



Bringing Wargaming to Asia

A Case Study

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WARGAMING.NET

LET'S BATTLE

Wargaming was founded in 1998 and has been developing strategy games since then. Its primary offerings are the Free-to-Play titles World of Tanks and World of Warships.

In May 2022, to boost the acquisition of player in the Asia region, Wargaming started collaborating with CreatorDB to reach out to local content creator and better target the desired audience.

Industry

Digital Entertainment

Product

Free-to-Play Strategy Games

Campaign Focus

Taiwan & APAC

Target Persona

Male, PC Users, Asian Servers players



CreatorDB



CreatorDB is an influencer marketing platform that combines big data collection, AI data analysis, and human agents to deliver world-class influencer marketing campaigns.

Since its inception in 2019, CreatorDB's team has worked with content creators from 23 countries for international clients across APAC, EU, and the US, obtaining more than 2 Billion views on its campaigns.

CreatorDB employs proprietary software to collect 10s of millions of data points daily. Analysis and calculation are performed to obtain accurate metrics and complete situational awareness.



With a truly international spirit CreatorDB account management team is comprised of over 30 members that cover ten native languages and can provide end-to-end campaign management anywhere in the world.

CreatorDB has delivered next-level marketing campaigns for each client from the union of advanced data analysis and localized and personalized approaches to each situation.

Challenges

TARGET PC USERS

BUILD A COMMUNITY
AROUND THE GAMES

IMPROVE
CONVERSIONS



Solutions

PARTNER WITH CREATORS THAT HAVE A STRONG VIEWER PERCENTAGE ON PC

CreatorDB Agency realized that in East Asia PC use was higher than southern regions. Hence, it decided to focus on the critical geographies of Taiwan, South Korea, and Japan.

HAVE INFLUENCERS PLAY WITH THE AUDIENCE

Along with integrations, CreatorDB started to plan other kind of content like livestreams and events connected with a country history (like Indonesia Independence day)

FORGET IMPRESSIONS

Experimenting with various formats other than integration, CreatorDB discovered that while dedicated videos and livestreams earned fewer total impressions, they brought a higher conversion rate, making them an excellent choice for user acquisition.

Lessons Learned

KNOW WHAT MATTERS

Experimenting with different formats and approaches is of primary importance because even if other products look similar, they may resonate very differently with the audience by how they get introduced. During the Wargaming campaign, different formats were tried:



- 60 to 90 seconds integrations showing game footage and an ad read from a creator obtained large number of impressions but low number of conversions
- 3 to 4 minutes of gameplay, was the successive step, improved conversions but not yet the ideal one.

- 10 minutes dedicated videos: allowed the creator to play a couple of rounds of the game and show how fun it can be. They generally received lower impressions but higher conversions, making it a success.
- Themed videos allowed creators to use their skills in engineering and DIY to develop projects like building homemade tanks. These videos gained massive views. In the JBao example, the video reached over 1.5M views with a CPM of \$12, providing Wargaming considerable exposure to the Taiwanese audience, especially the one that may not be directly connected to video games.



Results

Within 9 months, CreatorDB mediated deals for 33 pieces of content, achieving over 6 million views and an average CPM of \$14 per integration.

33

Pieces of Content

6 M

Views

\$14

AVG CPM



To succeed, the CreatorDB client service team relied on the software tools created in-house: CreatorDB API, and soon as a SaaS, allowed for the fast and precise discovery of relevant influencers. The same tool can gather contact information, know if the creator has previously collaborated with competitors, and individuate new potential avenues of expansion.

CreatorDB is the all-in-one tool for influencer marketing: supporting you through the whole campaign journey from planning to results tracking. It allows teams of any size to access accurate information and make profitable decisions when partnering with content creators.



It can also be used to obtain market insights quickly through the built-in topic system enabling the identification of promising sectors yet to be exploited. The brand tool keeps the competition in check and permits you always to know what is going on in your industry in a matter of seconds.



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