



# **GLOBAL MARKETING SERVICE**

**글로벌 마케팅 결과 사례**

**INVEN**

# 미디어 믹스 레퍼런스

총 13개 매체

계약 콘텐츠 29건

추가 콘텐츠 11건

총 40개 콘텐츠 게재

| Media name:       | Number of posted | Monthly Visit | Type of Contents:             |
|-------------------|------------------|---------------|-------------------------------|
| IGN               | 1                | 1억            | Introducing Game              |
| Fandom            | 1                | 7억 3,500만     | Review                        |
| Fanatical         | 1                | 400만          | 리뷰                            |
| PocketGamer       | 5                | 350만          | 게임소개 / 가이드 2건 / 리스트 기사 2건     |
| Pro Game Guides   | 3+(3)            | 1,500만        | 출시 보도자료 / 리뷰 / 가이드 / (가이드 3건) |
| Gamepur           | 2                | 420만          | 출시 보도자료 / 리뷰                  |
| Twinfinite        | 2                | 530만          | 출시 보도자료 / 리뷰                  |
| AttackoftheFanboy | 2                | 230만          | 출시 보도자료 / 리뷰                  |
| WeGotThisCovered  | 2                | 1,300만        | 출시 보도자료 / 리뷰                  |
| Primagames        | 2                | 240만          | 출시 보도자료 / 리뷰                  |
| Dot Esports       | 3+(2)            | 1,730만        | 출시 보도자료 / 리뷰 / 가이드 / (가이드 2건) |
| GamerJournalist   | 2+(4)            | 100만          | 출시 보도자료 / 리뷰 / (가이드 4건)       |
| Inven Global      | 3+(2)            | 100만          | 출시 보도자료 / 리뷰 / 가이드 / (가이드 2건) |



# 콘텐츠 배포 진행 예시



# IGN

## 던전 앤 파이터 온라인

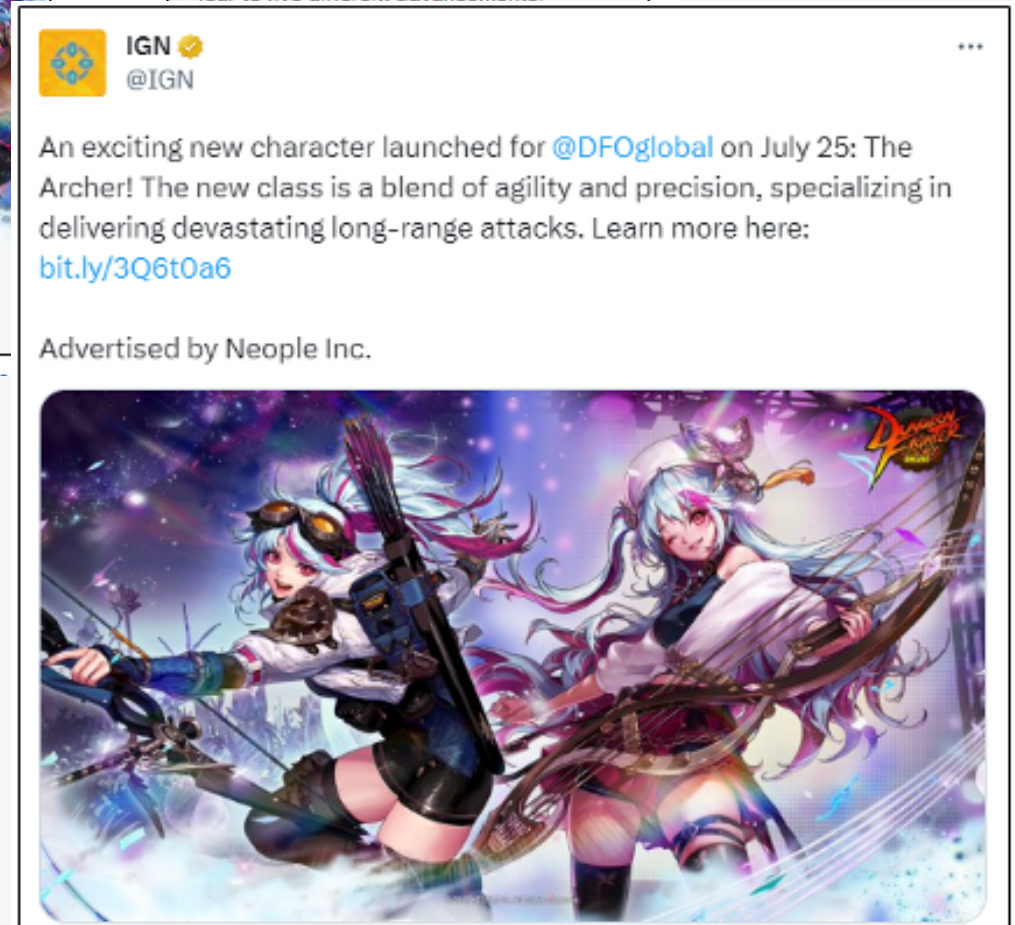
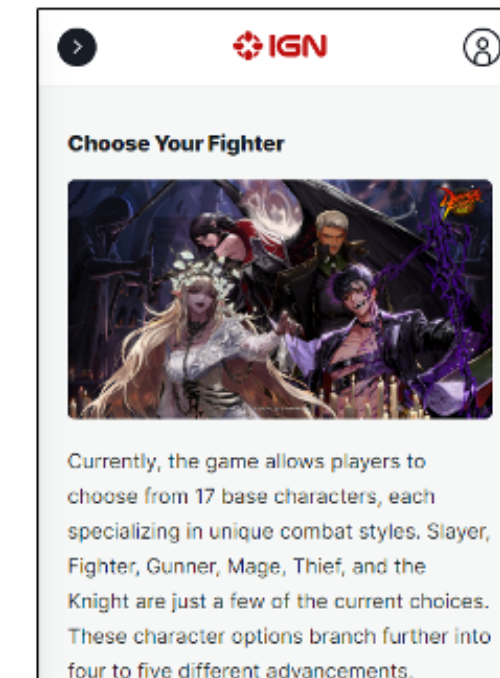
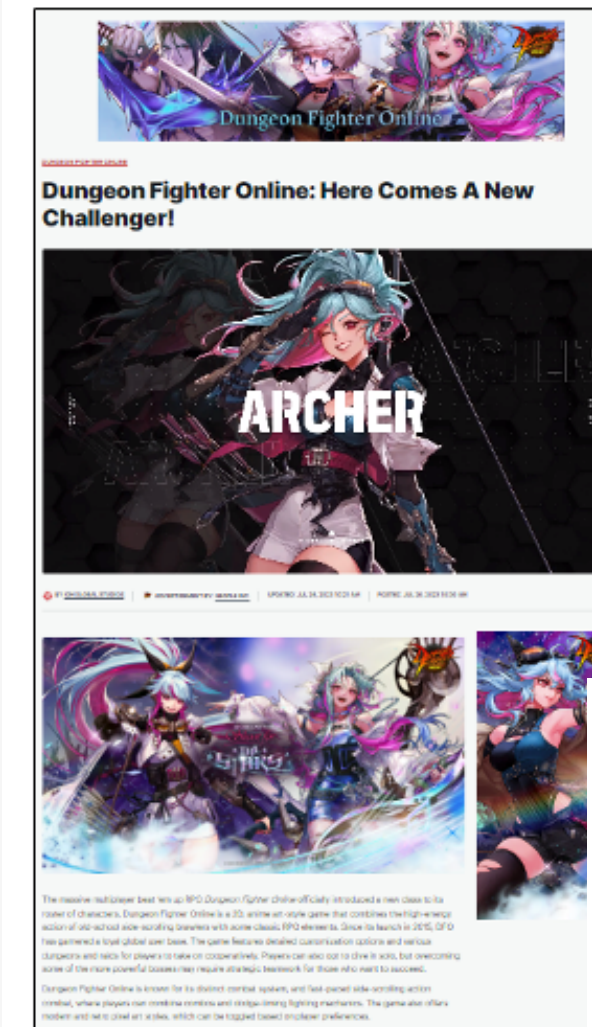
<https://www.ign.com/>

콘텐츠: 게임 소개 1 건 / 트레일러 영상 1건

게재 일자: 7월 27일

- 게임소개: [Dungeon Fighter Online: Here Comes A New Challenger!](#)
- 트위터: [Dungeon Fighter Online: Here Comes A New Challenger!](#)
- 트레일러 영상 (IGN 웹사이트): [Dungeon Fighter Online Official Trailer](#)
- 트레일러 영상 (IGN 유튜브 채널): [Dungeon Fighter Online Official Trailer](#)

게재영역: 콘텐츠 별 상세 페이지, 최신뉴스 블로그 롤, 트레일러 블로그 롤

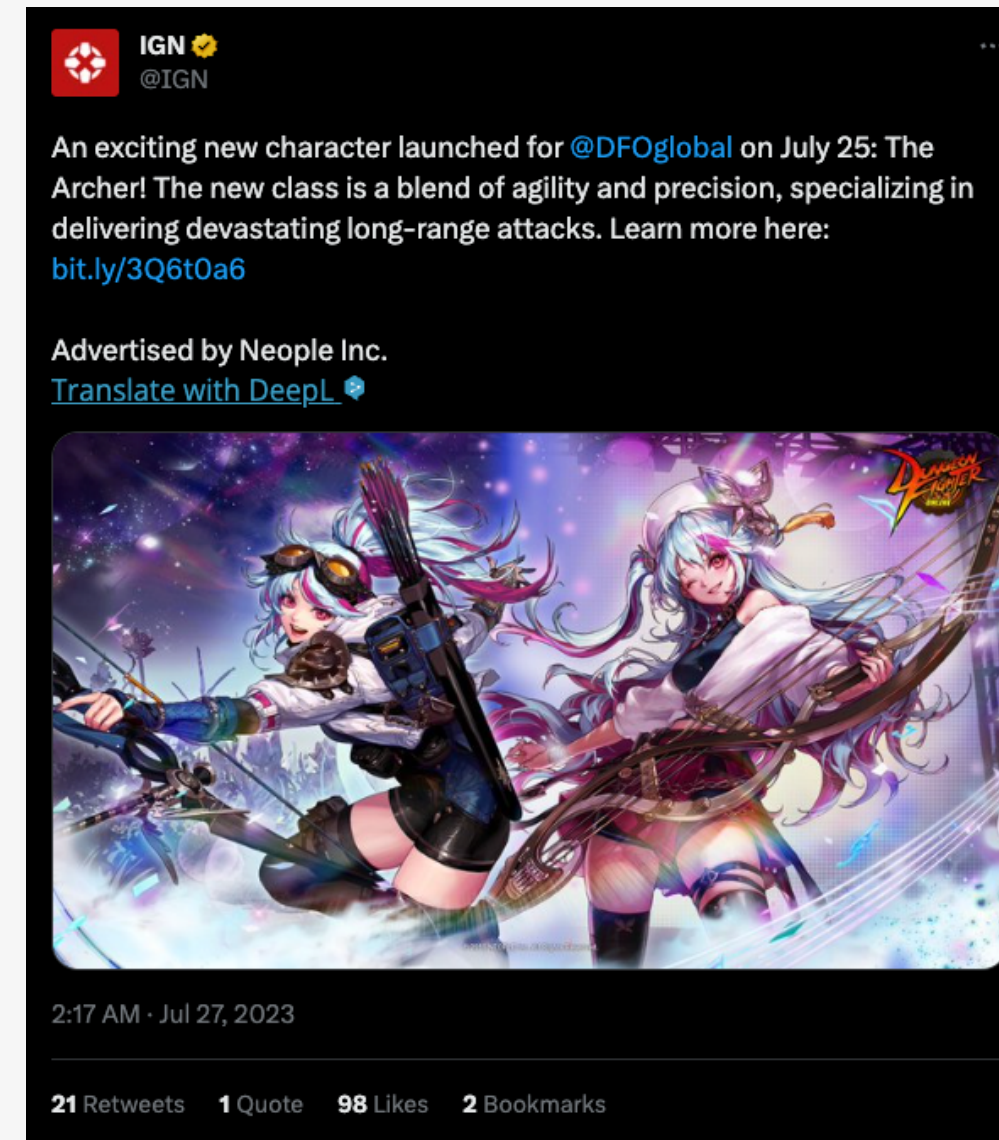
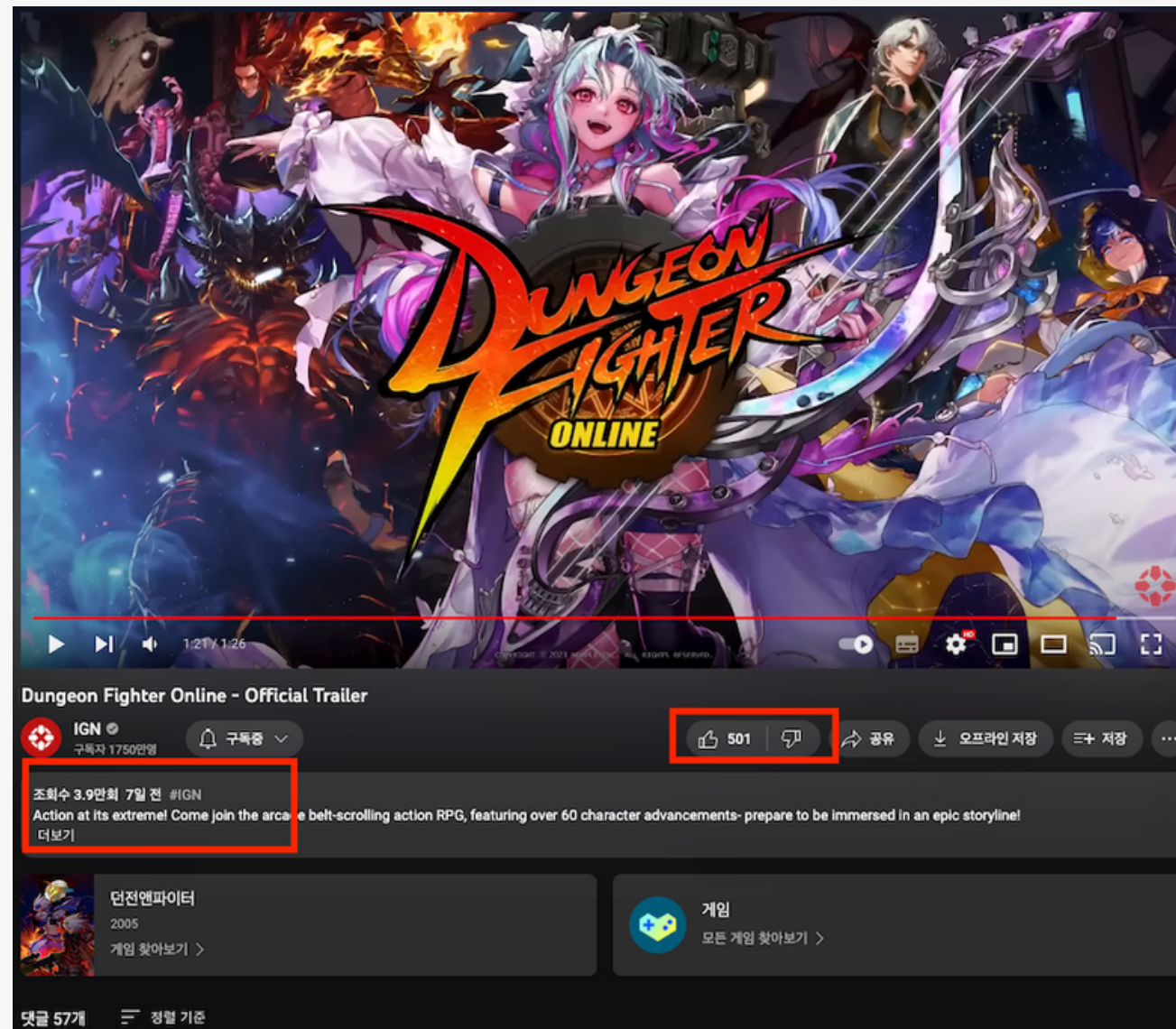




