



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 a 'Darkmode' toggle and social media icons. The main banner features a 'BREWELL OFFICIAL VEHICLE OF SUMMER' advertisement for a three-wheeled electric scooter, with the text 'Get Riding From \$36/mo' and a 'Shop Now' button. Below the banner, there are several article thumbnails: 'The Makers of Faker: Easyhoon's Role in Shaping League of Legends History', 'Sights from the 2023 VALORANT Champions LA Finals', and 'PRX alecks on EG potter's coaching: "She's seen everything in esports"'. A large central article titled 'The Makers of Faker: An Introduction and Index' is highlighted, with a sub-headline 'All teams qualified for Worlds 2023'. Below the articles, there is a 'Gamefi Inven' section featuring four game-related 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'. An advertisement for 'TERMINIX' termite treatment is also visible, with the text 'AVOID COSTLY TERMITE DAMAGE and protect your home today.' and a 'Learn more' button.

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

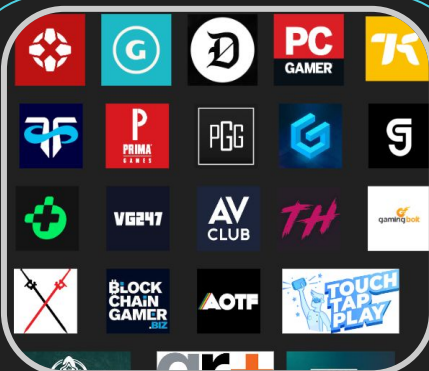
Through direct partnerships with media partners around the world, we offer clients the best value by cutting out the middleman, getting rid of unnecessary processes and fees.

How our **PRODUCT** works



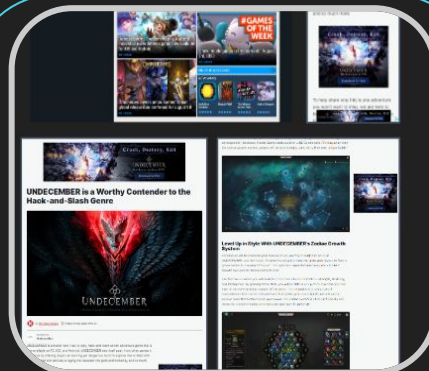
Step 1

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



Step 2

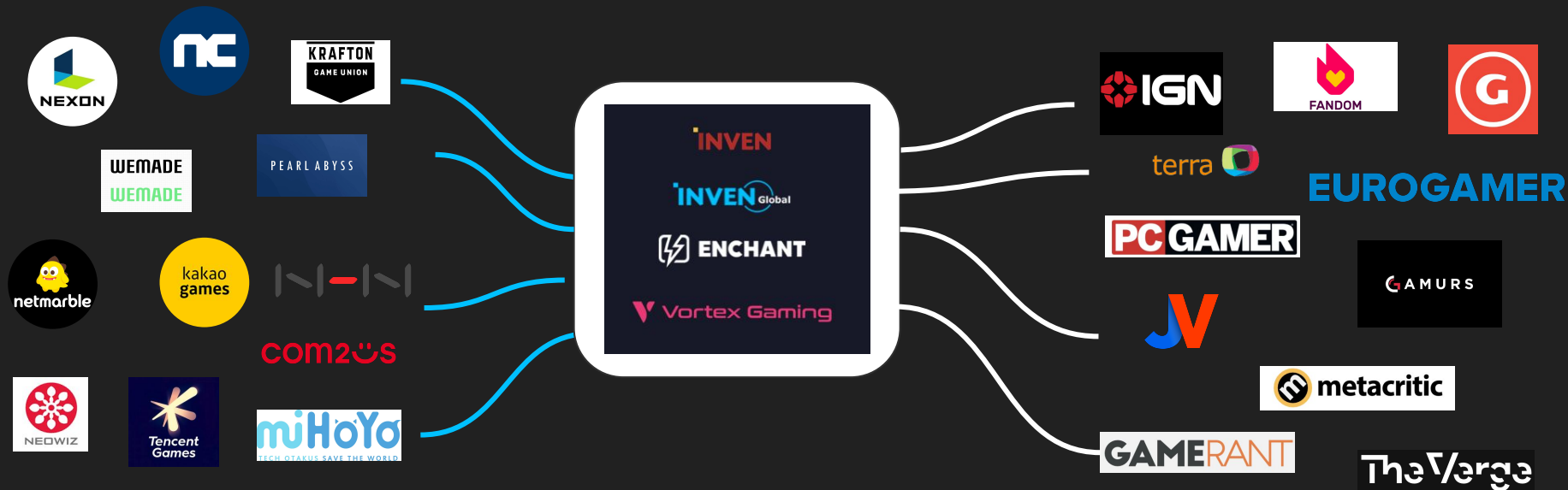
Optimize and deliver proposals to clients after research and analysis



