

A 3D rendered futuristic cityscape with white, rounded buildings and a reflective ground, viewed from a low angle looking down a perspective path.

Cloud Streamed Playable Ads

Unleashing the Potential of
Game Marketing

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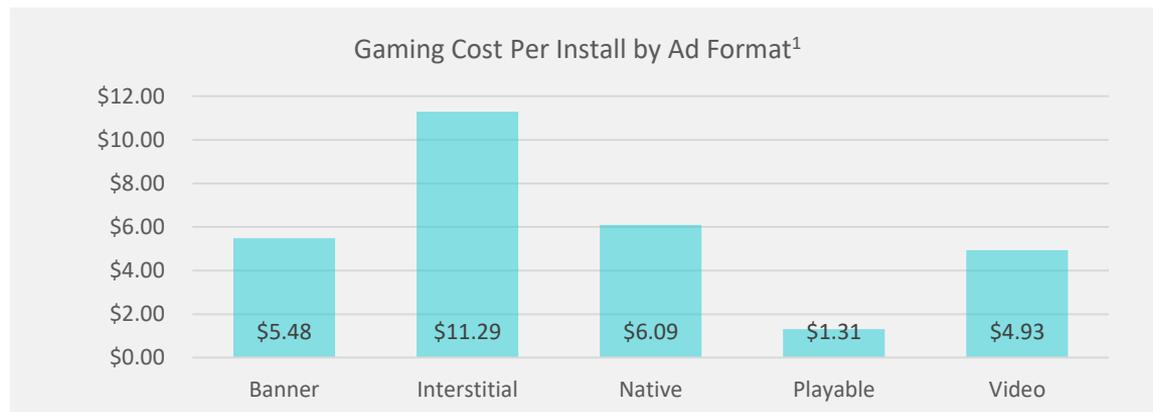
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About Well-Link Tech

The Rise of Playable Ads in Game Marketing



Factors driving the growth of playable ads:

- Highly interactive and engaging format, offering an instant glimpse into the gameplay while watching the ad
- Ability to share across social media platforms conveniently
- Ability to track user engagement with the ad for precise marketing
- Technical advancements, offering more room for creativity with the ad format

More than **50%** of mobile game marketing budgets will be on playable ads by 2025².

