



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

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

콘텐츠: 게임 소개 1 건 / 트레일러 영상 1건

게재 일자: 2023년 9월 22일

- 게임소개: [Why Metaball Is a Must-Play for Sports Game Lovers](#)
- 트위터: [Why Metaball Is a Must-Play for Sports Game Lovers](#)
- 트레일러 영상 (IGN 웹페이지): [Metaball: The Future of Basketball Games](#)
- 트레일러 영상 (IGN 유튜브 채널): [Metaball - Official Trailer](#)

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

메타볼



IGN

메타볼

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



Metaball - Official Trailer



구독자 1770만명



조회수 2.2만회 3주 전

Dodge and dribble your opponents on your hoverboard to score in this easy-to-learn, hard-to-master futuristic basketball game! Use your creativity to invent new tricks with the swing system, which allows total freedom of play and advanced team play strategies! ...더보기



IGN
@IGN

In Bucketplay's Metaball, a free-to-play basketball sports game, players will jump on their hoverboards and work as a team of three to score points in a futuristic reimagining of the beloved sport. Learn more here: bit.ly/3LxfZDd

Presented by @Metaball_BP



유튜브 조회수: 2.2 만 뷰 / 좋아요 250개 이상 (10월 17일 기준)
트위터 리트윗: 13회 / 좋아요 91개 (10월 17일 9시 기준)

IGN

던전 앤 파이터 온라인

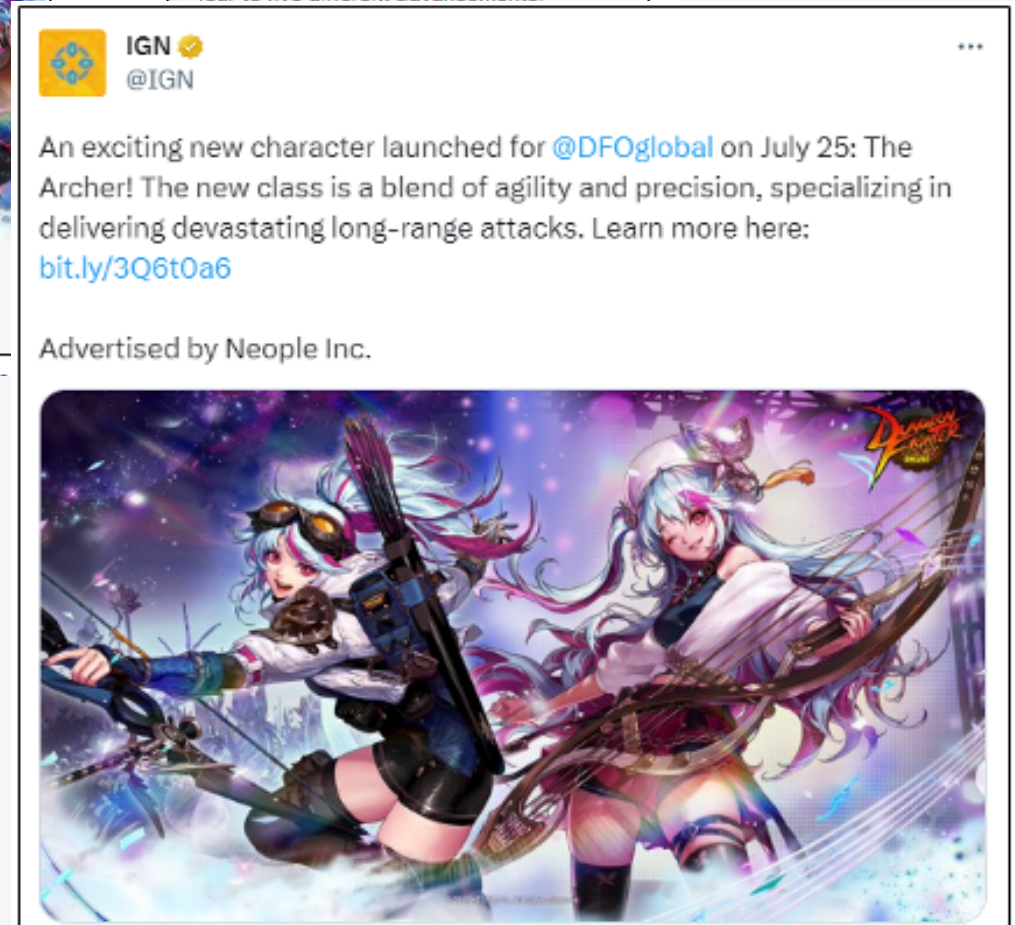
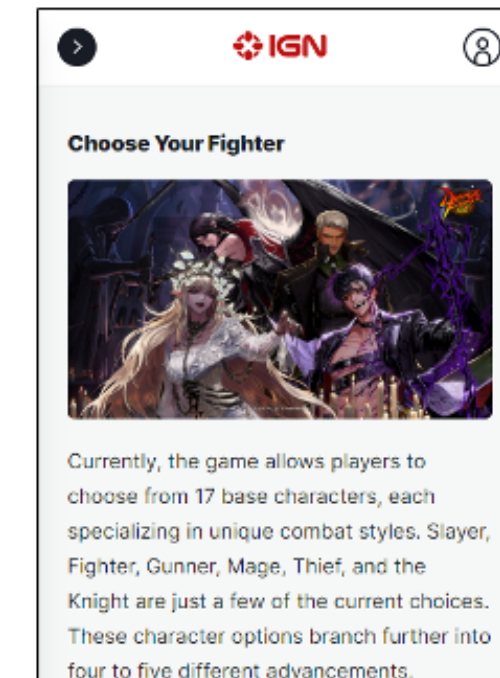
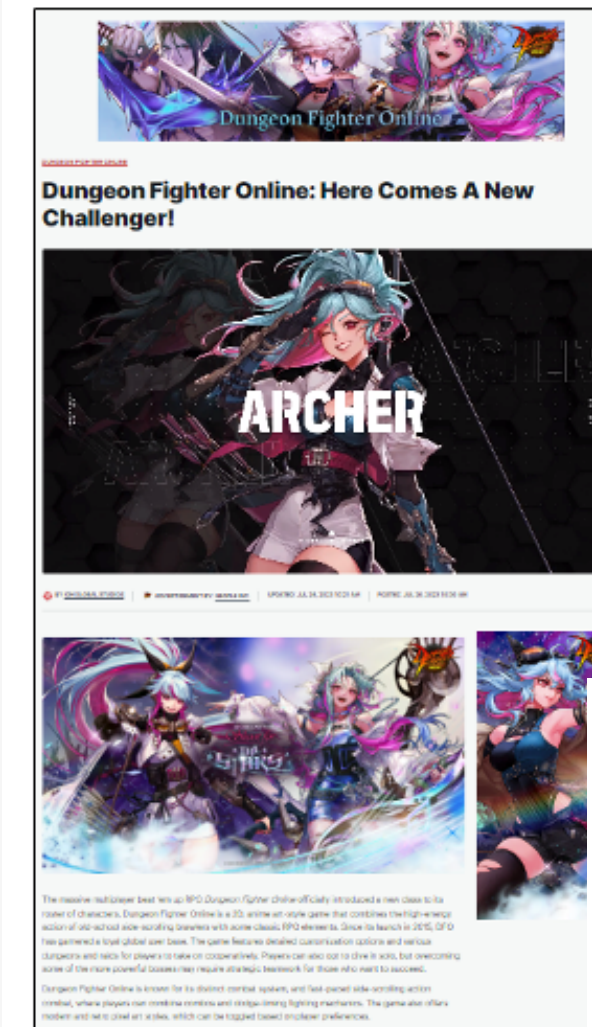
<https://www.ign.com/>

콘텐츠: 게임 소개 1 건 / 트레일러 영상 1건

게재 일자: 2023년 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](#)

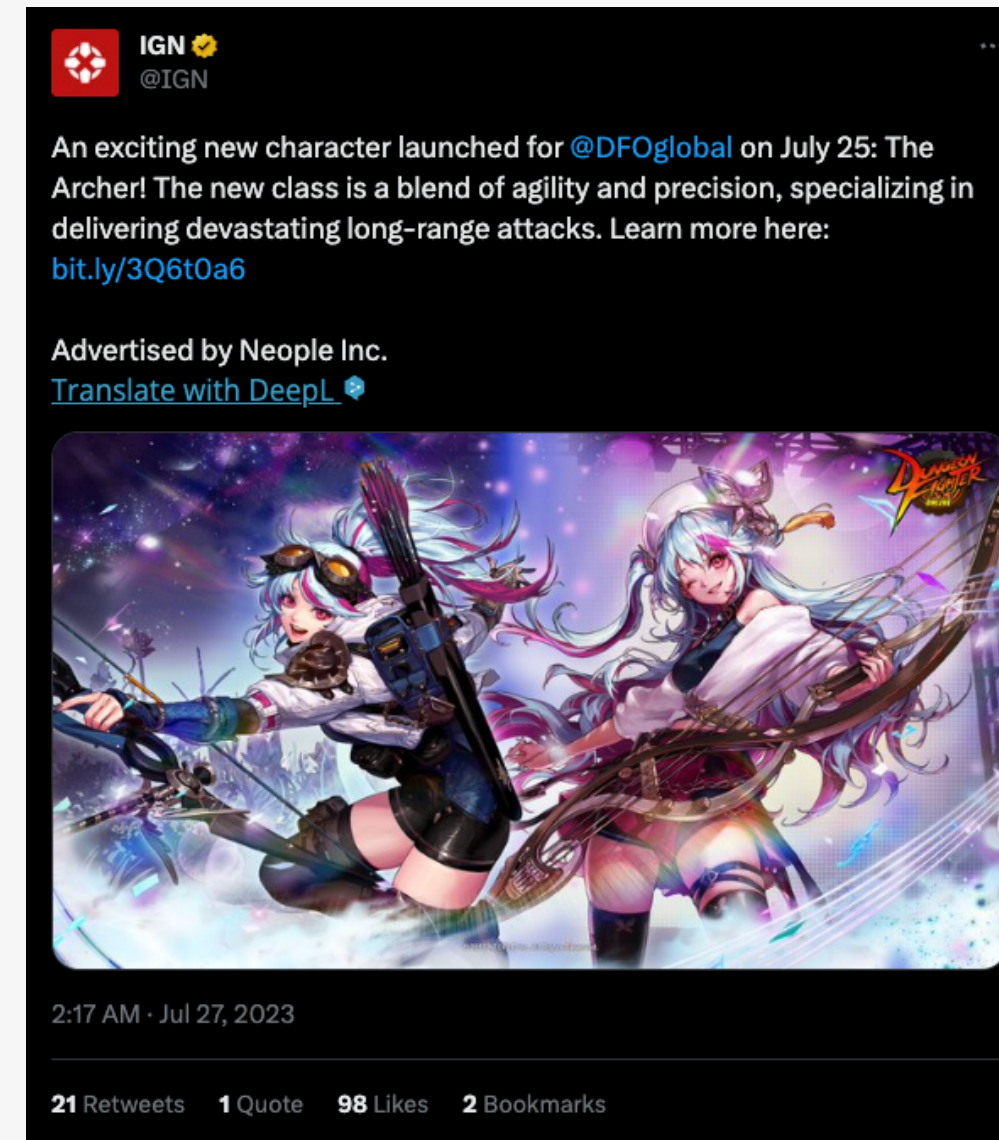
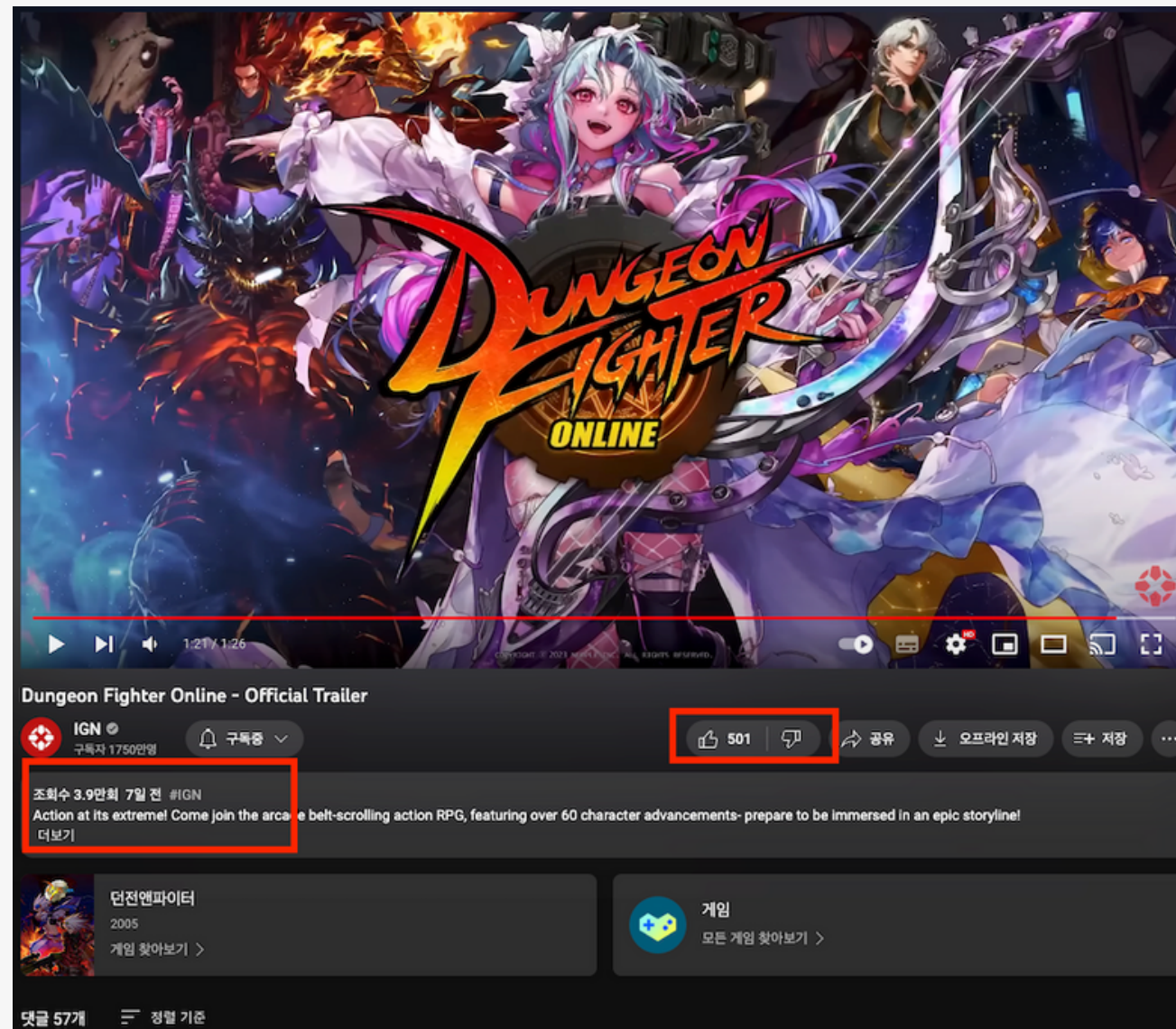
게재영역: 콘텐츠 별 상세 페이지, 최신뉴스 블로그 롤, 트레일러 블로그 롤



