

Gaming Performance Marketing Plan

Gaming, Esports & Digital Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a performance-marketing plan for a game — campaign structure, creative testing, bidding/budget, ROAS/payback optimisation and scaling across networks. Use it to run efficient paid UA. For overall UA use the User Acquisition Strategy.

Purpose of this tool & output

Run and optimise paid UA campaigns

How the output is used

Use it to run and optimise paid UA campaigns — a performance-marketing plan focused on ROAS and payback, not just installs.

Important cautions

Profitable UA is driven by a constant creative-testing engine and ROAS/payback optimisation (not CPI alone) — creatives fatigue fast, so keep producing variants. Respect attribution/privacy (SKAN) limits. Scale only winners. Guidance only.

Companion documents

- Game User Acquisition Strategy
- App Store Optimization (Gaming)
- Gaming Influencer Marketing Plan
- Player Retention Strategy
- Referral & Virality Design
- Game Community Management Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.