

Grow with Real Gamers



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# Company History

**2020**

GNA COMPANY  
CORP Founded

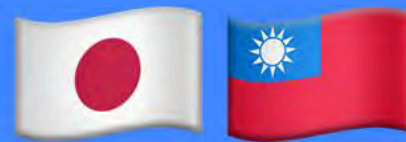


**2022**



Launched Playio US

**2024**



Launched Playio JP, TW

**2021**



Released Playio on Google Play Store

**2023**

Appointed as a global  
marketing partner by GamePLus

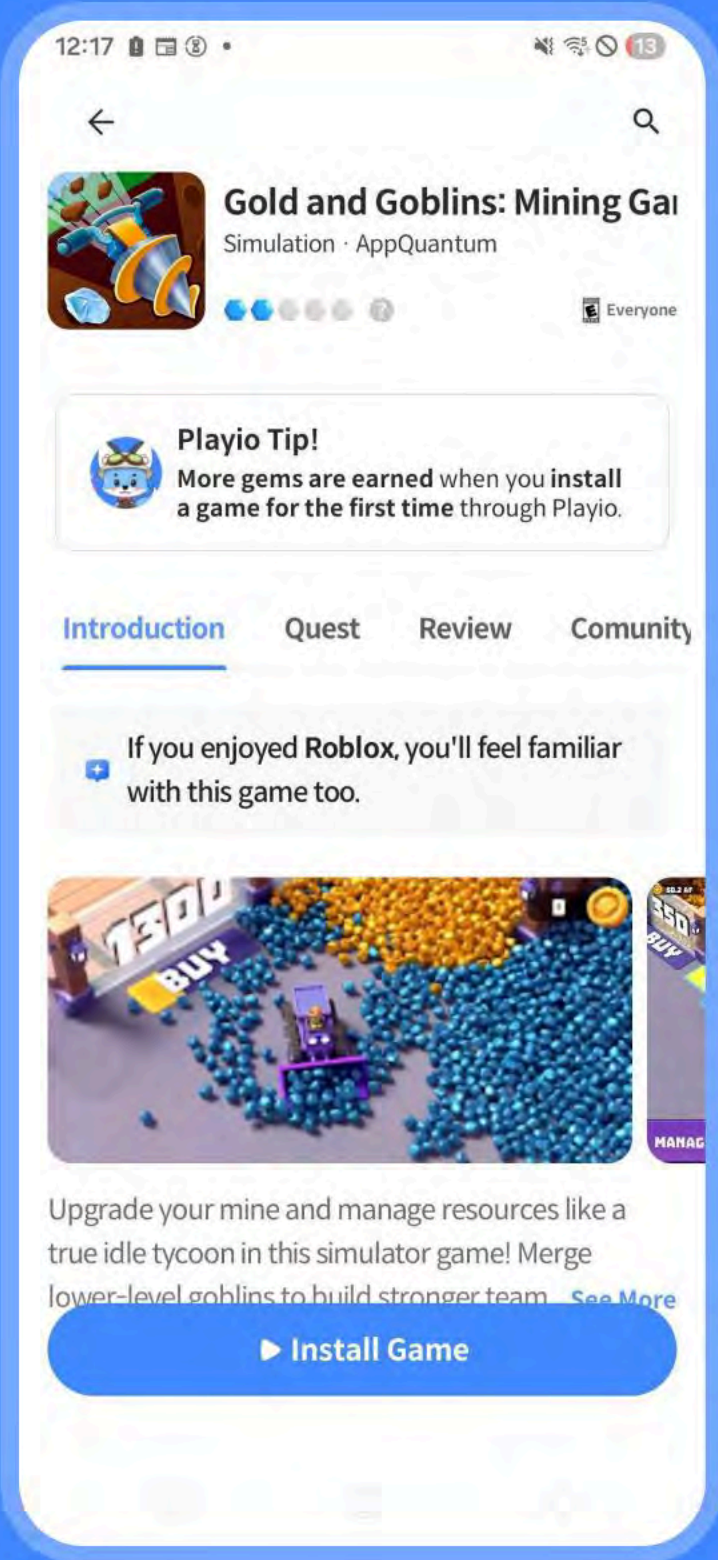
**2025**



Launched Playio HK, MO  
Over 4 million total downloads  
Launched Playio iOS  
Established Japan subsidiary  
(2025.08.22)



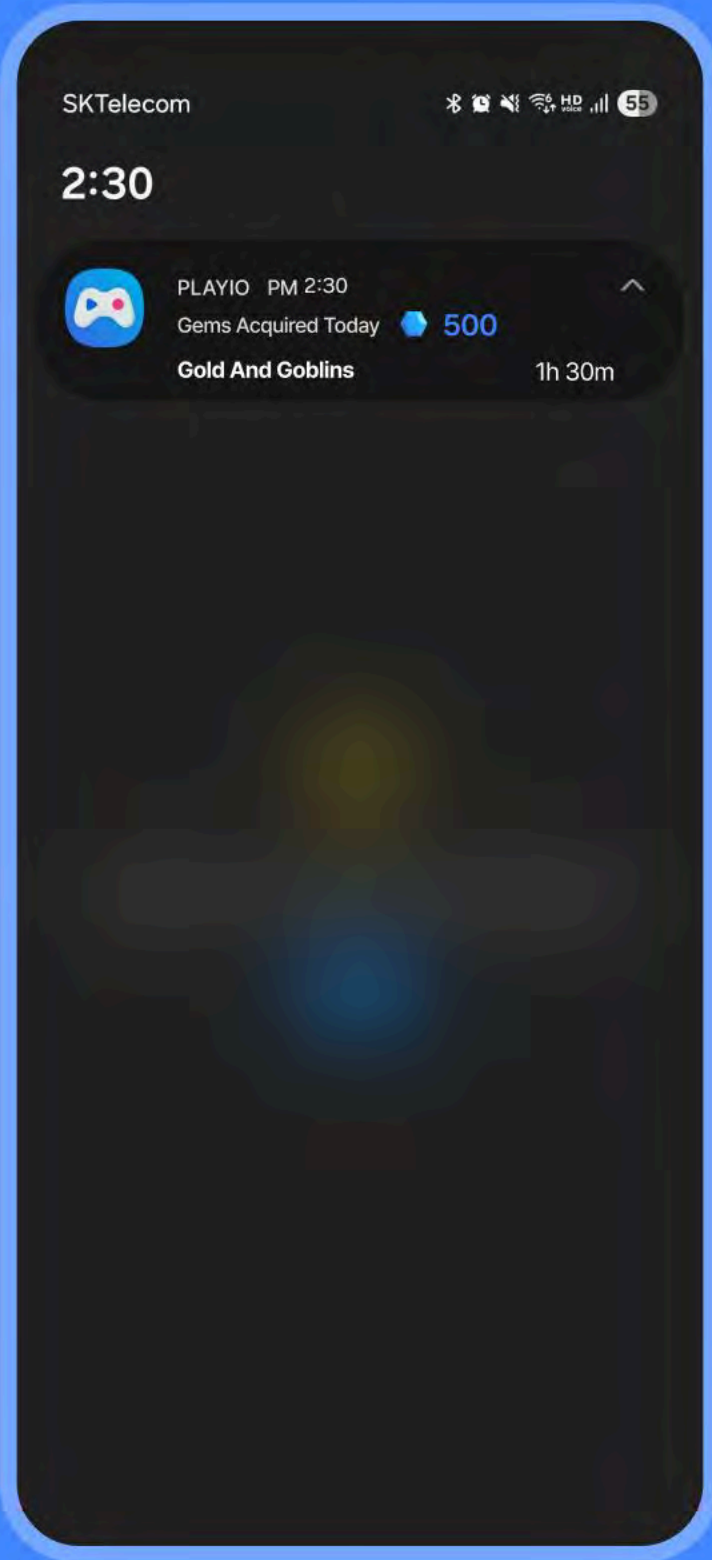
# Playio Playtime Reward Platform



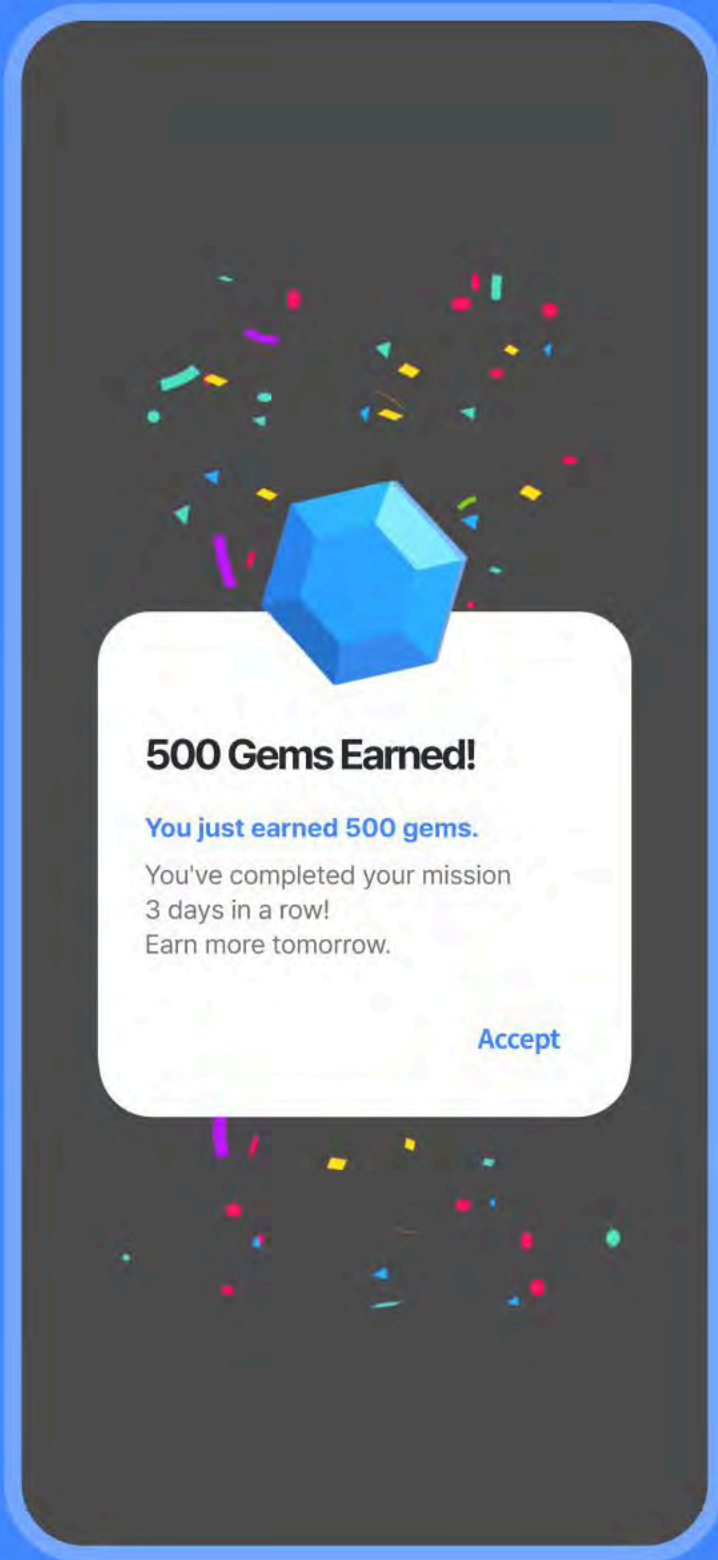
Game Discovery



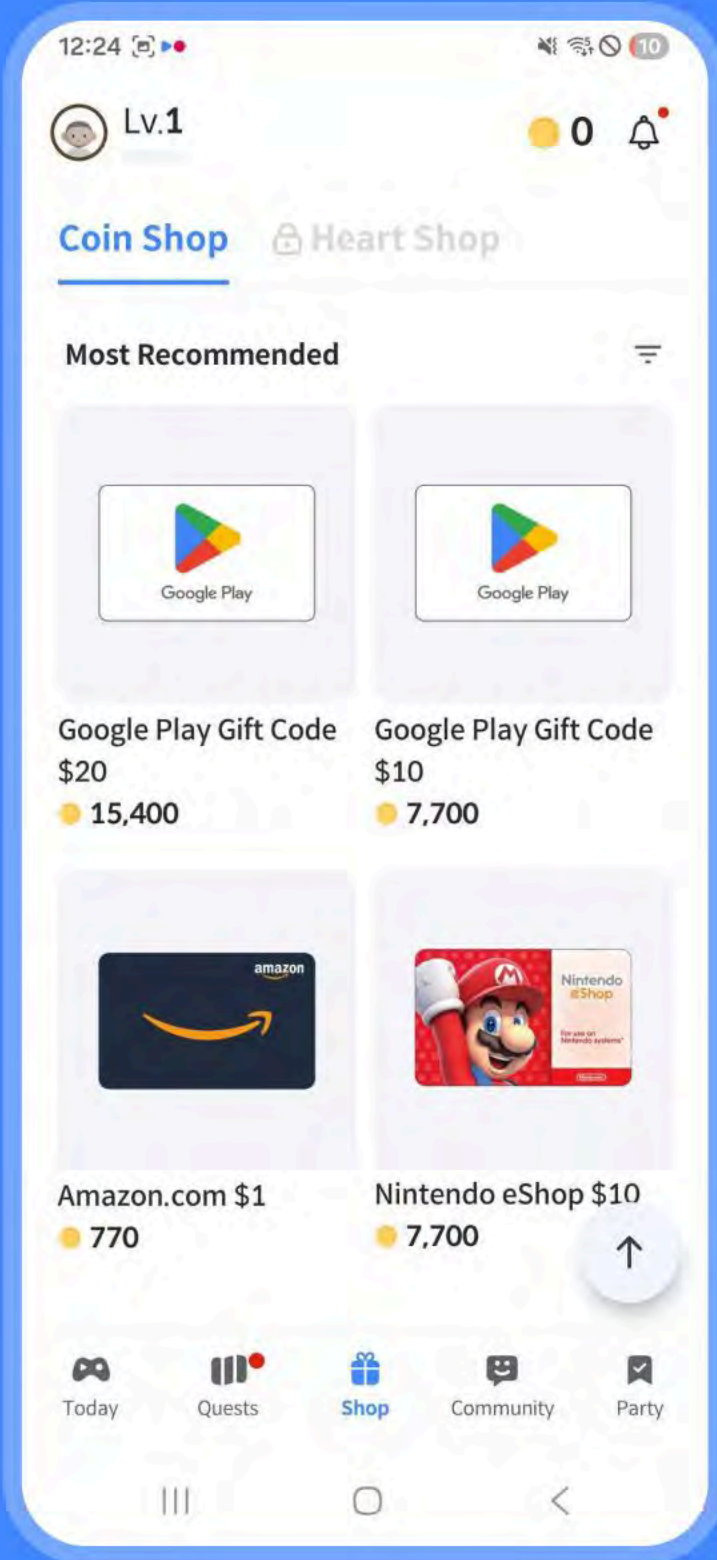
Play



Monitoring



Rewards



Purchase



Playio is where gamers gather.

It's become a must-have app for players,  
and the vibrant community keeps drawing in new users every day.

