



GDC VIRTUAL ITEMS
SUMMIT

Combat Arms Postmortem: *The Art of Selling Guns*

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Nexon America Inc.

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www.GDCOnline.com

**COMBAT
ARMS**
ONLINE FPS ACTION



GDC
11
Online



Agenda

Agenda

- _introduction
- _well designed monetization model?
- _Combat Arms postmortem
 - _challenges
 - _key takeaways



Introduction



Introduction





Introduction





Introduction





Introduction

COMBAT ARMS

ONLINE FPS ACTION



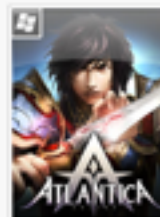
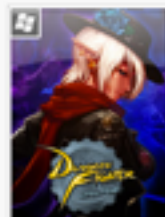
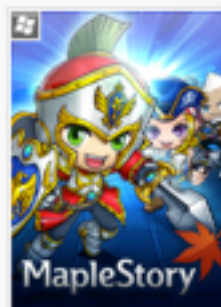
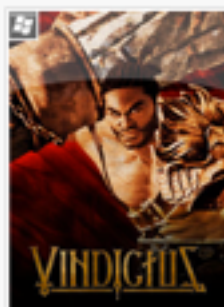
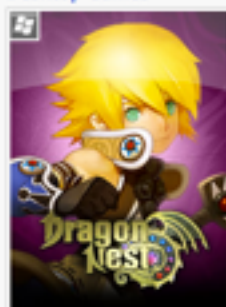
Introduction



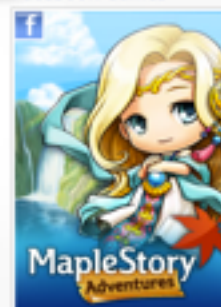


Introduction

Desktop Games



Facebook Games





Introduction



Introduction

2008
9,000,000
800,000
12
31
300

Introduction

2008 :Official Service

9,000,000

800,000

12

31

300

Introduction

2008 :Official Service

9,000,000 :Registered Users

800,000

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300 :Weapons



Introduction

Introduction

Sharing our key learnings

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Sharing our key learnings

_overall process

Introduction

Sharing our key learnings

- _ overall process
- _ key success factors / tips

Well Designed Monetization Model?

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ROI

Well Designed Monetization Model?

ROI

Developer/Publisher

Well Designed Monetization Model?

ROI

Developer/Publisher

- _ higher ARPPU
(average revenue per paying user)
- _ higher paying rate
- _ more contents
- _ higher retention

Well Designed Monetization Model?

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- _ opportunity cost
- _ human resources
- _ infrastructure cost

Well Designed Monetization Model?

ROI



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ROI

Paying Users

Well Designed Monetization Model?

ROI

Paying Users

- _ advantage
- _ convenience
- _ exclusivity

Well Designed Monetization Model?

ROI

Paying Users

- _ advantage
- _ convenience
- _ exclusivity

- _ time & effort
- _ money

Well Designed Monetization Model?

ROI



Well Designed Monetization Model?

ROI

Non Paying Users

Well Designed Monetization Model?

ROI

Non Paying Users

_fair gameplay

Well Designed Monetization Model?

ROI

Non Paying Users

_fair gameplay

_time & effort
_contribution to
the game

Well Designed Monetization Model?

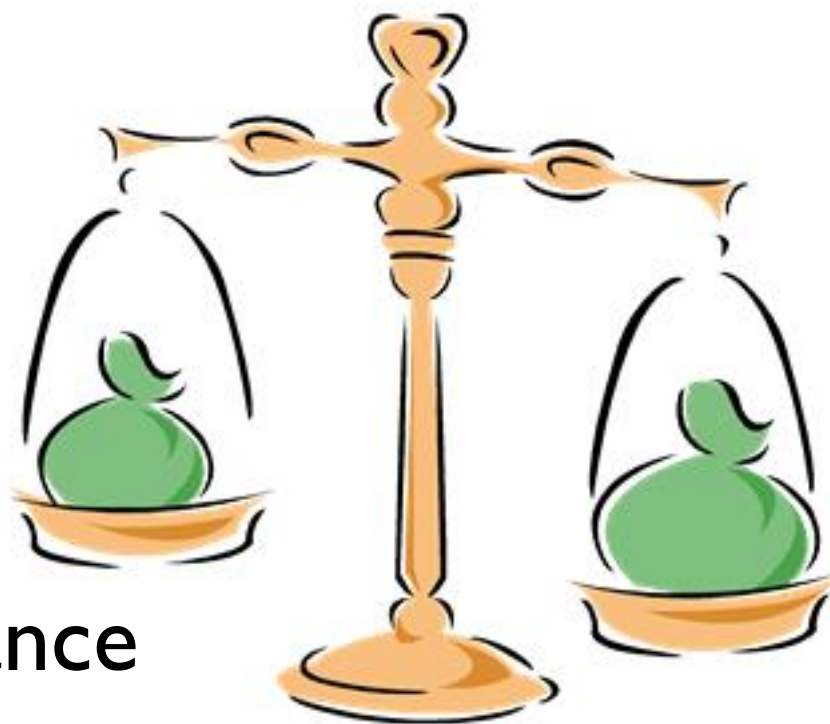


Well Designed Monetization Model?



Revenue

Well Designed Monetization Model?



Game Balance

Revenue

Well Designed Monetization Model?



Well Designed Monetization Model?



Game Balance

Well Designed Monetization Model?

Revenue



Game Balance

Well Designed Monetization Model?





Well Designed Monetization Model?

Well Designed Monetization Model?

Well designed monetization model is about...

Well Designed Monetization Model?

