LUCKMON

Built to accelerate growth of your gamer base

GET IT ON
Google Play

Download on the
App Store
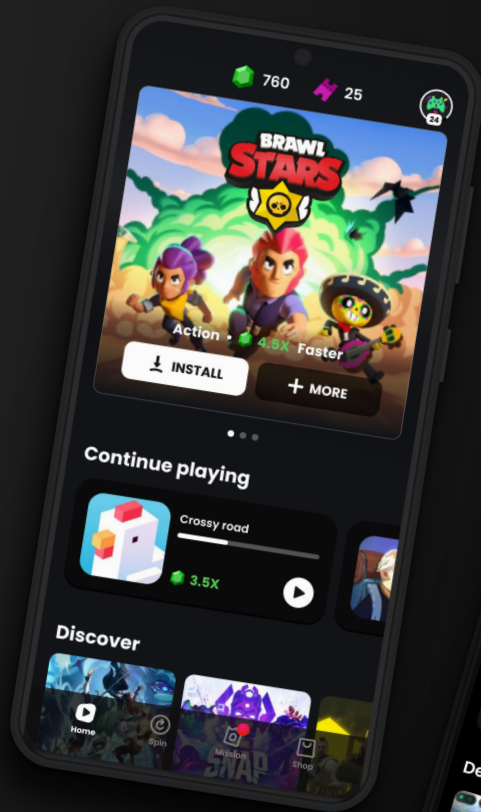
Problem

## The issue of transparency in **Mobile Game Ad Space**

Increased CPI Rates in Google and Meta

US CPI Rate is increasing 10-15% every year without quality and right target audience.

Lack of Transparency

Advertisers wants to know exactly where their money is going and showing every stage of media supply chain. It means that Advertisers wants to understand what's going on.
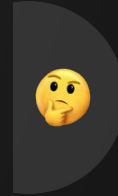
Ad Fraud and Ad viewability Issue

Ad Fraud is one of the most complicated problem in digital advertising space. Every year advertisers are wasting billions of dollars in marketing budgets worldwide.
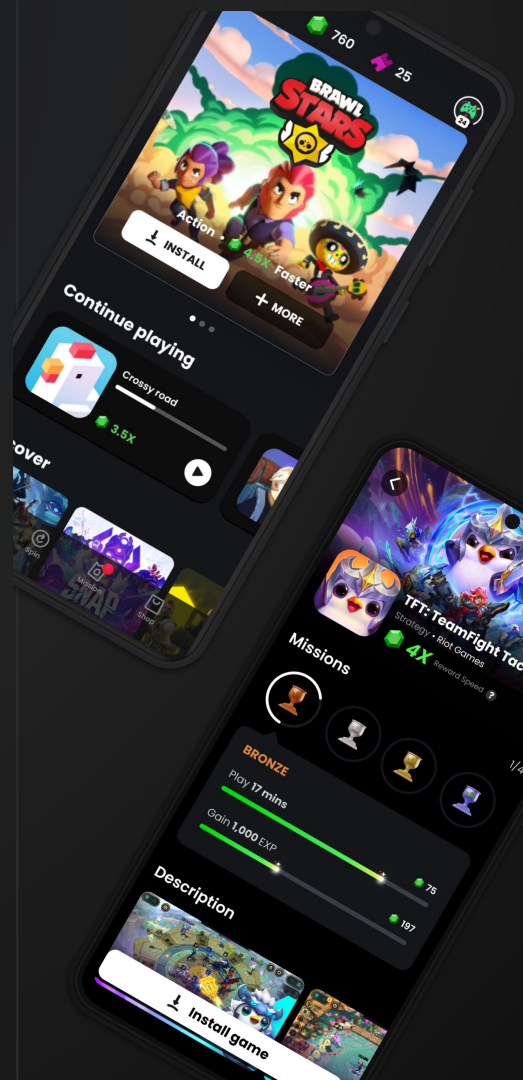
Solution

We are Transparency-Oriented Game **Loyalty Platform** Reward system

LUCKMON offers rewards to users **based on the time** they spend playing and their engagement in specific desired actions.

