

# Creator Bundle Monetization System

Building a New D2C Revenue Stream  
Through Product Ownership, LiveOps  
Integration, and Cross-Functional  
Execution



*\*Proprietary information anonymized*





# CONTEXT

Creator programs were driving engagement but lacked structured monetization opportunities.

Goals:

- Increase creator ecosystem sustainability
- Drive incremental revenue
- Improve player participation
- Create scalable monetization systems
- Strengthen creator-to-player engagement loops

My proposal was to introduce creator-focused monetization bundles as a new live-service revenue SKU.



# MY ROLE



1

What I did:

- ✓ Identified monetization opportunity
- ✓ Developed proposal and business case
- ✓ Secured leadership approval
- ✓ Defined initiative requirements
- ✓ Coordinated execution across teams
- ✓ Led launch planning and defined launch structure, coordinated rollout
- ✓ Monitored performance, measured impact
- ✓ Identified iteration opportunities; expanded into V2 bundles and community bundles

2

Teams I partnered and collaborated with:

- Product
- LiveOps
- Design
- Web
- Community
- Creator Program (I was leading this team already)

# IDENTIFYING THE GAP

Creator ecosystem

High engagement

No dedicated  
monetization surface

Missed commercial  
opportunity

## Opportunity Assessment

Problem:

- Creator engagement not translating into monetization opportunity
- Existing systems underutilized creator affinity
- No scalable framework supporting creator commerce

## Expected business impact:

- Revenue growth
- Ecosystem sustainability
- Player engagement reinforcement

# PROPOSED SOLUTION

## Creator Bundle System

### Includes:

- 3-4 customised creator based in-game cosmetics where the creators worked directly with our designers to come up with their designs
- 1 cosmetic will always be a skin, and the other 2-3 were ancillary cosmetics
- In-game gems
- Competitive SKU pricing



