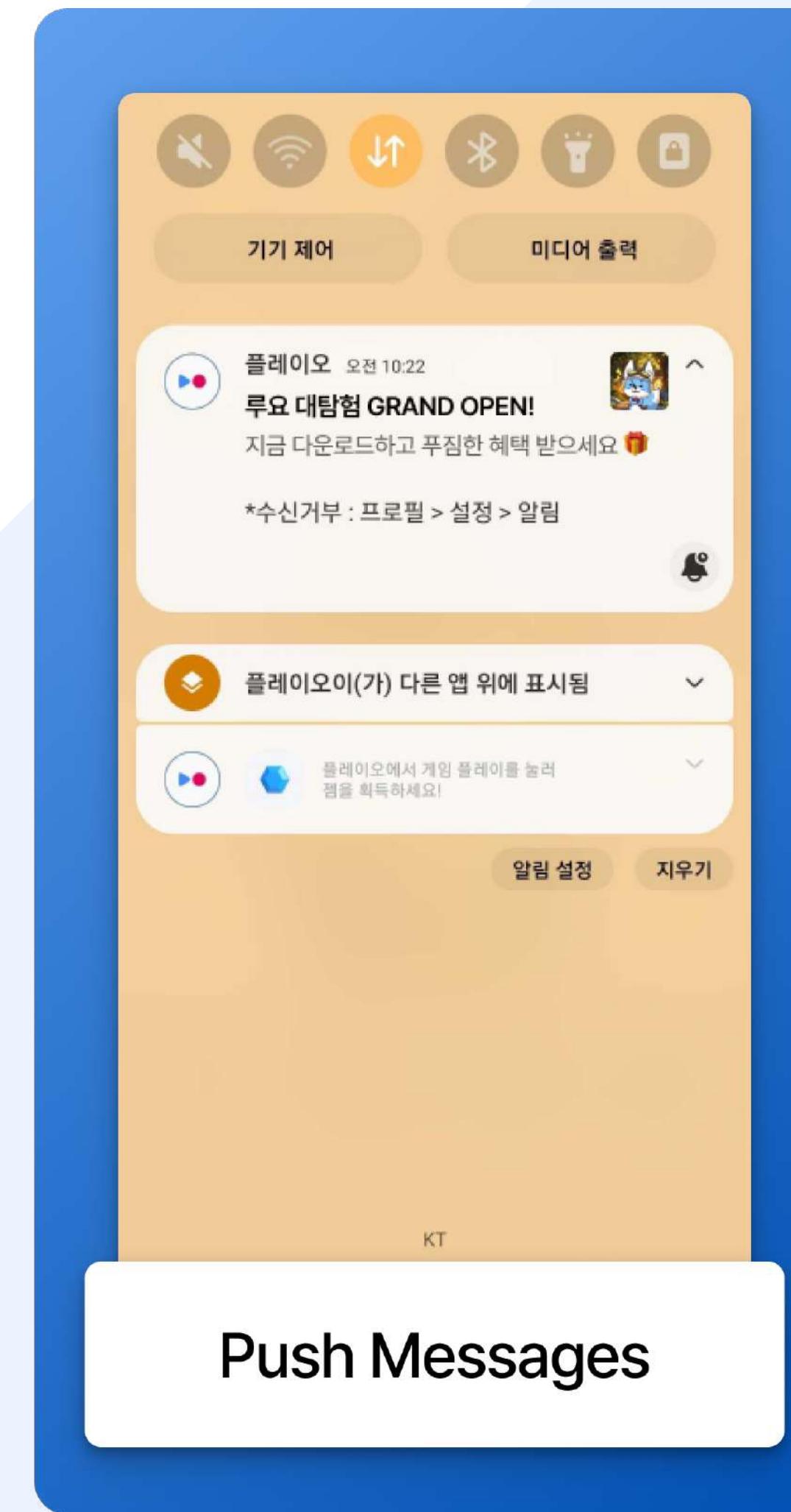
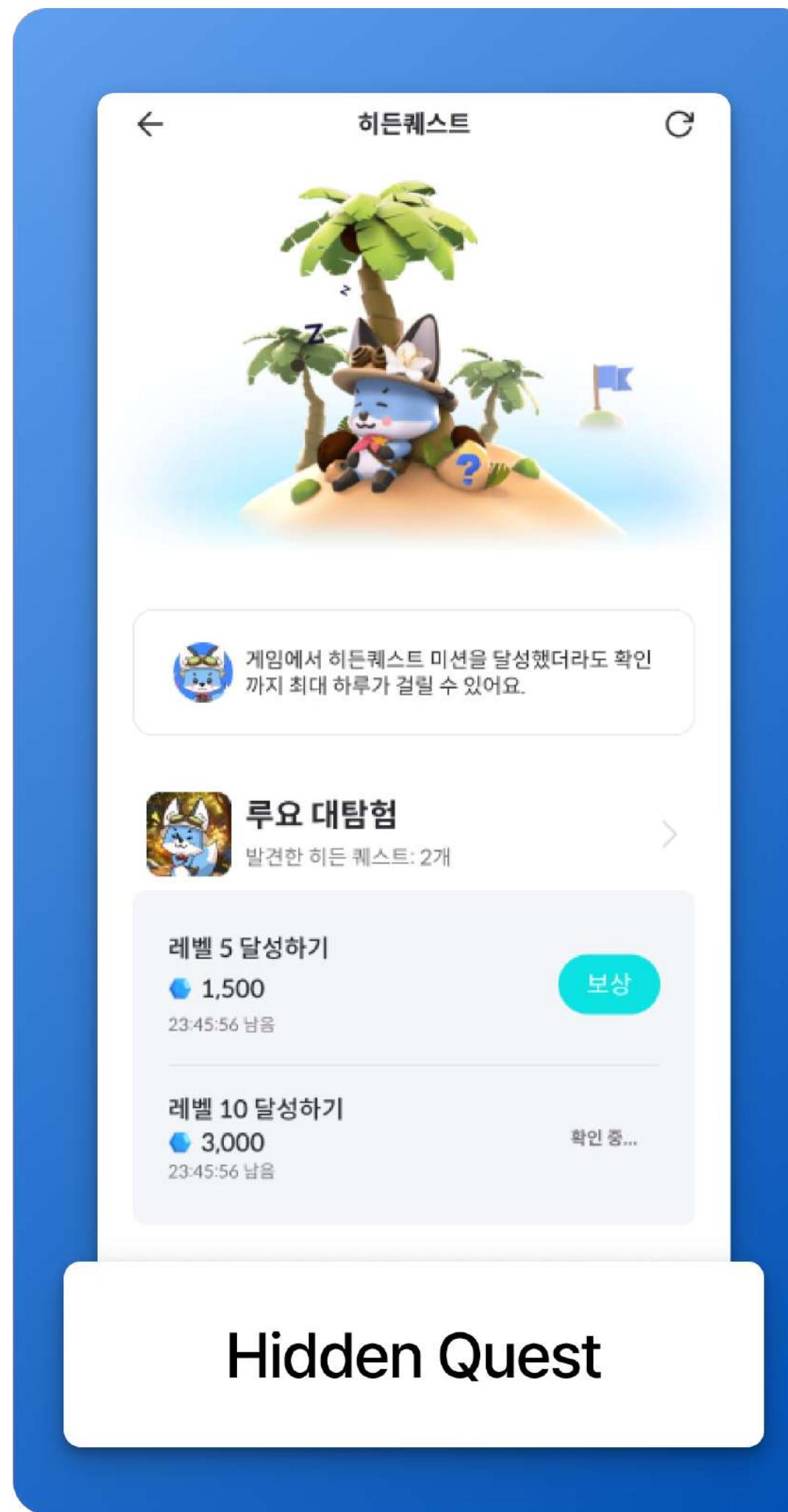