Step 3

Manage the execution of campaigns and report results to clients

Our GLOBAL platform

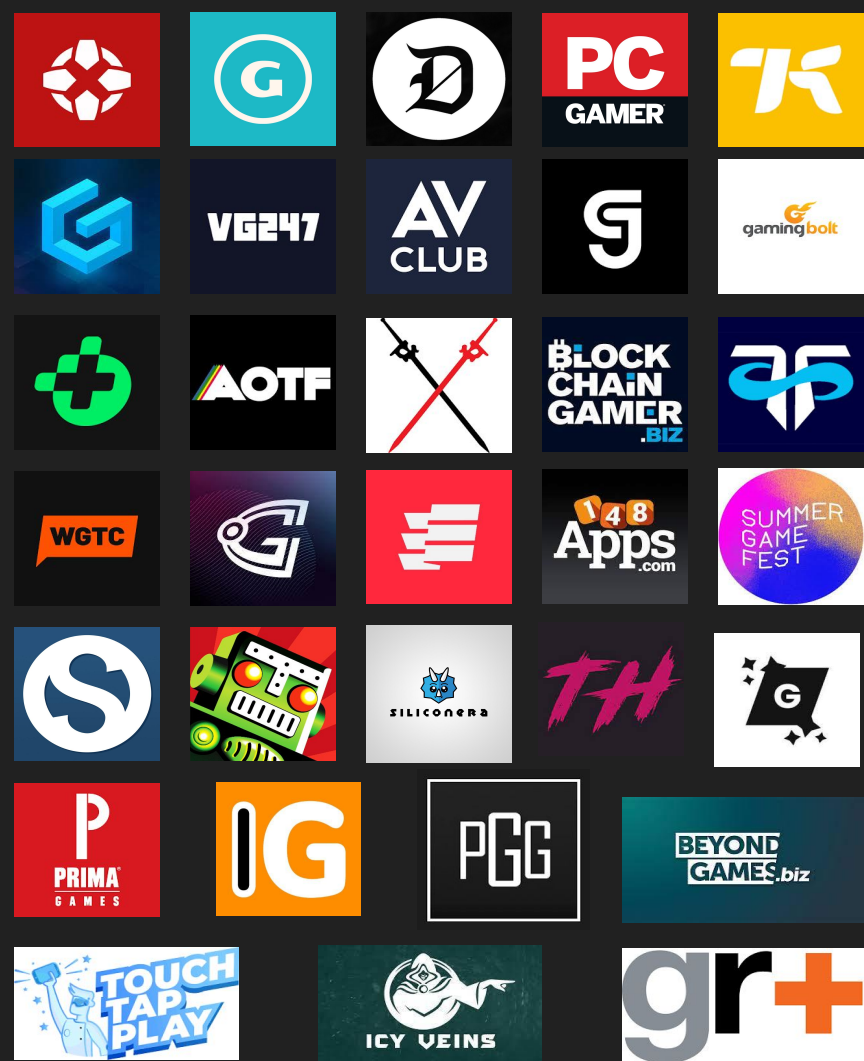


Korean & Asian Clients

Media Partners Worldwide

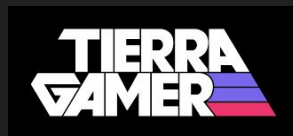
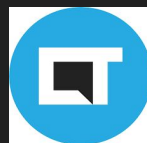
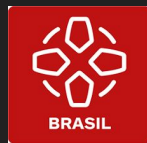
MEDIA PARTNERS US & CANADA

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', 'FEEDS', and 'ABOUT'. A large banner reads 'Playing mobile games since 2008 Read the only reviews that matter'. Below this, a featured article for 'Defense Derby' is highlighted. The article title is 'Krafton gives tower defense a huge facelift with Defense Derby'. It is posted by Silvia Garcia on July 31st, 2023. The article is categorized as 'Universal App' and 'Designed for iPhone and iPad'. A 'FREE!' badge is visible. Below the article, there's a 'Top 148 App Lists' section with various app categories like '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 Free iPhone Games', 'Top Free iPad Apps', 'Top Free iPad Games', 'Top Paid iPad Apps', and 'Top Free iPad Games'. There's also a 'Categories' section with 'Avoid the New with...', 'New iOS...', 'New iPad...', 'New App...', and 'App Store Holiday...'. A 'YouTube' logo is at the bottom right.

