



You are a Game Developer

And have invested time, money and expertise in creating a great game

You know that Asia is an enormous growth area with mobile games being at the forefront of digital sales

But you have no clue where to start, what to do, which performance network to select, which language to localize into, where to test, how to approach communities, etc

Relax!

Send us your .apk/.ipa files, salesheets / presentations for a professional assessment of your games potential in Asia Pacific

Based on our analysis, evaluation and scores we will work on projections, promotion plans and suggestions to optimize the game for our markets.



Our publishing proposal for your game includes installs per country, overall sales, minimum guarantees and revenue shares.

Let's localize your game and starts with translations first. Just get us all in-game and promotional texts in an .xls sheet and we will deliver relevant languages.

Integration of analytics, local social networking services and other local APIs.

Customizations to locally adapt the game and make it culturally relevant as well as creating a better fit with gamer audiences in Asia will be performed for subsequent upgrades once KPI are good.

Testing, QA and release management is widely underestimated and a must for localized, customized files. Our QA colleagues are not monkey testers but qualified game players with years of experience in mobile games.

GO! Once files are tested and approved, plans are discussed and confirmed and timings and objectives agreed upon, let's launch!



We will publish your game on googlePLAY store and apple's APP store in Taiwan, Hong Kong, Macao, Vietnam, Thailand, Malaysia, Singapore, Indonesia and the Philippines. Most likely we will include relevant local app stores and carrier stores. Apart from Southeast Asia we work in Australia and New Zealand.

Our main objective is to deliver top games to users and to offer locally relevant payment methods for which we have developed a unified payment SDK to be integrated.

Most likely you have made this painful experience in the past, your game does not move at all once live. Today's games industry is so competitive and saturated that another app/game on the main stores is like a drop of water in the ocean.

★ Launch, Promotion, Publicity and Performance Marketing are part of our overall Marketing Plans for your games.

We work with media channels in all countries, issue and distribute press releases, craft promotion plans including online and offline events and work with local performance marketing agencies to drive users on a CPC and CPI basis.

Community Management and Customer Care are essential elements to achieve a solid user basis but more so to satisfy your players and make them come back. 8elements has employed experienced CMs in each core country.

AppAnnie, Flurry, googleAnalytics and related tools deliver a flood of information on a daily basis, which our game and product managers analyze and report on to follow and continue the successful launch of your games and/or apps.

Review Sessions help to identify good and bad aspects of the whole launch to finetune the process, our co-operation and to prepare for an even better execution for your next title.