**Well designed monetization
model is about...**

_finding the level of convenience and
advantages provided to paying
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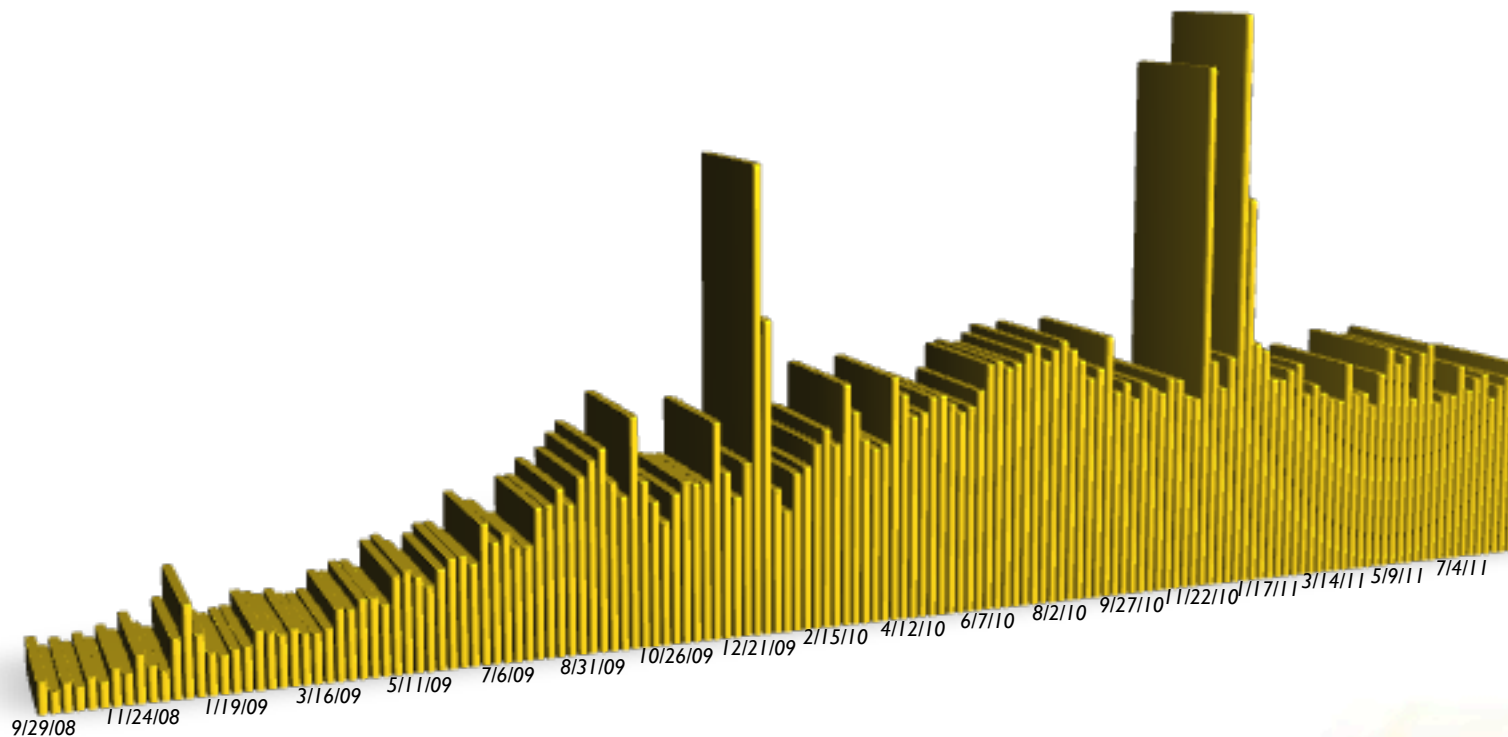
_which can satisfy all of our users



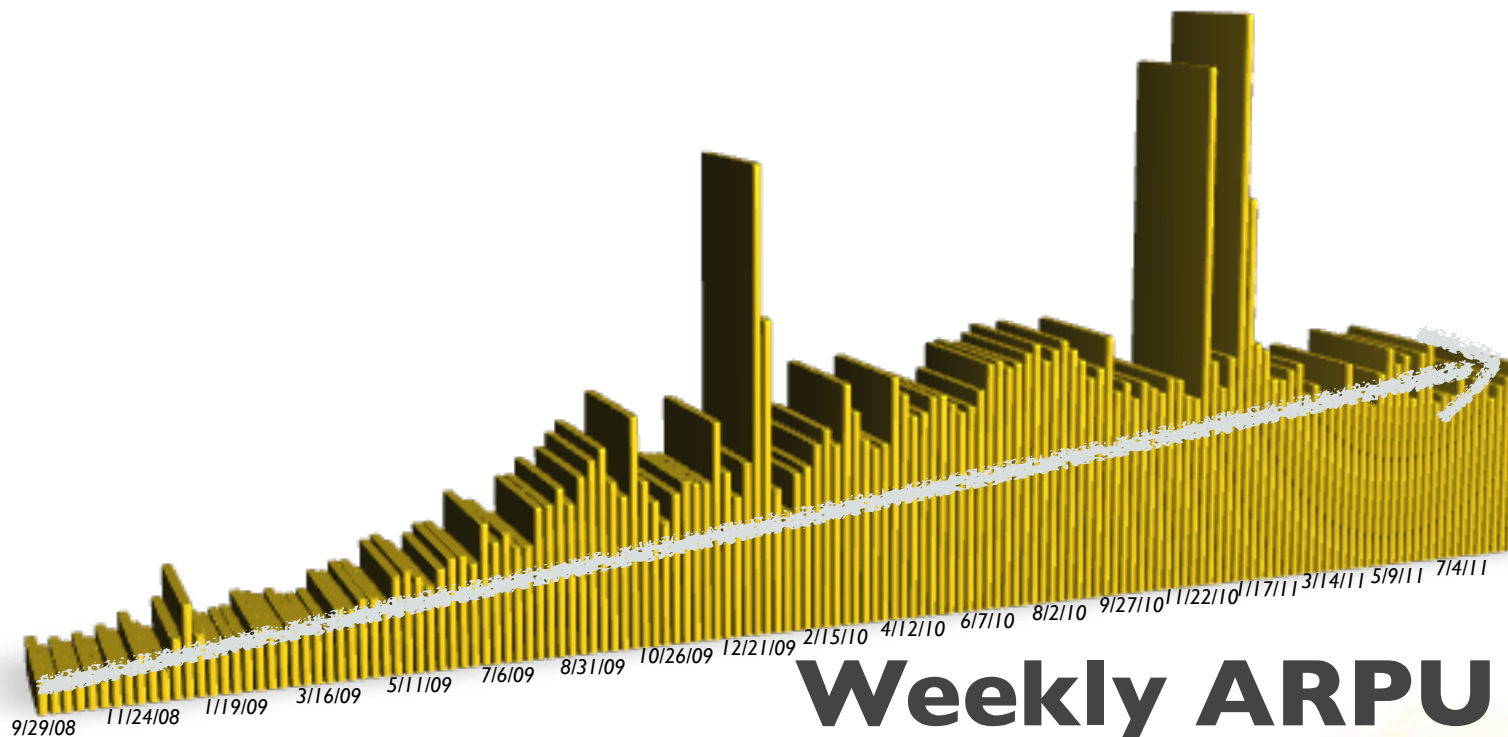
Combat Arms Postmortem

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Combat Arms Postmortem



Weekly ARPU
(Average Revenue Per User)

