



GAMESFORUM
BARCELONA

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Spotlight Series:

Scaling with Creators

Unlocking Influencer Marketing Potential



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Scaling with Creators: Unlocking Influencer Marketing Potential

Panel Preview

Learn how influencer marketing can fuel mobile game growth, converting creator authenticity into measurable engagement, organic reach, and long-term player retention through data-informed creative strategies.



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Marion Balinoff

Influencer Marketing Consultant, **Marion Balinoff Consulting**

We're in a phase in gaming where marketing conversations are increasingly shifting to tightening budgets and a renewed focus on performance.

More often than not, Influencer marketing gets parked in the 'nice to have' camp. It's never quite seen as a 'serious' performance channel, and never essential enough to stay in the mix when cuts need to be made.

A lot of this comes down to the way most marketing teams measure success. They rarely look beyond views and directly attributable installs, and even with these metrics, it's unlikely many look beyond the 30 day mark.

But when we limit how we're evaluating the potential of influencer marketing to these momentary metrics, we miss one of the most important parts of the picture - the role of influencer marketing in sustained long-term growth and stability.

What is Missing in How Most Teams View Influencer Marketing Success

An unfortunate number of teams are too modest with their spend, overly rigid with their attribution, and far too limited in the scope with which they view influencer marketing.

They flip the kill switch early, and never quite understand the halo effect influencer marketing has on the effectiveness AND efficiency of all other channels in the short and long term. In fact, most teams don't realise until after growth has started declining, if at all.

But when you look at the tracked day 30 traffic and decide the results 'aren't good enough,' here's what you're missing -

- The legitimacy that having influencers vouch for your game lends to your promotions across every other channel - your promotions are noticed, they're trusted, and they're acted upon
- The surge in organic searches the influencer content is driving
- The positive sentiment that creators are rallying for your game in their communities
- The attention and social proof creator endorsements are providing your smaller titles in a sea of IPs
- The stability influencer marketing is adding to your UA activity, particularly in volatile and costly periods

- The evergreen influencer content that's still driving discovery and downloads for your game long past the attribution window
- The creator communities that are slowly becoming communities for your own game
- The familiarity and recognition that influencer marketing is creating across the platforms that define consumer culture

And this isn't just an untested hypothesis.

I've been in influencer marketing for over 10 years, most of them spent in mobile gaming, many of them, working on the same titles, seeing them through different phases of maturity. At every stage, influencer marketing lends growth and stability to the mix that goes well beyond what most teams give it credit for.

These are real case examples I've seen firsthand -

Case 1

A mature simulation game in a natural stage of decline- influencer marketing slowed the decay for years.

Once IM spend stopped? The DAU drop steepened.

Case 2

An 8 year old game with moderate IM spend. When IM scaled 4x, DAU scaled with it. When spend was pulled? Downloads dropped to nearly half.

Case 3

A 13 year old simulation game with decaying downloads. With Influencer Marketing added to the mix, downloads stabilized and rebounded.

When spend was pulled? Downloads dropped by nearly 20%. When it started up again with sustained investment? Downloads not only stabilized, they peaked.

With each of these cases, retention barely shifted in these periods when DAU dropped - a telling sign that the decay had less to do with the product itself, and more to do with the promotional mix.