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 to compete in the hack-and-slash genre. The article is dated 'Nov 04, 2023 10:00 am' and is by 'Undeember'. The article text includes: 'UNDECEMBER is a brand new, free to play, hack and slash action adventure game that is now available on PC, PS, and Android. UNDECEMBER isn't just your run-of-the-mill game in the genre by offering players an exciting yet desperate world to explore that is filled with powerful gear and abilities, a rugged yet beautiful game atmosphere, and so much more. To help show why this is one adventure you won't want to miss, we have to break down our 7 most exciting things to know about UNDECEMBER.' There are also smaller images of the game's interface and a 'Crash, Destroy, Kill' logo.

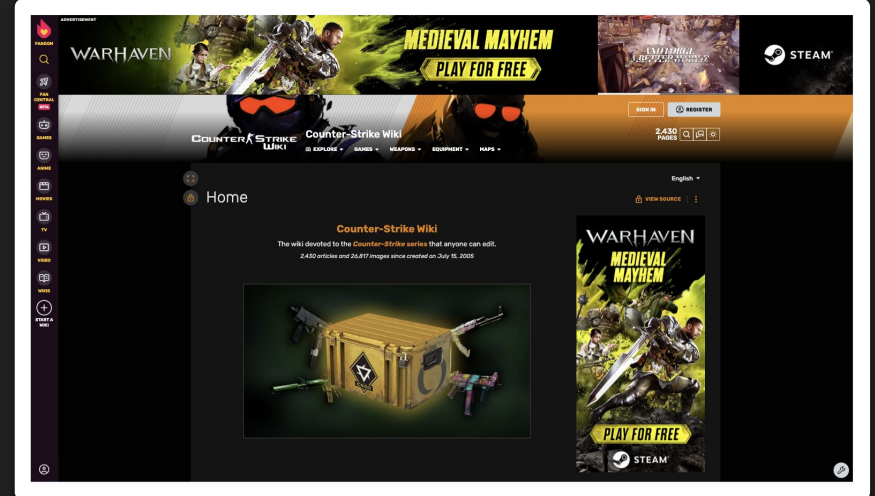
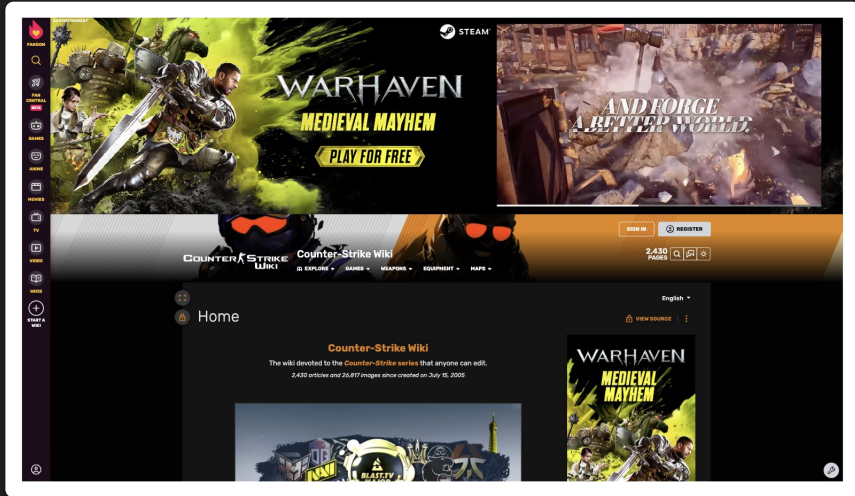
The screenshot shows an article titled 'Level Up in Style With UNDECEMBER's Zodiac Growth System'. The article features a large image of a zodiac growth system interface. The text discusses the game's features and its potential to compete in the hack-and-slash genre. The article is dated 'Nov 04, 2023 10:00 am' and is by 'Undeember'. The article text includes: 'Leveling up will be crucial to your survival you journey through the world of UNDECEMBER, and the Zodiac Growth System will be here to give your character from a green rookie to a warrior of legend. The system is separated into two parts - the First Growth Area and the Second Growth Area. The first area is where you will build the core skills of your character - Strength, Dexterity, and Intelligence. By growing these skills, you will be able to equip more powerful gear and take on the ever-growing dangers of the world. The second area is composed of combinations that can be activated with trait points you earn in battle and will unlock passive skills that further boost your power. The Zodiac system is all about flexibility and allows for countless builds depending on your specific playstyle. To consider the world of UNDECEMBER's world, players will need powerful gear and even more powerful skills. These skills range from fireballs that will melt any foe to deadly cycles that will open the most sturdy enemy to lightning that will melt even the strongest enemies in their tracks. Players can choose the skills they need most to match, and they can do...