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

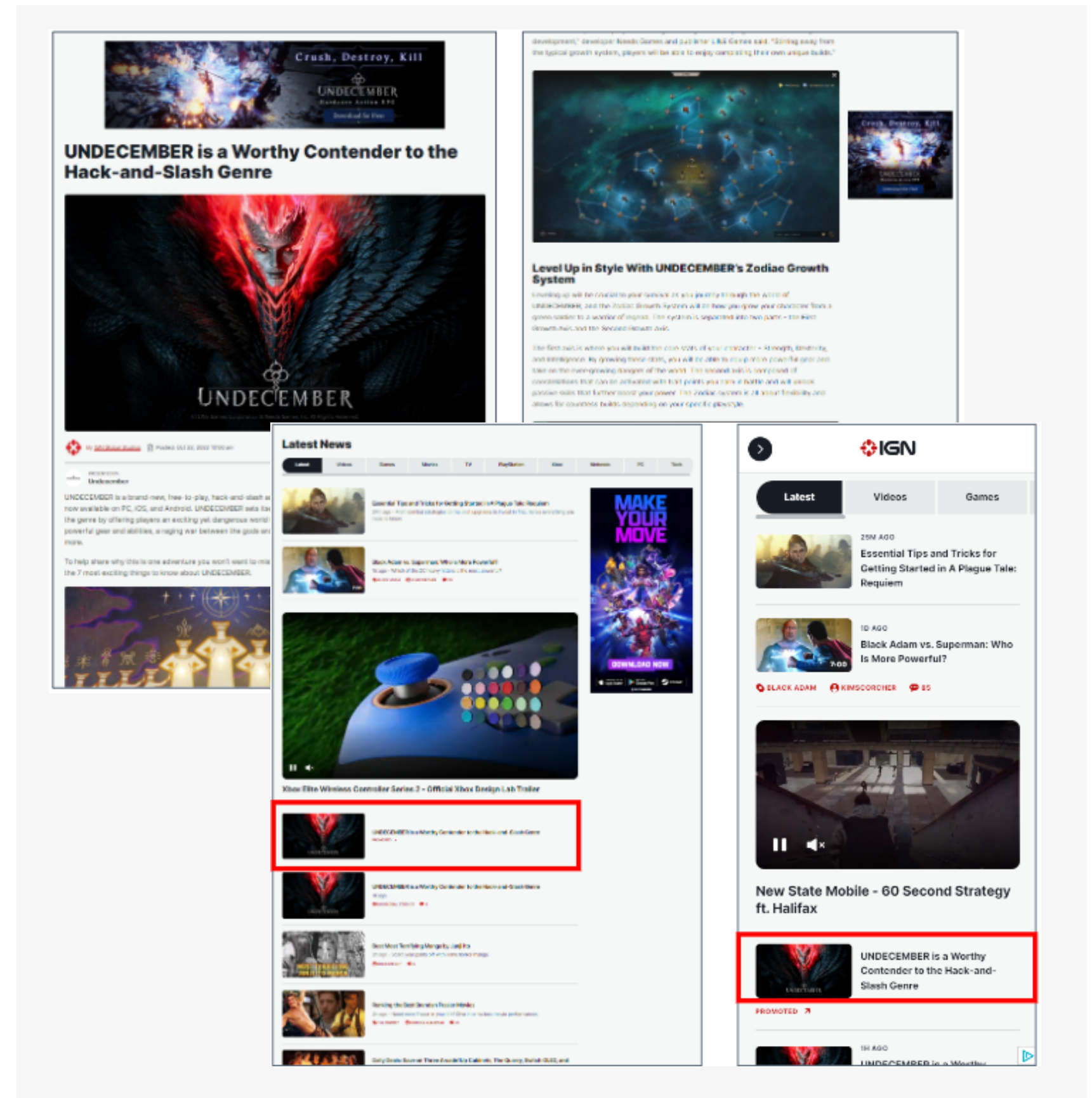
게재 일자: 2022년 10월 22일

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

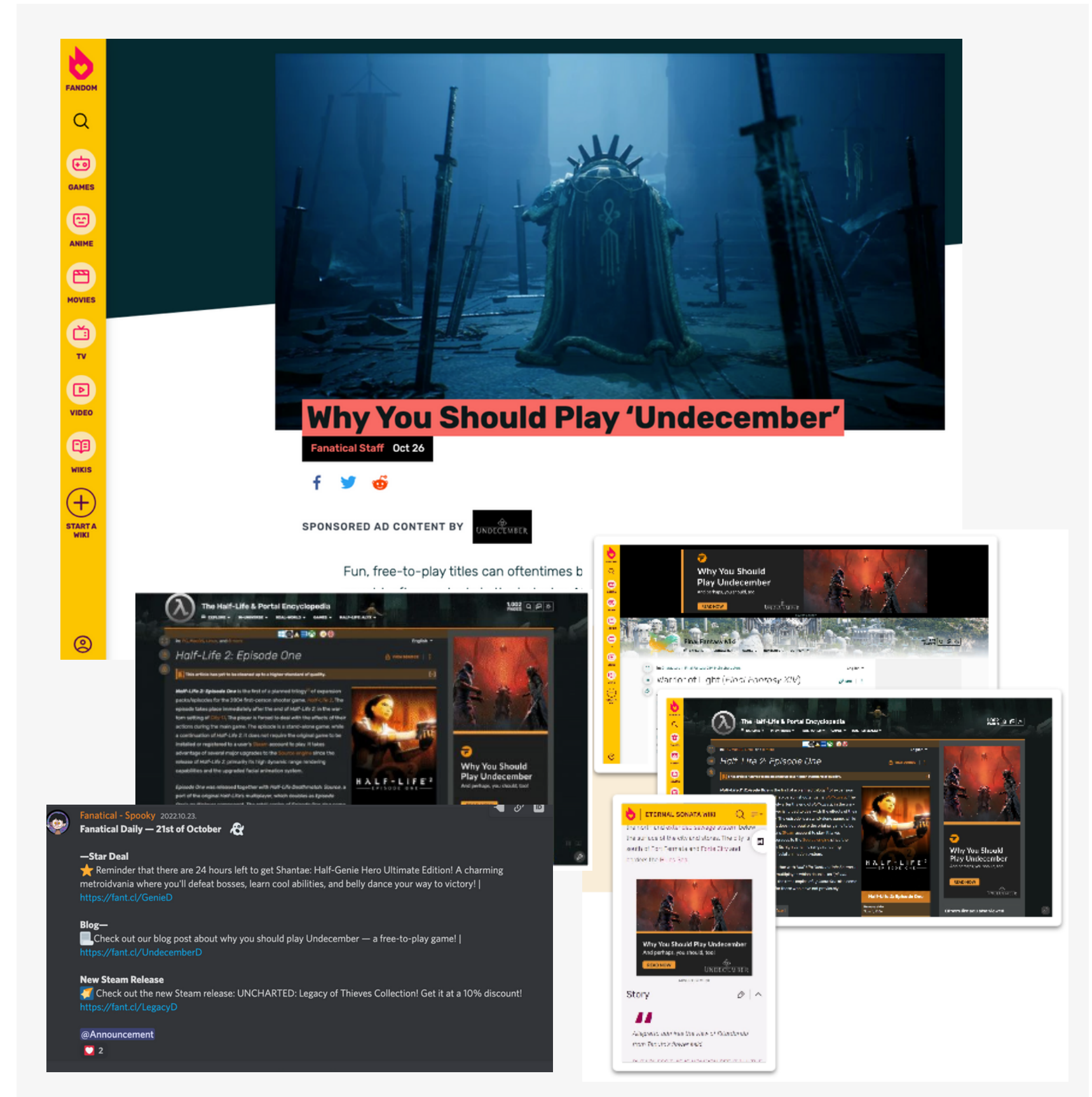
게재 일자: 2022년 10월 21일(Fanatical) / 26일(Fandom)

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

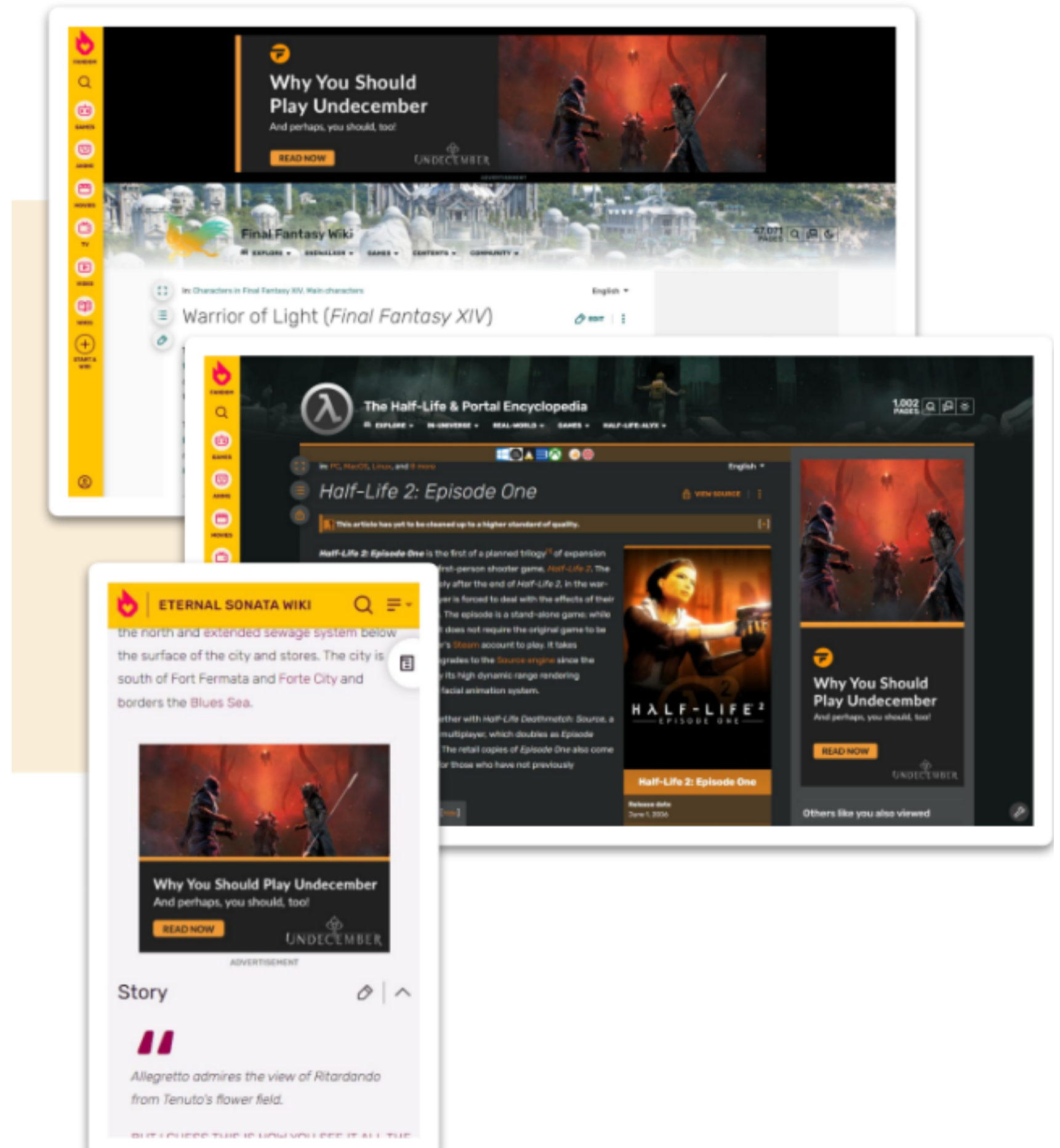
- 스폰서 콘텐츠 단 건으로는 진행하지 않으나 인벤과 협의를 통해서 진행 확정
- 팬덤, 파나티컬 콘텐츠 게재, 파나티컬 소셜 미디어 5건, 파나티컬 뉴스레터, 팬덤 광고 노출 등 인벤과의 협의를 통해 추가 혜택 확정
- 팬덤 배너 1,010,717회 노출 / 소셜 포스트 35,971회 노출 / 뉴스레터 열람 38%



팬덤 콘텐츠 광고 사례

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

총 1백만이 넘는 노출 달성



Pocket Gamer

디펜스 더비

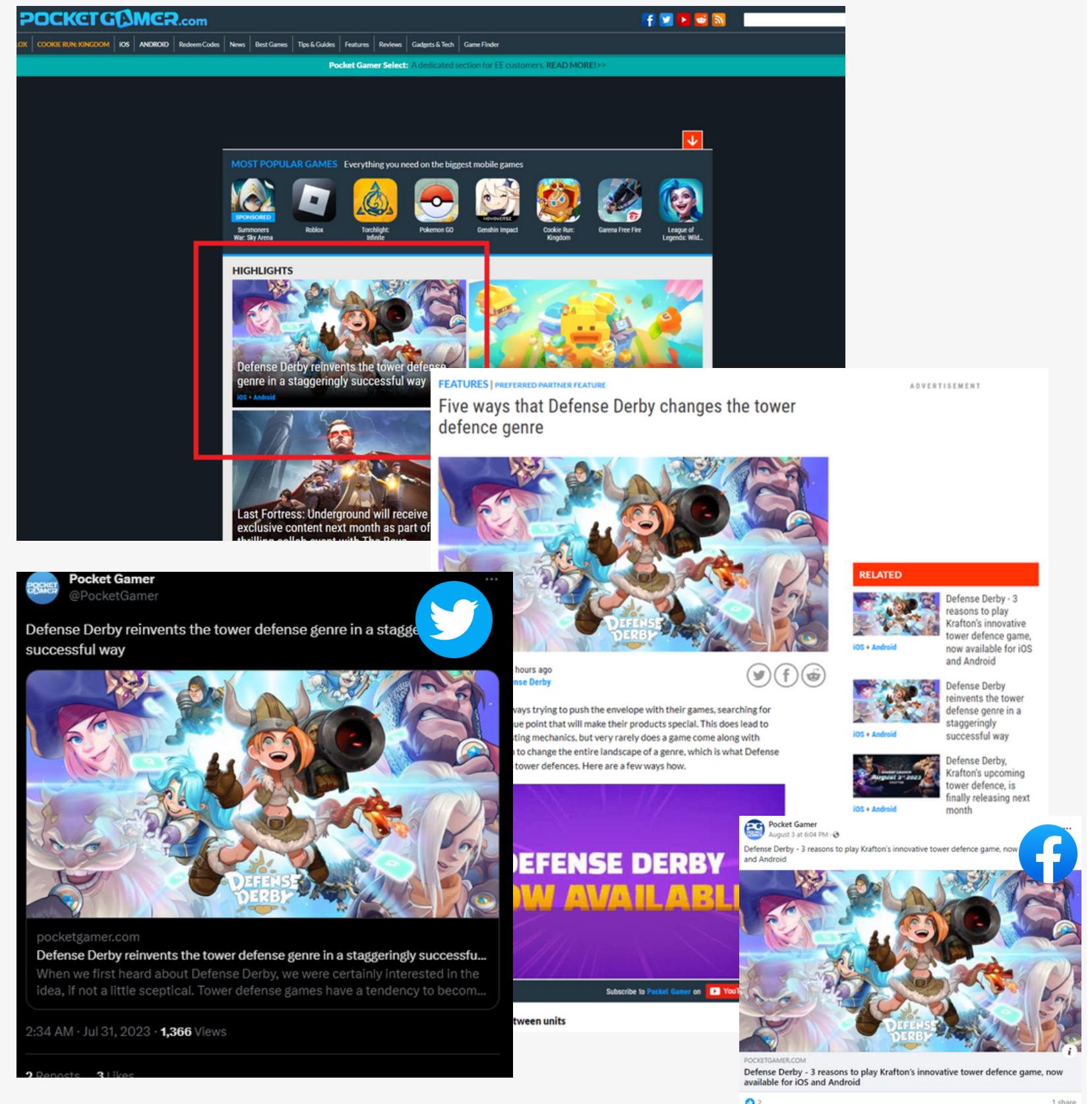
<https://www.pocketgamer.com/>

콘텐츠: 게임 소개 1 건 / 보도자료 1건 / 리스트 콘텐츠 1건 / 가이드 콘텐츠 2건

게재일자: 2023년 8월 1일 / 4일 / 8일 / 10일 / 17일

- 보도자료: [Defense Derby reinvents the tower defense genre in a staggeringly successful way](#) , [Twitter](#), [Facebook](#)
- 게임 소개: [Defense Derby – 3 reasons to play Krafton’s innovative tower defence game, now available for iOS and Android](#), [Twitter](#), [Facebook](#)
- 리스트 콘텐츠: [Five ways that Defense Derby changes the tower defence genre](#), [Twitter](#), [Facebook](#)
- 비기너 가이드: [Defense Derby – Beginner’s guide – How to improve your army and master synergy](#), [Twitter](#), [Facebook](#)
- 어드반스드 가이드: [Defense Derby Guide – Advanced strategy tips for beating bosses and upgrading quickly](#), [Twitter](#), [Facebook](#)