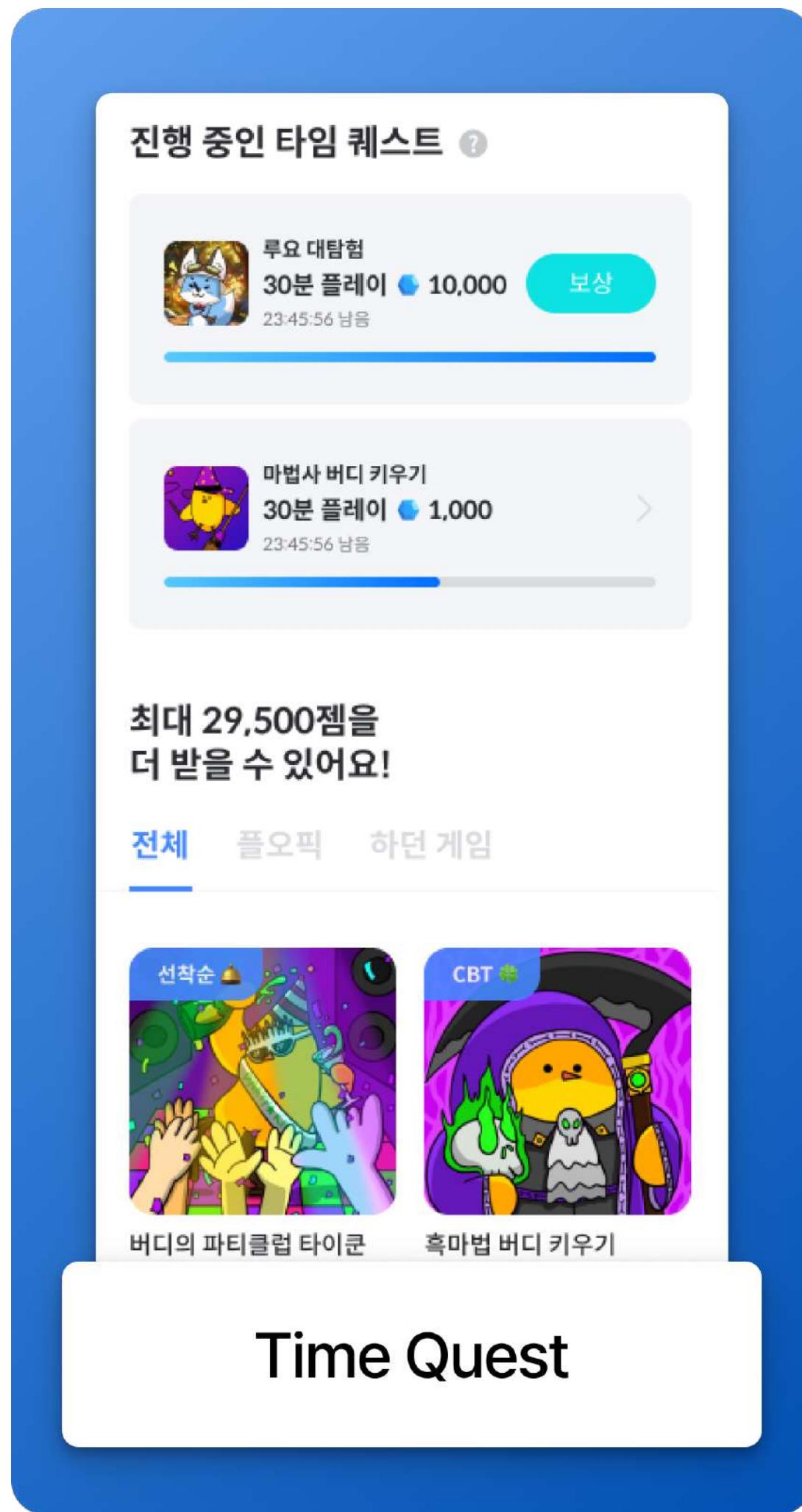
# Display Placements