# IGN

## 던전 앤 파이터 온라인

<https://www.ign.com/>



유튜브 조회수: 2.9 만 뷰 / 좋아요 500개 이상 (8월 3일 9시 기준)  
트위터 리트윗: 21회 / 좋아요 98개 (8월 3일 9시 기준)



# IGN

# 언디셈버

<https://www.ign.com/>

콘텐츠: 게임 소개 1 건 / 트위터 1건

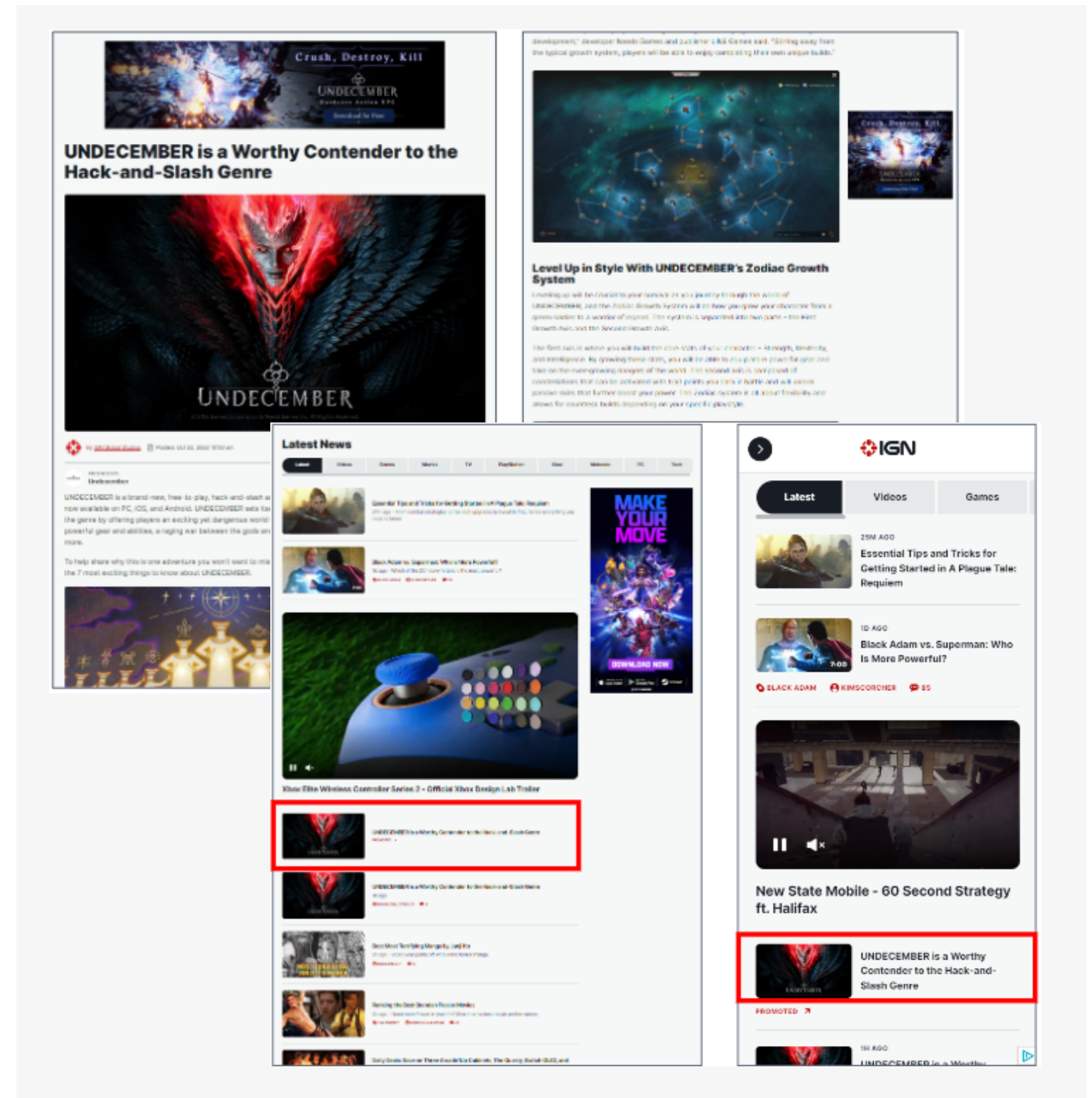
게재 일자: 10월 22일

게임소개: [UNDECEMBER is a Worthy Contender to the Hack-and-Slash Genre](#)

트위터: [Fans of hardcore ARPGs will find plenty to love in #UNDECEMBER](#)

게재영역: 상세페이지, 메인페이지, 최신뉴스 페이지 블로그를 24시간 고정 노출

- Undecember 구글 검색시 최상단 노출
- 트위터 : 노출 8만 7천, 리트윗 20개 / 좋아요 153개
- 기사페이지 광고 영역 고정 배너 노출



# FANDOM | FANATICAL

# 언디셈버

<https://www.fandom.com/> | <https://www.fanatical.com/>

콘텐츠: 리뷰 1 건 / SNS 5건 / 팬덤 광고

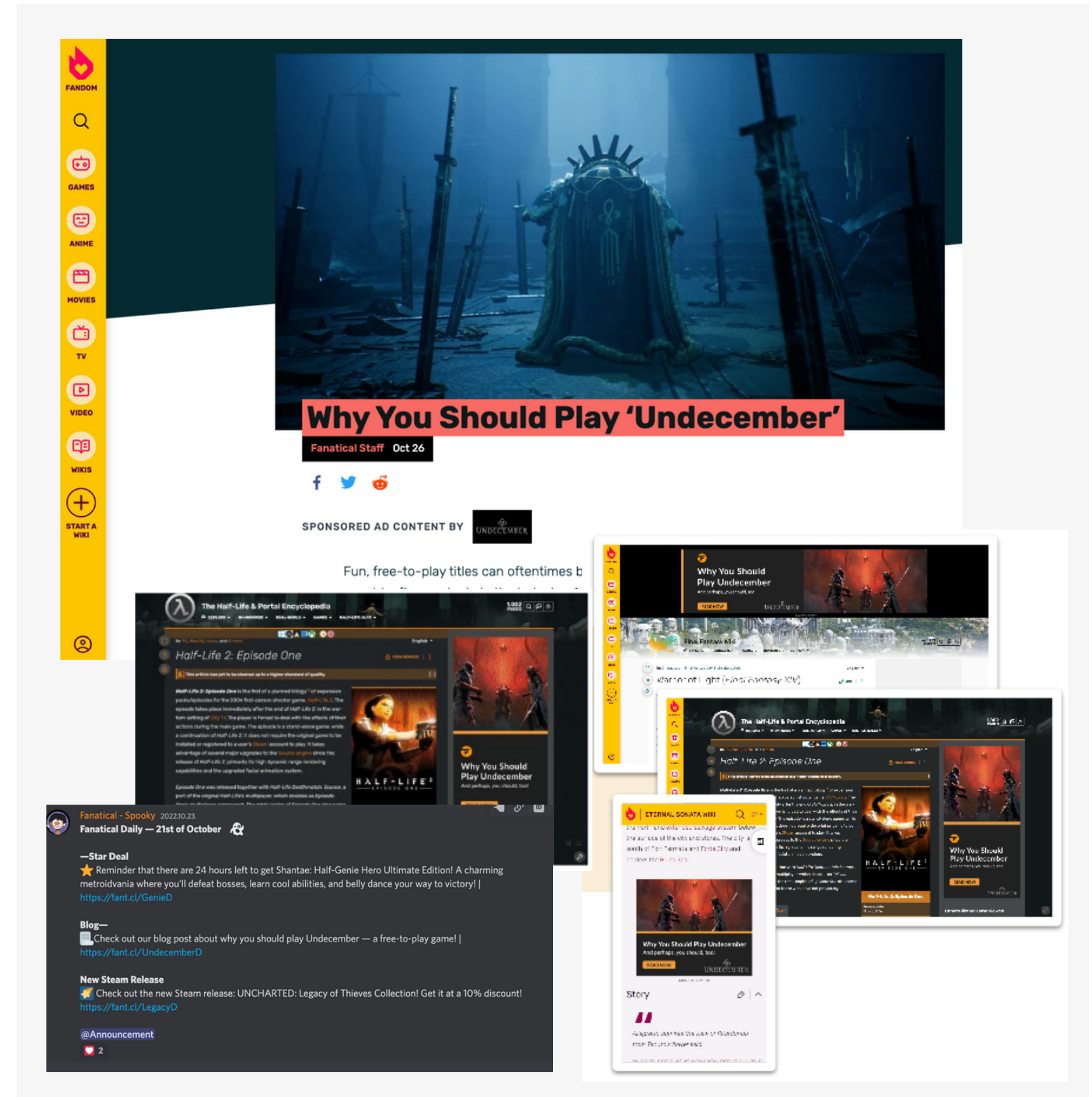
게재 일자: 10월 21일(Fanatical) / 26일(Fandom)

Fandom: [Why You Should Play 'Undecember'](#)  
Fanatical: [Why You Should Play 'Undecember'](#)

SNS : [Twitter](#) / [Facebook](#) / [Instagram](#) / [Discord](#) / [Steam](#)

게재영역: 팬덤 상세페이지, 파나티컬 메인페이지, 팬덤 광고 배너 3개

- 스폰서 콘텐츠 단 건으로는 진행하지 않으나 인벤과 협의를 통해서 진행 확정
- 팬덤, 파나티컬 콘텐츠 게재, 파나티컬 소셜 미디어 5건, 파나티컬 뉴스레터, 팬덤 광고 노출 등 인벤과의 협의를 통해 추가 혜택 확정
- 팬덤 배너 1,010,717회 노출 / 소셜 포스트 35,971회 노출 / 뉴스레터 열람 38%





# 팬덤 콘텐츠 광고 사례

콘텐츠 노출 부스팅을 위한 팬덤 빌보드,  
우측 배너, 모바일 배너 지원

총 1백만이 넘는 노출 달성



# Pocket Gamer

# 언디셈버

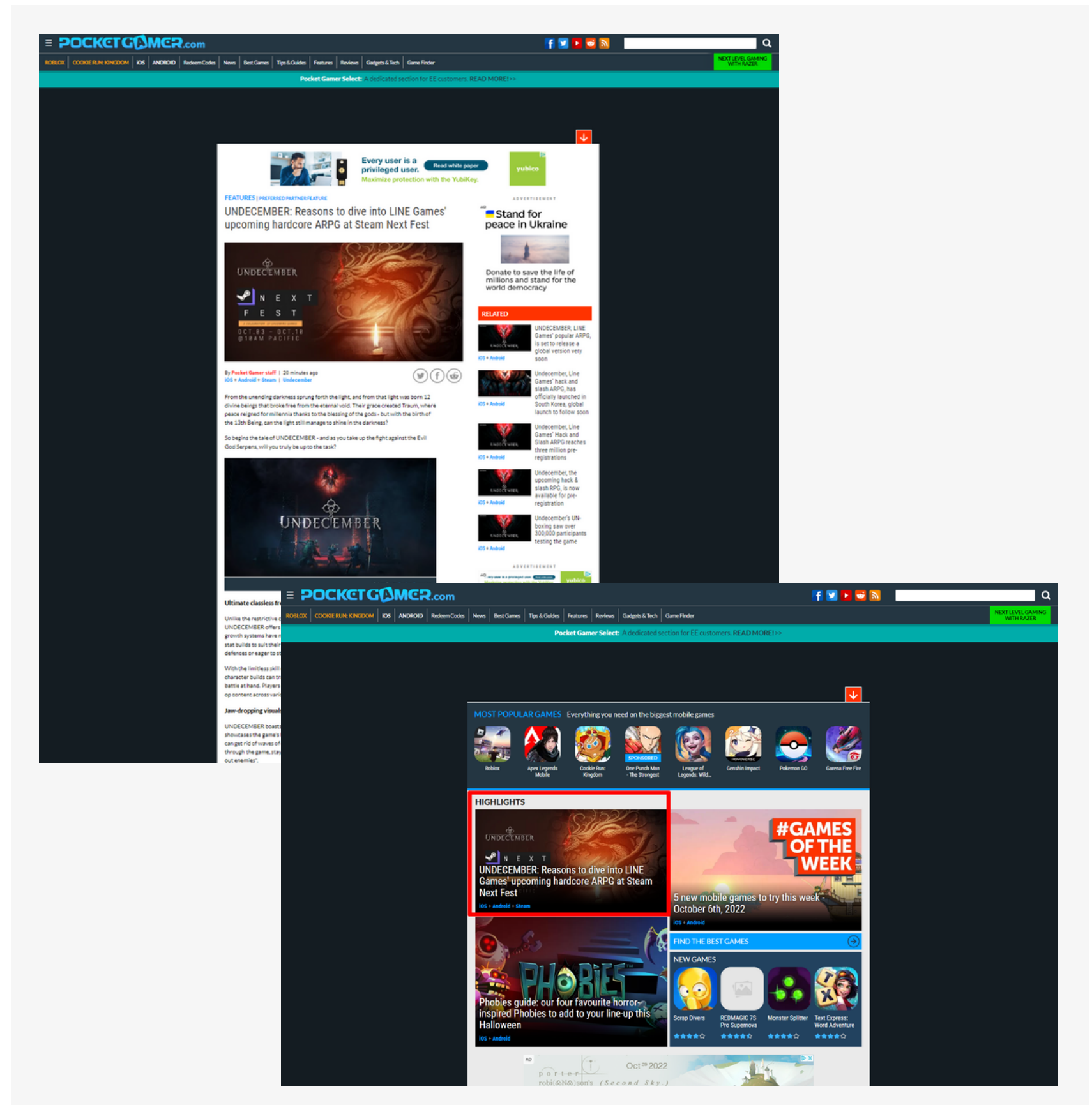
<https://www.pocketgamer.com/>

콘텐츠: 게임 소개 1 건 / 가이드 2건 / 리스트 콘텐츠 2건 / 트위터 5건 / 페이스북 5건

게재일자: 10월 7일 / 14일 / 18일 / 20일 / 25일

- 게임 소개: [UNDECEMBER: Reasons to dive into LINE Games' upcoming hardcore ARPG at Steam Next Fest](#) ([Twitter](#) / [Facebook](#))
- 가이드: [UNDECEMBER: A beginner's guide to hacking and slashing your way through this stunning ARPG](#) ([Twitter](#) / [Facebook](#))
- 리스트콘텐츠: [Top 5 Best Looking Games for Mobile 2022](#) ([Twitter](#) / [Facebook](#))
- 리스트콘텐츠: [Top 5 Cross Platform Games 2022](#) ([Twitter](#) / [Facebook](#))
- 가이드: [UNDECEMBER Guide: Essential tips for boosting your abilities](#) ([Twitter](#) / [Facebook](#))

게재영역: 상세페이지, 메인페이지, 메인페이지 핫이슈, 최신뉴스 블로그를





# Dot Esports

<https://dotesports.com/>

콘텐츠: 보도자료 1건 / 리뷰 1건

게재일자: 07월 27일 / 08월 01일

- 보도자료: [Dungeon Fighter Online takes aim with new Archer character: Play the Muse and Traveler today](#)
- 리뷰: [The much anticipated Archer update in Dungeon Fighter Online](#)

