

Emoji Games Opens Its Branded Mini Game Solution, Used by Over 50 Global Brands, for Anyone to Operate

*Operate Your Own Branded Mini Games!
- Emoji Games Launches Brand Hosting Service*

BAAR, ZUG, SWITZERLAND, March 5, 2025 /EINPresswire.com/ -- A revolutionary service, Brand Hosting, has been launched, allowing brands to independently operate HTML5-based marketing mini games. The key feature of this service is that brands can run customized games and directly manage customer data.

Emoji Games, the provider of this service, has already established itself as a leading player in the industry by offering branded mini game services to over 50 global brands, including Shilla Duty-Free, Samsung Mobile, Pink Lady, Imperial, Hyundai Department Store, Basler Insurance, and Stellar(pharmaceutical company) over the past few years.

Hyong Kim, CEO of Emoji Games, emphasized, "Brand Hosting is a solution that helps brands maximize customer engagement by operating games independently, without relying on third-party platforms."

Operate Custom Mini Games with Ease



Branded Mini-Games



Branded Mini Game

Having collaborated with numerous global brands across various industries, Emoji Games has built a track record of successful gamification marketing campaigns through customized mini games. Now, leveraging this expertise, the company is introducing Brand Hosting, allowing all brands to easily and efficiently utilize mini games.

- * Choose a game template – Various game styles used by global brands like Shilla Duty-Free and Samsung Mobile
- * Apply brand design – Integrate brand logos, colors, and graphics
- * Download as a ZIP file – Instantly download the completed game and host it on the brand's own server

Mini games can be created within minutes and customized with desired graphics. Once finalized, they can be downloaded as a ZIP file and uploaded directly to the brand's server. This brings several advantages:

1. Easily integrate mini games into loyalty reward systems that previously faced security concerns
2. Reduce costs compared to outsourcing game development

Cut Costs and Gain Full Data Control with Self-Hosting

Brand Hosting enables brands to host games on their own servers, providing full control over operation, performance, and data security.

How to Host

1. Download the ZIP file and extract its contents
2. Upload the files to a web server
3. Run the game on the brand's domain

By hosting games independently, brands can manage availability, performance, and security without relying on external platforms.

Hyong Kim added, "The era of brands independently operating mini games without expensive outsourcing costs has arrived. Samsung Mobile, Shilla Duty-Free are already leveraging mini games in their marketing strategies with great success."



Branded Mini-Games Logo

Real-Time Data Integration via Webhook

Beyond simple game operation, Brand Hosting is designed to automatically collect and utilize real-time user data.

Webhook System

- * After gameplay, user ID and game results are automatically transmitted to the brand's server
- * This enables seamless customer reward programs, CRM integration, and data analysis
- * Brands can implement a Play & Earn system to boost customer loyalty

Hyong Kim emphasized, "Emoji Games has already partnered with over 50 global brands, providing effective marketing solutions through mini games. With the Webhook feature, brands can directly collect and analyze data, allowing for more strategic marketing execution."

For more information and inquiries, visit <https://brandedminigames.com/> or contact support@brandedminigames.com.

Hyong Suk Kim
Emoji Games GmbH
hyong.kim@emojigames.io

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/790959713>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.