## Playio Display Placements

# Banners



# Quests, Notifications



04

# Unit Price

# Unit Price per Product

## Pre-registration

Product	Step-up Pre-registration	Premium Pre-registration	Premium PLUS Pre-registration
<b>Unit Price</b>	\$500 USD (4-weeks) Provided for free if paired with a CPI campaign with a budget of over \$5,000 USD.	\$2,000 USD Provided for free if paired with a CPI campaign with a budget of over \$10,000 USD.	\$3,000 USD Provided for free if paired with a CPI campaign with a budget of over \$30,000 USD.
<b>Type</b>	Direct Participation	Direct / Automatic Participation (Choose 1)	Direct / Automatic Participation (Choose 1)
<b>Includes</b>	<ul style="list-style-type: none"> <li>Featured in pre-registration list</li> <li>Game coupon delivery</li> <li>Tracking link integration supported</li> <li>Dashboard access</li> <li>100 Playio Points</li> <li>Banner placements: Line</li> </ul>	<ul style="list-style-type: none"> <li>Featured in pre-registration list</li> <li>Game coupon delivery</li> <li>Tracking link integration supported</li> <li>Dashboard access</li> <li>1,000 Playio Points (For direct participation only)</li> <li>1 Push notification</li> <li>Banner placements: Line, Front Pop-up</li> </ul>	<ul style="list-style-type: none"> <li>Featured in pre-registration list</li> <li>Game coupon delivery</li> <li>Tracking link integration supported</li> <li>Dashboard access</li> <li>1,500 Playio Points (For direct participation only)</li> <li>1 Push notification</li> <li>1 Inbox notification</li> <li>Banner placements: Line, Front Pop-up, Today</li> </ul>

