

#1 Playtime Reward Platform in Korea

**Playio Ads**

2025.07

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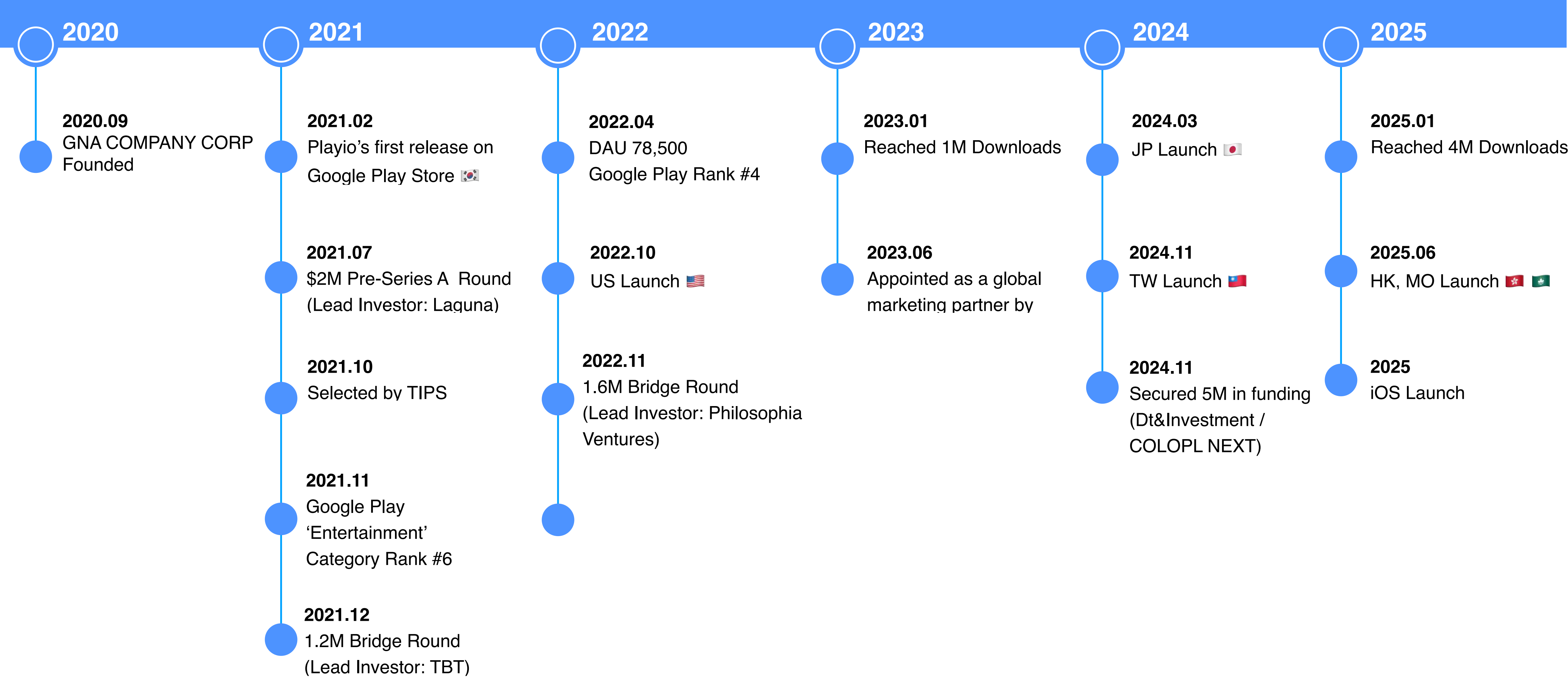


01

# About Playio



# Company History





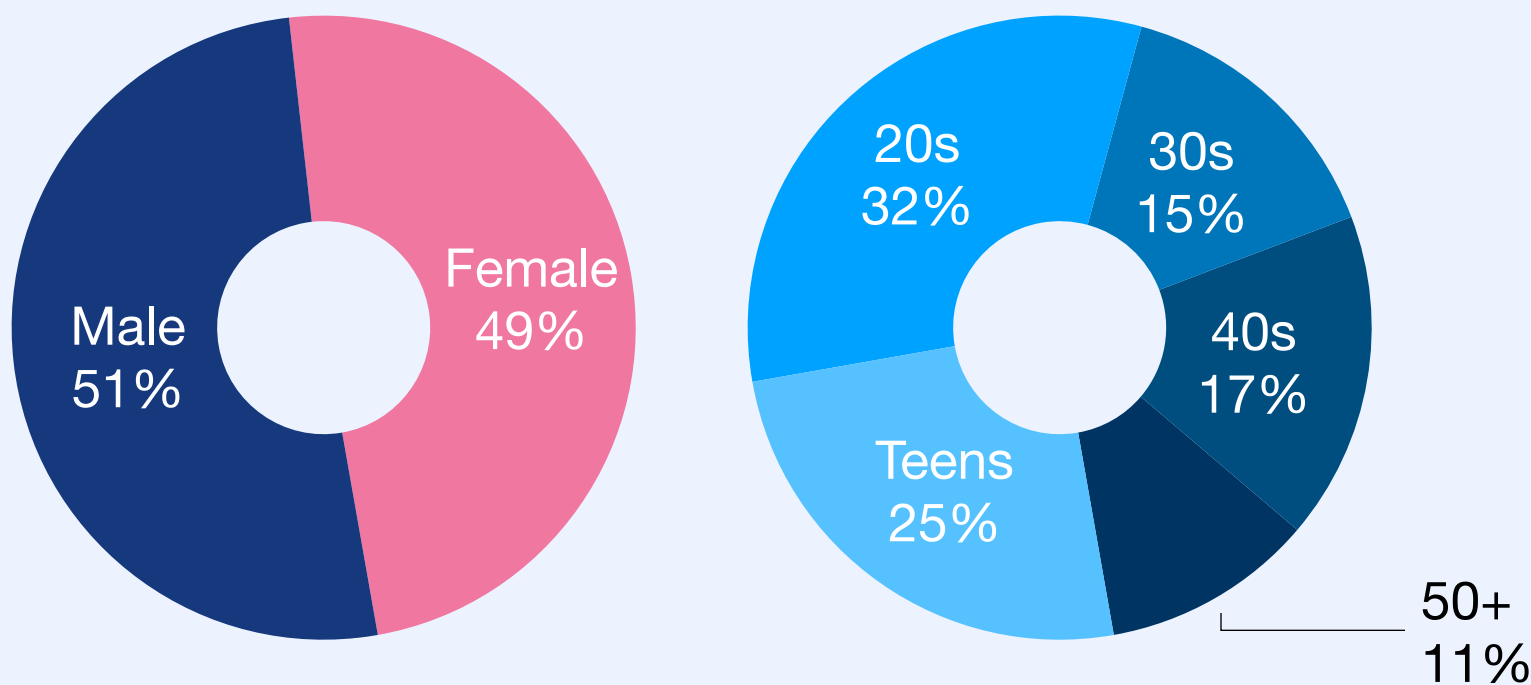
# Playio is a Playtime Reward Platform.

Playio rewards gamers based on their playtime and activity.

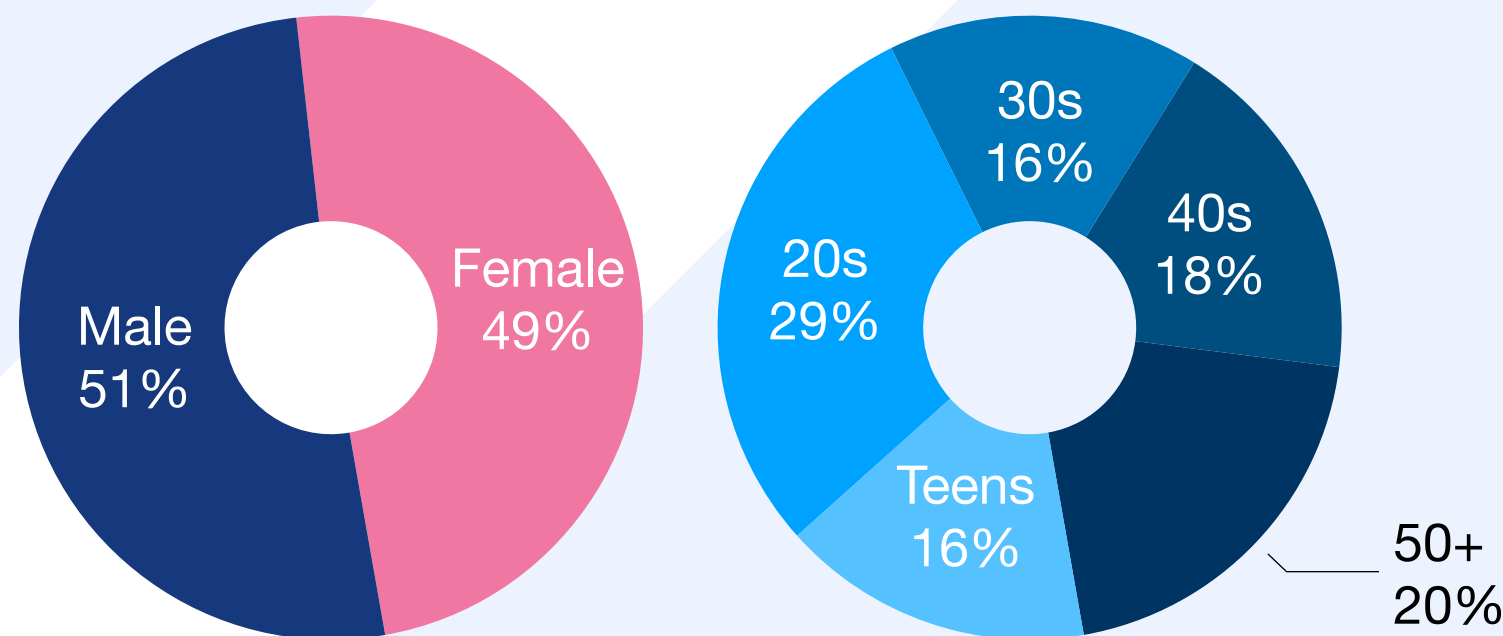


# User Demographics by GEO

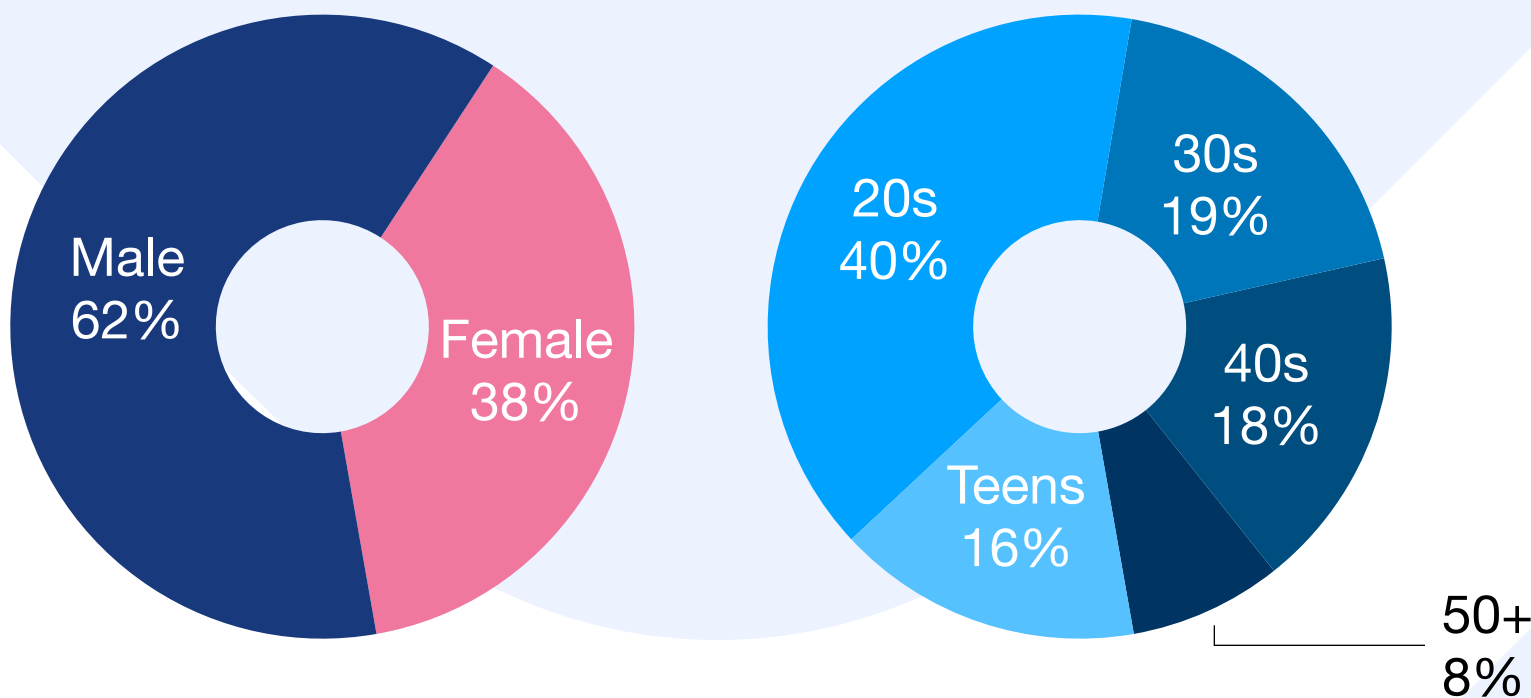
**KR** (DAU 100,000)