게재영역: 메인 페이지 및 메인 페이지 핫이슈, 상세 페이지, 트위터, 페이스북



Pocket Gamer

언디셈버

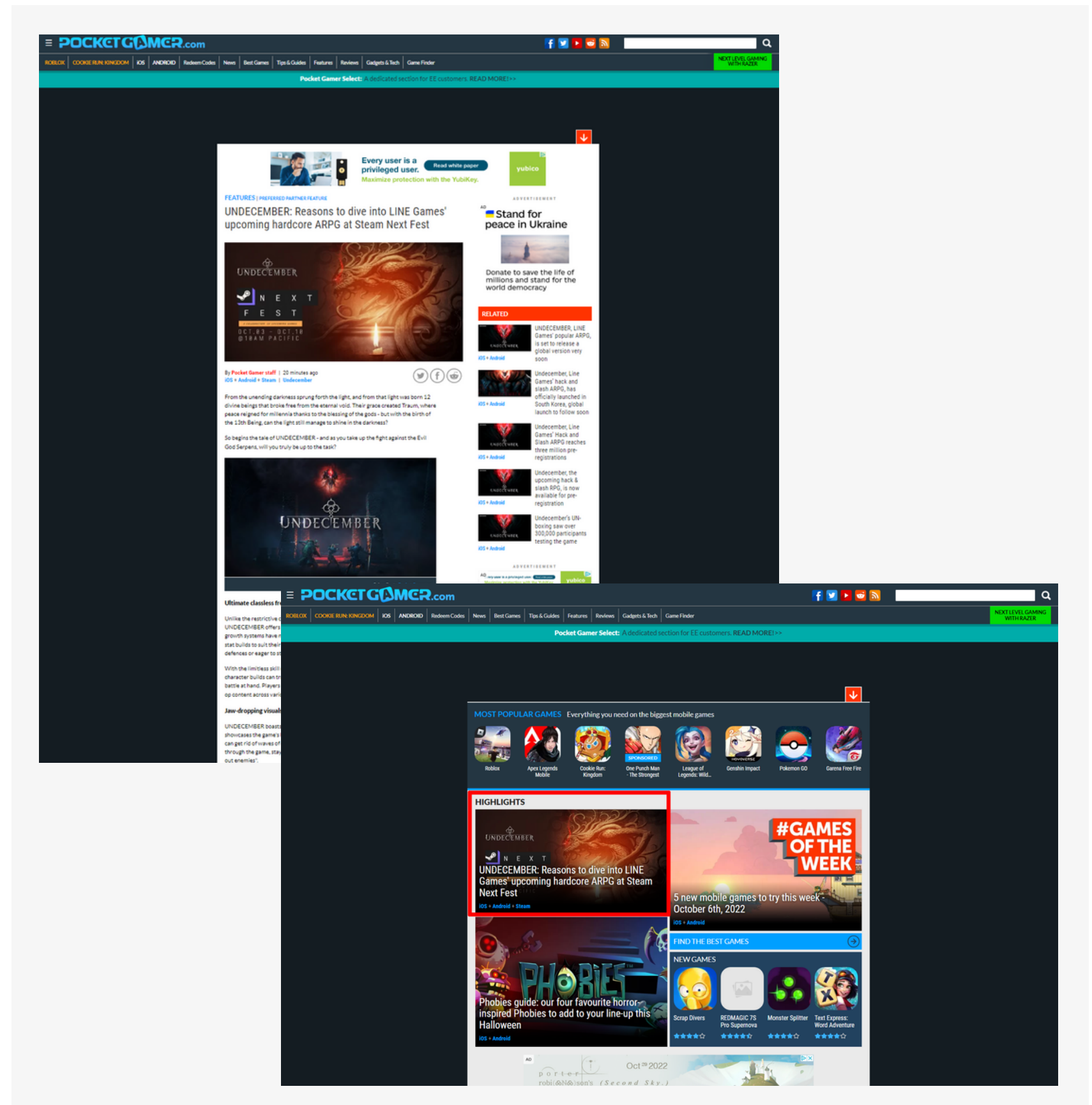
<https://www.pocketgamer.com/>

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

게재일자: 2022년 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



148 Apps

디펜스 더비

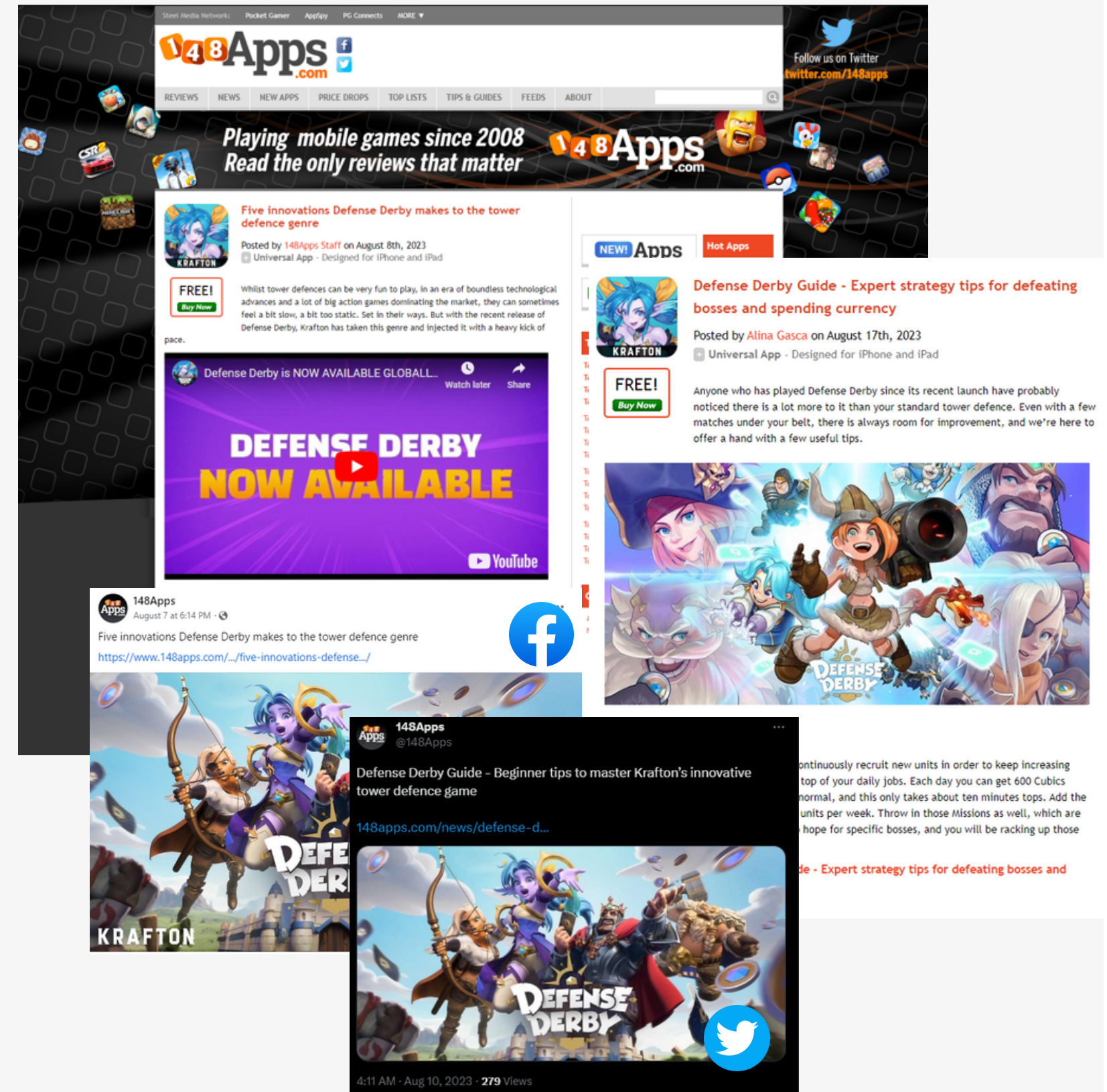
<https://www.148Apps.com/>

콘텐츠: 게임 소개 1 건 / 보도자료 1건 / 리스트 콘텐츠 1건 / 가이드 콘텐츠 2건

게재일자: 2023년 8월 1일 / 4일 / 8일 / 10일 / 17일

- 보도자료: [Krafton gives tower defense a huge facelift with Defense Derby](#) ([Twitter](#) / [Facebook](#))
- 게임 소개: [Defense Derby – 3 reasons to play this innovative tower defence game, available worldwide for iOS and Android](#) ([Twitter](#) / [Facebook](#))
- 리스트 콘텐츠: [Five innovations Defense Derby makes to the tower defence genre](#) ([Twitter](#) / [Facebook](#))
- 비기너 가이드: [Defense Derby Guide – Beginner tips to master Krafton’s innovative tower defence game](#) ([Twitter](#) / [Facebook](#))
- 어드밴스드 가이드: [Defense Derby Guide – Expert strategy tips for defeating bosses and spending currency](#) ([Twitter](#) / [Facebook](#))

게재영역: 메인 페이지, 상세 페이지, 트위터, 페이스북



Touch Tap Play

<https://touchtapplay.com/>

콘텐츠: 게임 소개 1건

게재일자: 2023년 07월 31일

- 게임 소개: [A New Era of Strategy: Exploring the PvP Dynamics in Defense Derby](#)

게재영역: 메인페이지, 상세페이지, 트레일러

디펜스 더비

Home > Sponsored > A New Era of Strategy: Exploring the PvP Dynamics in Defense Derby

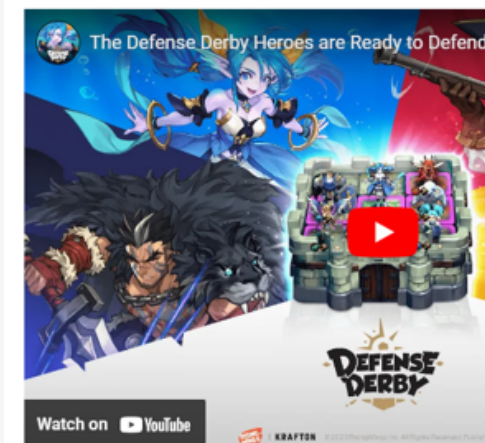
A New Era of Strategy: Exploring the PvP Dynamics in Defense Derby

By Touch Tap Play Sponsored Post · Jul 31, 2023 12:11 pm



This article is sponsored by Krafton, Inc.

Defense Derby stands as a trailblazer in the real strategy games, bringing innovation and deep settings, setting it apart from the pack. The game aligns with defense rules but shines through with its ground system. This fresh layer of complexity opens up possibilities for players, allowing them to upset the construct unique strategies, and mold their path. Transformations have created a vibrant gaming matches turn in favor of those players who master the mechanic.



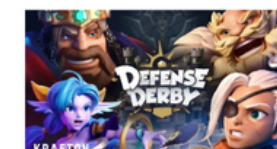
TouchTapPlay presents a dive into the essence of Defense Derby — uncovering its unique mechanics, innovative PvP, and revolutionary



HOME NEWS SWITCH STEAM DECK GAME GUIDES REVIEWS APPS & LISTS CODES



Latest Mobile Gaming News



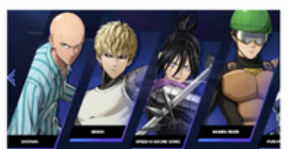
A New Era of Strategy: Exploring the PvP Dynamics in Defense Derby

Touch Tap Play Sponsored Post · Jul 31, 2023 12:11 pm



Hit Mobile Game Last Fortress: Underground's First Ever Collab is With Amazon's Superhero Hit The Boys

Touch Tap Play Sponsored Post · Jul 31, 2023 6:48 am



All Playable Characters in One Punch Man: World

Jeremy Kanjanapangka · Jul 17, 2023 10:53 pm



This Is the Newest Mythic Hero in Netmarble's Seven Knights 2

TTP Staff · Jul 7, 2023 3:40 am



Ancients Reborn Brings Back the MMORPG Glory Days

TTP Staff · Jul 6, 2023 10:43 am



When is the Mobile Legends: Bang Bang Season 29 Reset?

Manish Kumar Choudhary · Jun 29, 2023 1:31 am

Dot Esports

워헤이븐

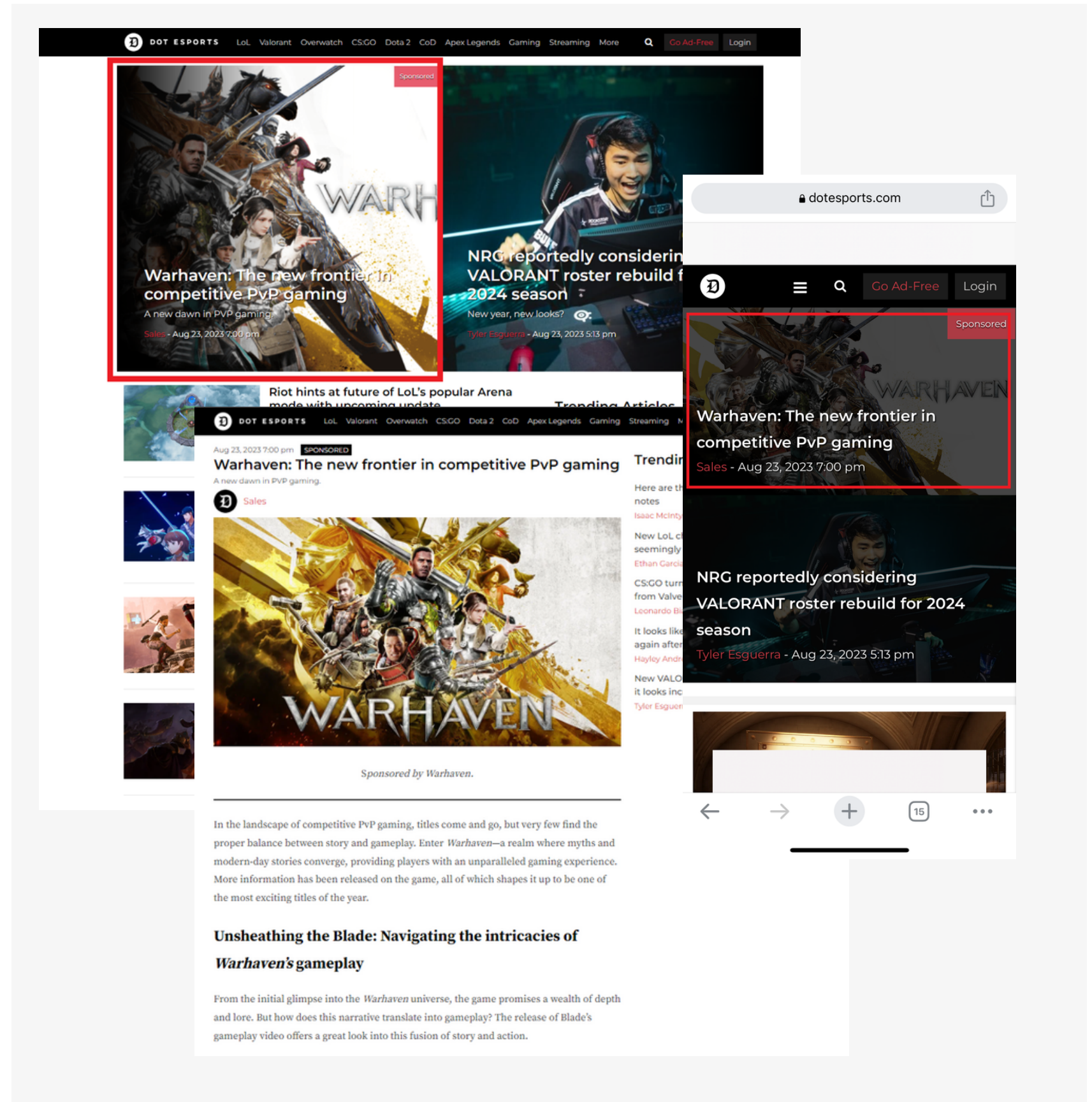
<https://dotesports.com/>

콘텐츠: 게임 소개 1건

게재일자: 2023년 08월 23일

- 게임 소개: [Warhaven: The new frontier in competitive PvP gaming](#)

게재영역: 메인페이지, 상세페이지, 트레일러



Dot Esports

<https://dotesports.com/>

콘텐츠: 보도자료 1건 / 리뷰 1건

게재일자: 2023년 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



https://dotesports.com/

콘텐츠: 론칭

게재일자: 2023년 1월 16일

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

게재영역: 상세페이지, 스폰서 콘텐츠 페이지 핫이슈

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Jan 16, 2023 3:20 pm

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New MMORPG, AVATARA, launches on PC, mobile, and browser

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AVATARA LAUNCH
01/16 16:00 (UTC+9)

Trending Articles

TheShy permabanned from Korean League server after reportedly breaking new rule
[Eva Martinello](#) - January 13, 2023

ShahZam accuses Sentinels of breaking VALORANT roster spot promise for playing with Shroud
[Scott Robertson](#) - January 12, 2023

VALORANT finally lets players find their perfect aesthetic in latest update
[Danny Appleford](#) - January 10, 2023

Here are the League Patch 13.1 patch notes
[Isaac McIntyre](#) - January 10, 2023

VALORANT players missing ranked gun buddies at start of Episode 6
[Scott Robertson](#) - January 10, 2023

This article is sponsored by AVATARA

AVATARA, which will be playable today on mobile, PC, and web browser, is a new end action MMORPG breaking new ground in the world of gaming. While billions of people only about one million players have experienced the unique beauty of blockchain and NFTs to the masses. **AVATARA** aims to change that by providing a more traditional gaming experience that is easy for anyone to jump into, while still offering all the latest technology.

In the **AVATARA** universe, players can sign up for a guild, grow their power, and earn rare items and utility tokens. Its characters can be freely traded among users in the game, giving them a sense of ownership. And with a focus on the “fun of possible earnings,” it is poised to bring Web2 players into the exciting world of Web3.

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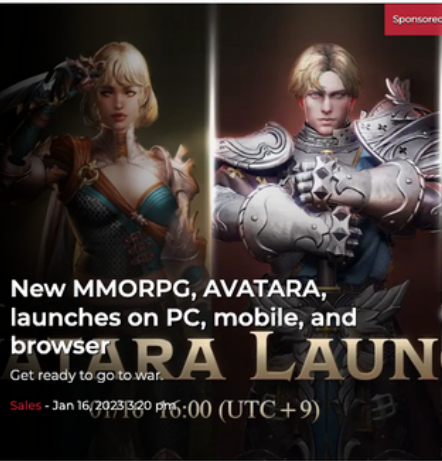
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New MMORPG, AVATARA, launches on PC, mobile, and browser

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[Eva Martinello](#) - January 13, 2023

ShahZam accuses Sentinels of breaking VALORANT roster spot promise for playing with Shroud
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<https://dotesports.com/>

