

NARVIA MEDIA

# YOUR ADVERTISING FOR EUROPE AN LATAM MARKETS

iOS

XBOX

PS4 Pro





# NARVIA MEDIA

NARVIA MEDIA IS A GAME ADVERTISING COMPANY SPECIALIZED IN EUROPE AND LATAM MARKETS AND BELONGS TO THE NVIA GROUP.

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More than 10 years of experience working in online markets in America and Europe.  
NARVIA MEDIA is the advertising division of Nvia Group.

We then moved to Online Marketing, a field that we have mastered in a short time by collaborating with companies such as Microsoft, and being listed 15th in the 2011 Spanish ranking of the highest investors in online advertising 3MM € per month in our average investment.

# NVIA GROUP:

MORE THAN 15 YEARS OF EXPERIENCE

Multinational Company Specialized in Telecom Technologies  
and Entertainment-Focused Marketing.



GAME  
SOLUTIONS



AUDIOVISUAL  
SOLUTIONS



PERFORMANCE  
MARKETING



PAYMENT  
TOOLS



EMAIL, BULK &  
SMS MARKETING



MOBILE  
BANKING

**NVIA GROUP: SINGAPORE, SPAIN, CHILE & SOUTH AFRICA**

# **MORE THAN 20 INTERNATIONAL OFFICES**

THE UNIQUE COMBINATION OF TECHNICAL KNOWLEDGE + MARKETING SKILLS MAKE NVIA  
STAND OUT FROM OTHER PLATFORMS AND MARKETING AGENCIES.  
SHIFT TO LEAD!

# SPECIALISTS IN GAMING MARKETING



## INFLUENCER MARKETING

More than 500 MM Suscriptors



## ADVANCED CAMPAIGNS

Google Videos, Search & Display



## AWESOME ADS

Facebook Ads  
& Instagram Ads



## EVENTS AND TOURNAMENTS

Leagues & tournaments

## MORE THAN 30 LANGUAGES AVAILABLES

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Content is been tailored to the public of the campaign by games translators, and is available in different languages (English, German, French, Italian, Polish, Ukrainian, Romanian, Turkish, Spanish, Swedish..)



## INFLUENCER MARKETING

Narvia Media works with a network of Influencers Gamers in Europe and Latin America with more than 800 MM subscribers faithful to their channels: International talent agencies, independent channels of Influence and Influencer Managers.

## PREDICTIVE ANALYTICS

Thanks to our own predictive analytics platform and the real-time dashboard visualization of the campaigns, the clients who carry out the campaign obtain optimized results in installations and in visualizations of the content.

**WE SET THE BUDGET OF THE CAMPAIGN BASED ON CPM, FIX OR OPTIMAL CPI FOR THE CLIENT, ACHIEVING AN EXCELLENT ROI OF THE CAMPAIGN.**

# DASHBOARD KPIs

## PROPOSAL NARVIA MEDIA AI:

We show the customer the most suitable Channels or profiles for the customer's campaign based on the parameters defined by the customer:

Campaign objective: Install, Views, lead..  
Game category / app, target country  
Expected reach, budget of the campaign (CPM, Fix, CPI ..)  
Descriptive labels of the game and / or app.

## INTEGRATION AND TRACKING:

Integration link tracking + Pixel for optimization of the campaign in Install, measuring from the visualization of the content - click on the link to the action

- Final conversion to install or download: Own platform, Steam, Store Android and IOs Store.

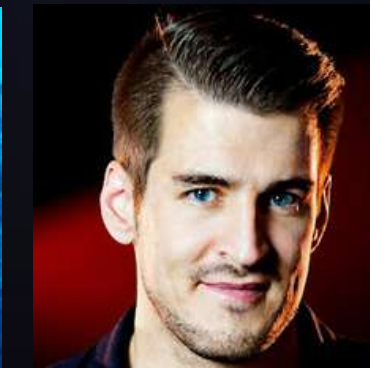
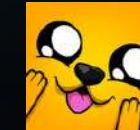
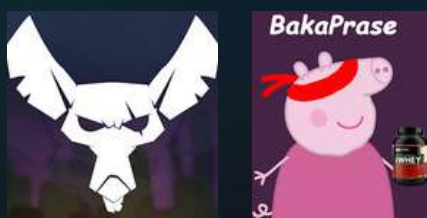
\*Optimized Rotator test A / B.  
Dashboard-sample of main KPIs, ROI and reach.

## PROJECTIONS OF THE CAMPAIGN'S REACH:

Thanks to the analysis of historical data and with the help of machine learning technology we show projections of the expected campaign's reach.



# SOME TALENTS AND AGENCIES WORKING WITH US:



AND 2.000 TALENTS MORE...



# LEAGUES AND COMMUNITIES FOR GAMES

- Videos of each game uploaded to YouTube
- Match summaries
- Promotion in social networks
- Writing rules
- Creation of graphic material for social networks and retransmission

- Tournaments for all levels: professional and beginners.
- Tournaments only for beginners.
- Professional league
- Professional retransmission

**WE CREATE AND MANAGE LEAGUES  
OR TOURNAMENTS ACCORDING TO  
THE SIZE OF THE COMMUNITY**

# MORE SPECIALIZED SERVICES

Direct deal with users or community through social networks and Discord.

Creation of offers and promotions.

Advisory service to increase the ARPU by game and country basing game improvements.

Transfer of important opinions of the community.

Editing and creation of images for the promotion of the different events: offers, events with the community, professional league matches, raffles with ingame rewards.

Delivery of prizes of competitions and / or events.

Inform the community about changes and news.

Content creation: collection of best plays.



# LET'S TALK!

## WAYS TO REACH US

### CONTACT

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MADRID - SINGAPORE - JOHANNESBURGO - SANTIAGO DE CHILE



**NARVIA**  
— MEDIA —