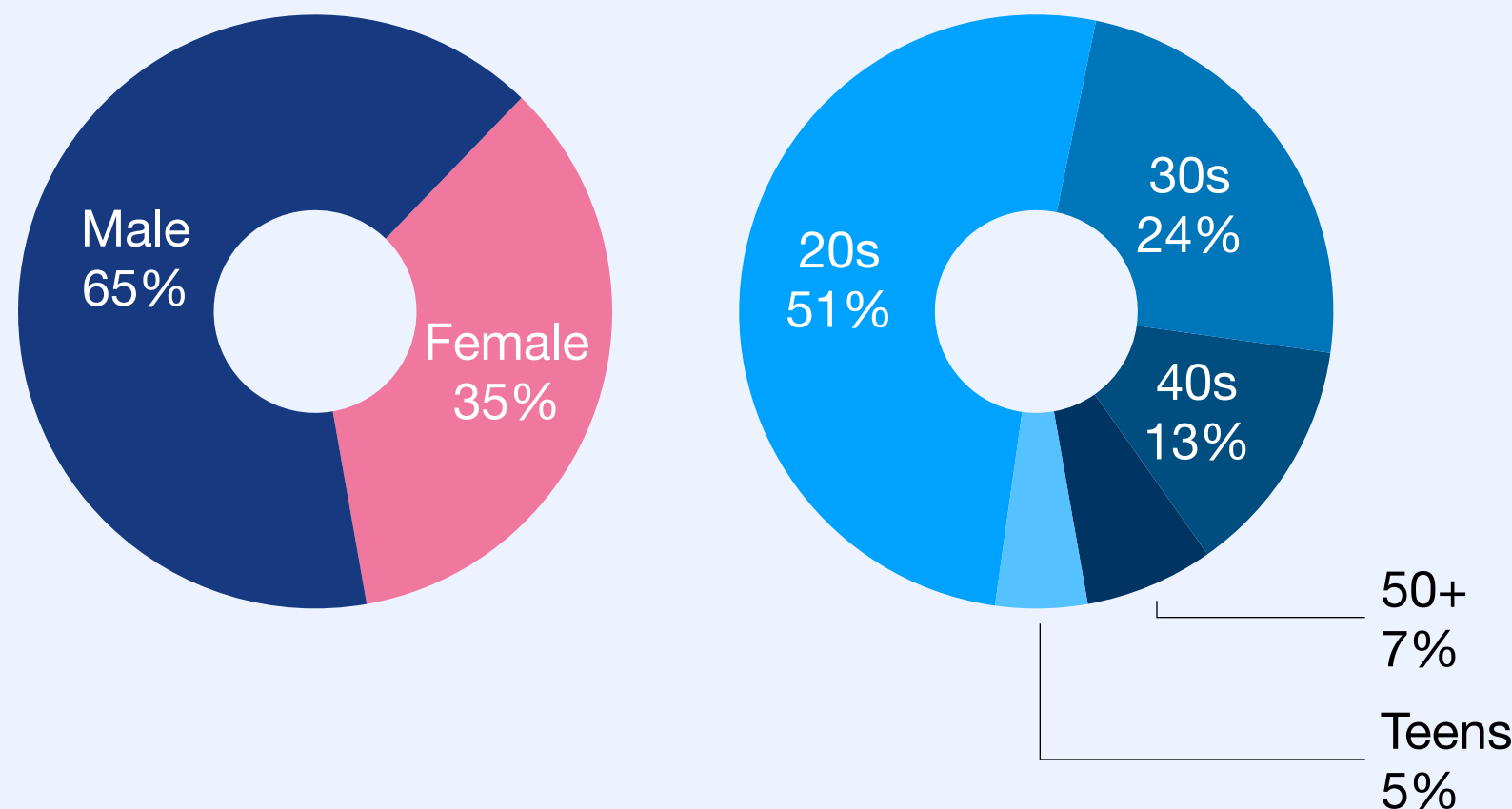
**JP** (DAU 60,000)



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



**USA** (soft launch)



# Playio is making an impact in mobile game marketing

**4M+**

Downloads

**KR&JP #4**

AppsFlyer  
Power Ranking

**15,000+**

Games in Playio

**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** **Ads**



# Playio is partnered with over 300 companies globally



# Get started easily

No SDK installation or API integration required.