Total Downloads

4,500,000

Monthly Average App Opens per User

200 times

Game launch rate after opening Playio

95%

Appsflyer Power Ranking

1st



Google Ads

Google ads

2nd



APPLOVIN

AppLovin

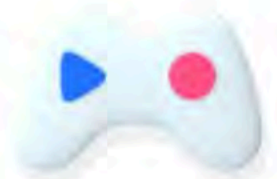
3rd



Meta

Meta ds

4th



Playio

GNA Company

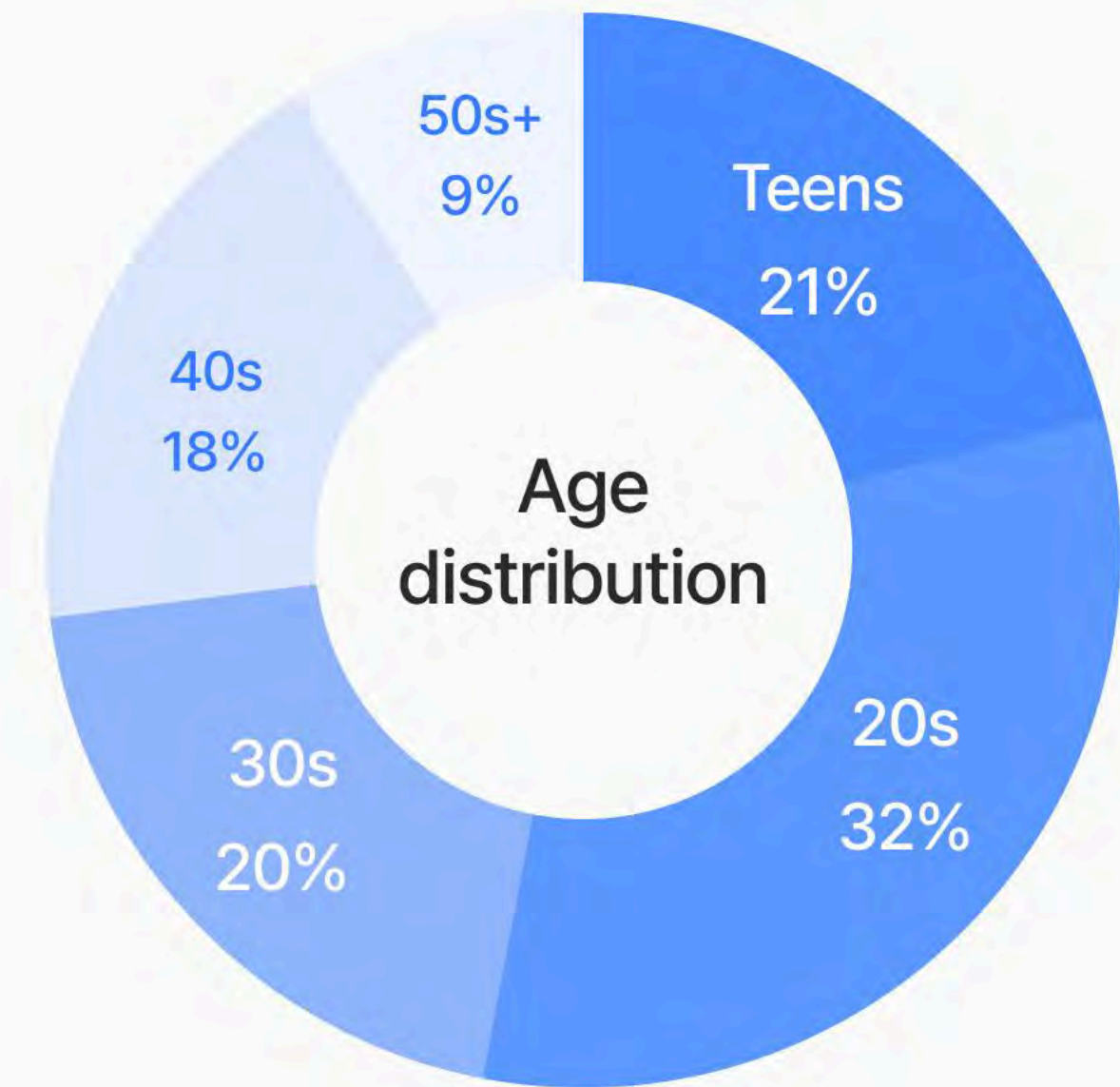
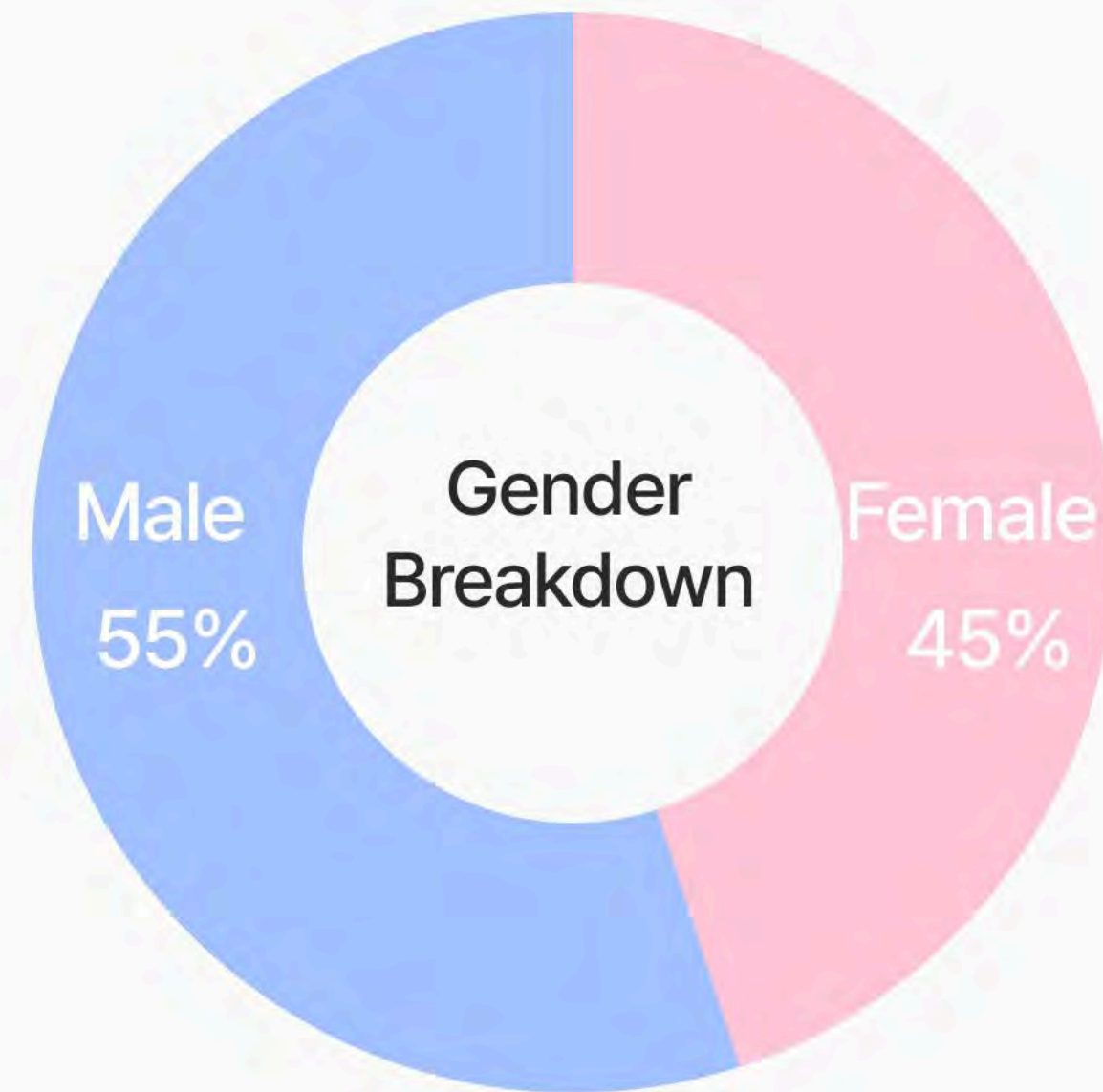
## Gamers from every age group and background engage on Playio

Cumulative Registered Users

2,400,000

Installs driven by Playio

13 million





# Meet real gamers on Playio.

Playio is filled with users who want to play smarter, better, and longer.  
It's the perfect place to showcase your game to the real gamers who truly care.



ARPU  
(Average Revenue Per User)

\$35.00

Daily Avg. Game Plays

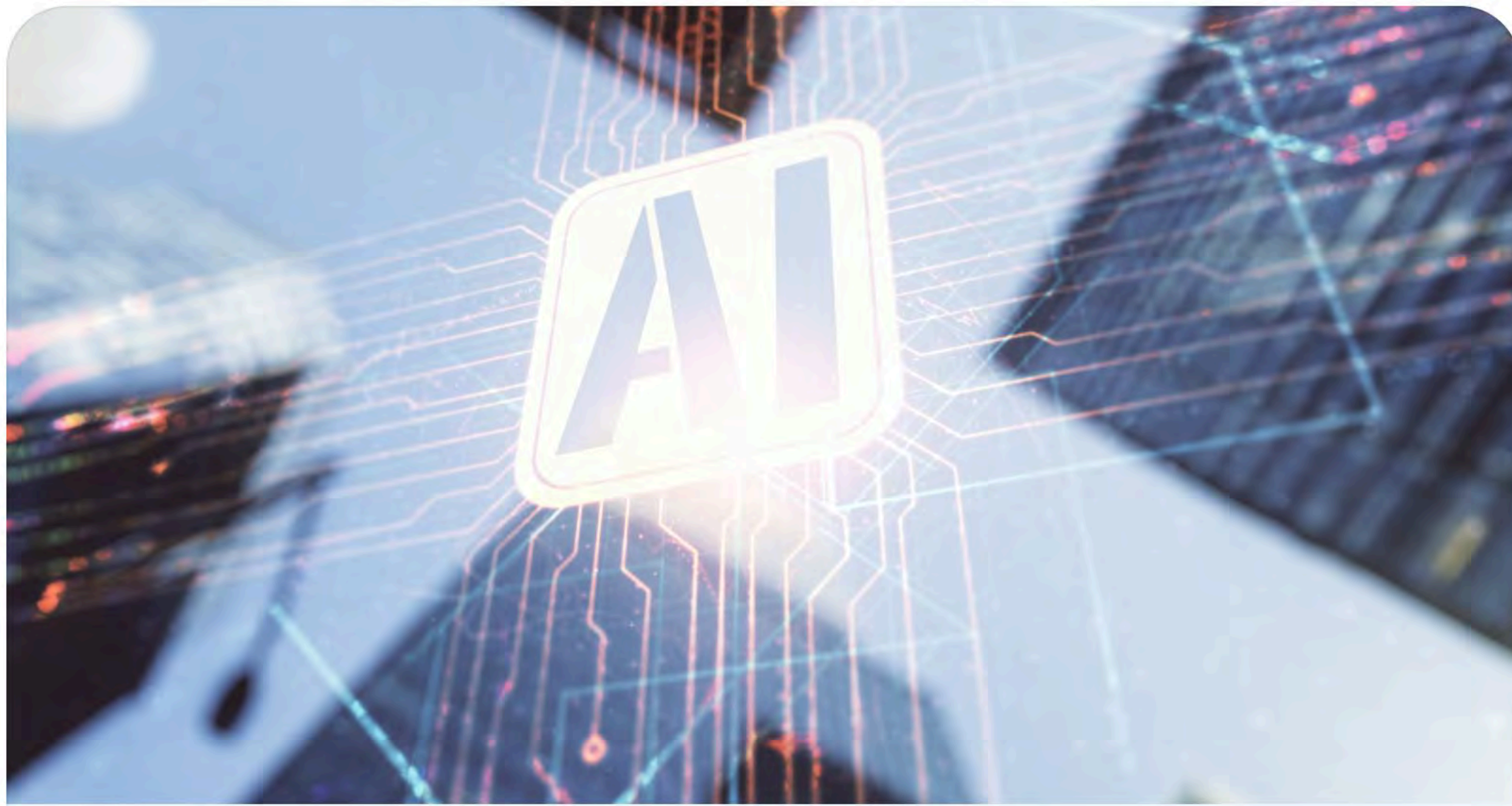
3.6

Daily Avg. Playtime

3.7 hrs



Focus your campaigns on users who are most likely to love your game.



### AI-driven user matching

Playio's AI engine analyzes each user's preferences and delivers your games to those most likely to enjoy it.



### User Profiling

Based on user data such as gender, device information, and spending behavior, you can define target groups and apply them directly to your campaigns.