게재영역: 메인페이지 블로그 롤, 상세페이지

## 던전 앤 파이터 온라인







# Dot Esports

# 언디셈버

<https://dotesports.com/>

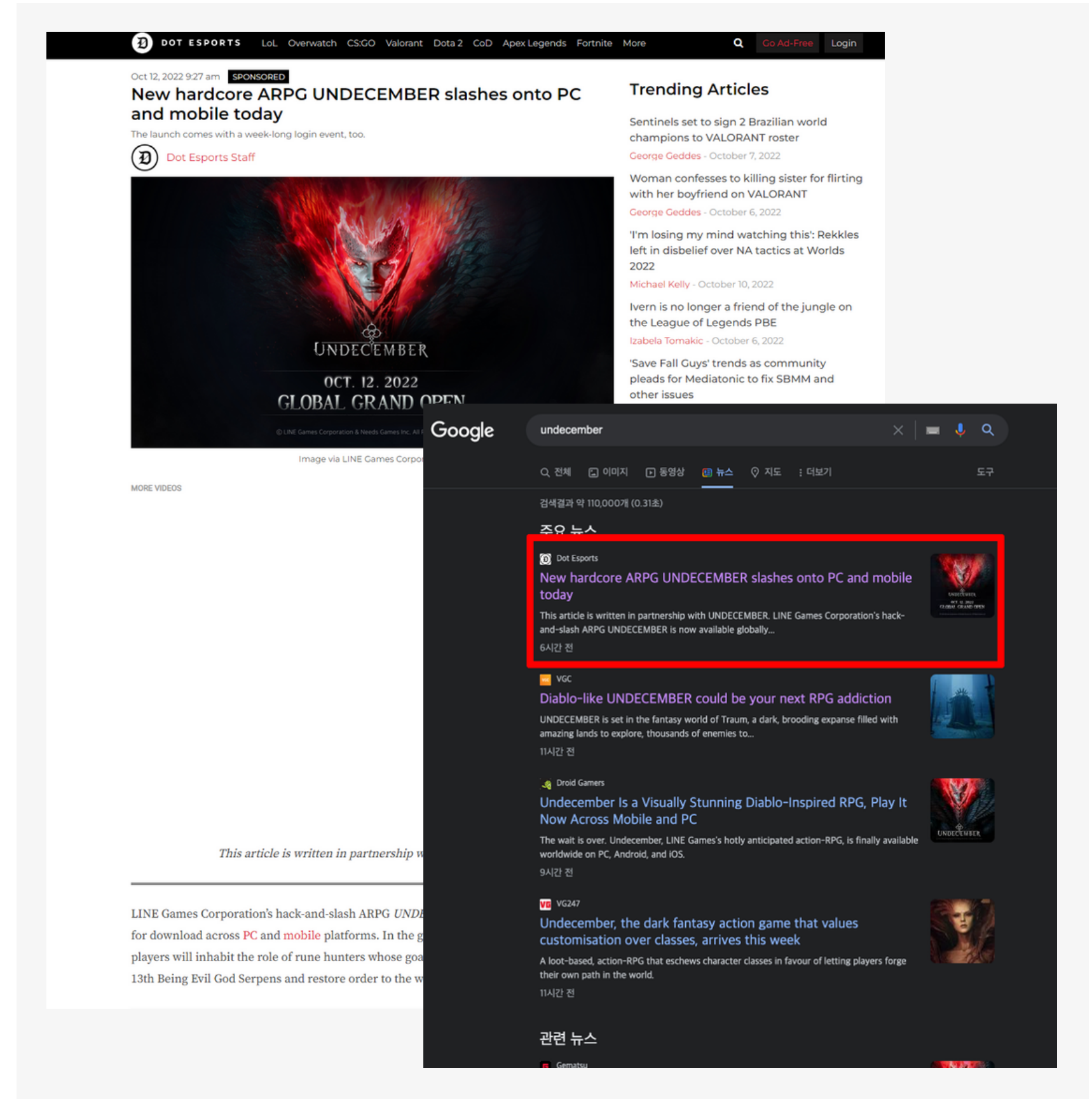
콘텐츠: 론칭 1 건 / 리뷰 1건 / 가이드 1건

게재일자: 10월 12일 / 16일 / 24일

- 론칭: [New hardcore ARPG UNDECEMBER slashes onto PC and mobile today](#)
- 리뷰: [Dark Fantasy ARPG UNDECEMBER now available](#)
- 가이드: [How abilities, runes, essences, and storage work in UNDECEMBER: Everything you need to know](#)

게재영역: 상세페이지, 메인페이지, 최신뉴스 블로그를

- SEO (검색 엔진 최적화)를 위해 계약된 콘텐츠 외 2건의 추가 콘텐츠 게재
  - 링크: [기사 01](#) / [기사 02](#)
- 총 5건의 Undecember 관련 콘텐츠 게재
- 구글 검색시 최상단 노출





# Dot Esports

<https://dotesports.com/>

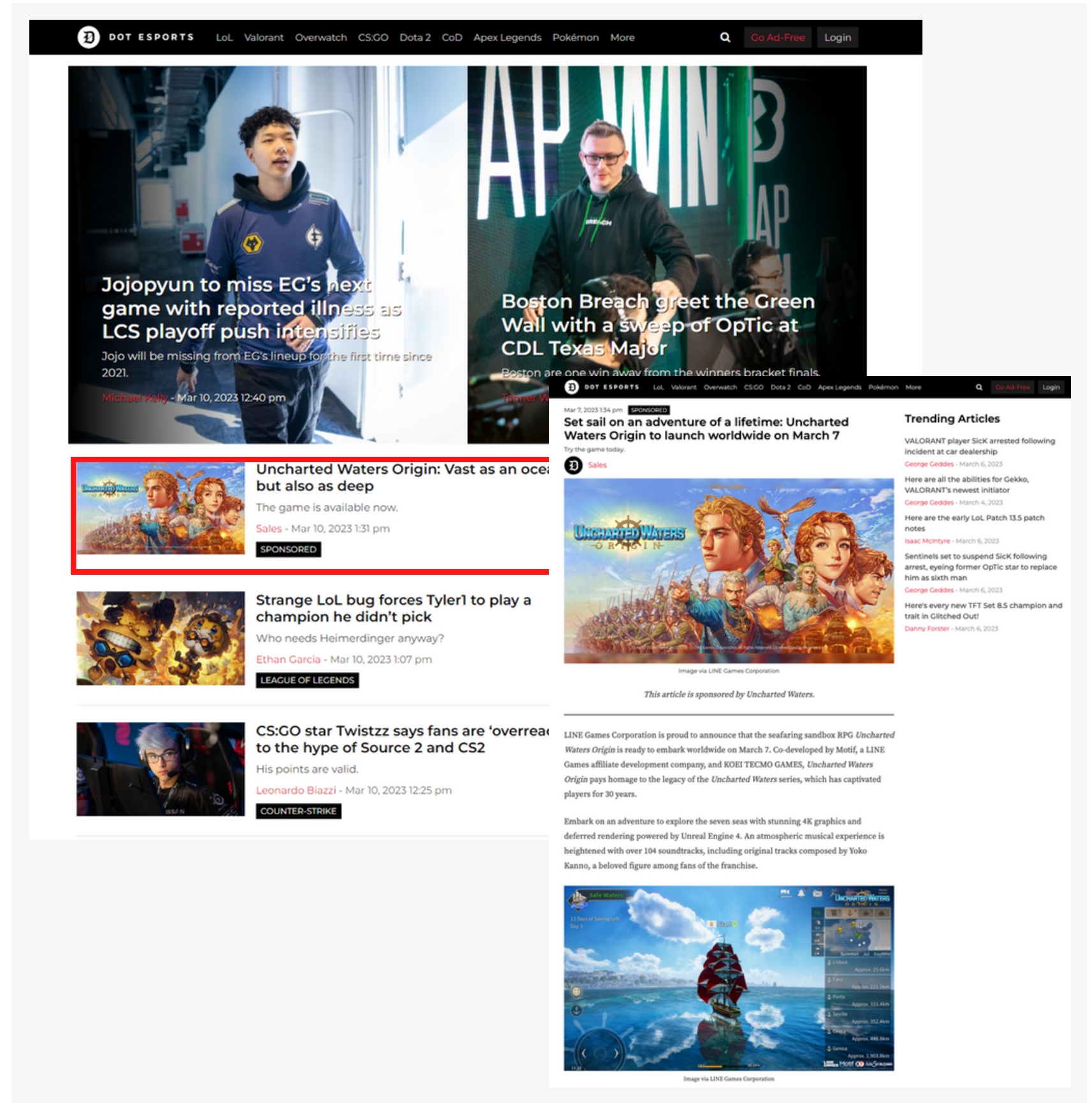
콘텐츠: 론칭 1건 / 리뷰 1건

게재일자: 3월 7일 / 10일

- 론칭: [Set sail on an adventure of a lifetime: Uncharted Waters Origin now available for mobile and PC worldwide](#)
- 리뷰: [Uncharted Waters Origin: Vast as an ocean, but also as deep](#)

게재영역: 상세페이지, 메인페이지, 최신뉴스, 스폰서 콘텐츠 페이지

# 대항해시대 오리진



# Pro Game Guides

언디셈버

<https://progameguides.com/>

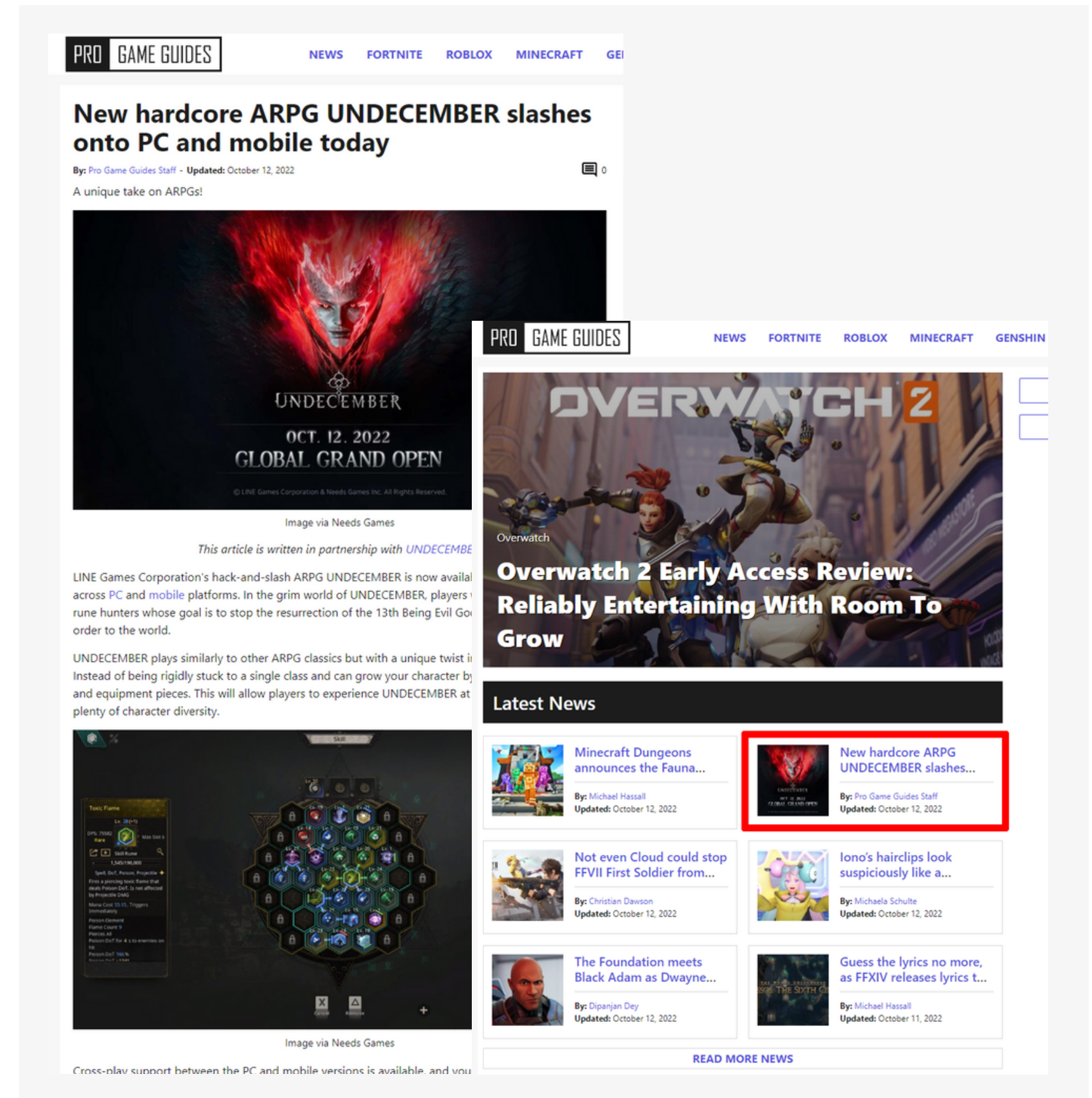
콘텐츠: 론칭 1 건 / 리뷰 1건 / 가이드 1건

게재일자: 10월 14일 / 16일 / 24일

- 론칭: [New hardcore ARPG UNDECEMBER slashes onto PC and mobile today](#)
- 리뷰: [Play Your Way In Dark Fantasy ARPG UNDECEMBER](#)
- 가이드: [Character creation guide for UNDECEMBER | How to build your first Rune Hunter](#)

게재영역: 상세페이지, 메인페이지, 최신뉴스 블로그 롤

- SEO (검색 엔진 최적화)를 위해 계약된 기사 외 3건의 추가 콘텐츠 게재
  - 링크: [기사 01](#) / [기사 02](#) / [기사 03](#)





# Pro Game Guides

<https://progameguides.com/>

콘텐츠: 론칭 1건 / 리뷰 1건

게재일자: 1월 16일 / 18일

- 론칭: [New MMORPG, AVATARA, launches on PC, Mobile, and Browser](#)
- 리뷰: [AVATARA Review: Nostalgic MMORPG action](#)

게재영역: 상세페이지, 메인페이지, 최신 뉴스, 스폰서 콘텐츠 페이지

# 아바타라

PRO GAME GUIDES

NEWSFORTNITEROBLOXMINECRAFTGENSL

## New MMORPG, AVATARA, launches on PC, Mobile, and Browser

By: [Sponsored Post](#) · Updated: January 16, 2023

AVATARA will bring NFTs and blockchain power to the masses!





Image via NX3GAMES


This article is sponsored by AVATARA.