**Agree on Terms**



**Sign Contract**



**Using an MMP?**

Add Playio as a media partner



**Not using an MMP?**

Send us your store link



**Start campaign**

# Analyze performance through **Playio's Dashboard**



Installs



DAU



Retention



Playtime



Demographics



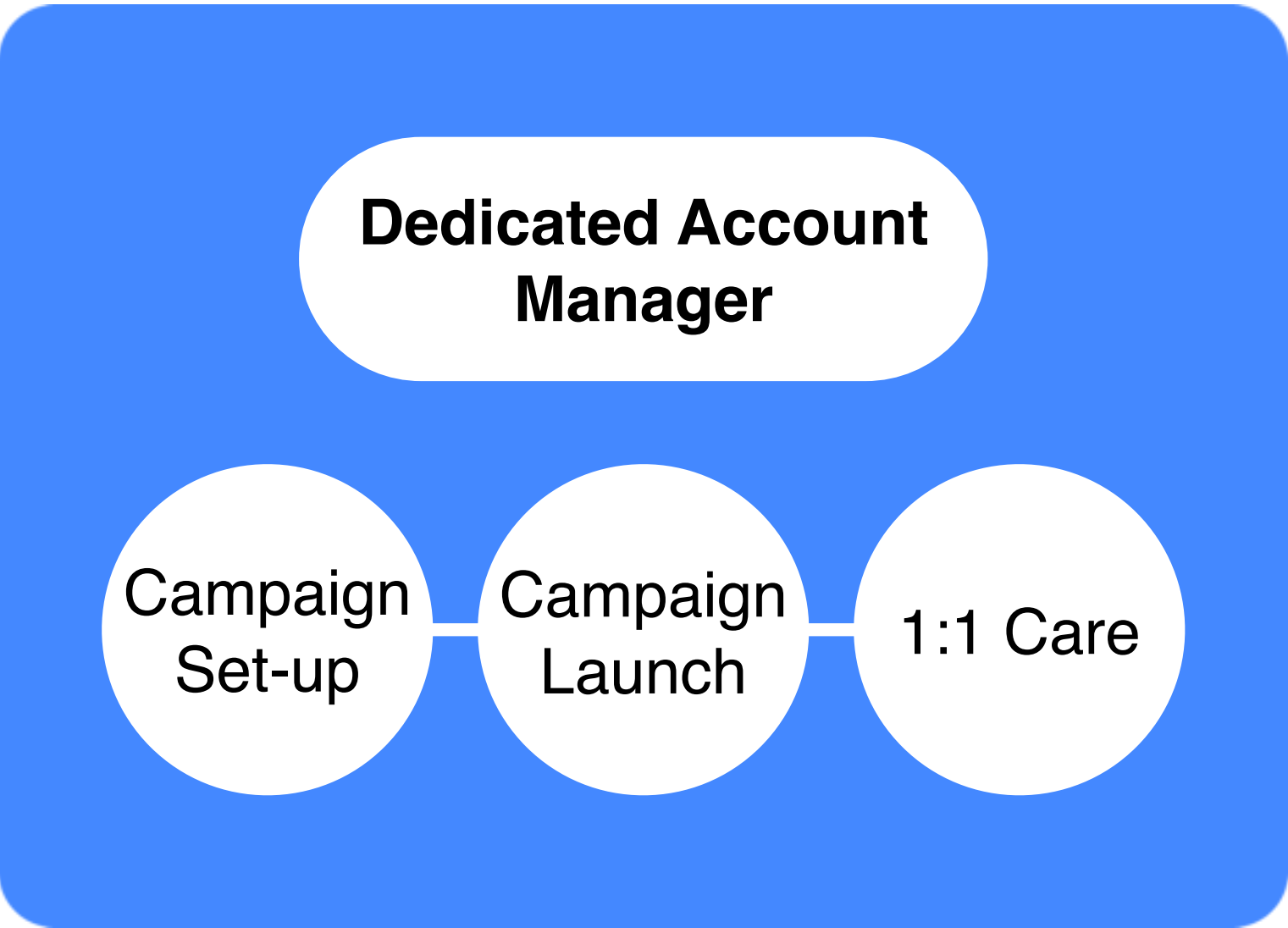
Pre-registration



# An Easy-to-use System Saves Advertisers Time

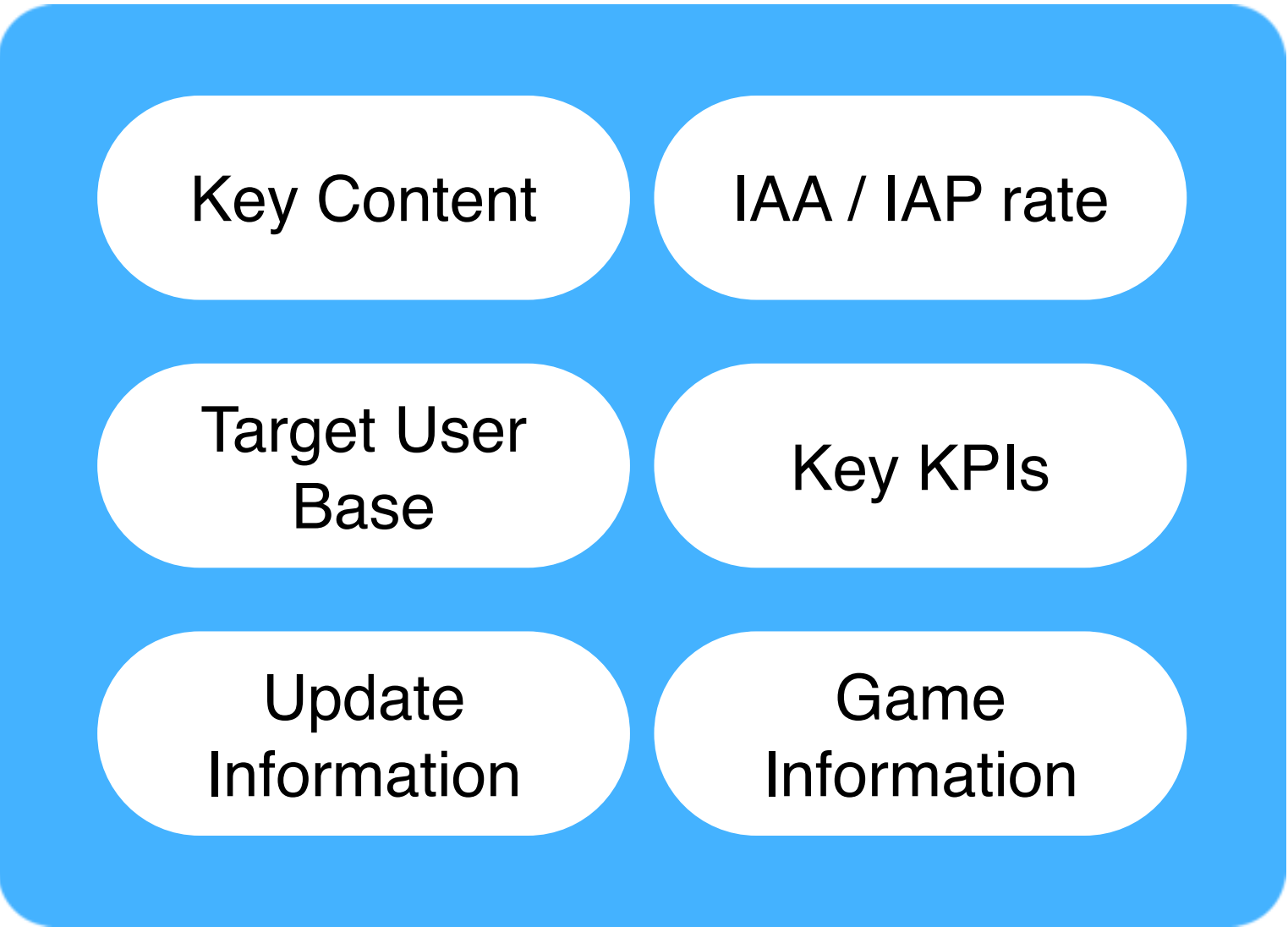
## Dedicated Management Team

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



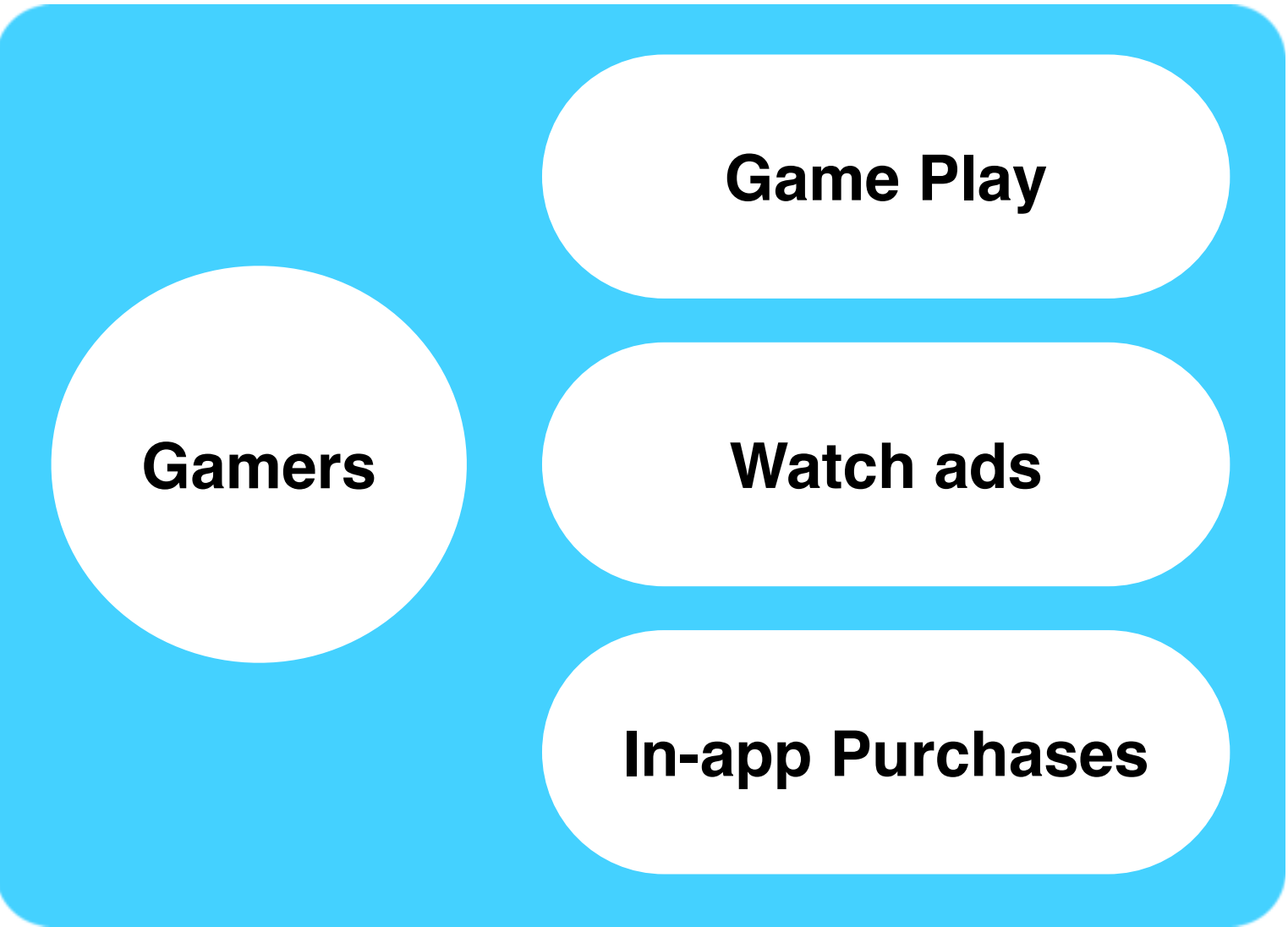
## KPI Optimization

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

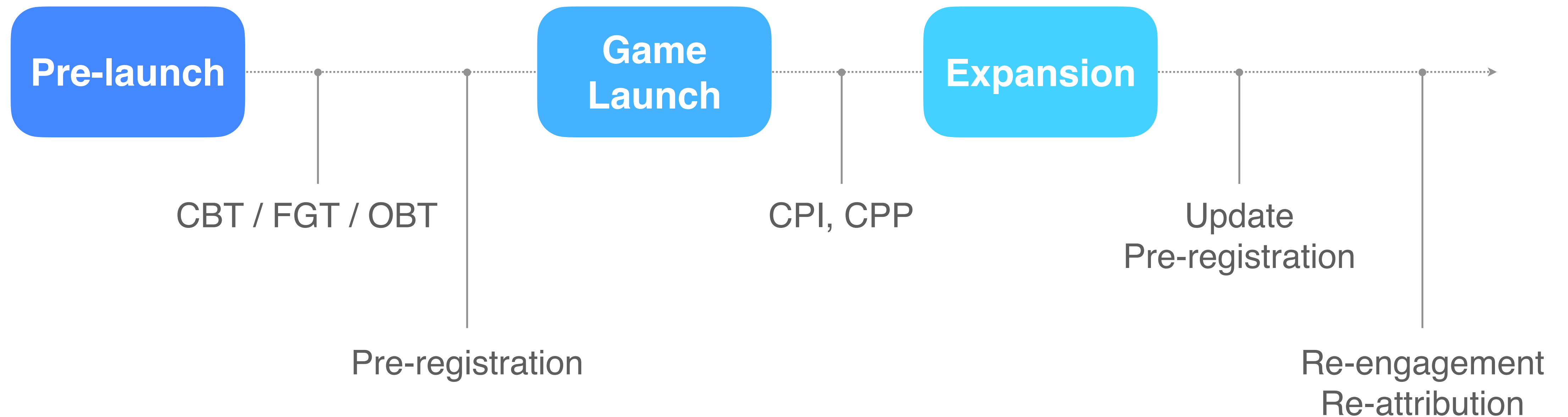




02

# Advertisement Products

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



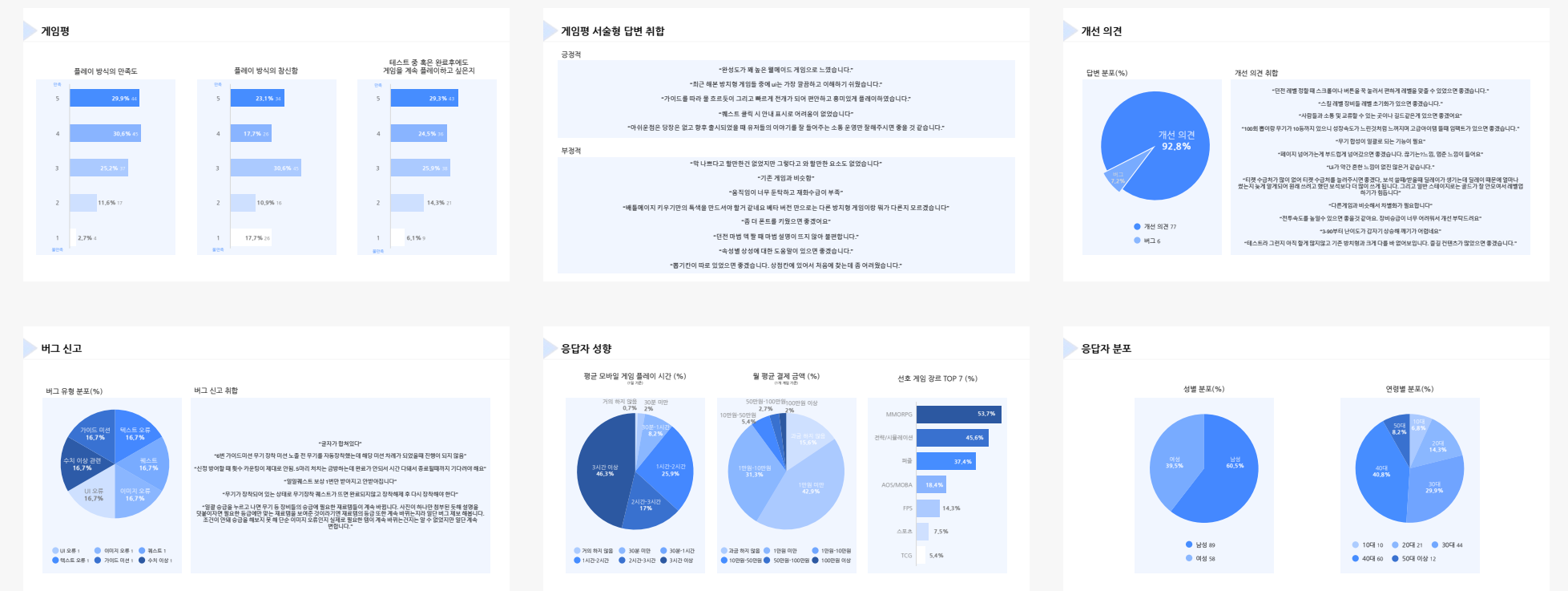
Try our CBT, FGT, and OBT packages tailored to your needs.

- 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

## Step-up CBT

## Basic CBT

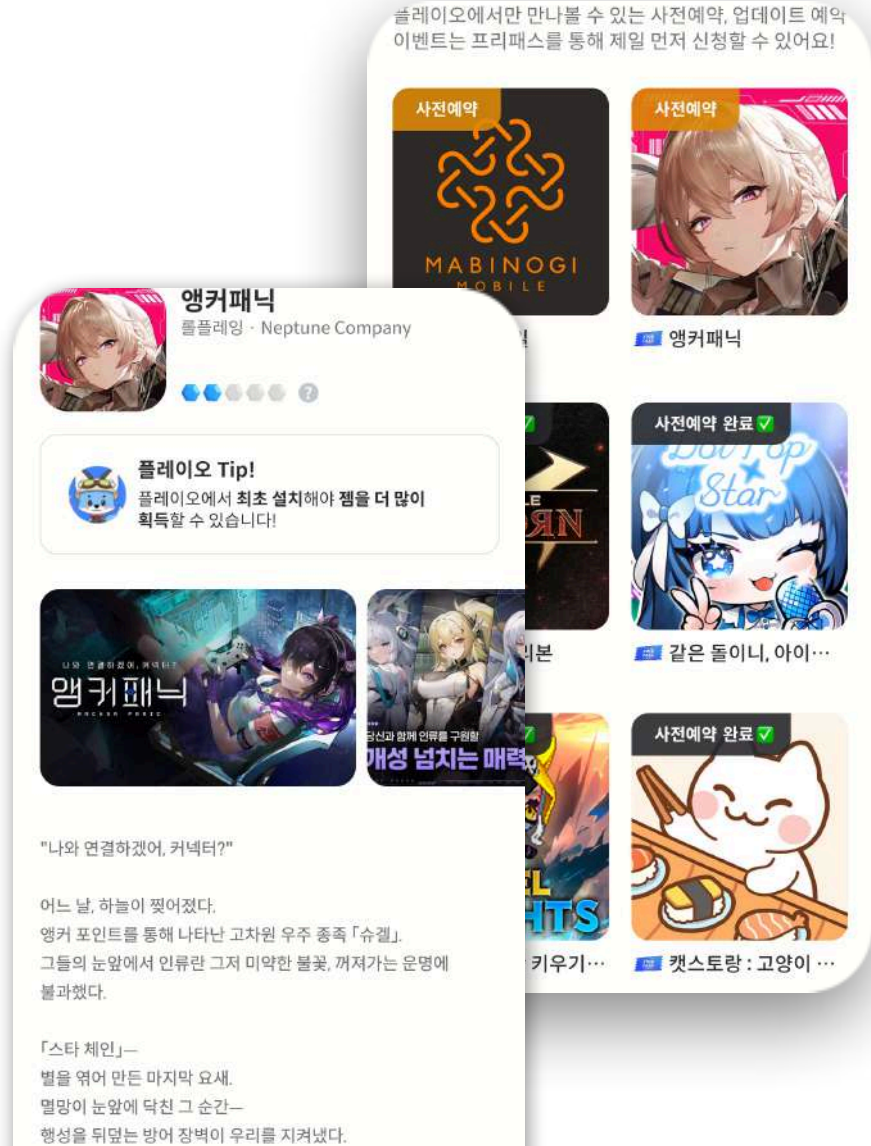
# Survey and Test Result Reports



# 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	Premium	Premium Plus
<ul style="list-style-type: none"><li>• Feature in pre-reg list</li><li>• Game coupon delivery</li><li>• Tracking link integration</li><li>• Dashboard access</li><li>• 100 Playio Points</li><li>• Banner placements: Line</li></ul>	<ul style="list-style-type: none"><li>• 1 push notification</li><li>• 1,000 Playio Points</li><li>• Banner placements: : Line, Front Pop-up</li></ul>	<ul style="list-style-type: none"><li>• 1 push notification</li><li>• 1 inbox message</li><li>• 1,500 Playio Points</li><li>• Banner placements: : Line, Front Pop-up, Today</li></ul>

Playio Advertisement Product

# 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

[Learn more about the CPI Package](#)



