



# **Erolabs first time in the west**

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A Case Study

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# EROLABS

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Erolabs is a leading platform that provides premium adult games.

They have a vast catalog of titles aimed both at male and female audiences.



They previously experimented with influencer marketing and YouTube integrations in Taiwan with some success.

Collaborating with CreatorDB they wanted to run a test campaign to individuate promising content verticals in T1 English-speaking countries.

The major focus of the campaign was to assess the viability of a campaign for an adult-themed game in a different geography and experiment with content verticals.

## Industry

Adult Games

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## Product

RPG social simulation games

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## Campaign Focus

T1 English speaking countries

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## Target Audiences

Over 18, Strongly male for Cherry Tale

Over 18, strongly female for NU: Carnival

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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 hundreds 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 who 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.

# The Campaign

For this campaign, CreatorDB activated 9 content creators on YouTube. Each of them included a 30 to 60-second integration in one of their video and the campaign rolled out over the course of one month.

## After 1 Month

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**206.800**

### Views

Relying on small targeted creators allowed us to engage with a highly specific audience that revealed us to be extremely interested in Erolabs products.

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**6.237**

### Clicks

Due to how well the product was paired with the content verticals the campaign experienced a very high number of clicks that went well beyond our most optimistic predictions.

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**9%**

### Engagement Rate

Micro-influencers not only provide access to highly specific audiences but also audiences that are highly engaged with the content.

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**3%**

### CTR

Comparing clicks to views is possible to see how the campaign performed 3X the industry standards.

# Lessons Learned



Our account management team identified two verticals that showed good potential for the product: anime reviews and ASMR content.

## CHERRY TALE

- Since Cherry Tale is an RPG game that combines characters from myths, legends, and fairy tales with battles and lewd content it fits right in line with the content of many anime and was an easy combination to do.
- The anime channels selected for the campaign had a strongly male-dominated audience (89%) and over 50K average views.



## NU: CARNIVAL

- The second game NU: Carnival is a social simulation RPG focused on a mainly female audience. Therefore the ASMR vertical was extremely effective in targeting them.
- ASMR content was conducive to the most clicks with an average CTR 10% click through rate.
- Concurrently many viewers were not shy to leave comments about the content:



@Facelesszuru 1 month ago

My reaction when I saw a character from Nu Carnival: 👁️ 💋 👁️ 🍷



@bimessofadreamer\_ 1 month ago

we love the nu:carnival sponsorship 🥵 stay spicy as always 😊



@min.hoonmorning 1 month ago

IM DOWNLOADING NUCARNIVAL AGAIN



@yeonie6389 2 weeks ago (edited)

DAMN. NO WAY. I WAS NOT EXPECTING THE AD BAHAHHAHA 🤣🤣🤣🤣



@ravanatokisaki7548 1 month ago

Not the nu carnival, my weakness Kami



@bruhruh8955 4 weeks ago

My God- This sponsor sounds like the game of my dreams 😍

# Dealing with adult content

Dealing with adult content on a mainstream platform like YouTube can be a challenging task.

First and foremost is important to take all the possible precautions to be sure to be addressing an only adult audience.

Creators' personal preferences and opinions have also a big impact on the viability of the collaboration as many influencers are against promoting adult content.

While finding fitting creators willing to promote an erotic game is definitely a bigger challenge than for other kinds of products the interest of the audience is undeniable.

During the test campaign for Erolabs CTR averaged at 3% but spiked over 10% in some cases, clearly showing a strong affinity of the creator's audience for the product.



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