"Our Mission is to be the Best Game Loyalty Platform to discover games."
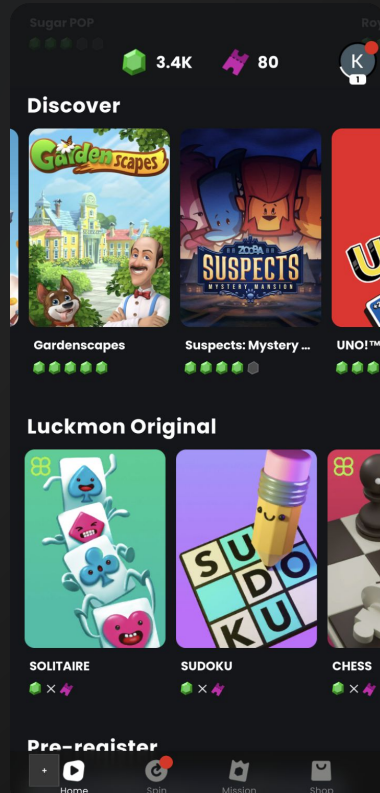
Luckmon is designed to help game developers grow their **gamer base** and increase revenue.

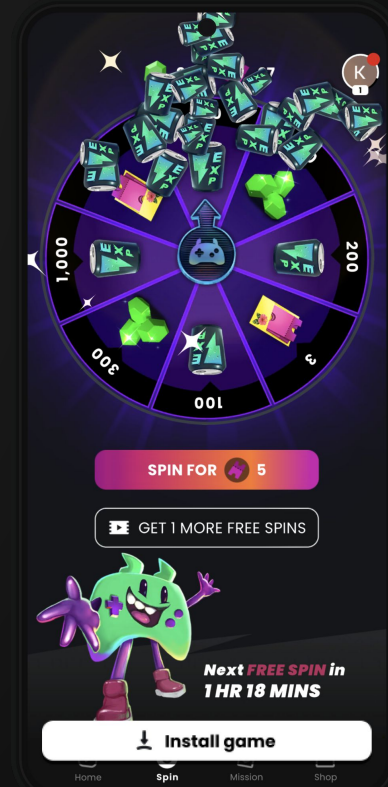# Product: Creating an engaging and Collaborative experience
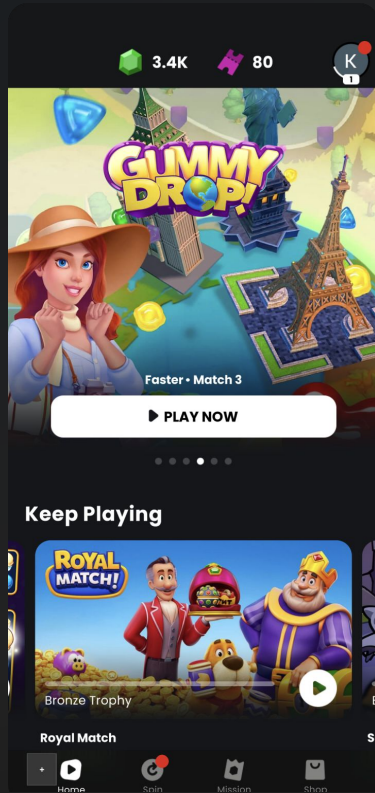
Discover New Games

Original Games
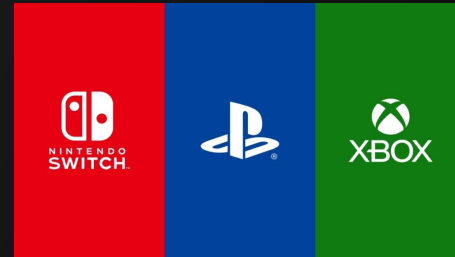
Daily Spins

Product

It's for Gamers! All cross-platform such as **Mobile**, **Console**, **PC**, and **Steam.**

LUCKMON

PC

Console

Mobile

Features

A Reward Engagement Platform for "**Mobile Gamers**"

Luckmon   VS   **Other Medias**

🎯

Game user targeting

Our end-to end platform tailors solutions for game discovery, user engagement and marketing strategies that captivate the right audience for your game.