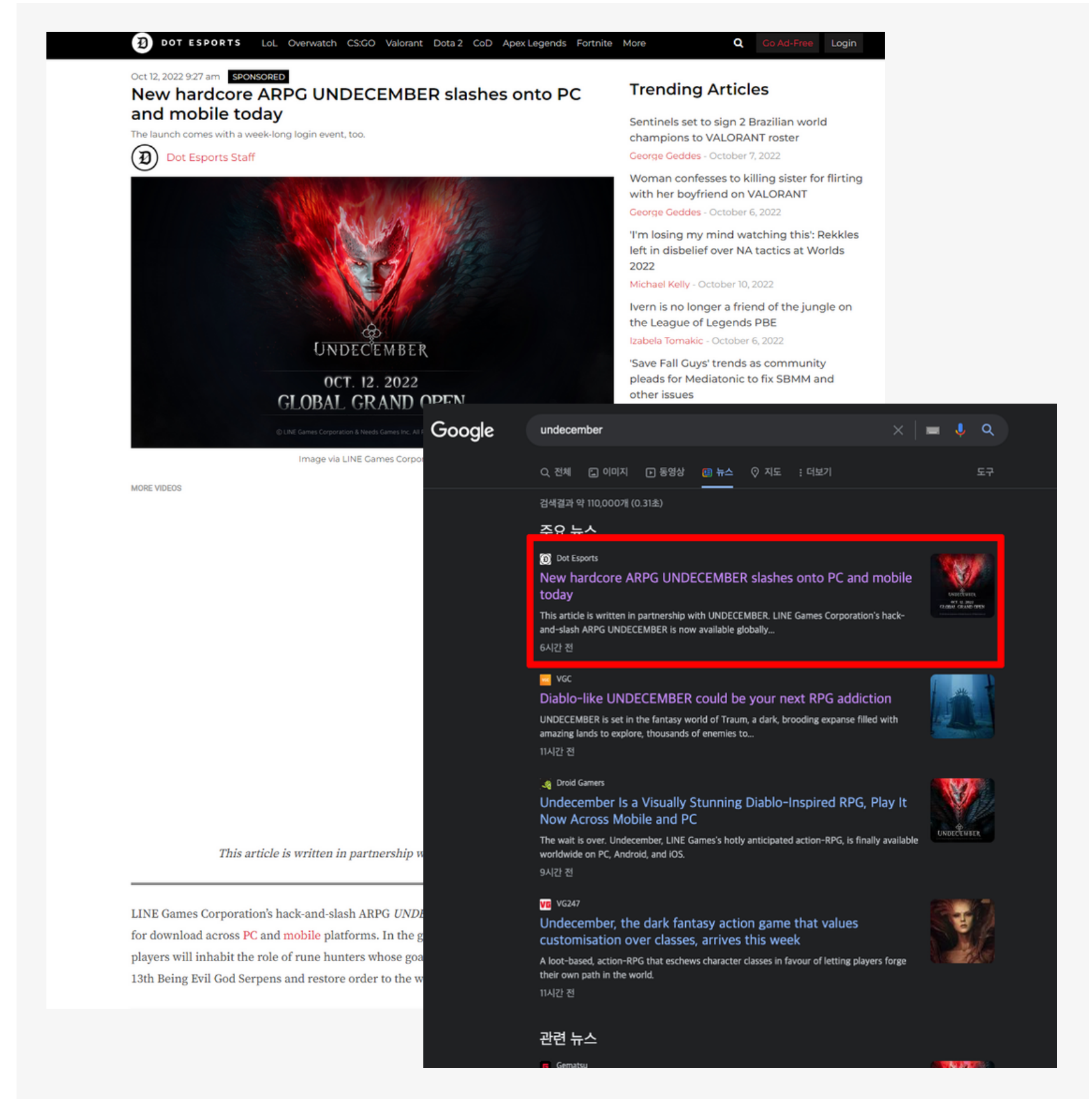
콘텐츠: 론칭 1 건 / 리뷰 1건 / 가이드 1건

게재일자: 2022년 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/>

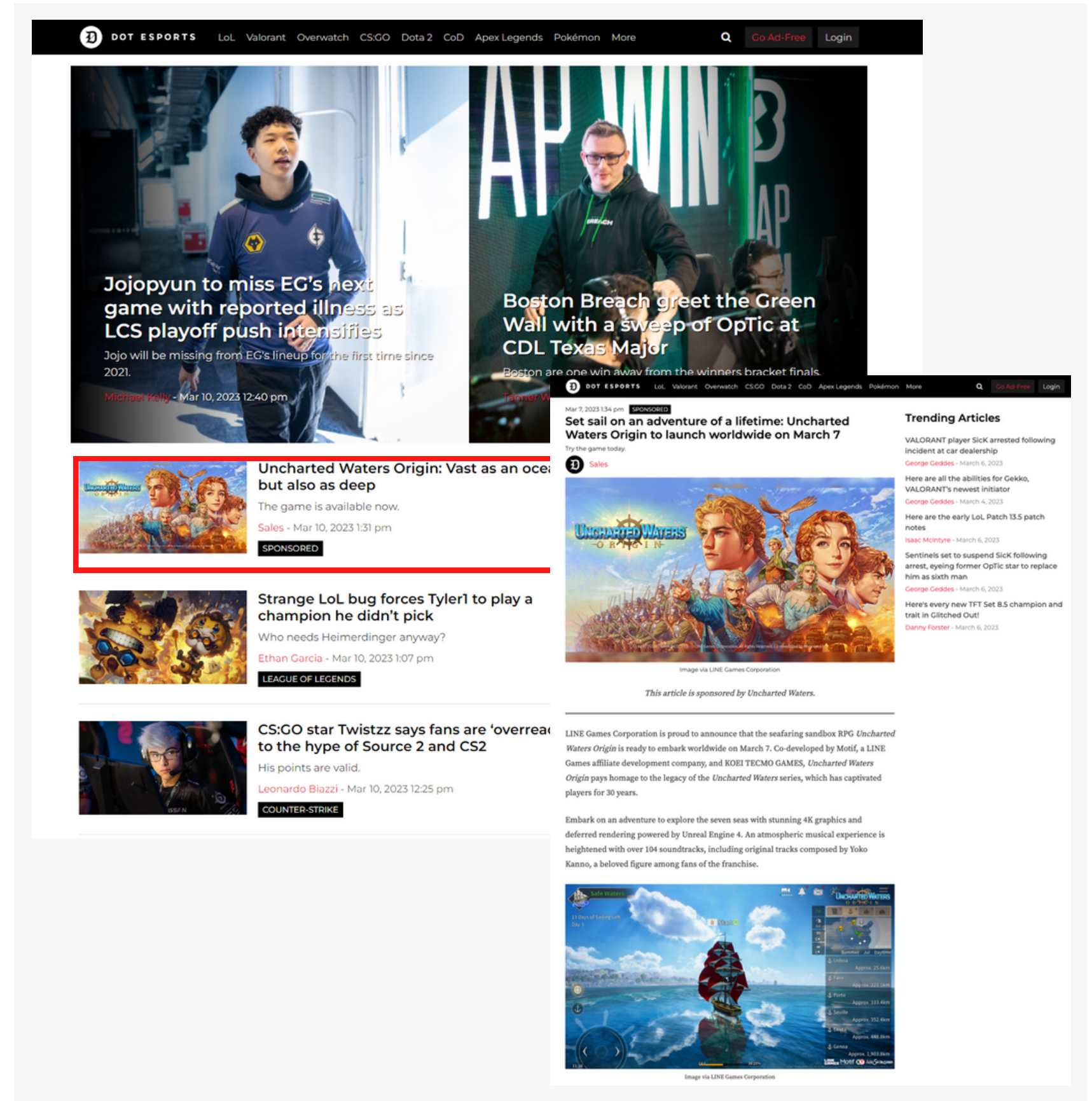
콘텐츠: 론칭 1건 / 리뷰 1건

게재일자: 2023년 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

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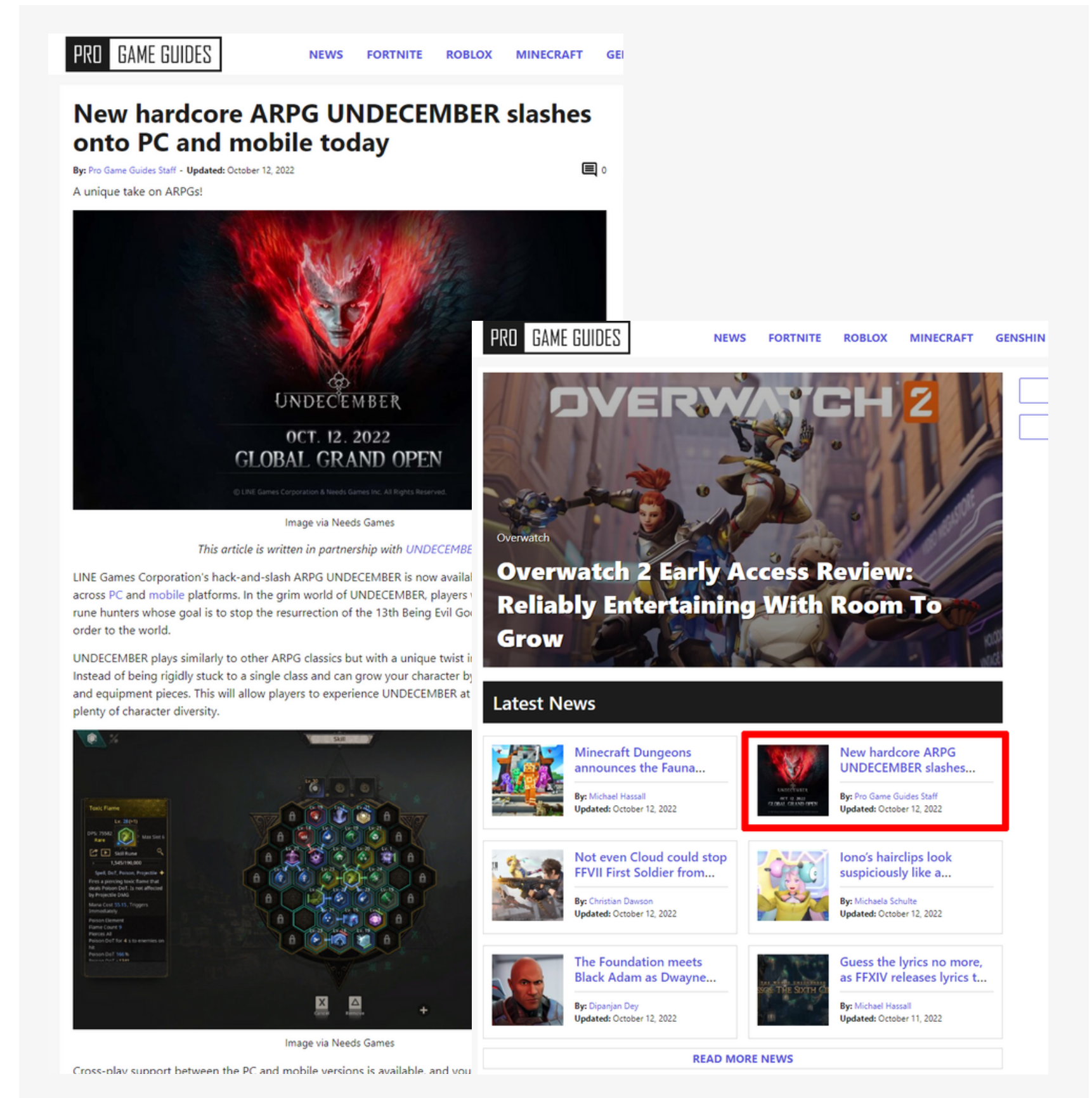
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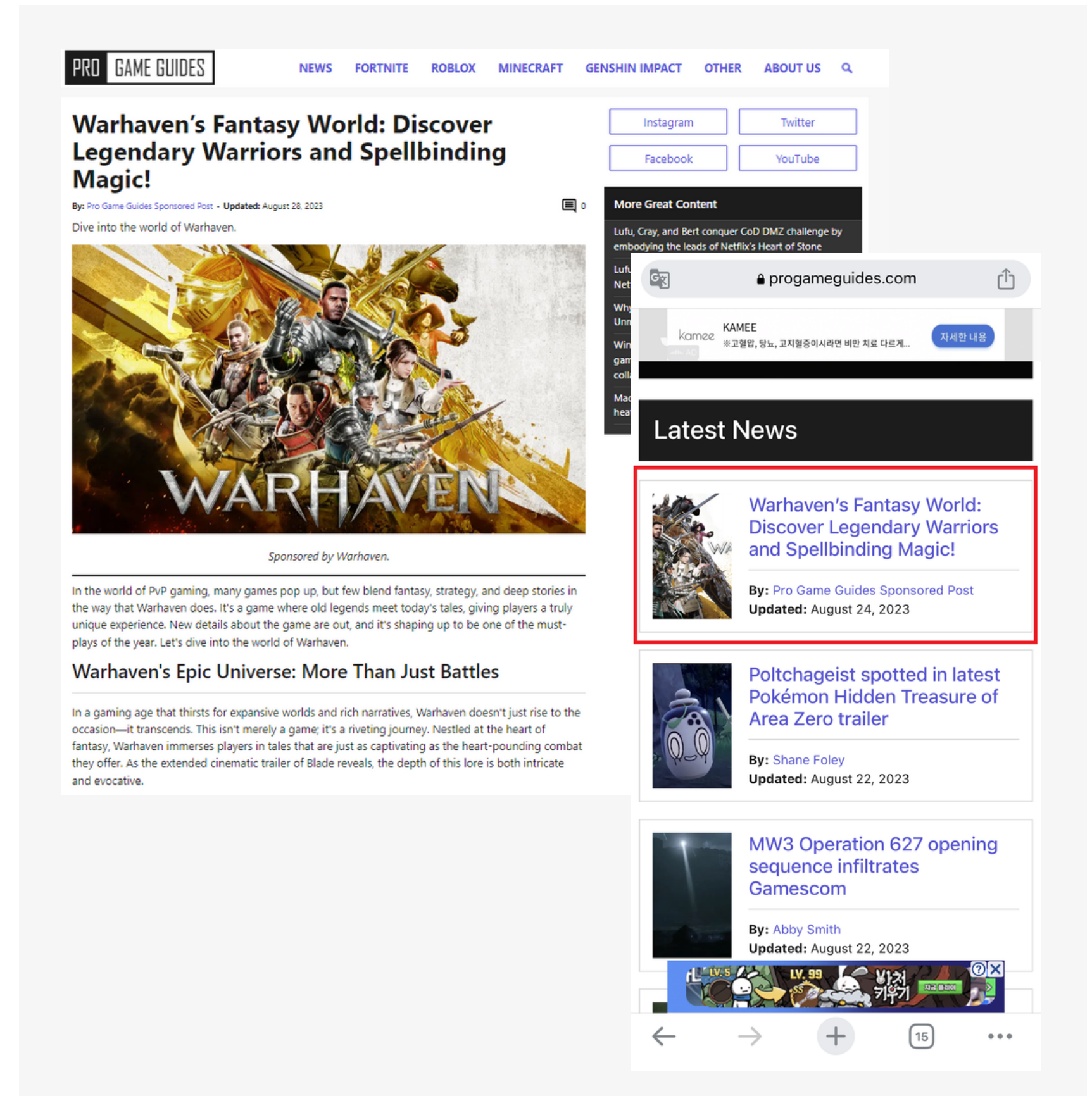
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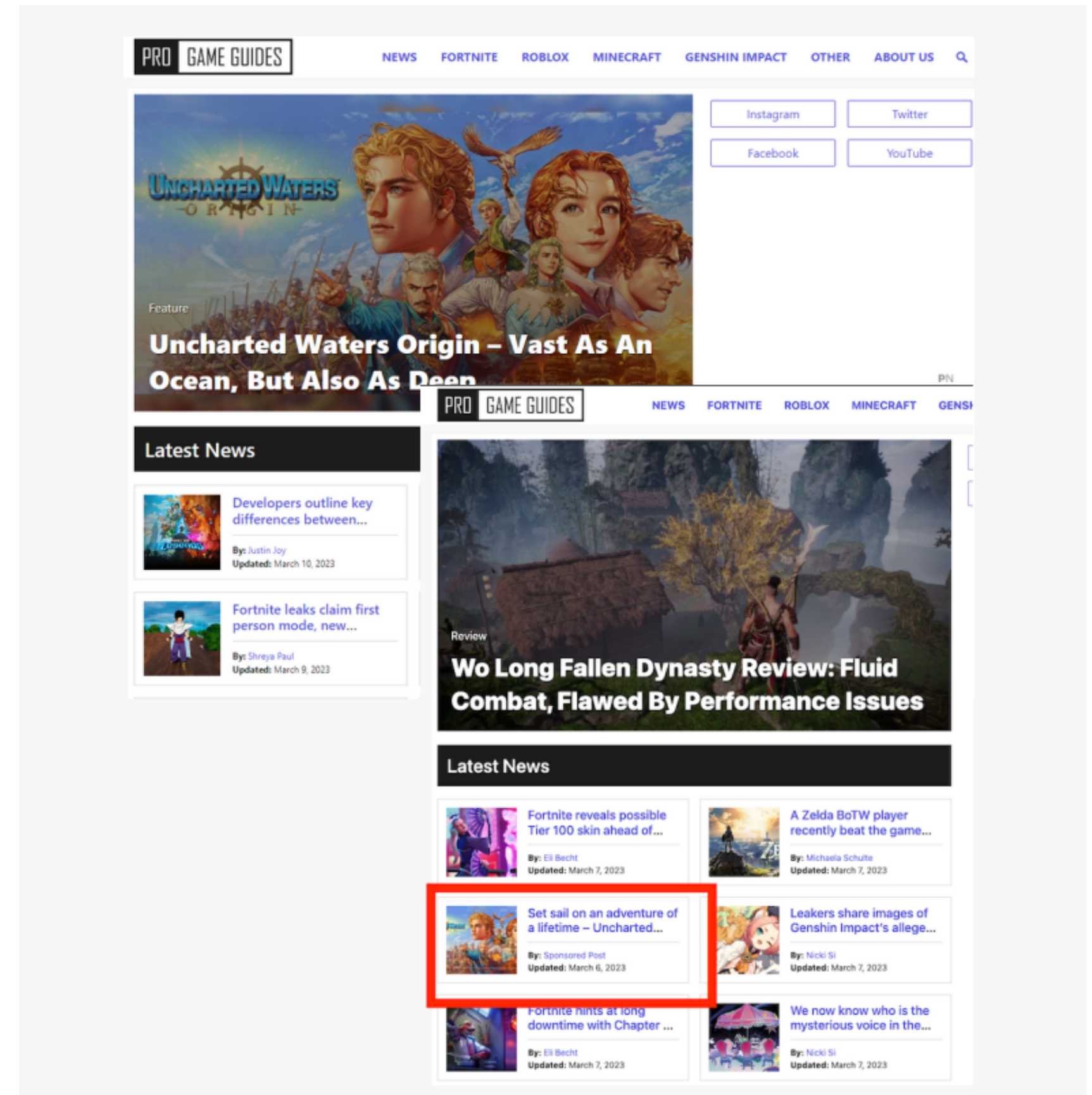
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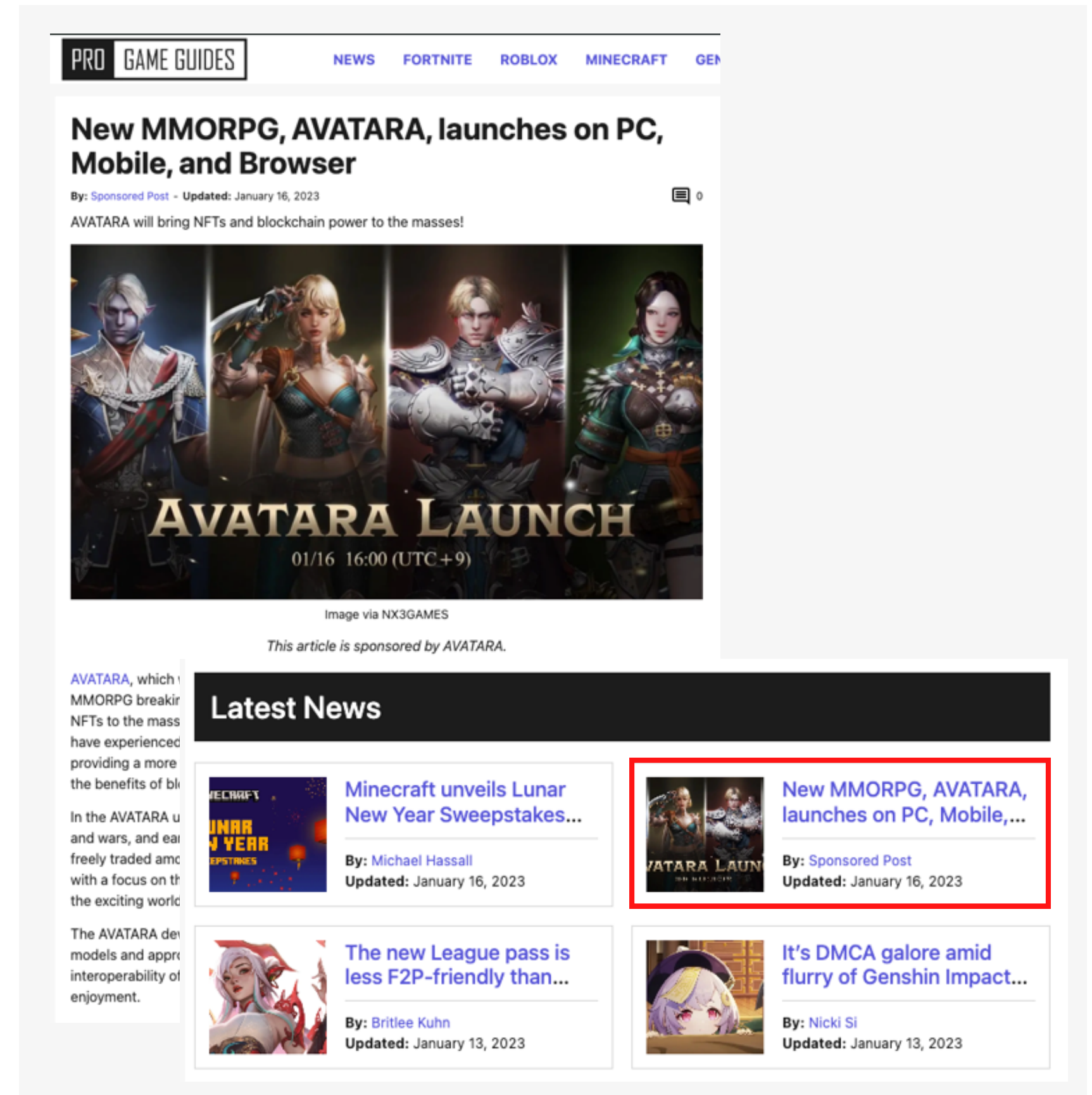
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게재일자: 2023년 1월 16일 / 18일