# Campaign Strategies That Drive Exceptional Performance

Partners

400+

Campaigns

4,000+

Campaign renewal rate

70%



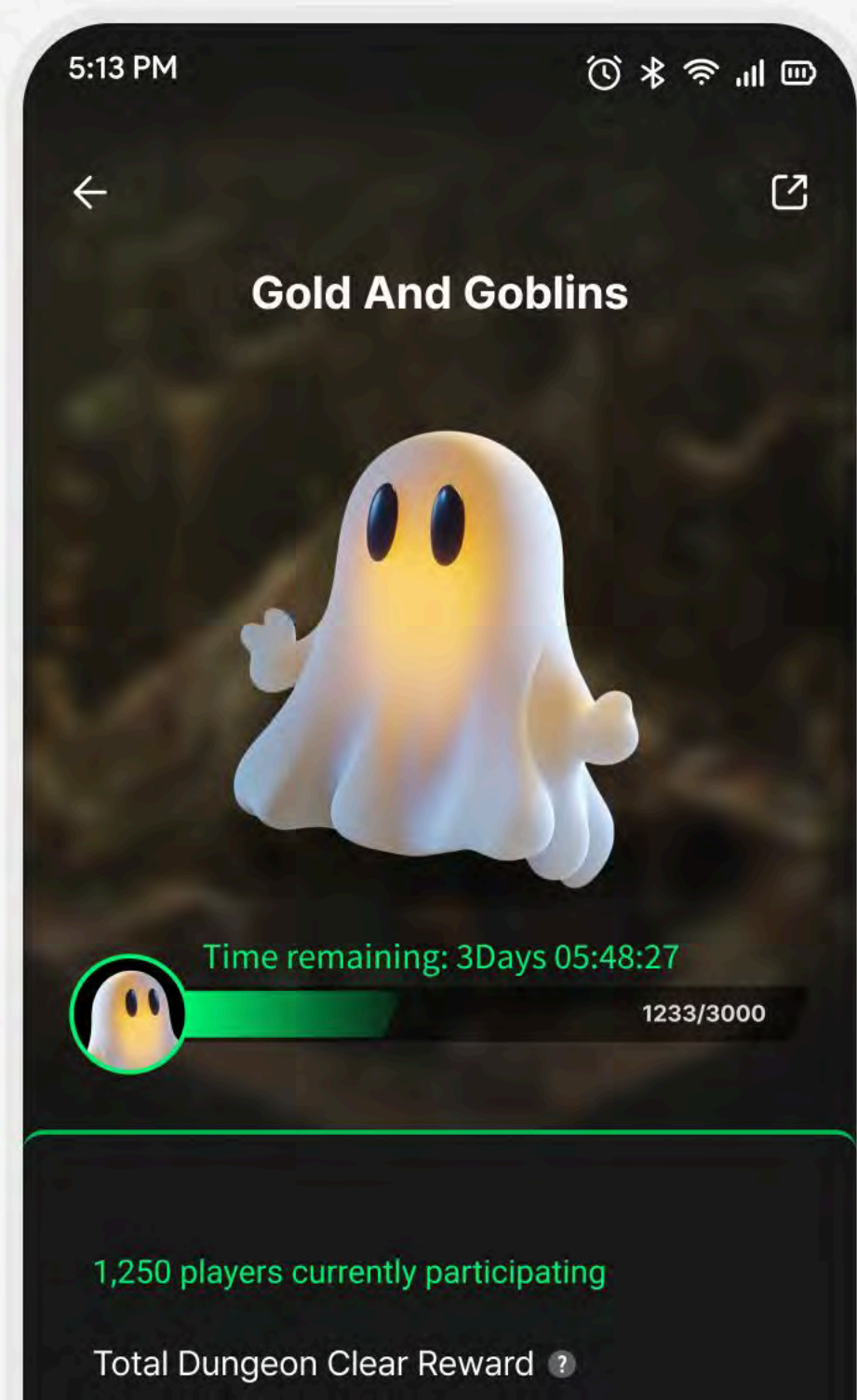
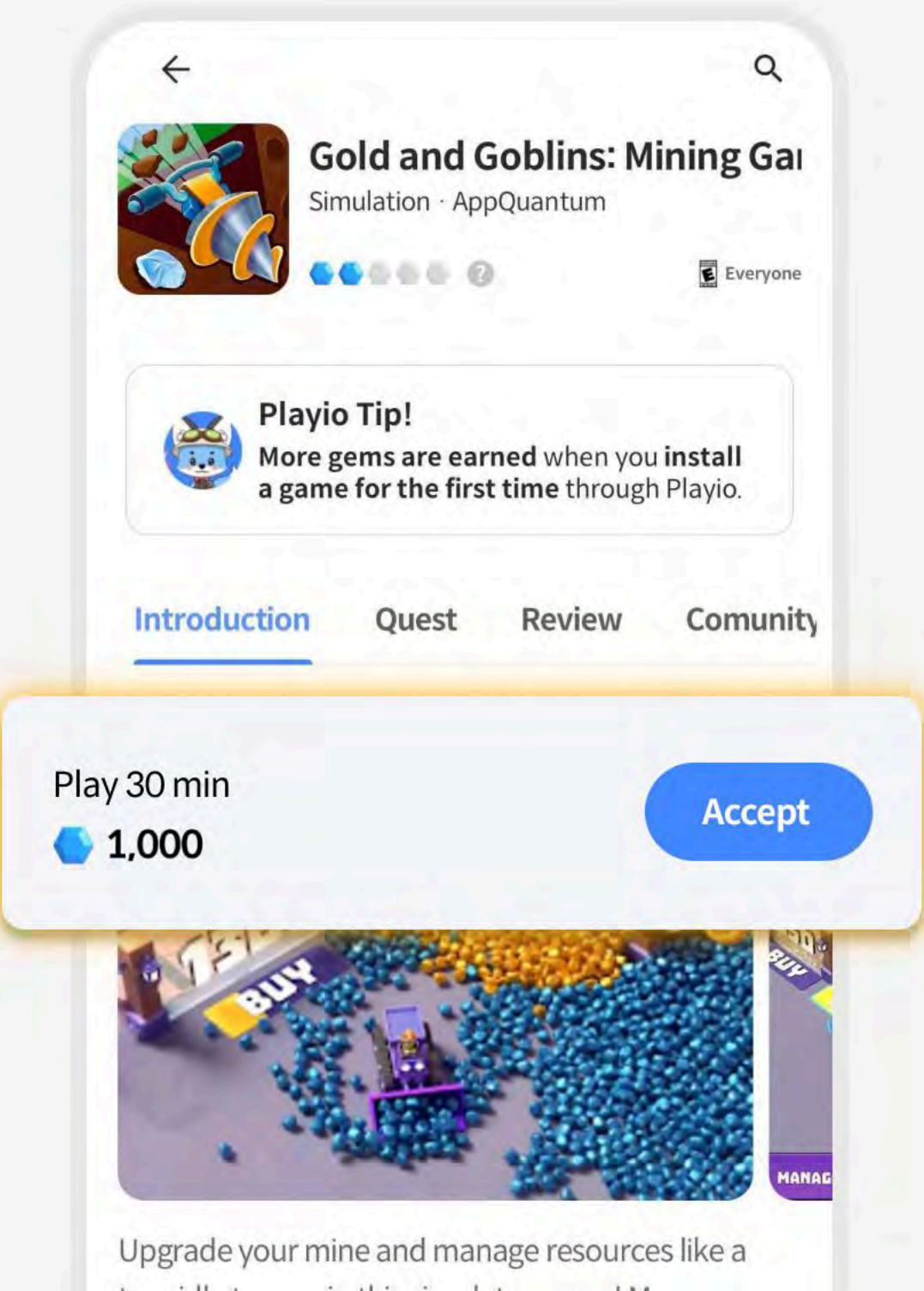
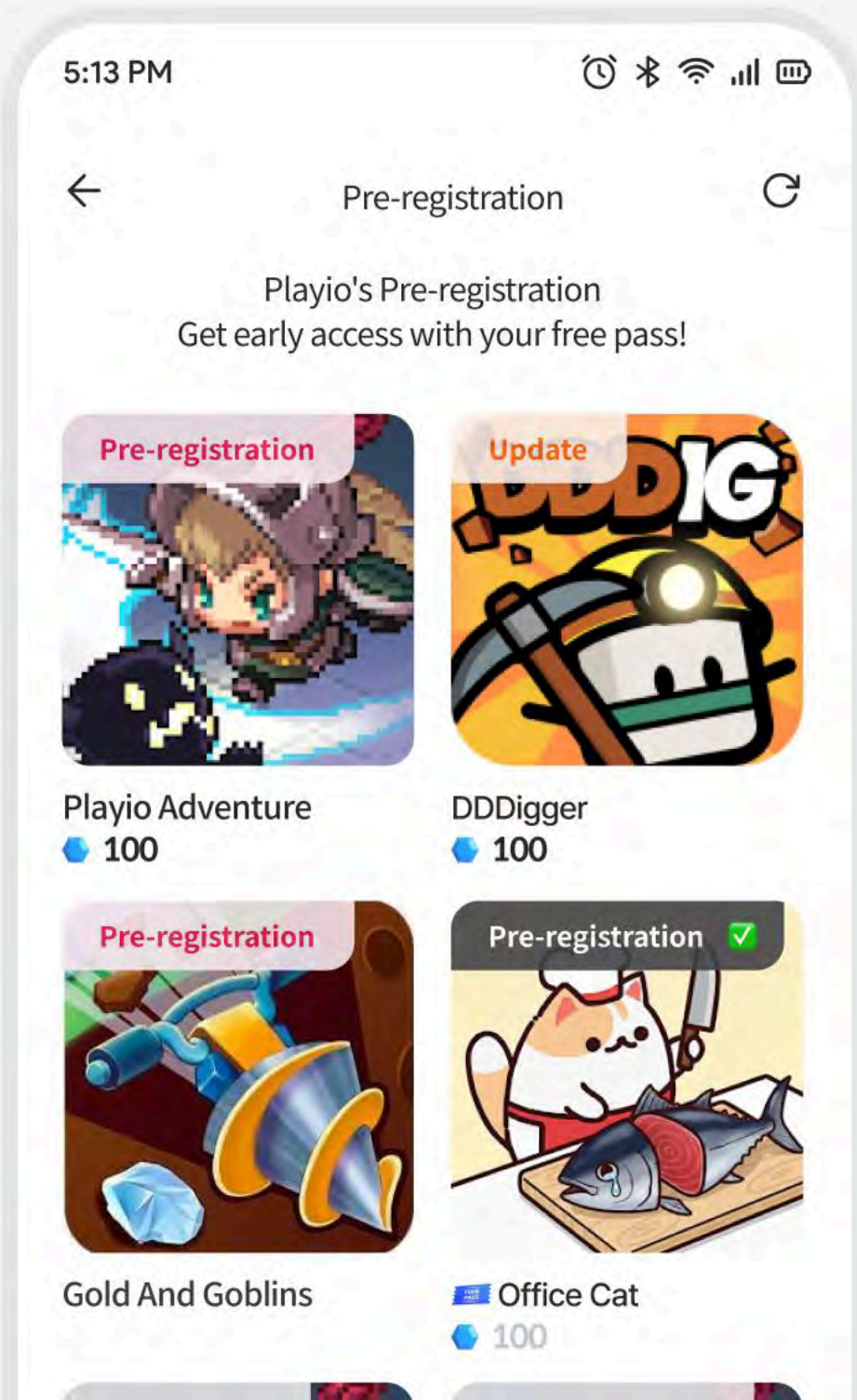
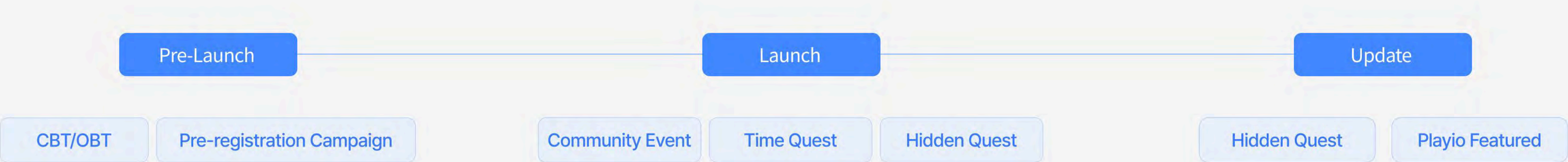


From Launch to Growth

# Advertisement Products



# From Pre-launch to Expansion, Playio's offerings have you covered





# Playio's Campaign at a Glance

Goal	Package Name	Details
ROAS	<u>CPI Package</u>	Hidden Quests: Drive in-app event conversions such as clearing lvls or purchases to increase ROAS
		Community Events: Encourage targeted user actions to maximize event conversions.
Retention		Time Quest: Strengthen retention and lock-in users by motivating daily gameplay
Awareness	<u>Pre-registration</u>	Achieve high conversion rates by running pre-registration campaigns exclusively for gamers.
	<u>Playio Featured</u>	Leverage all placements within Playio to secure maximum user reach.
	<u>Playio Dungeon</u>	Enhance brand presence and achieve rapid large-scale user acquisition through coordinated group mission campaigns.
	<u>Lucky Roulette</u>	Drive sustained user engagement by implementing interactive, participation-based events.
STEAM Promo	<u>STEAM</u>	Boost recognition of PC Steam titles among mobile gamers.



# CBT / FGT / OBT

[For more details \(CBT/FGT/OBT\).](#)

Before your official launch, you can test your game with Playio users.

This allows you to check server stability and gather detailed, high-quality feedback.

Awareness

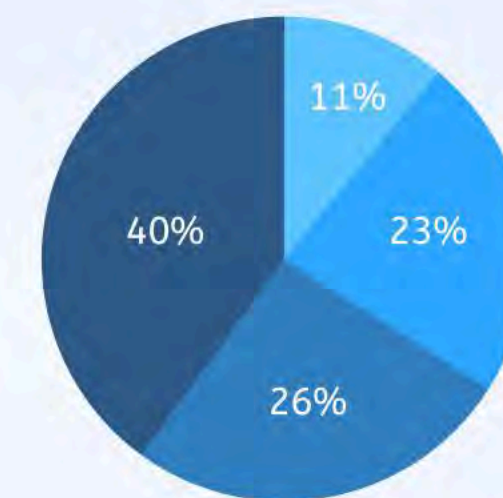
## Usage Points

- Check server stability and identify technical issues
- Gather meaningful insights through surveys from real players
- Validate market potential in advance and refine your strategy

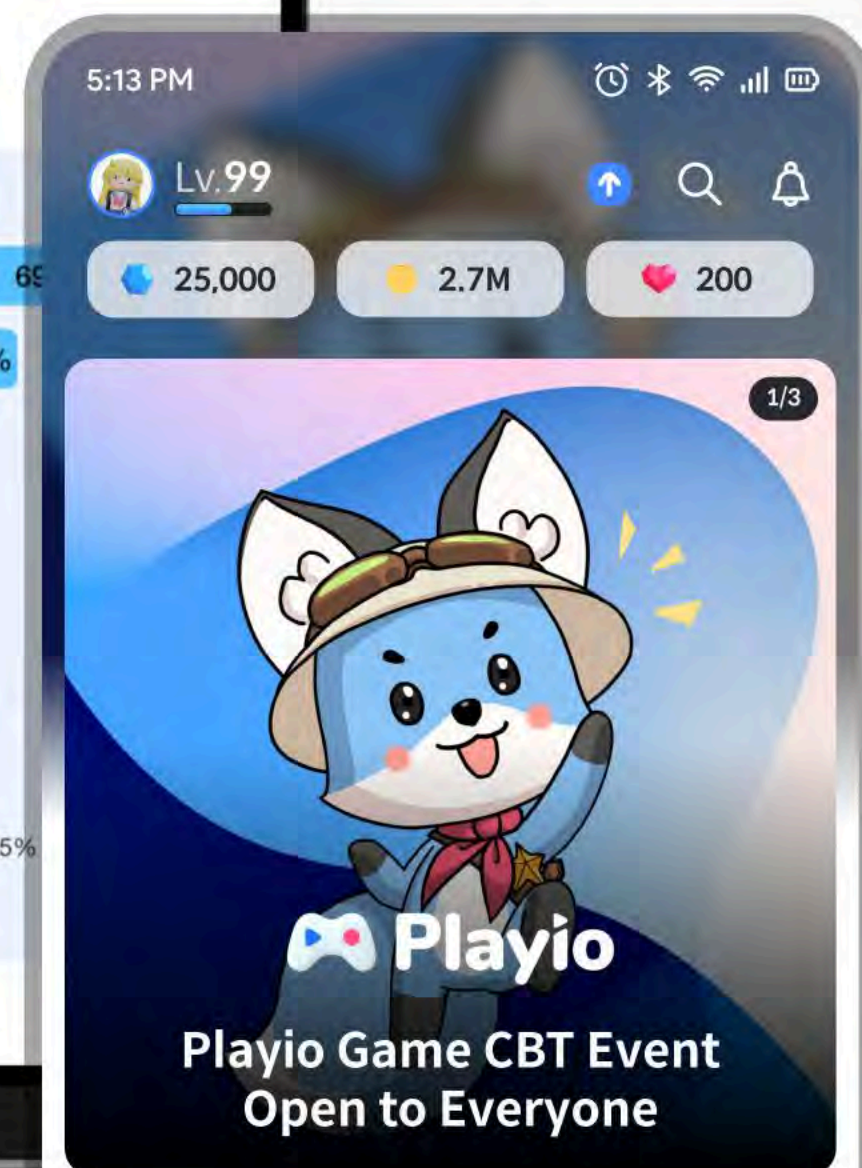
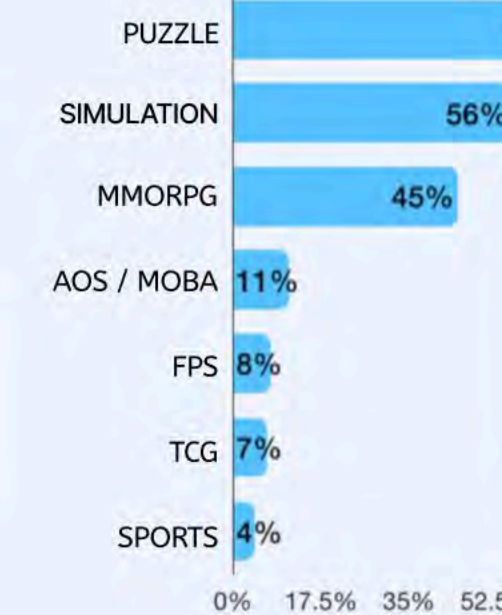
## Respondent Profile

Daily Avg. Mobile Playtime (%)

less than 30-60min less than 1-2hrs  
less than 2-3hrs above 3hrs



Preferred Genre



Using 5-Gems Boost 30 min Item Expires in 60min  
20min / 30min left



# Pre-registration

 [For more Details - Pre-registration](#)

With **direct-participation** campaigns, you can expect high conversion after pre-registration.