📊

Higher retention

Our comprehensive loyalty platform provides a powerful suite of retention focused features, designed to increase user engagement and satisfaction.

📈

Increase Play Session

Drive longer play times and keep players coming back for more with our platform's new player incentives and retention-focused tools.

⛔

No gamer targeting
No Retention
No Play-time increase

Drive higher retention with the loyalty platform

Our end-to-end loyalty platform provides an engaging and personalized gaming experience, with features designed to increase player satisfaction and retention. With our advanced analytics, we track user behavior and make data driven decisions to continually increase the growth of our user retention rates.

+ 50%

Play-time increases

+ 50%

Higher retention

Traction

There are several stages involved in setting KPIs for a platform.
Now, as we have just launched our product platform, our top priority is to attract users to our platform through effective marketing on the app store. We want to ensure that users engage in the intended actions and continue to come back to our platform. Once we achieve these three objectives, revenue will naturally follow.

Conversion rate

42%

*The conversion rate of store visitors to registered gamers.

User Engagement

+50%

*Play time increase

D-1 Retention

35%

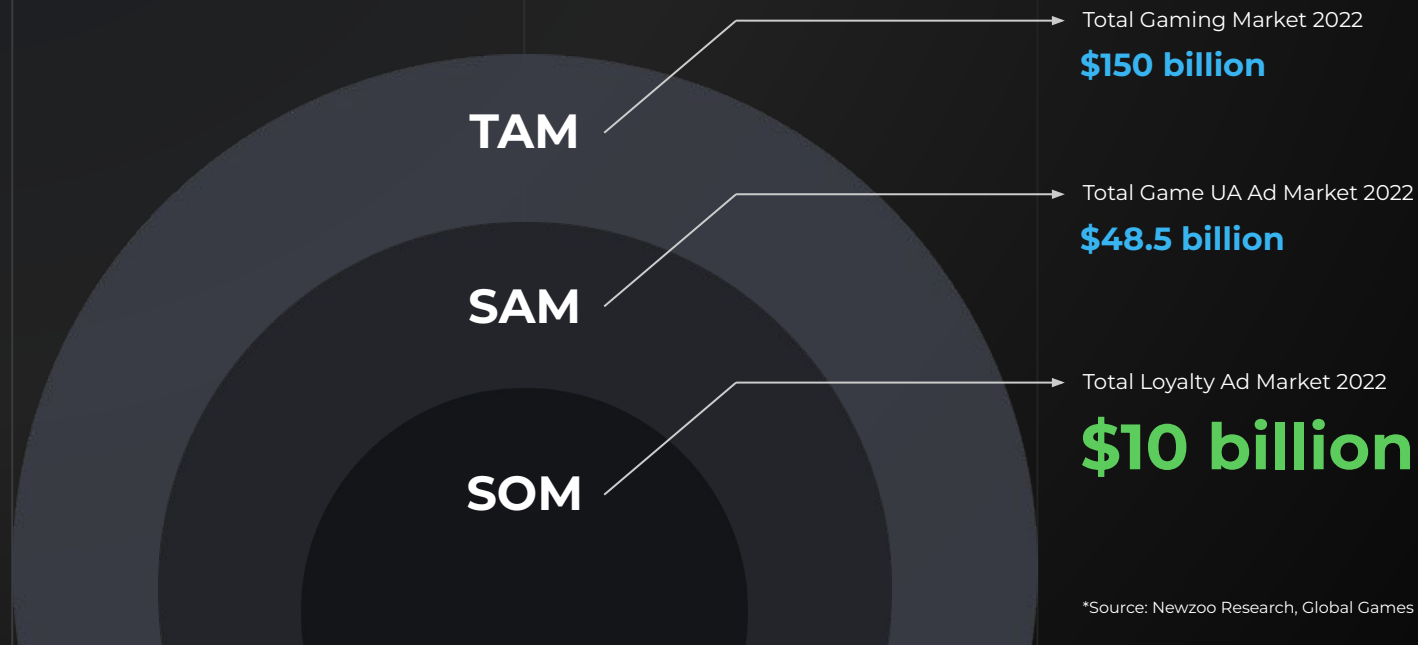*The D-1 retention rate for the No. 1 loyalty platform is 33%.