# Unit Price per Product

## CBT

Product	Basic CBT Package	Step-up CBT Package	Premium CBT Package
<b>Price per 300 people</b>	\$1,200 USD	\$1,800 USD	\$2,400 USD
<b>Includes</b>	<ul style="list-style-type: none"> <li>• Tester Recruitment</li> <li>• Community Event</li> </ul>	<ul style="list-style-type: none"> <li>• Tester Recruitment</li> <li>• Community Event</li> <li>• Survey and event result report</li> <li>• Time Quest</li> </ul>	<ul style="list-style-type: none"> <li>• Tester Recruitment</li> <li>• Community Event</li> <li>• Survey and event result report</li> <li>• Time Quest, Hidden Quest</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Banner image resources</li> <li>• Test guidelines</li> <li>• Community Event content</li> </ul>	<ul style="list-style-type: none"> <li>• Banner image resources</li> <li>• Test guidelines</li> <li>• Community Event content</li> <li>• Survey question list</li> <li>• Playtime optimization goal</li> </ul>	<ul style="list-style-type: none"> <li>• Banner image resources</li> <li>• Test guidelines</li> <li>• Community Event content</li> <li>• Survey question list</li> <li>• Playtime optimization goal</li> <li>• In-app event optimization goal</li> </ul>

Playio Unit Price

# Unit Price per Product

CPI

Genre	Unit Price	Volume (1 week)	Remarks
Casual	US\$2.50	+16,000	Negotiable
RPG	US\$4.00	+16,000	Negotiable
Strategy / Hardcore	US\$5.50	16,000	Negotiable

## Targeting Options

Options	Description	Surcharge
Gender	Targeting Female or Male	10%
OS version (Android)	Targeting based on Android OS version	10%
Pre-registration	Targeting based on user status for pre-registration title(s)	10%
Install	Targeting users who are installed / not installed	10%
Age	Targeting based on age	20%

\*Games rated 18+ have default surcharge applied

Playio Unit Price

# Unit Price per Product

## Playio Dungeon (CPP)

\*This is the base rate for broad-targeting campaigns. Additional charges apply when targeting is enabled. We guarantee 70% of the estimated installs.

	KR	JP	TW			
7-day Package						
	Unit Price	Estimated Installs	Unit Price	Estimated Installs	Unit Price	Estimated Installs
<b>Casual</b>	\$10,000 USD	7,000 installs	\$6,500 USD	4,500 installs	\$6,000 USD	4,500 installs
<b>RPG</b>	\$14,000 USD	7,000 installs	\$9,000 USD	4,500 installs	\$7,500 USD	4,500 installs
<b>Strategy / Hardcore</b>	\$17,000 USD	7,000 installs	\$11,000 USD	4,500 installs	\$10,000 USD	4,500 installs
14-day Package						
	Unit Price	Estimated Installs	Unit Price	Estimated Installs	Unit Price	Estimated Installs
<b>Casual</b>	\$17,000 USD	12,000 installs	\$10,000 USD	7,200 installs	\$8,500 USD	\$7,200 USD
<b>RPG</b>	\$24,000 USD	12,000 installs	\$14,000 USD	7,200 installs	\$12,000 USD	\$7,200 USD
<b>Strategy / Hardcore</b>	\$29,000 USD	12,000 installs	\$17,000 USD	7,200 installs	\$14,500 USD	\$7,200 USD

