



GOODTIER

WE CONNECT BRANDS WITH GAMER AUDIENCES



GOOTIER

❖ **ESPORTS STARTUP**

❖ **GAMER PLATFORM WITH
+100,000 USERS.**

❖ **SELECTED AS ONE OF THE 16 MOST
INNOVATIVE PLATFORMS IN CHILE
2022.**

❖ **TEAM WITH OVER 10 YEARS OF
EXPERIENCE.**

❖ **+2,000 TOURNAMENTS**



**PROYECTO
SELECCIONADO
GENERACIÓN
2022**

Cámara de Comercio Santiago
Centro de Innovación UC
Corporación Santiago Innova

ST>RT-UPCHILE

THEY HAVE WORKED WITH US

AGENCIES

YOU
FIRST

streetmachine

((BIZARRO))
LIVE ENTERTAINMENT



FLOWOLF
GAMING FACTORY



EVENTS

COMIC
CON

GAMERCITY

Santiago

2023

Juegos PanAm | ParapanAm

MASS CONSUMPTION

Eucerin

mallplaza

Gama
LEASING

GUANTE
Desde 1928

AGROSUPER

TV



FOUNDATION

Teletón
#TODOSLOSDIAS

FEDERATION



Global
Esports
FEDERATION

RETAIL

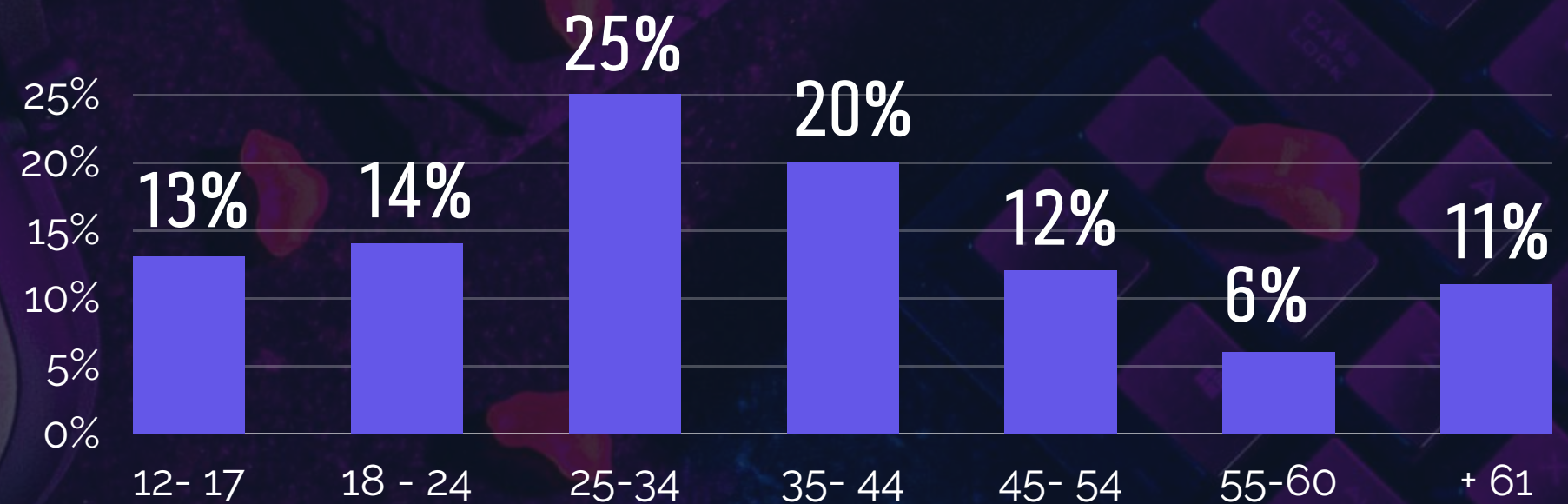
Factory

ARENAXP
GAMER EXPERIENCE

THE GAMING INDUSTRY IN LATAM IN FIGURES

- MORE THAN 325 MILLION GAMERS ARE PROJECTED BY 2024 IN LATIN AMERICA ALONE, INCREASING BY 20% IN LESS THAN 5 YEARS.
- SMARTPHONES LEAD THE GAMING GROWTH. THE INDUSTRY REGISTERED NEARLY 290 MILLION PLAYERS IN THE REGION IN 2021.

AGES OF THE GAMER AUDIENCE



A VERY CROSS-SECTIONAL PROFILE WITH A FOCUS ON UNDER 45.

41%

OF LATIN AMERICANS SPEND AN HOUR OR MORE PER DAY PLAYING MOBILE GAMES.

MEXICO IS THE TENTH-LARGEST MARKET GLOBALLY AND THE LARGEST IN LATIN AMERICA, WITH

USD 2.3

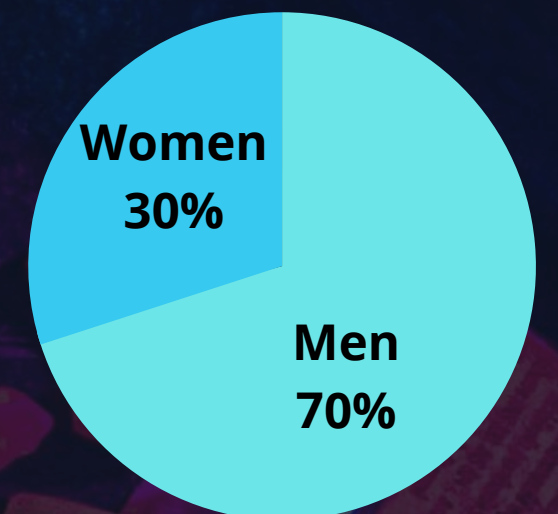
BILLION IN REVENUE IN 2021.

