



Company Profile

OUR GOAL

lead and innovate with a
media-driven game marketing
platform




6 Years of Achievements as a Global Gaming Media Network

Website launched in 2017

Peak monthly visitors exceeded 9M

Successful and profitable IGEC esports conference in California hosted annually from 2018-2022

Two collegiate esports conferences and two esports investment forums hosted

Four-time nominated for Esports Coverage Platform of the Year by 



Inven is South Korea's premier gaming media platform, with gaming webzines, communities, entertainment, and e-commerce.

Inven Global is the U.S. branch of Inven, first established in September 2016. It produces content for English-speaking gamers and organizes large-scale esports conferences.

The screenshot shows the Inven Global website homepage. At the top, there is a navigation bar with the Inven logo, 'global WHO WE ARE LATEST ...', and links for 'GAMERFI', 'Lost Ark', and 'Probuilds'. There is also an 'AD-Free' badge and a 'Darkmode' toggle. Below the navigation bar is a large hero banner for 'OFFICIAL VEHICLE OF SUMMER' featuring a blue and black skateboard with the text 'Get Riding From \$36/mo' and a 'Shop Now' button. The main content area is divided into several sections: a 'WORLD'S OF MINE' article titled 'The Makers of Faker: Easyhoon's Role in Shaping League of Legends History' with a thumbnail of two men; a large central article titled 'The Makers of Faker: An Introduction and Index' featuring a T1 esports player; a 'WORLDS OF MINE' article titled 'All teams qualified for Worlds 2023'; a 'VALORANT' article titled 'Sights from the 2023 VALORANT Champions LA Finals'; and an article titled 'PRX alecks on EG potter's coaching: "She's seen everything in esports"'. Below the main content is a 'TERMINIX' advertisement for termite damage prevention. At the bottom, there is a 'Gamefi Inven' section with four featured articles: 'METABORA SINGAPORE commences global pre...', 'MINE WARZ | Top-Ranked Miner on PlayToEarn...', 'Rumble Racing Star: A Casual Racing Experience', and 'ClashRow: A Dip NFT Mobile Star'.

LEVELED UP to a Global Gaming Marketing Platform

GAMING MEDIA

Quality content creation and community development

Design and execution of successful esports industry and collegiate events

Strategic partnerships developed through Inven's media business

GLOBAL MARKETING PLATFORM

Tailoring content creation and distribution for client needs



Building horizontal and exclusive partnerships with media around the world, serving as a bridge between Asian and global markets

Consulting on marketing strategies optimized for each regional market as passionate gaming experts

WHY does INDUSTRY need us?

01

End-to-end consulting solution

Complete consulting for advertising, PR, and native content campaigns in any global region. We optimize game launch marketing plans and tactics.

02

Combination of marketing strategy and gaming experts

Our successful content and campaigns are expertly crafted and distributed by specialists who understand gaming industry and consumers.

03

Break down regional and language barriers

Experienced teams in Seoul, South Korea, and California, USA. Our global team manages any language and time zone challenges to serve clients and ensure fast feedback.

04

Secure highest results at the lowest price

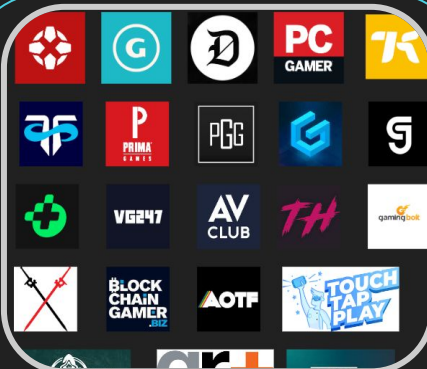
Through direct partnerships with media partners around the world, we offer clients the best value by cutting out the middleman, getting rid of unnecessary processes and fees.

How our **PRODUCT** works



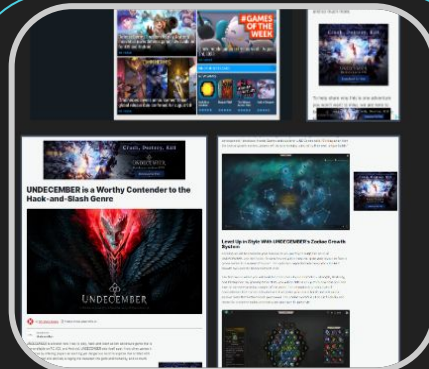
Step 1

Select target region and solution (Ads, Content, Influencers, etc.)