Combat Arms Postmortem

Combat Arms Postmortem

- **NX:** virtual currency charged with credit card/ prepaid cards and etc.
- **GP:** game points, which can be obtained by playing games
- **NX Standard Weapon:** weapons which can be directly purchased from the shop(NX)
- **GP Standard Weapon:** weapons which can be directly purchased from the shop(GP)
- **NX Rare/Epic Weapon:** weapons which can be obtained only from NX random cases
- **GP Rare/Epic Weapon:** weapons which can be obtained only from GP random cases
- **Duration:** most of the weapons and items have expire dates (1, 7, 30, 90, Permanent)

Combat Arms Postmortem

Combat Arms Postmortem

Identify

October 2008 - February 2010 (**17** months)

- Stage1. October 2008 - January 2009
- Stage2. February 2009 - July 2009
- Stage3. August 2009 - February 2010

Combat Arms Postmortem

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Optimize

March 2010 - May 2011 (**15** months)

- Optimizing weapon sales
- Optimizing random case sales

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Optimize

March 2010 - May 2011 (**15** months)

- Optimizing weapon sales
- Optimizing random case sales

Innovate

June 2011 - Current

- Overpowered weapons
- Overall game balance

Combat Arms Postmortem

Identify

Combat Arms Postmortem

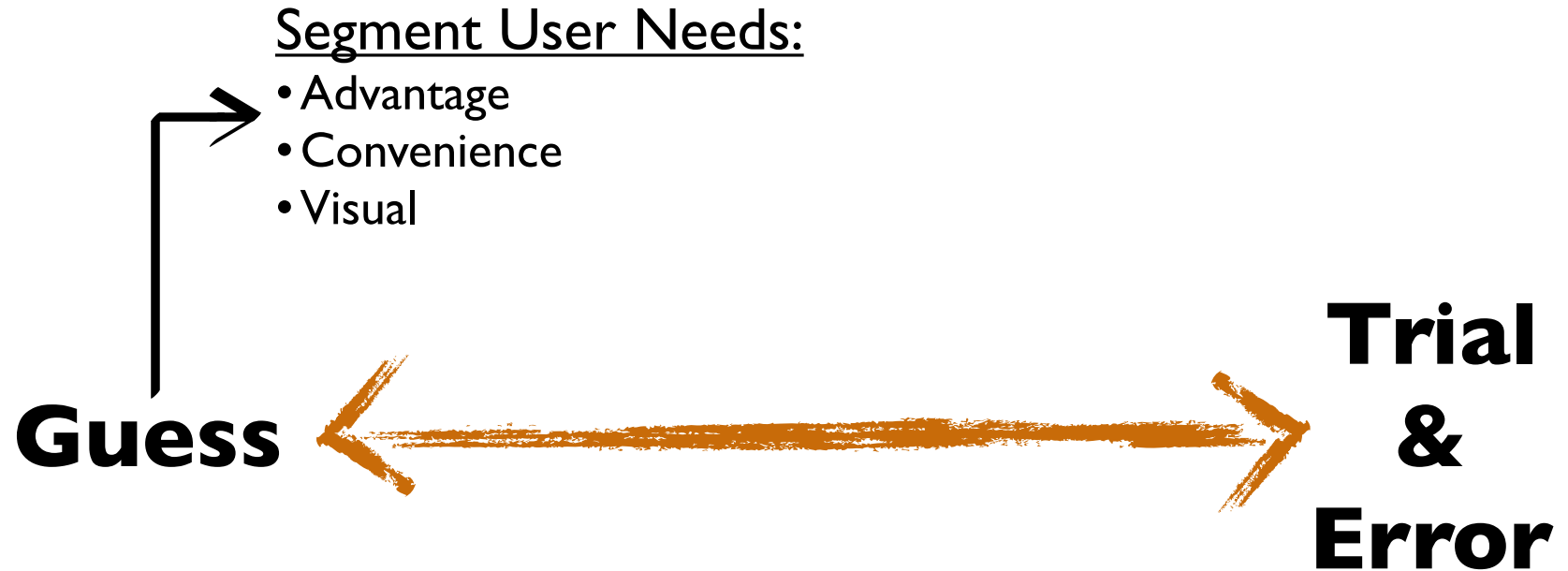
Guess

**Trial
&
Error**

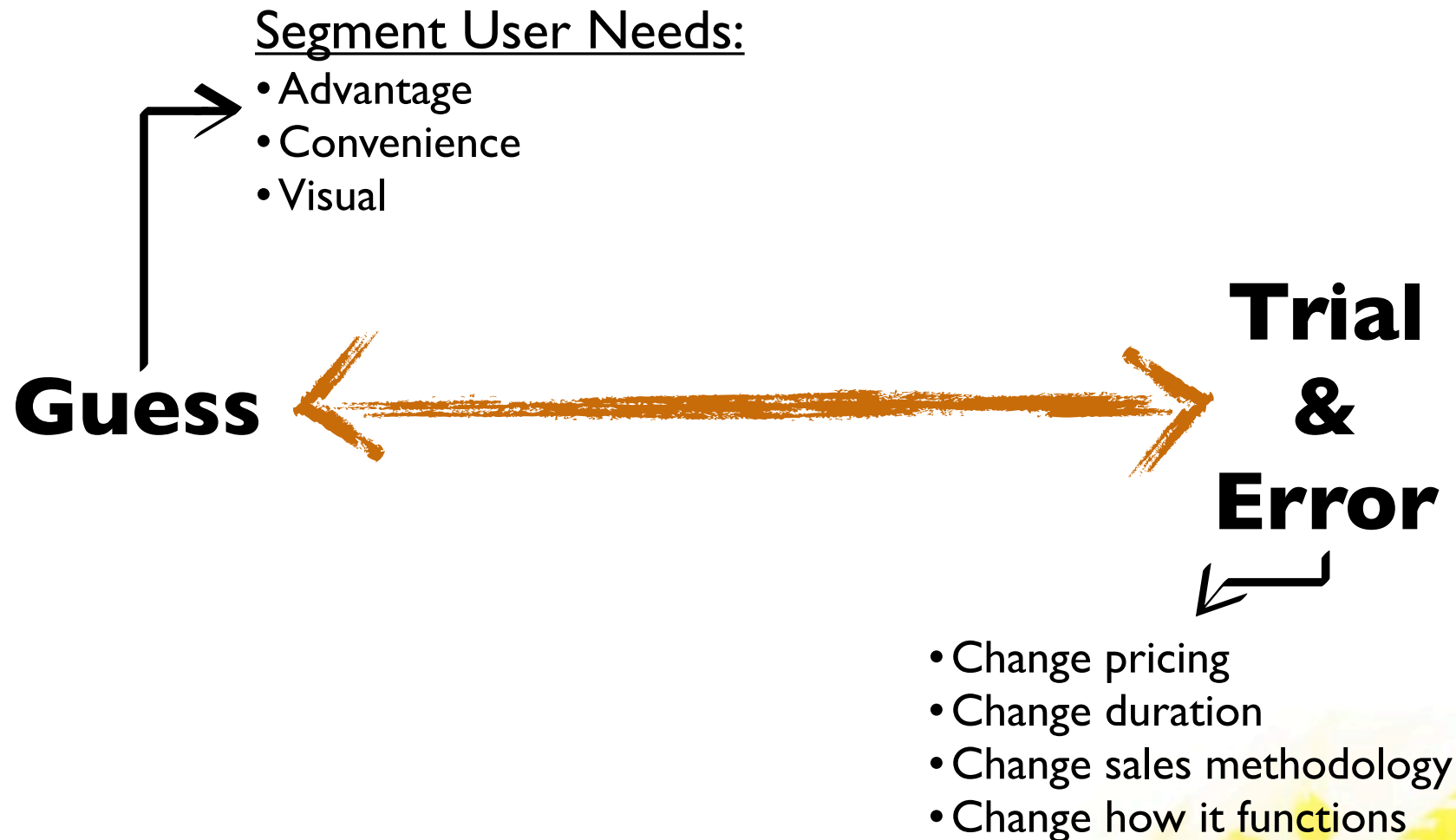
Combat Arms Postmortem