THE AUDIENCE FOR LIVE-STREAMED CONTENT WILL REACH...

122,4
MILLONES

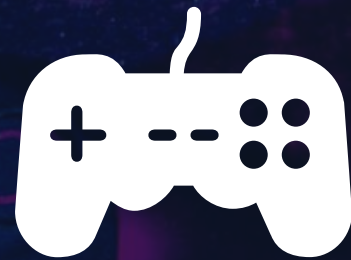
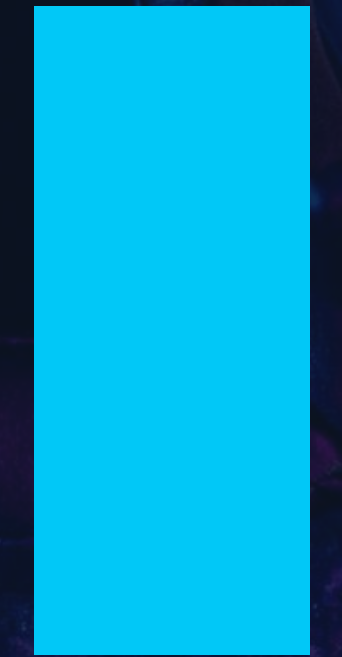
OF PEOPLE BY 2024.

GENDER



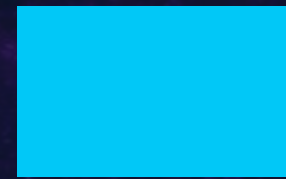
GAMING INDUSTRY VS OTHER INDUSTRIES

USD \$160 bn

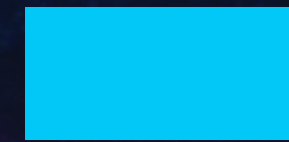


Estimated average revenues worldwide, 2020.

USD \$45 bn



USD \$30 bn



The esports industry surpassed the film and music industries in figures.

Source: Statista 2022

Many companies already know it and are eager to enter...



Are you being left out?

OUR COMMITMENT

WE CREATE AND MAINTAIN
GAMER COMMUNITIES AROUND YOUR BRAND.

CREATE
GAMER COMMUNITIES



POSITION
YOUR BRAND

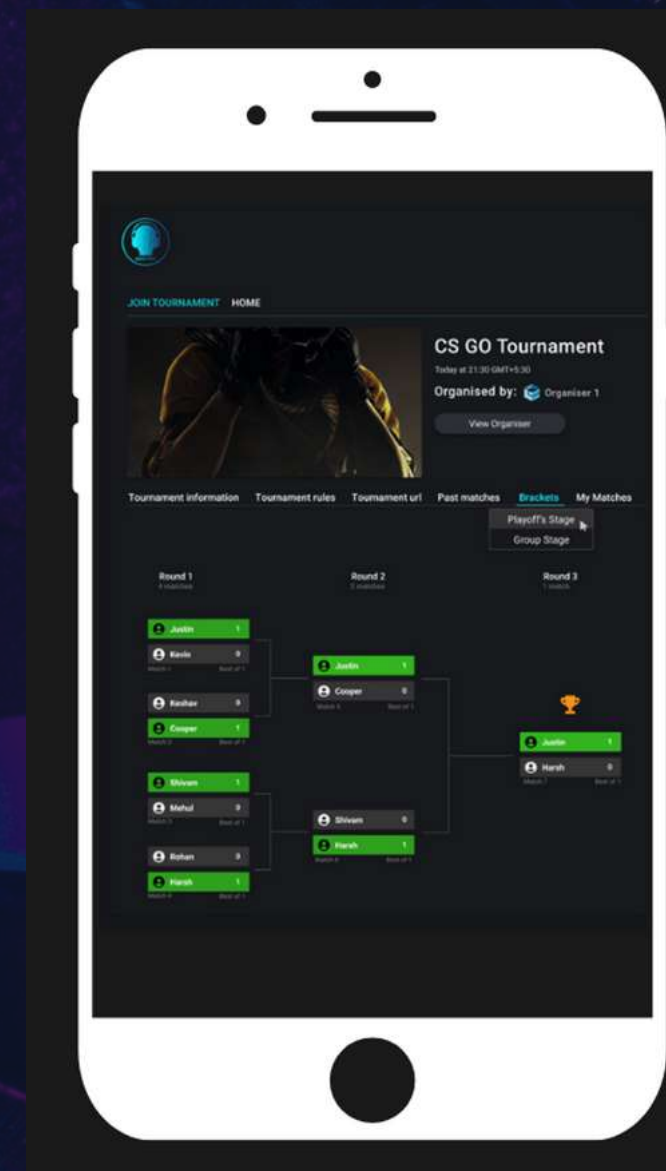
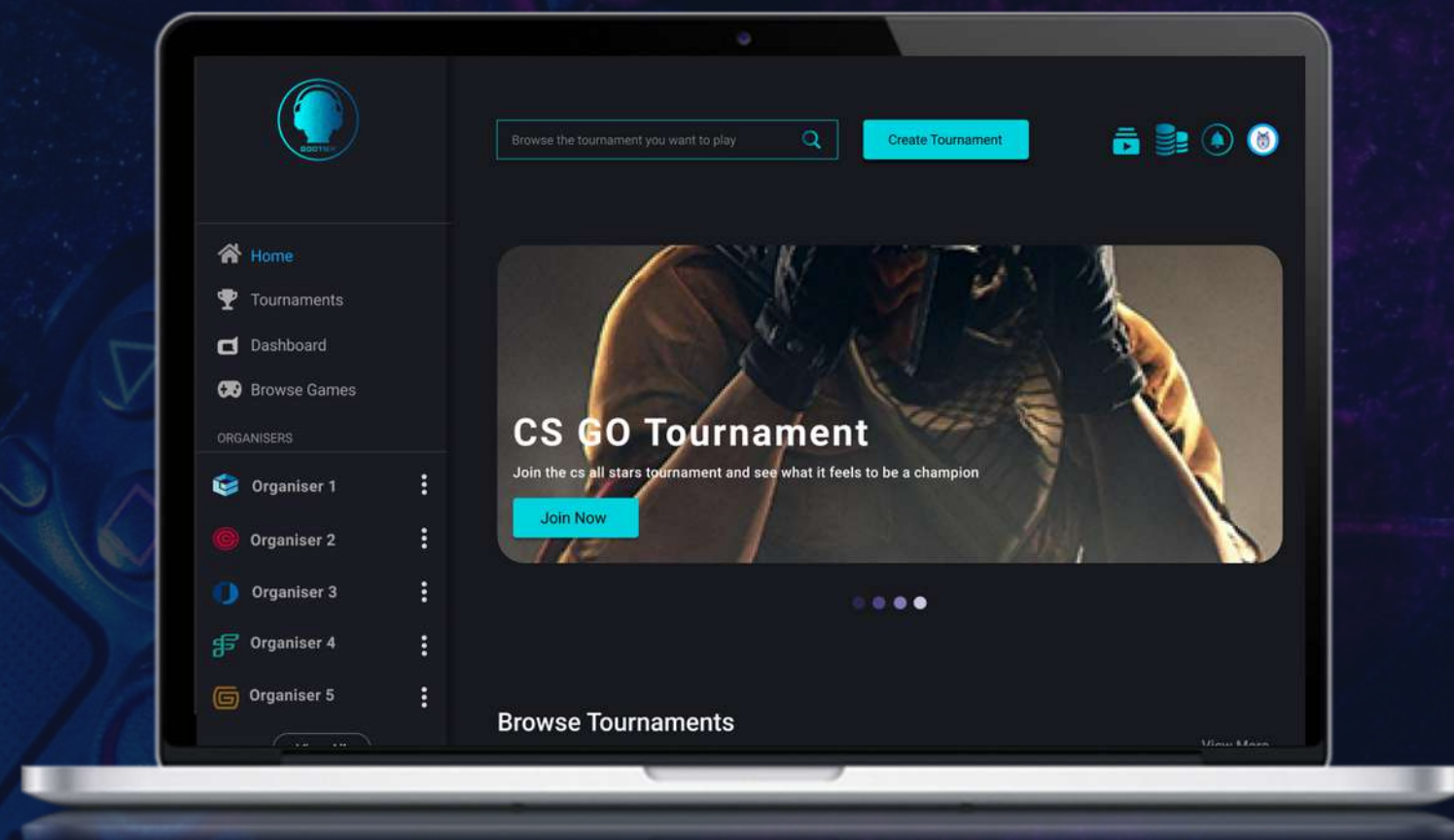