Step 2

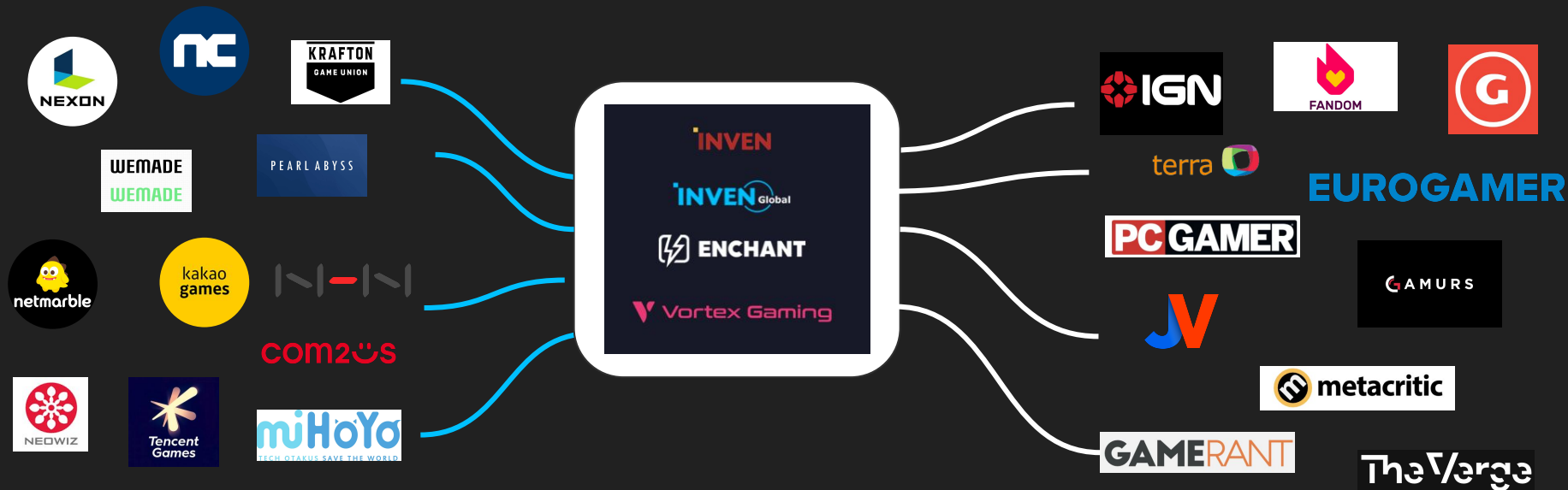
Optimize and deliver proposals to clients after research and analysis