### Latest News




#### Minecraft unveils Lunar New Year Sweepstakes...

By: [Michael Hassall](#)  
Updated: January 16, 2023




#### New MMORPG, AVATARA, launches on PC, Mobile,...

By: [Sponsored Post](#)  
Updated: January 16, 2023



#### The new League pass is less F2P-friendly than...

By: [Britlee Kuhn](#)  
Updated: January 13, 2023



#### It's DMCA galore amid flurry of Genshin Impact...

By: [Nicki Si](#)  
Updated: January 13, 2023

# Pro Game Guides

<https://progameguides.com/>

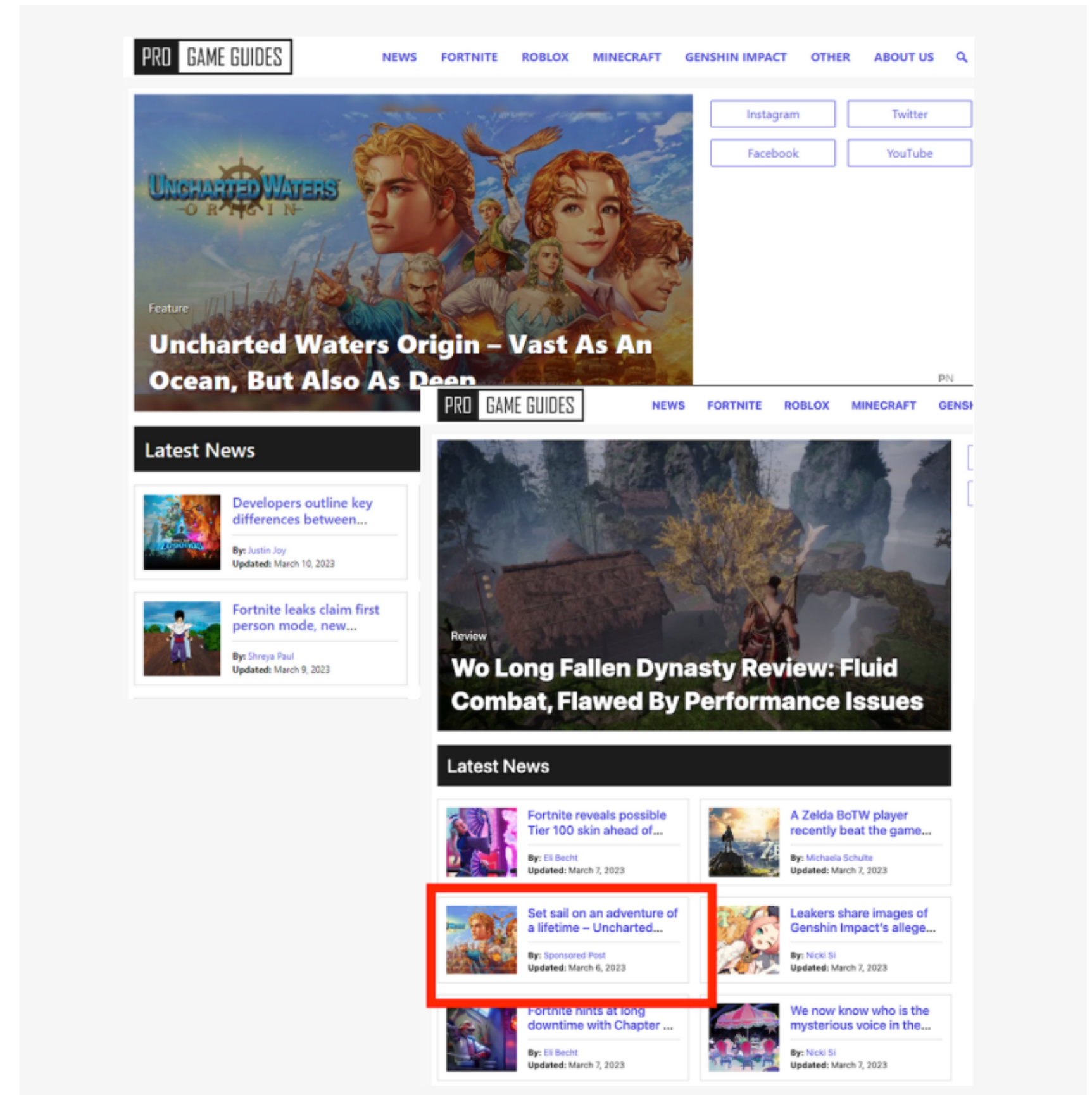
콘텐츠: 론칭 1건 / 리뷰 1건

게재일자: 3월 7일 / 10일

- 론칭: [Set sail on an adventure of a lifetime – Uncharted Waters Origin now available for mobile and PC worldwide!](#)
- 리뷰: [Uncharted Waters Origin – Vast as an ocean, but also as deep](#)

게재영역: 상세페이지, 메인페이지, 최신 뉴스, 스폰서 콘텐츠 페이지

## 대항해시대 오리진





# Twinfinite

# 언디셈버

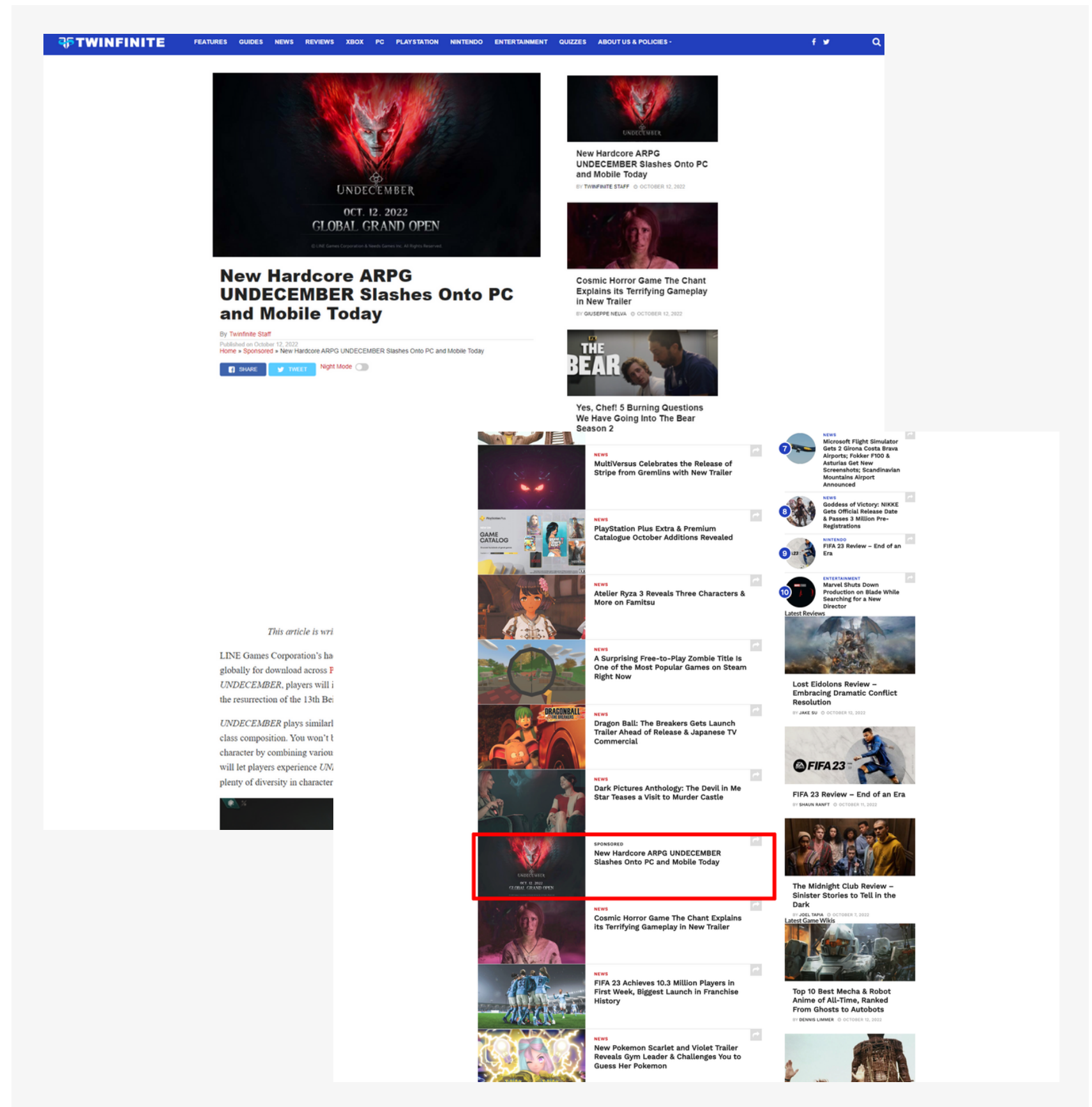
https://twinfinite.net/

콘텐츠: 론칭 1 건 / 리뷰 1건

게재일자: 10월 12일 / 16일

- 론칭: [New hardcore ARPG UNDECEMBER slashes onto PC and mobile today](#)
- 리뷰: [UNDECEMBER Brings Freedom of Choice to the ARPG Genre](#)

게재영역: 상세페이지, 메인페이지



# Twinfinite

# 아바타라

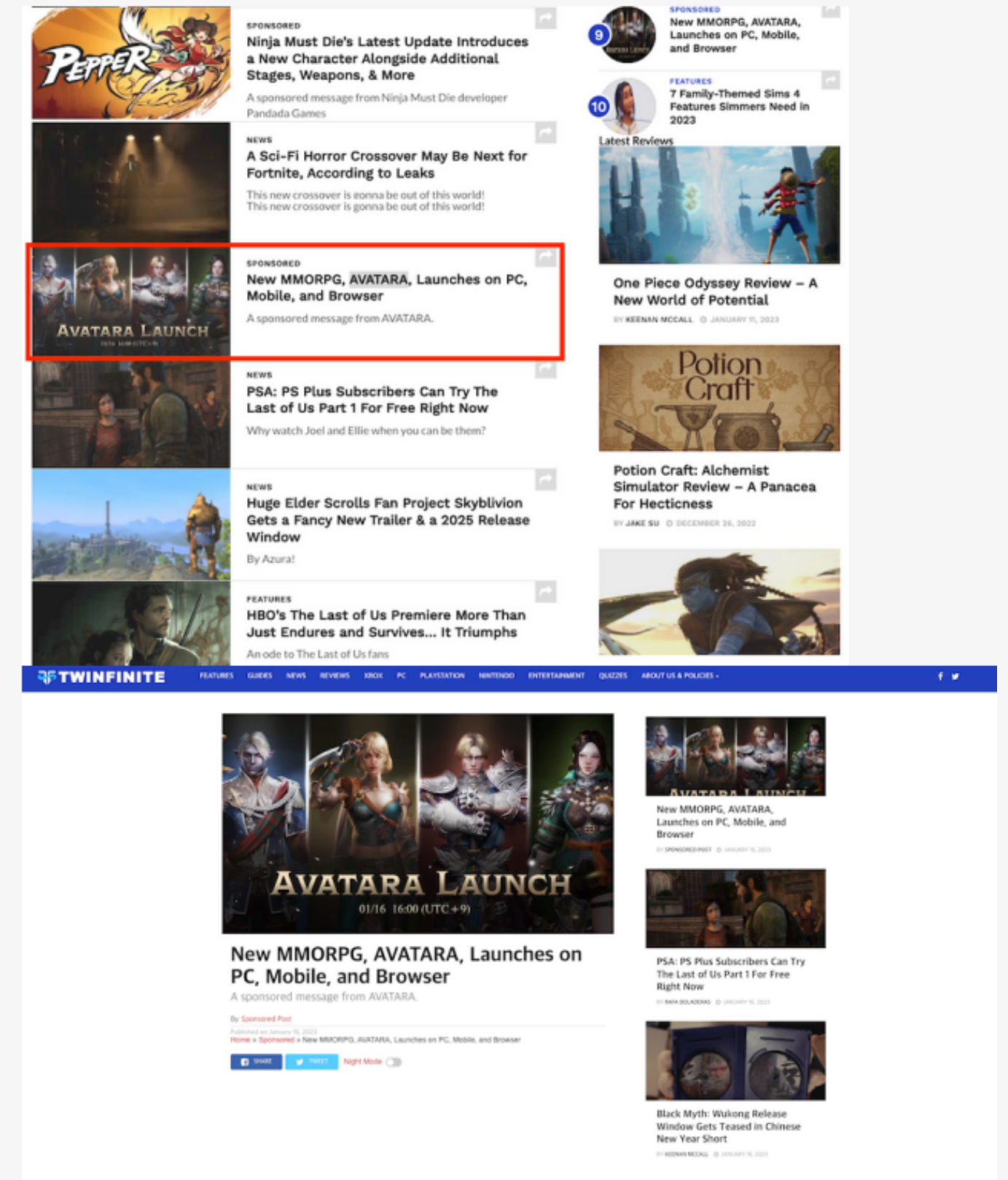
<https://twinfinite.net/>

콘텐츠: 론칭

게재일자: 1월 16일

- 론칭: [New MMORPG, AVATARA, Launches on PC, Mobile, and Browser](#)

게재영역: 상세페이지, 메인페이지





# Gamerpur

<https://www.gamepur.com/>

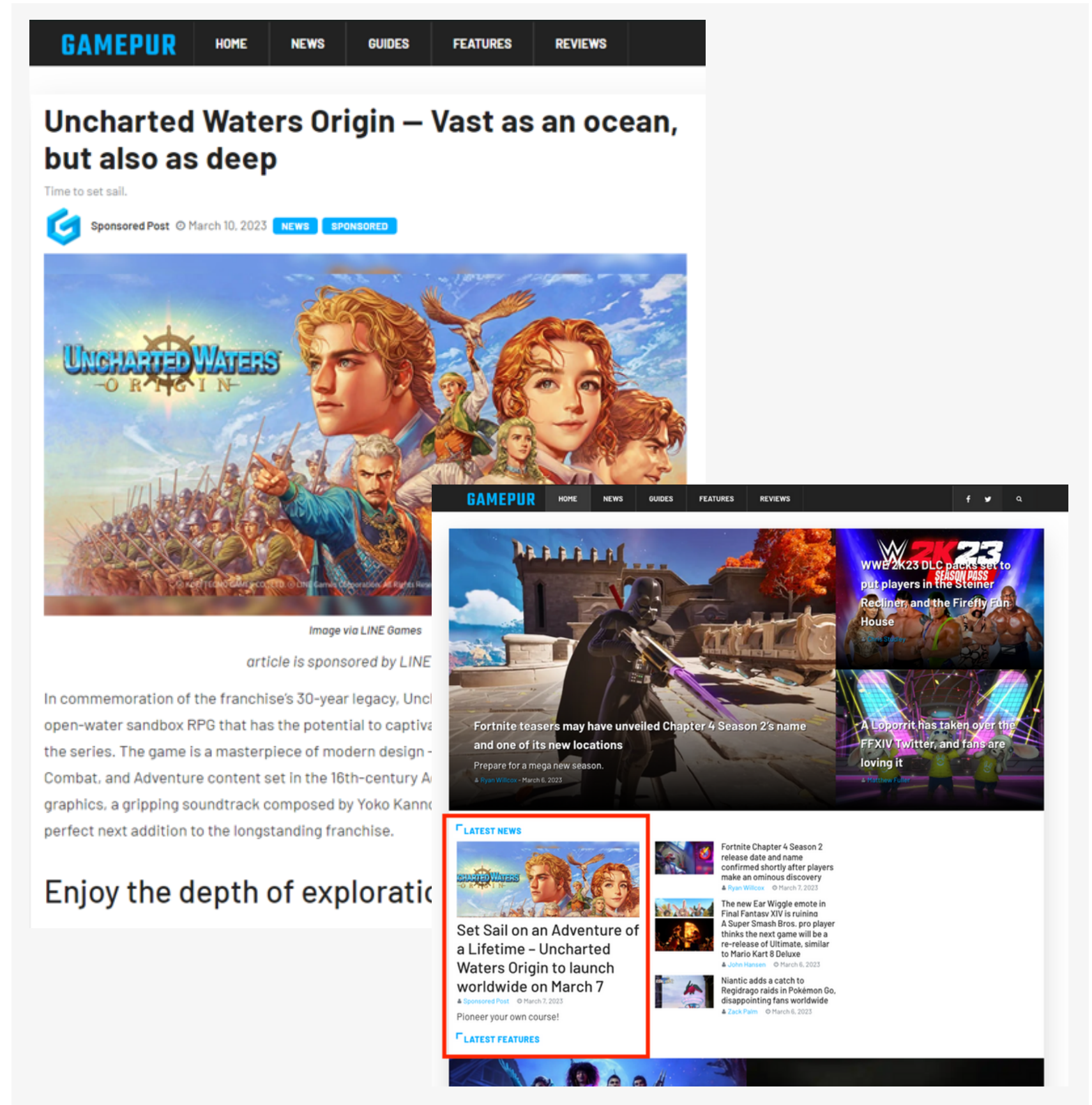
콘텐츠: 론칭 1건 / 리뷰 1건

게재일자: 3월 7일 / 3월 10일

- 론칭: [Set Sail on an Adventure of a Lifetime – Uncharted Waters Origin now available for mobile and PC worldwide!](#)
- 리뷰: [Uncharted Waters Origin — Vast as an ocean, but also as deep](#)