CONNECT WITH THE
NEW GENERATIONS

The gaming industry is becoming increasingly massive and relevant among young people, so we believe that GODTIER should lead the Latin American gaming scene.

WHAT IS GODTIER?

GODTIER is an Esports platform powered by DAIGO, our AI algorithm designed to take brands to the heart of the gaming community, maximizing the impact of their campaigns.



4 STAGES OF GAMER ANALYSIS



Collection

- Transactional Data
- Own Data
- Mobile Device Data
- Personal Data
- Datos Demograficos



Governance

- Validate
- Reinforce
- Extract
- Transform



Processing

- Profile
- Clusterize
- Segment



Activation

- CRM
- Email Marketing
- Advertising

PROBLEM

BEING "CUSTOMER Being first" is a data issue.



The role of **GODTIER** is to gather, consolidate, and organize customer data from various sources to create a unified and comprehensive view of customer information.



HOW DO WE OBTAIN THE DATA TO OPTIMIZE YOUR CAMPAIGNS?

OUR WORKING MODEL CONSISTS OF **5** FUNDAMENTAL PILLARS:

GAMER
BRANDING

DISCORD

TWITCH

BRAND
ACTIVATIONS

MKT DIGITAL &
DE INFLUENCERS



PILLAR 1

GAMER BRANDING TO PROVIDE IDENTITY



We create your gamer graphic identity regardless of whether the brand is endemic to the video game industry. We design logos, overlays, content templates, landing pages, social media posts, transitions, and all the branding you need.

PILLAR 2

DISCORD AS A COMMUNICATION CHANNEL



Discord is the largest gaming social network in the world with **over 200 million users**.

We create and manage a customized Discord channel with the goal of attracting, retaining, and communicating information about our gamer activations.

This tool is essential for keeping the gamer community alive over time, as it is a direct communication channel with users, allowing us to build loyalty and continuity in activations.

Learn more about Discord here



The image shows a screenshot of a Discord server interface. On the left, a list of channels is visible under the "ESPORTS" category:

- # | liga-interesco...
- # | calendario
- # | inscripción-freefire
- # | info-torneo-freefire
- # | inscripción-valorant
- # | info-torneo-valorant
- # | elige-tu-juego
- # | sugerencias

On the right, a promotional message is displayed:

¡Regístrate gratis en los Torneos en el #DiscordPanoramia!