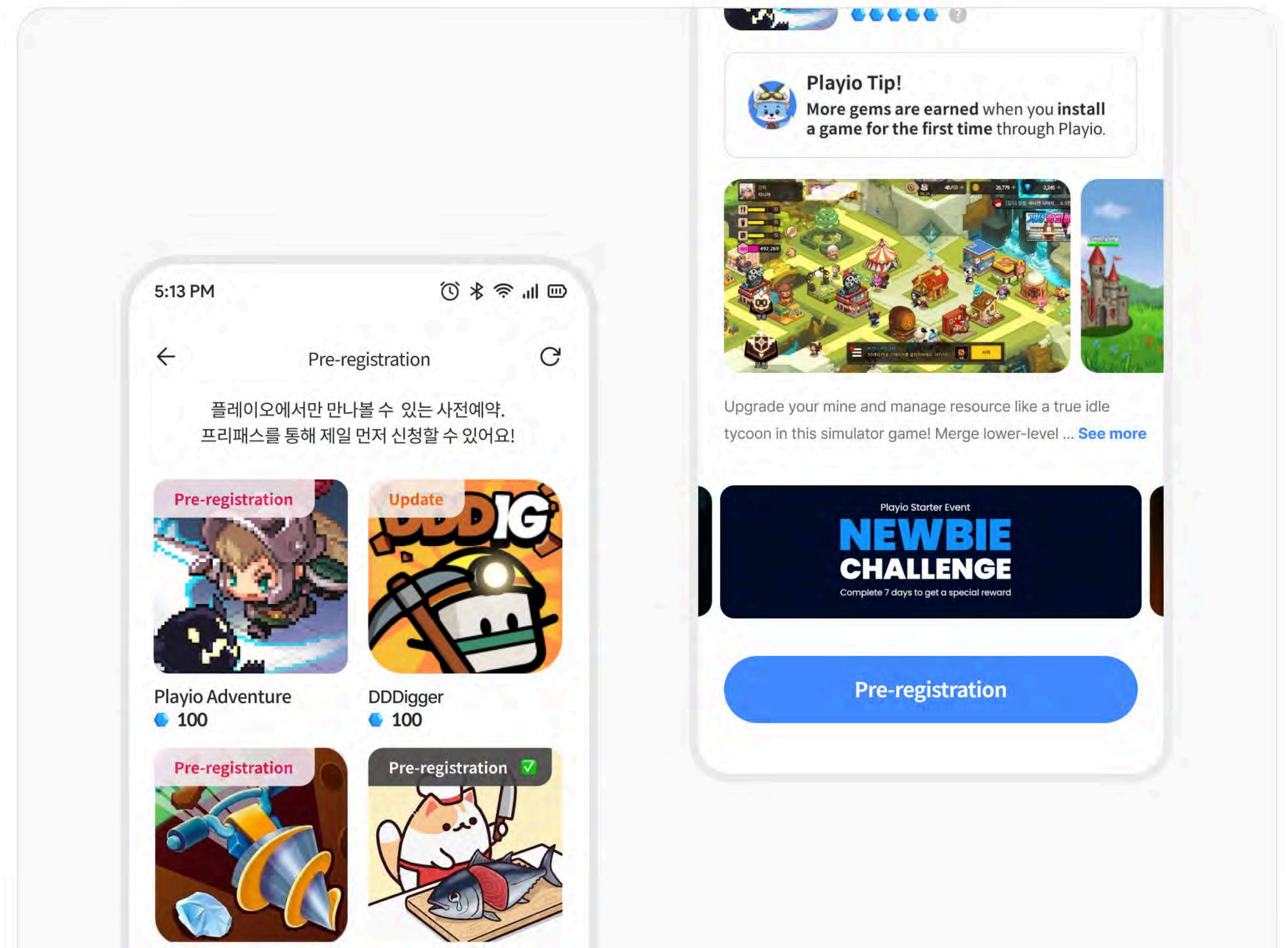
With **auto-participation** campaigns, you can acquire large numbers of users in a short time.

Both options allow you to run campaigns aligned with your KPIs.

Awareness

## Usage Points

- Build your game's brand with gamers before the official release
- Bring in new users with game coupon distributions
- Encourage game installs through targeted push notifications





# CPI Package

[For more details - CPI Package](#)

With Playio-exclusive systems like Time Quests and Hidden Quests, you can inspire organic user participation and achieve powerful marketing results.

ROAS

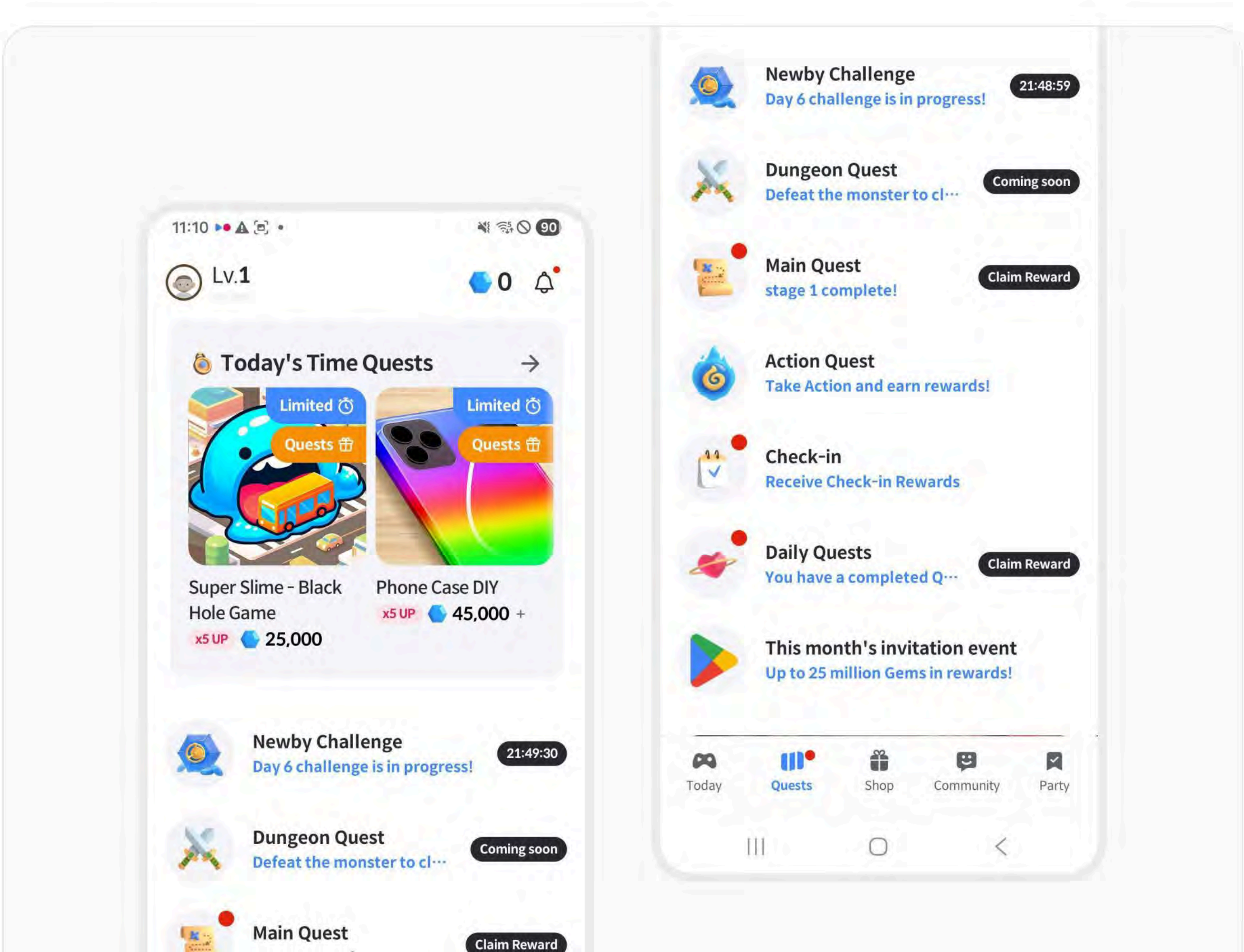
Retention

Awareness

- Composition
- Time Quest
  - Hidden Quest
  - Community Event

- Bid Type
- CPI

- Minimum Budget Requirement
- \$5000 USD / 2 weeks





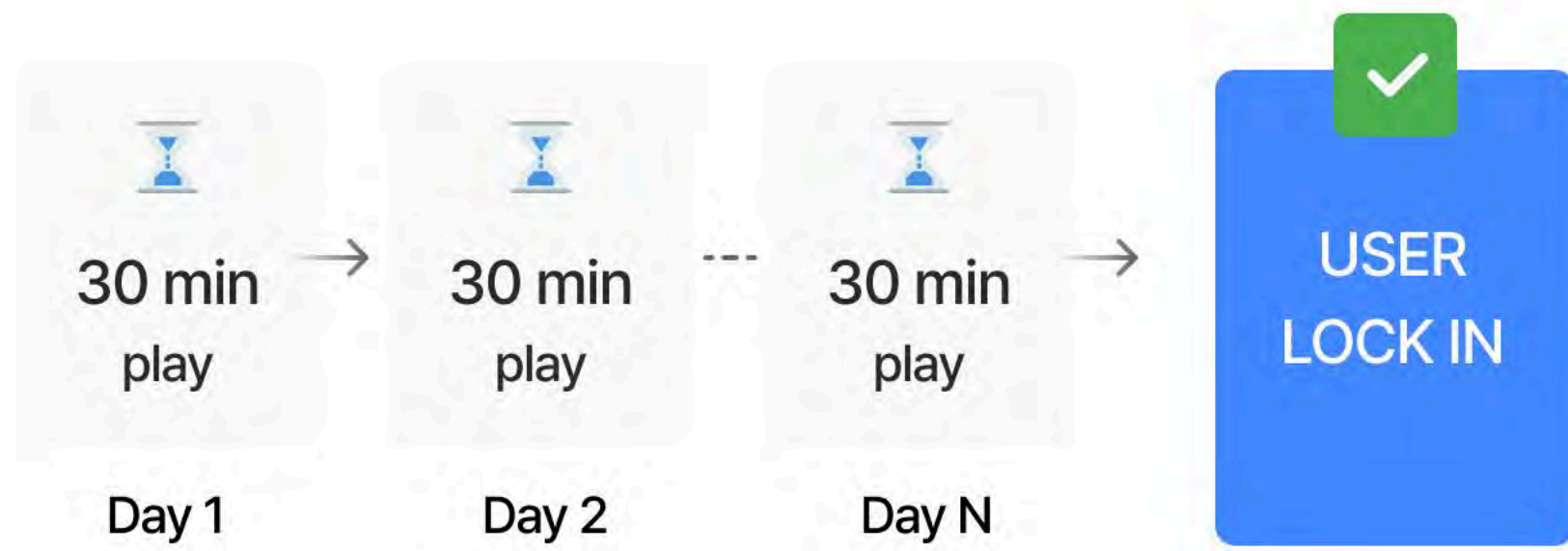
# CPI Package - Time Quest

Encourage users to play set time windows to optimize retention.

Daily playtime is secured by defining play duration(s) that best fit each game genre.

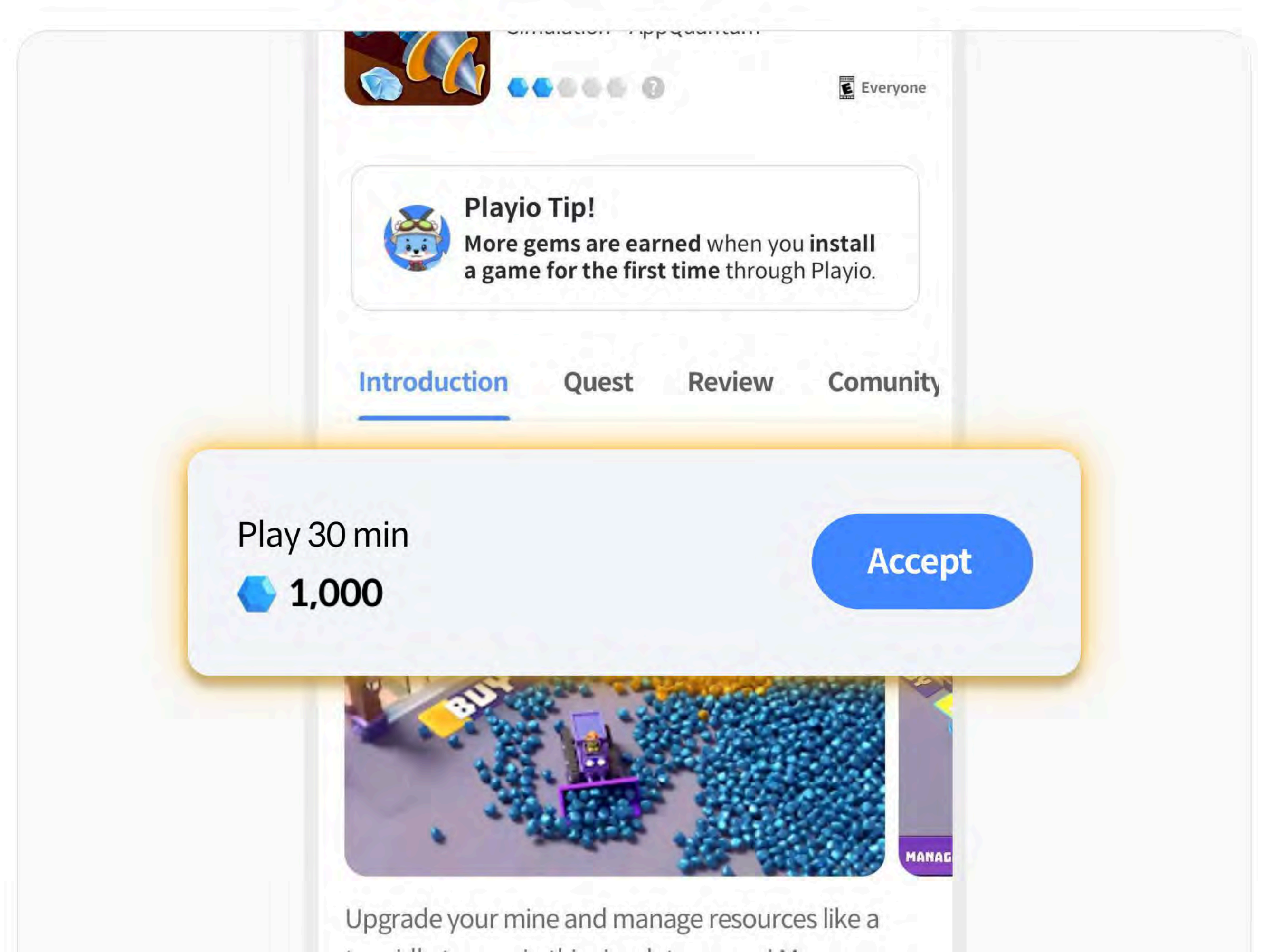
ROAS

Retention



## Usage Points

- Increase Retention with repeatative play
- Lock in users with daily gameplay
- Acquire loyal users



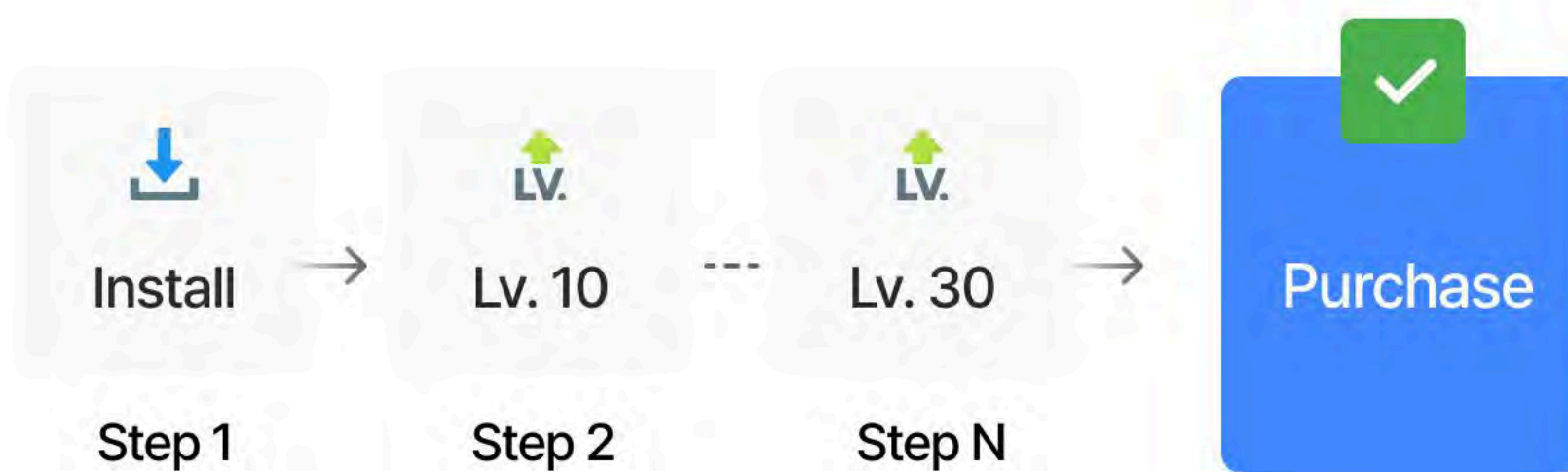


# CPI Package - Hidden Quest

Guide users toward key actions such as sign-ups, in-app purchases, and ad views.  
Events can be customized to fit the exact goals of your campaign.

