ZORKA
AGENCY

OUR SERVICES

GET READY TO SCALE
YOUR PAYING USERS

⟶ **Digital Creative Strategy**

⟶ **Influencer Marketing**

⟶ **Community Management & SMM**
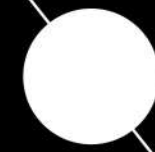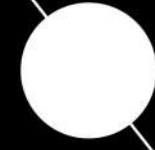
⟶ **User Acquisition**

⟶ **Automated Sales Funnels**

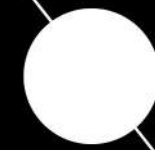⟶ **ASO**

THE WHOLE DIGITAL MIX IS RIGHT IN YOUR POCKET

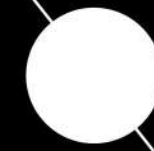**Influencer Marketing** — audience warm up • demand generation • creative integrations • brand loyalty

Community Management & SMM — brand awareness growth • audience loyalty increase trend watching & its implementation • brand safety control
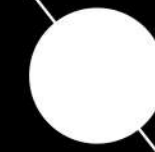
User Acquisition — warm audience targeted campaigns • call to action

Automated Sales Funnels — conversion optimization • sales boost • users' loyalty & engagement increase

App Store & Search Engine Optimization — organic traffic growth • conversion optimization

Creative Digital Strategy

an action-plan of smart & creative approaches to get your business goals achieved

CLIENTS

ACTIVISION BLIZZARD

PLARIUM

WARGAMING.NET

NEXTERS GLOBAL

PIXONIC

MINICLIP

GAMELOFT

IGG
I GOT GAMES

OASIS GAMES

NetEase Games

Tencent 腾讯

playrix

Yandex

Uber

LVMH
MOËT HENNESSY . LOUIS VUITTON

Domino's

Hennessy
Maison Fondée en 1765

wework

JOOM

lamoda

JD.COM 京东

@ mail.ru

PANDAO

AliExpress

GEOS & SOURCES
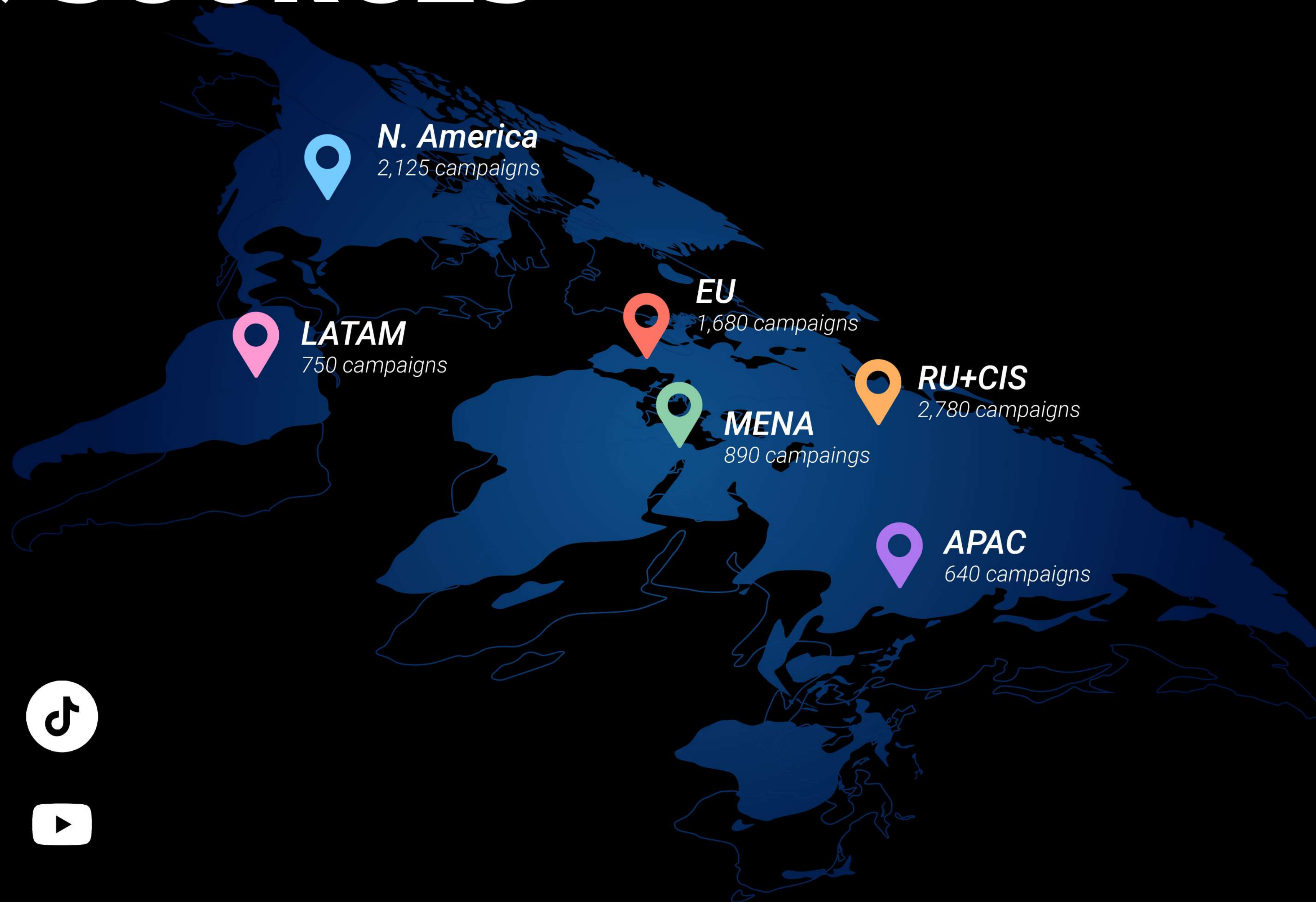
N. America
2,125 campaigns