게재영역: 상세페이지, 메인페이지, 최신뉴스, 스폰서 콘텐츠 페이지 메인

## 대항해시대 오리진



# Gamerpur

<https://www.gamepur.com/>

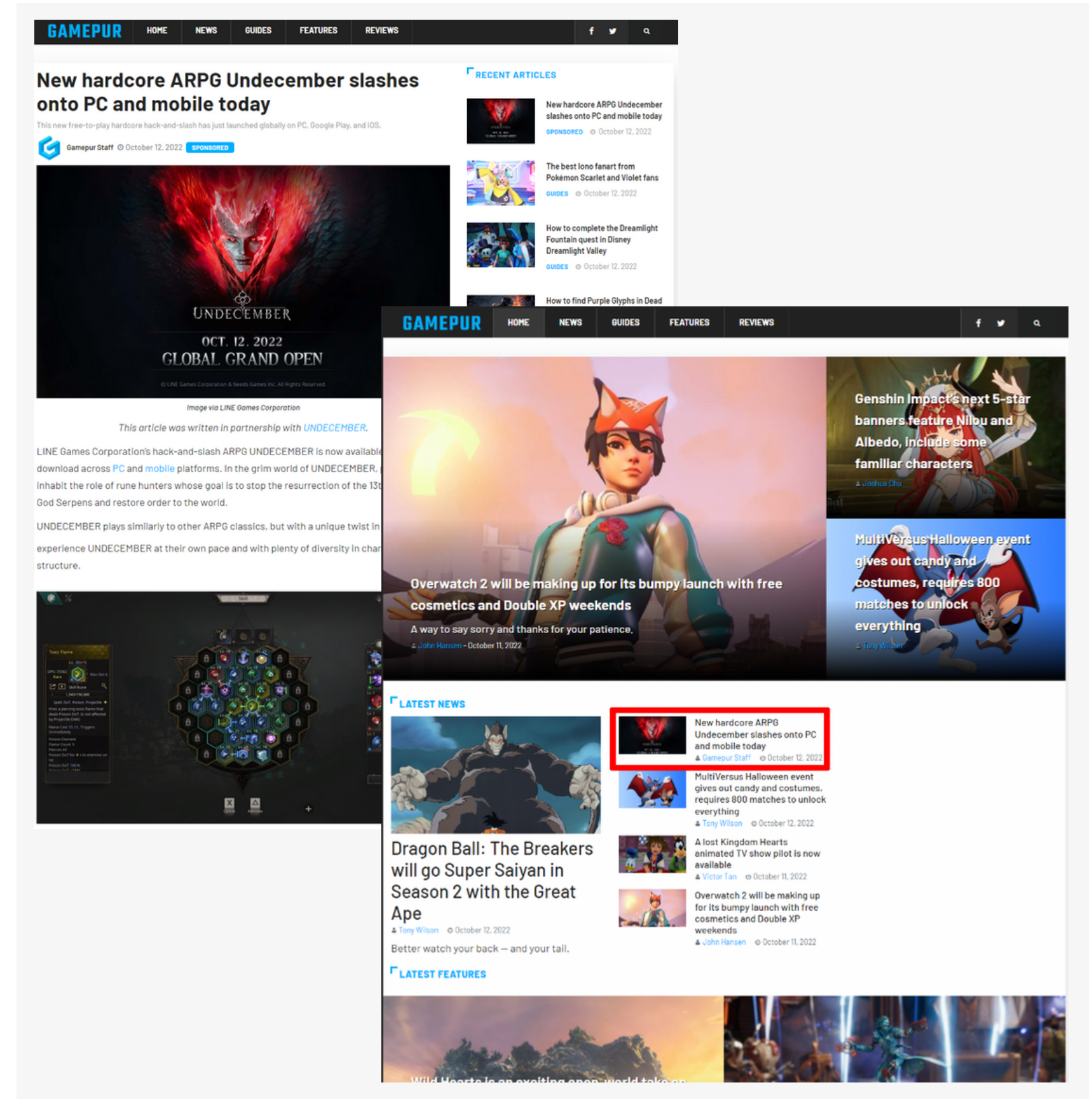
콘텐츠: 론칭 1 건 / 리뷰 1 건

게재일자: 10월 12일 / 16일

- 론칭: [New hardcore ARPG UNDECEMBER slashes onto PC and mobile today](#)
- 리뷰: [Free-to-play ARPG UNDECEMBER now available on PC and mobile](#)

게재영역: 상세페이지, 메인페이지

# 언디셈버





# PC Invasion

# 아바타라

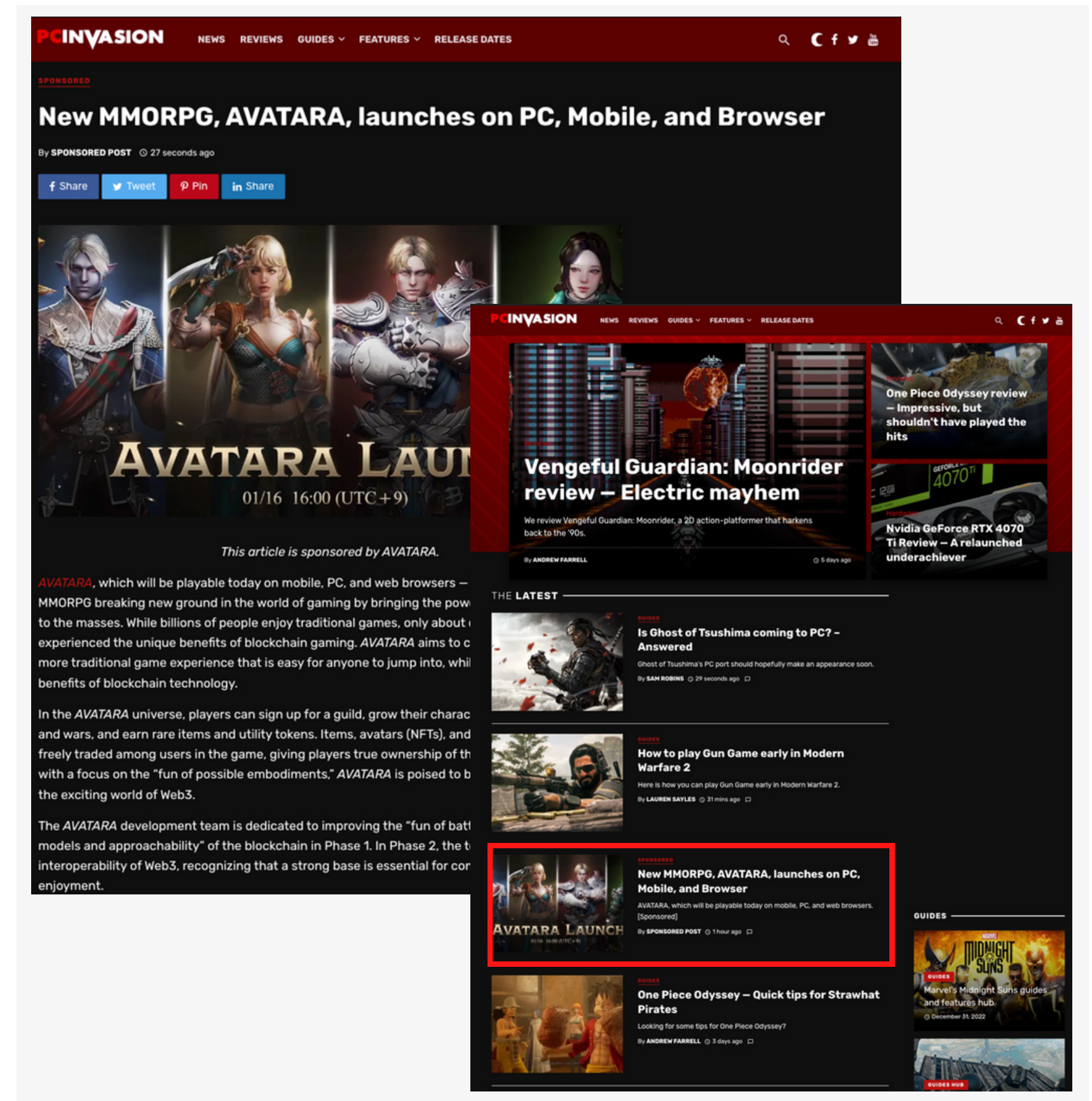
<https://www.pcinvasion.com/>

콘텐츠: 론칭

게재일자: 1월 16일

- 론칭: [New MMORPG, AVATARA, launches on PC, Mobile, and Browser](#)

게재영역: 상세페이지, 메인페이지, 구글 검색 1페이지 노출



# We Got This Covered

<https://wegotthiscovered.com/>

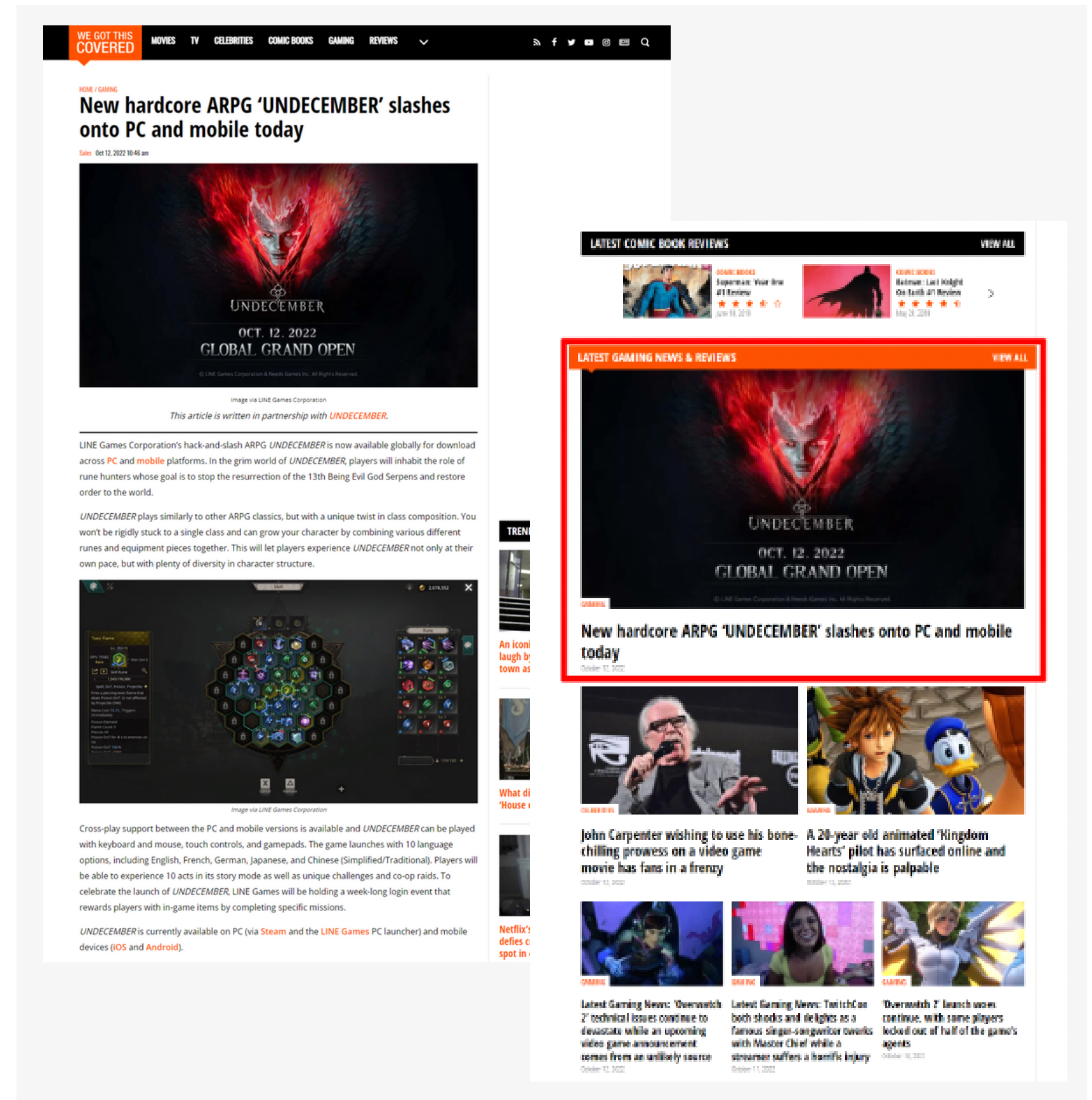
콘텐츠: 론칭 1 건 / 리뷰 1건

게재일자: 10월 12일 / 16일

- 론칭: [New hardcore ARPG UNDECEMBER slashes onto PC and mobile today](#)
- 리뷰: [The beautiful dark fantasy world of ‘UNDECEMBER’](#)

게재영역: 상세페이지, 메인페이지

# 언디셈버





# Attack of the Fanboy

<https://attackofthefanboy.com/>

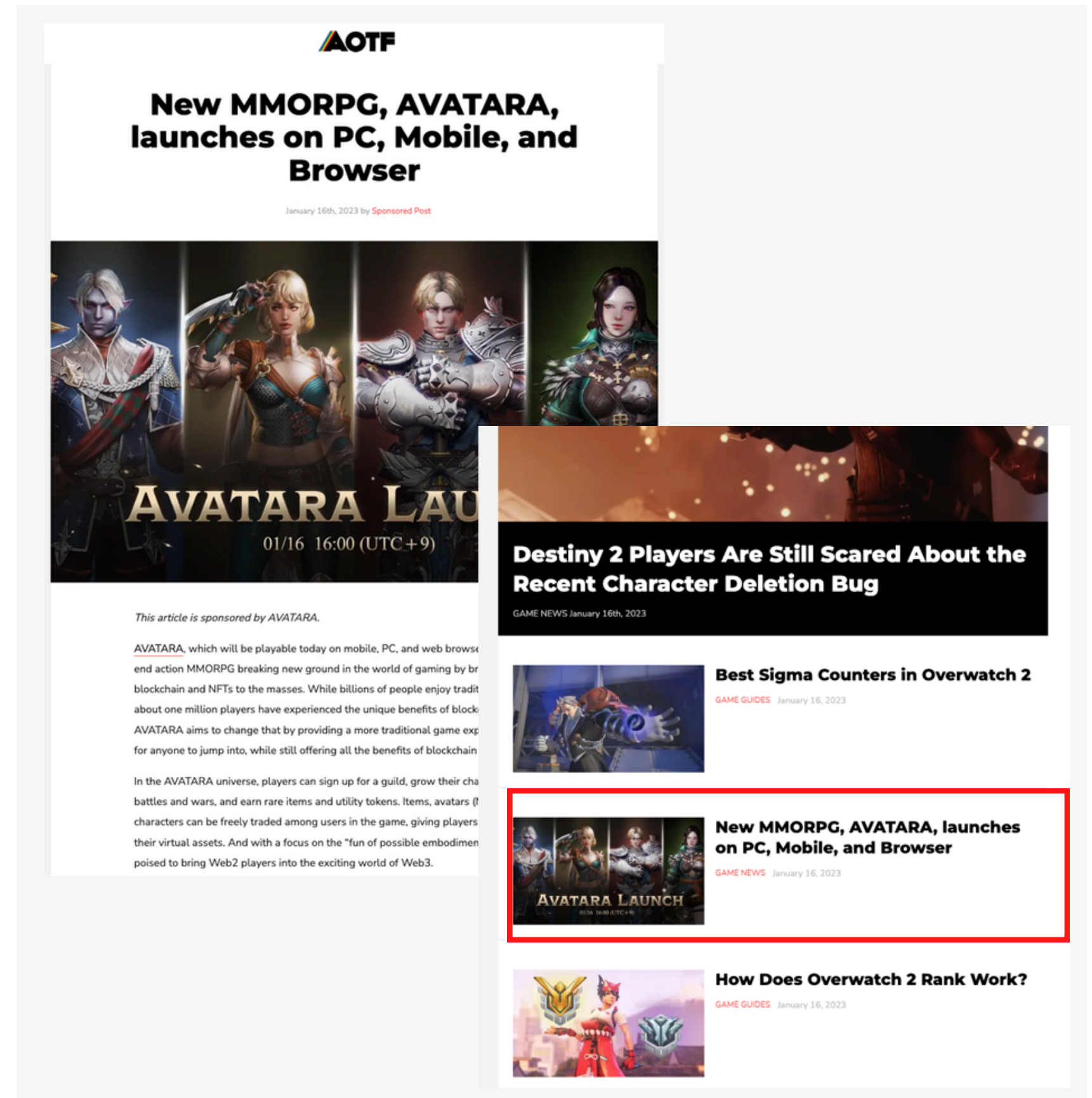
콘텐츠: 론칭

게재일자: 1월 16일

- 론칭: [New MMORPG, AVATARA, launches on PC, Mobile, and Browser](https://attackofthefanboy.com/new-mmorpg-avatara-launches-on-pc-mobile-and-browser)