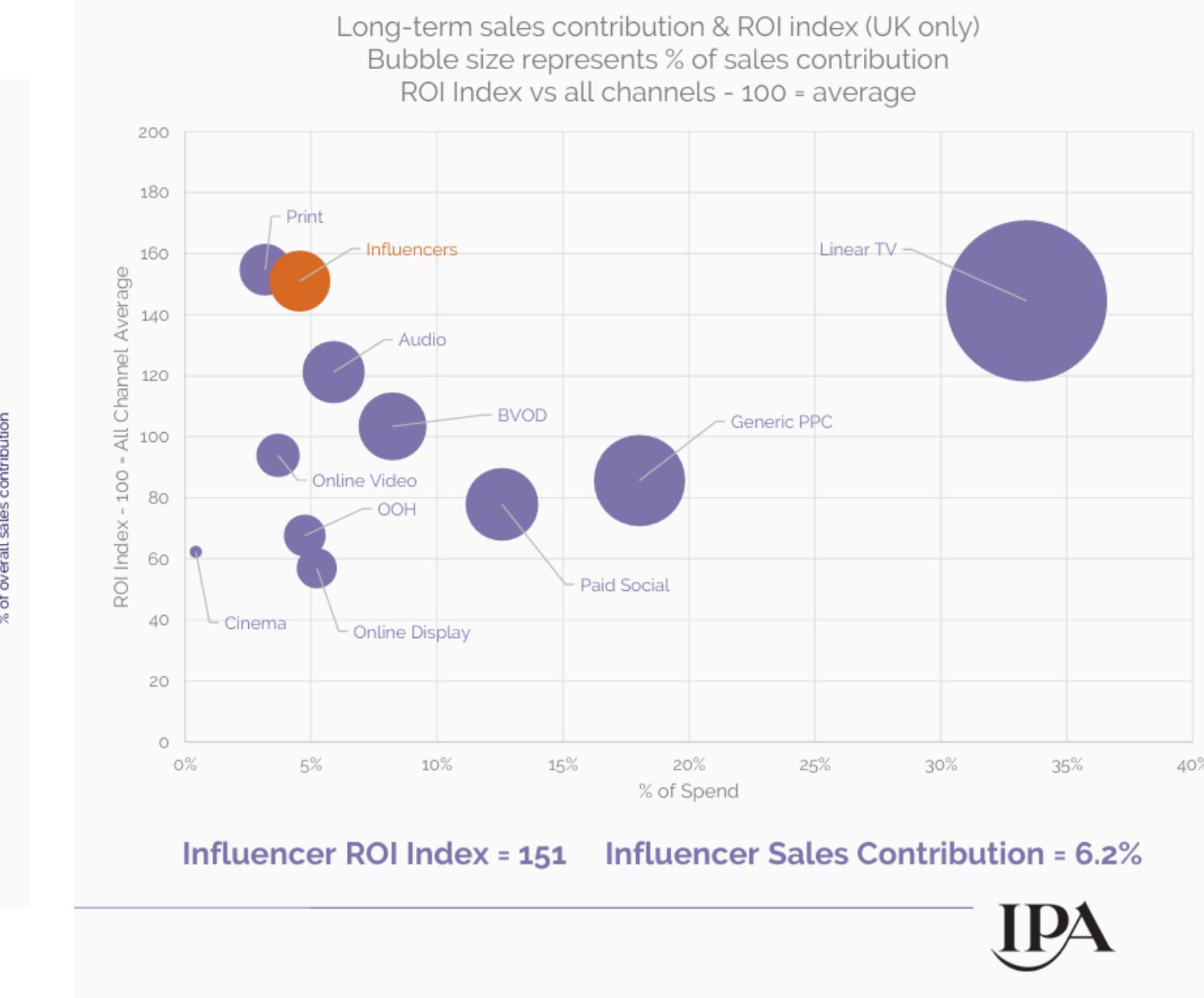
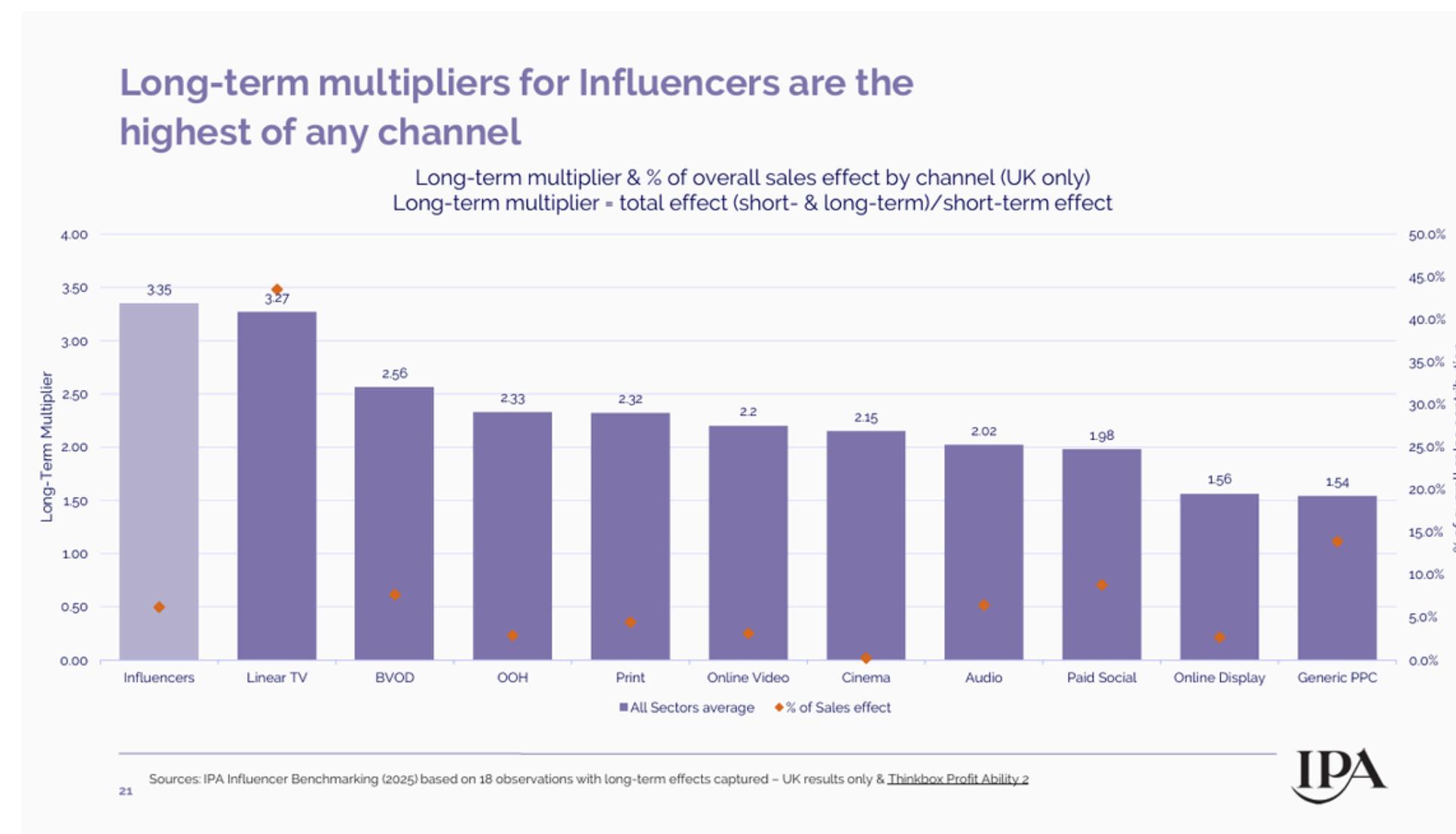
I cite these cases intentionally to show influencer marketing isn't just for younger games, or launches. And evaluating its value can't be limited to the short term, directly attributable metrics.