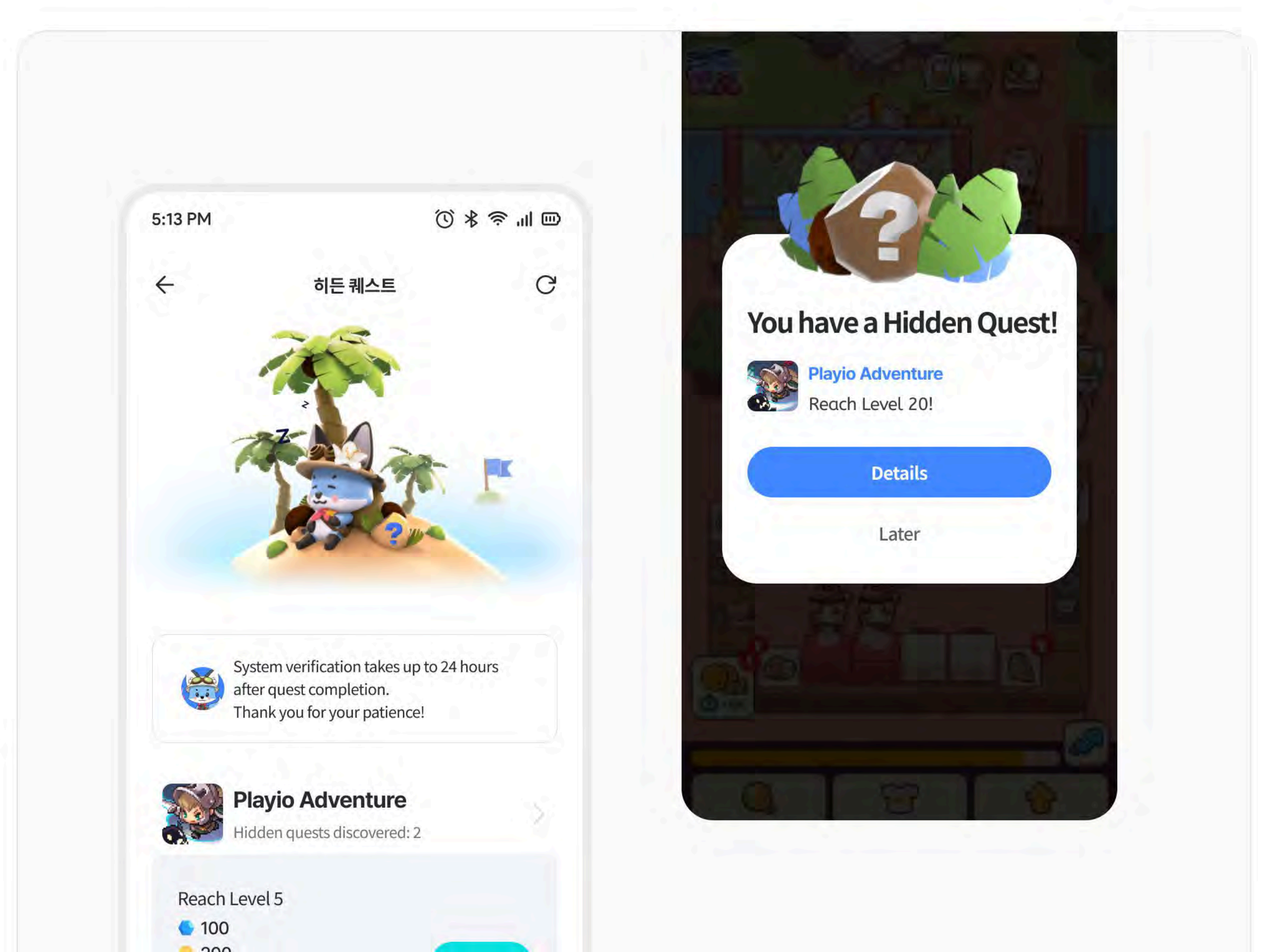
ROAS

Retention



## Usage Points

- Encourage users to keep playing until they complete key goals like signing up or hitting level targets.
- Optimize ROAS through in-app purchases and ad engagements.





# CPI Package - Community Event

Drive users to complete the actions you want—signing up, making in-app purchases, reaching levels, and more. As users submit proof of participation, they create content that naturally spreads your game.

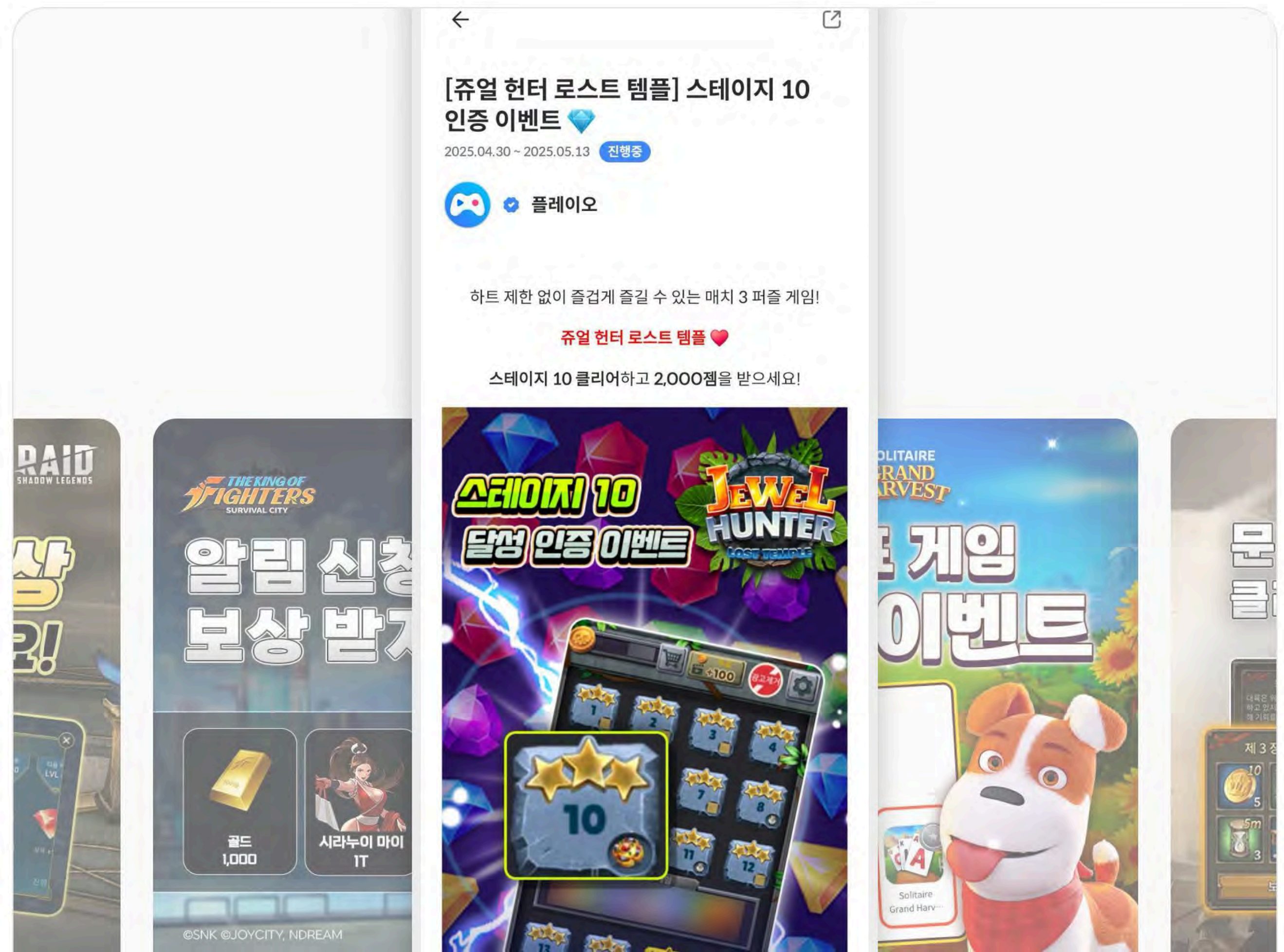
ROAS

Retention

Awareness

## Usage Points

- Can utilize even if you're not using an MMP
- Organic virality through user-generated content





# Playio Dungeon

[For more details - Playio Dungeon](#)

This is a premium product featured in the main page of Playio.  
It enables rapid user acquisition and boosts game awareness in a short period of time.

ROAS

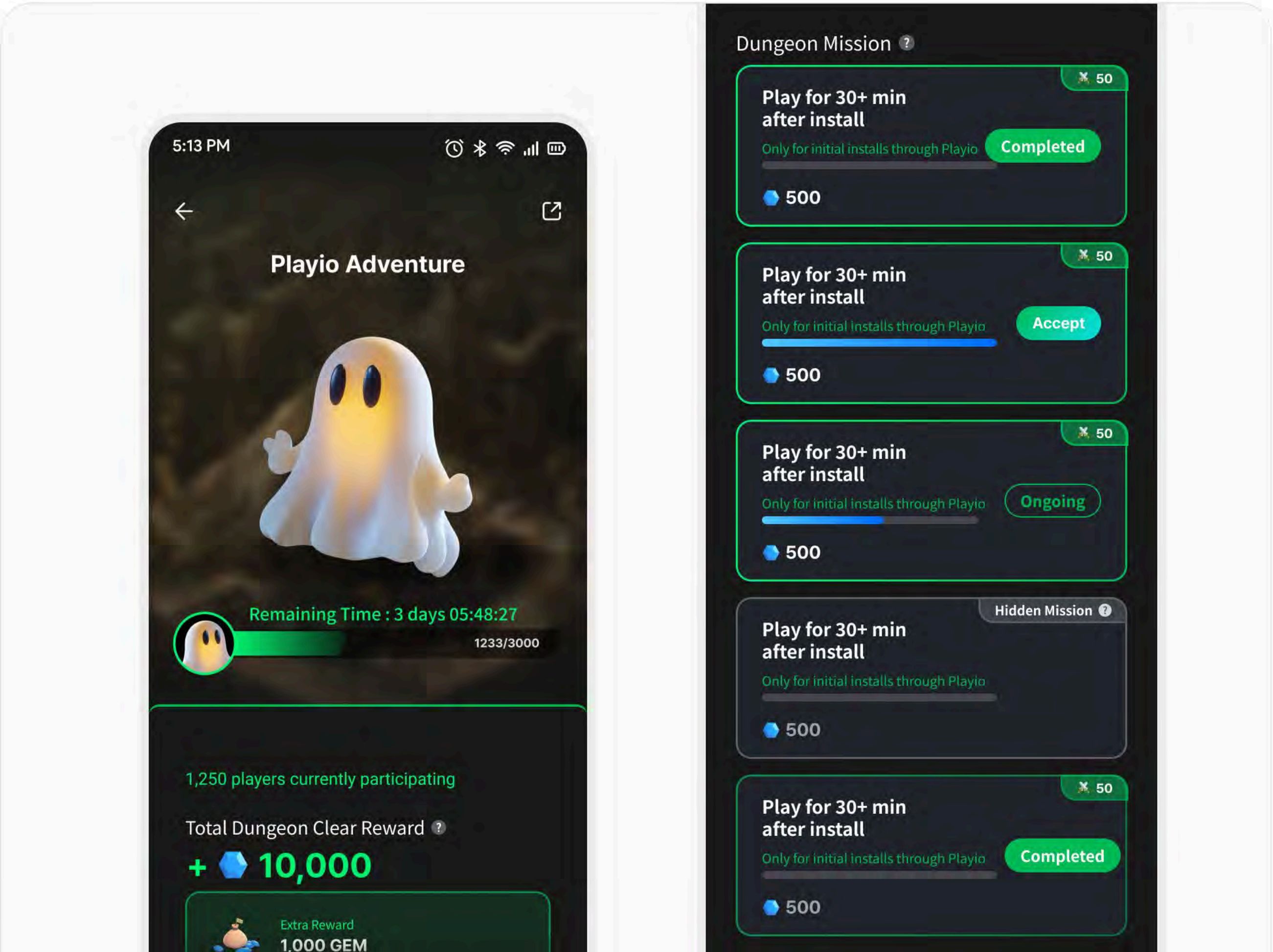
Retention

Awareness

Payment Type	CPP (Cost Per Period )
Expected Volume	Refer to our homepage (Guarantee 70% of est. volume)

## Usage Points

- Increase game brand awareness and acquire a large volume of users
- Create viral buzz with cooperative missions between users
- Encourage gameplay from both new and existing users





# Playio Featured

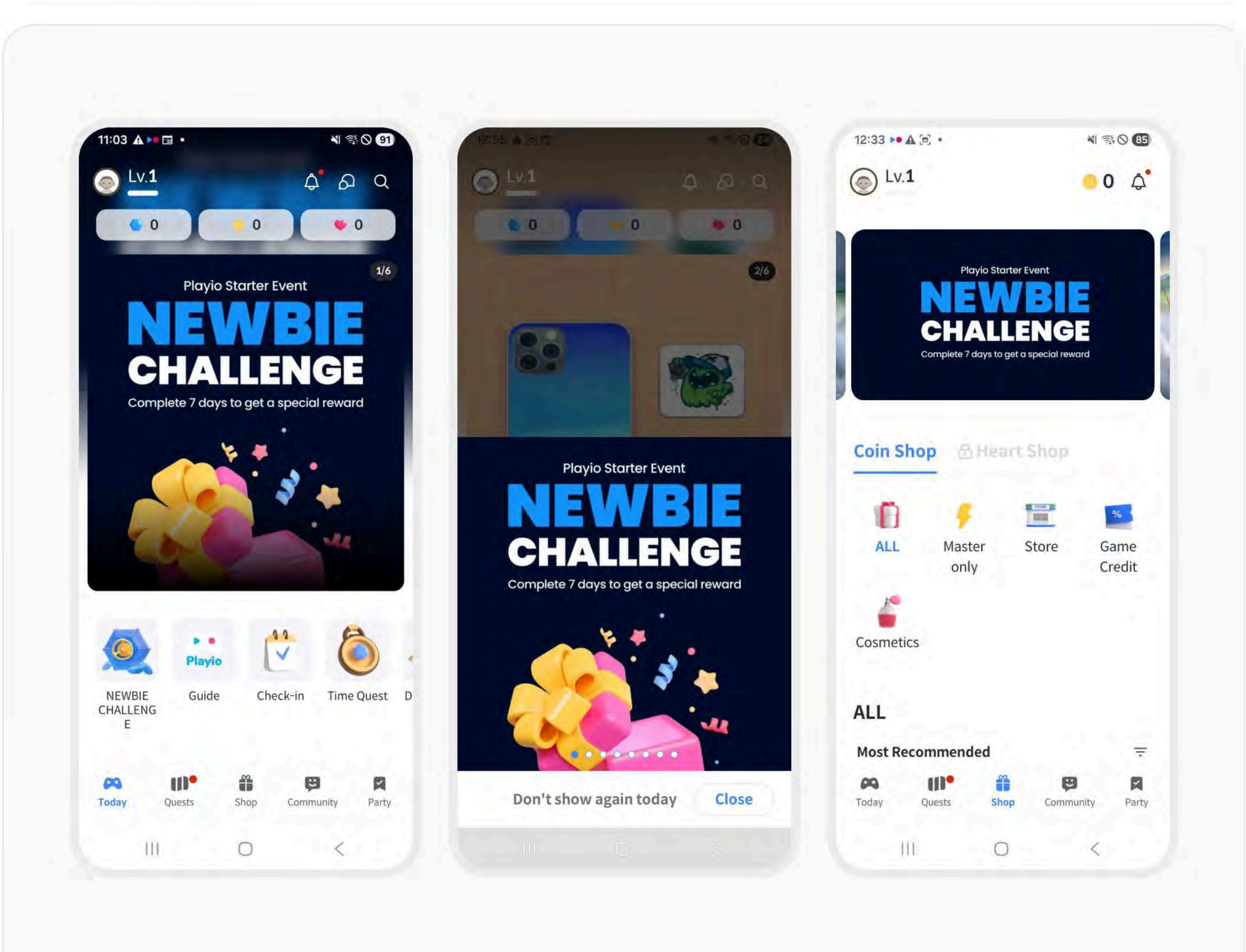
[For more details - Playio Featured](#)

This product allows your banner to appear with top priority across all high-converting placements in Playio, making it highly effective for securing volume.