Time Quest

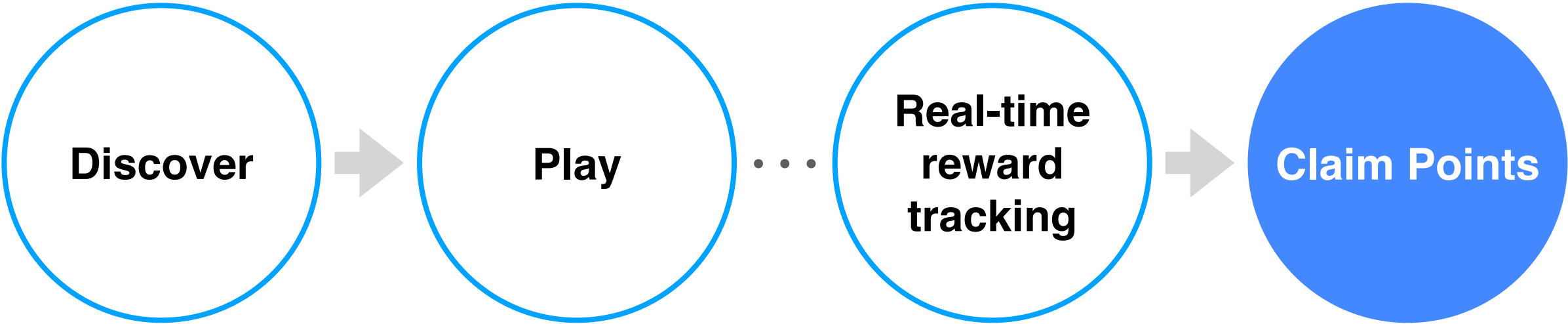


Hidden Quest



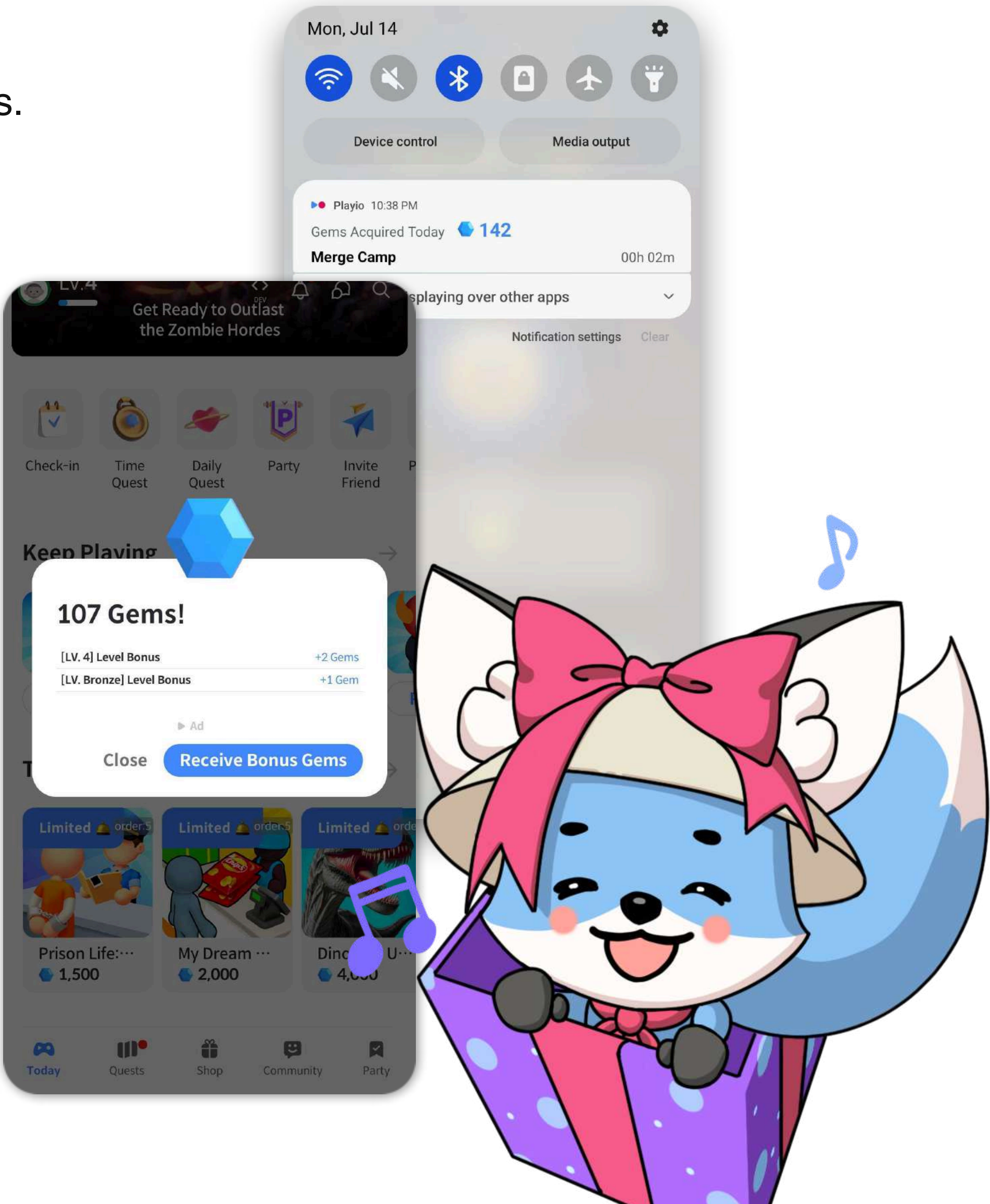
# Playtime Rewards

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



## Boost awareness and optimize playtime

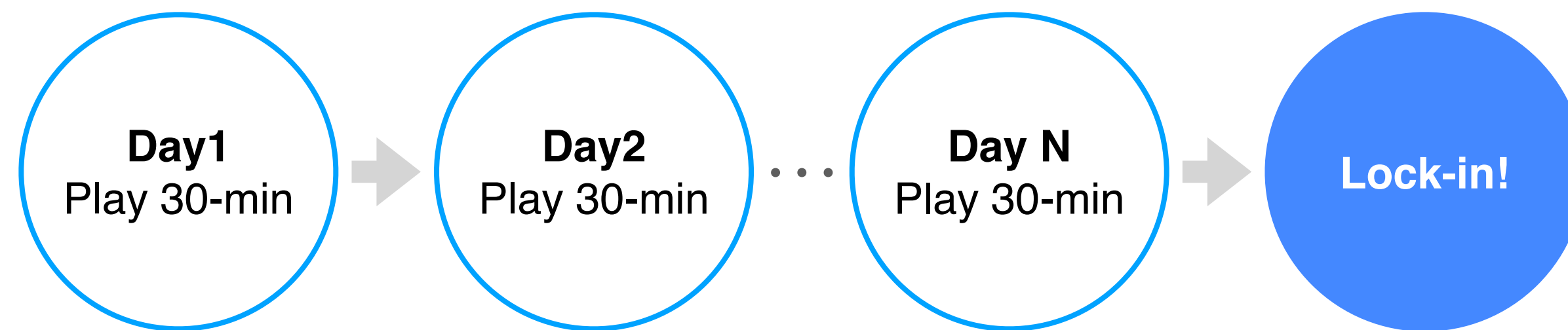
Boost visibility with AI targeting and keep users playing with time-based rewards.



# Time Quest

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

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

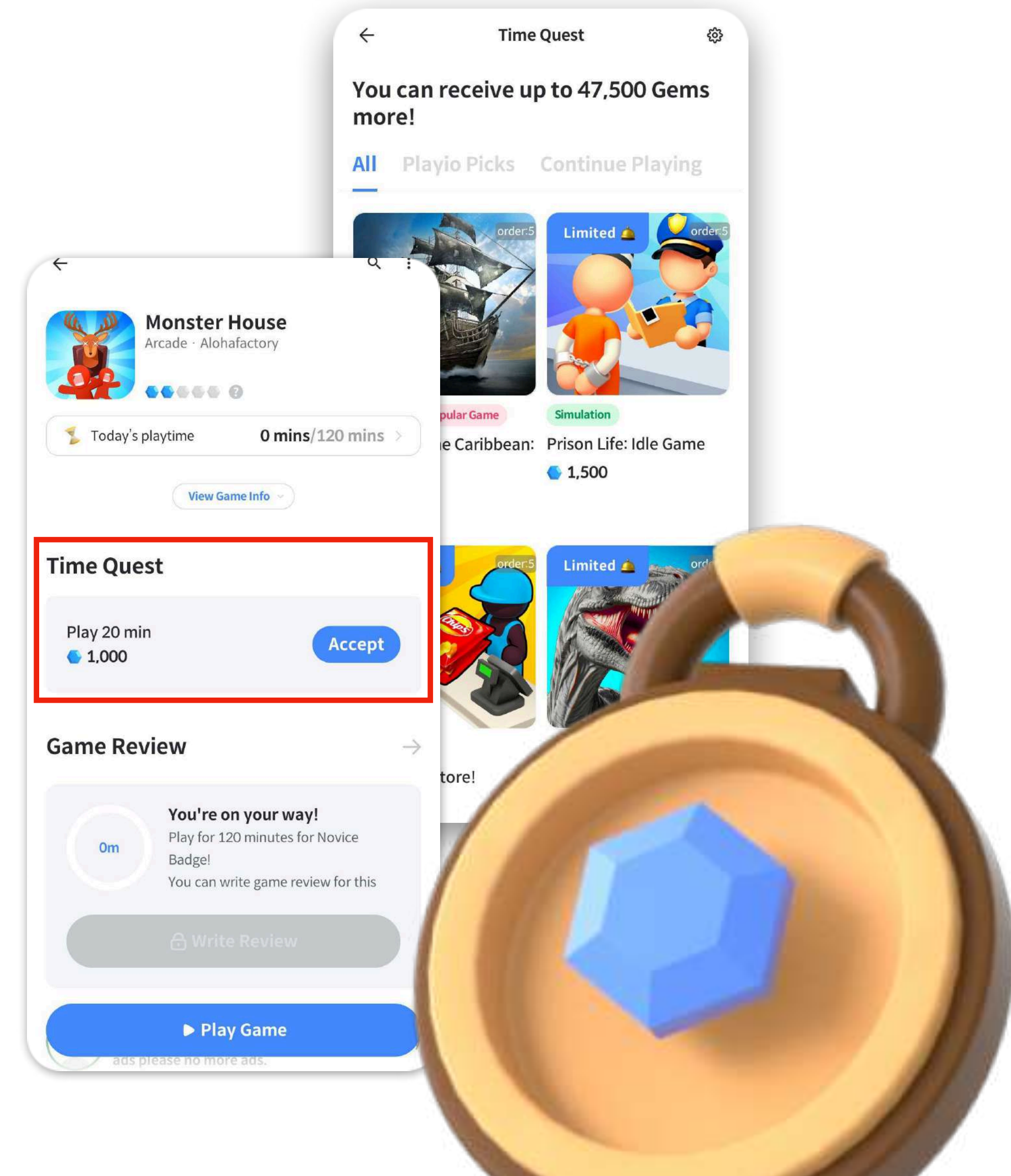


## Retention Optimization

Daily participation helps boost cohort retention.

## Playtime Optimization

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

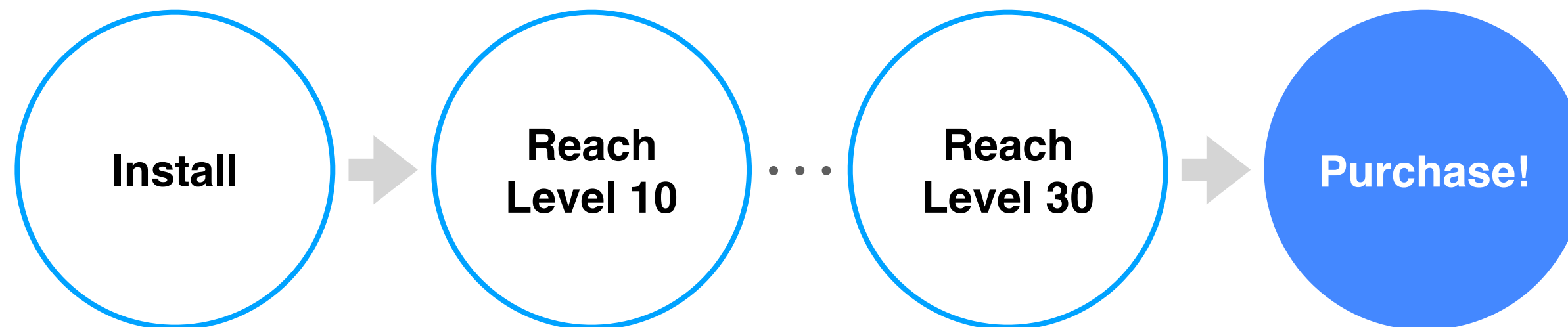




# Hidden Quest

Drive event conversions by offering rewards for completing missions.