- 론칭: [New MMORPG, AVATARA, launches on PC, Mobile, and Browser](#)
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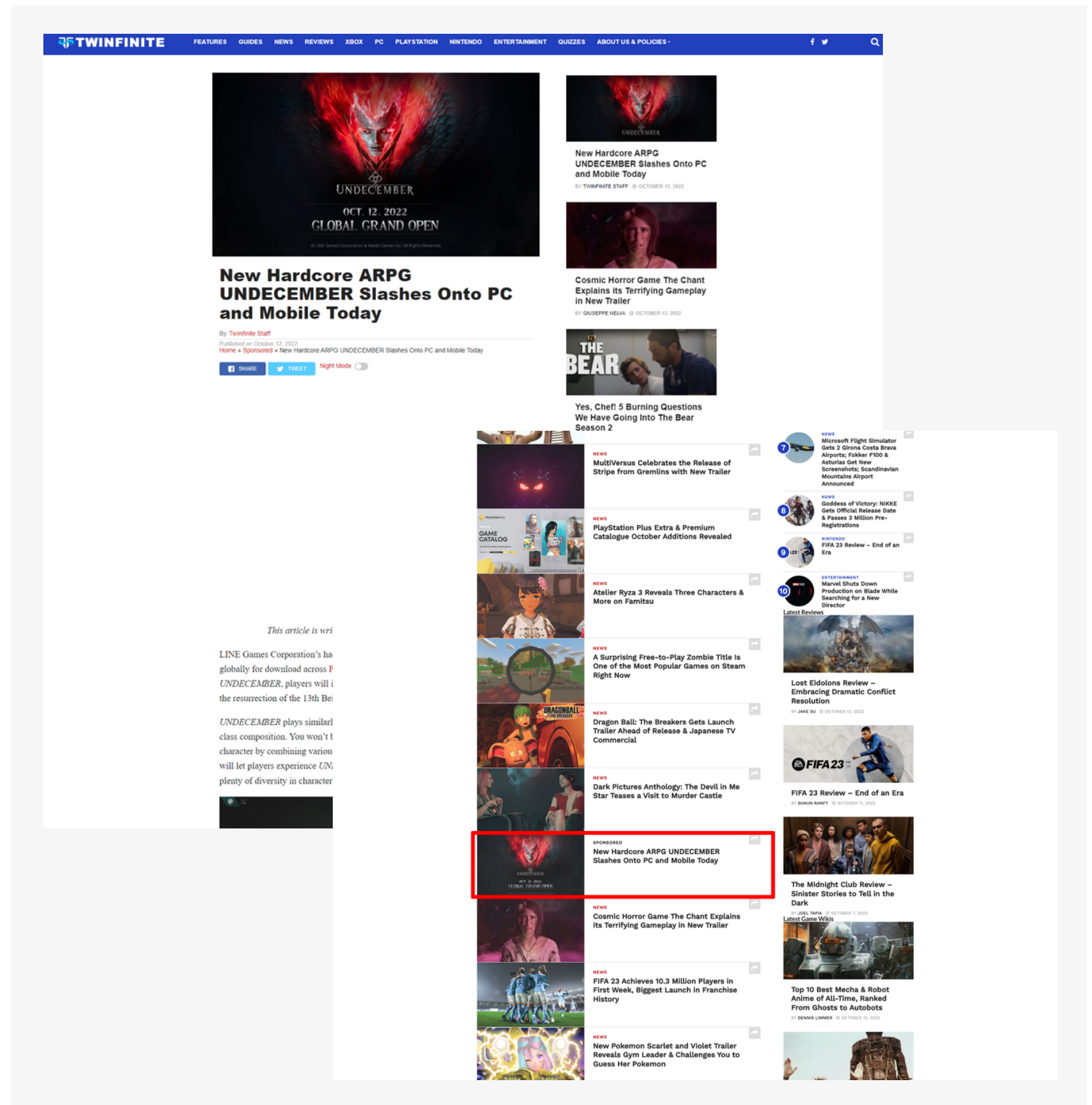
https://twinfinite.net/