Direct attribution is important, no doubt, but it isn't the absolute truth.

In fact, tracked traffic from influencer campaigns can be as low as 10% of total traffic, depending on the format and the platform.

Some other data points to consider -

- Traffic from influencers shows on average, 15% better retention across the board than UA.
- Long-term influencer ROI Indexes at 151, much higher than the channel average of 100.*
- Long-term multipliers for Influencer marketing are much higher than all other channels.*



Of course these aren't trends and benefits you'll recognise with one-off, randomised tests. At the end of the day, influencer marketing does require structured testing to actually get right. Without these, it's true - influencer marketing becomes an unpredictable, unscalable channel.

The good news is, it's really easy to mitigate that. There are clear frameworks you can follow to reach scalability and sustained success - but you have to be willing to really give it the due resources and actually see it through.

Beyond serving as a growth lever, influencer marketing acts as a long term stabilizer, not only for performance metrics, but also for the brand itself.

It's time we start broadening the perspective with which we view and define influencer marketing success so we can actually leverage its real potential and build games and brands for the long term.

* [dom-wavemaker-wild-west-of-influencer-management-roi-of-influence.pdf](#)

Moving From Short-Term Metrics to Long-Term Value

The 'performance-wave' has shifted the way we need to pitch influencer marketing to our teams - people are rarely willing to listen anymore unless you pitch "performance influencer campaigns." But even that instantly becomes about the installs and D30 ROI. After all, even views are just vanity metrics.

But when we whittle the value of Influencer marketing down to these, we miss the value this channel actually adds over the product lifecycle.

Dimitris Mavromatis

Growth & Product Marketing Manager, **FunPlus**

FunPlus's Evolving Creator Strategy

We've seen firsthand that large, recurring influencer campaigns can provide a quick boost, but they often fade quickly, and their performance is no longer as secure as it once was. Perhaps it's because players today want to hear from voices they trust, typically smaller creators who share their genuine enthusiasm for a game.

Our studios now focus on identifying creators early, especially in niche genres that align with the game. We reach out during key moments, such as announcements, soft launches, and closed betas, and provide them with something worth talking about and sharing in their channels. Many end up creating multiple videos without our sponsorship because they genuinely like what they see. Later, we invite the most engaged individuals into ambassador programs, where rewards might include in-game currency or special access, rather than large cash payments. This keeps costs low while building a steady stream of authentic content.



Dimitris Mavromatis

Growth & Product Marketing Manager, **FunPlus**

Where Influencer Marketing Fits in Our UA Mix

For us, influencer marketing is a flexible tool we turn on and off depending on the stage of the game and what we need at that moment. It's not as scalable as paid ads, which is why we had to be creative with the way we use it. That is why we rely on the fact that it's far more personal and community-driven.

We view it as a balance between paid user acquisition and purely organic growth. Paid influencer marketing provides us with reach and precision. Compared to actual UA performance, our ambassador influencer approach adds personality and trust at a significantly lower cost, but with a lower reach, so there is definitely a trade-off. Organic creators, social media, PR, and store optimization maintain the baseline. In contrast, paid influencers add a spark that makes players feel part of something bigger, especially when they feel heard and involved in the product.



Case Study - Aniimo

Aniimo, our multiplatform creature collector game (currently in CB phase), is an excellent example of this in action. Since we announced it in August, it has been picked up by numerous genre-specific creators. They've created hundreds of videos across YouTube, TikTok, and other platforms, all without us paying for most of them.

We've had more than 6 million views of unpaid mentions so far, covering the announcement trailer, Closed Beta, and Mobile Technical Test. By getting the game into the hands of the right creators early, we've kept it top-of-mind in the creature collector community and built strong anticipation ahead of the global launch.



Join Us at Gamesforum Barcelona 2026

Scaling with Creators: Unlocking Influencer Marketing Potential

Discover how creator-led strategies can unlock scalable, performance-driven influencer marketing for mobile games. Join Marion Balinoff, Dimitris Mavromatis (FunPlus), and Sirach Joseph Mendes (Rovio) at Gamesforum Barcelona (10–11 February) as they explore:

- How to operationalise influencer marketing beyond experimentation
- Aligning growth, brand, and performance teams around creator strategy
- Measuring what matters: frameworks, metrics, and attribution
- Building creator programs that scale globally without losing authenticity

Register Now



Who Attends?