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

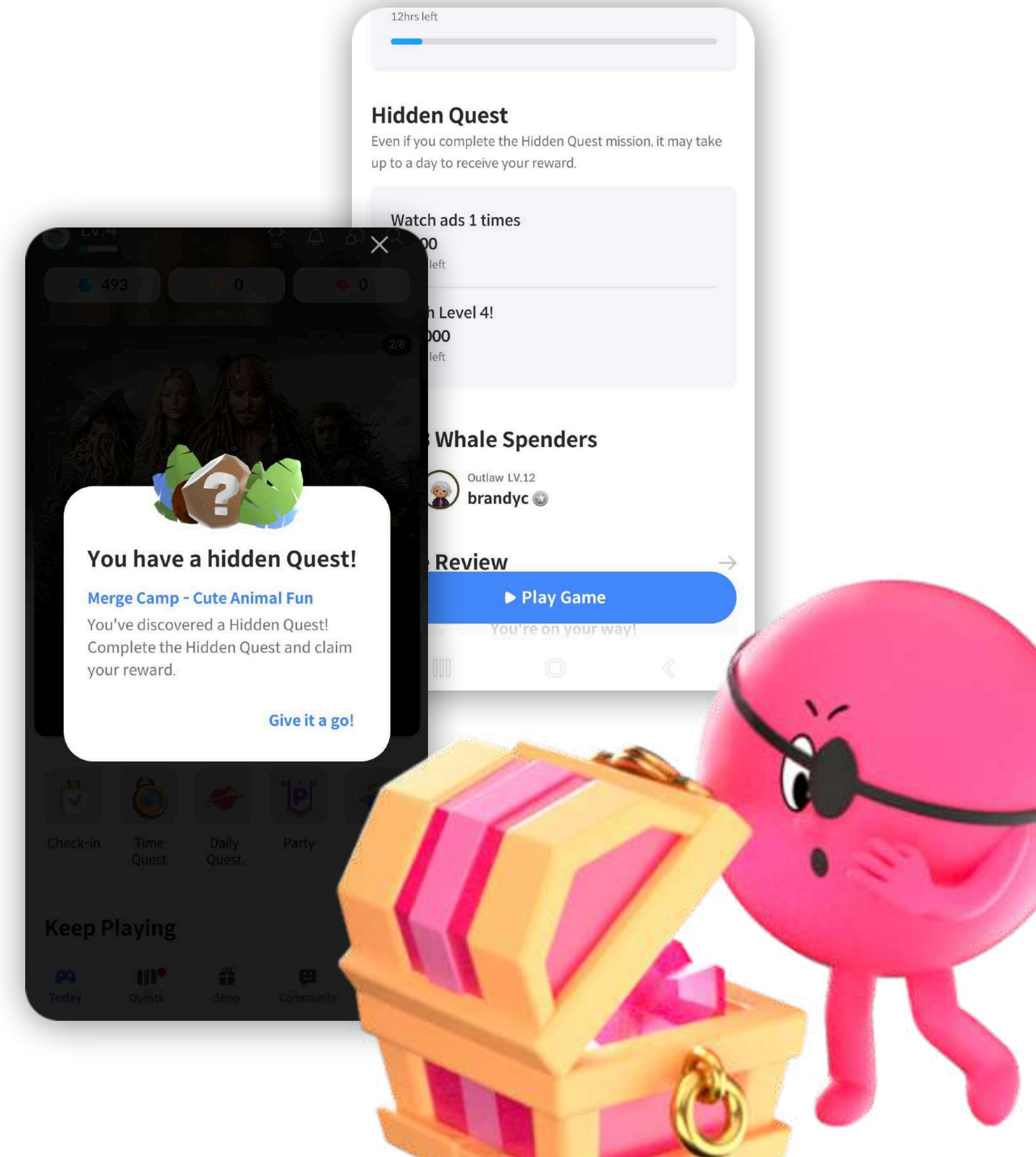


## In-app event CVR optimization

Encourage users to complete in-app events.

## Boost ROAS

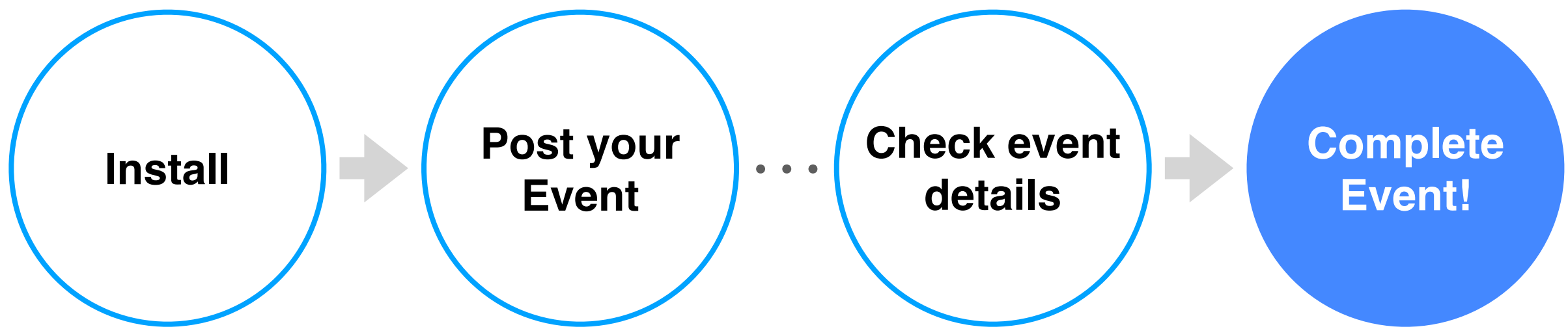
Motivates users to push deep in-game content and make purchases





# 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.

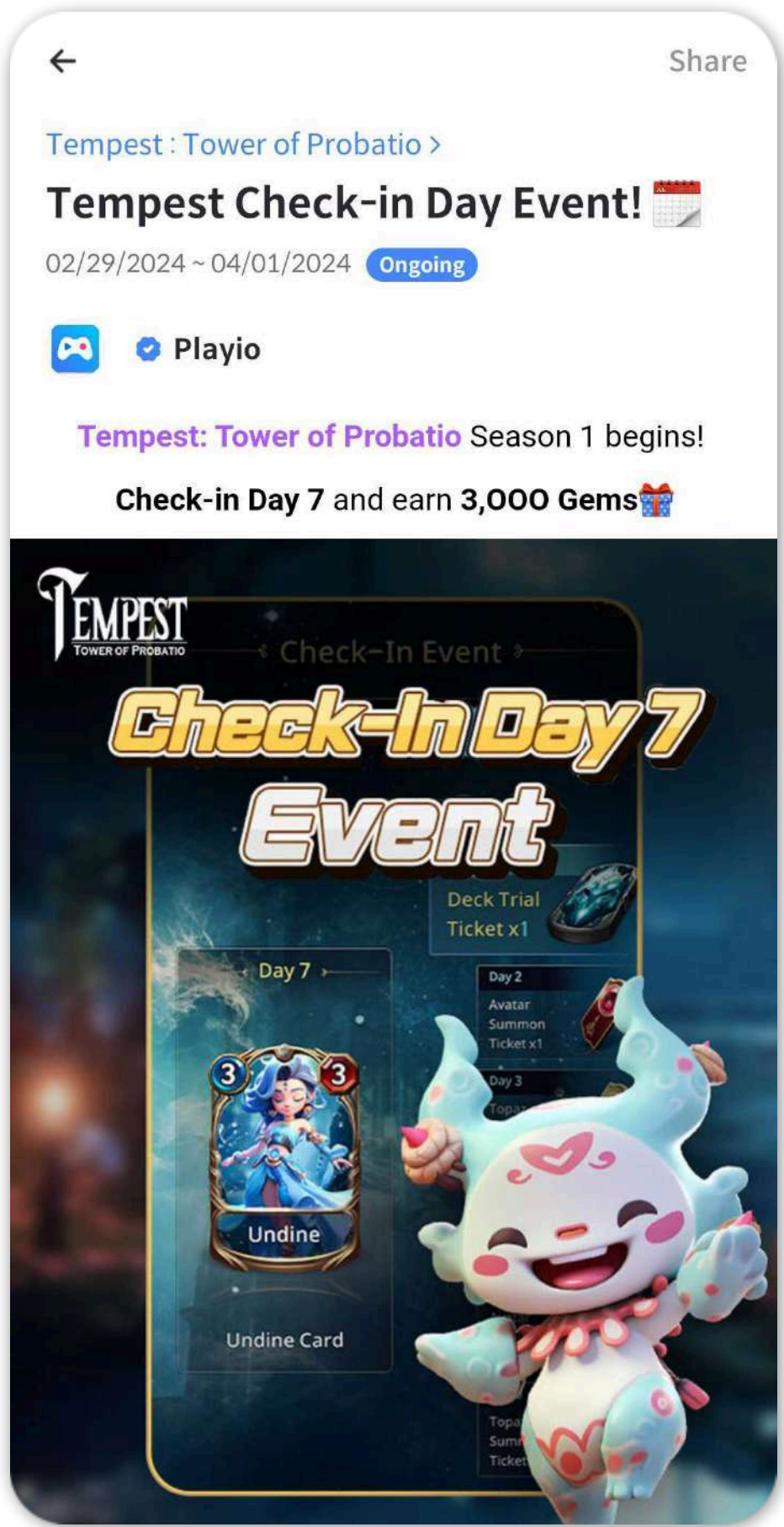


## Event CVR Optimization

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

1. Download 'Tempest: Tower of Probatio' from Playio.
2. Check-in Day 7 and take a screenshot like the image above.
3. 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

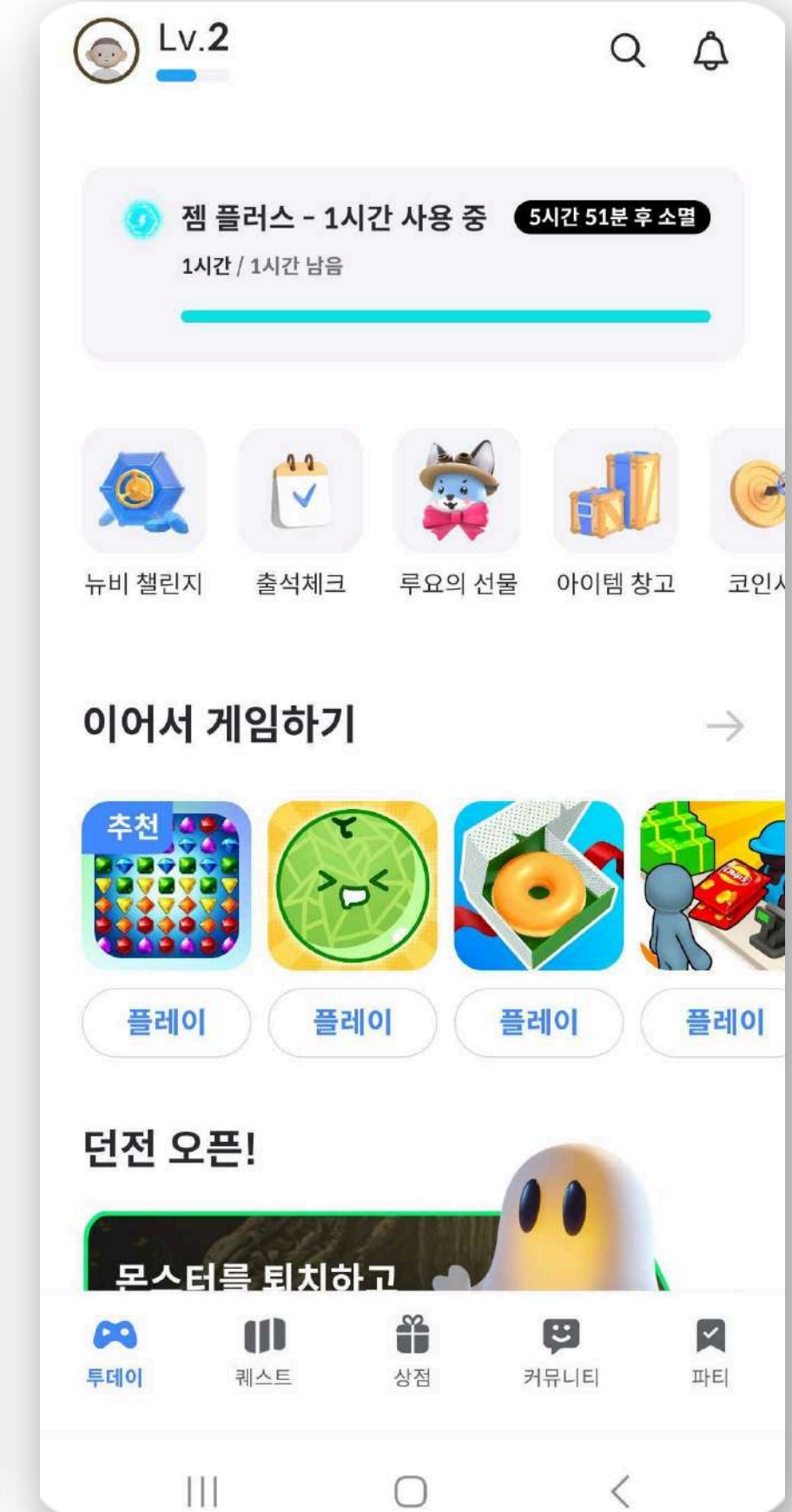
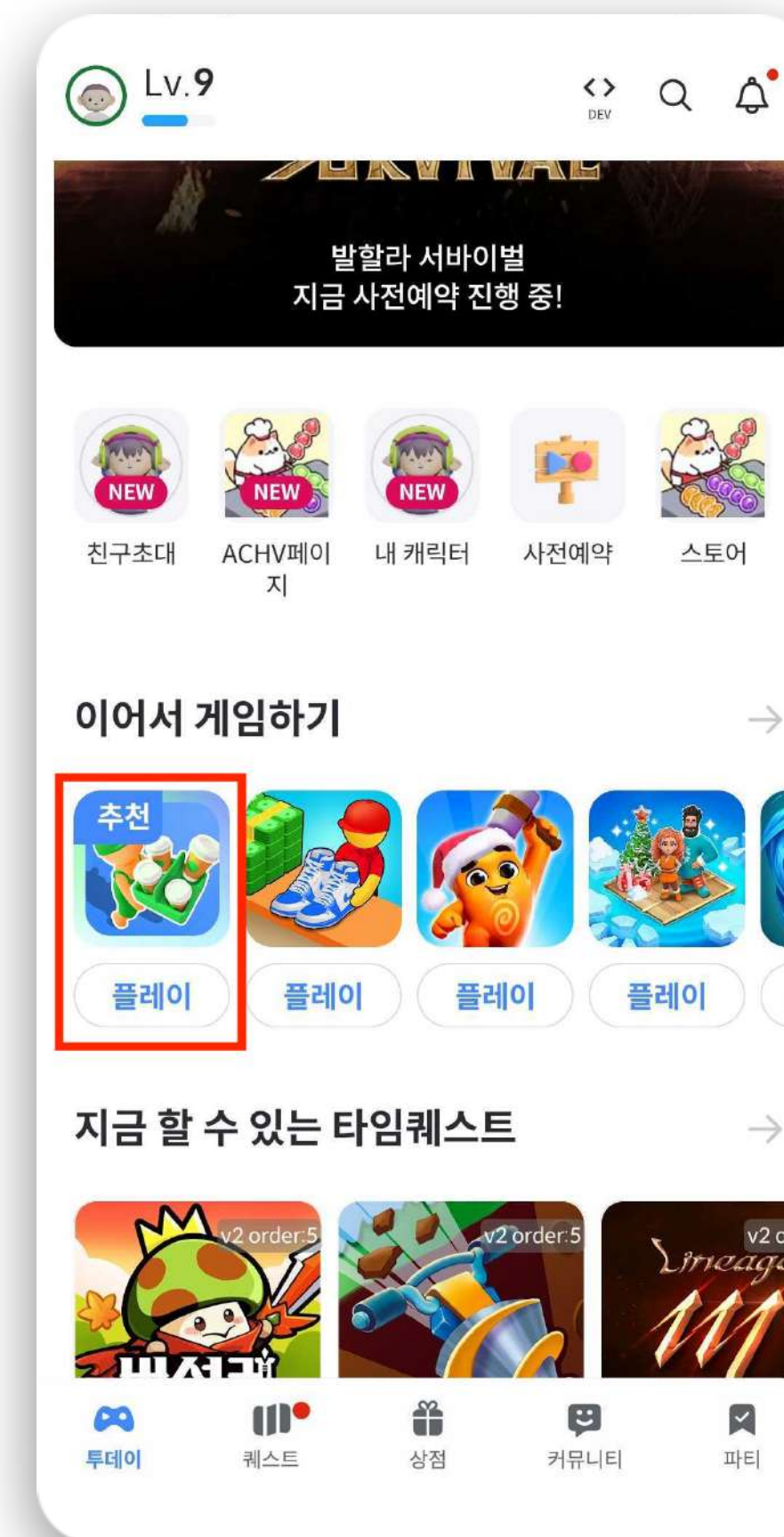