Market size

Gaming apps to spend **$48.5 billion** on user acquisition by 2022.
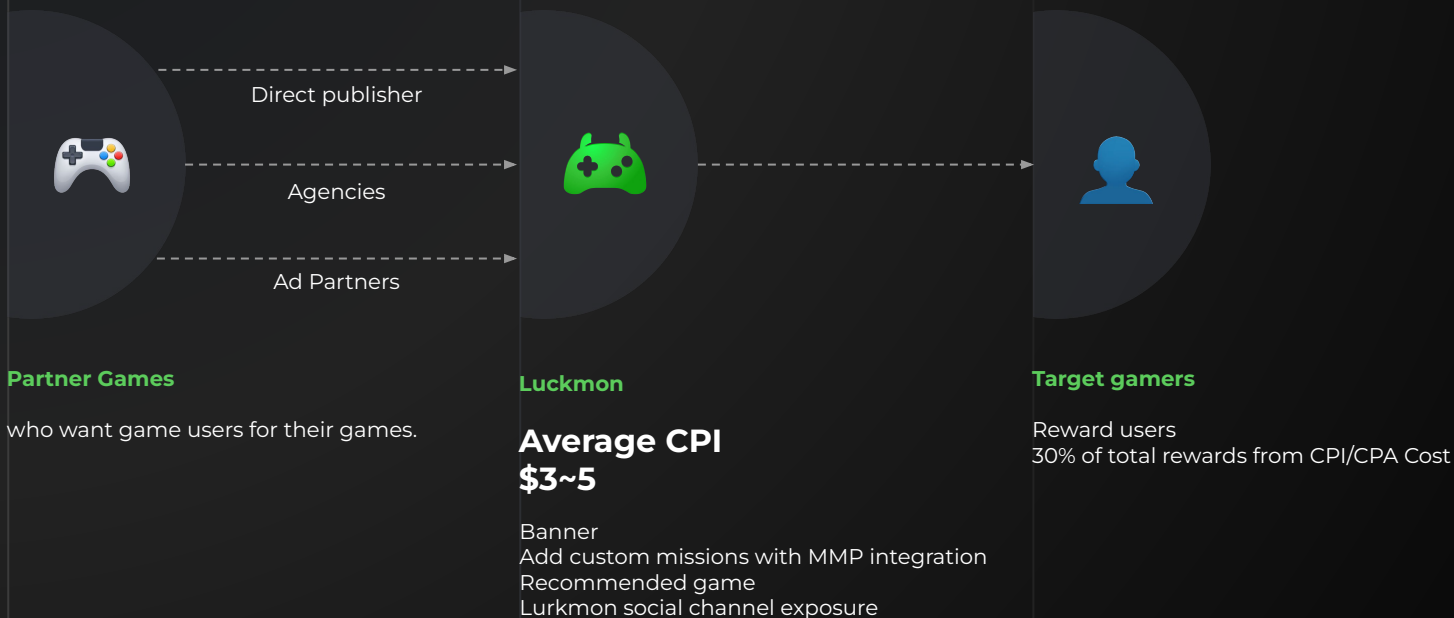All UA Budgets across all verticals, which is $118 billion in 2022.
Gaming is **41.1%** of Total UA Budgets

TAM

Total Gaming Market 2022
$150 billion

SAM

Total Game UA Ad Market 2022
$48.5 billion

SOM

Total Loyalty Ad Market 2022
$10 billion

Business model

We take **Cost Per Install** and **Cost Per Action** fee on each game user.
* Minimum Price is $5,000 (Test Budget)

Direct publisher

Agencies

Ad Partners

Partner Games

who want game users for their games.