Awareness

## Usage Points

- Top-priority exposure increases conversion rates
- Repeated visibility across key placements enhances campaign results.





# Lucky Roulette

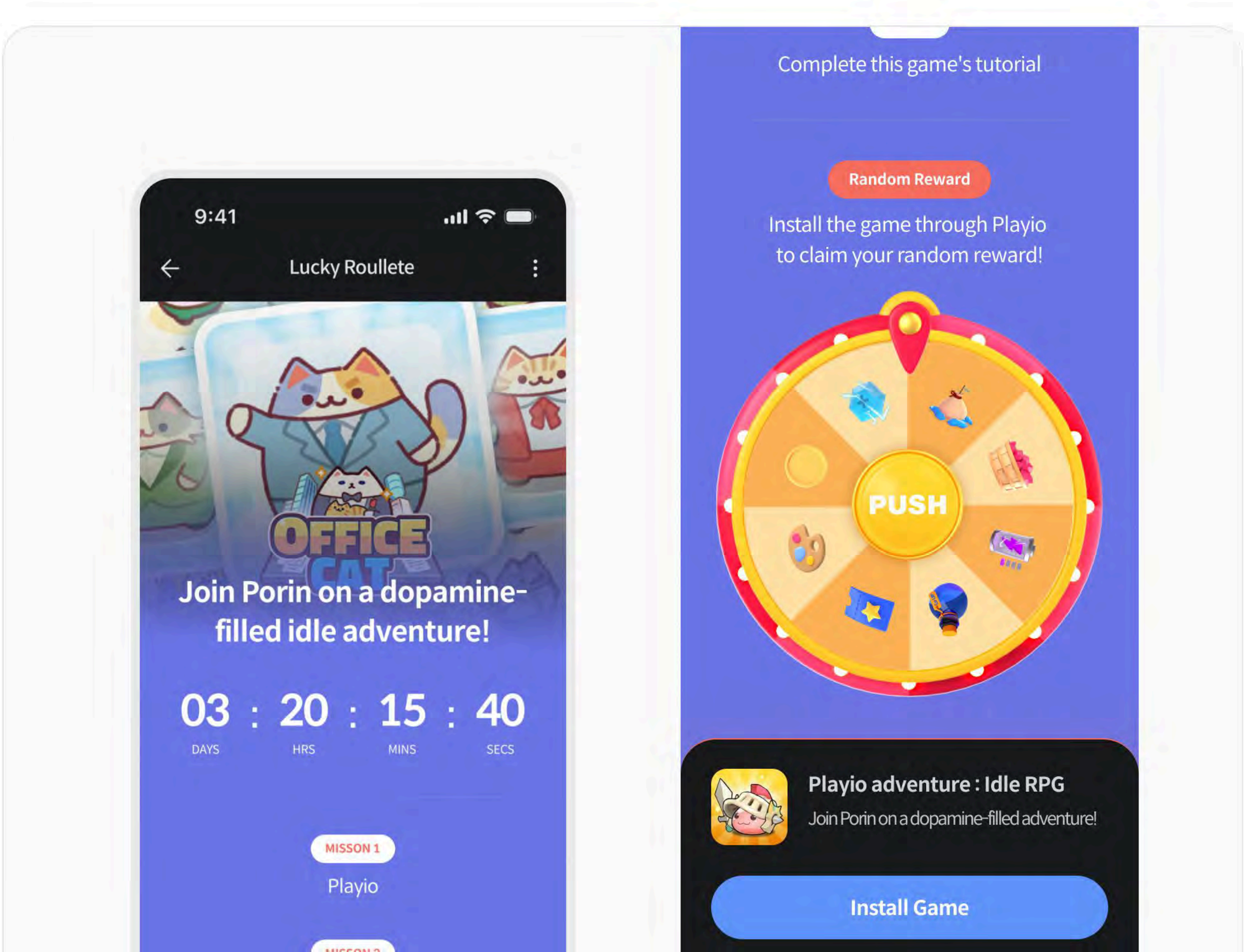
Users receive a random Playio reward through a roulette mechanic after completing in-game missions. This unique reward format increases engagement compared to standard in-app currency.

Awareness

Unit Price and Estimated Volume	Please contact us
---------------------------------	-------------------

## Usage Points

- Quickly bring in a large wave of new users at launch
- Build a base of long-term, consistently active players





# STEAM

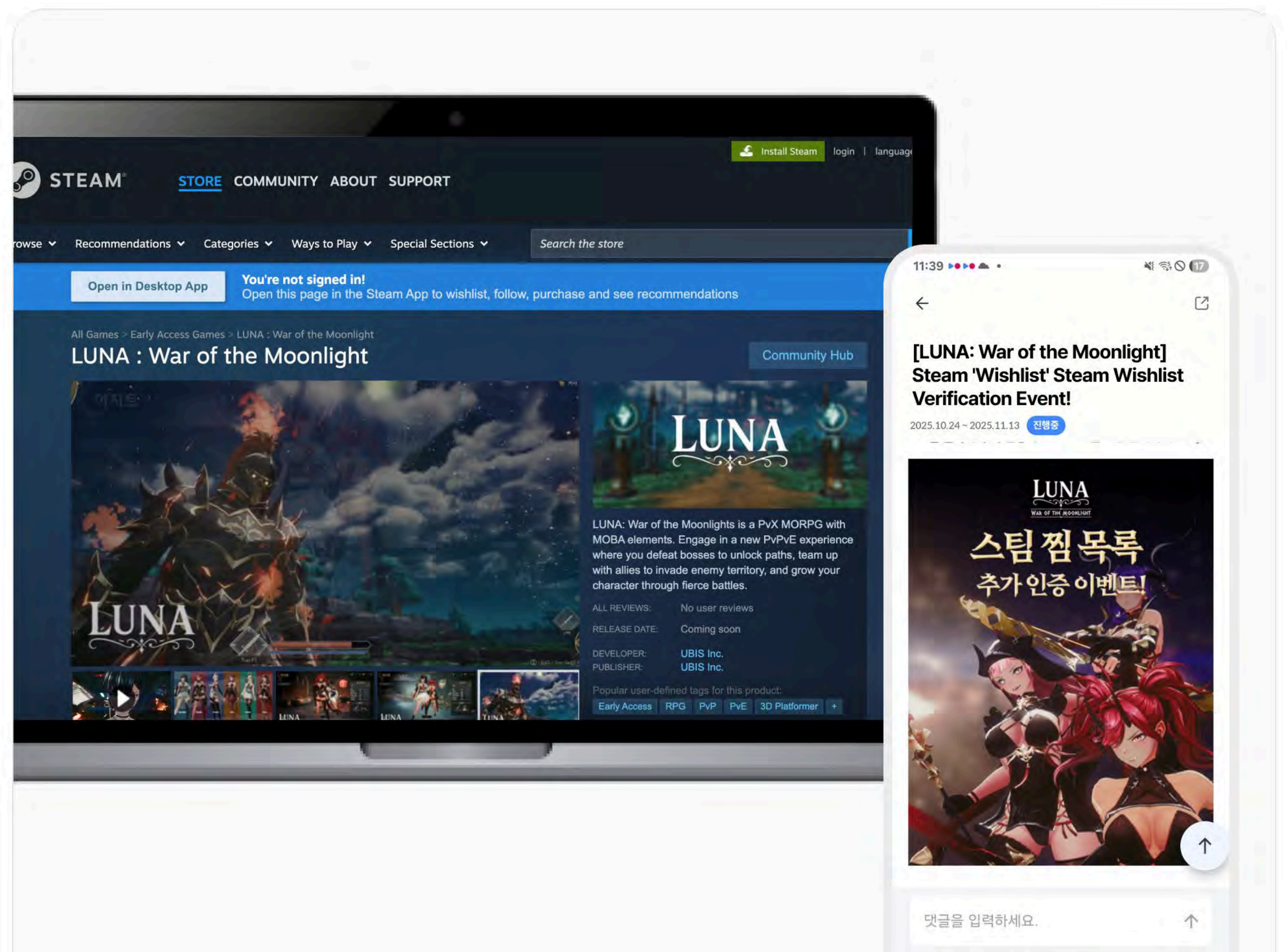
[For more details - Steam](#)

A product designed to boost both visibility and sales for your Steam title.

## STEAM Promo

### Usage Points

- Boost your game's visibility by driving users to 'Add to Wishlist' or 'Follow' your Steam page.
- Drive 'Add to Cart' and 'Purchase' actions to increase game sales.
- Secure long-term players by motivating them to increase their Playtime and complete Achievements.





From easy campaign setup to detailed performance analysis

# Start Advertising with Playio



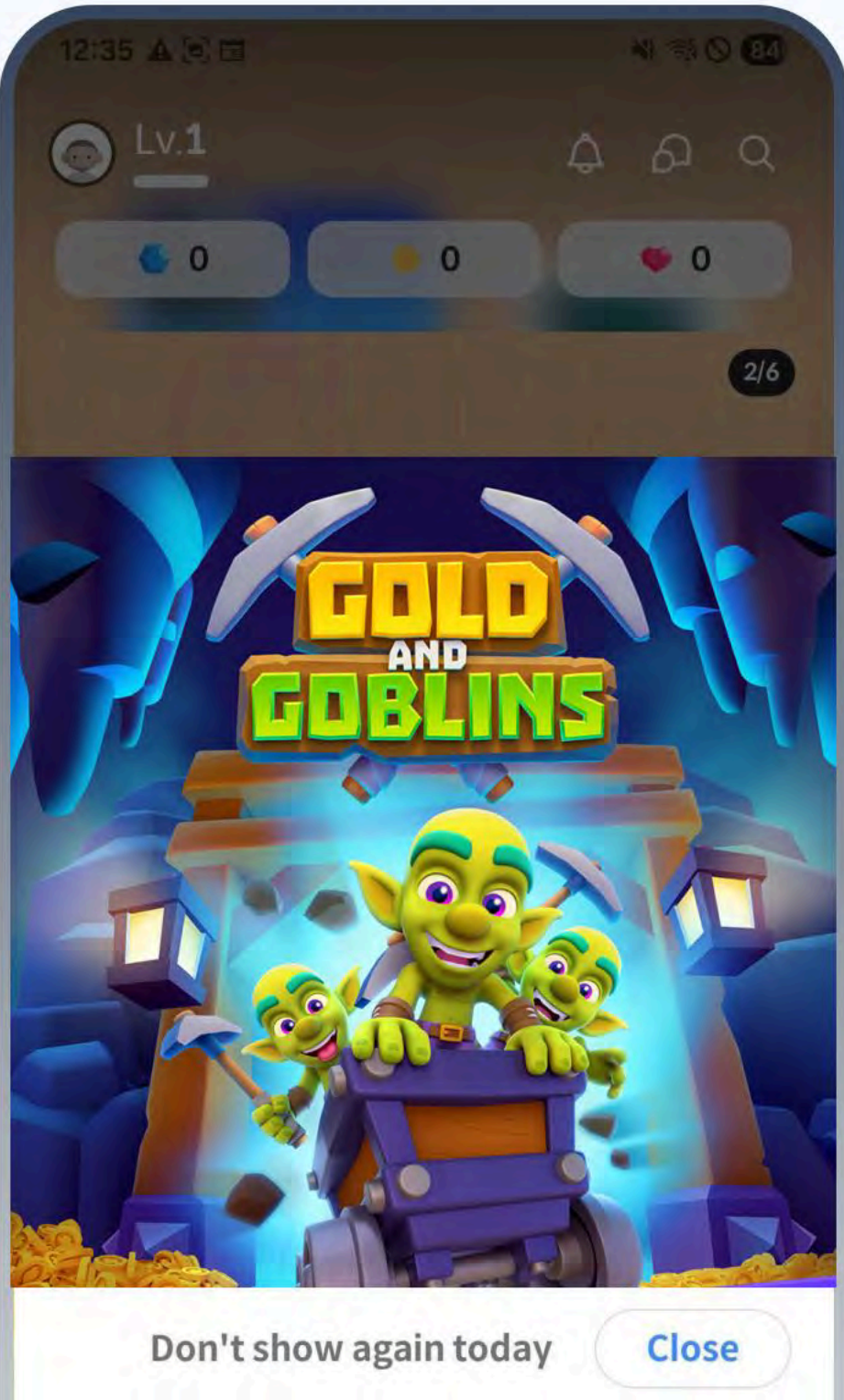
# Playio Display Placements

Showcase your game to the right users and motivate them to play.