04

# Case Studies

# Pre-registration • CBT



## [The Legend of Heroes: Gagharv](#)

Geo: Korea

- Period: 1 month
- Pre-reg Users: 500,000



## [Starseed: Astinia Trigger](#)

Geo: Korea

- Period: 2 weeks
- Pre-reg Users: 305,000



## [Ragnarador](#)

Geo: Korea

- CBT Participants: 2,000
- Survey Respondents: 600



## [EOS Black](#)

Geo: Korea

- CBT Participants: 4,000
- Survey Respondents: 50%

# HYPER CASUAL

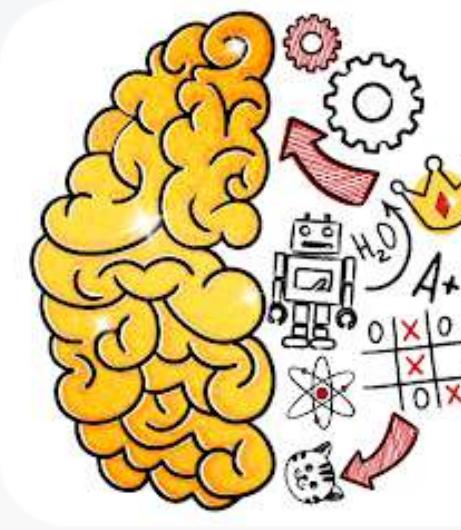


## Box Cat Jam: Block Match

Geo: Korea

KPI: D30 · ROAS 100%

- Retention: D1 72% D7 61% D14 45%
- ROAS: D30 110%



## Brain Test: Tricky Puzzles

Geo: Korea

KPI: D14 · ROAS 100%

- Before Hidden Quests: ROAS 54%
- After Hidden Quests: ROAS 130%



## Pizza Ready

Geo: Japan

KPI: D7 · ROAS 100%

- ROAS: D7 144%



## Bus Craze - Traffic Jam Puzzle

Geo: Taiwan

KPI: D7 · ROAS 100%

- ROAS: D1 64% D7 116% D14 124%

# SIMULATION



## Office Cat: Idle Tycoon Games

Geo: Korea

KPI: D14 · ROAS 100%

- Retention: D1 69% D7 60% D14 50%
- ROAS: D7 130% D14 174% D30 209%



## Gold & Goblins: Idle Merger

Geo: Korea

KPI: D30 · ROAS 47%

- Retention: D1 59% D7 47% D14 40%
- ROAS: D30 60% D200 117%



## Cat Snack Bar: Cute Food Games

Geo: Japan

KPI: D14 · ROAS 100%

- Retention: D1 52% D3 46% D7 33%
- ROAS: D14 101%



## Island Times: Easy Life

Geo: Taiwan

KPI: D14 · ROAS 100%

- ROAS: D1 69% D7 161% D14 200%

# RPG



## I9: Inferno Nine

Geo: Korea

KPI: D1 · ROAS 10%

- Retention: D1 80% D7 70%
- ROAS: D7 30% D30 77% D60 101%



## 봉술사 키우기

Geo: Korea

KPI: Attract long-term players to boost top-tier user competition

- Retention: D1 77% D14 49% D29 46%



## 정령킹 키우기

Geo: JP · Taiwan

KPI: Acquire new users with stable retention

- JP Retention: D1 69% D7 60% D14 50%
- TW Retention: D1 69% D7 60% D14 50%



## Legend of Mushroom

Geo: Korea

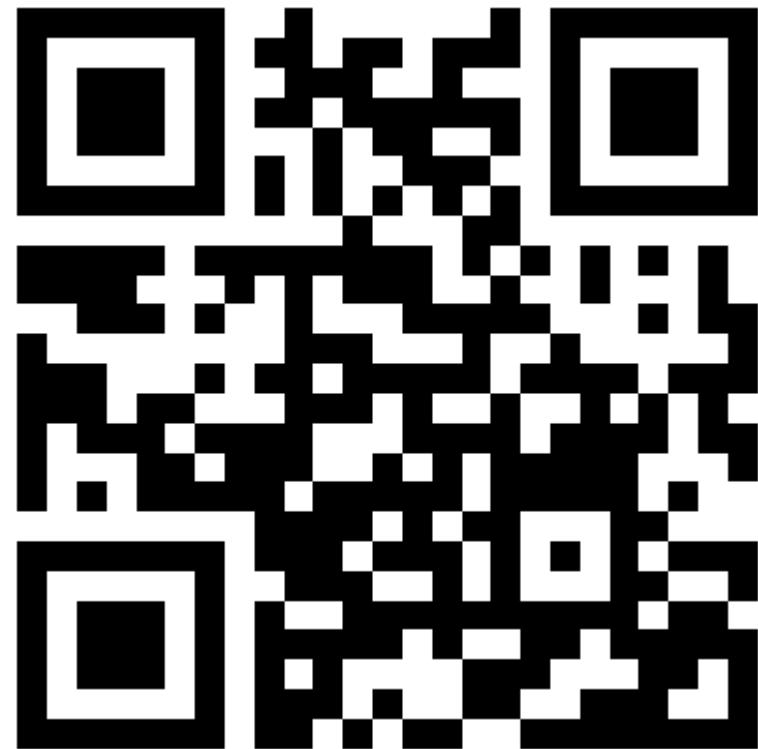
KPI: ROAS D7 25% D30 80%

- Retention: D1 78% D7 50%
- ROAS: Exceeded KPI

# Playio Ads

Contact: [sales@gna.company](mailto:sales@gna.company)

Playio Ads



Download Playio



KR EN CN JP