



New Audiences: Unlocking PC Gamers in South Korea

Results

No.1

biggest search & social media
platform 리터널 Naver

108%

AVG return on advertising
spend (ROAS)

The Opportunity

Unlocking new audiences

South Korea has a huge PC gaming audience but it's tricky to cut through from the outside. Our on the ground territory manager is able to assist with;

- Influencer activations
- 리터널 Naver - organic & PPC advertisements
- Ruliweb and other affiliate negotiations
- Press coverage
- Sponsorships
- Email

Everything is fully translated.

Example

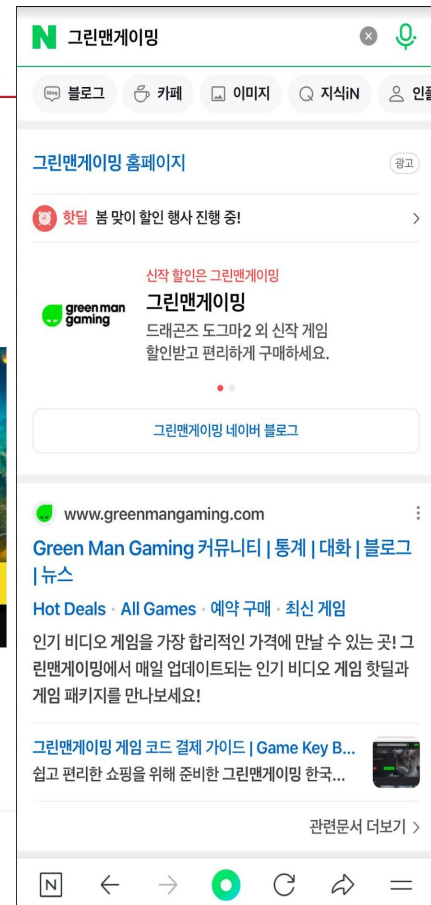
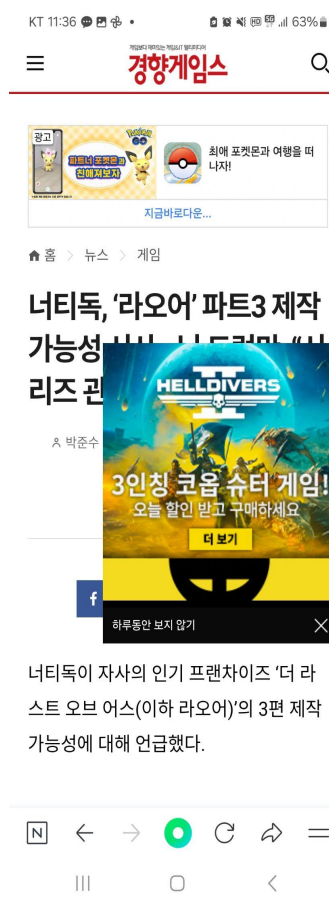
Assisting Sony Playstation with a series of AAA game releases in South Korea from 2021-2024

We regularly support AAA publishers such as Sony Playstation for their games release and during large sale promotions across South Korea.

We activate relevant influencers who at a cost effective rate for huge reach and endorsements. We fully translate targeted emails, create organic and paid ads across Naver, use display campaigns on key sites such as Ruliweb and help assist press releases.

We blend reach with conversions

Regularly achieving no.1 on Naver which is South Korea's biggest search & social platform and due to the support we are on average the 3rd biggest sales territory for each campaign run.



10-25 Million
average
impressions per
campaign*

3rd
biggest territory of
sales*

100%+
return on advertising
spend (ROAS)*

*taken from paid campaign performance one week before and after release

WANT TO LEARN MORE ABOUT GREEN MAN GAMING'S MARKETING SERVICES?

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