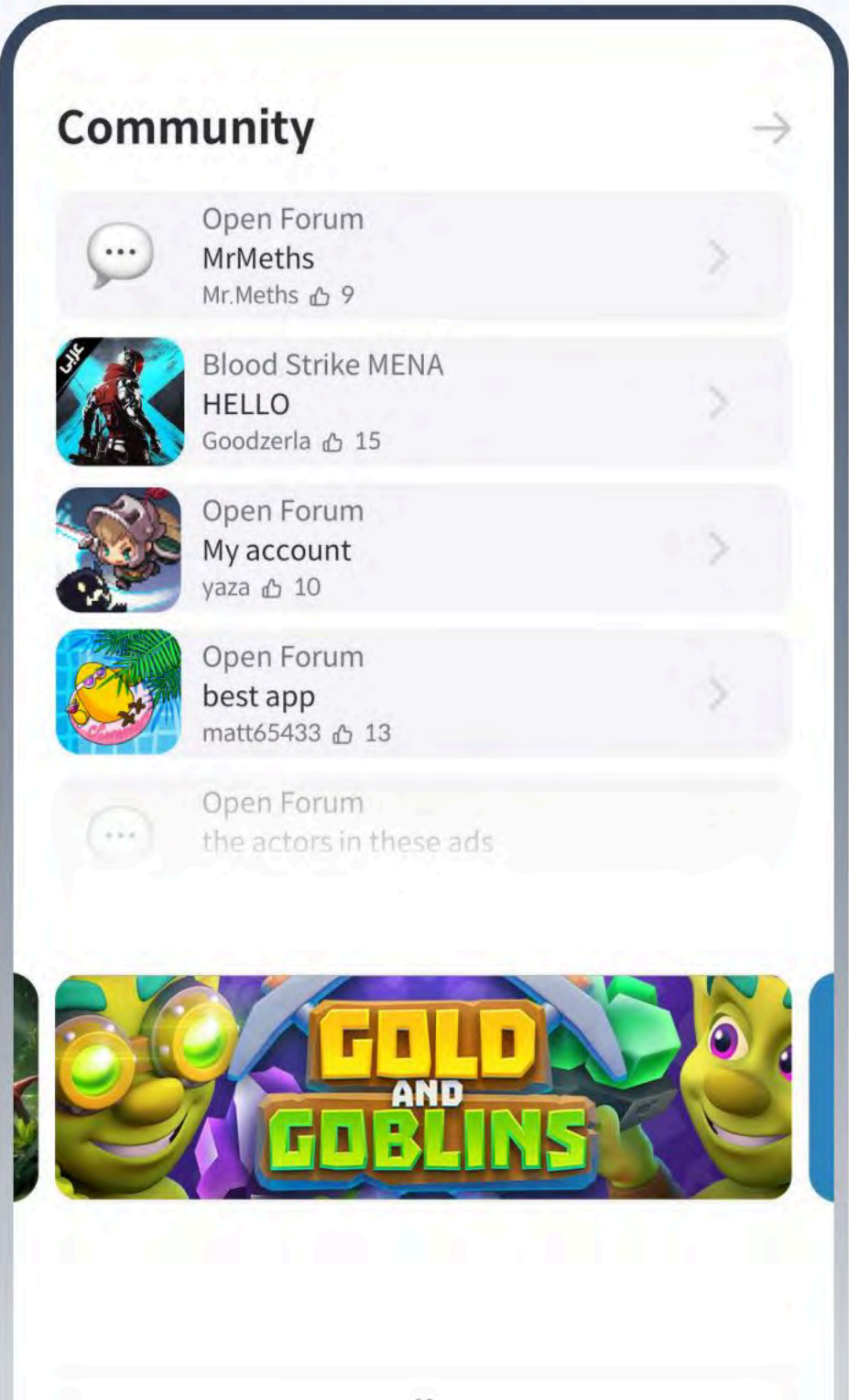
Today Banner



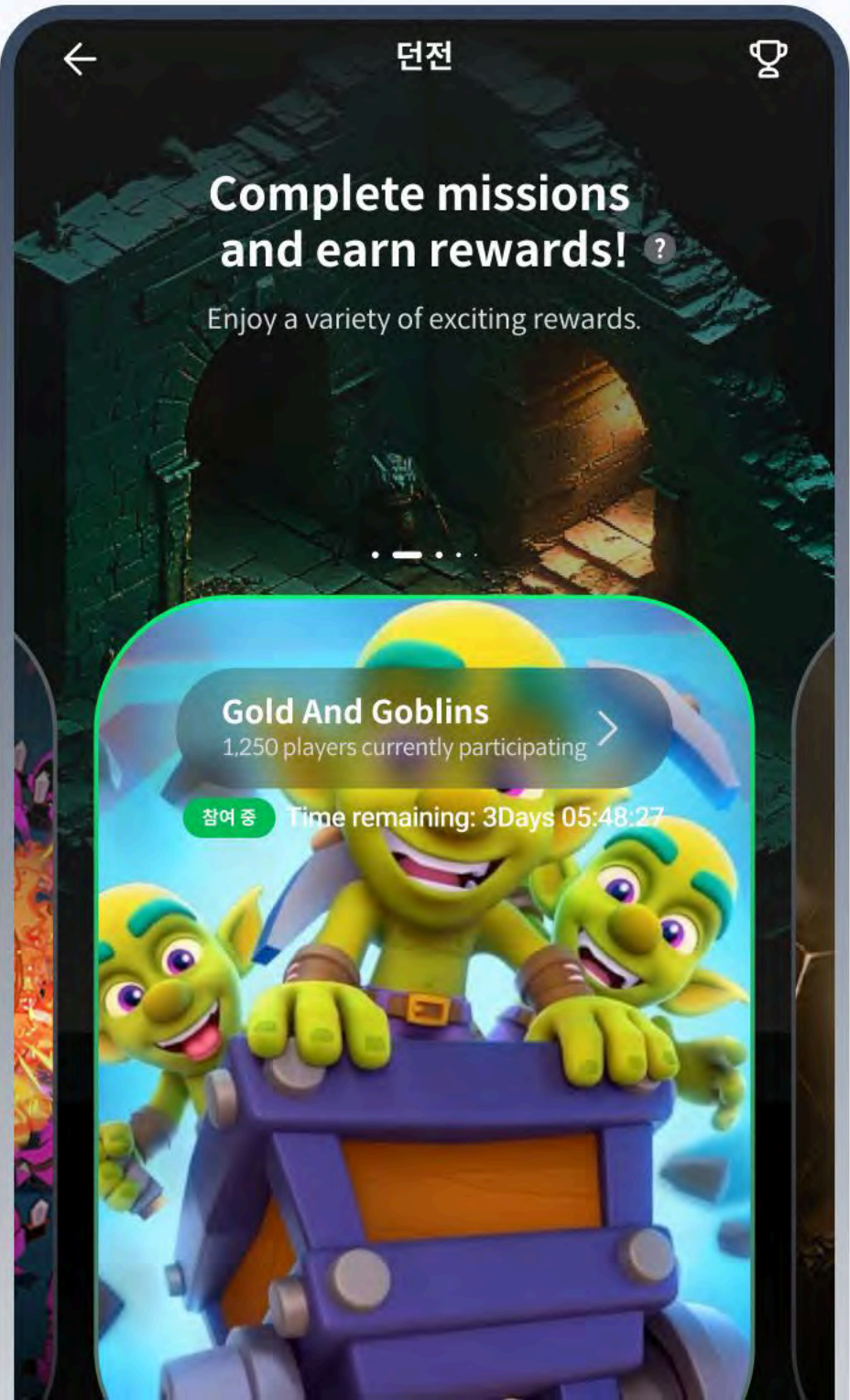
Front Pop-up Banner



Line Banner



Dungeon





# Tailored Consulting Services

No SDK or API needed.

A dedicated 1:1 consultant will provide support to help achieve your campaign goals.

You can run campaigns even without using an MMP.

Advertiser

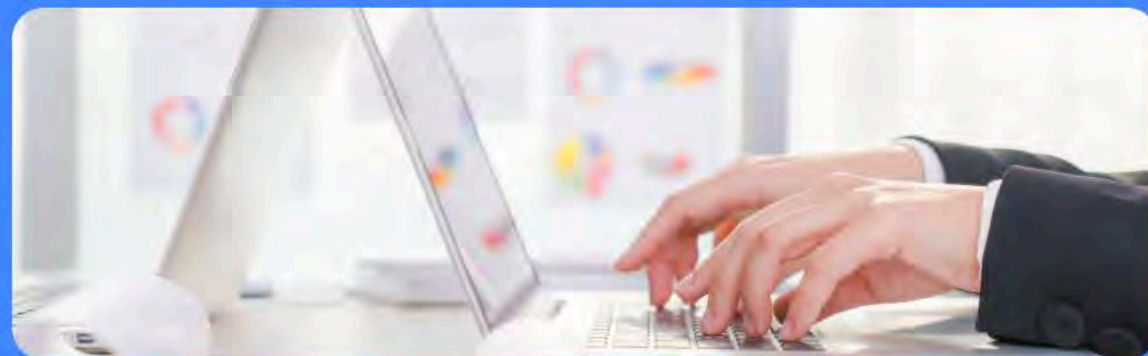
01  
Campaign Negotiations

02  
MMP Integration & Resource Sharing

03  
Start Campaign

Consultant

Solution 1



Analyze KPI

Provide Tailored Solutions

Solution 2



Review Image Resources

Campaign Setting

Solution 3



Analyze Performance

Post-management



# Analyze your ad performance easily through our dashboard.

We provide a dashboard that lets you view all your marketing results at a glance.

 Installs

 Clicks

 Impressions

Ad Performance									
Period (UTC +09:00)		2025-09-11		2025-12-10					
Filter		App Name		Campaign Name		Campaign Geo			
Metrics		<input checked="" type="checkbox"/> Impressions	<input checked="" type="checkbox"/> Clicks	<input checked="" type="checkbox"/> Installs	<input checked="" type="checkbox"/> Cost	<input checked="" type="checkbox"/> Revenue	<input checked="" type="checkbox"/> CPC	<input checked="" type="checkbox"/> CPI	<input checked="" type="checkbox"/> Pre-order Count
Group by		All							
Impressions	Clicks	Installs	CPI	CPC	Cost	Cost	Pre-order Co...	Campaign Name	
34,752	2,421	1,923	₩ 500	₩ 397	₩ 961,500	0		버거 플리즈! (Burger Please!)	
6,295	767	457	₩ 1,500	₩ 893	₩ 685,500	₩ 329,574		Dinosaur Universe	
3,110	694		0	0	0	0		Prison Life: Idle Game	
2,482	557		0	0	0	0		Outlets Rush	
6,388	1,085		0	0	0	0		Super Slime - Black Hole Ga	
2,793	600		0	0	0	0		My Dream Store!	
2,659	561		0	0	0	0		Pizza Ready!	
2,162	440		0	0	0	0		Burger Please!	
2,134	505		0	0	0	0		Donut Inc.	

 Pre-registration Numbers

 Revenue

 Spend



# Appendix



Case Study Goal


ROAS

Case Study

Office Cat: Idle Tycoon Games

Precision Targeting

Engage high-value users with a proven track record of purchases.

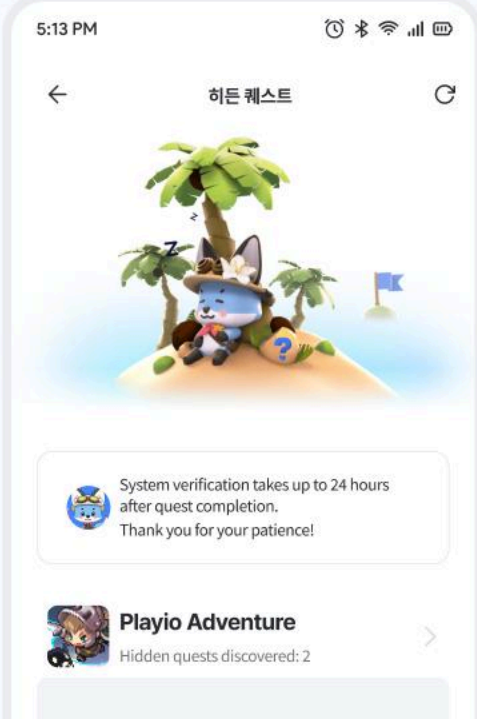
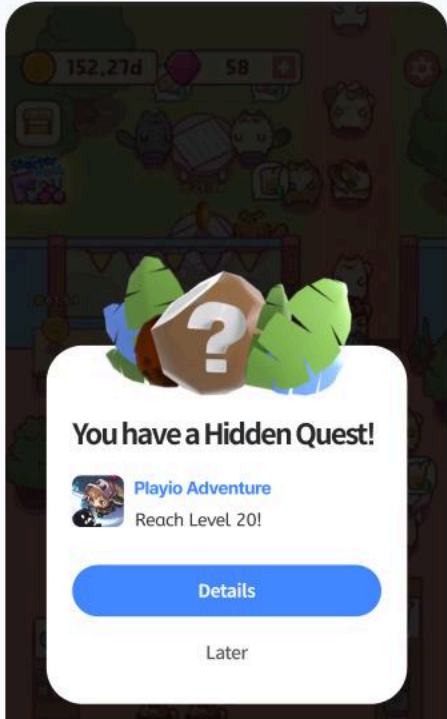


Maximize Event Participation by Encouraging Long-Term Engagement

Hidden Quest

Users progress deep into the game to complete event missions, watch rewarded ads, and make in-app purchases.

By guiding players to high-conversion stages, Hidden Quests meaningfully contribute to achieving ROAS goals.



Maximize User Action Engagement

Time Quest  
Community Events, etc.

Boost your campaign results by linking it with other products on Playio.

