

VBRAND



CASE STUDY:

**天龙八部
(TLBB)**



Who Is “天龙八部 (TLBB)”

TLBB is a Chinese martial arts MMORPG adapted from the popular Chinese novel Tian Long Ba Bu and developed by Sohu-ChangYou, it attracts such a vast number of players that it is currently ranked 3rd in the Chinese MMORPG market.

ENGAGING WEDIALAB

Vbrand's involvement with TLBB includes:



Facebook
Advertising



Landing Page
Creation



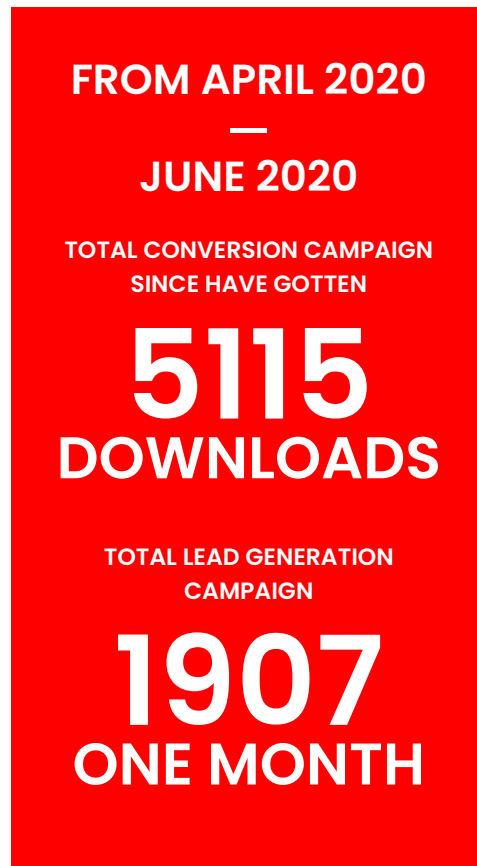
Video
Production



Digital Marketing
Audit

LANDING PAGE CREATION

A new landing page was created for TLBB with a sole purpose of converting the visitors that clicked on the Facebook ADS into leads. With a new and user friendly design, we've managed to pull in positive results in a short span of time.



AD PERFORMANCE

Conversion campaign for TLBB

Cost per result = RM 7.75

<input checked="" type="checkbox"/>	<input type="checkbox"/>	TW - 18-40 - Copy	Off	Lowest cost Conversions	Using ca...	Jun 8, 2020, 3:4... 11 days ago	738 tlibbtqtq	148,191	242,852	RM7.79 Per tlibbtqtq
<input checked="" type="checkbox"/>	<input type="checkbox"/>	TW - 18-40 - Copy	Off	Lowest cost Conversions	Using ca...	Jun 8, 2020, 3:4... 11 days ago	1,634 tlibbtqtq	250,880	548,857	RM7.75 Per tlibbtqtq
<input checked="" type="checkbox"/>	<input type="checkbox"/>	TW - 18-40	Off	Lowest cost Conversions	Using ca...	Jun 8, 2020, 3:4... 11 days ago	333 tlibbtqtq	102,240	125,412	RM6.38 Per tlibbtqtq

Lead Generation Campaign for TLBB

Cost per result = RM 8.13

<input type="checkbox"/>	<input type="checkbox"/>	Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
<input checked="" type="checkbox"/>	<input type="checkbox"/>	TW - 18-40 - Copy	Off	Lowest cost Conversions	Using ca...	Jun 8, 2020, 3:4... 11 days ago	967 tlibbtqtq	180,351	318,979	RM7.85 Per tlibbtqtq
<input checked="" type="checkbox"/>	<input type="checkbox"/>	TW - 18-40 - Copy	Off	Lowest cost Conversions	Using ca...	Jun 8, 2020, 3:4... 11 days ago	2,163 tlibbtqtq	304,320	740,288	RM8.13 Per tlibbtqtq
<input checked="" type="checkbox"/>	<input type="checkbox"/>	TW - 18-40	Off	Lowest cost Conversions	Using ca...	Jun 8, 2020, 3:4... 11 days ago	621 tlibbtqtq	154,976	224,118	RM7.55 Per tlibbtqtq

Traffic Campaign for TLBB

Cost per result = RM 7.75

<input checked="" type="checkbox"/>	<input type="checkbox"/>	MY - 18+	Off	Lowest cost Link Clicks	Using ca...	May 4, 2020, 9:2... 46 days ago	3,868 Link Clicks	306,304	751,852	RM0.78 Per Link ...
-------------------------------------	--------------------------	----------	-----	----------------------------	-------------	------------------------------------	----------------------	---------	---------	------------------------

FACEBOOK AD DESIGNS

Our young team of talented designers understood what trendy designs produced results with current generations.



VIDEO PRODUCTION

With a team of animators, Vbrand could quickly produce short and catchy animations that would be part of AD campaigns as well.



Digital Marketing Audit

Last but not least, Vbrand would always be on standby monitoring campaign results and improving on AD content in order to bring in positive results while advising TLBB on future Digital Marketing prospects to improve their online presence.