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', and 'Game Finder'. A large banner reads 'Pocket Gamer Select: 10 must-have titles for iOS, Android, and PC'. Below this, there's a 'MOST POPULAR GAMES' section with various game icons like 'Angry Birds', 'Candy Crush', 'Angry Birds', 'Angry Birds', 'Angry Birds', 'Angry Birds', 'Angry Birds', 'Angry Birds', 'Angry Birds', 'Angry Birds'. There's also a '#GAMES OF THE WEEK' section with 'Defense Derby: 3 reasons to play Krafton's innovative tower defense game, now available for iOS and Android' and '5 new mobile games to try this week - August 3rd, 2023'. There's also a 'FIND THE BEST GAMES' section with 'OMNIBROTHERS' and 'NEW GAMES' like 'Lock Be A Landlord', 'Dragon POW', 'The Arkham Asylum Files', and 'Dark of Daggers'.

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

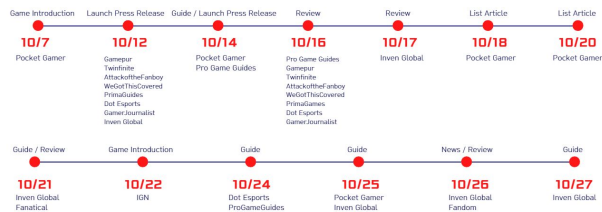
100+ reviewers

Case Study #1

UNDECEMBER - Line Games

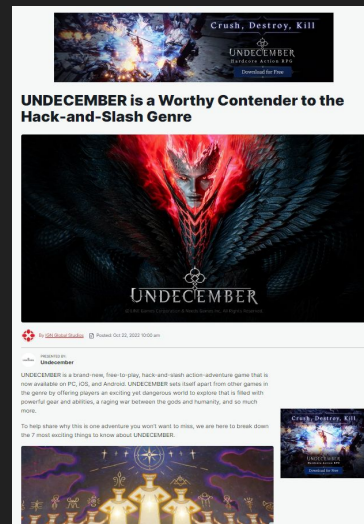
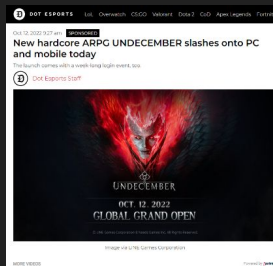
NATIVE MARKETING- Undeember's October 2022 launch

Content Distribution Schedule



40 articles 22 social media posts

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



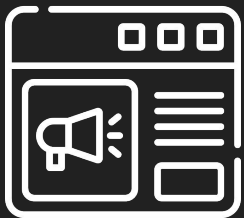
13 websites



Case Study #2

WARHAVEN - Nexon

SPONSORED ARTICLE and DISPLAY AD CAMPAIGN



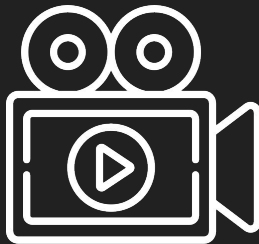
Promotional Traffic Drivers



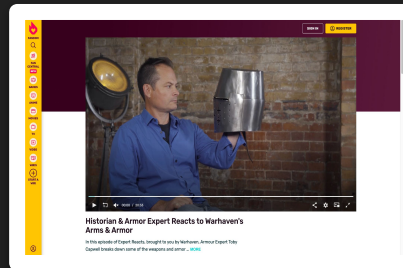
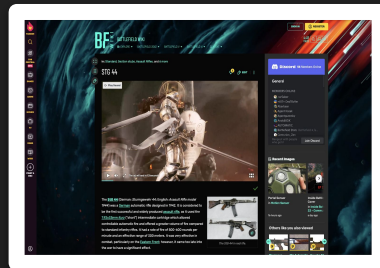
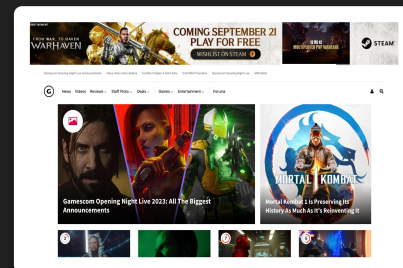
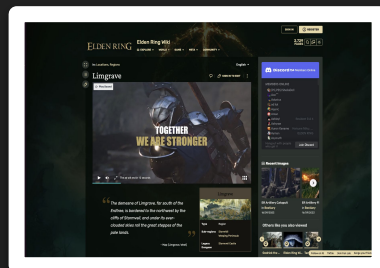
Pre-roll Ads



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

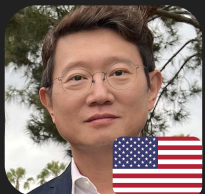
Sponsored articles



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

Business inquiries, contact Junki “Artz” Hong at artz@invenglobal.com

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