Step 3

Manage the execution of campaigns and report results to clients

Our GLOBAL platform

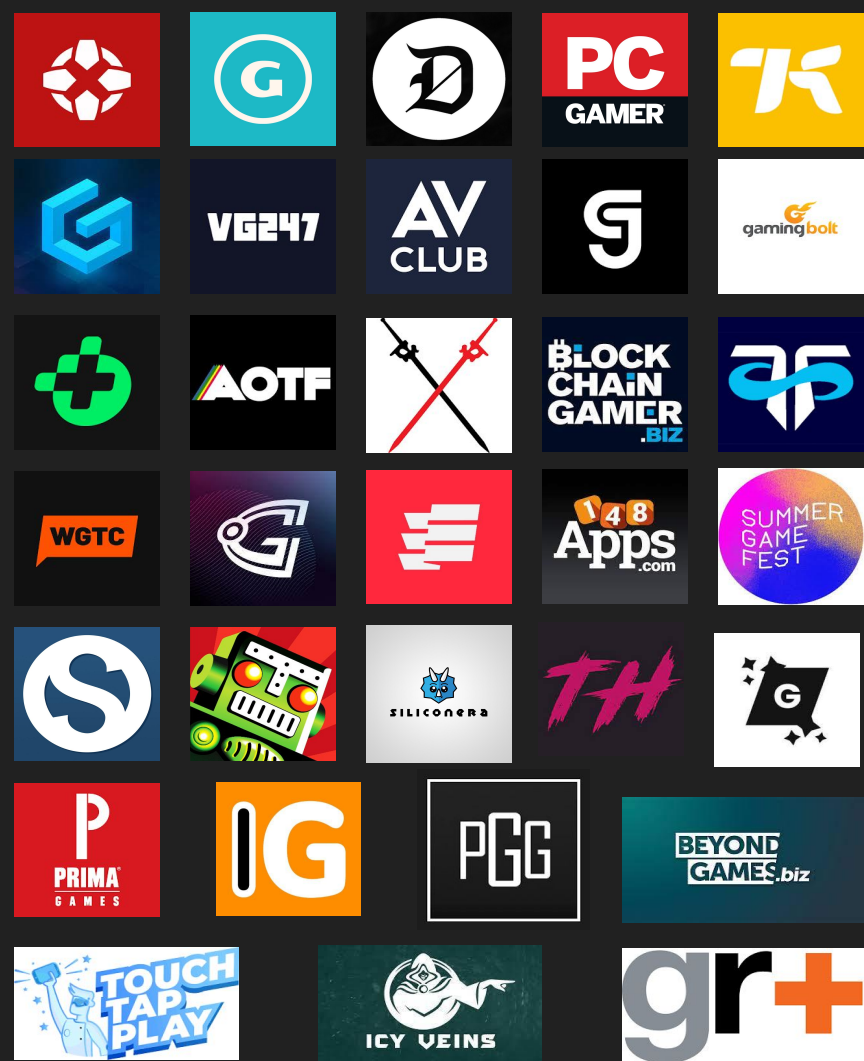


Korean & Asian Clients

Media Partners Worldwide

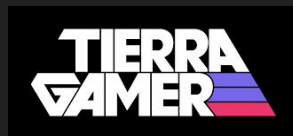
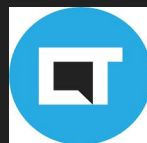
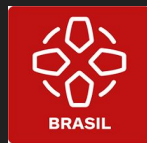
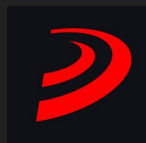
MEDIA PARTNERS US & CANADA

Collective MV: *980,000,000+*



MEDIA PARTNERS LATAM

Collective MV: *650,000,000+*



MEDIA PARTNERS EUROPE

Collective MV: 119,000,000+



EUROGAMER

MEDIA PARTNERS SE ASIA

Collective MV: *30,000,000+*



Sponsored Content

One-stop-shop for all your native article needs.
PRODUCE, EDIT, SCHEDULE, REPORT

Articles written by gamers for gamers
on the most popular media websites.

The screenshot shows the 148Apps.com website. At the top, there's a navigation bar with '148Apps.com' logo and various menu items like 'REVIEWS', 'NEWS', 'NEW APPS', 'PRICE DROPS', 'TOP LISTS', 'TIPS & GUIDES', 'FIELDS', 'ABOUT'. Below the navigation is a banner for 'Playing mobile games since 2008 Read the only reviews that matter'. The main content area features an article titled 'Krafton gives tower defense a huge facelift with Defense Derby' by Silvia Garcia, dated July 31st, 2023. The article is categorized as 'Universal App' and 'Designed for iPhone and iPad'. There are 'FREE!' and 'NEW!' badges. A sidebar on the right lists 'Top 148 App Lists' including 'Top Free Apple TV Apps', 'Top Free Apple TV Games', 'Top Paid Apple TV Apps', 'Top Free Apple Watch Apps', 'Top Free Apple Watch Games', 'Top Paid Apple Watch Apps', 'Top Free iPhone Apps', 'Top Free iPhone Games', 'Top Paid iPhone Apps', 'Top Paid iPhone Games', 'Top Free iPad Apps', 'Top Free iPad Games', 'Top Paid iPad Apps', 'Top Paid iPad Games'. At the bottom, there are 'Categories' and 'About the team with us' information.

The screenshot shows an article titled 'UNDECEMBER is a Worthy Contender to the Hack-and-Slash Genre'. The article features a large image of a character with red wings and a sword. The text discusses the game's features and its potential in the hack-and-slash genre. The article is dated October 21, 2023, 9:00 am. There are social media sharing icons and a 'Crash, Destroy, Kill' logo at the top.