Entra al siguiente link de nuestro Discord y selecciona la sección de **Liga Interescolar**, sigue los pasos dejando **tus datos y de tu equipo para registrarte** y entérate de toda la información de los torneos, fechas, transmisiones, resultados, reglamentos y todo lo que necesitas para **participar y ganar premios todos los meses.**

Below the message is a blue button with the Discord logo and the word "DISCORD".

PILLAR 2

DISCORD AS A COMMUNICATION CHANNEL



Services:

- Server creation and customization
- Community Manager service
- Bot Development
- Content Management

PILLAR 3

TWITCH AS A STREAMING CHANNEL



Twitch is the largest streaming platform for broadcasting events related to the gaming world.

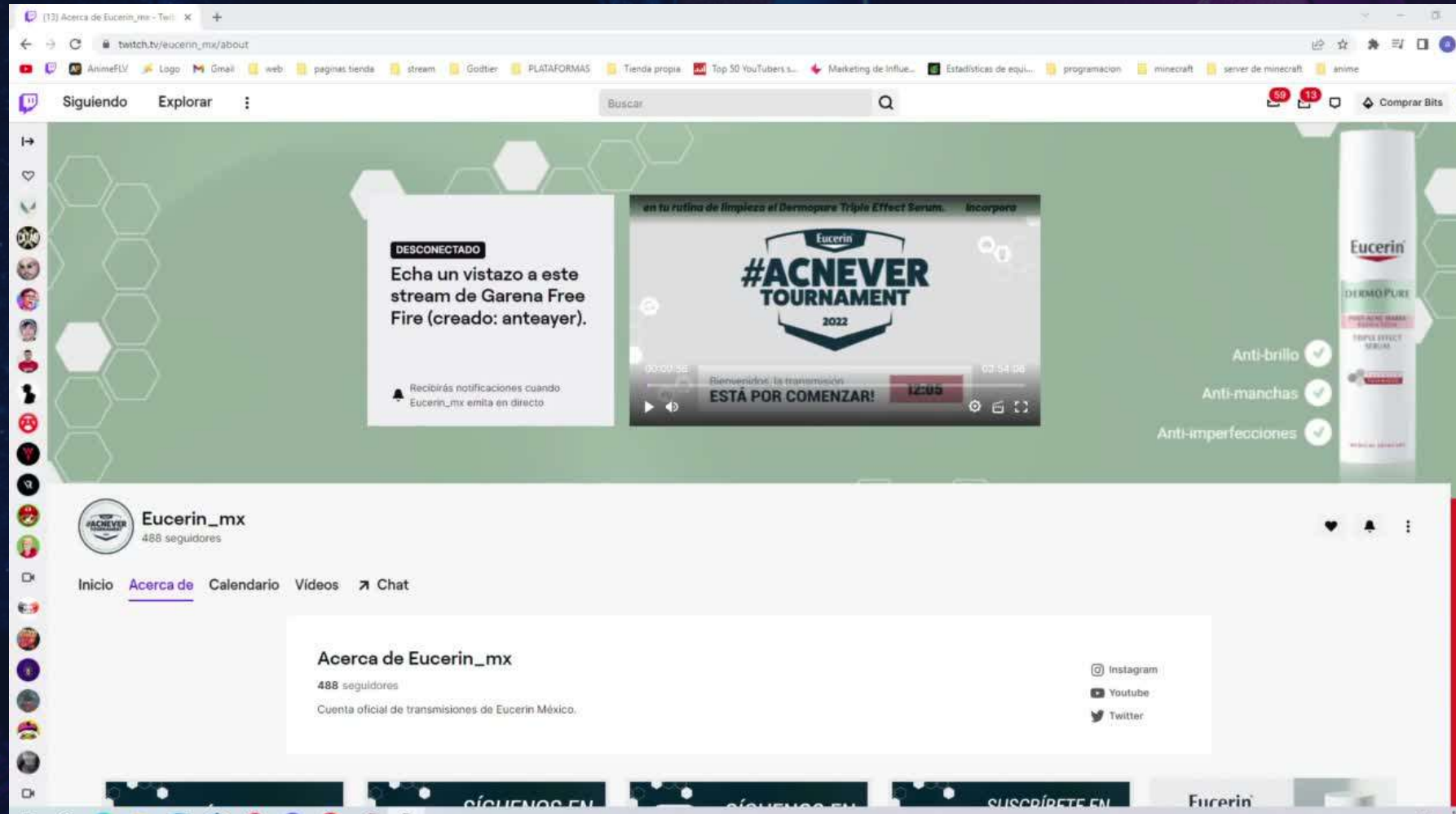
- We create, manage, and broadcast all our events through Twitch (organic channel).
- Our team handles everything from audiovisual production to coordination with casters, custom designs, interviews, and the staging of all activations.



*This material is the foundation for generating content across all media outlets.

PILLAR 3

TWITCH COMO CANAL DE STREAMING



Services:

- Creation and customization of the Twitch channel.
- Banner design.
- Channel management.
- Event broadcasting.
- Exclusive advertising.
- Social media connection.

*Twitch is only used for streaming; YouTube should be used as a repository for the videos.

PILLAR 4

BRAND ACTIVATIONS FOR POSITIONING

We provide different gamer activities based on the client's needs. These can be 100% online, in-person, or hybrid.



- ❖ In-person tournaments
- ❖ Online tournaments
- ❖ Influencer management
- ❖ Contests

- ❖ Showmatch
- ❖ Leagues
- ❖ Communications campaign
- ❖ Digital events (Talks and interactions).