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- 론칭: [New hardcore ARPG UNDECEMBER slashes onto PC and mobile today](#)
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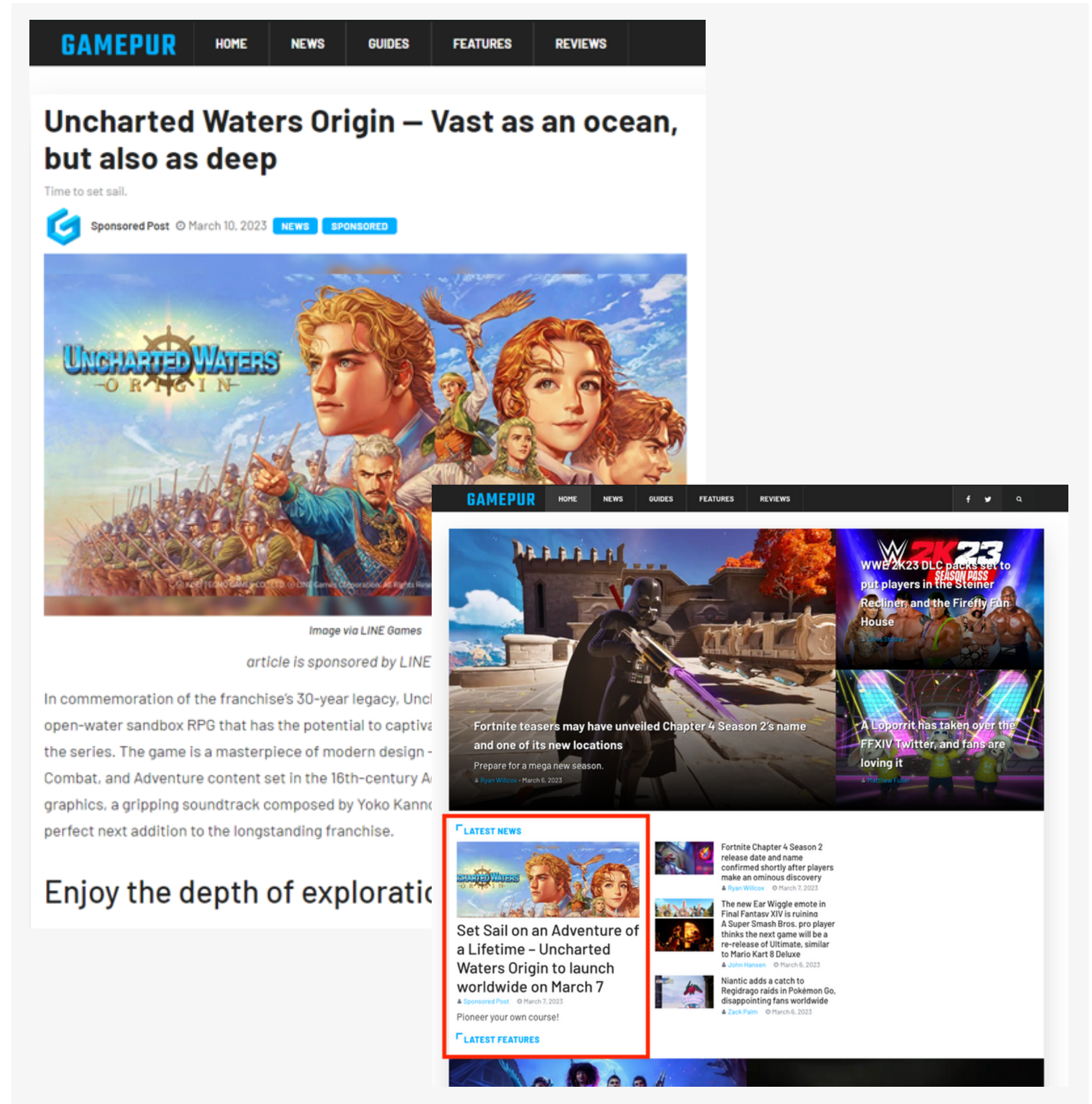
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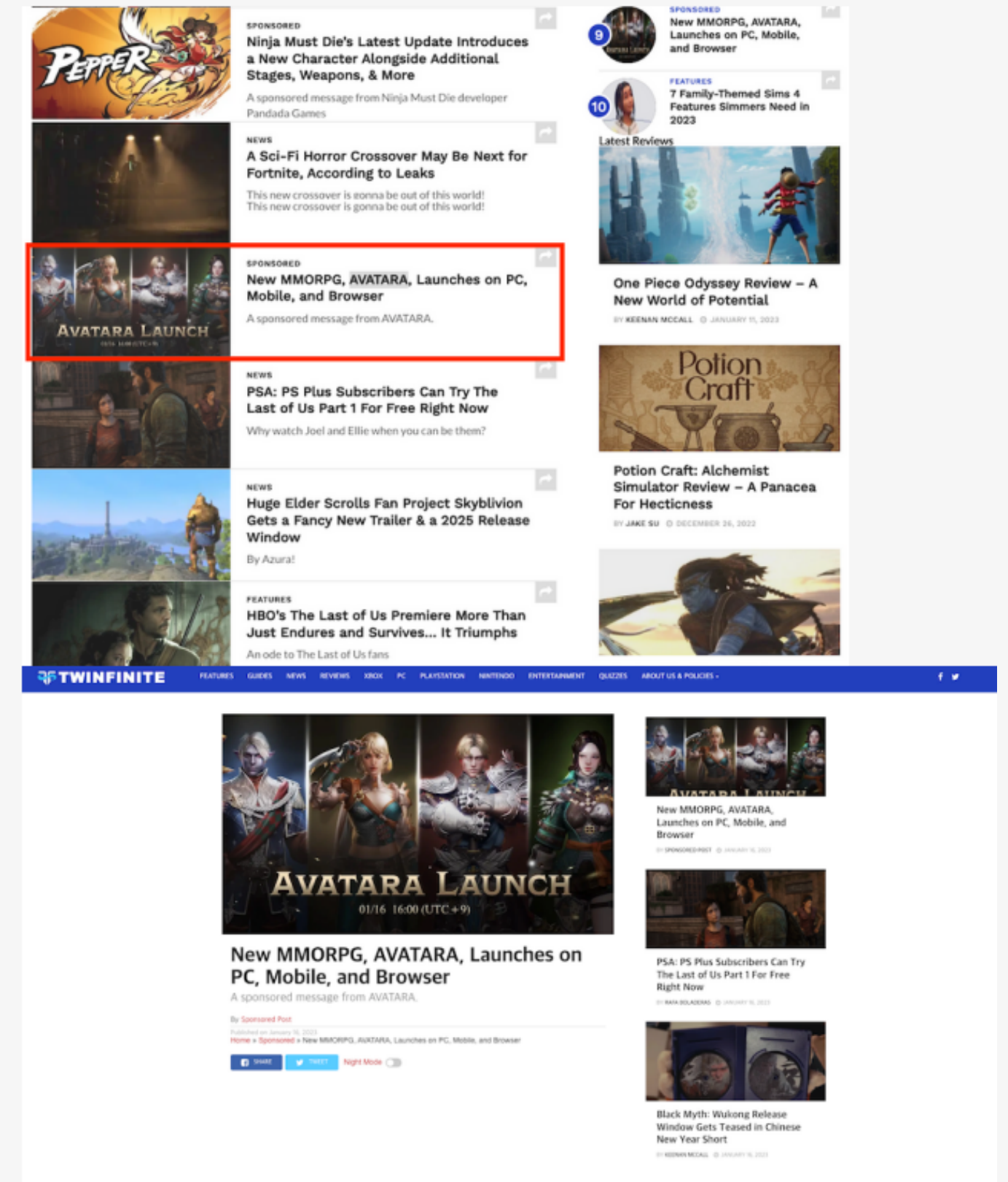
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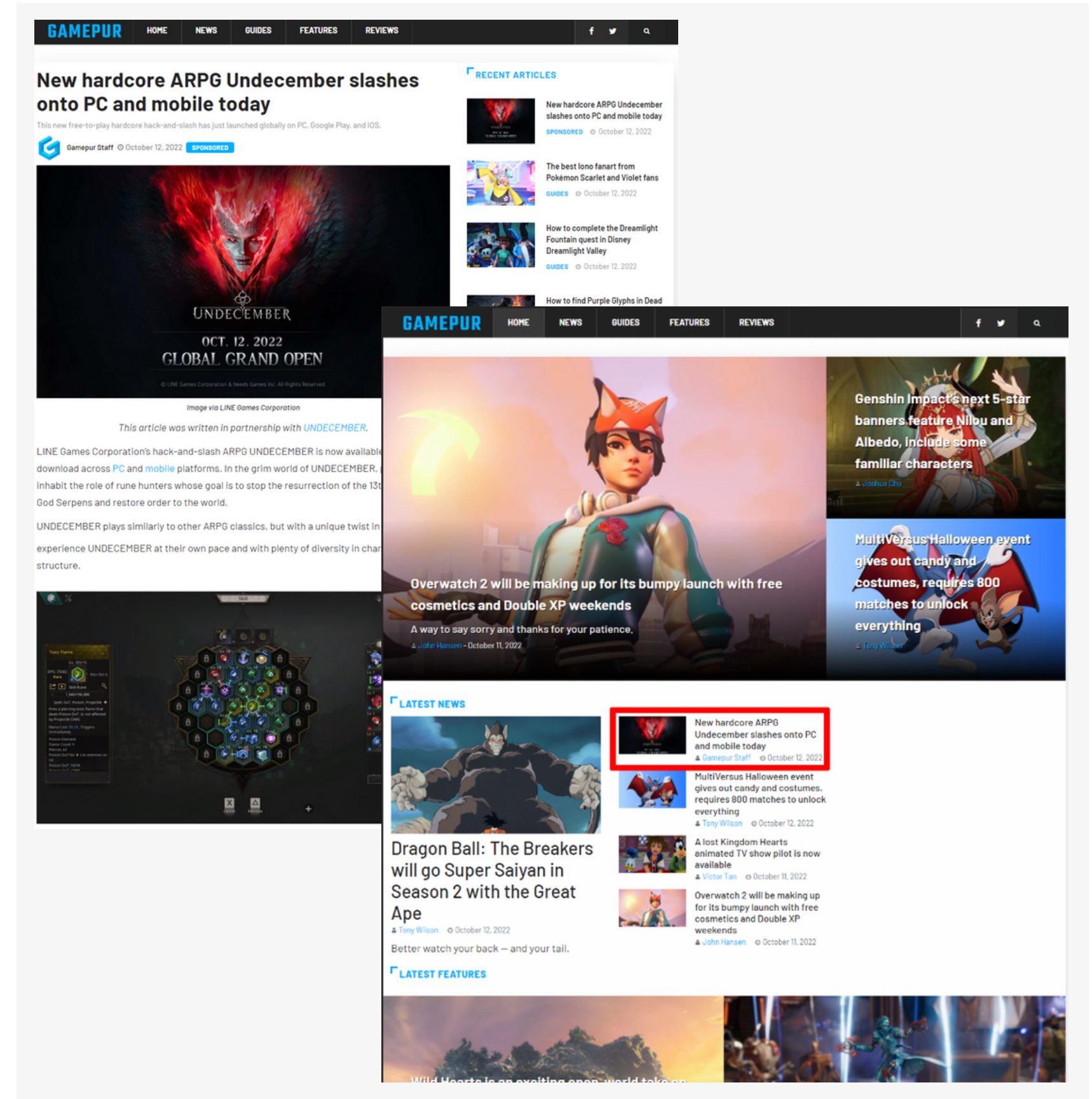
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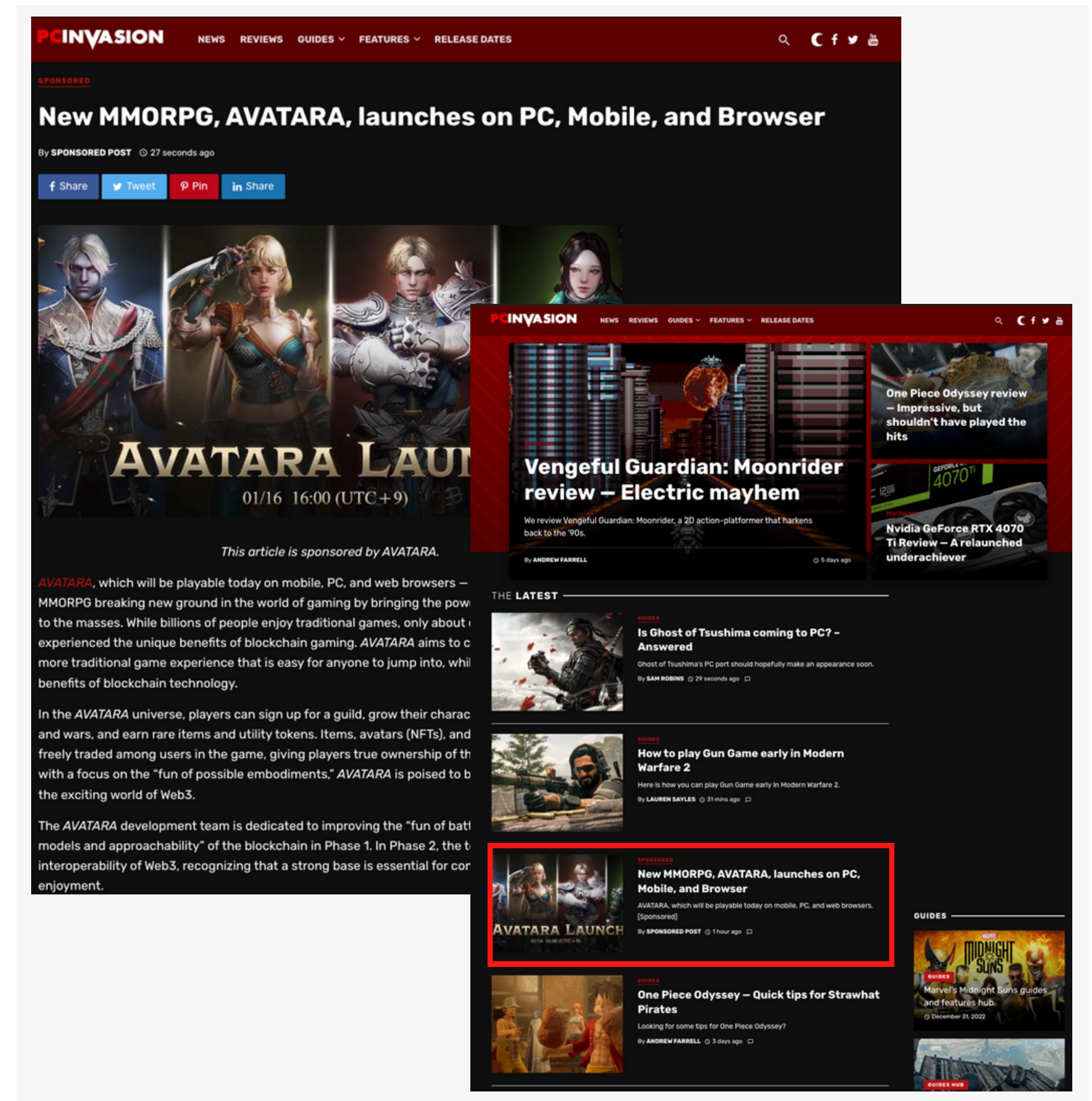
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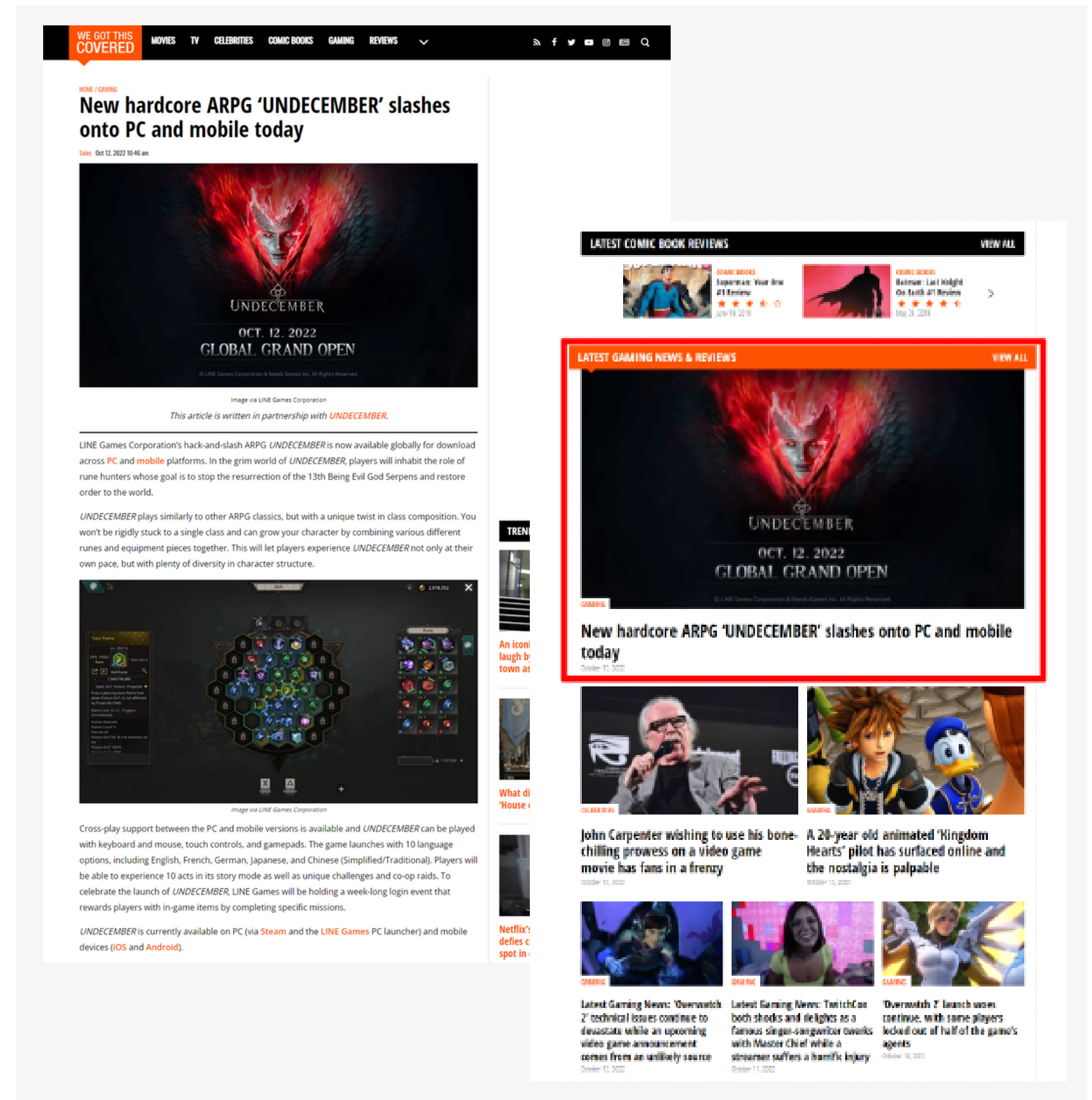
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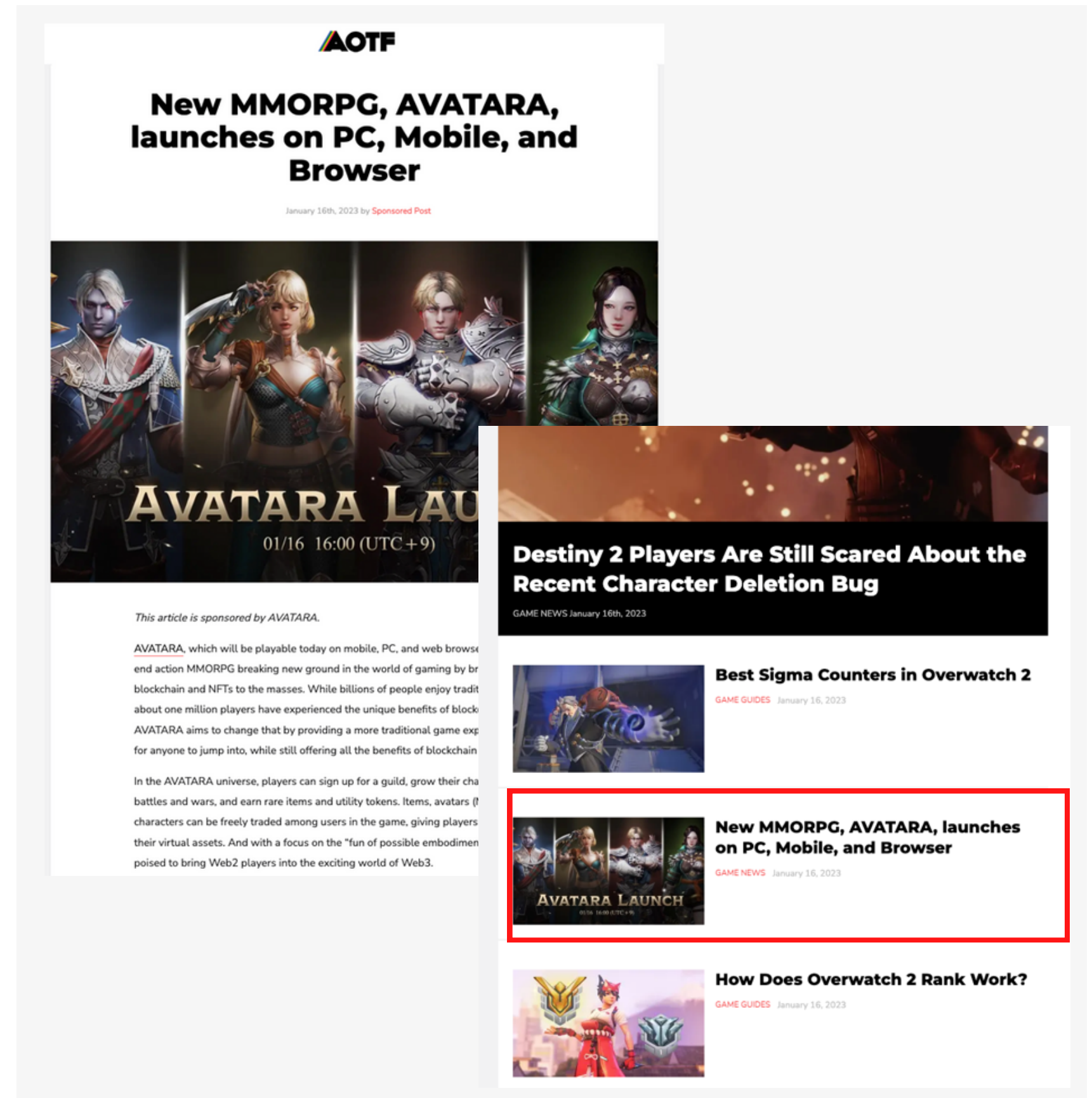
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게재일자: 2023년 1월 16일

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게재면: 상세페이지, 메인페이지

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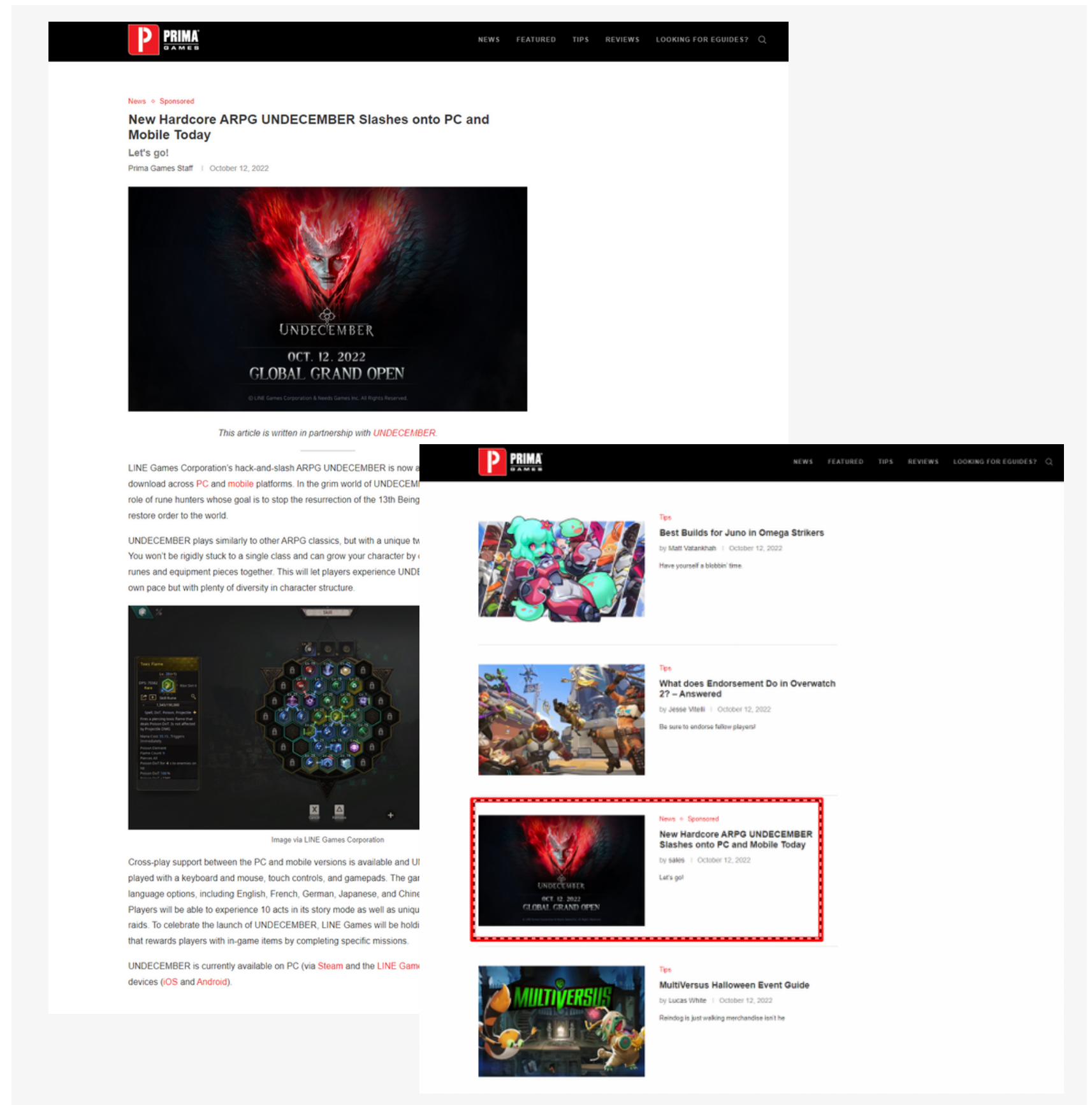
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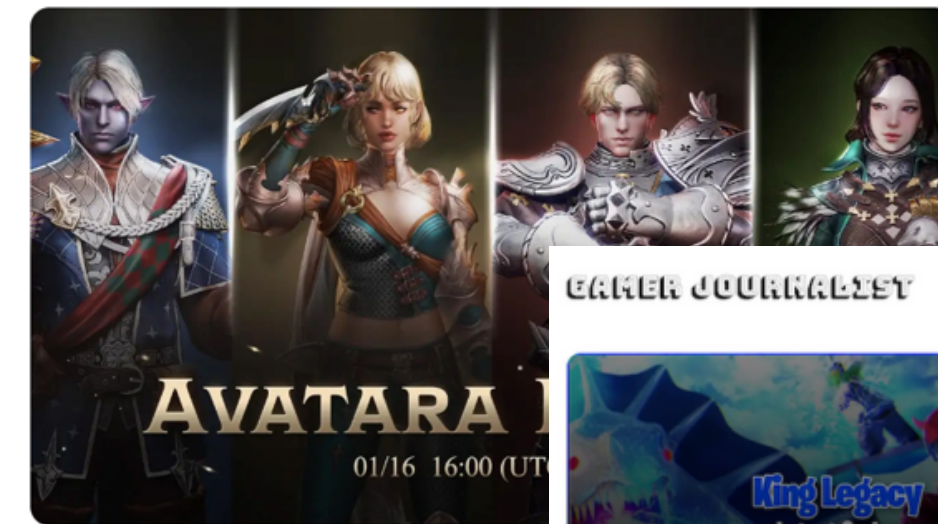
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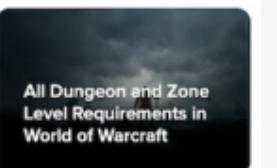
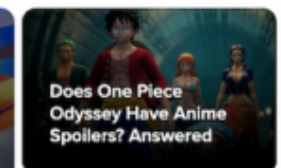
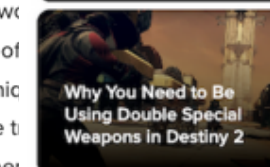
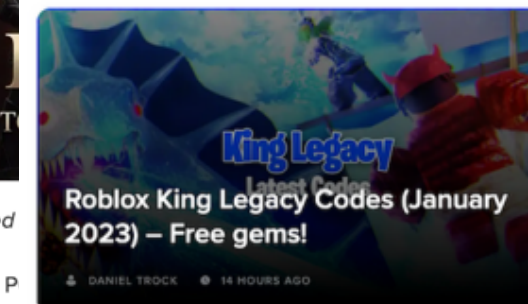
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AVATARA, which will be playable today on mobile, P end action MMORPG breaking new ground in the w blockchain and NFTs to the masses. While billions of about one million players have experienced the unic AVATARA aims to change that by providing a more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