# Re-engagement

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



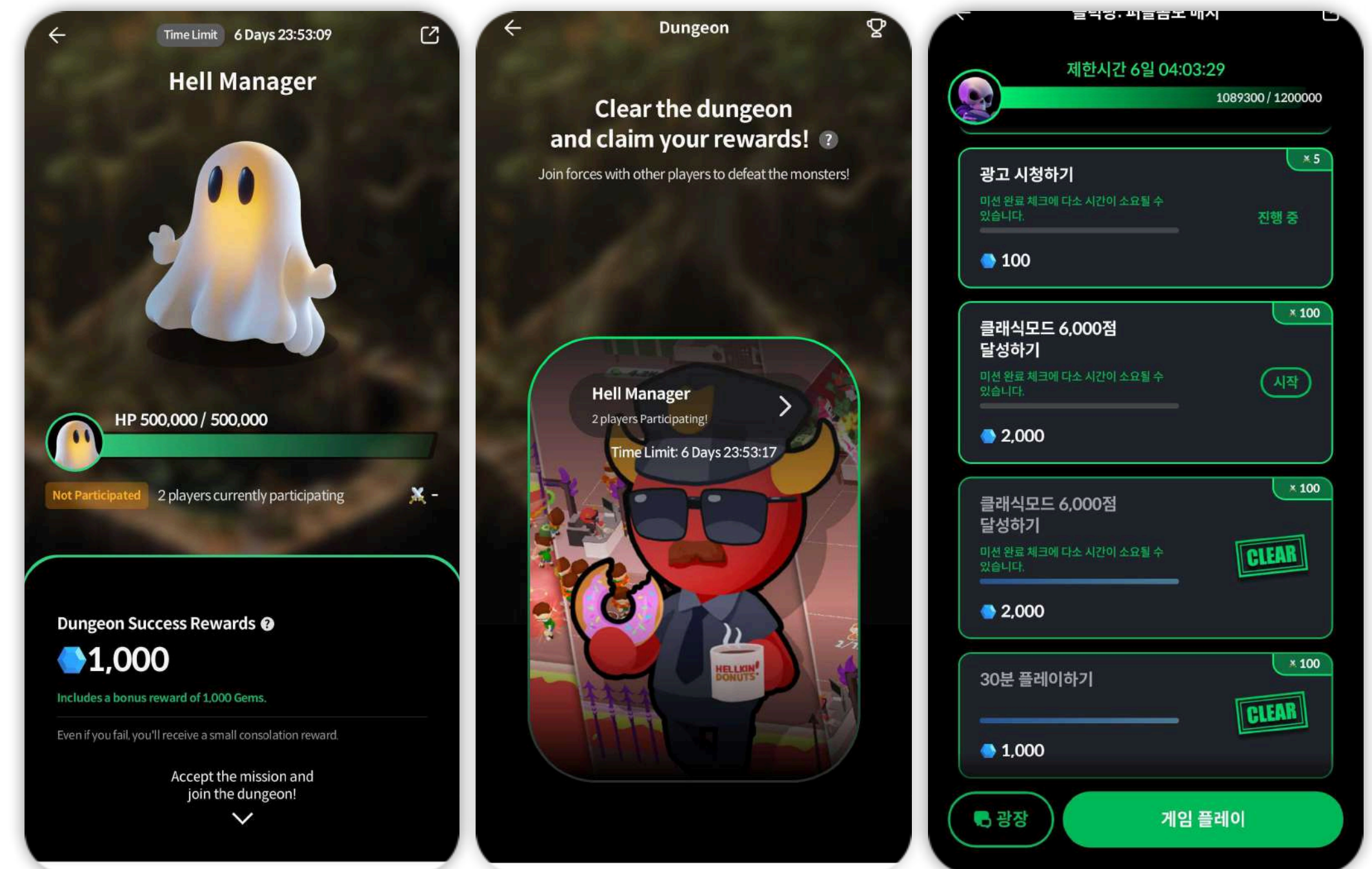


# Playio Dungeon (CPP)

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





# Playio Featured

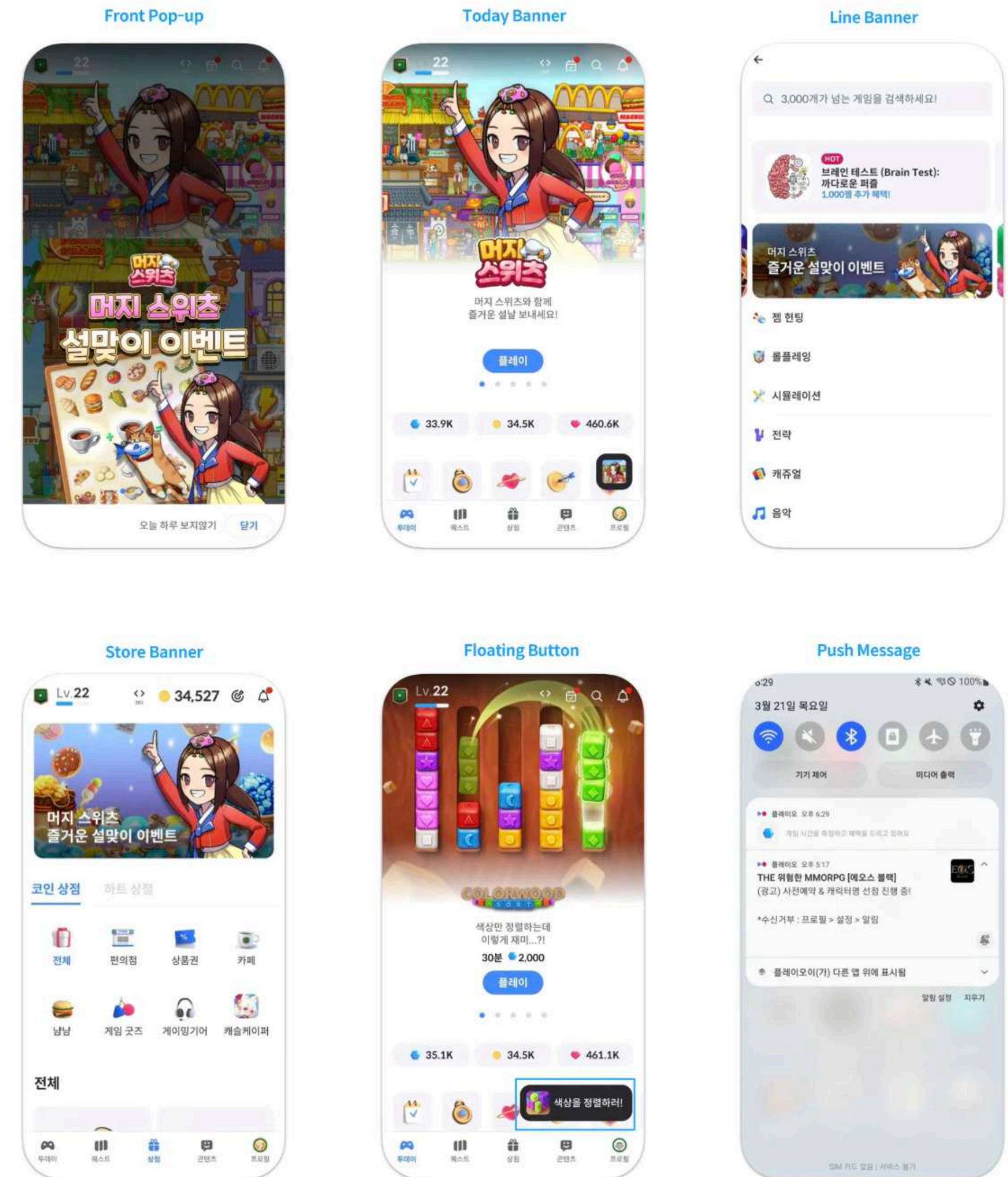
Playio Featured offers top-priority banner placement, maximizing exposure and driving high user volume across key placements.

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

## Key Benefits

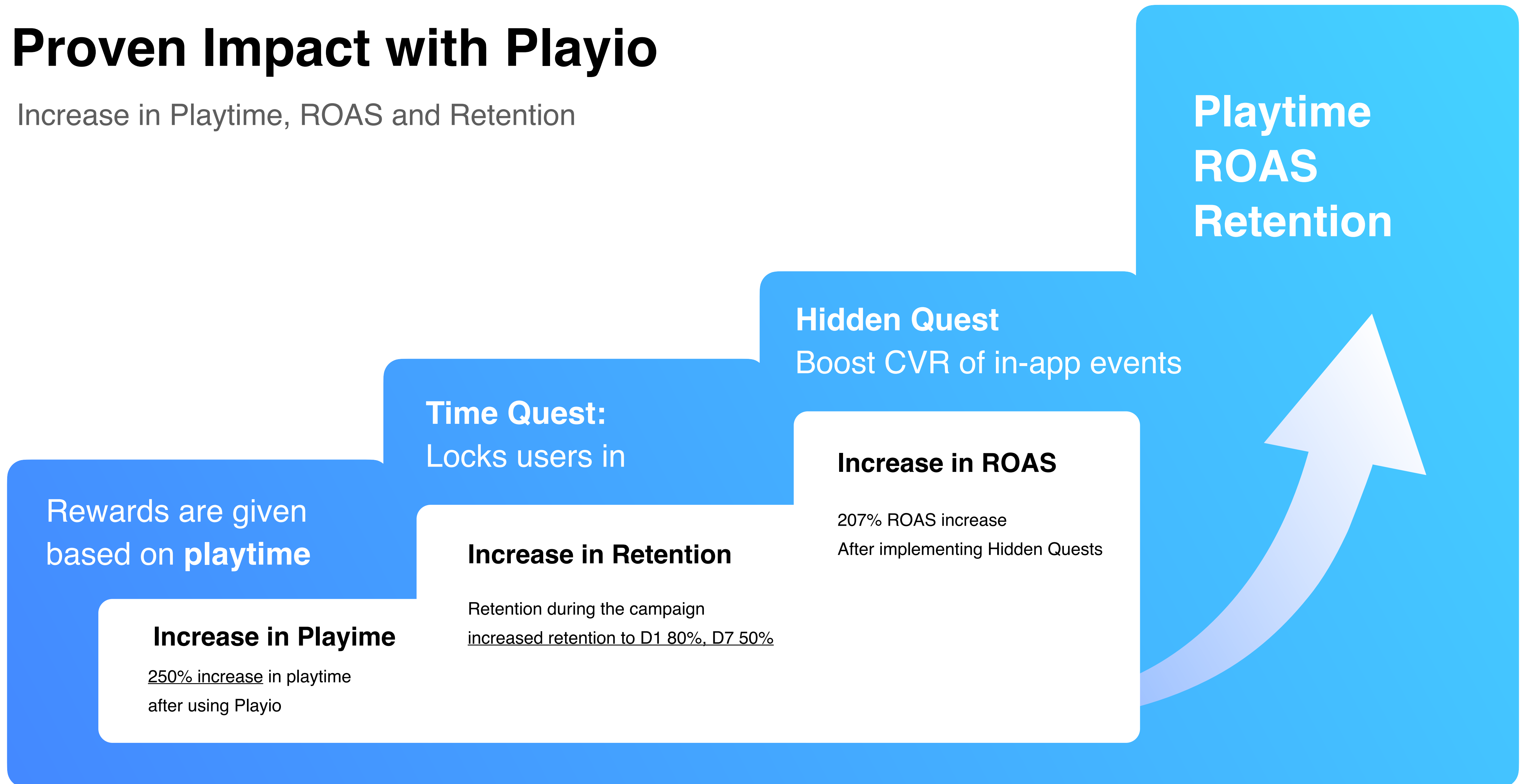
- Driving scale and performance with high-impact banner exposure
- Boosting CTR and CVR with top priority ad placements
- Improving retention through repeated key exposure
- Engaging both new and returning users

