

TESTING THE WATERS IN A NEW MARKET



Wildlife Studio is a Brazilian mobile game studio founded in 2011 and best known for Zooba and Tennis Clash. While an already established studio, they had never run influencer marketing campaigns in Taiwan.

Partnering with CreatorDB allowed them to do a small test campaign and investigate the potential of partnering with influencers to promote their game.



CAMPAIGN CORE FEATURES:



A limited trial campaign to determine how influencer marketing conversion compares to other channels.



Obtain exposure to the Taiwanese mobile gaming market keeping a low CPM

OUR TOUCH:

CONTENT LOCALIZATION:



Since all the creatives were in English, our team captured footage on the local version while translating promotional graphics. In the process, a few of CreatorDB's team members got hooked on the game.

BOOST CONVERSIONS:



The content creators were invited to make personal accounts and share their in-game nicknames to drive conversions.

LOW CPM:



An average CPM of \$16 was achieved, in line with the Wildlife Studio's intentions for the campaign.

ABOUT 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 comprises 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.