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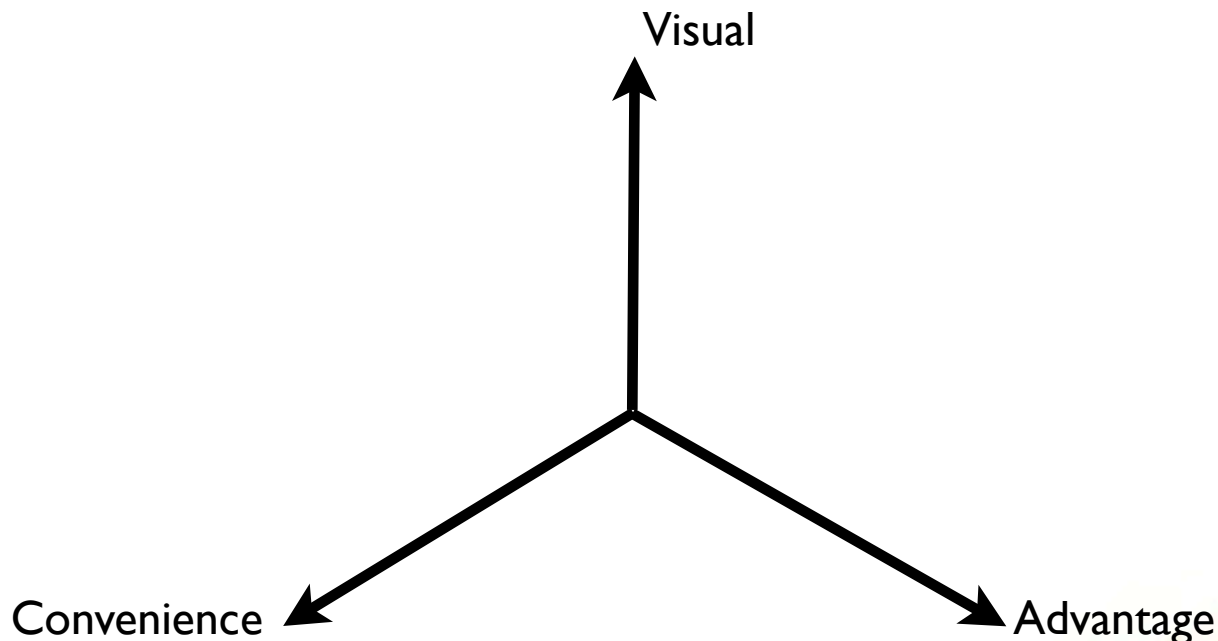
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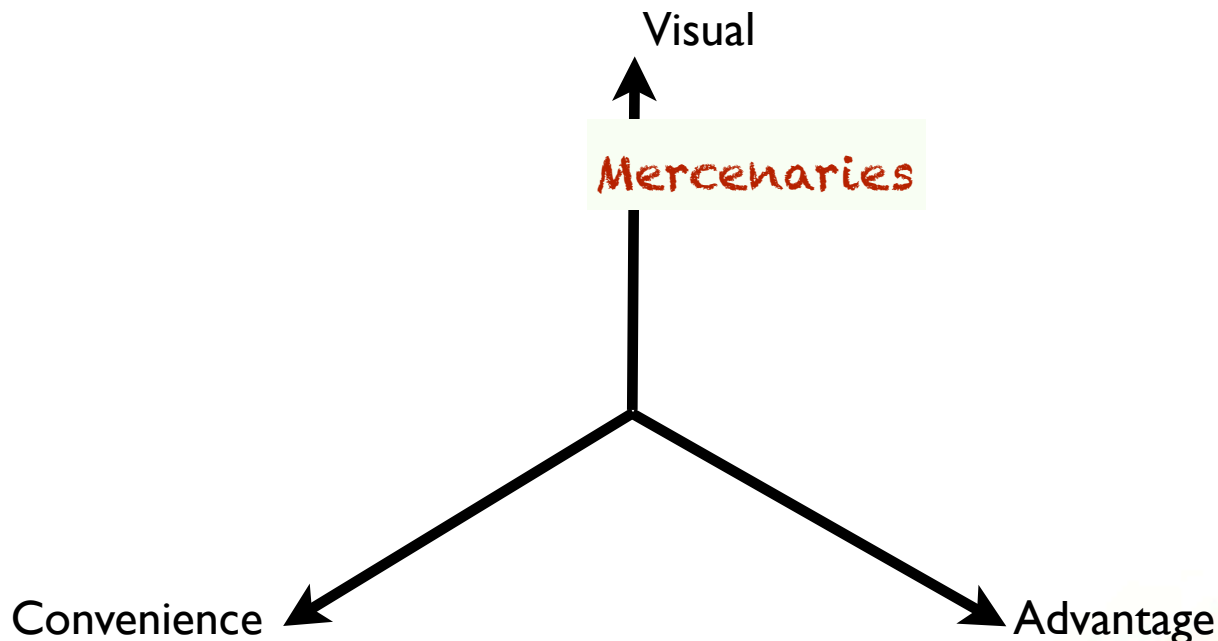
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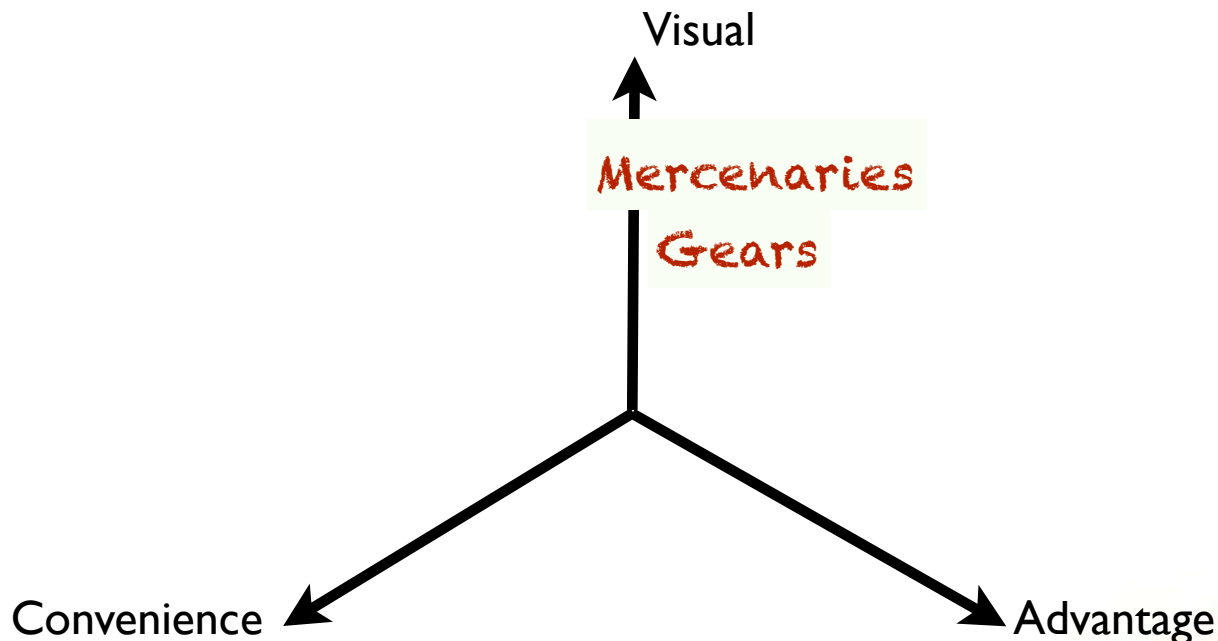
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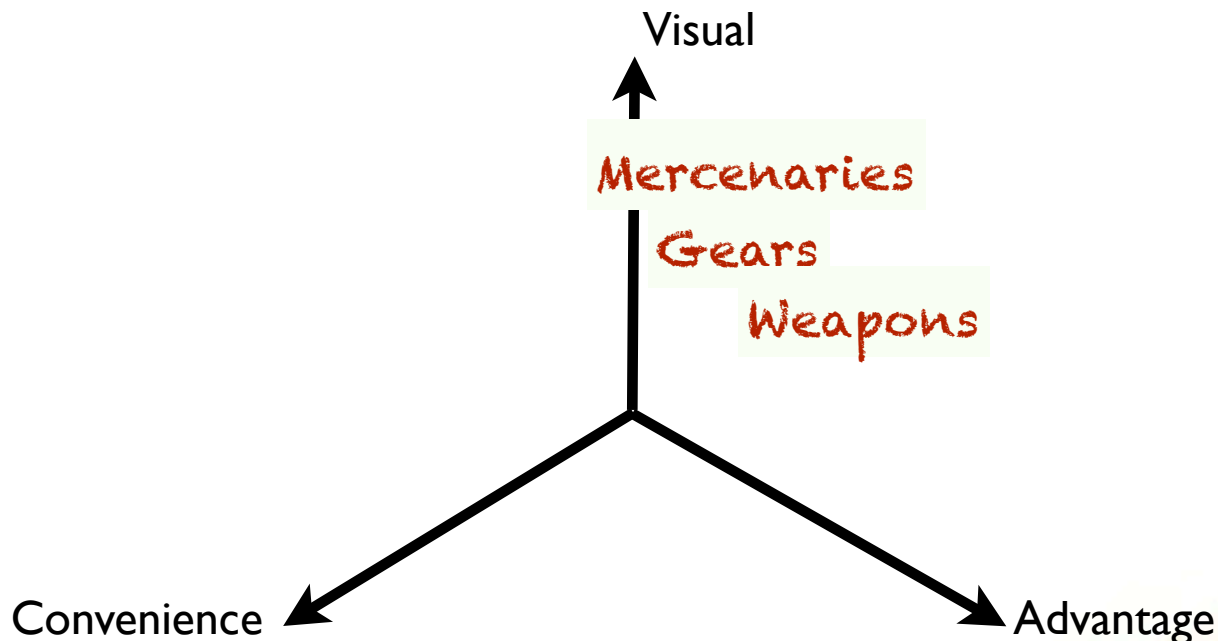
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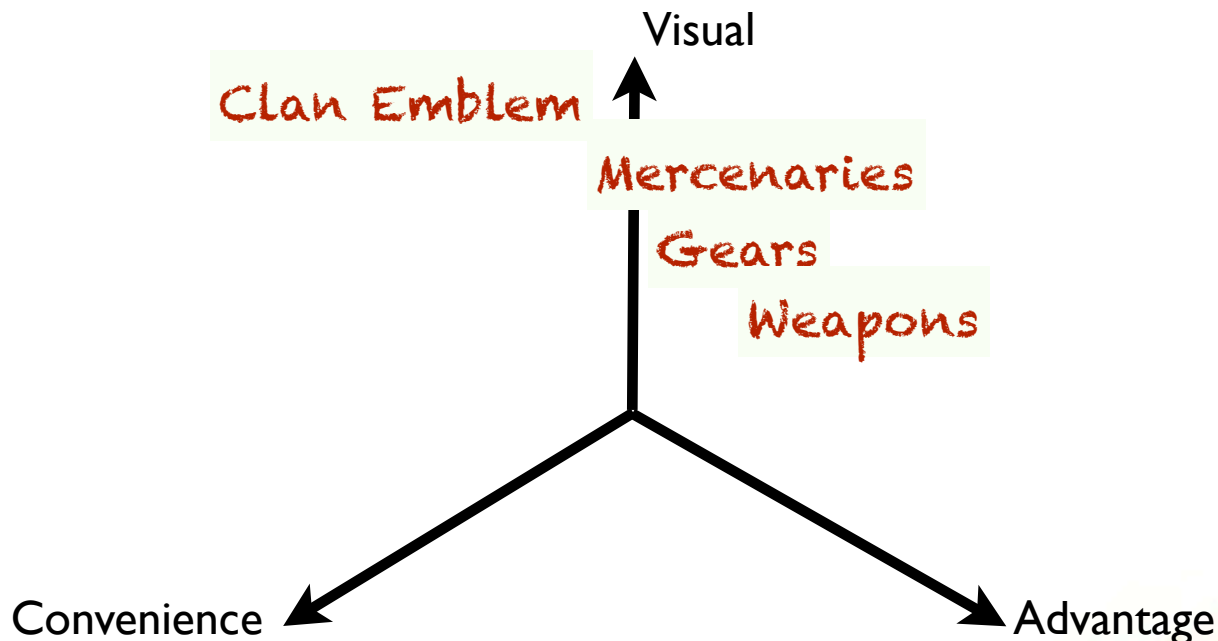