EU
1,680 campaigns

LATAM
750 campaigns

RU+CIS
2,780 campaigns

MENA
890 campaings

APAC
640 campaigns

VERTICALS

GAMES | ENTERTAINMENT
UTILITIES | E-COMMERCE
EDUCATION | BANKS & FINTECH
TRAVEL | HEALTH

ABOUT US

2014
founded

11
languages

113
social experts

WW
online office

$ 200,000,000
managed marketing budget

AWARDS

Influencer MarketingHub

TOP
Influencer Marketing Agency

Business of Apps

TOP
App Marketing Agency

INFLUENCER MARKETING AWARDS

TOP
Boutique Influencer Marketing Agency

MOBILE GAMES AWARDS

TOP
Service Provider

Clutch

TOP
Influencer Marketing Agency

app growth awards

FINALIST
Best Influencer Campaign

Appsflyer

TOP
Mobile Traffic Source

TM

BEST
Influencer Marketing

INFLUENCER MARKETING
ANY INFLUENCER ANY PLATFORM
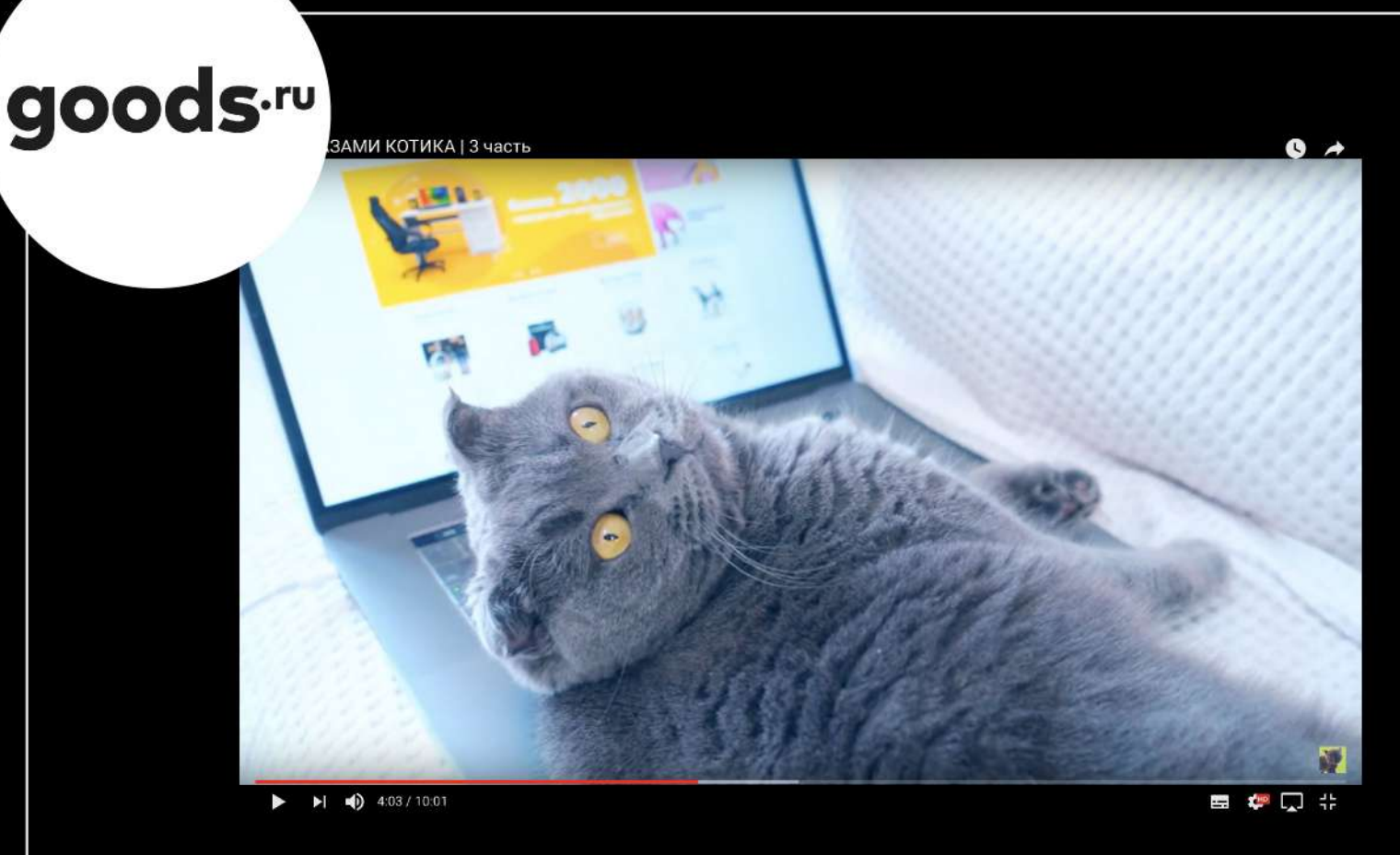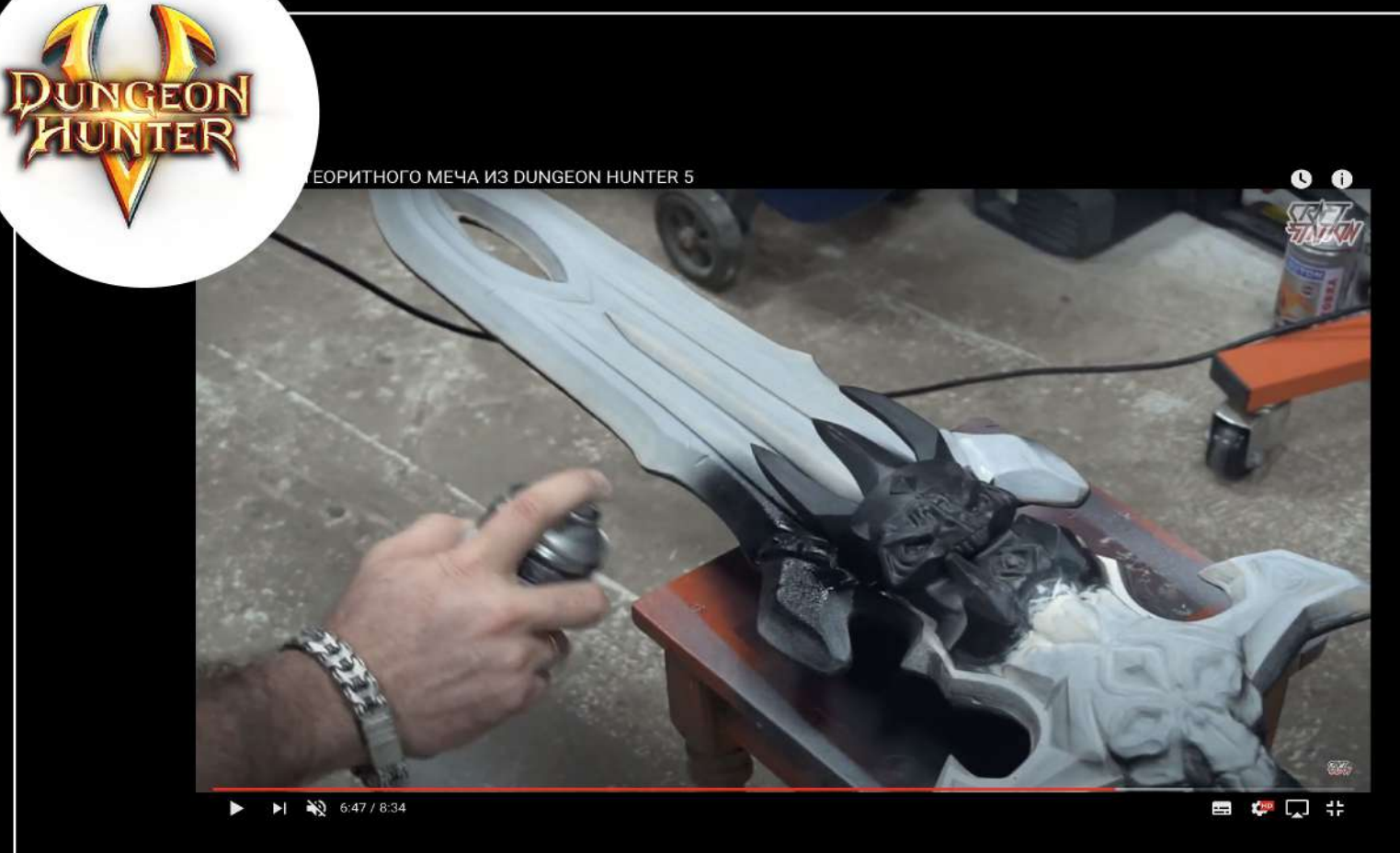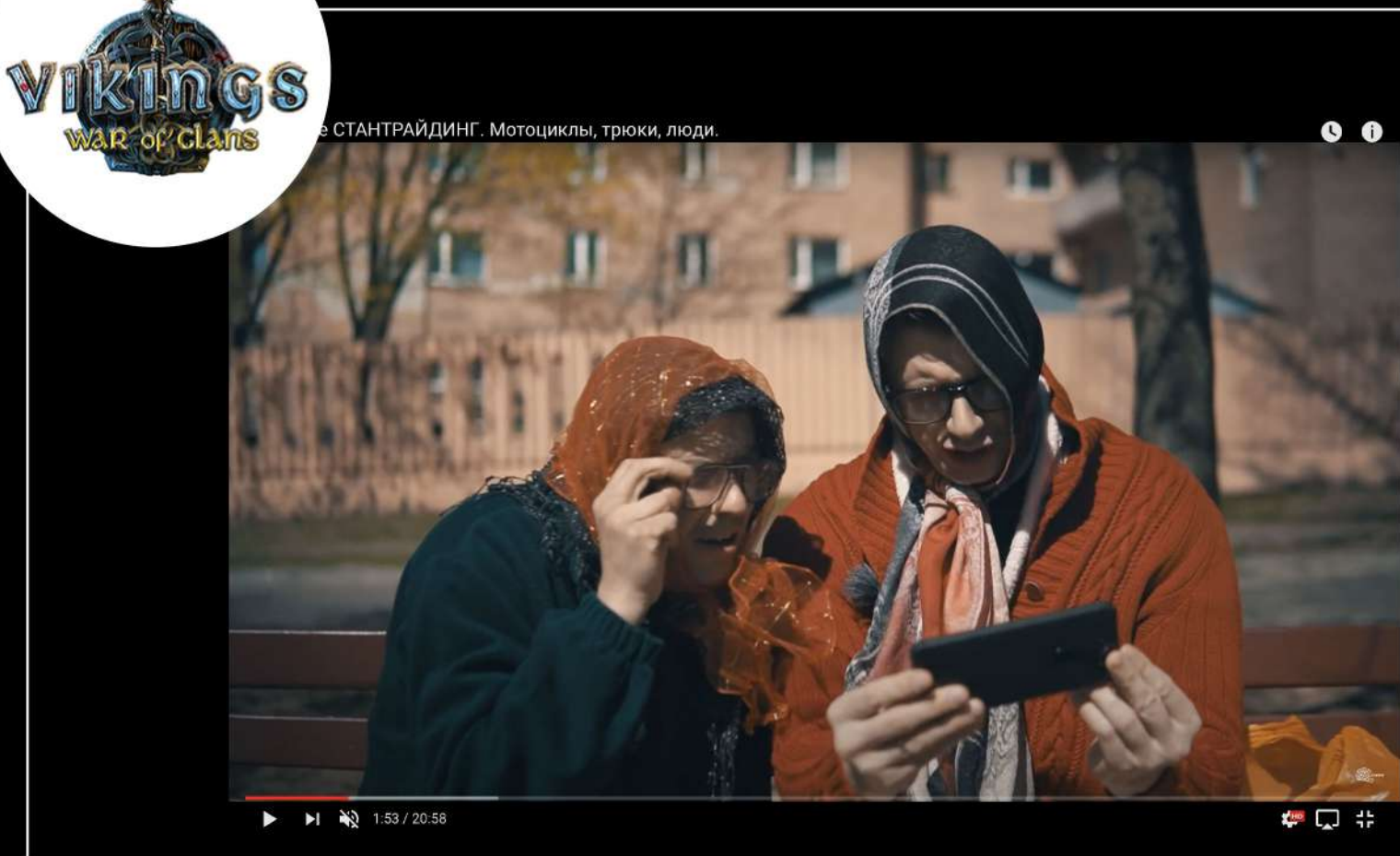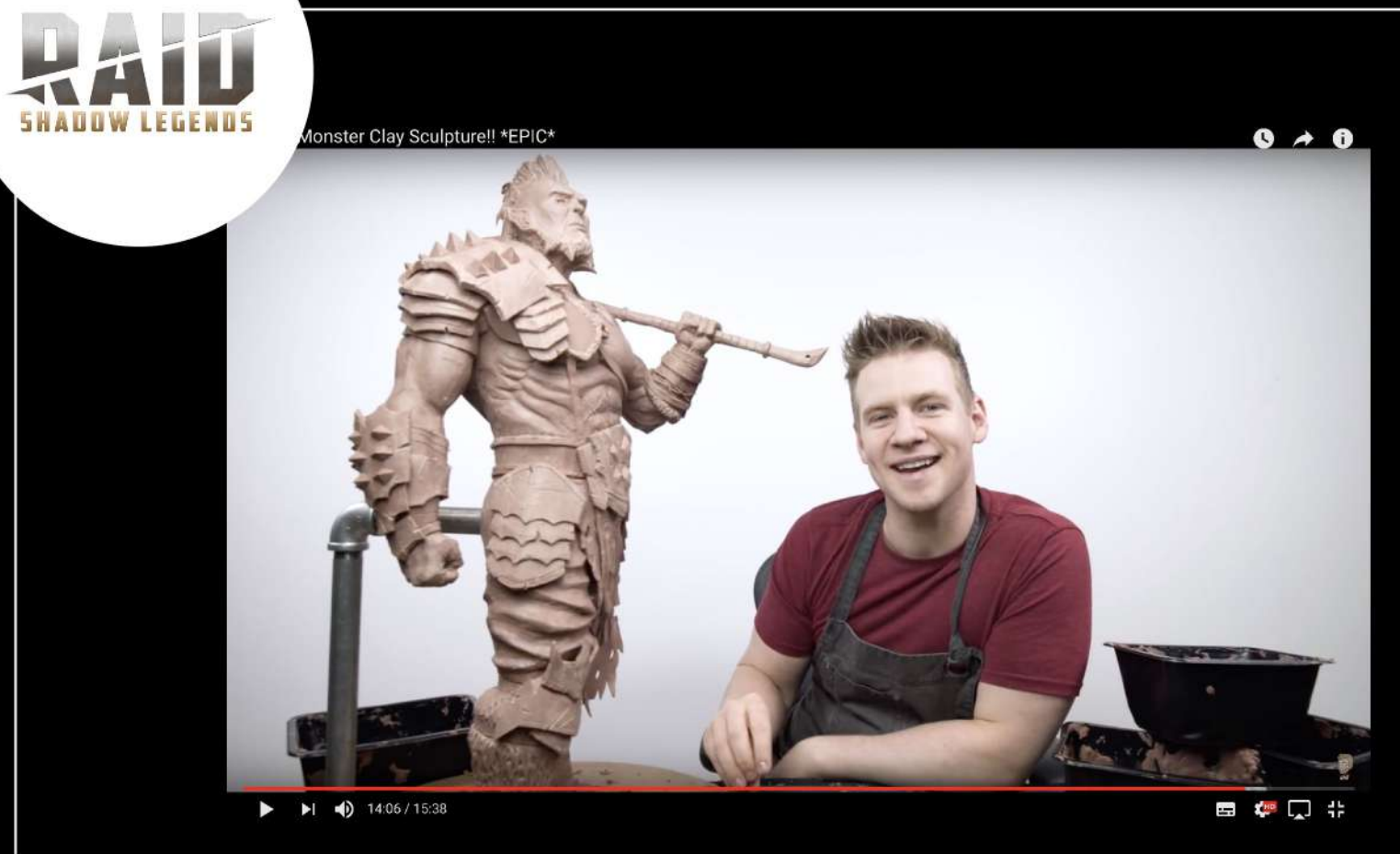
500K+
influencers

