

Game User Acquisition Strategy

Gaming, Esports & Digital Entertainment

Document type: Plan / SOP / strategy / guide · Generated 15 Oct 2026

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 user-acquisition strategy for a game — channels, creative, targeting, CPI/LTV discipline, soft-launch testing and scaling. Use it to plan UA. For app-store optimisation use the ASO tool.

Purpose of this tool & output

Acquire players profitably

How the output is used

Use it to acquire players profitably — a user-acquisition strategy that keeps CAC below LTV across channels.

Important cautions

UA succeeds on creative iteration and strict $CPI < LTV$ discipline — never scale spend where the payback is negative. India delivers cheap installs but low LTV, so measure cohort ROAS carefully. Test small before scaling. Guidance only.

Companion documents

- App Store Optimization (Gaming)
- Gaming Performance Marketing Plan
- 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.