GLOSSARY

BRAND ACTIVATIONS FOR POSITIONING

Tournaments

They are the main meeting point for gamers and their communities. In the tournament environment, we find the competitive gamer profile that signs up for tournaments and the casual gamer who prefers to be a spectator and enjoy a good streaming experience.

Showmatch

Two popular teams from our community of interest, for example, Valorant, are invited to compete in an online event lasting 2 to 3 hours, which is broadcasted with hosts, casters, and analysts, simulating a final. As popular teams, they attract their community to the broadcast.

Watch Party

3 to 5 gamer influencers are invited to participate in some activity, commonly playing a video game, but in a casual manner. The goal is not to compete but to have fun and create an engaging experience for viewers.

PILLAR 5

DIGITAL & INFLUENCER MARKETING CAMPAIGNS TO INCREASE YOUR REACH

The entire organization of the activity comes with an associated **Media Plan** to achieve the following KPIs: **REACH / TRAFFIC / CONVERSION.**

The delivered metrics are:

- Impressions
- Clicks
- CTR (Click-Through Rate)
- Views VTR (View-Through Rate)
- Interactions
- Conversions





GODTIER

BROADCASTS

ADVERTISING SPACES



MAIN SPONSOR WITH THE LOGO AT THE TOP.

PRODUCTS USED.

IN THE LIVE BROADCAST, PROMOTION IS DONE THROUGH ORGANIC CONVERSATION



FIXED-BASE LOGO SPONSOR.

SMALL PROMOTIONAL SPONSORS

GENERAL BROADCAST EXAMPLES



- Online conversation between two teams from each tournament, hosted by a game influencer.
- Broadcast duration approximately 2 hours.
- The players discuss the best plays, talk about the tournament's best player, and strategically place the brand.



GODTIER

ESPORTS DATA ANALYTICS



ESPORTS DATA ANALYTICS

We use Data Science and Machine Learning in all our gamer activations to optimize client objectives, allowing us to perform the following analyses:

Marketing

- ❖ Customer Segmentation Analysis
- ❖ Influencer Analysis
- ❖ Sentiment Analysis
- ❖ Real-time Dashboards

Product

- ❖ Customer Journey Analysis
- ❖ Customer Lifetime Value Analysis

*The analyses employed will depend on the amount of available data and the client's business type.