6
social media
platforms

CPA CPI ER CPM

- ✓ creative social advertising
- ✓ innovative brand & influencer strategies
- ✓ smart analysis using the latest tech stack
- ✓ achieving maximum ROI

CREATIVE ADS

INFLUENCER ANALYSIS
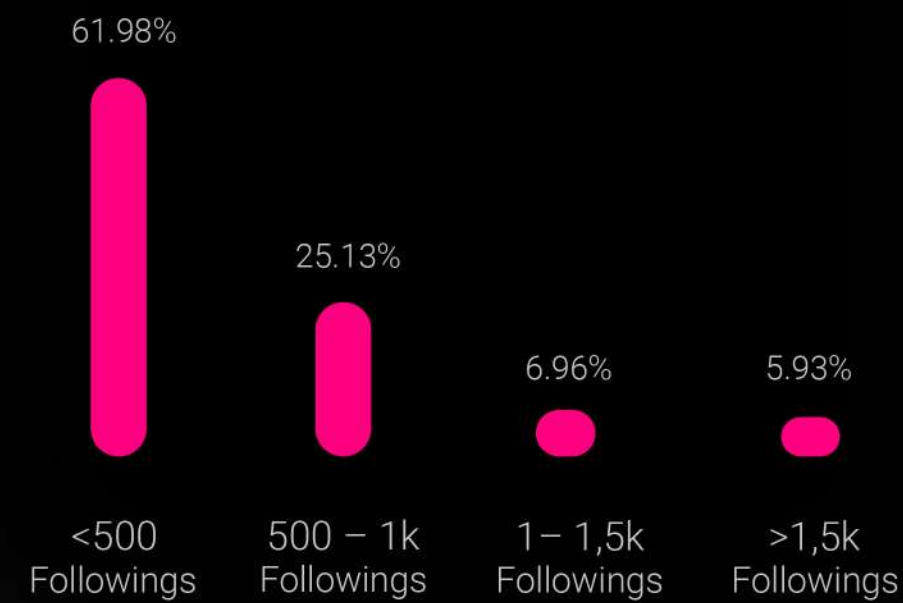
94.06%
Likes Credibility

7.92%
Notable Likes

7.49%
Likes not from Followers

Locaton by Country

United States	30.64%
Indonesia	6.02%
United Kingdom	5.68%

Audience Reachability

<500 Followings	61.98%
500 – 1k Followings	25.13%
1 – 1,5k Followings	6.96%
>1,5k Followings	5.93%

Age and Gender Split

● Female 41.26%   ● Male 58.74%

Age	Female	Male
13 – 17	6.63%	7.21%
18 – 24	25.18%	33.9%
25 – 34	8.61%	13.46%
35 – 44	0.69%	2.91%
45 – 64	0.14%	1.25%

Locaton by City

Los Angeles	1.59%
New York City	1.35%
Jakarta	0.88%
London	0.75%
Mumbai	0.62%
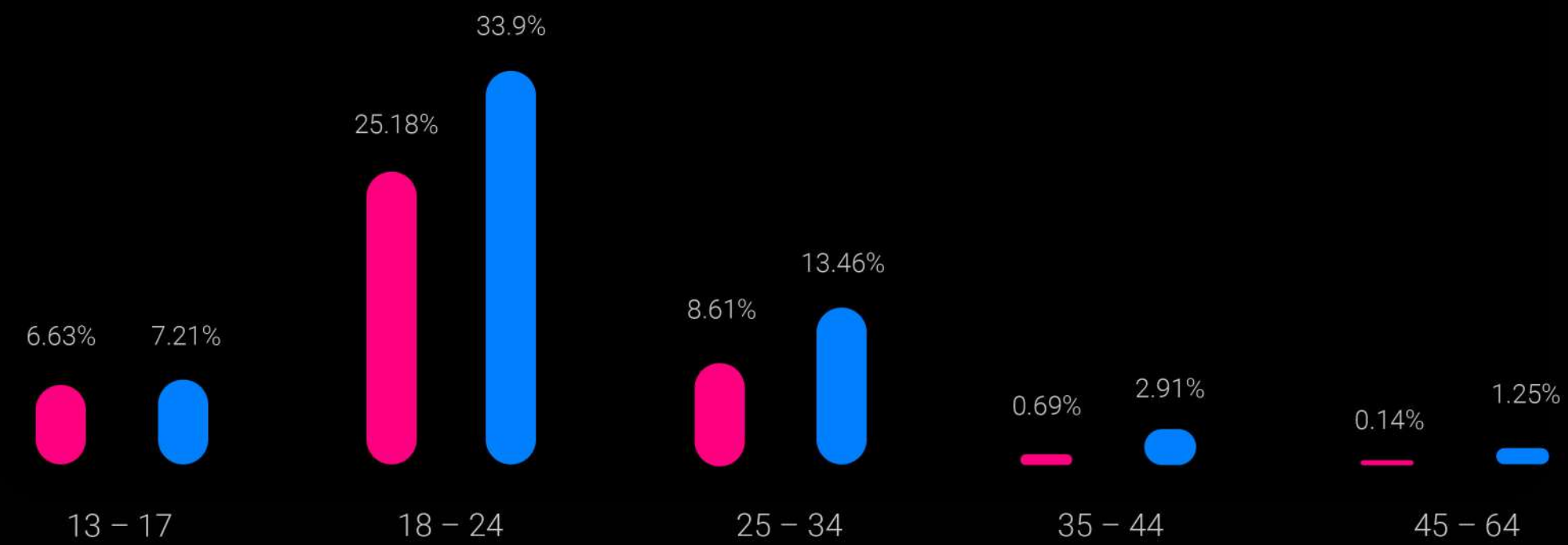
Audience Brand Affinity