Increase LTV

Purchase Events

Churn Prevention



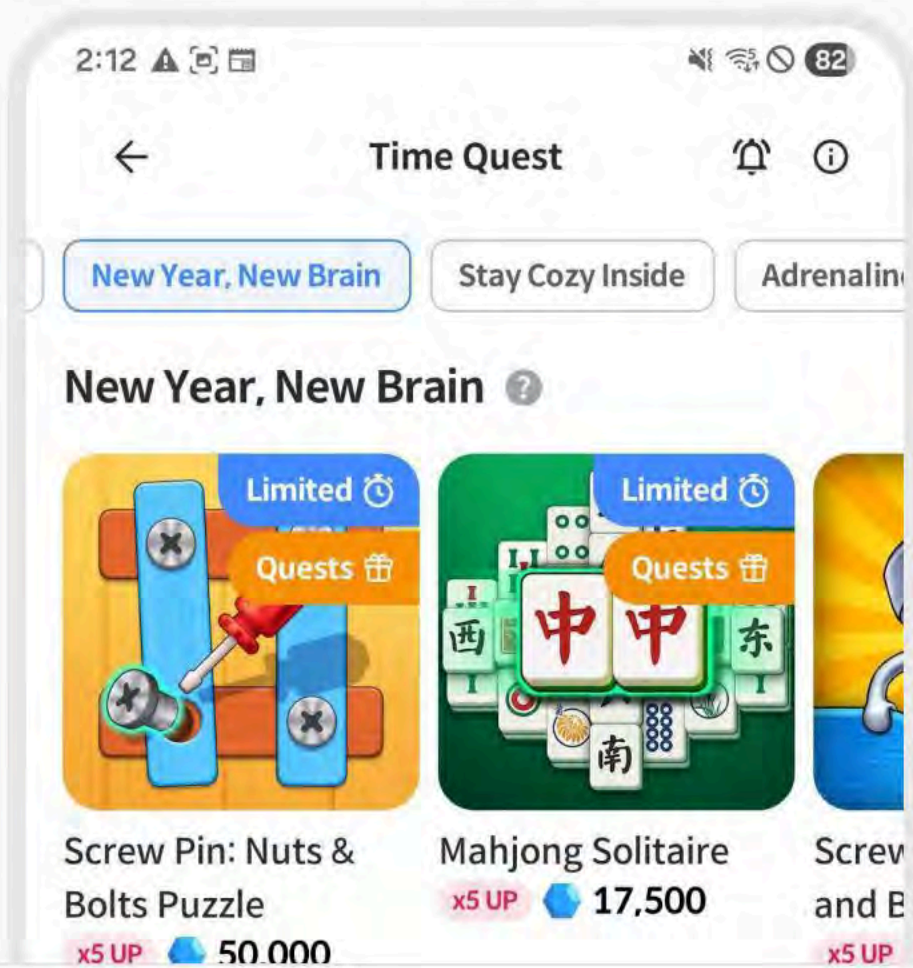
Case Study Goal

Retention

Case Study  
봉술사 키우기

Granular User Targeting

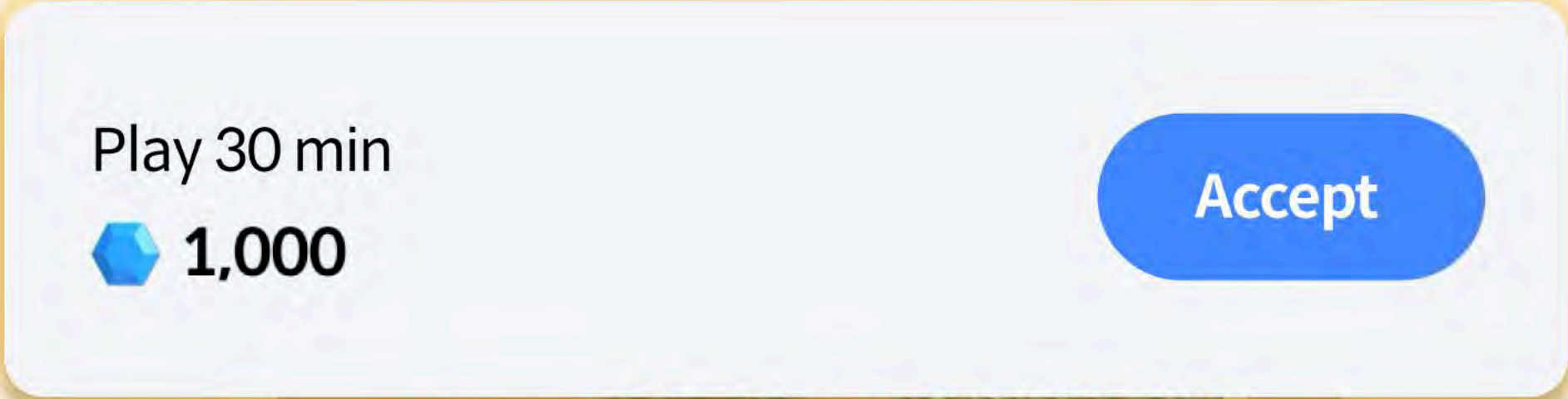
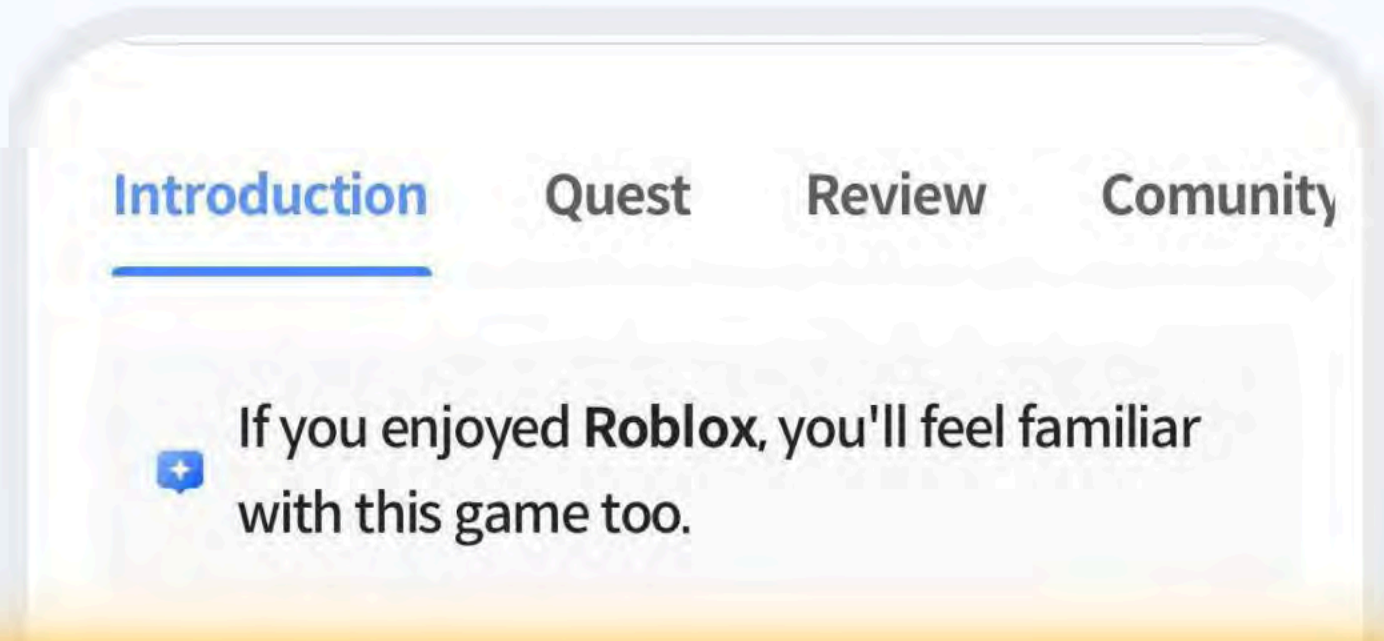
Concentrate campaign exposure on users with a strong affinity for the relevant genre.



Time Quest

Boost Retention Through 'Repeat Play'

Encourage users to play the game for a set amount of time each day. Rewards are distributed based on your KPIs to optimize retention and create a strong lock-in effect.





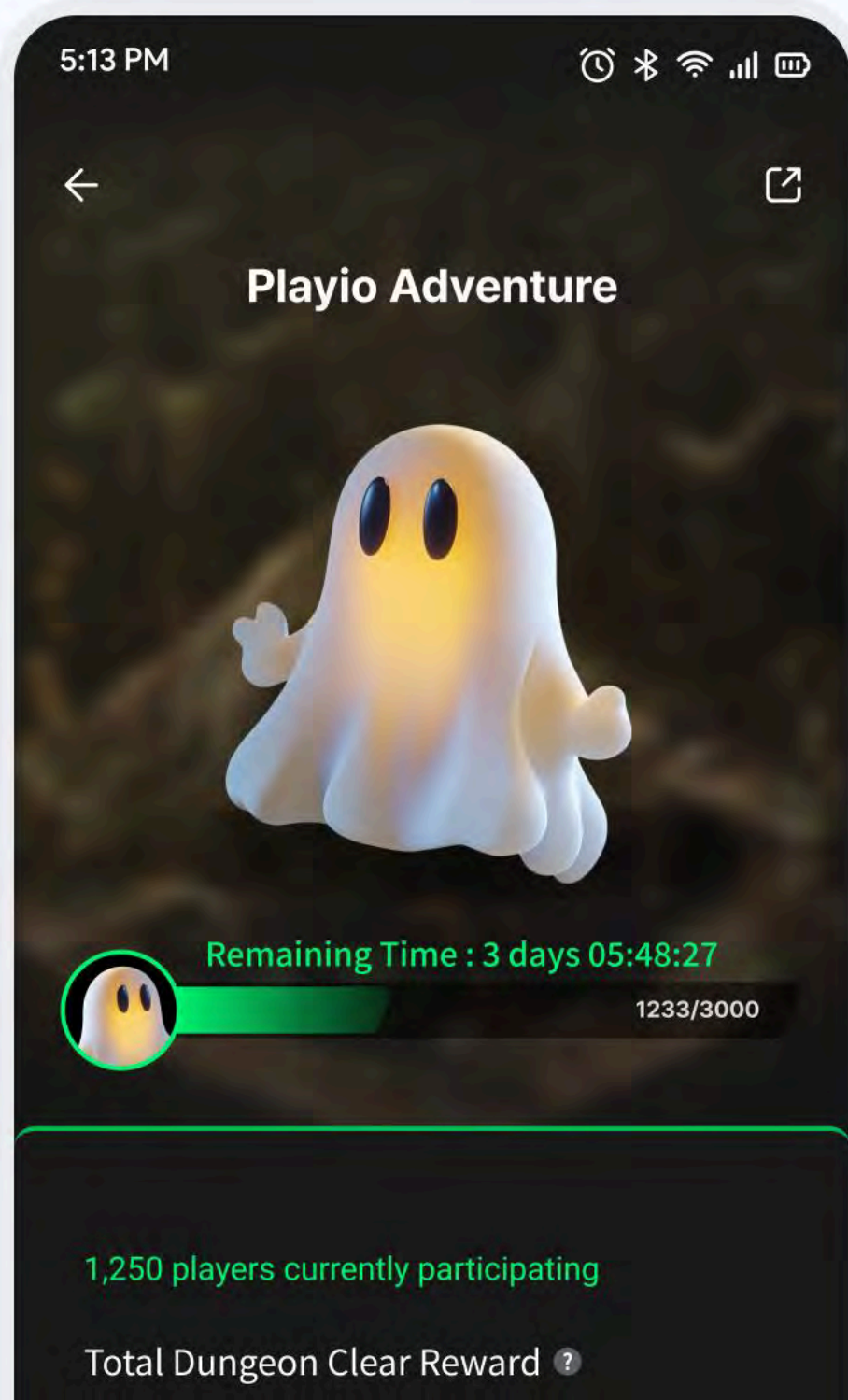
# Case Study Goal

Awareness

## Case Study Gold & Goblins, Idle Lumber Empire

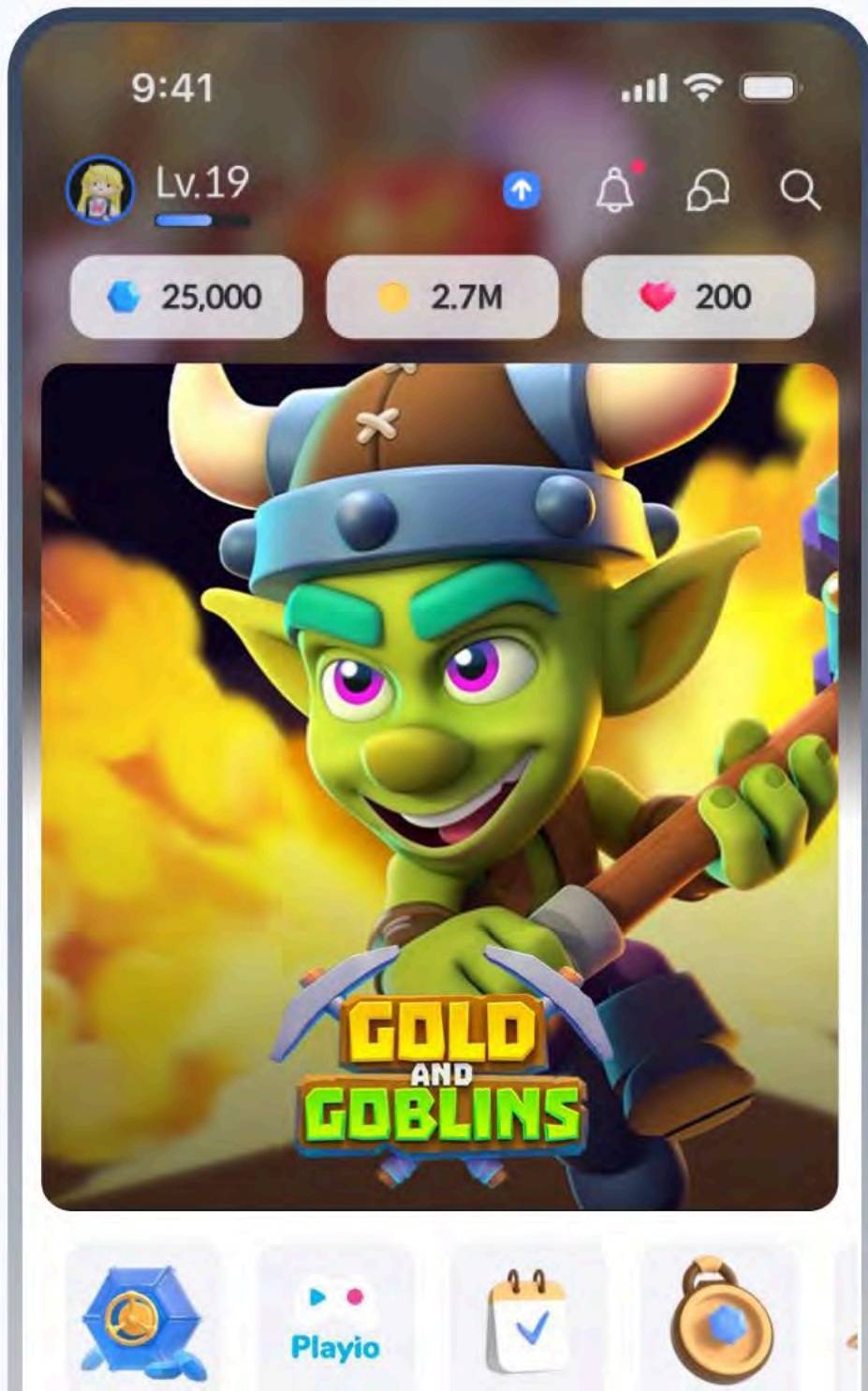
### Playio Dungeon

Playio users participate in cooperative group missions, enabling rapid user acquisition and strong viral impact.



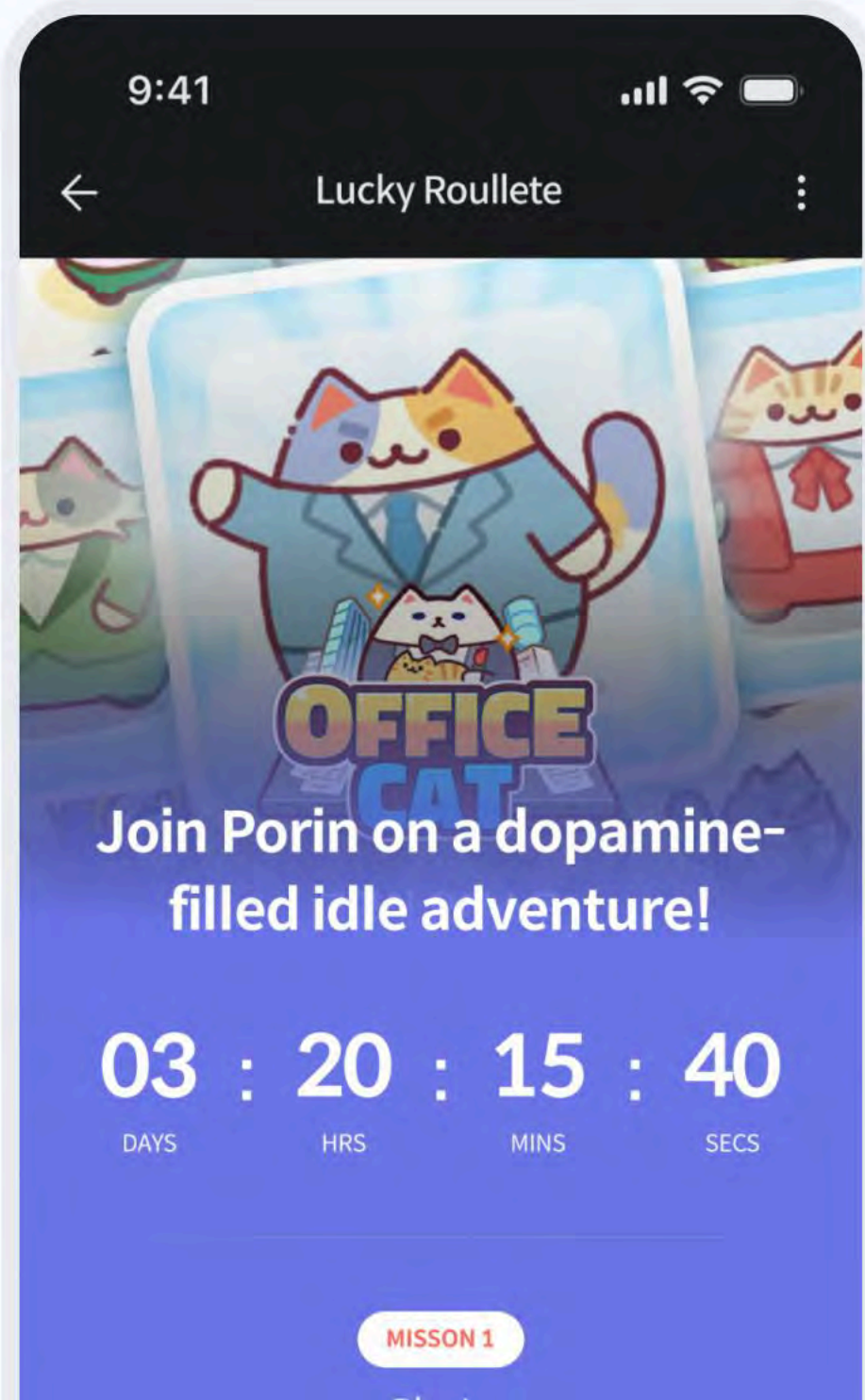
### Playio Featured

Showcase your game on every Playio placement to secure strong user volume.



### Lucky Roulette

Give users rewards and items through engaging, participation-based quests.





Korea's leading playtime-based gaming ad platform  
Create outstanding results together with Playio.

[Contact Us](#)

[Go to Playio Ads Homepage](#)

For more inquiries | [sales@gna.company](mailto:sales@gna.company)