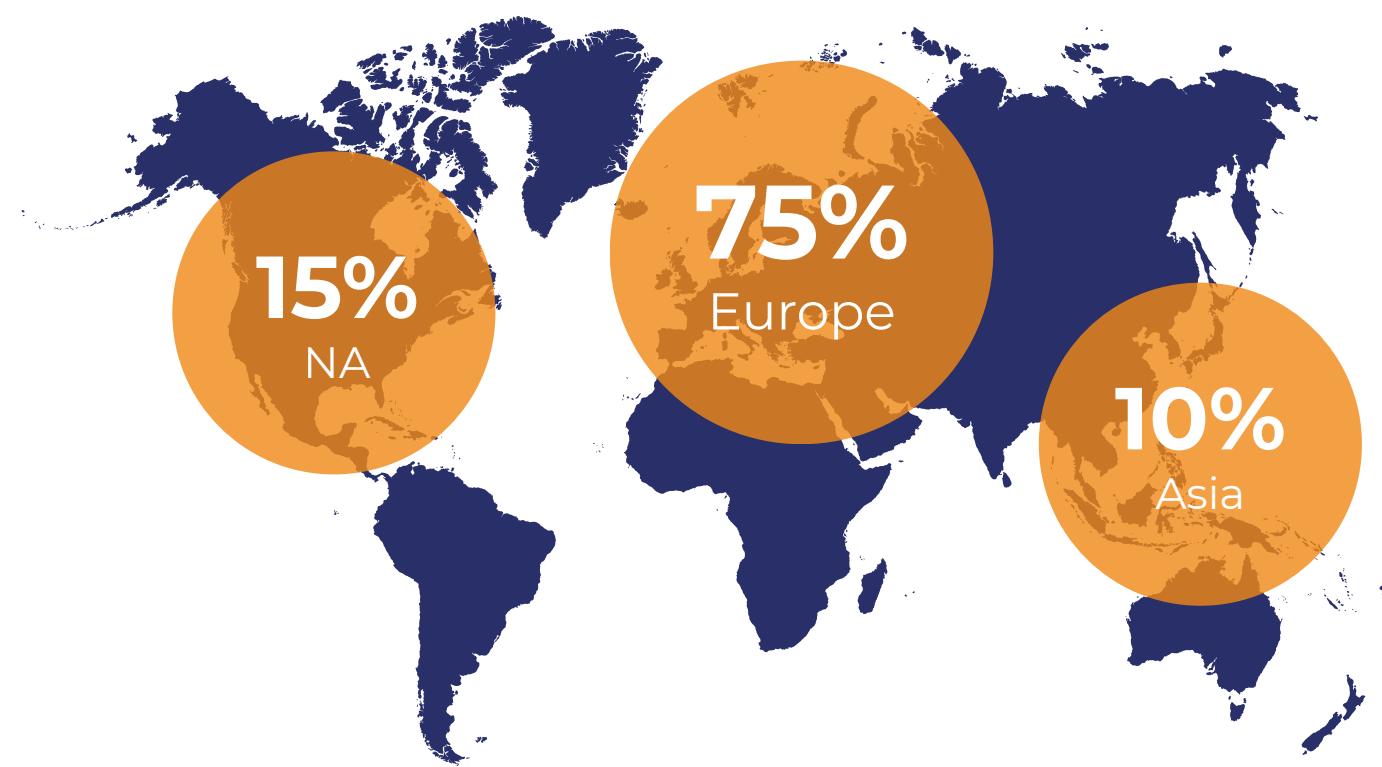
Barcelona

600+
Attendees

140+
Studios &
Publishers

40%
C-Suite
(Chief, VP, Director, Head of)

Geographies



“One of the best events I ever attended, perfect ratio of industry professionals and vendors, great networking capability and many new friendships started.

*Michał Prokop Grno, Head of Marketing
Pixel Federation*

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Job Titles

Marketing

Monetization

Product