Walt Disney	9.95%
Apple	7.47%
Pokemon	6.86%
Marvel Entertainment	5.74%
Starbucks	5.44%

Audience Interests

Television & Film	41.07%
Music	27.74%
Gaming	26.99%
Toys, Children & Baby	26.21%
Art & Design	25.79%

Language

English	74.81%
Spanish	4.9%
Russian	2.95%

PewDiePie

MEDIA PLAN

CAMPAIGN BUDGET: $1
MAX BLOGGER RATE:
AUDIENCE GEOGRAPHY: AU. CA. GB
AUDIENCE DEMOGRAPHY: All. 13-55+

#	TITLE	GEO	CATEGORIES	SUBSCRIBERS	AUDIENCE GEOGRAPHY				AUDIENCE DEMOGRAPHY												TARGET AUDIENCE SHARE, %
					TARGET COUNTRIES, %		NON-TARGET COUNTRIES, %		MALE						FEMALE						
									13-17	18-24	25-34	35-44	45-54	55+	13-17	18-24	25-34	35-44	45-54	55+	
1	JeromeASF	US	Gaming	5,240,000	AU, CA, GB	81.0%	US, NL, PH, oth.	19.0%	23.9%	22.0%	11.9%	2.6%	1.0%	1.3%	14.2%	13.0%	7.1%	1.6%	0.6%	0.8%	38.9%
2	Minecraft FNAF: Freddy	US	Gaming	16,300	AU, CA, GB	77.2%	US, IN, TW, oth.	22.8%	4.8%	19.1%	19.1%	7.4%	2.1%	0.5%	4.2%	16.9%	16.9%	6.6%	1.9%	0.5%	48.2%
3	PandaFire11 - Minecraft Roleplay	US	Gaming	96,700	AU, CA, GB	75.0%	US, IN, DE, oth.	25.0%	2.5%	7.8%	17.5%	13.4%	4.8%	2.9%	2.7%	8.2%	18.3%	14.0%	5.0%	3.0%	46.4%
4	TheFamousFilms	US	Gaming	377,000	AU, CA, GB	78.3%	US, PH, BR, oth.	21.7%	21.2%	17.4%	12.5%	4.9%	1.2%	1.3%	15.0%	12.3%	8.9%	3.5%	0.8%	0.9%	37.3%
5	Shark	CA	Gaming	2,820,000	AU, CA, GB	81.2%	US, PH, IN, oth.	18.8%	12.3%	14.0%	14.8%	7.7%	2.4%	2.5%	10.5%	12.0%	12.8%	6.6%	2.1%	2.2%	41.5%
6	Tripolar	US	Gaming	413,000	AU, CA, GB	77.9%	US, PH, BR, oth.	22.1%	10.3%	16.2%	22.2%	12.9%	2.9%	2.9%	5.0%	7.8%	10.7%	6.2%	1.4%	1.4%	57.2%
7	MarioMania	US	Gaming	29,700	AU, CA, GB	74.6%	US, IN, ID, oth.	25.4%	12.6%	18.4%	12.0%	6.0%	1.8%	1.1%	11.7%	17.1%	11.2%	5.5%	1.6%	1.0%	39.3%
8	TheMythicalSausage	US	Gaming	283,000	AU, CA, GB	87.0%	US, IN, ES, oth.	13.0%	4.5%	36.3%	38.2%	11.2%	4.6%	2.8%	0.1%	0.9%	0.9%	0.3%	0.1%	0.1%	93.1%
9	SCP Minecraft Foundation	US	Gaming	9,260	AU, CA, GB	87.0%	US, IN, DK, oth.	13.0%	13.0%	37.1%	22.0%	12.3%	2.8%	0.7%	1.8%	5.1%	3.1%	1.7%	0.4%	0.1%	74.8%
10	MooseCraft	US	Gaming	3,910,000	AU, CA, GB	87.0%	US, PH, NZ, oth.	13.0%	13.1%	16.4%	17.8%	9.0%	2.8%	2.9%	8.1%	10.1%	11.0%	5.5%	1.7%	1.8%	48.7%
11	MeeZoid	US	Gaming	124,000	AU, CA, GB	82.0%	US, FR, DE, oth.	18.0%	18.1%	43.3%	24.9%	6.2%	4.1%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	81.9%
12	AA12	US	Gaming	1,390,000	AU, CA, GB	89.9%	US, PH, IN, oth.	10.1%	11.2%	14.7%	18.2%	10.5%	3.4%	3.4%	7.1%	9.3%	11.4%	6.6%	2.1%	2.1%	50.2%
13	CaptainSparklez	US	Gaming	10,700,000	AU, CA, GB	73.6%	US, FR, DE, oth.	26.4%	10.7%	37.5%	23.4%	7.9%	5.3%	4.4%	1.3%	4.6%	2.9%	1.0%	0.6%	0.5%	78.3%
14	PozerDAB	US	Gaming	147,000	AU, CA, GB	70.0%	US, IN, JP, oth.	30.0%	1.4%	23.3%	38.0%	13.2%	4.5%	2.2%	0.3%	4.9%	8.0%	2.8%	0.9%	0.5%	81.2%