Luckmon

Average CPI
$3~5

Banner
Add custom missions with MMP integration
Recommended game
Lurkmon social channel exposure

Target gamers

Reward users
30% of total rewards from CPI/CPA Cost

MMP Integration

Go-To-Market

Seattle

San Francisco

Los Angeles

Seoul

Tokyo

Current Advertisers (Clients)

Case study

Improved Performance and Scalability: Power Rangers experienced consistent performance and maintained superior quality standards with Luckmon as their trusted partner. The introduction of campaigns further elevated the game's performance, leading to enhanced user retention and engagement.

"Luckmon has been an exceptional partner for us! Their platform's performance has consistently exceeded expectations, enabling us to scale our game while upholding the highest quality standards."
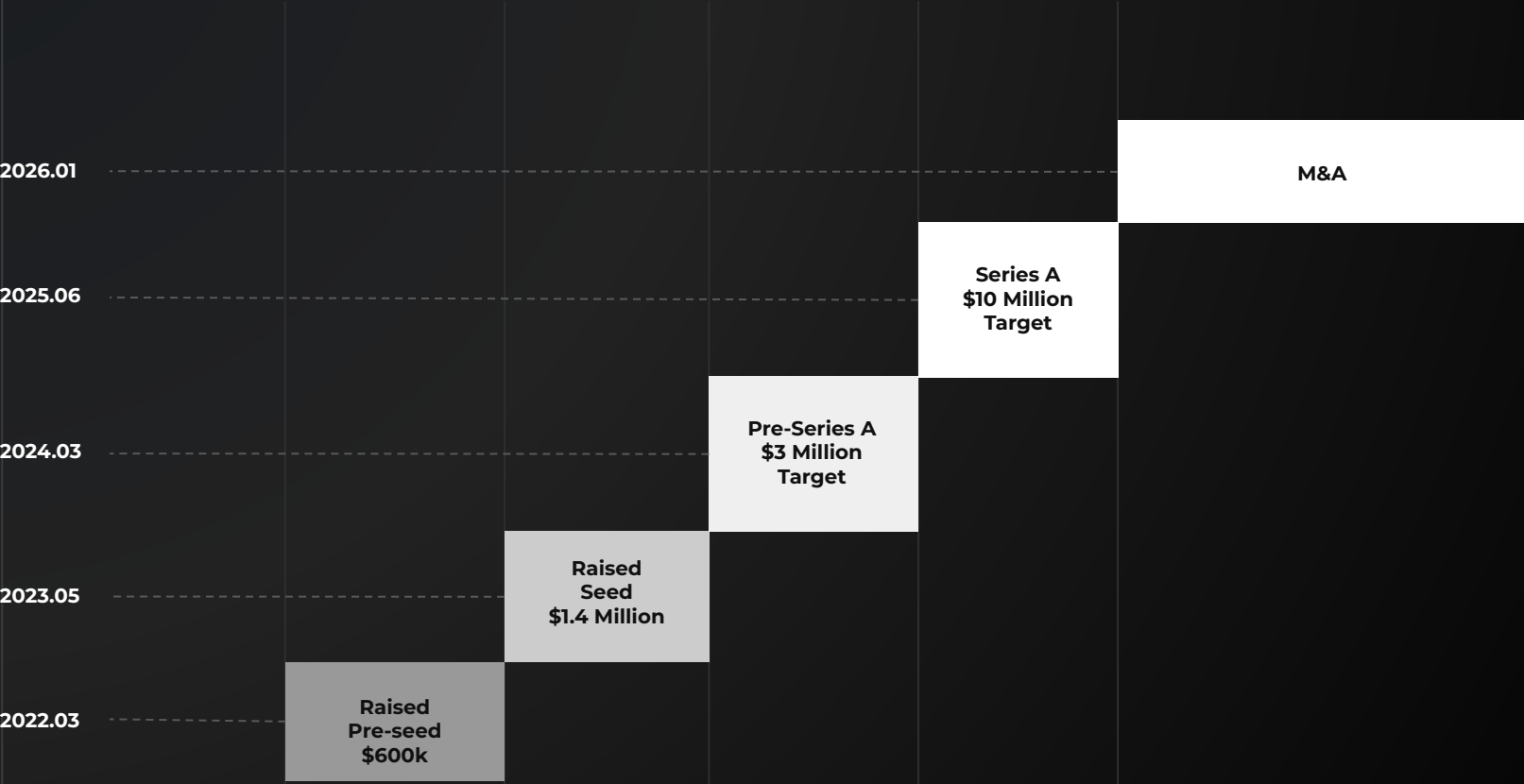
UA lead