게재면: 상세페이지, 메인페이지

# 아바타라



# Primagames

<https://primagames.com/>

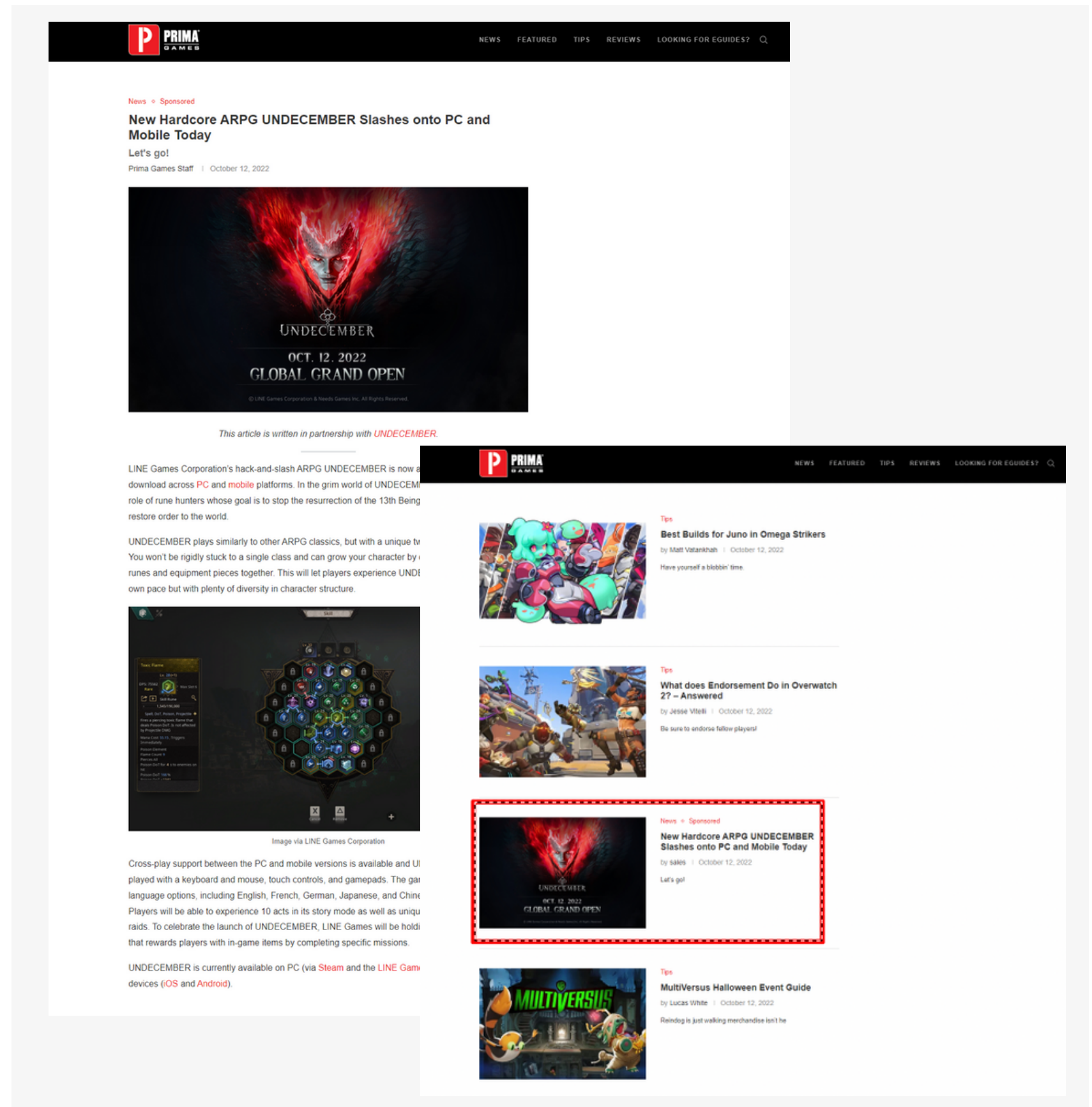
콘텐츠: 론칭 1 건 / 리뷰 1 건

게재일자: 10월 12일 / 16일

- 론칭: [New hardcore ARPG UNDECEMBER slashes onto PC and mobile today](#)
- 리뷰: [UNDECEMBER Brings Its Dark Fantasy World to PC and Mobile Devices Today](#)

게재영역: 상세페이지, 메인페이지

# 언디셈버





# GamerJournalist

<https://gamerjournalist.com/>

콘텐츠: 론칭

게재일자: 1월 16일

- 론칭: [New MMORPG, AVATARA, launches on PC, Mobile, and Browser](https://gamerjournalist.com/new-mmorpg-avatara-launches-on-pc-mobile-and-browser)

게재영역: 상세페이지, 메인페이지

# 아바타라

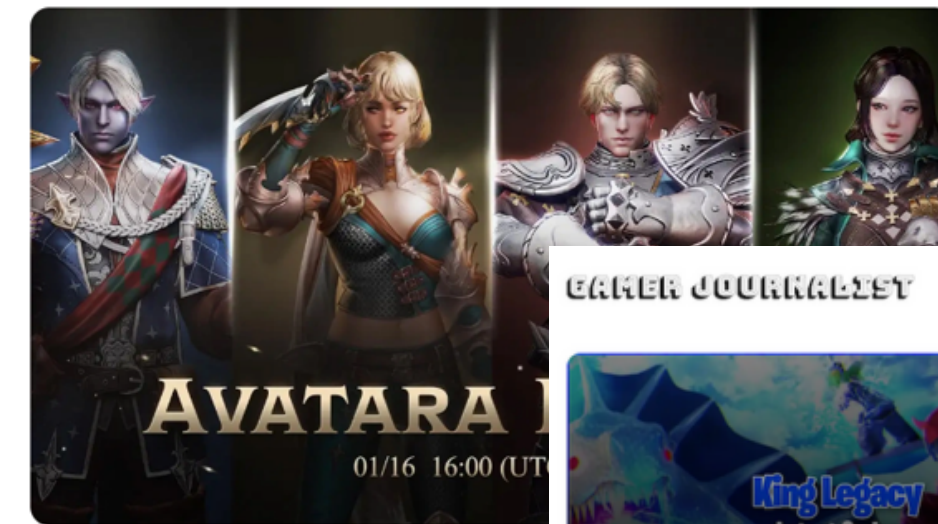
## GAMER JOURNALIST

### New MMORPG, AVATARA, launches on PC, Mobile, and Browser

SALES JAN 16, 2023

NEWS

Available now!



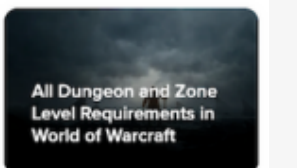
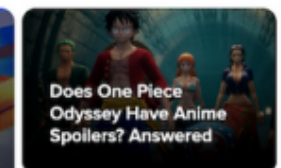
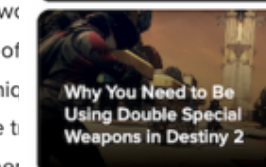
This article is sponsored

AVATARA, which will be playable today on mobile, P end action MMORPG breaking new ground in the w blockchain and NFTs to the masses. While billions of about one million players have experienced the unic AVATARA aims to change that by providing a more t for anyone to jump into, while still offering all the ber

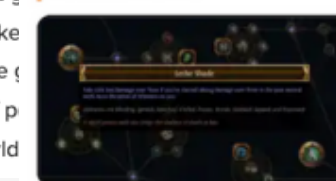
In the AVATARA universe, players can sign up for a c battles and wars, and earn rare items and utility toke characters can be freely traded among users in the t their virtual assets. And with a focus on the “fun of p poised to bring Web2 players into the exciting world

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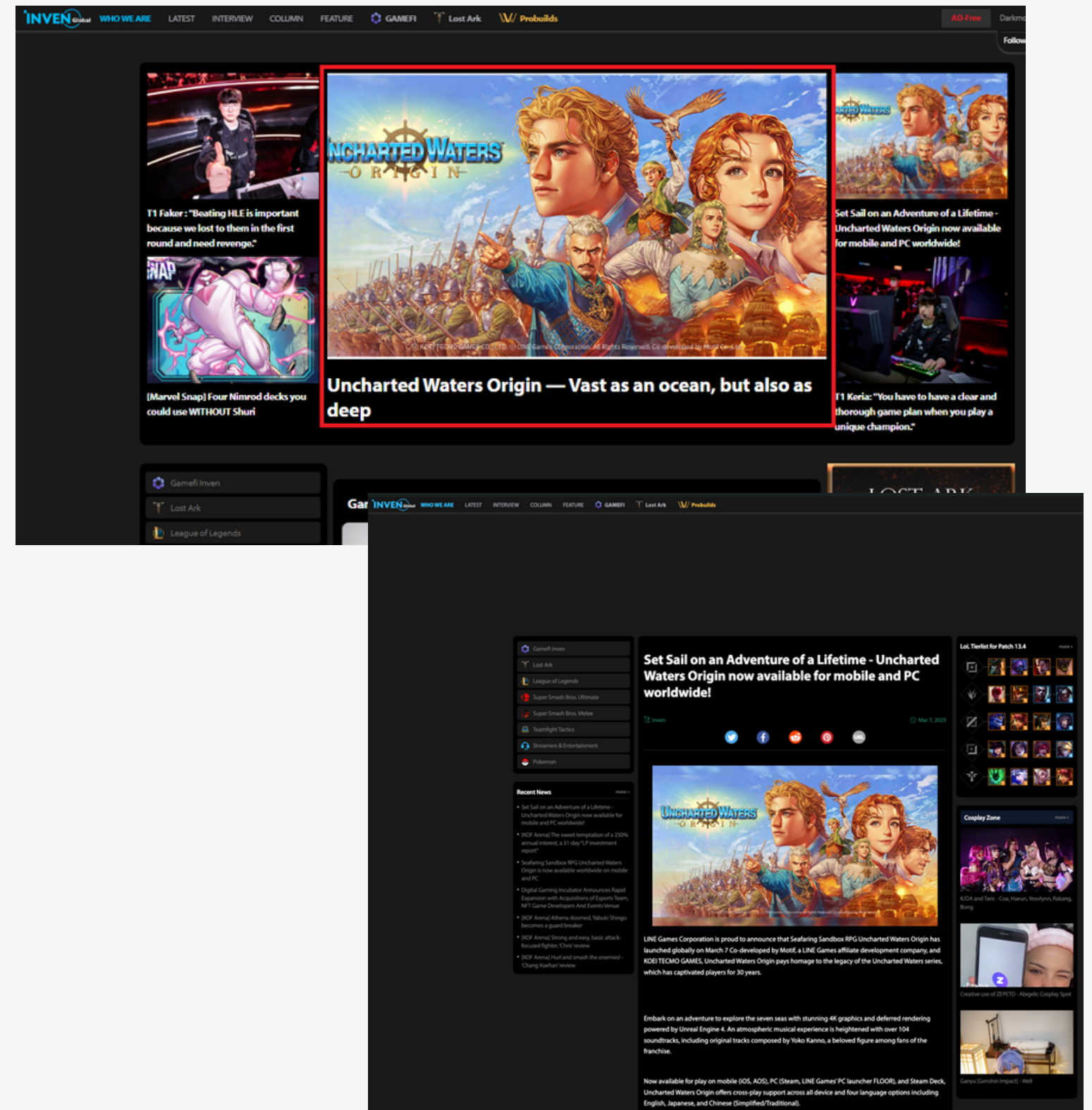
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게재일자: 3월 7일 / 10일

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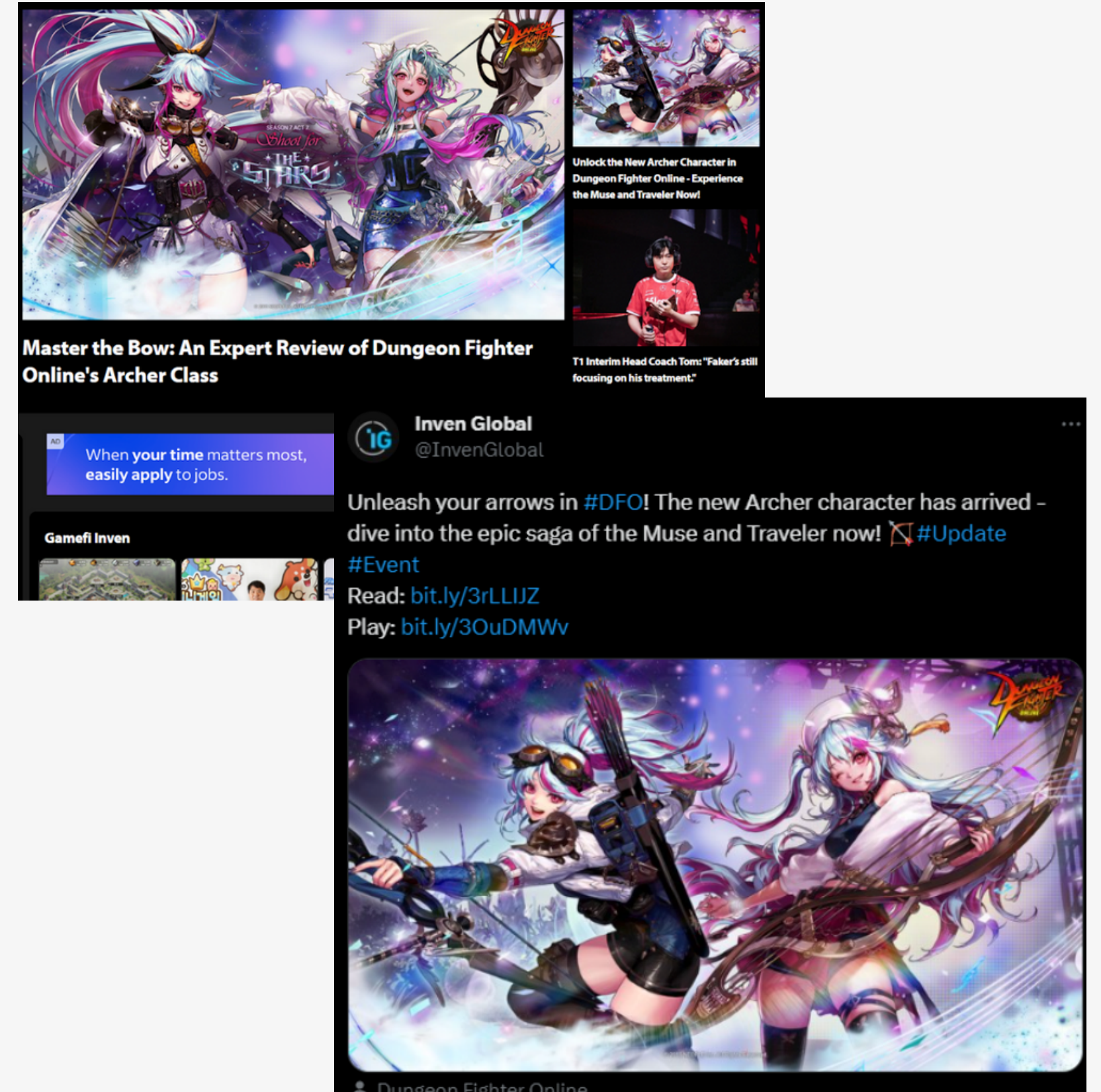
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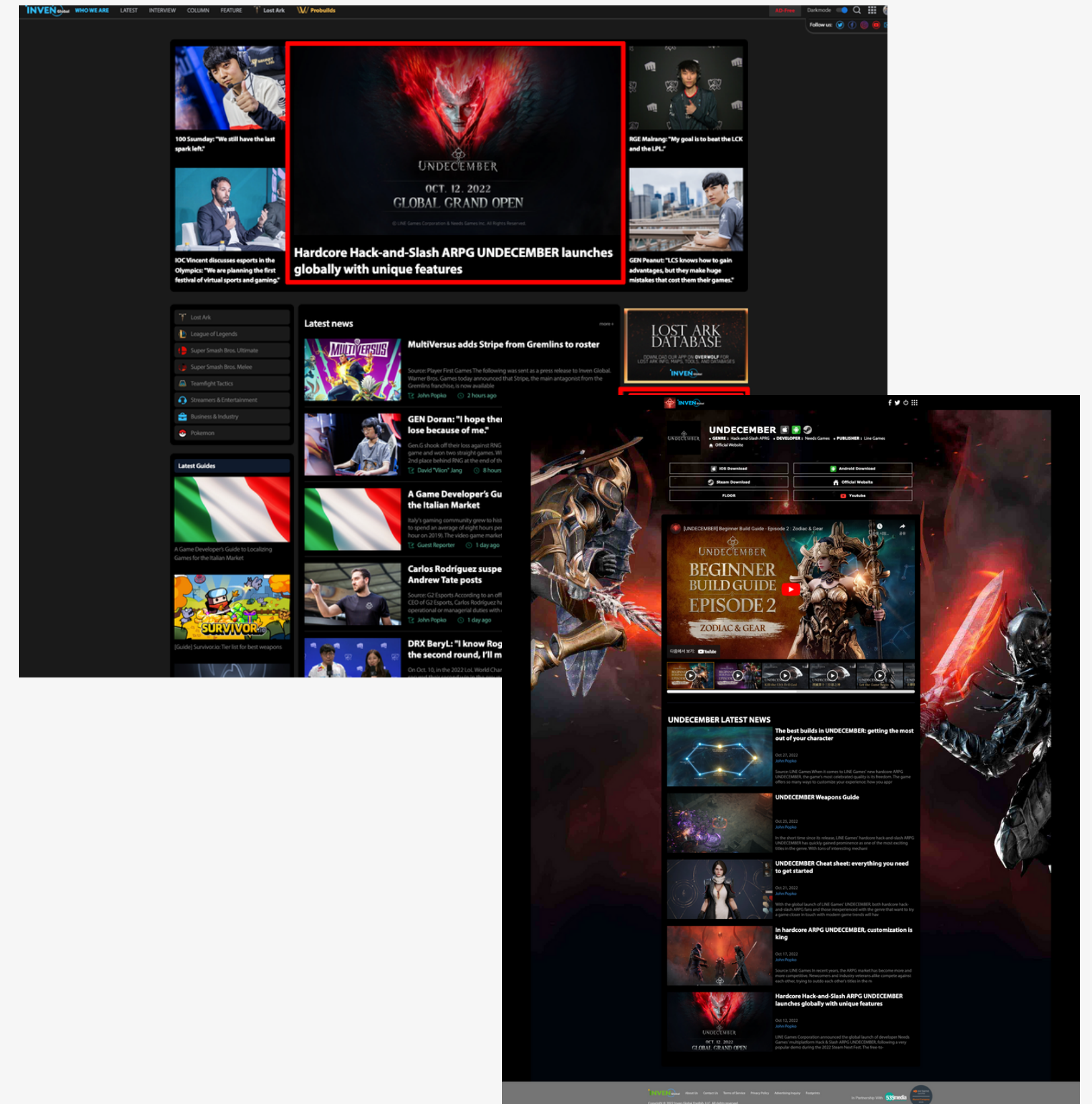
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- 이벤트: [Hack-and-Slash APRG UNDECEMBER announces event for October \(Twitter\)](#)
- 가이드: [The best builds in UNDECEMBER: getting the most out of your character \(Twitter\)](#)