#	TITLE	CHANNEL'S VIDEO VIEWS IN FIRST 14 DAYS			ER, %	PRICE, USD	PROJECTED CLICKS IN FIRST 14 DAYS			PROJECTED ACQUISITIONS IN FIRST 14 DAYS			COST PER 1000 VIEWS (CPM), USD		COST PER CLICK (CPC), USD			COST PER ACQUISITION (CPA), USD		
		Min	Max	Med	Med		Min	Max	Med	Min	Max	Med	Min	Med	Min	Max	Med	Min	Max	Med
1	JeromeASF	169,183	230,196	194,297	5.56%	$5,296	1,692	2,302	1,943	169	230	194	$27.61	$32.71	$2.76	$3.76	$3.27	$27.61	$37.56	$32.71
2	Minecraft FNAF: Freddy	4,389	8,163	6,352	4.36%	$273	44	82	64	4	8	6	-	$51.57	$4.01	$7.46	$5.16	$40.13	$74.64	$51.57
3	PandaFire11 - Minecraft Roleplay	3,235	5,883	4,190	8.18%	$207	32	59	42	3	6	4	-	$59.28	$4.22	$7.68	$5.93	$42.22	$76.79	$59.28
4	TheFamousFilms	19,844	43,071	30,882	6.10%	$1,178	198	431	309	20	43	31	$32.82	$45.77	$3.28	$7.12	$4.58	$32.82	$71.24	$45.77
5	Shark	76,978	169,441	114,444	13.66%	$3,566	770	1,694	1,144	77	169	114	$25.25	$37.39	$2.53	$5.56	$3.74	$25.25	$55.59	$37.39
6	Tripolar	19,095	47,066	29,142	3.23%	$1,060	191	471	291	19	47	29	$27.03	$43.65	$2.70	$6.66	$4.36	$27.03	$66.61	$43.65
7	MarioMania	2,095	3,189	2,480	8.16%	$123	21	32	25	2	3	2	-	$59.52	$4.63	$7.05	$5.95	$46.28	$70.45	$59.52
8	TheMythicalSausage	30,255	46,331	39,094	6.64%	$1,269	303	463	391	30	46	39	$32.87	$38.95	$3.29	$5.03	$3.90	$32.87	$50.33	$38.95
9	SCP Minecraft Foundation	3,167	4,397	3,520	5.77%	$166	32	44	35	3	4	4	-	$56.59	$4.53	$6.29	$5.66	$45.30	$62.90	$56.59
10	MooseCraft	125,469	278,742	190,212	5.04%	$4,960	1,255	2,787	1,902	125	279	190	$21.35	$31.29	$2.14	$4.74	$3.13	$21.35	$47.44	$31.29
11	MeeZoid	7,863	12,796	9,815	4.50%	$351	79	128	98	8	13	10	$32.92	$42.91	$3.29	$5.36	$4.29	$32.92	$53.57	$42.91
12	AA12	23,751	40,292	31,899	12.34%	$1,136	238	403	319	24	40	32	$33.83	$42.73	$3.38	$5.74	$4.27	$33.83	$57.40	$42.73
13	CaptainSparklez	131,432	265,860	181,964	4.80%	$4,355	1,314	2,659	1,820	131	266	182	$19.66	$28.72	$1.97	$3.98	$2.87	$19.66	$39.76	$28.72
14	PozerDAB	6,144	18,293	9,129	2.29%	$268	61	183	91	6	18	9	$17.58	$35.23	$1.76	$5.23	$3.52	$17.58	$52.34	$35.23
	TOTAL	622,900	1,173,720	847,420		$24,208	6,229	11,737	8,474	623	1,174	847	$52.34	$35.23	$5.23	$1.76	$3.52	$52.34	$17.58	

POST-CAMPAIGN REPORT
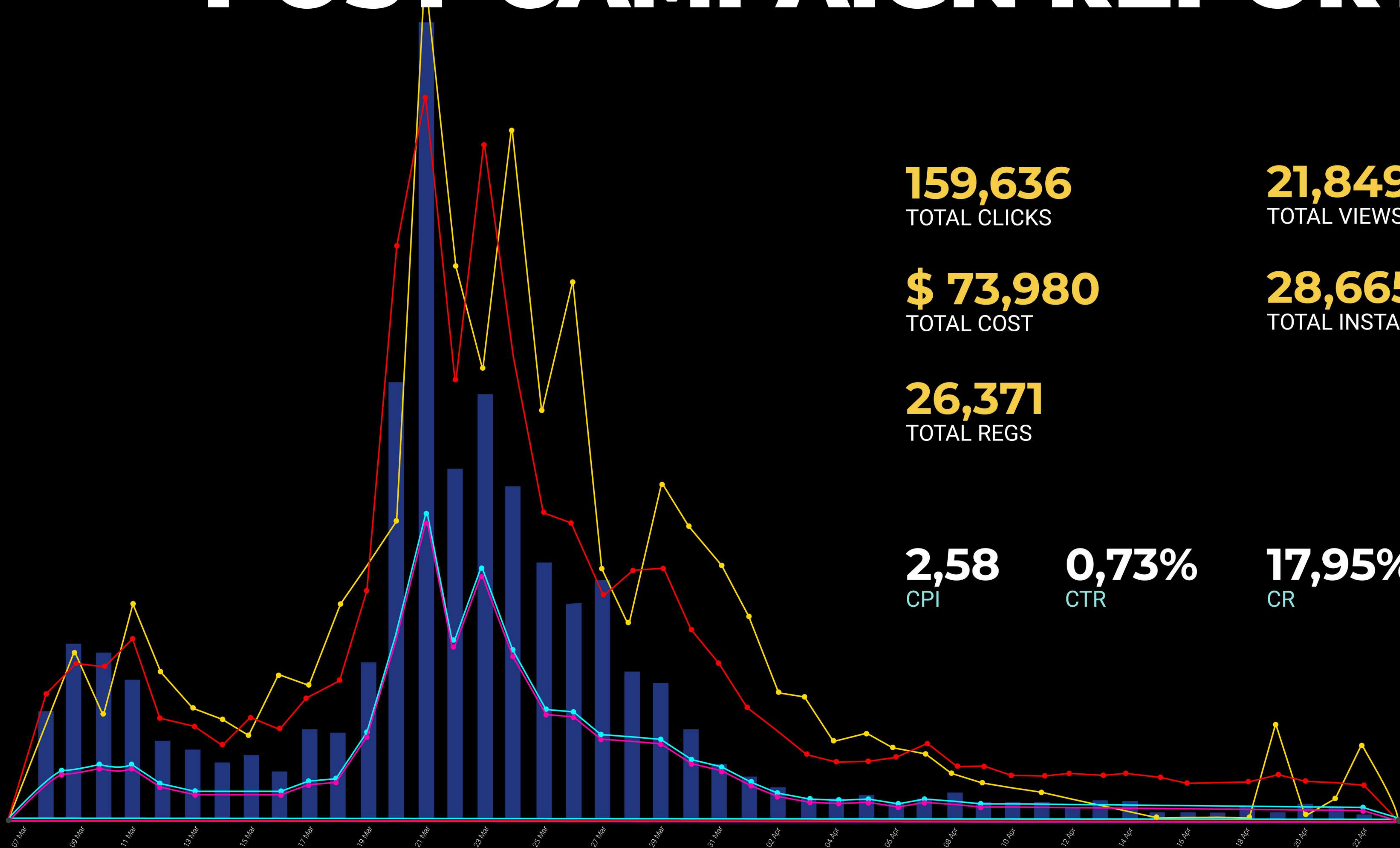
159,636
TOTAL CLICKS