[Learn more about Playio Featured](#)



# Proven Impact with Playio

Increase in Playtime, ROAS and Retention




03

# Display Placements



# Banners



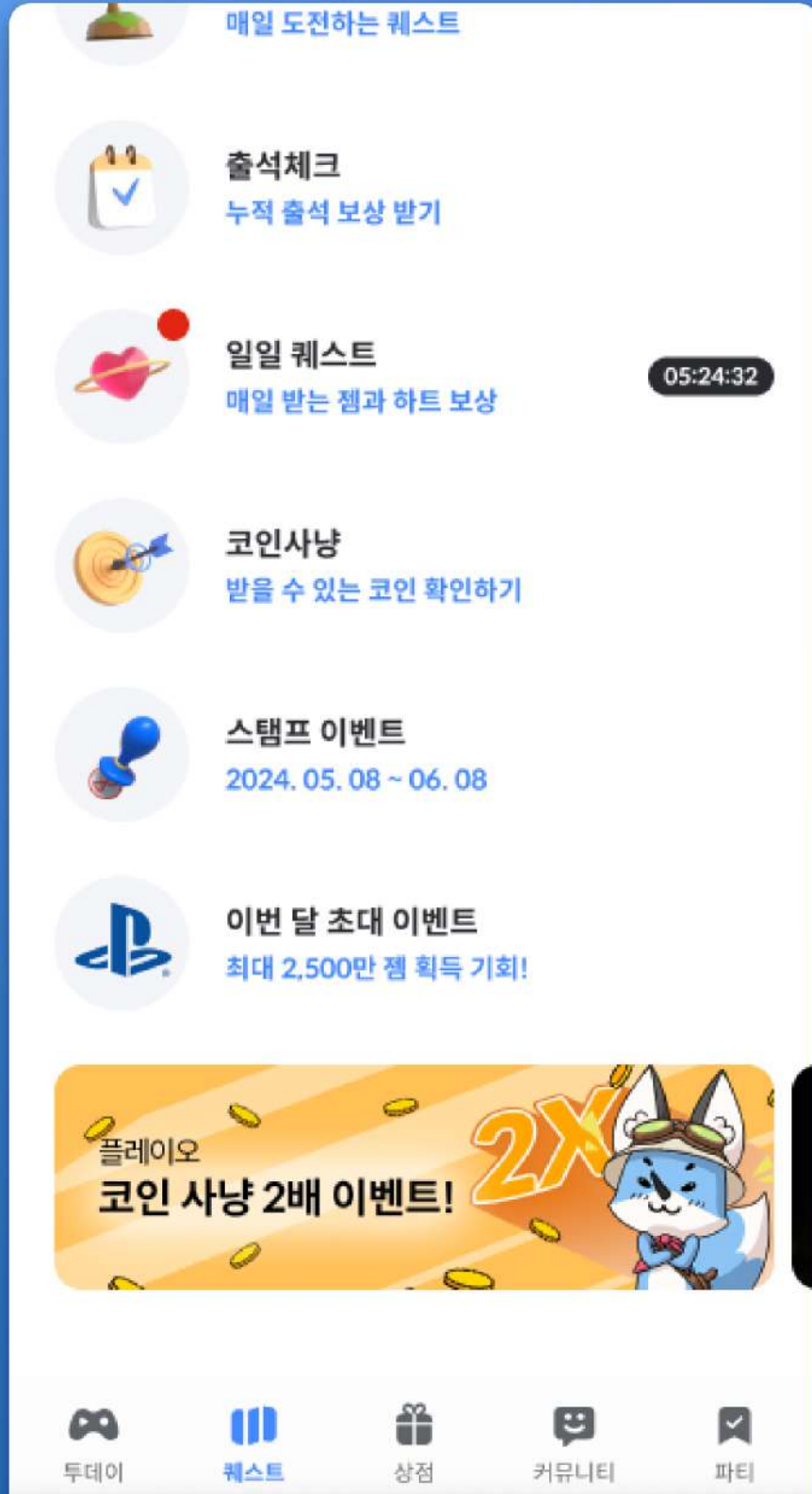
The Today Banner is a vertical mobile app interface. At the top, it shows the time (5:13 PM) and status icons. Below is a user profile section with a character icon, level (Lv. 99), and three resource bars: 25,000 (blue), 2.7M (yellow), and 200 (red). The main banner features a blue fox character wearing a hat and a red scarf, with the Playio logo and the text "즐거운 게임 생활 플레이오와 함께!". At the bottom, there is a progress bar for a "5점 부스트 30분권 사용 중" (Using 5-point boost 30-minute power) with a timer showing 20 minutes out of 30 minutes remaining.

Today Banner



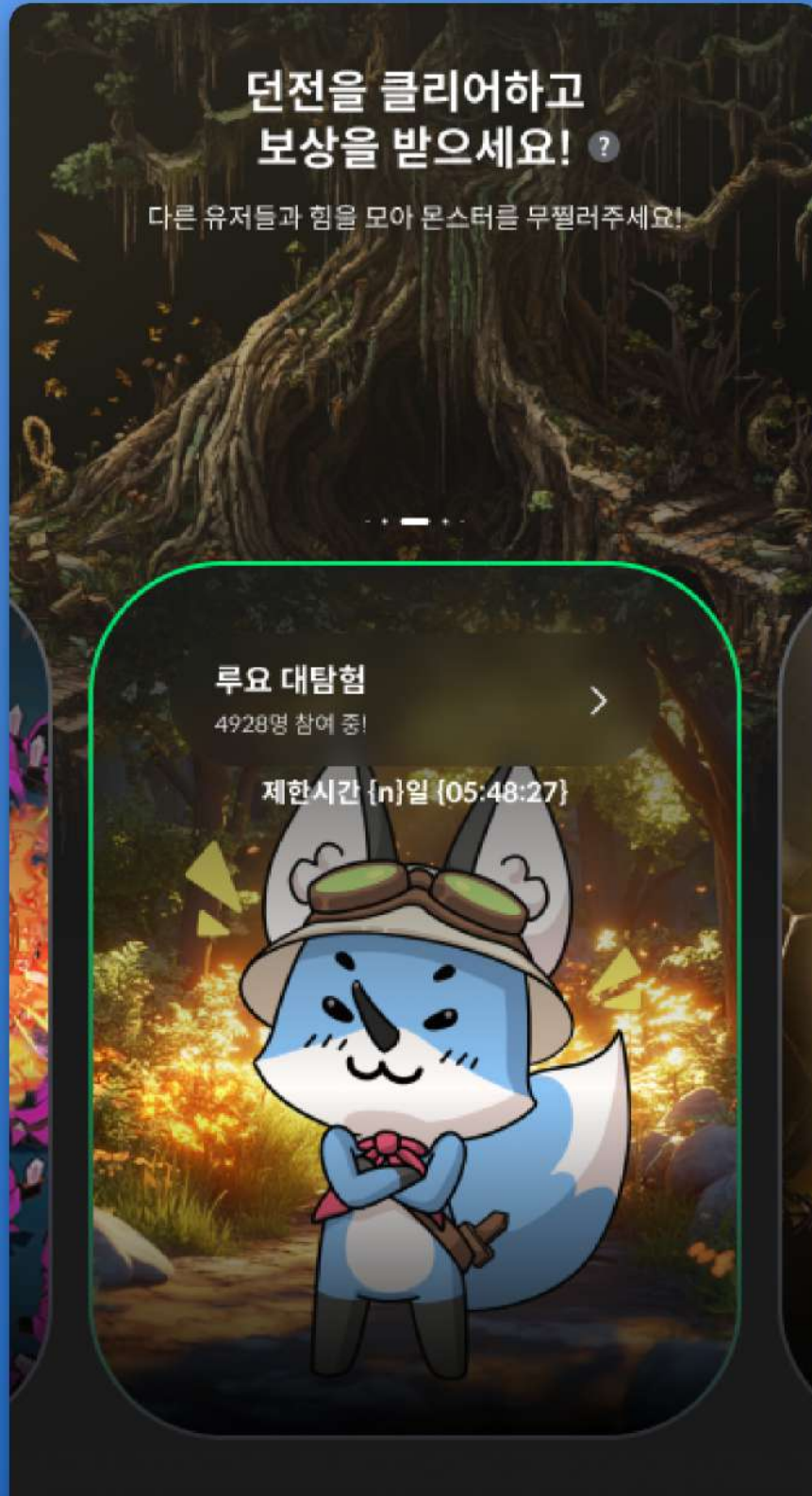
The Front Pop-up Banner is a vertical mobile app interface. It features a blue fox character at the top. The main banner has a white background with a yellow smiley face icon and the text "뉴비 챌린지" (Newbie Challenge) in large blue letters, followed by "newbie challenge" in green. Below this, it says "7일 미션에 성공하면 특별한 보상을 받아요!" (If you succeed in the 7-day mission, you will receive special rewards!). At the bottom, there is a button labeled "오늘 하루 보지 않기" (Don't show me today) and a "닫기" (Close) button.

Front Pop-up Banner



The Line Banner is a vertical mobile app interface. It features a list of daily quests and events. The first quest is "매일 도전하는 퀘스트" (Daily Challenge Quest) with a reward of "출석체크" (Check-in) and "누적 출석 보상 받기" (Receive cumulative check-in rewards). The second quest is "일일 퀘스트" (Daily Quest) with a reward of "매일 받는 젤과 하트 보상" (Receive daily jelly and heart rewards) and a timer of 05:24:32. The third quest is "코인사냥" (Coin Hunting) with a reward of "받을 수 있는 코인 확인하기" (Check the coins you can receive). The fourth quest is "스탬프 이벤트" (Stamp Event) with a date range of 2024. 05. 08 ~ 06. 08. The fifth quest is "이번 달 초대 이벤트" (This month's invitation event) with a reward of "최대 2,500만 쟁 획득 기회!" (Up to 25 million coins acquisition opportunity!). At the bottom, there is a banner for "플레이오 코인 사냥 2배 이벤트!" (Playio Coin Hunting 2x Event!) with a 2X multiplier and a fox character. The bottom navigation bar includes icons for "투데이" (Today), "퀘스트" (Quest), "상점" (Shop), "커뮤니티" (Community), and "파티" (Party).