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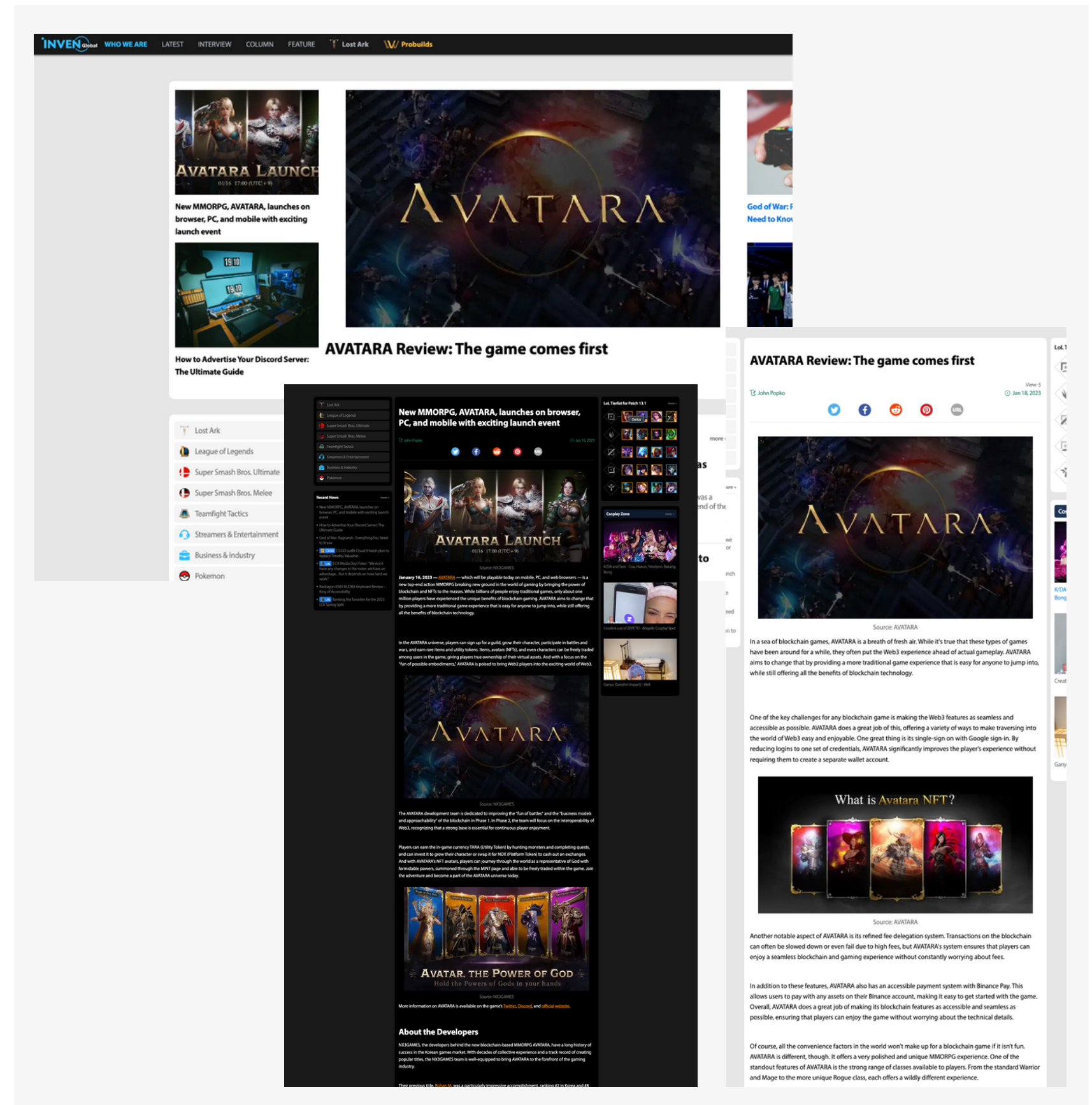


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게재일자: 1월 16일 / 18일

- 론칭: [New MMORPG, AVATARA, launches on browser, PC, and mobile with exciting launch event](#)
- 리뷰: [AVATARA Review: The game comes first](#)

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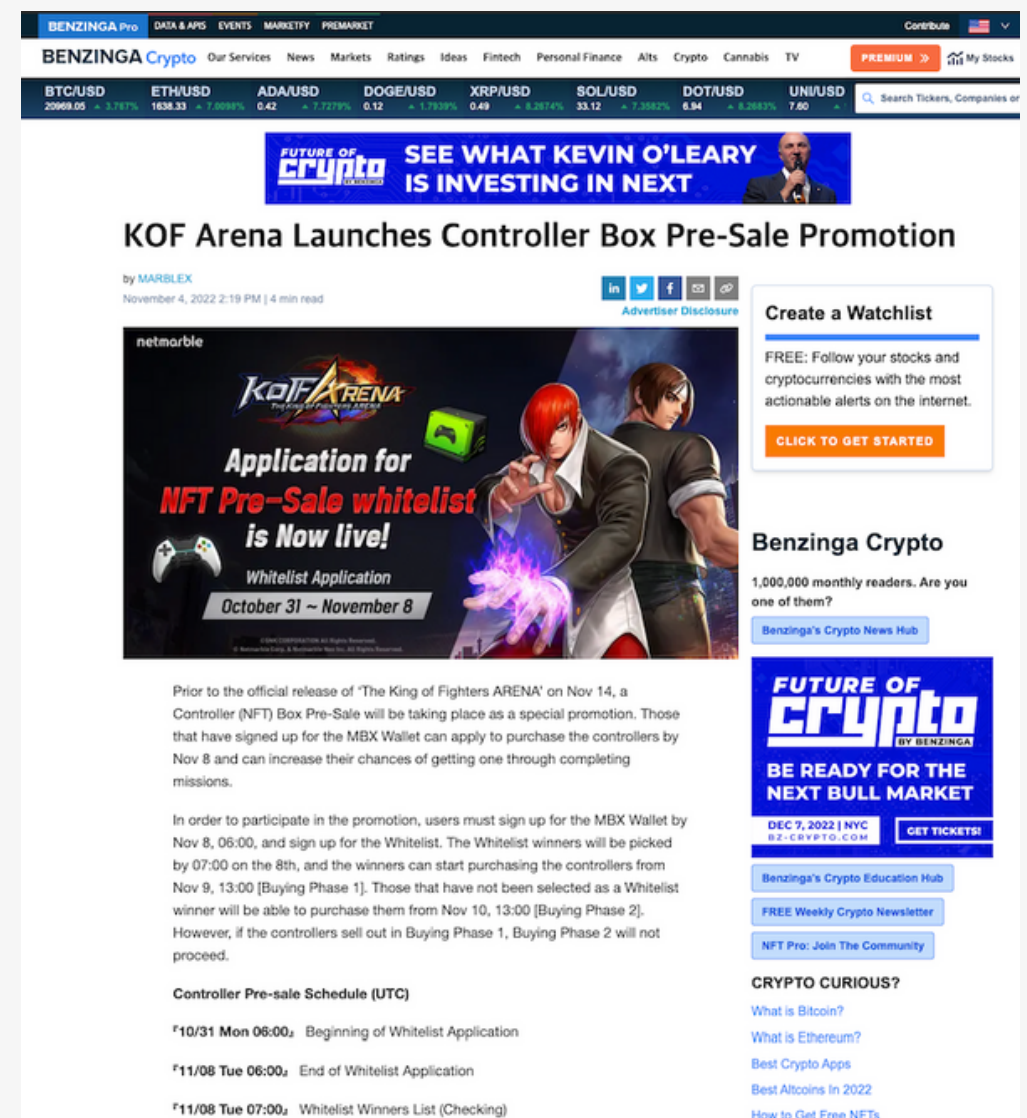
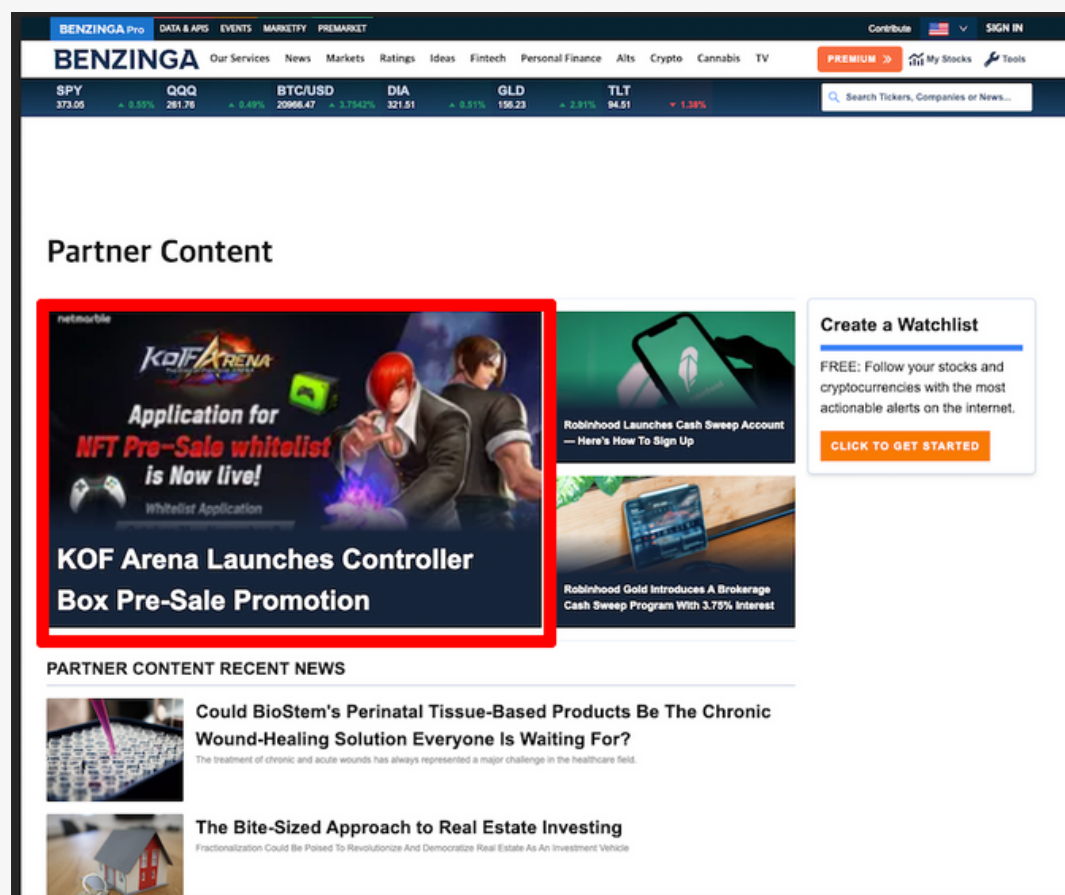
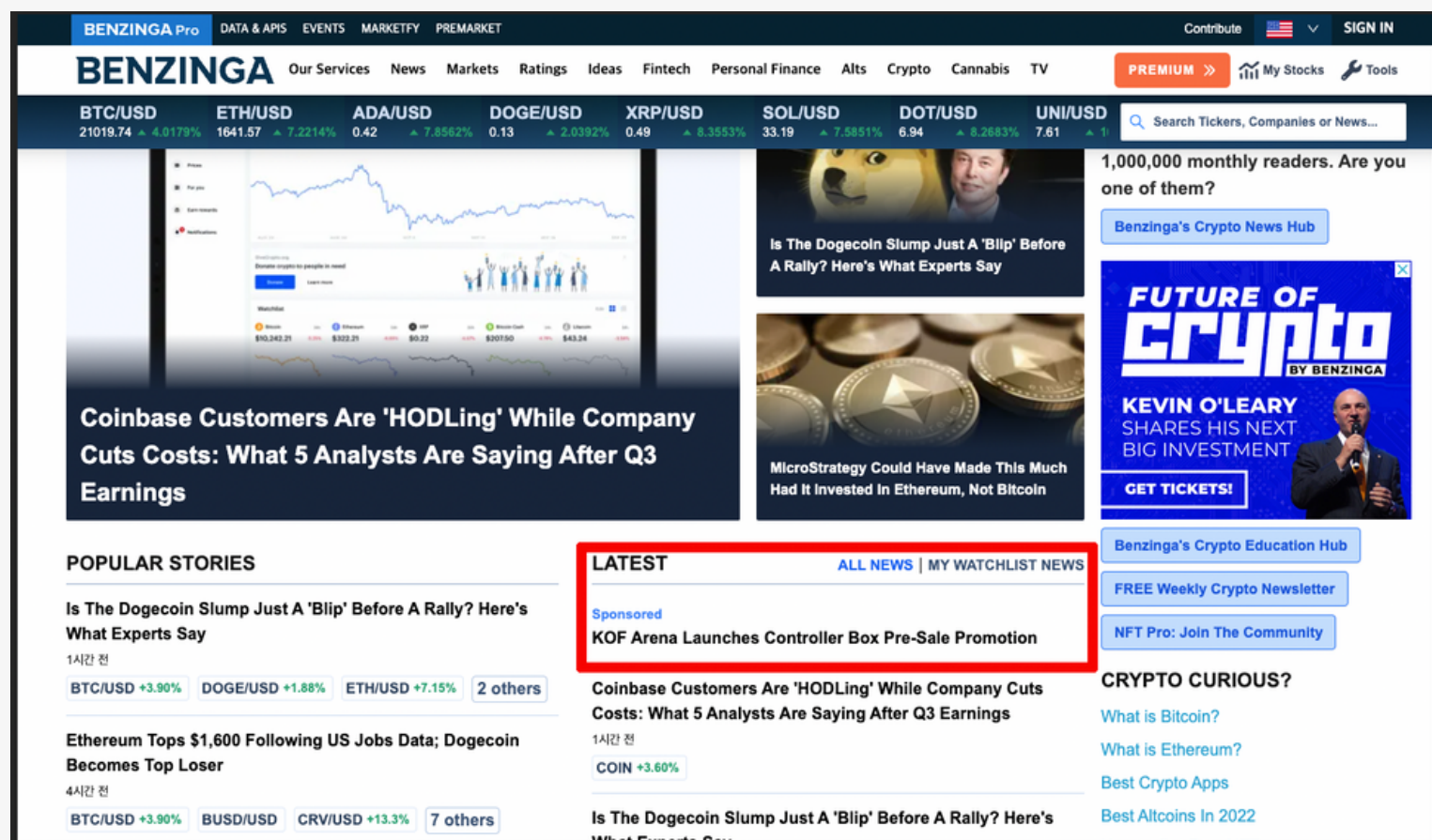