21,849,806
TOTAL VIEWS

$ 73,980
TOTAL COST

28,665
TOTAL INSTALLS

26,371
TOTAL REGS

2,58
CPI

0,73%
CTR

17,95%
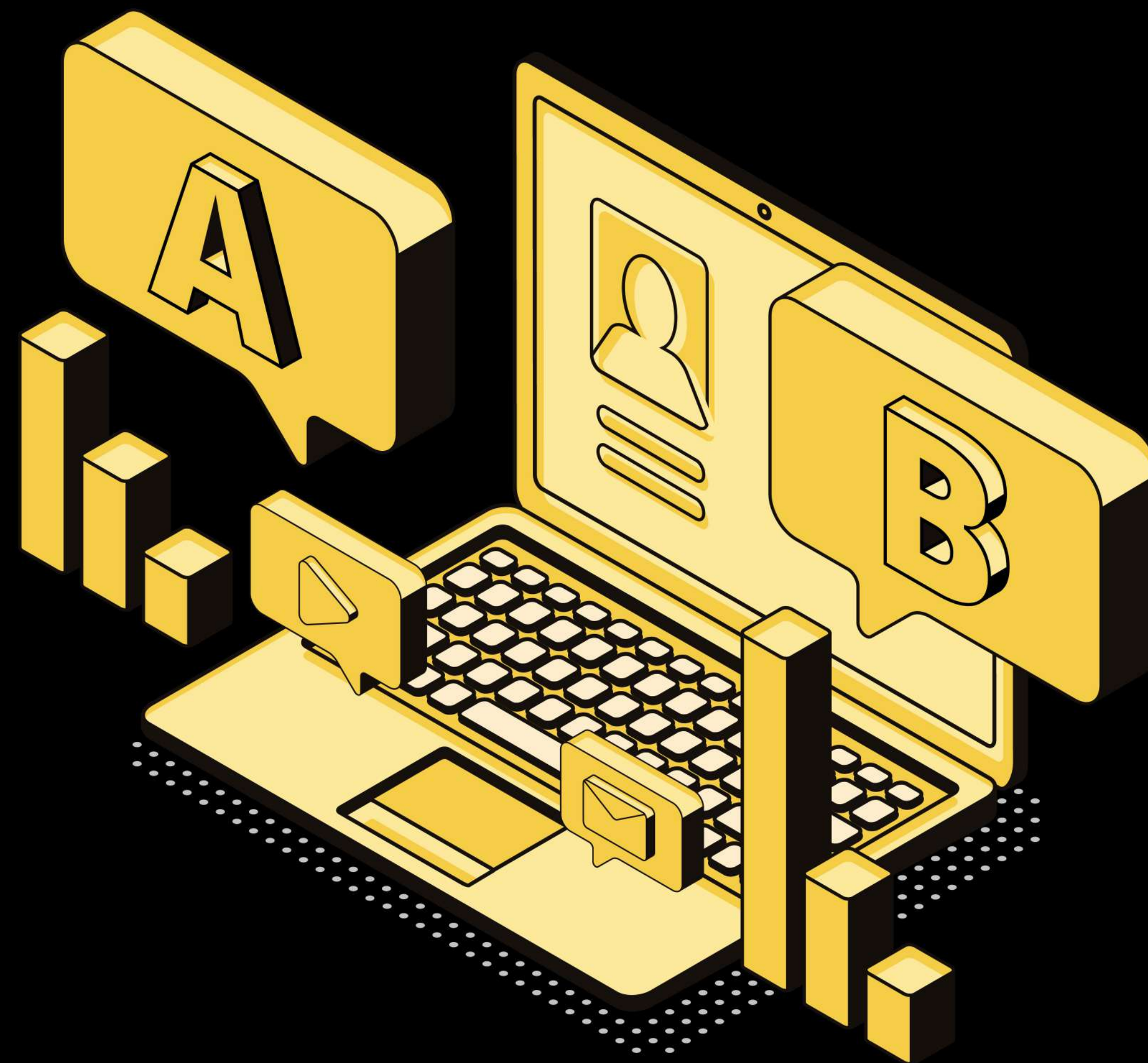CR

3,07%
DR

USER ACQUISITION

20+ user acquisition & creative experts

Scaling paying users through
CPI, CPA, CPL, CPS campaigns

Creative center

Creating **innovative videos & banners**
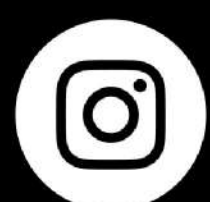
Rapid optimization bidaily

PERFORMANCE METHODS

- ✓ Research
- ✓ LP Creation & A/B-testing
- ✓ Store Pages A/B-testing
- ✓ Web & App Analytics
- ✓ Creative Production
- ✓ Media Buying
- ✓ Reporting

ADS

Display & Video

Social Media Networks

In-App Traffic

DSP & Programmatic

IN-APP ADS NETWORKS

✓ Mobile ad networks are marketplaces where app developers (publishers) can sell ad space to marketers (advertisers).

✓ Mobile ad networks help developers sell ad space to monetize their apps, and they help marketers purchase ad space to ramp up user acquisition.

✓ It is a win-win solution because publishers monetize their apps, and marketers can get ad space inside relevant to their targeting audience apps for fair rates.

ADCOLONY   APPLOVIN   Chartboost   unity

OEM NETWORKS

✓ OEM, or original equipment manufacture, advertising
is a new trend in mobile marketing.

✓ As the smartphone is for a longer time, the first screen for almost every person
and some even the best friend was just a question of time when manufacturers
will use the opportunity to implement ads inside their ecosystems.

✓ This time of Ads is known for high performance because users still do not identify
such device's recommendations as ads, but unfortunately, it's available for Android only.

PROGRAMMATIC ADS

✓ Programmatic advertising means using AI to automate ad buying
so you can target more specific audiences. Real-time bidding,
for example, is a type of programmatic ad buying.

✓ This automation is much more efficient and fast, which means higher
conversions and lower customer acquisition costs. It's changing the face
of digital advertising so swiftly that, according to eMarketer*, 86.2% of digital
display ads in the U.S. will be programmatic by 2020.