nWay

"Partnering with Luckmon has been a game-changer for us. Their UA system has surpassed our expectations in terms of performance and results. With the implementation of custom campaigns, we have witnessed a significant increase in user acquisition, engagement and retention."
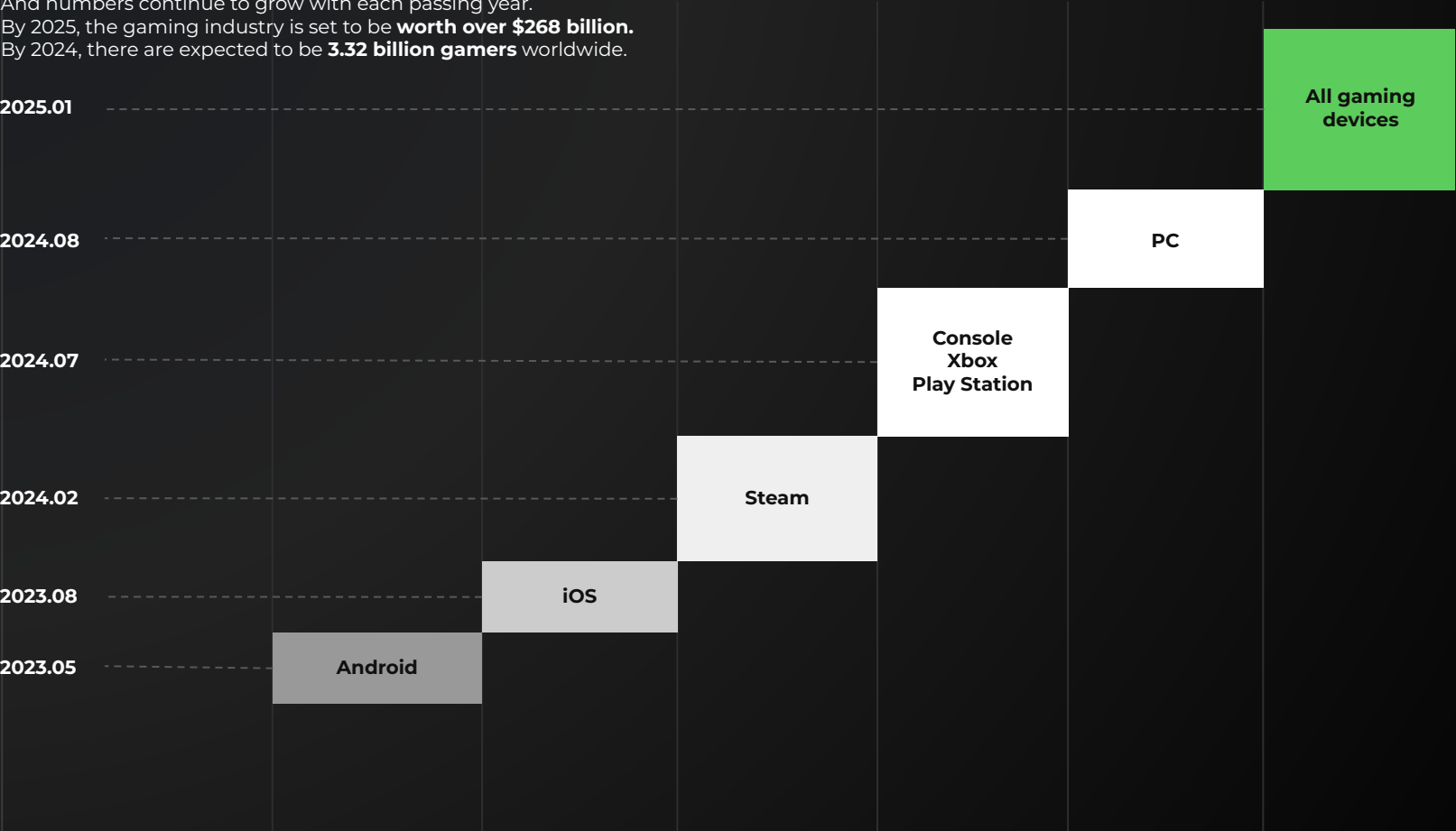
UA lead