*\*Example Creator Bundle SKU*



# SELECTION PROCESS



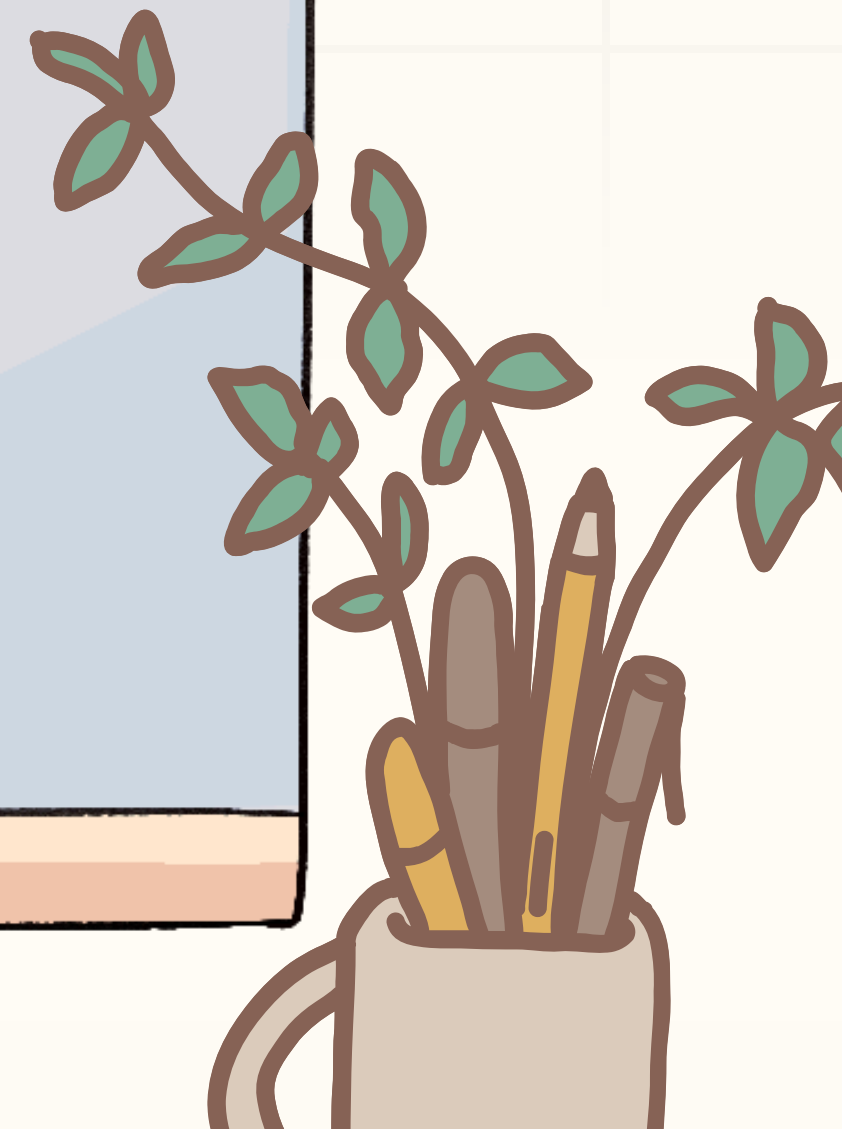
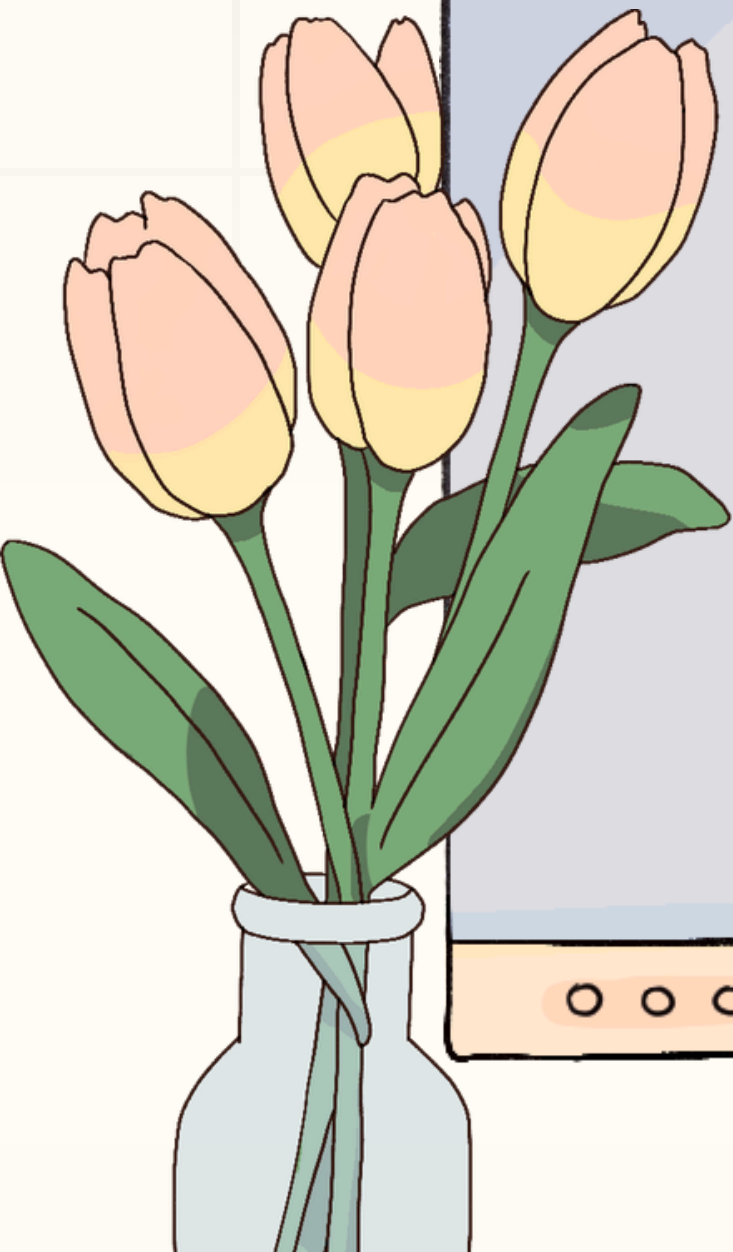
Creators were selected based on their Creator Code revenue performance. We started with our best performing creator and then rotated between the creators selected based on their audience region, ensuring that we cover all 4 major regions in a cycle (NA, EU, SA, APAC).

We decided on a 2 month launch cadence as that worked best after internal analysis and discussion. We also included regional pricing for the APAC and SA regions, and had a SKU with the skin only for these regions so as to cater to the target audience and allow more purchasing opportunities for their price range.