*Source: https://www.emarketer.com/content/us-programmatic-ad-spending-forecast-2018

smadex   **criteoL.**   **APPRECIATE®**   **smartyads**

CAMPAIGN GOALS

AWARENESS

Display and Video Ads

Social Media Ads

Landing Page/App A/B-testing

Web/App Analytics

USER ACQUISITION

Attribution & Tracking

App Store Optimization

Display & Video

Social Media Networks

In-App Traffic

DSP & Programmatic

RETENTION

Remarketing

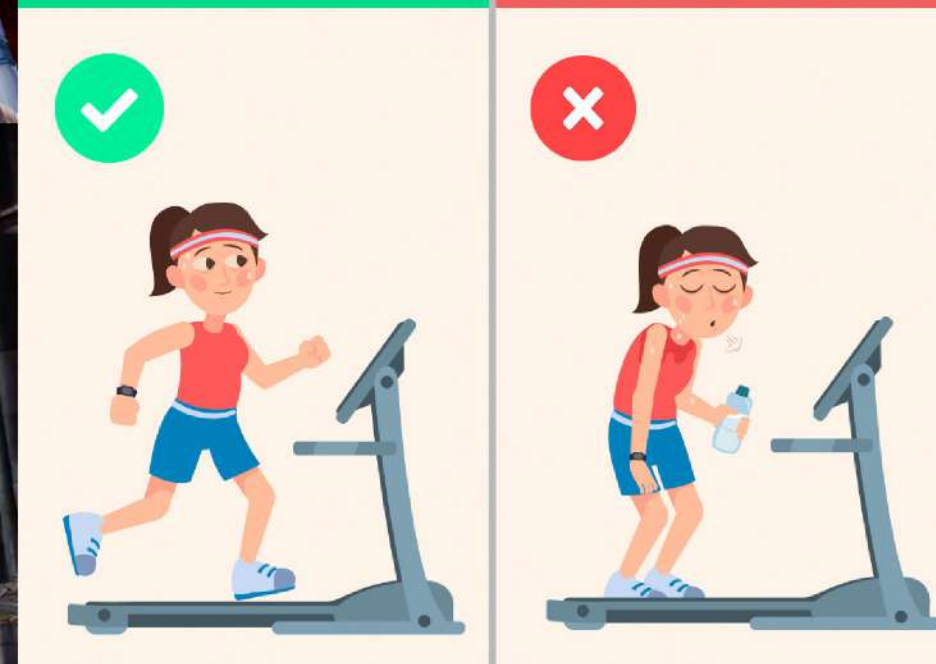E-mail marketing

Push-notifications

CREATIVE ADS

FRAUD TOOLS

TRACKING & ANALYTICS TOOLS

SALES AUTOFUNNELS

New tool of conversion optimization

Increases **users' loyalty** & decreases **CPA**

300% more efficient than e-mail marketing

Quick **testing & optimization**

Deep users' **segmentation**

Increases users' **LTV & ER**

DEEP AUDIENCE ENGAGEMENT

A private communication style that builds up trust & loyalty as well as ER

Average conversion into a messenger's subscriber — up to 50%

Text messages, photos, audio and video files, and immediate feedback

Messages are 70-90% more likely to be read while the cost is lower than using Email

Quizzes, games and surveys can be implemented right within the autofunnel

COMMUNITY MANAGEMENT & SMM

Digital geeks with **10+ year expertise**
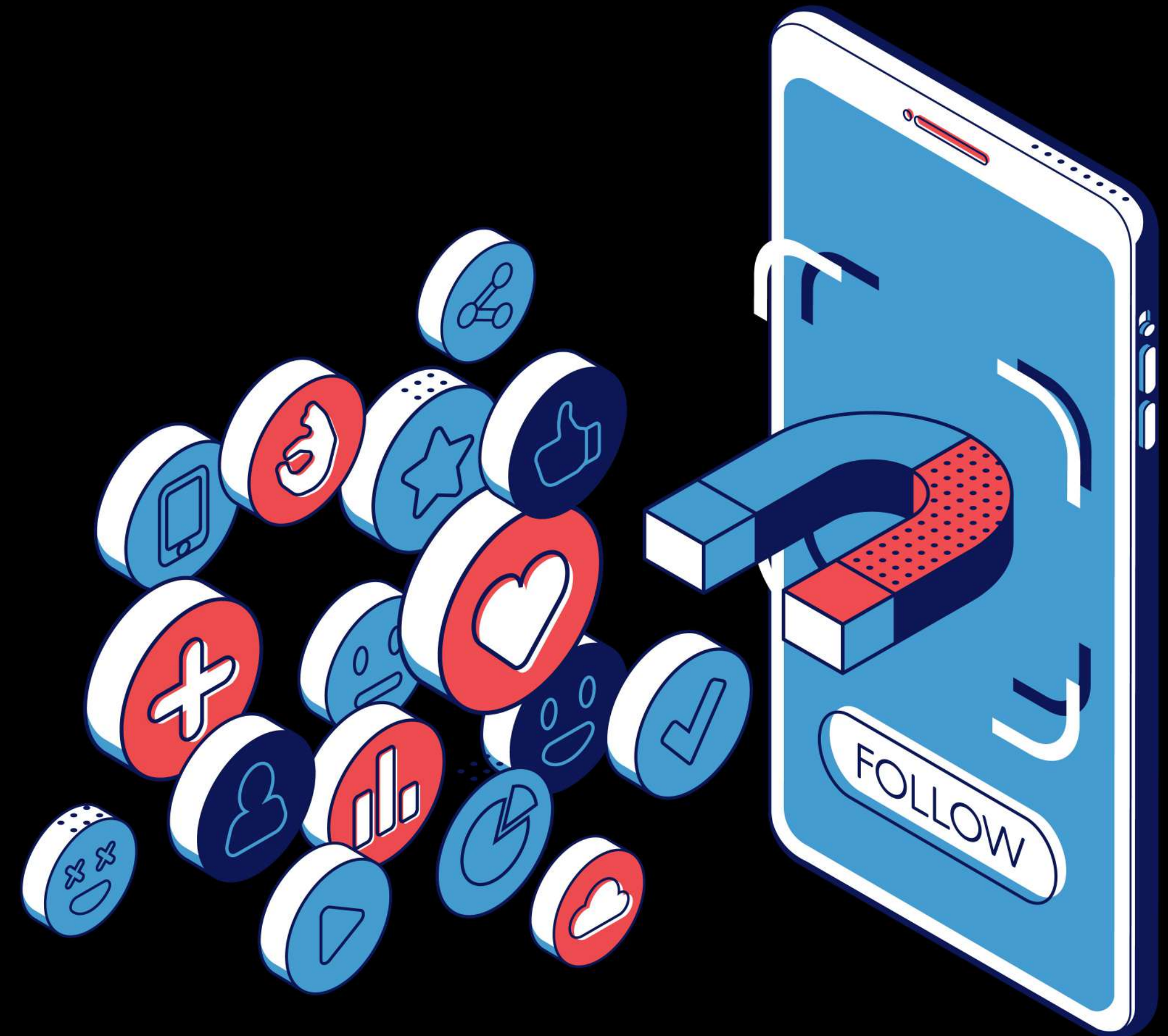
500K+ database of influencers

Unique content from influencers

Social media ads

Performance-oriented SMM

Brand reputation management

UA+SMM production

ASO

OPTIMIZATION

⟶ Improve search results

— Text ⟶ Increase organic traffic

— Apps' icons ⟶ Optimise CR

— Screenshots ⟶ Analyse competitors

— Video ⟶ Run Apple Search Ads

 App Store   ▶ Google Play

WHAT'S INSIDE

Creative storm

Statistics & analytics

Dedicated creative team

Growth of organic coverage

Trend watching & its implementation

Strategy development (including media audit)

ZORKA AGENCY

info@zorka.agency