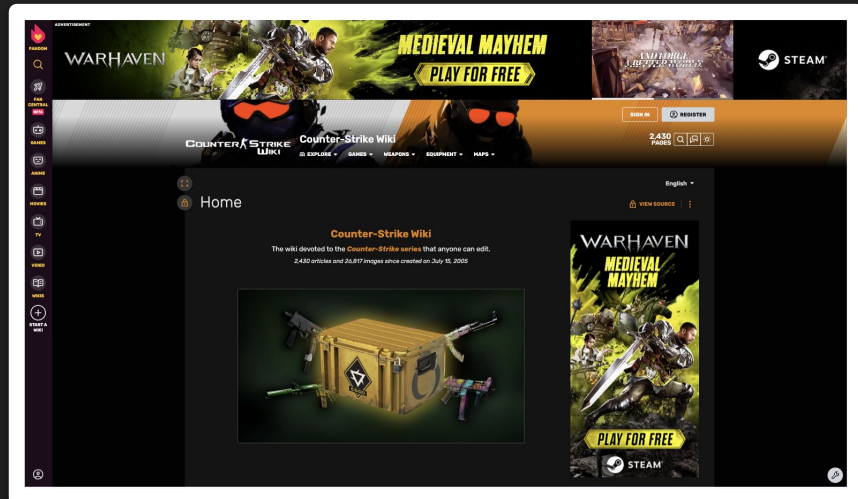
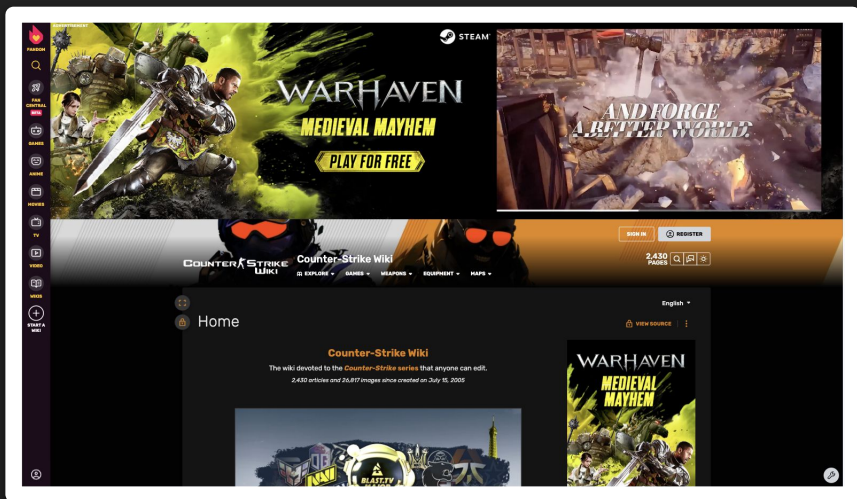
The screenshot shows an article titled 'Level Up in Style With UNDECEMBER's Zodiac Growth System'. The article features a large image of a zodiac growth system. The text discusses the game's features and its potential in the zodiac growth system. The article is dated October 21, 2023, 9:00 am. There are social media sharing icons and a 'Crash, Destroy, Kill' logo at the top.

The screenshot shows the Pocket Gamer website. At the top, there's a navigation bar with 'POCKET GAMER.com' logo and various menu items like 'HOME', 'COOL NEW GAMES', 'iOS', 'ANDROID', 'Reviews Center', 'News', 'Deal Games', 'Tips & Guides', 'Features', 'Rankings', 'Guides & Lists', 'Career Finder'. Below the navigation is a banner for 'Pocket Gamer Select: 100+ titles to try for £1.00 (customers: READ MORE)'. The main content area features a 'MOST POPULAR GAMES' section with icons for various games like 'Angry Birds', 'Candy Crush', 'Angry Birds', 'Angry Birds', 'Angry Birds', 'Angry Birds', 'Angry Birds', 'Angry Birds'. Below this is a 'HIGHLIGHTS' section with a featured article titled 'Defense Derby: 3 reasons to play Krafton's innovative tower defense game, now available for iOS and Android'. There are also sections for 'NEW GAMES' and 'FIND THE BEST GAMES'.

Display Ads

Ads served to targeted viewers on popular websites.

PRODUCE, SCHEDULE, REPORT



Target your audience by location, interests, and demographic on the websites that matter to you.



Inven Global Review Network

Expert & Consumer Reviews

Access our long list of prestigious video game influencers ready to play any game and create an insightful review.

Minimum
3 hours gameplay

Average Review
2000 words

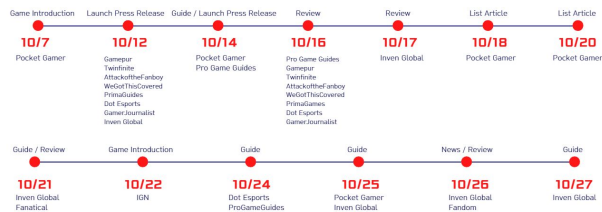
100+ reviewers

Case Study #1

UNDECEMBER - Line Games

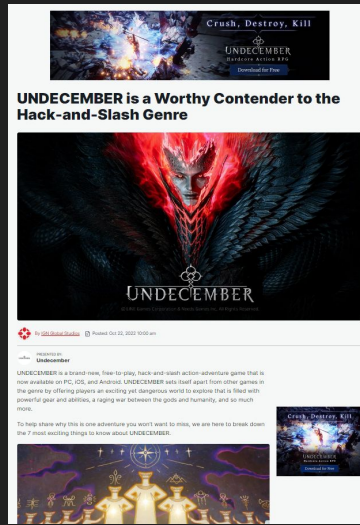
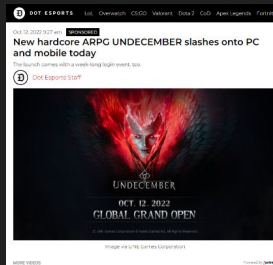
NATIVE MARKETING- UndeDecember's October 2022 launch