# LAUNCH STRATEGY

- Proposal approval
- Bring proposal to other teams involved (Legal (to create revenue sharing contracts) LiveOps, Design, Web, Community & Analysis teams)
- Assign Roles and Responsibilities
- Share production and launch timelines with each team
- Creator team to own overall coordination between creators involved and all teams
- Launch simultaneously in-game and on our webstore
- Post launch, work with Analysis teams to create performance and revenue tracking dashboards and continually work with them on improvements
- Continue with iteration planning and repeat





# OPERATING MODEL



## Product Ownership

- Creator selection framework
- Pricing decisions
- Bundle roadmap
- Iteration planning

## Cross-functional Execution

- Design alignment
- LiveOps implementation
- Web integration
- Community launch support

## Optimization Loop

- Performance analysis
- Iteration recommendations
- Expansion opportunities

Creator Bundles V1 launch

Performance Review

Creator Bundles V2 launch

Community Bundles Launch



# KEY LEARNINGS

## Commercial

- Sustainable monetization systems require lifecycle planning and operational scalability

## Product

- Strong cross-functional alignment accelerates execution and iteration velocity

## Player Experience

- Revenue systems succeed when integrated naturally into player behavior and community ecosystems

# WHAT I WOULD BUILD NEXT

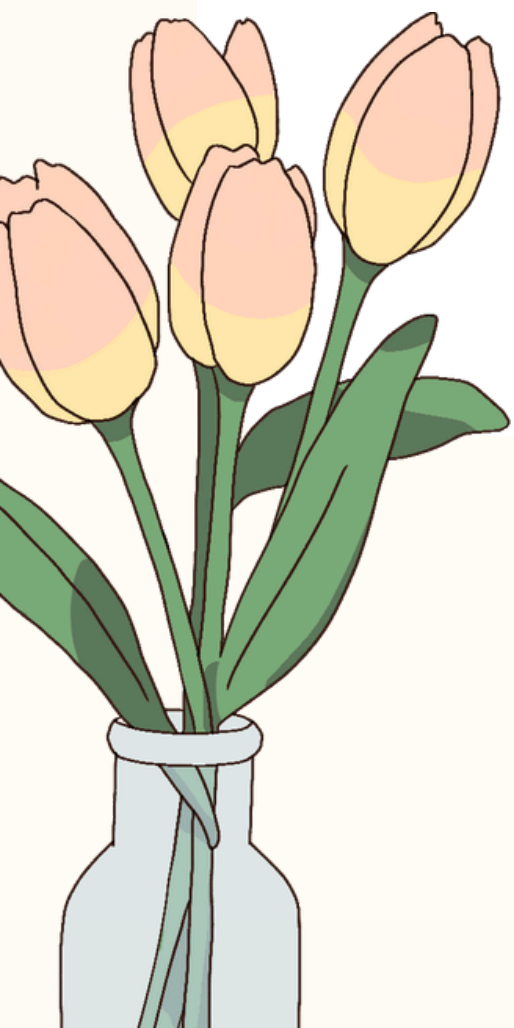
## Items I was working on:

- Worked with design team to create Creator and Community branding and proposed storefront designs for both in-game and webstore



## What I would do next:

- Conversion optimization
  - Introduce creator deep links/QR codes with prefilled attribution to reduce checkout friction
- Offer expansion
  - Bundle personalisation allowing players to select which cosmetics they want
  - Tie in with regional events e.g. offer all EU creator cosmetics during an EU holiday period
  - Introduce collection mechanics
- Retention systems
  - Best-selling bundle iteration
  - Introduce collection progression

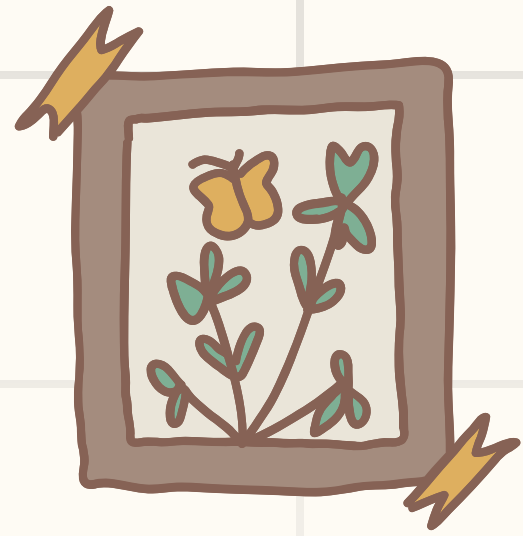




# REFLECTION

**This initiative strengthened my ability to identify commercial opportunities, align cross-functional teams, build scalable monetization systems, and connect player behavior with product strategy.**

**Product ownership through influence, execution, and player-first decision making.**



# Thank you

Open to discussing:

- Product Management
- D2C Monetization
- Live Service Operations
- Creator Economy Systems

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