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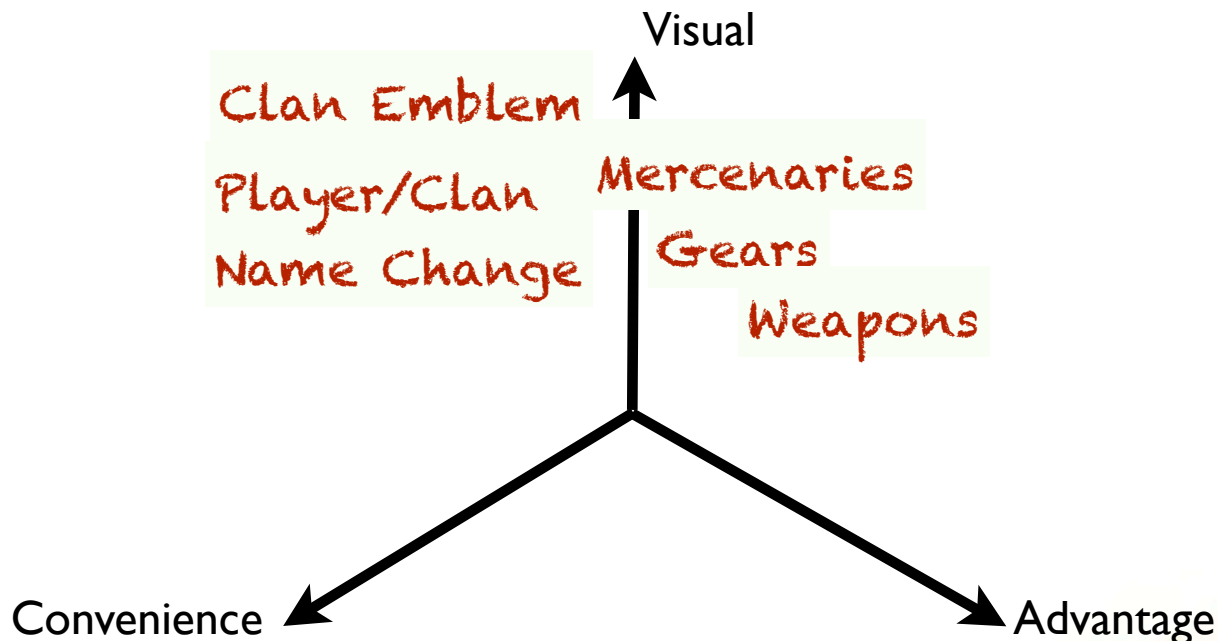
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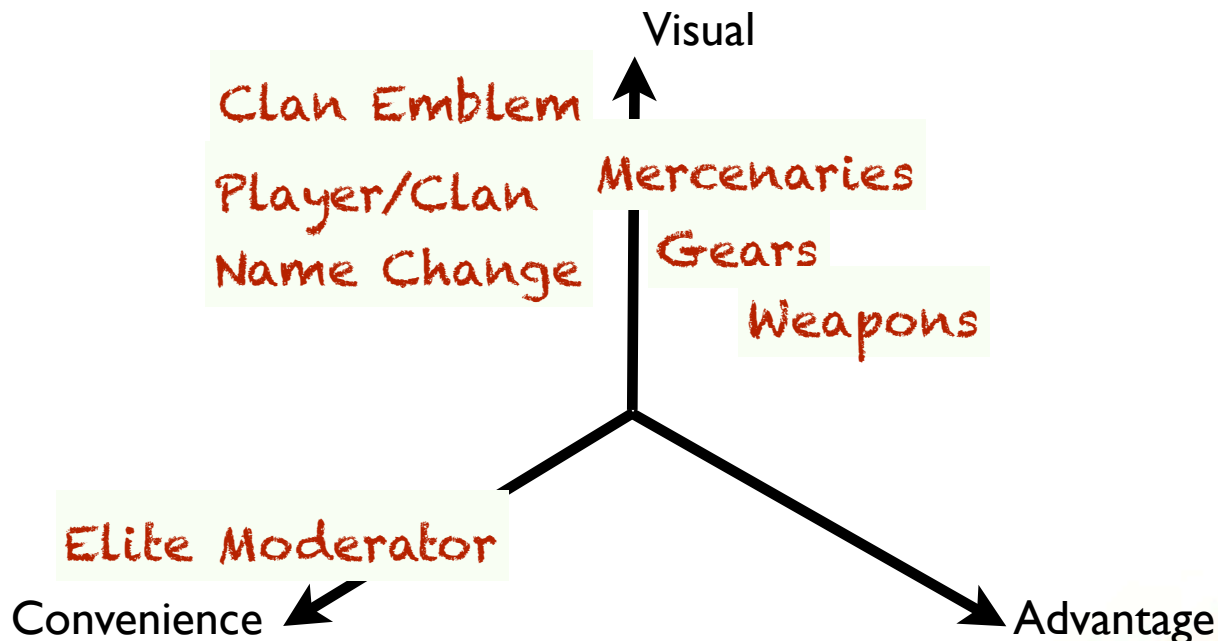
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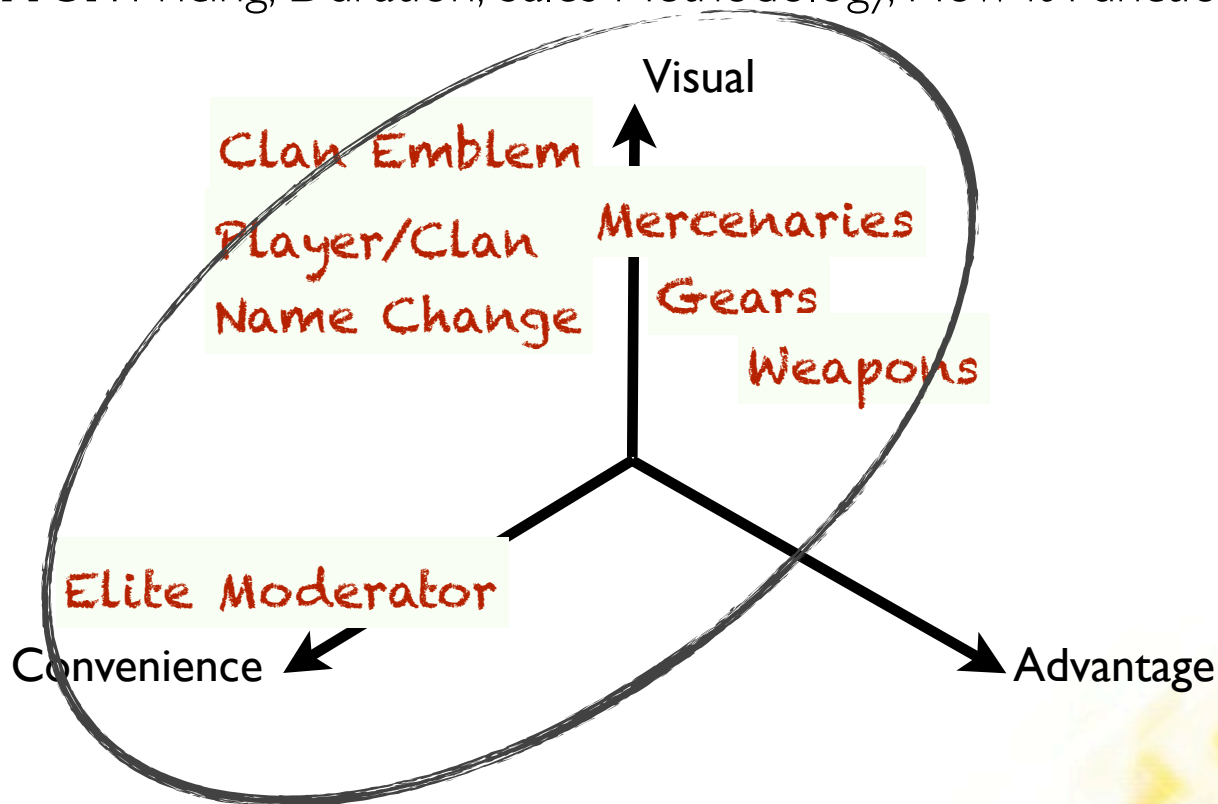
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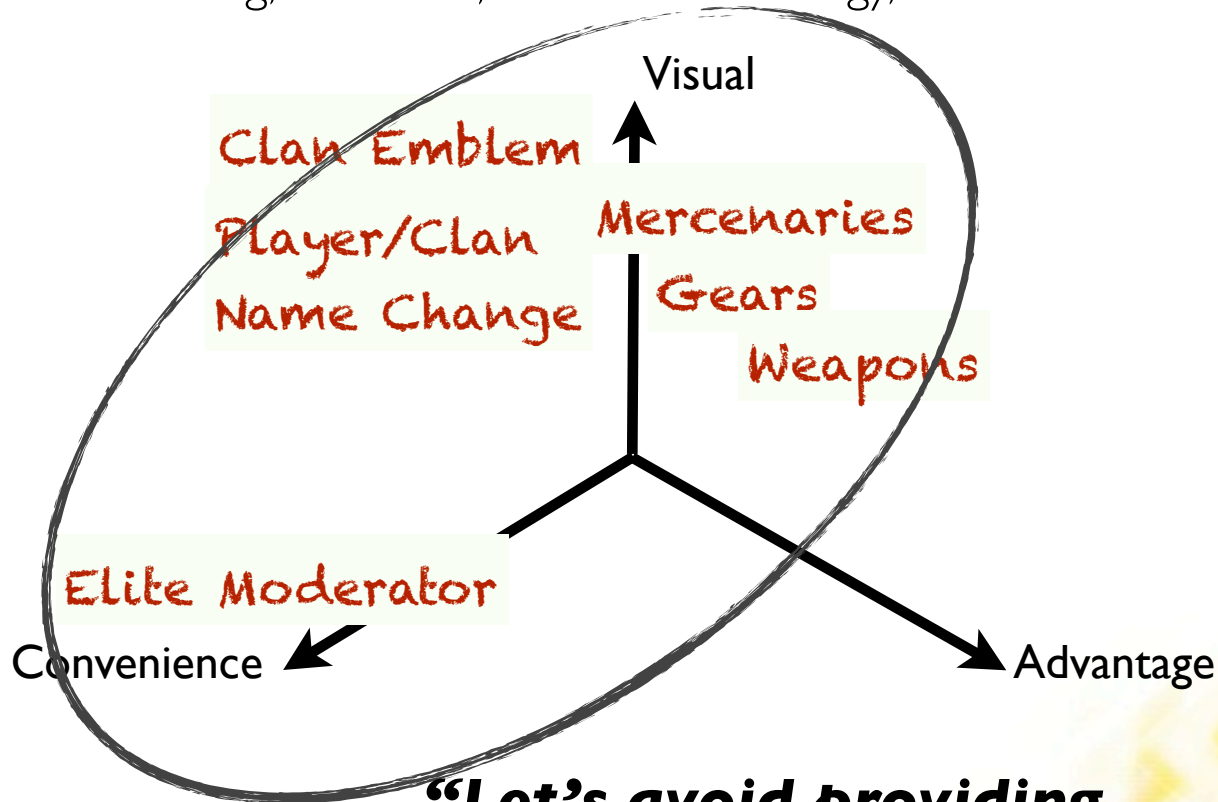
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“Let’s avoid providing advantage to the paying users”

