



# RAID: Shadow Legends

## EN CPM Campaign Case Study

Period: Aug - Sep 2023

Market: Tier 1 - Global

Platforms:

Content type: **Pre-roll intergrations**



28

Influencers



1.9M+

Total Views



31

Video Ads



### Campaign Goal:

Together with **Plarium**, we ran a **scalable influencer marketing campaign for RAID: Shadow Legends**, a turn-based role-playing gacha game.

The game is an epic collection RPG featuring hundreds of unique Champions, set in a dark fantasy world!

The **CPM campaign** set on G.IO covered the **Tier 1 markets** and involved **31 YouTube influencers** who integrated ads in their videos and promoted the game to the larger audience.

The ads have successfully gained **1.9M+ views**, attracting new players to know and download the game.

### Campaign Successes:

- ★ **Overperformed** on client's CPM expectations!
- ★ **Overdelivered** on quantity of content!
- ★ Generated **over 1.9M views!**



### The Best Performing Content:



**raptak**  
3.73K Subscribers

197K views 3.3K likes



**Gosu General TV**  
1.78M Subscribers  
145K views  
6.7K likes



**Prince Vegeta**  
1.47M Subscribers  
180K views  
7.1K likes

Total Videos: 31



## Unleash the Power of Scalable Campaigns on G.IO:

We look forward to working with you and bringing your games to the next level!

**START NOW**