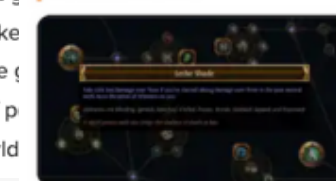
In the AVATARA universe, players can sign up for a c battles and wars, and earn rare items and utility toke characters can be freely traded among users in the t their virtual assets. And with a focus on the “fun of p poised to bring Web2 players into the exciting world

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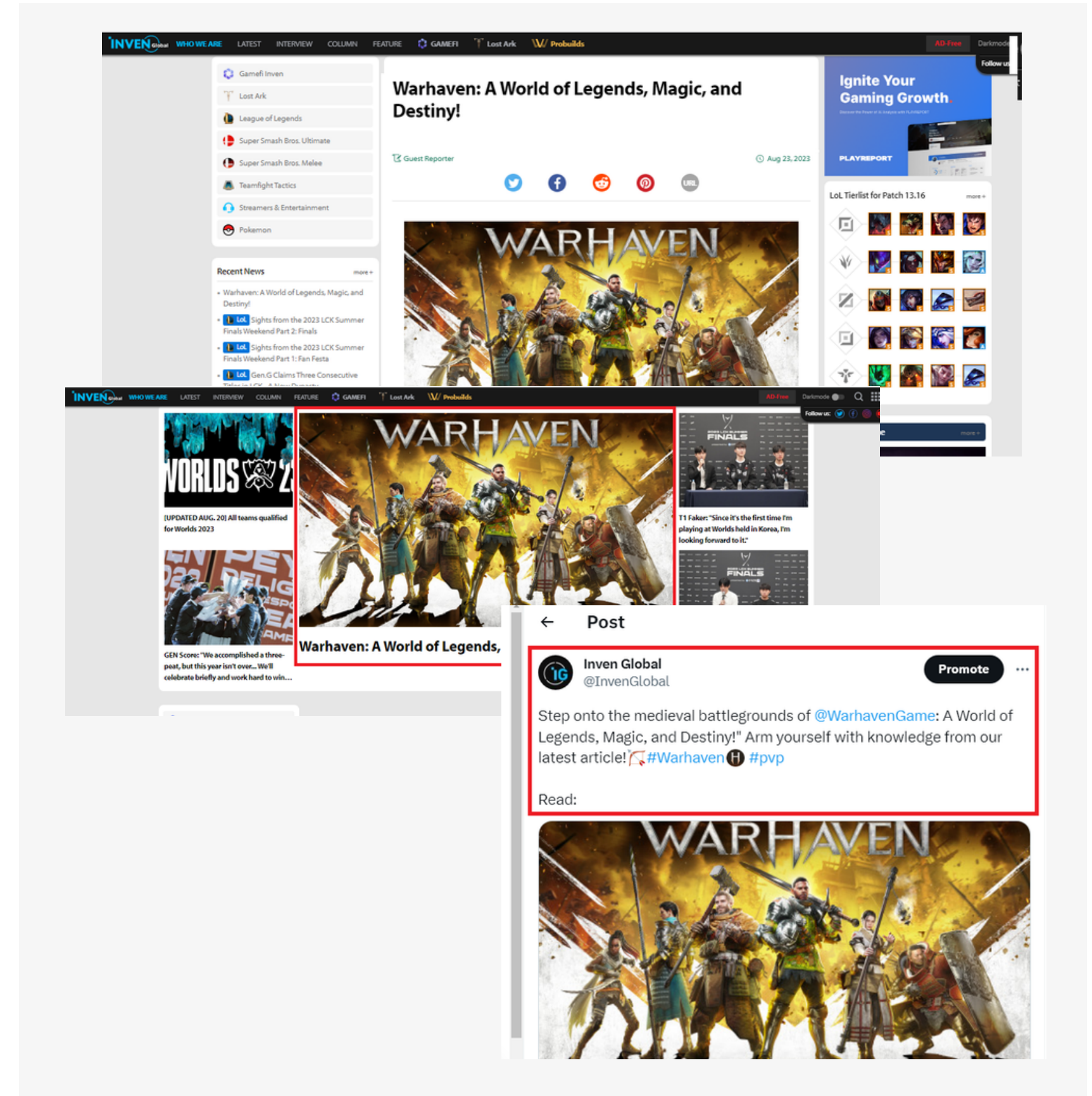
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게재일자: 2023년 08월 23일

- 게임 소개: [Warhaven: A World of Legends, Magic, and Destiny!](#) (Twitter)

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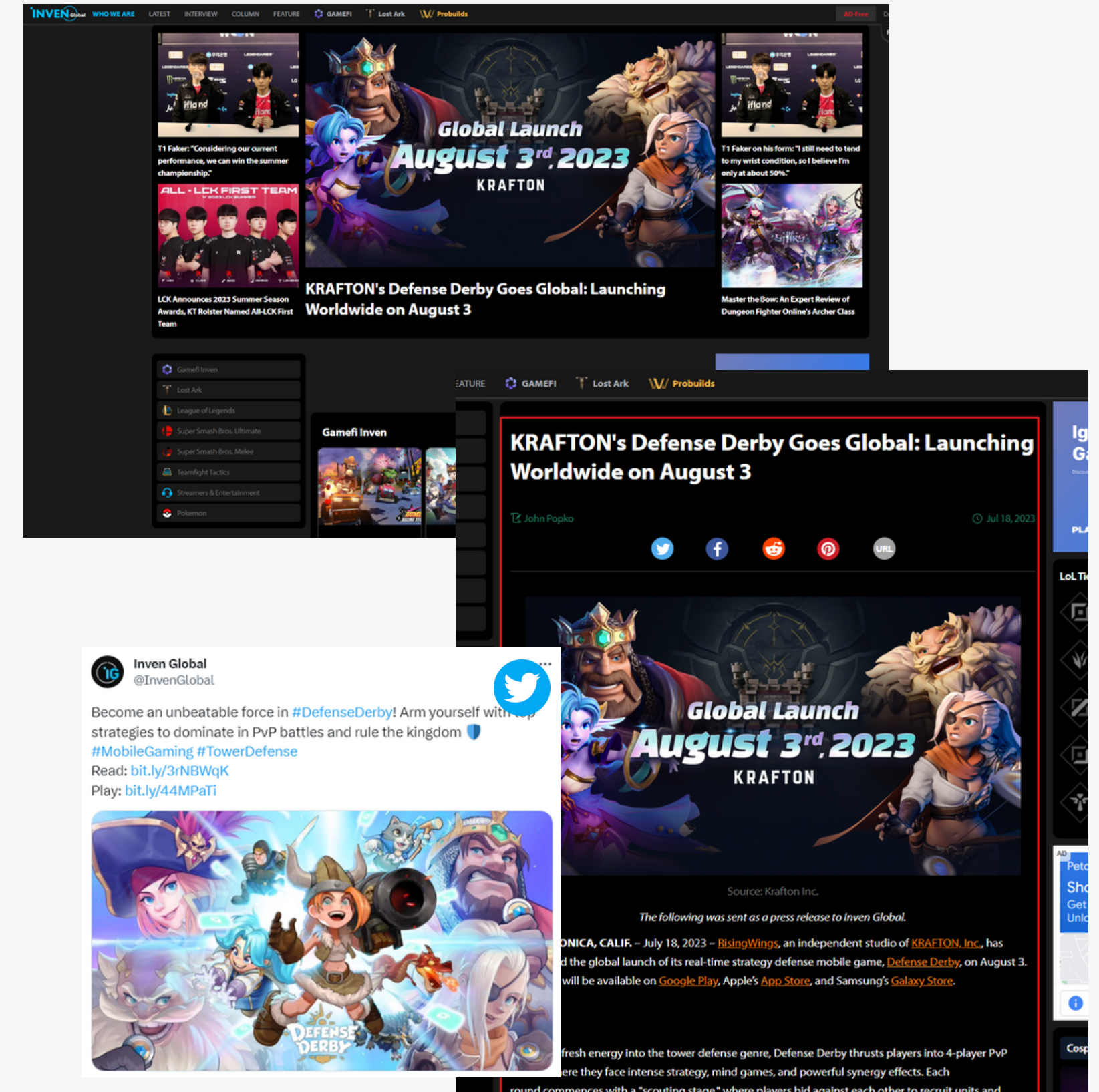
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게재일자: 2023년 08월 1일 / 3일 / 4일

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- (서비스 제공) 보도자료: [KRAFTON's Defense Derby Goes Global: Launching Worldwide on August 3](#)
- 보도자료: [Krafton Unveils Defense Derby Globally: Revolutionizing The Tower Defense Journey \(Twitter\) \(MSN\)](#)

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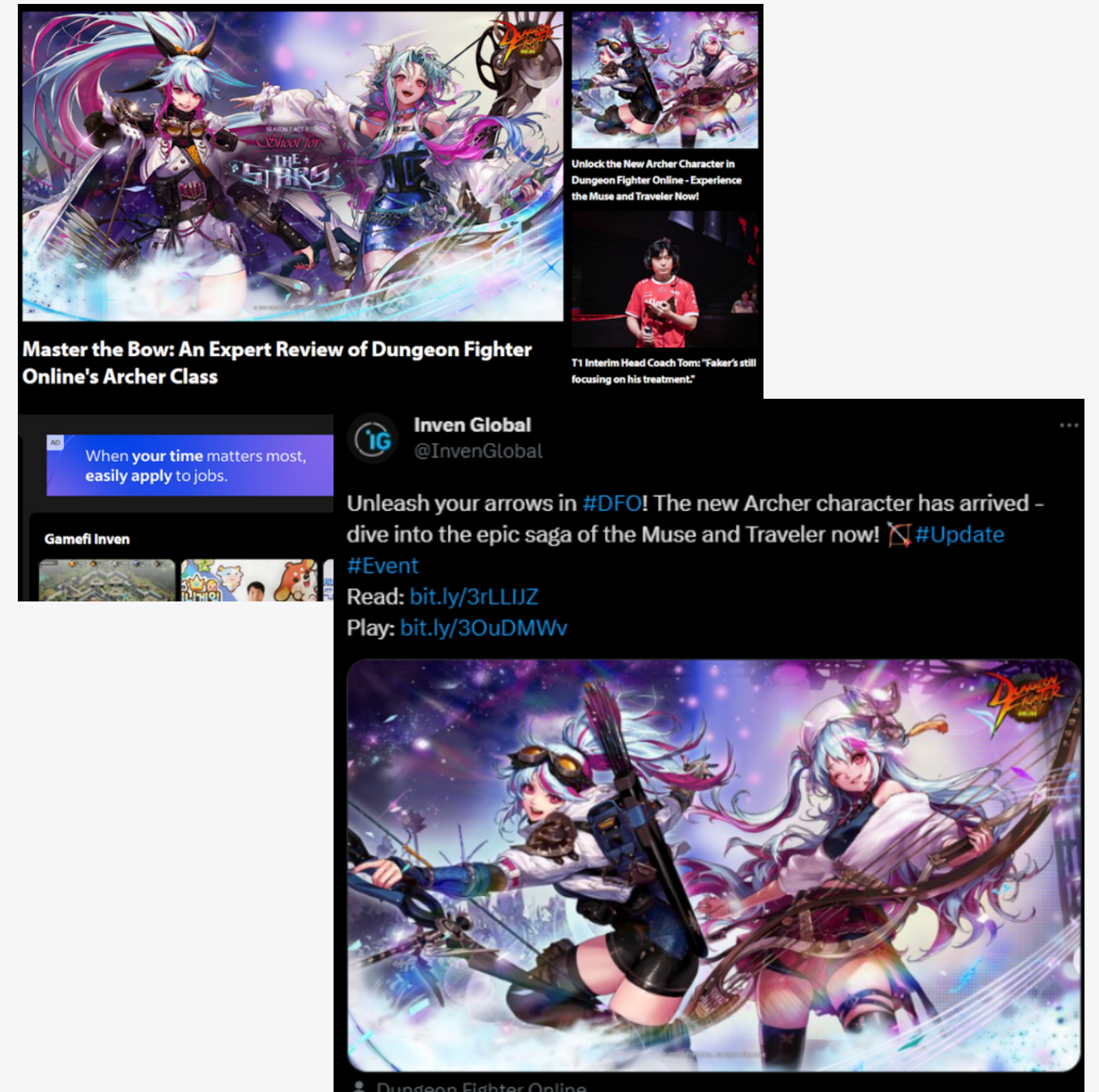
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- Inven Global: [Master the Bow: An Expert Review of Dungeon Fighter Online's Archer Class](#)
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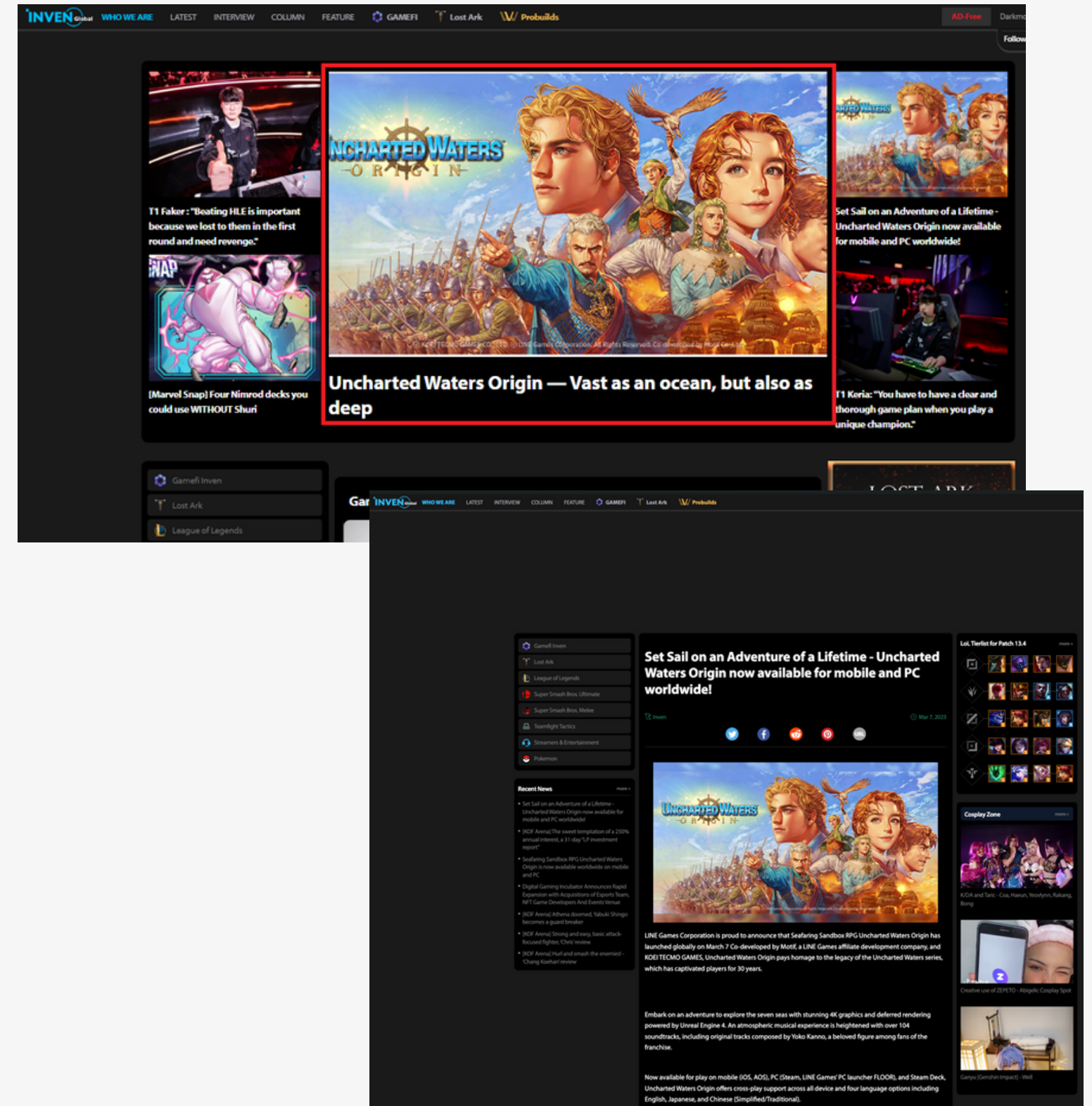
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게재일자: 2023년 3월 7일 / 10일