1. Liftoff, Mobile Ad Creative Index, 2023

2. Juniper Research, 2022

Limitations of Traditional Playable Ads Delivered in HTML5



Content and file size constraints

File sizes are restricted to 2-5MB, limiting the creativity of content presented



Time & resource consuming

Marketers need to recreate a snippet of the game in HTML5, which can be costly

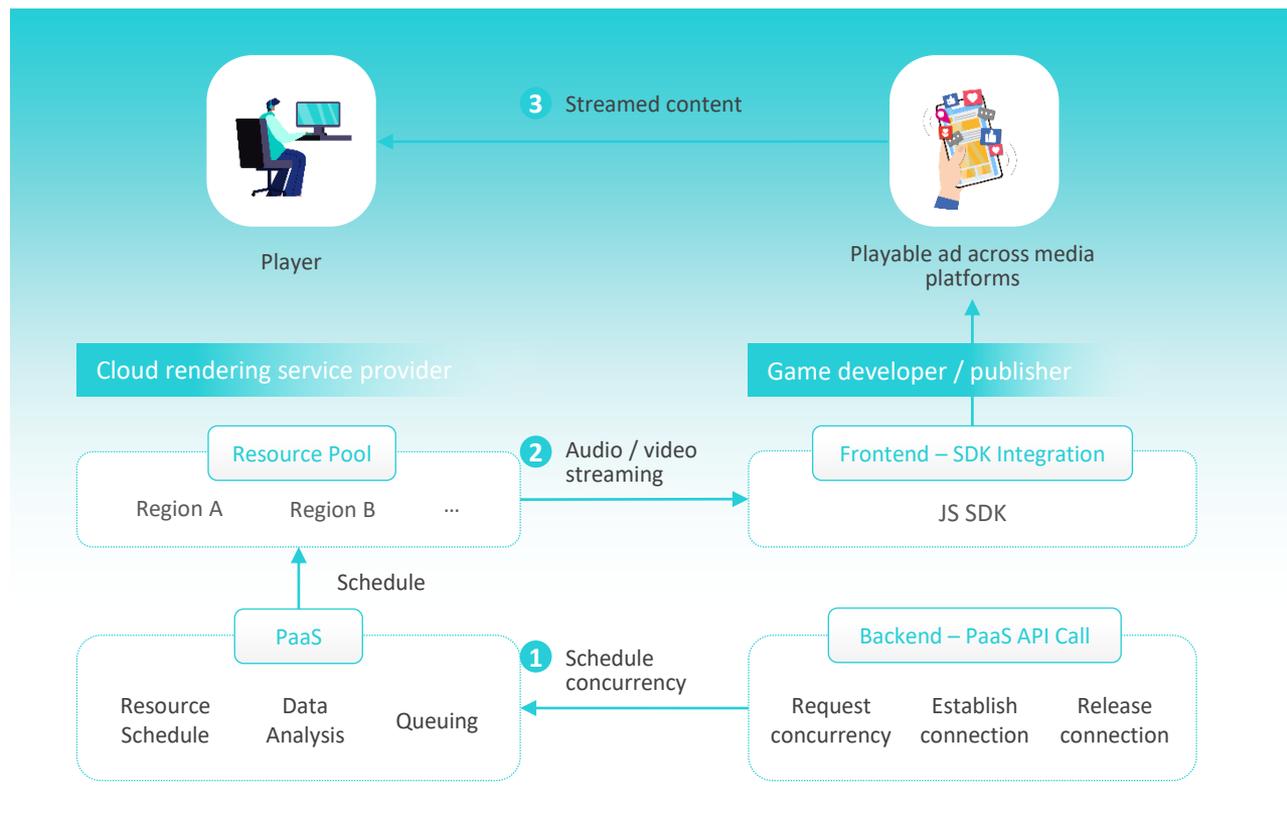


Inaccurate representations

Games with complex controls or high graphic quality may not be well-represented



How Cloud streamed Playable Ads Work



Advantages of Cloud-Streamed Playable Ads

On average, one can expect

- **10-15%** of registered users to engage with the ad
- **~40%** participating players to share the ad
- **~30%** participating players to convert to regular players after the game launches
- ARPU on par with native users

01 Accurate representation of the gameplay, even for complex controls and high graphic quality

02 Derived directly from native code, no need to recreate the game, saving time and money

03 Ability to download the game during trial and sync game progress to server, enhancing user conversion

04 Enabled for real-time cooperative and competitive play, allowing for viral distribution

Onboarding Cloud Streamed Playable Ads – Content Preparation

Recommended length 3-10 min

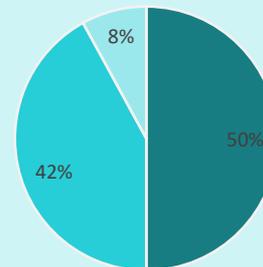
Eye catching content

Incentivize sharing and competitions

Can skip registration for maximum exposure

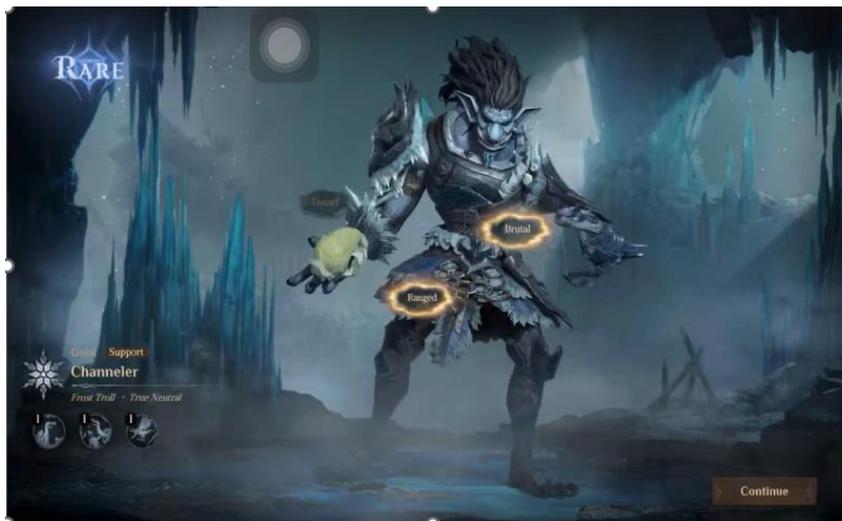
Avoid malicious attacks if no registration

Average play time: 6 min



■ < 3 min ■ 3-10 min ■ 10-30 min

Example I: Cloud Streamed Gacha Part During Pre-launch



Dragonheir: Silent Gods

- A high graphic quality open world RPG game, launched globally in Asia, Europe and the US
- Millions of pre-registered users, looking to build hype and a fan-base before launch
- Users are sensitive to packet size, download wait time and device accessibility

Cloud Streamed Playable Ad:

- Registered users can get characters in advance
- Incentives for sharing and repeated plays
- Launched across social media platforms globally

Example II: Cloud Streamed Avatar Creation During Pre-launch



Justice:

- An MMORPG featuring an expansive open world and industry-leading graphics, art designs and music
- Looking to engage users and create virality on social media before the game launches

Cloud Streamed Playable Ad:

- Users can craft characters with extensive facial details and visual representation
- Stunning picture quality boosted player interest and excitement
- Fostered strong emotional bond between the player and the character, which significantly boosted user conversion after launch
- Sharing on social media created additional virality

Example III: Web3 Game Campaign

Ultiverse: “Terminus: Finding Your Path” :

- A 7-day event allowing users to track their rankings by completing various tasks in its AI-driven digital world
- As a game that offers highly immersive experience compatible with VR devices, user device limited its accessibility
- Ultiverse offered both download and cloud gaming options, effectively expanded the campaign’s reach

Result:

- **1.6M** players visited the event homepage, with **1M+** social media followers, **40K** likes, **25K** shares
- Effectively expanded campaign reach:
 - **50K+** players clicked into the cloud game, more than **4 times** the number of download clicks
 - **11K** players played through the cloud gaming, **nearly quadrupling** the number of people who experienced it through download



Onboarding Cloud-Streamed Playable Ads – Service Provider Selection Criteria



Low latency and high visual quality

Ability to ensure optimal game performance (low latency and low packet loss) even in weak network environments



Cost-effectiveness

Technical capabilities (e.g., multi-instance support) allowing multiple users to interact with the ad with limited resources



Scalability and flexibility

Infrastructure setup that allows for easy scaling and adjustment based on traffic, ensuring a smooth experience during peak times



Analytics capability

Ability to feedback ad performance to game developer / publisher instantly and conveniently



Industry know-how and service reliability

Experience onboarding cloud-streamed playable ads, especially for large, popular games with high peak user traffic

Onboarding Cloud Streamed Playable Ads – Cost and CCU

Cost of deployment is directly linked to the number of concurrent users (CCU) experiencing the playable ad

Example: for a gacha ad

1

Can support **10K+** players with only about **100 CCU** per day

2

Average cloud cost per participating user **<USD 0.50**

3

Average cloud cost per converted user **~USD 1.50**



CCU Pattern - Time

CCU pattern is directly linked to media buy strategy

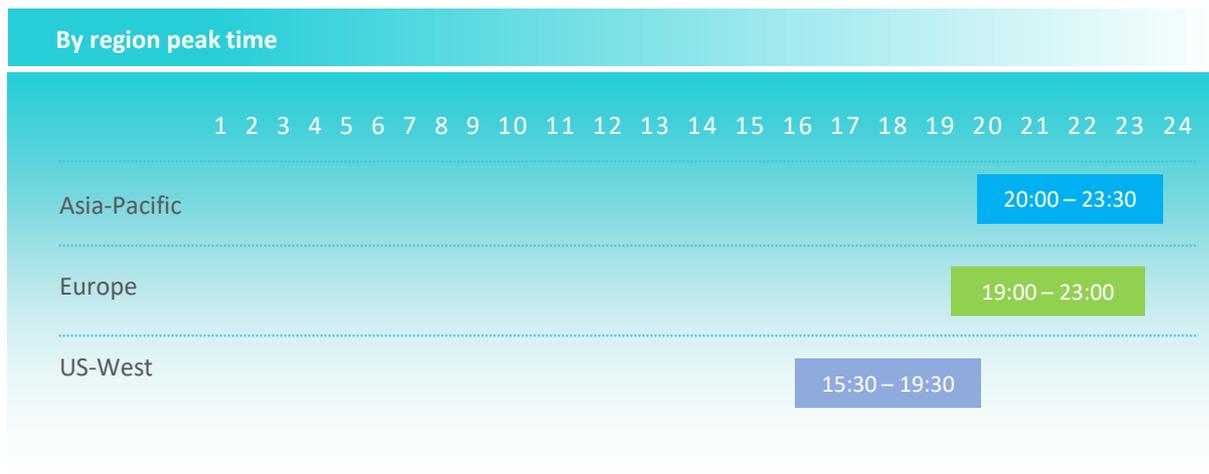
Number of players and game sessions relative to Day 1 in a 7-day campaign



Game concurrency peaks on game launch day for a pre-launch playable ad



CCU Pattern - Geographies



- Peak time is later in Asia Pacific
- Per capita playing time in Europe and America is 30% higher than in Asia

About Well-Link Tech

Well-Link Cloud Development Platform provides one-stop cloud development and real-time cloud rendering solutions for clients, including game developers/publishers, gaming platforms, and metaverse event organizers

- The Platform provides stable, low-latency audio-video capabilities, optimized resource scheduling, and superior game management capabilities, streamlining the entire development process
- Customers only need to upload their game files. The Platform will quickly transform them into cloud game apps
- Meet the deployment needs of 60+ regions around the world



Service Process



Requirement Analysis &
Assessment



Technical Integration &
Preparation



Content Creation &
Optimization



Testing & Debugging



Launch & Monitoring



Data Analysis &
Optimization

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