Line Banner

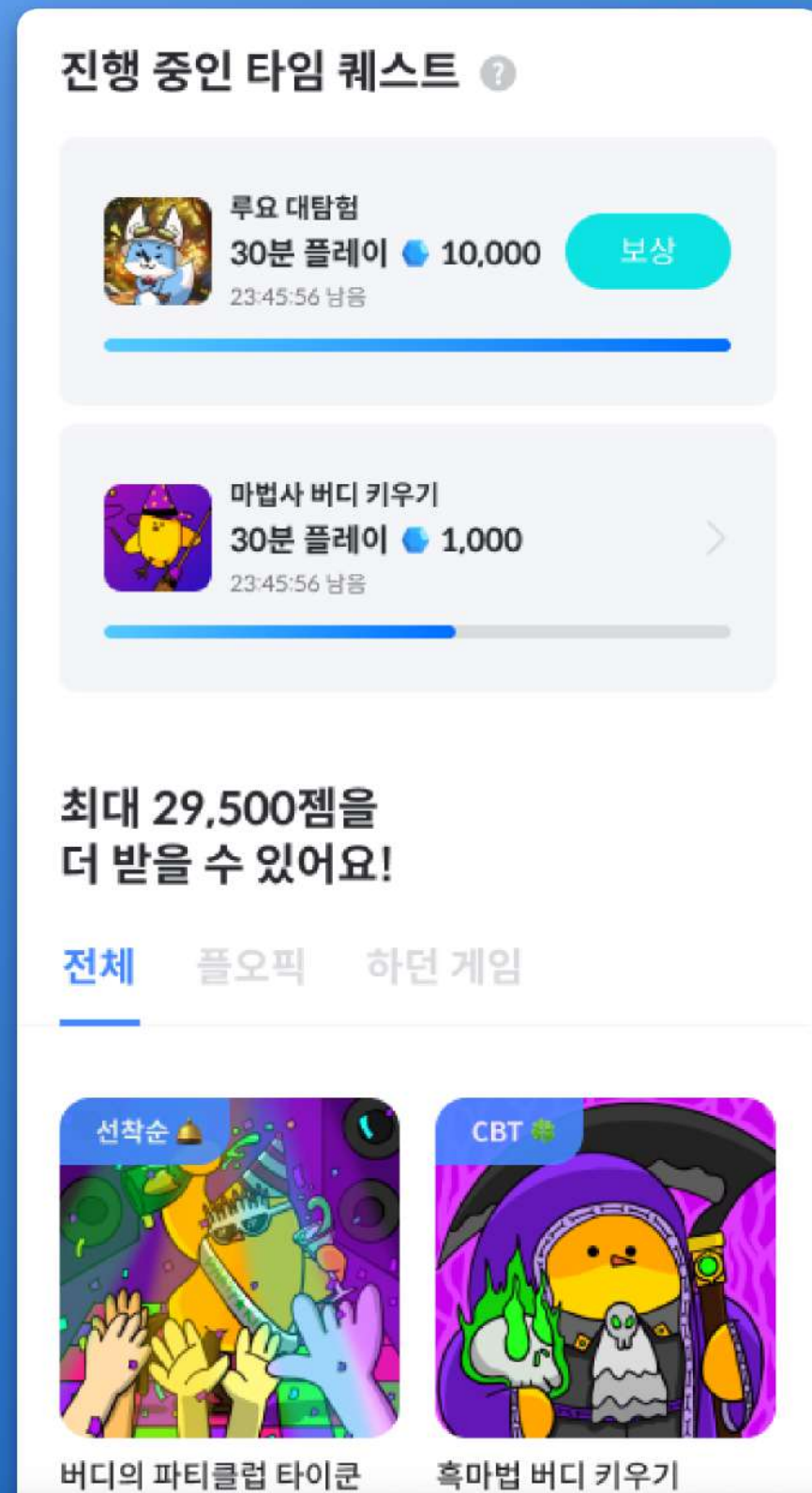


The Dungeon banner is a vertical mobile app interface. It features a blue fox character at the top. The main banner has a dark background with a large tree and the text "던전을 클리어하고 보상을 받으세요!" (Clear the dungeon and receive rewards!). Below this, it says "다른 유저들과 힘을 모아 몬스터를 무찔러주세요!" (Join other users and defeat the monster together!). At the bottom, there is a button labeled "루요 대탐험" (Luo's Great Expedition) with a timer of 4928명 참여 중! (4928 users participating!) and a reward of "제한시간 {n}일 (05:48:27)" (Limited time {n} days (05:48:27)).

Dungeon



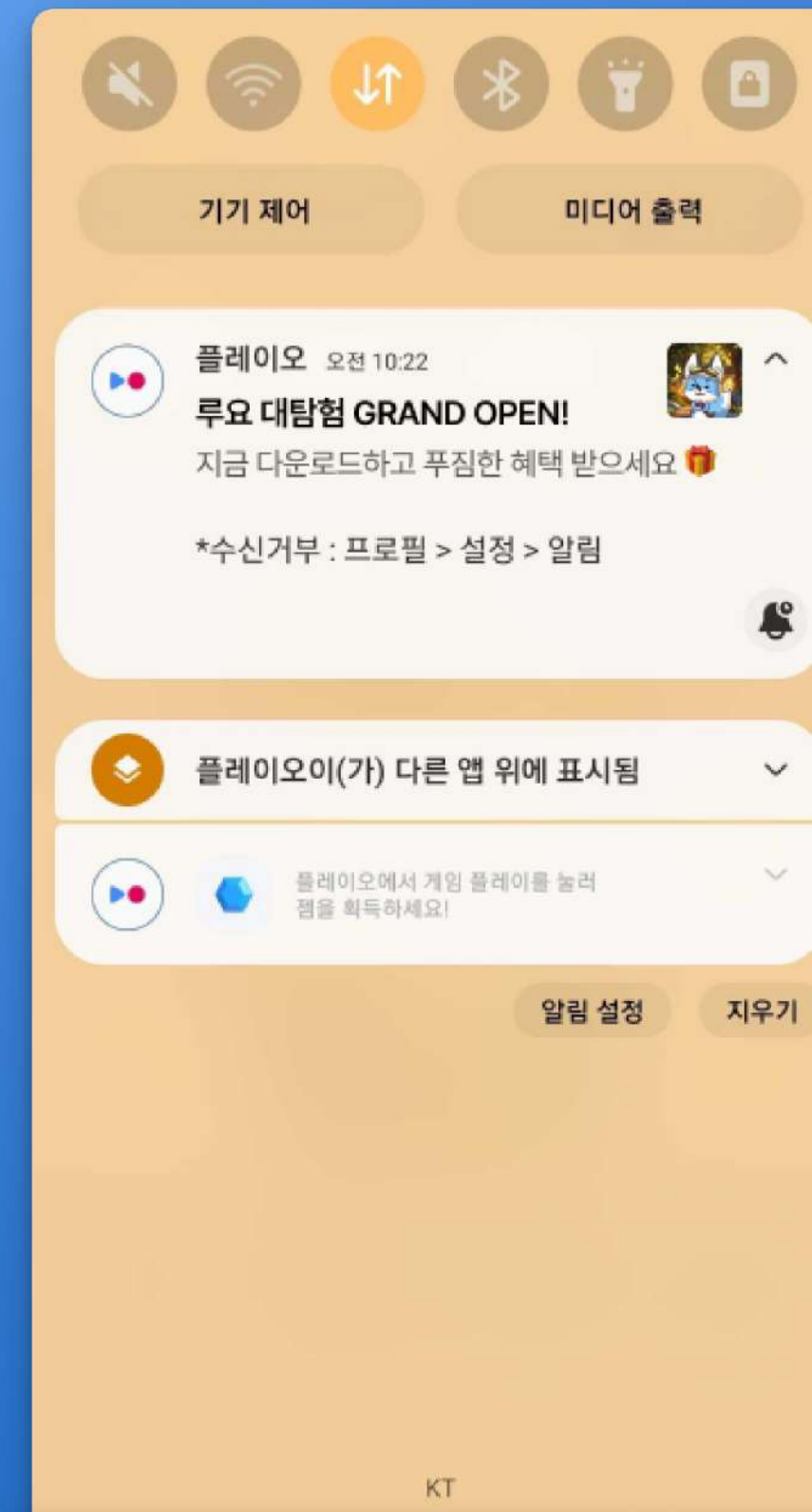
# Quests, Notifications



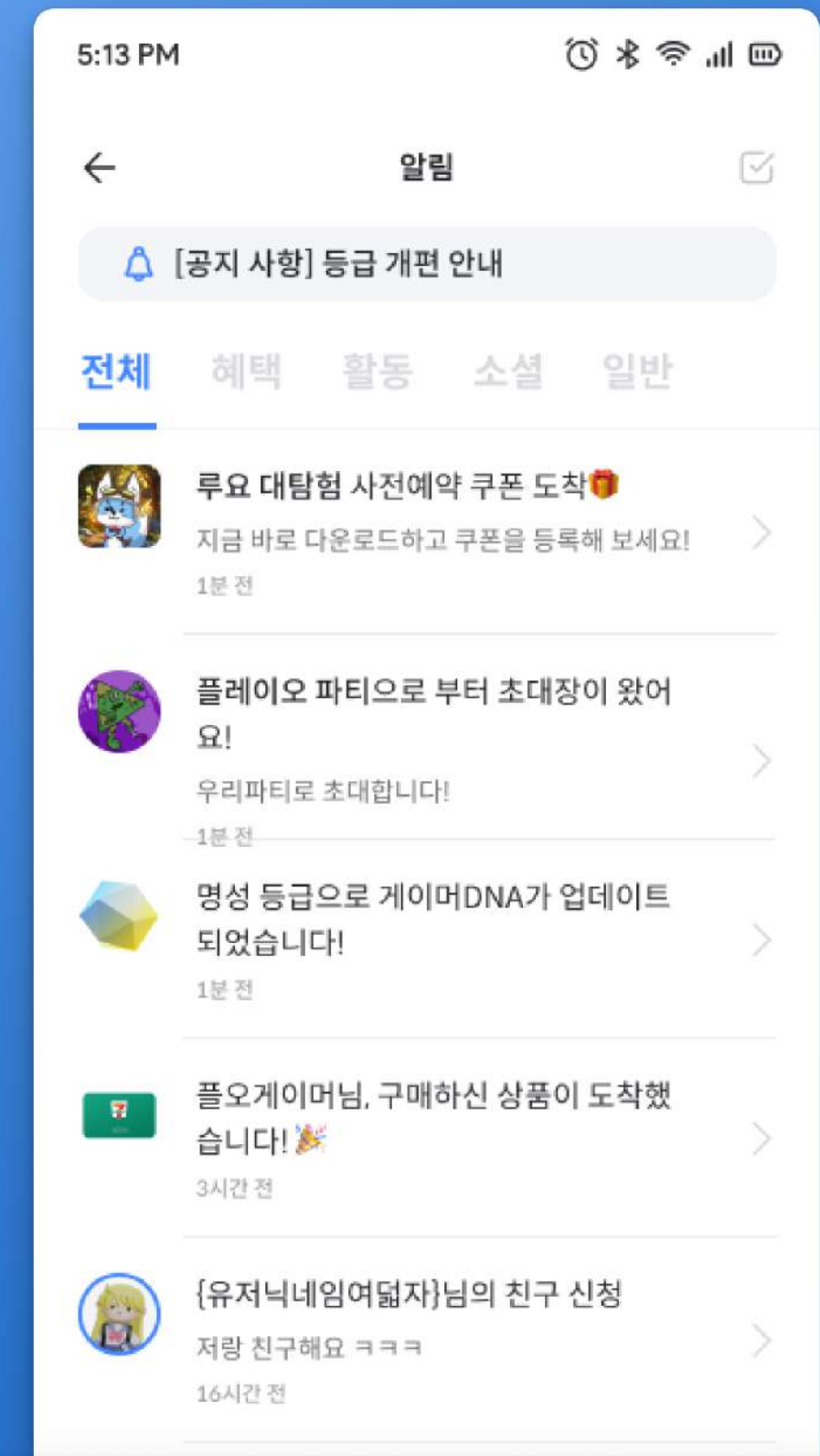
Time Quest



Hidden Quest



Push Messages



In-app Messages



04

# Unit Price

# Unit Price per Product

## Pre-registration

Product	Step-up Pre-registration	Premium Pre-registration	Premium PLUS Pre-registration
Unit Price	\$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.
Type	Direct Participation	Direct / Automatic Participation (Choose 1)	Direct / Automatic Participation (Choose 1)
Includes	<ul style="list-style-type: none"><li>• Featured in pre-registation 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-registation 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-registation 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
Price per 300 people	\$1,200 USD	\$1,800 USD	\$2,400 USD
Includes	<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>
Requirements	<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>

# 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 of 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	

# 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
Casual	\$10,000 USD	7,000 installs	\$6,500 USD	4,500 installs	\$6,000 USD	4,500 installs
RPG	\$14,000 USD	7,000 installs	\$9,000 USD	4,500 installs	\$7,500 USD	4,500 installs
Strategy / Hardcore	\$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
Casual	\$17,000 USD	12,000 installs	\$10,000 USD	7,200 installs	\$8,500 USD	\$7,200 USD
RPG	\$24,000 USD	12,000 installs	\$14,000 USD	7,200 installs	\$12,00 USD	\$7,200 USD
Strategy / Hardcore	\$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

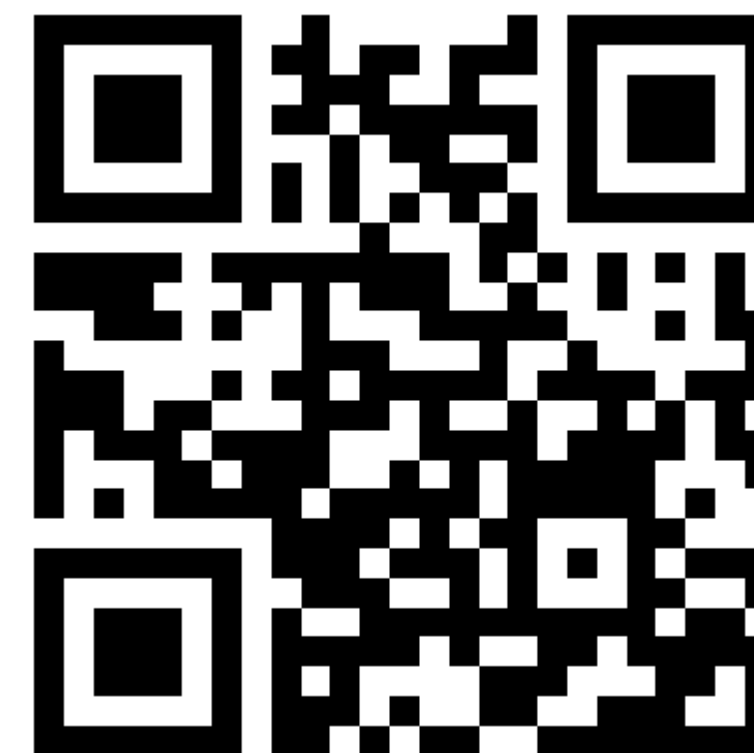
KPI: ROAS D7 25% D30 80%

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

# Playio Ads

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

Playio Ads



Download Playio