ACTIONFIT

+ 51%

Higher retention

+48%

Play time increase

Fundraising History

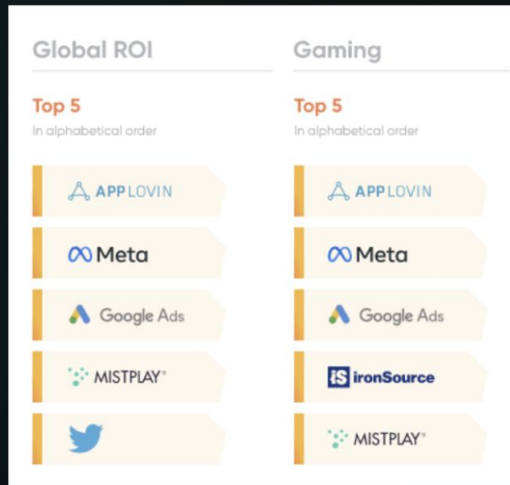|	
2026.01	**M&A**
2025.06	**Series A $10 Million Target**
2024.03	**Pre-Series A $3 Million Target**
2023.05	**Raised Seed $1.4 Million**
2022.03	**Raised Pre-seed $600k**

Future

And numbers continue to grow with each passing year.
By 2025, the gaming industry is set to be **worth over $268 billion.**
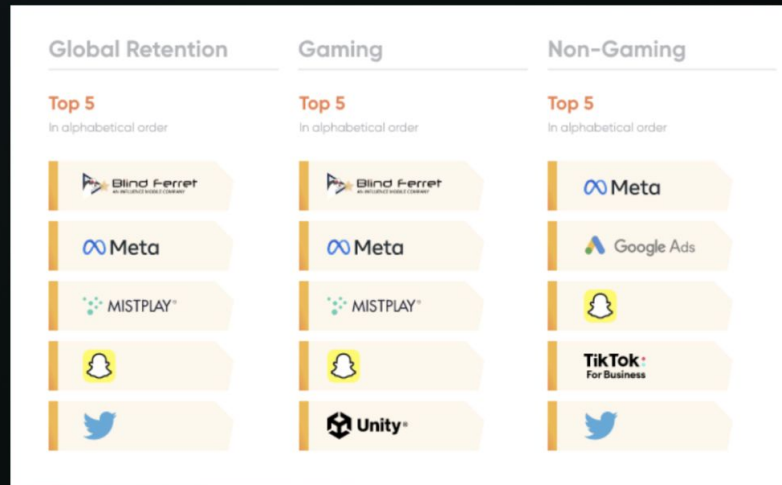By 2024, there are expected to be **3.32 billion gamers** worldwide.

2025.01   All gaming devices

2024.08   PC

2024.07   Console Xbox Play Station

2024.02   Steam

2023.08   iOS

2023.05   Android

Appendix