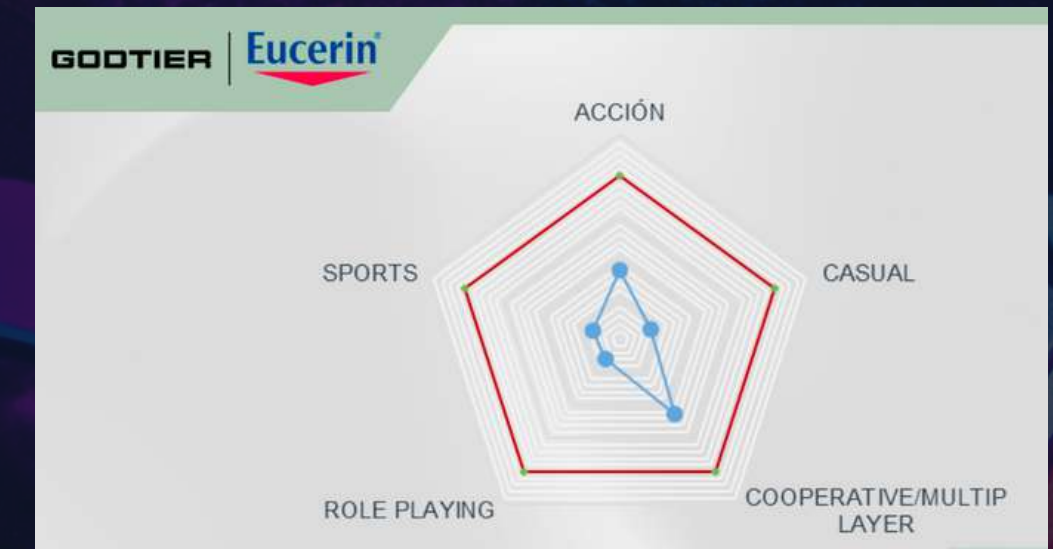
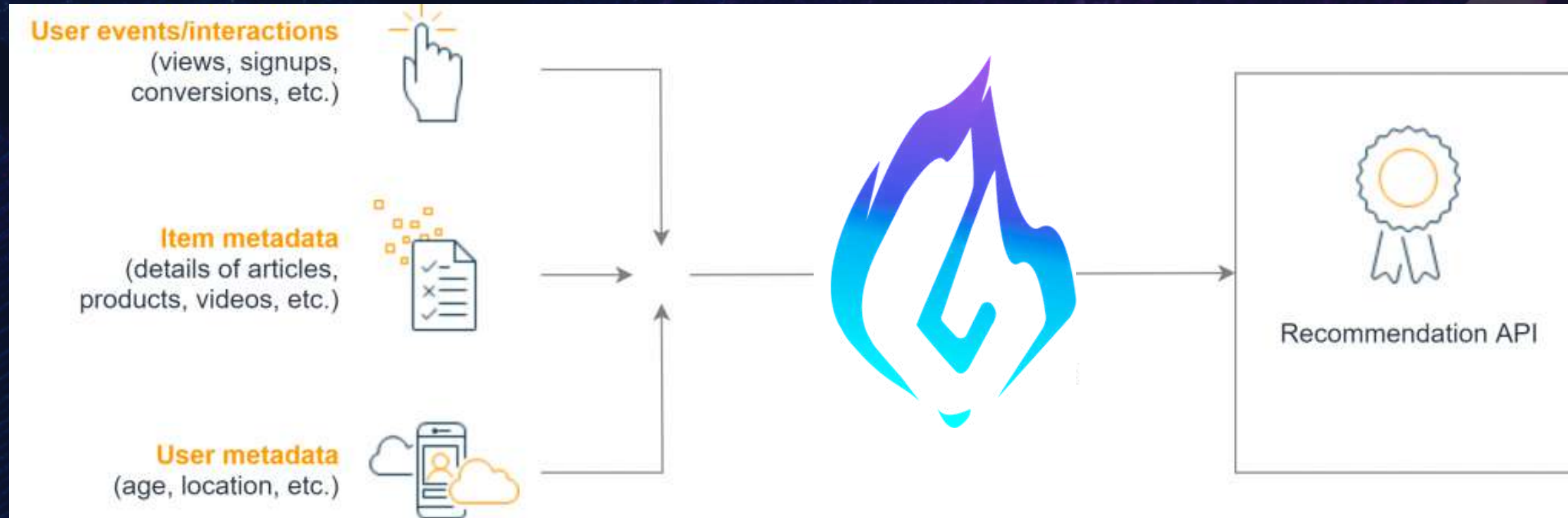
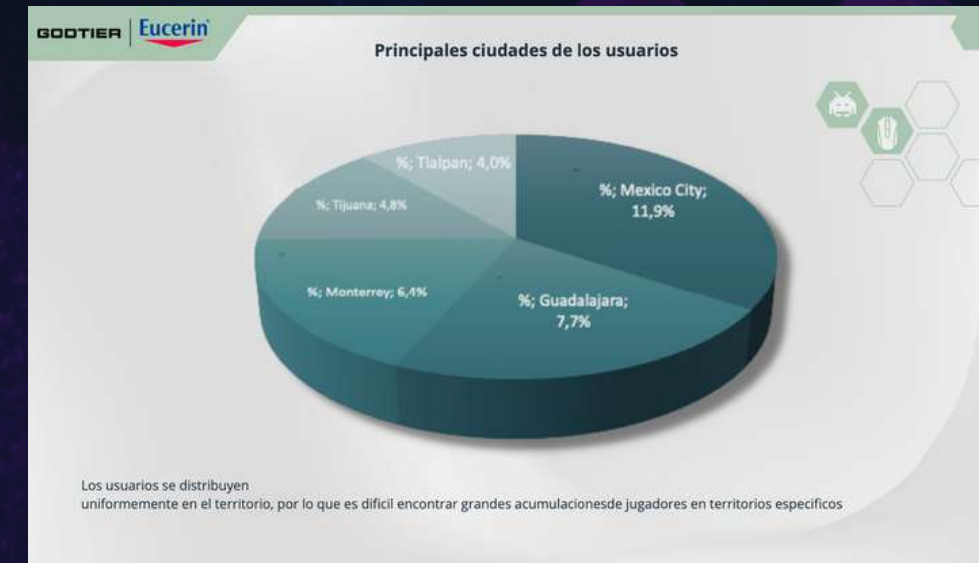
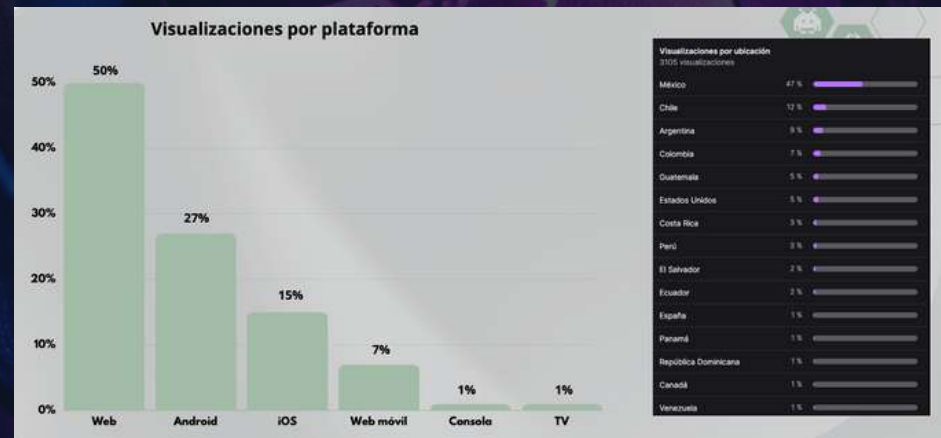
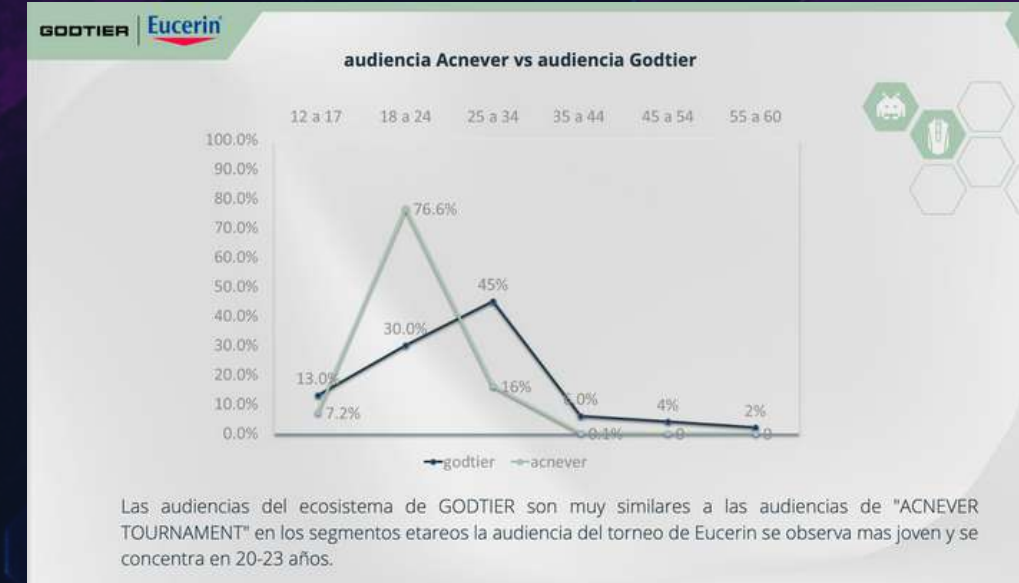
**WE TURN YOUR DATA INTO INSIGHTS AND A COMPETITIVE
ADVANTAGE IN THE GAMING INDUSTRY**