Content Distribution Schedule



40 articles **22** social media posts

- 9 press releases
- 2 game introductions
- 11 reviews
- 16 guides
- 2 list articles

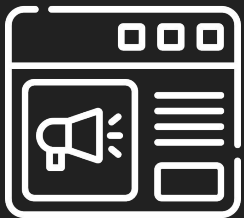


13 websites

Case Study #2

WARHAVEN - Nexon

SPONSORED ARTICLE and DISPLAY AD CAMPAIGN



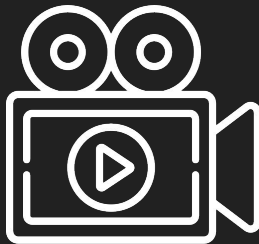
Promotional Traffic Drivers



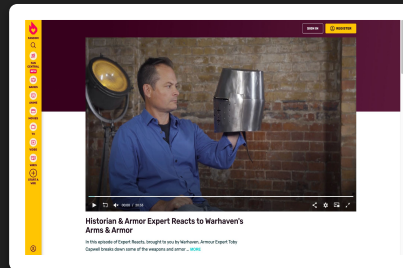
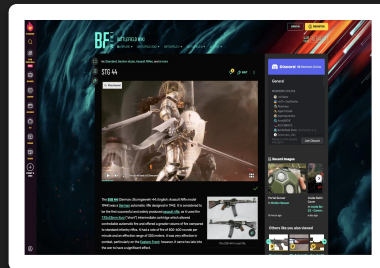
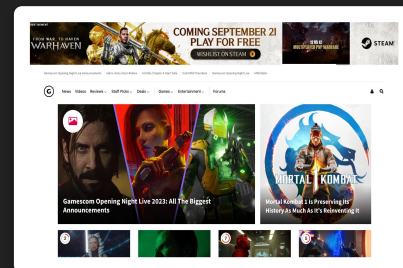
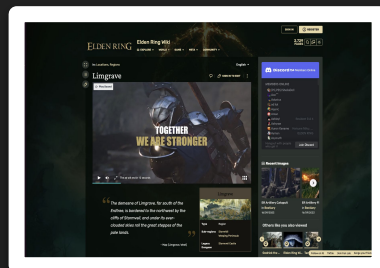
Pre-roll Ads



Cross-Platform Takeovers



Custom Video Production



Case Study #3

[EMBARGOED] GAME- HybeIM

REVIEW CAMPAIGN

"[The game] bridges the gap between nostalgic 2D action RPGs and the modern era, offering a visually stunning and emotionally charged gaming experience that caters to the mature gamer."

- QUOTE FROM REVIEW

"[The game] captures the essence of intuitive combat, effortlessly merging fluid mechanics with dynamic character interplay, offering players an exhilarating dance of strategy and action."

- QUOTE FROM REVIEW



Four 2000 word reviews



12+ cumulative hours of gameplay

REVIEWERS



John Popko
*Digital Marketing
Specialist & Reporter*
INVEN GLOBAL



Erik "DoA" Lonnquist
*Video Game Host &
Commentator*



Frosty
Creator & Influencer
MOGTALK



Michael "Drexin" Lalor
Journalist
HEAVEN MEDIA

Other Campaigns



Why Metaball Is a Must-Play for Sports Game Lovers



METABALL - Bucketplay

Sponsored articles & YT Trailer

ALKTHROUGHS | PREFERRED PARTNER FEATURE

Defense Derby Guide - Advanced strategy tips for beating bosses and upgrading quickly



by Luke Frater | Aug 17
Android | Defense Derby



DEFENSE DERBY- Krafton

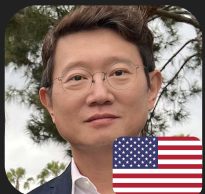
Sponsored articles



ZEPETO - Naver Z

Influencer TikTok campaign

Meet the **INVEN** Global TEAM



Euideok "Vito" Oh
President & CEO



Jessica Yip
Director of Partnerships



John "Oddball" Popko
Digital Marketing Specialist



Junki "Artz" Hong
Sr. Business Director



Jiyeon "KaEnn" Kim
Sr. Director of Operations



David "Viion" Jang
Sr. KR Reporter

Thank you

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Partnership inquiries, contact Jessica Yip at jessica@invenglobal.com