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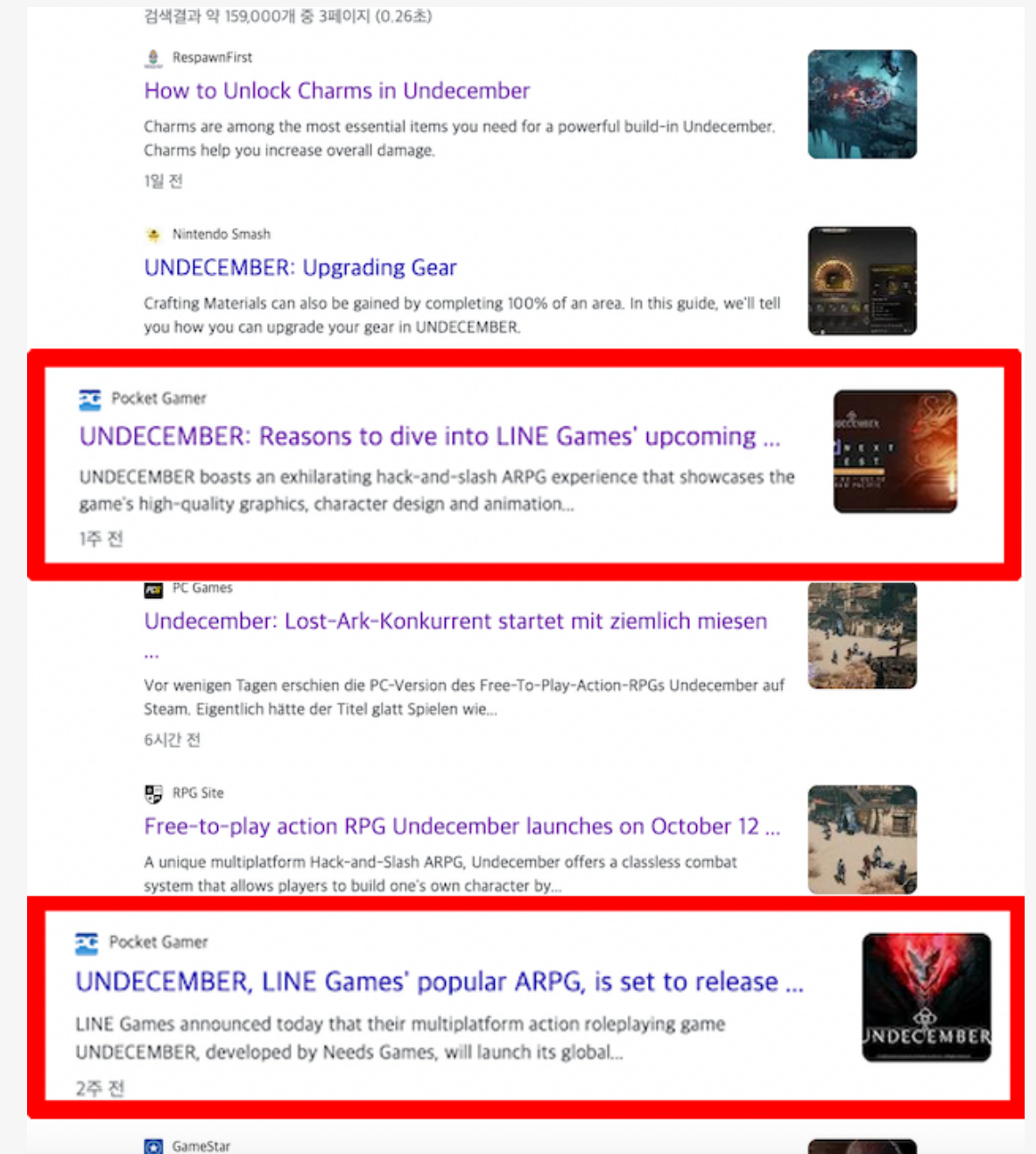
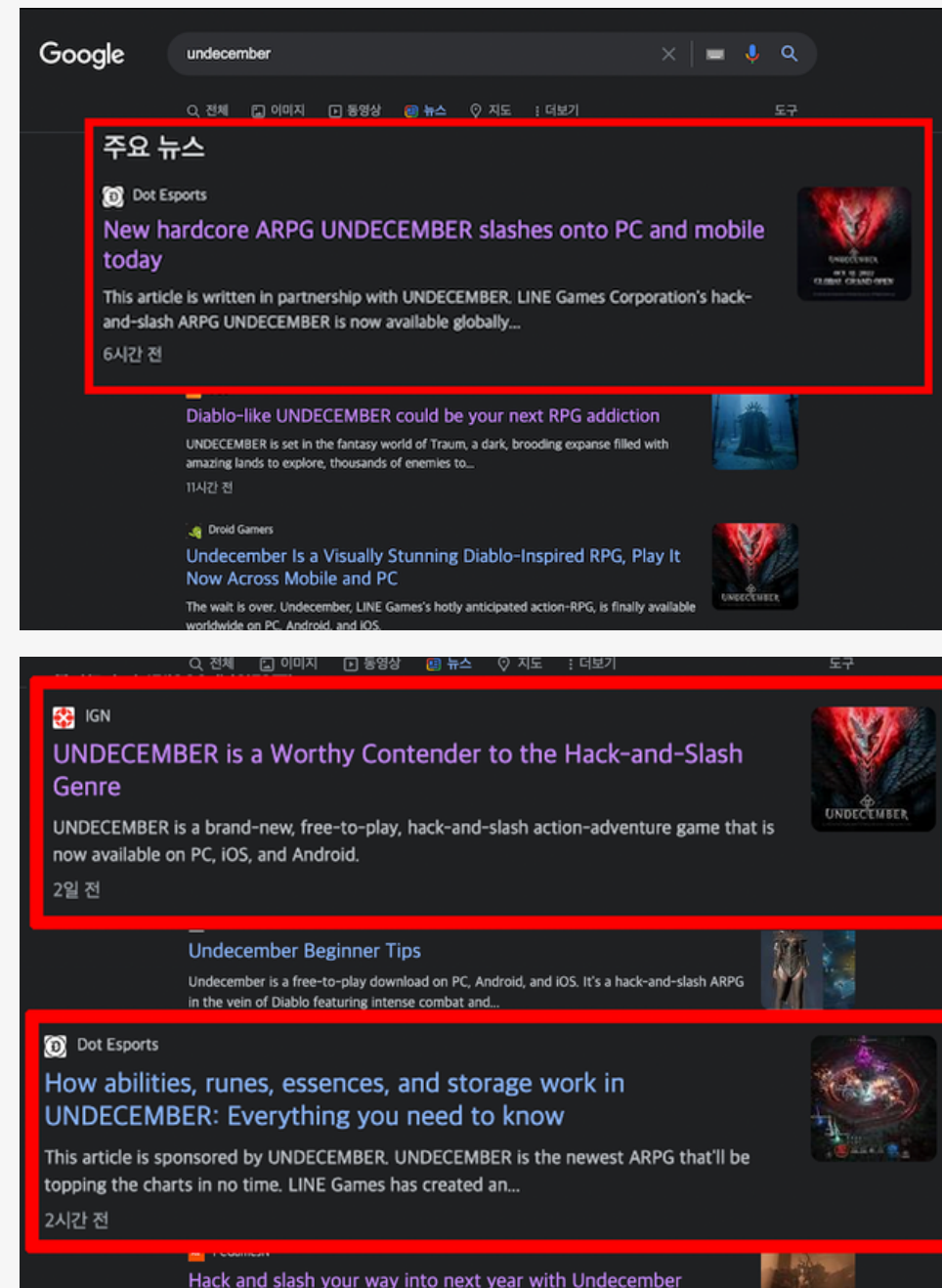
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# 언디셈버





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## 아바타라

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Inven Global  
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All in all, AVATARA is a top-down MMORPG that manages to balance traditional gameplay with the benefits of blockchain technology. Whether you're...  
1주 전

Film.org  
**Polacy tłumnie chodzą na AVATARA: ISTOTĘ WODY. Już 3 ...**  
Polacy tłumnie chodzą na AVATARA: ISTOTĘ WODY. Już 3 miliony widzów w kraju. "Avatar: Istota wody" zarobił na świecie już ponad 2 miliardy...  
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Gram.pl  
**Cameron nie chce. abście oglądali Avatara na telefonie. Nie ...**

AVATARA Online  
Project AVATARA. TOUCH. ENTER. Project AVATARA. AVATARA is a top-end action MMORPG that user can enjoy by giving God's power (Avatar: NFT) to characters in the game.

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Avatar - Wikipedia  
Avatar (Sanskrit: अवतार, avatāra; pronounced [avataːra]), is a concept within Hinduism that in Sanskrit literally means "descent".

AVATARA - Apps on Google Play  
2 days ago — You arrived at the world of Maras, after forgetting something precious and becoming a visitor. From now on, you have to fight against ...

Avatara - Skin Care: Beauty & Personal Care - Amazon.com  
Avatara Sheet Masks for Face Variety Pack of 8 to Hydrate, Exfoliate, Brighten, Shrink Pores and Soothe Skin, Essential Facial Skincare and Beauty with Natural ...

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twinfinite.net › 2023 › 01  
**New MMORPG, AVATARA, Launches on PC, Mobile, and Browser**  
Jan 16, 2023 · AVATARA aims to change that by providing a more traditional game experience that is easy for anyone to jump into, while still offering all the benefits of blockchain technology.

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avataara - AVATARA Online  
<https://avataara.online>  
AVATARA is a top-end action MMORPG that user can enjoy by giving God's power (Avatar: NFT) to characters in the game. User can join the guild, participate in battles and battlefields to ...

**New MMORPG, AVATARA, Launches on PC, Mobile, and Browser**  
<https://twinfinite.net/2023/01/new-mmorpg-avataara...>  
2023년 1월 16일 · AVATARA aims to change that by providing a more traditional game experience that is easy for anyone to jump into, while still offering all the benefits of blockchain ...

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AVATARA Review: The game comes first  
INVEN · 8일 · on MSN

New MMORPG, AVATARA, launches on PC, mobile, and browser  
DOT ESPORTS · 10일

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구글, 야후, MS Bing 검색 상단 및 1면 노출

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### Dungeon Fighter Online on Steam

< Overview Reviews About This Game Retro-style Incredible >

Get ready for the ultimate brawl! Dungeon Fighter Online is a classic beat-em up 2D action game with an epic storyline and RPG elements! Choose from 14 diverse classes, and unravel ancient mysteries as you punch, slash, shoot, or summon your way to victory!

[See full list on store.steampowered.com](#)

6/10 ★★★★★ (5.1K) ReleaseData: Aug 9, 2016

ReviewsDescription: Mixed

[www.dfoneople.com](#) ▾

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From the moment it was first announced, the much-awaited Archer update for Dungeon Fighter Online has had fans talking. And ...

INVEN · 2일

**Master the Bow: An Expert Review of DFO's Archer Class**

Since the moment it was unveiled, Dungeon Fighter Online's much-anticipated Archer update has been the talk of the fanbase.

인벤 · 12일

**[현장취재] 던파모바일 아케이드 2023 (Dungeon & Fighter Mobile Arcade 2023)**

사무용PC 캐주얼 게이밍PC 중급사양 게이밍PC 고급 사양 게이밍PC 최고사양 게이밍PC IT인벤 추천PC 10~40만원대 50~70만원대 80~100만원대 110~130만원대 140~160만원대 170~190만원대 200~240만원대 250~290 ...

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**Best Feats for Fighters in DnD 5e, Ranked**

Fighters have more opportunities to take feats than any other class in Dungeons & Dragons, and there are some truly stellar ...

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IGN

**Dungeon Fighter Online: Here Comes A New Challenger!**

The massive multiplayer beat 'em up RPG Dungeon Fighter Online officially introduced a new class to its roster of characters.

6시간 전

Dot Esports

**Dungeon Fighter Online takes aim with new Archer character: Play the Muse and Traveler today**

This article is sponsored by Neople Inc. Neople Inc., a globally renowned game developer recognized for its popular action RPG, Dungeon...

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IGN

**Dungeon Fighter Online Official Trailer**

Action at its extreme! Come join the arcade belt-scrolling action RPG, featuring over 60 character advancements- prepare to be immersed in...

7시간 전

MSN

**Unlock the New Archer Character in Dungeon Fighter Online - Experience the Muse and Traveler Now!**

JULY 25 - JEJU, SOUTH KOREA - NEOPLE Inc., an internationally acclaimed game developer famed for its action RPG, Dungeon Fighter Online...

1일 전

Final Weapon

**DNF Duel: Spectre is a Strong, All-Around Addition to the Roster**

Spectre brings a lot of utility and movement options to DNF Duel as its first Season Pass DLC character, and more needs to follow!

7시간 전



# 검색 엔진 최적화

구글, 야후, MS Bing 검색 상단과  
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Uncharted waters origin

전체 이미지 동영상 뉴스 지도 더보기 도구

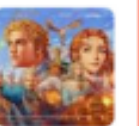
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Pocket Gamer

Uncharted Waters Origin, the seafaring sandbox RPG, sets sail with global launch on Android, iOS, and Steam

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21시간 전



Droid Gamers

Uncharted Waters Origin Launches, But Fans Aren't Impressed

LINE Games has launched the next title in the Uncharted Waters franchise, naming it Origin. The game features gacha elements and is...

55분 전

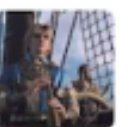


Gematsu

Uncharted Waters Origin launches March 7 worldwide

Launched first in South Korea, Uncharted Waters Origin has won four awards in the 2022 Korea Game Awards, including Grand Prize, Best Scenario,...

6일 전





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