GODTIER

EXAMPLES OF USE CASES

CUSTOMER SEGMENTATION



REAL-TIME DASHBOARDS



GODTIER

Hours Watched 4.043 <small>Avg viewers spends: 6h 23m/month, 53m/day</small>	Peak Viewers 2.309	Average Viewers 117,91 <small>Viewers rotation (uniq v / avg v): 3.9</small>	Live Views 25.212	Total Airtime (hours) 32
Followers Gain 1.162 <small>22.89% of 8K, 169/day 57.81 /hour</small>	Estimated Audience 550	Authorized to All Viewers Ratio 1:1 81,00 %		

Game	Hours Watched	Peak Viewers	Average Viewers	Airtime (hours)	Followers Gain
Valorant	540	759	216	2,5	252
Fortnite	802	280	173	4,67	144
Special Events	191	286	153	1,25	34
FIFA 23	370	173	148	2,5	54
Street Fighter V	786	185	137	5,75	47
Rocket League	169	137	107	1,58	14
League of Legends: Wild Rift	189	132	99	1,92	17
Garena Free Fire	482	108	96	5,08	104
Mortal Kombat 11	427	137	79	5,5	52
Clash Royale	87	126	70	1,25	14



INFLUENCER ANALYSIS

INFLUENCER



DYLANTERO
 972k seguidores
 1.3M seguidores
 1.3M seguidores



CAPRIMINT
 531k seguidores
 561k seguidores
 859k seguidores



ICATA
 995k seguidores
 505 k seguidores
 140 k seguidores



Caprimint

Reach
530,1 mil

Uniqueness
87,65

Network	Likely to use network
Youtube	2.23x
Whatsapp	4.22x
Twitter	0.79x
Twitch	55.98x
TikTok	5.67x
Telegram	11.78x
Spotify	9.46x
SoundCloud	1.94x
Snapchat	1.30x
Reddit	10.11x
Instagram	0.75x
Facebook	1.80x

Device

Category	Desktop	Mobile
Full audie...	15,7 %	84,3 %
Global - General	3,86 %	96,14 %