- 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](#)

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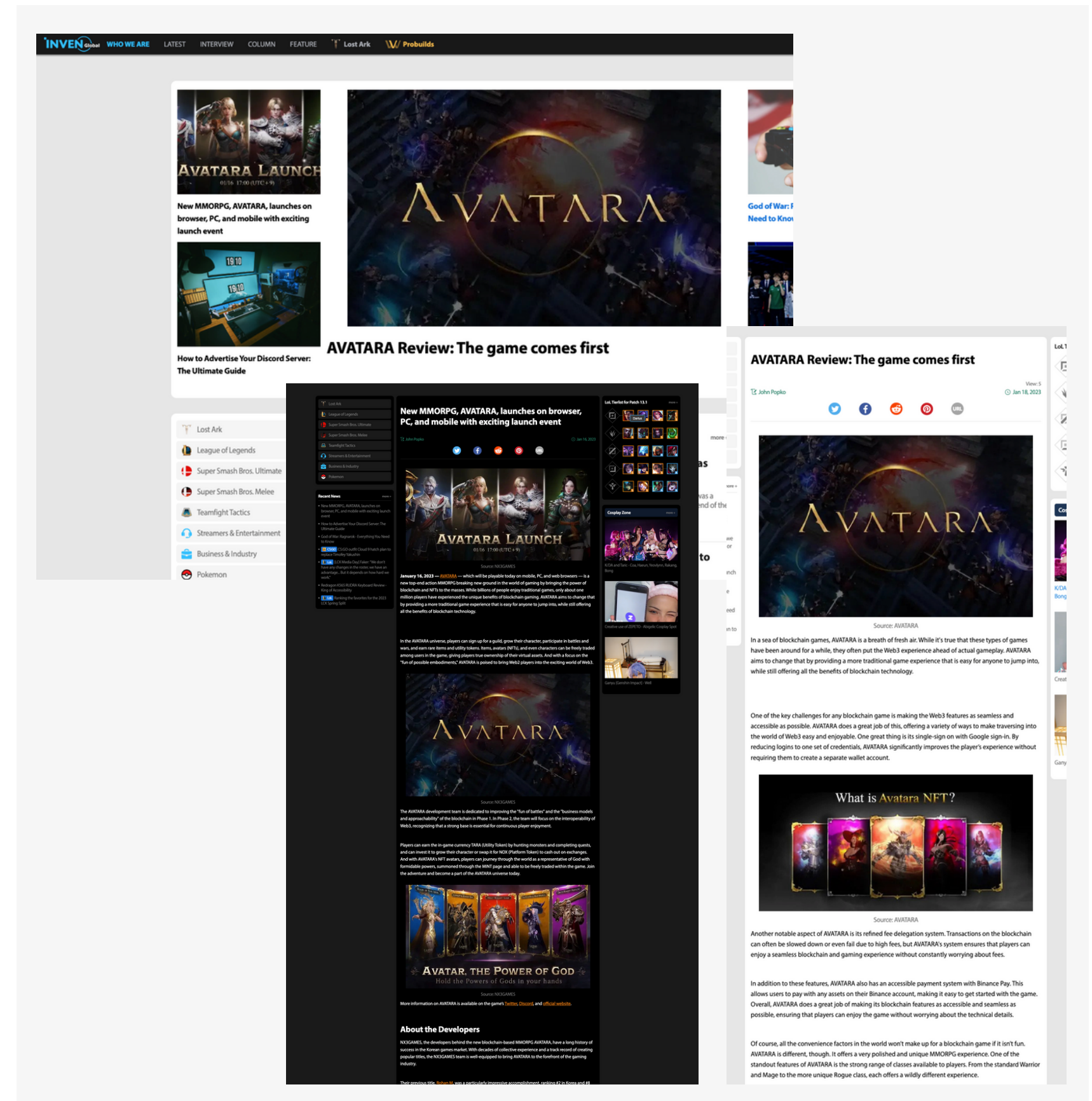
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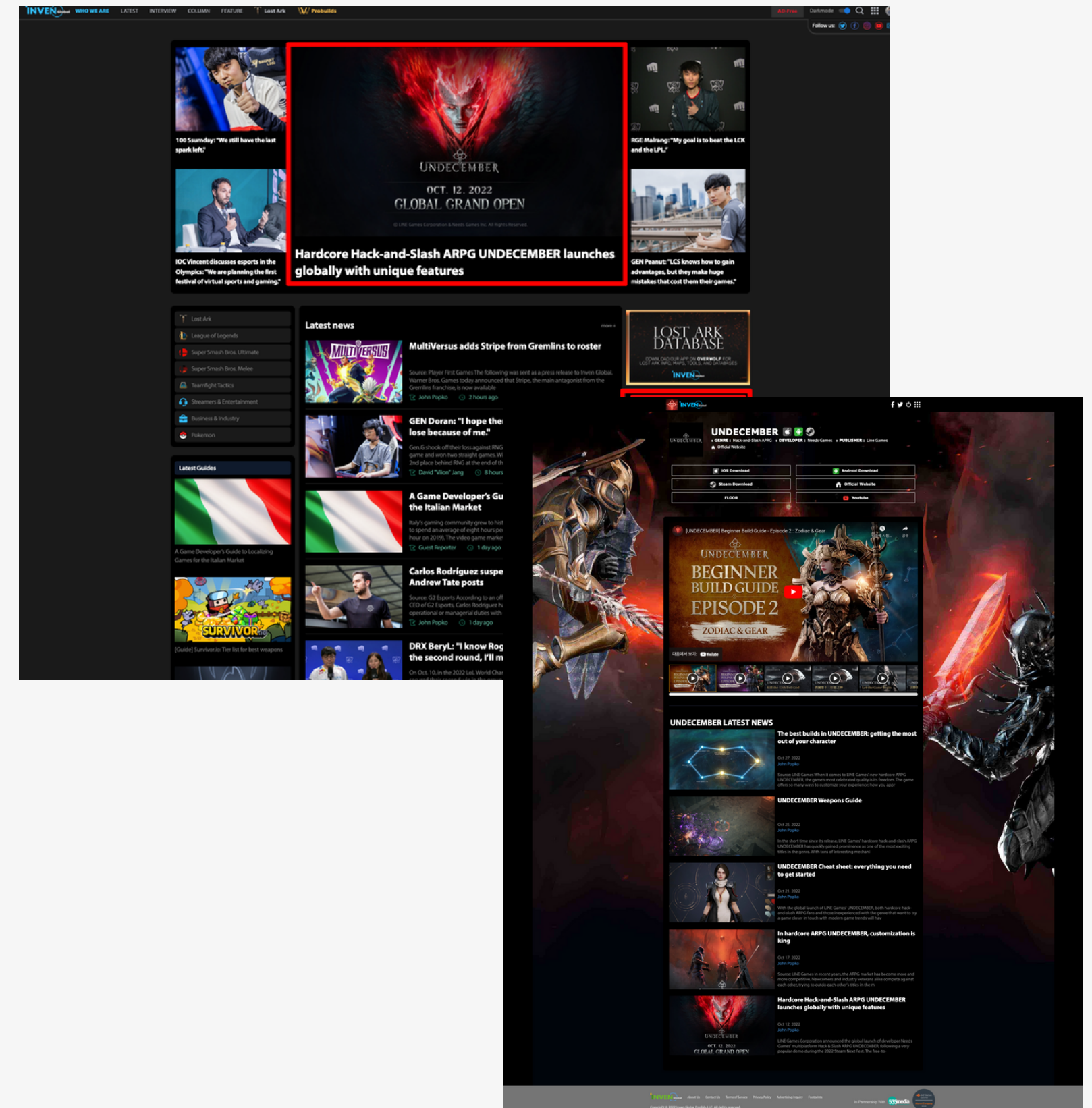
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- 보도자료: [Hardcore Hack-and-Slash ARPG UNDECEMBER launches globally with unique features](#)
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- 이벤트: [Hack-and-Slash APRG UNDECEMBER announces event for October \(Twitter\)](#)
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Application for NFT Pre-Sale whitelist is Now live!

Whitelist Application

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Prior to the official release of 'The King of Fighters ARENA' on Nov 14, a Controller (NFT) Box Pre-Sale will be taking place as a special promotion. Those that have signed up for the MBX Wallet can apply to purchase the controllers by Nov 8 and can increase their chances of getting one through completing missions.

In order to participate in the promotion, users must sign up for the MBX Wallet by Nov 8, 06:00, and sign up for the Whitelist. The Whitelist winners will be picked by 07:00 on the 8th, and the winners can start purchasing the controllers from Nov 9, 13:00 [Buying Phase 1]. Those that have not been selected as a Whitelist winner will be able to purchase them from Nov 10, 13:00 [Buying Phase 2]. However, if the controllers sell out in Buying Phase 1, Buying Phase 2 will not proceed.

Controller Pre-sale Schedule (UTC)

*10/31 Mon 06:00: Beginning of Whitelist Application

*11/08 Tue 06:00: End of Whitelist Application

*11/08 Tue 07:00: Whitelist Winners List (Checking)

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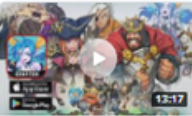
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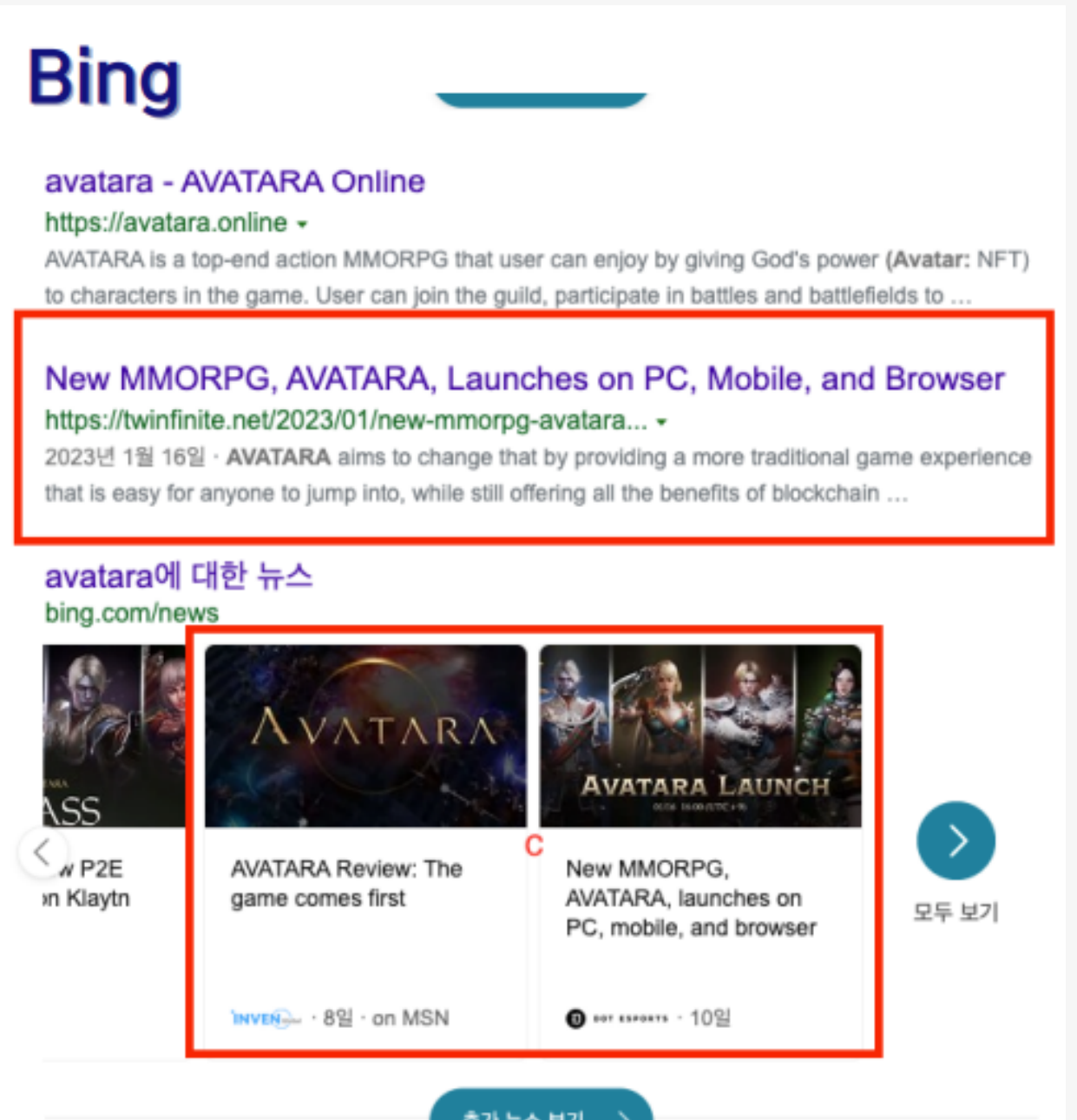
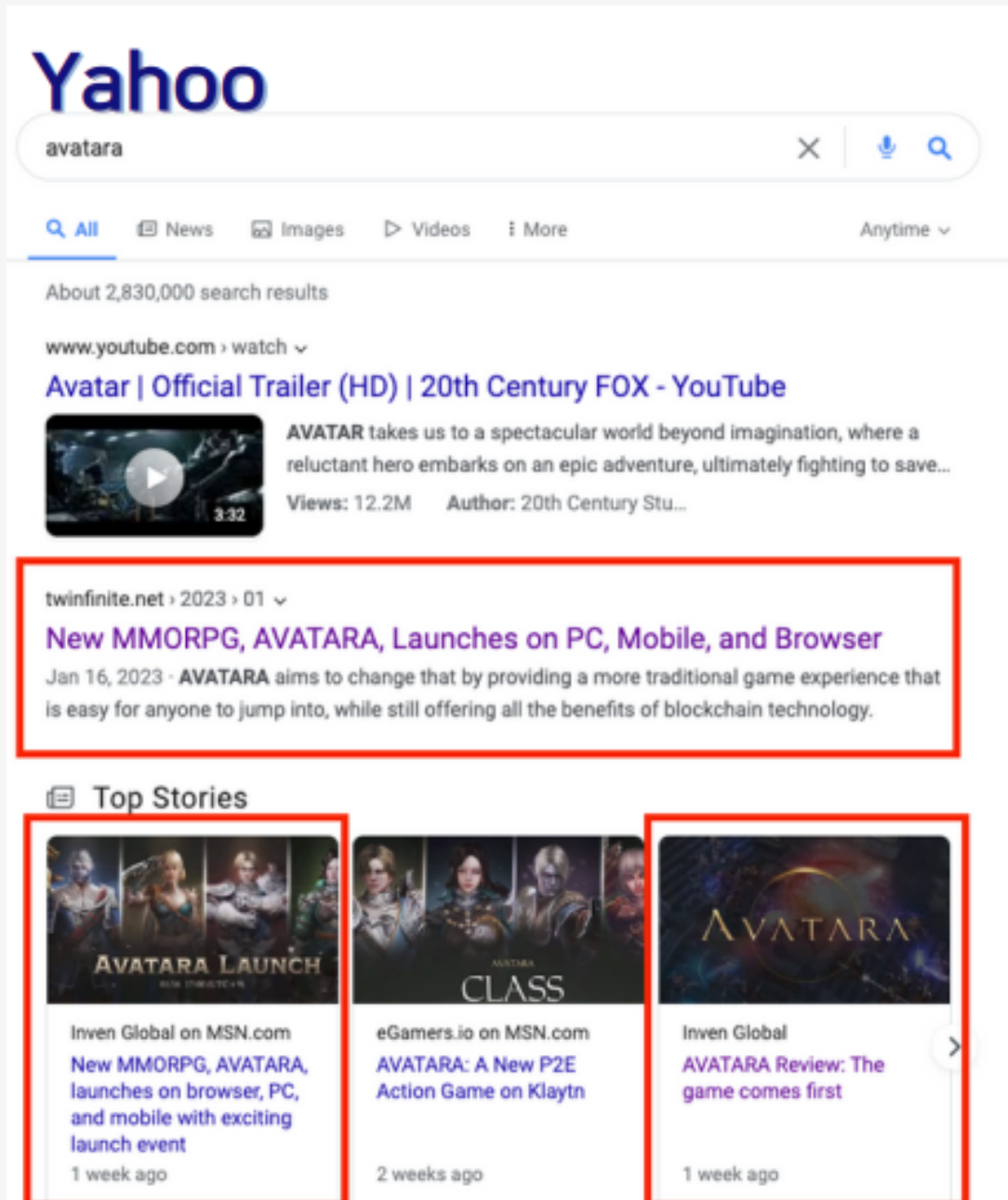
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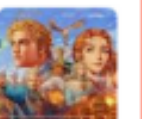
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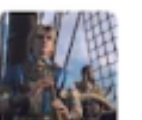


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