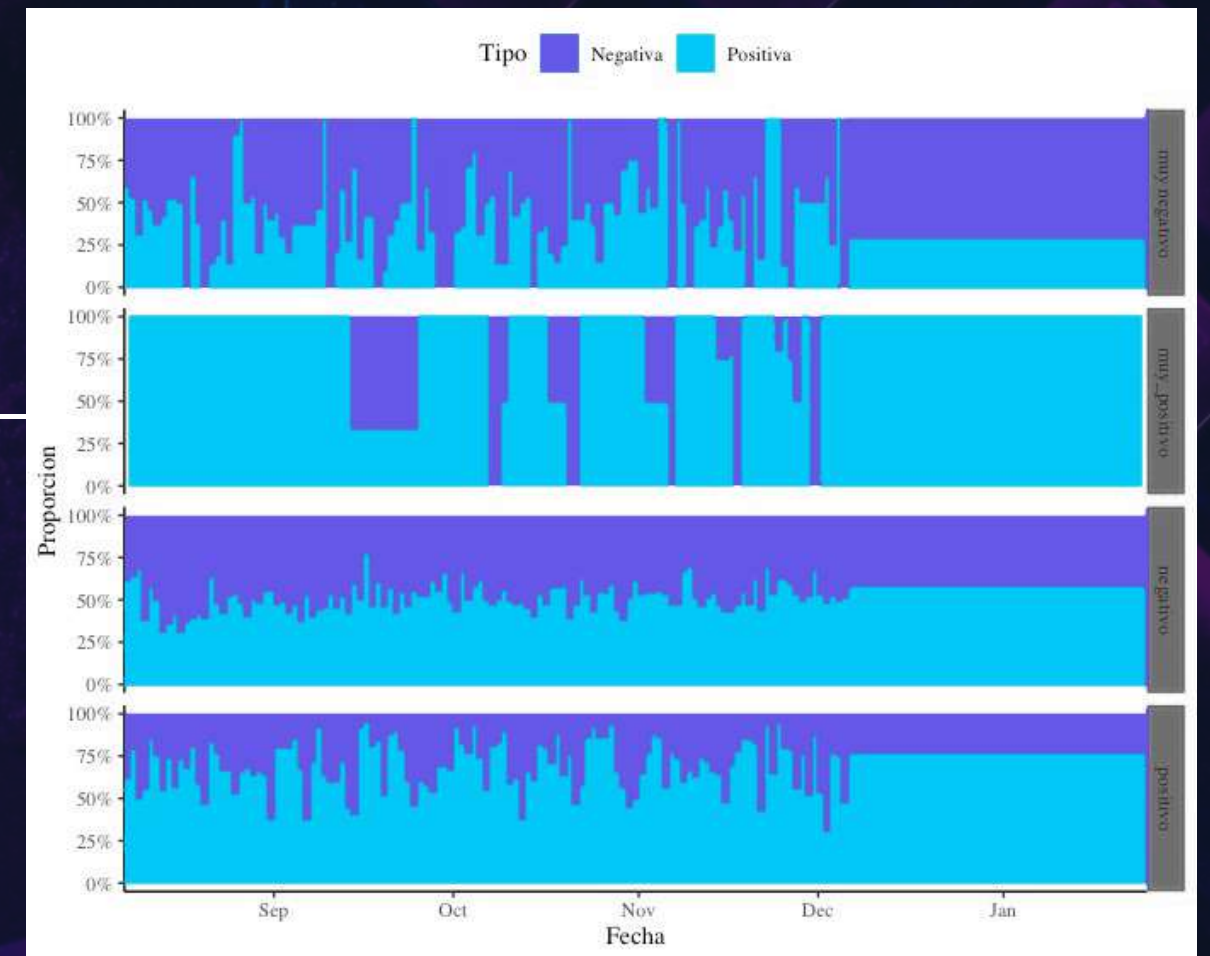
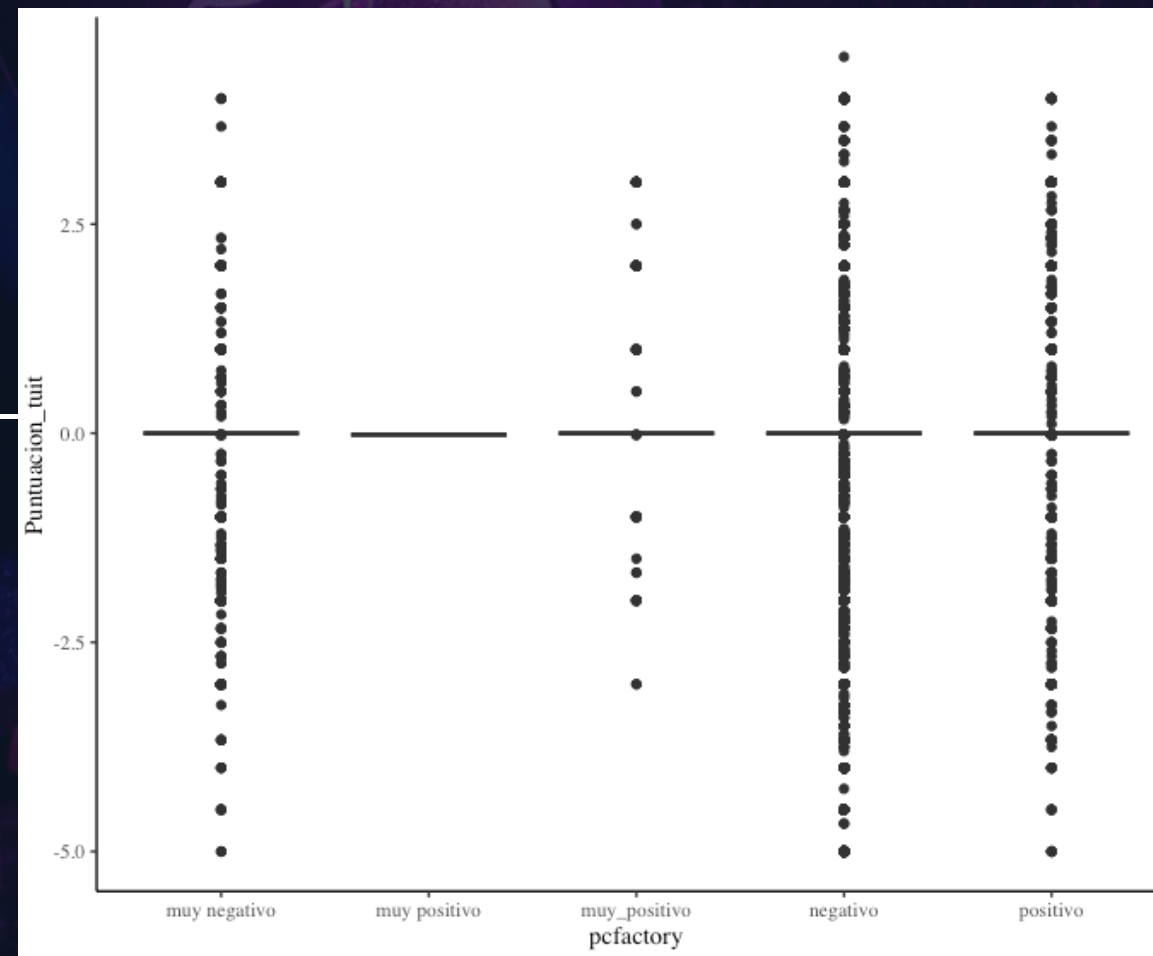
Content Type

Category	Own	Replies	Shares
Global - General	39,03 %	25,18 %	35,79 %
Full audie...	35,04 %	25,57 %	37,39 %

SENTIMENT ANALYSIS

Example: Sentiment analysis of a retail store in Chile (DEC 2022)

Comparing positive/negative sentiments before and after brand activation.



IT IS POSSIBLE TO OBSERVE TRENDS IN CUSTOMER GROUPS BY RUNNING CAMPAIGNS THAT IMPACT THE HEARTS OF GAMER SEGMENT CUSTOMERS.

**WE INVITE YOU TO BE PART OF THE
ESPORTS REVOLUTION WITH**

GODTIER

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