Combat Arms Postmortem

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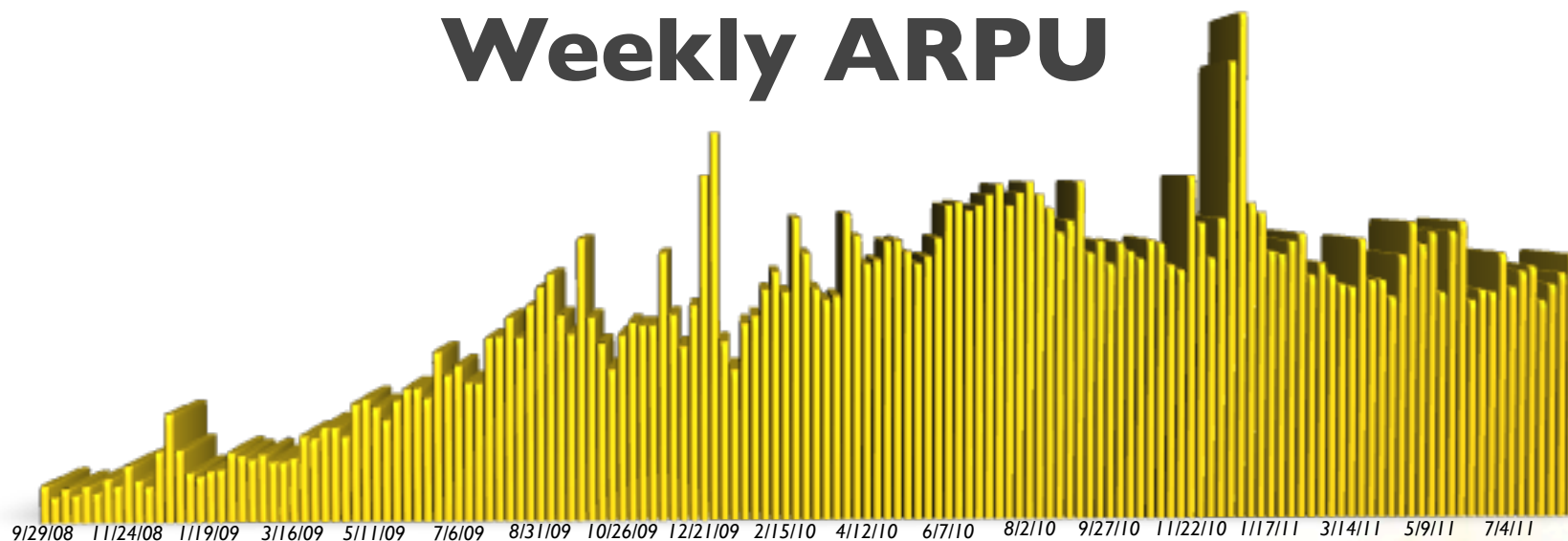
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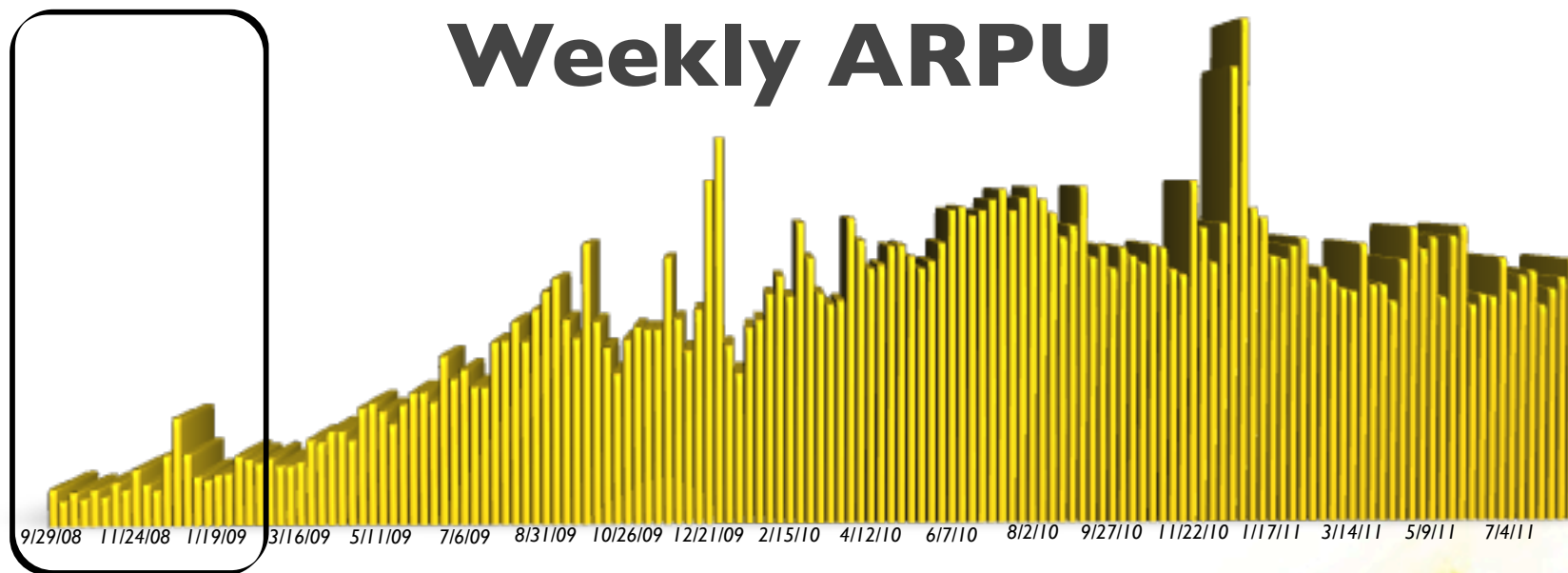
Weekly ARPU



Combat Arms Postmortem

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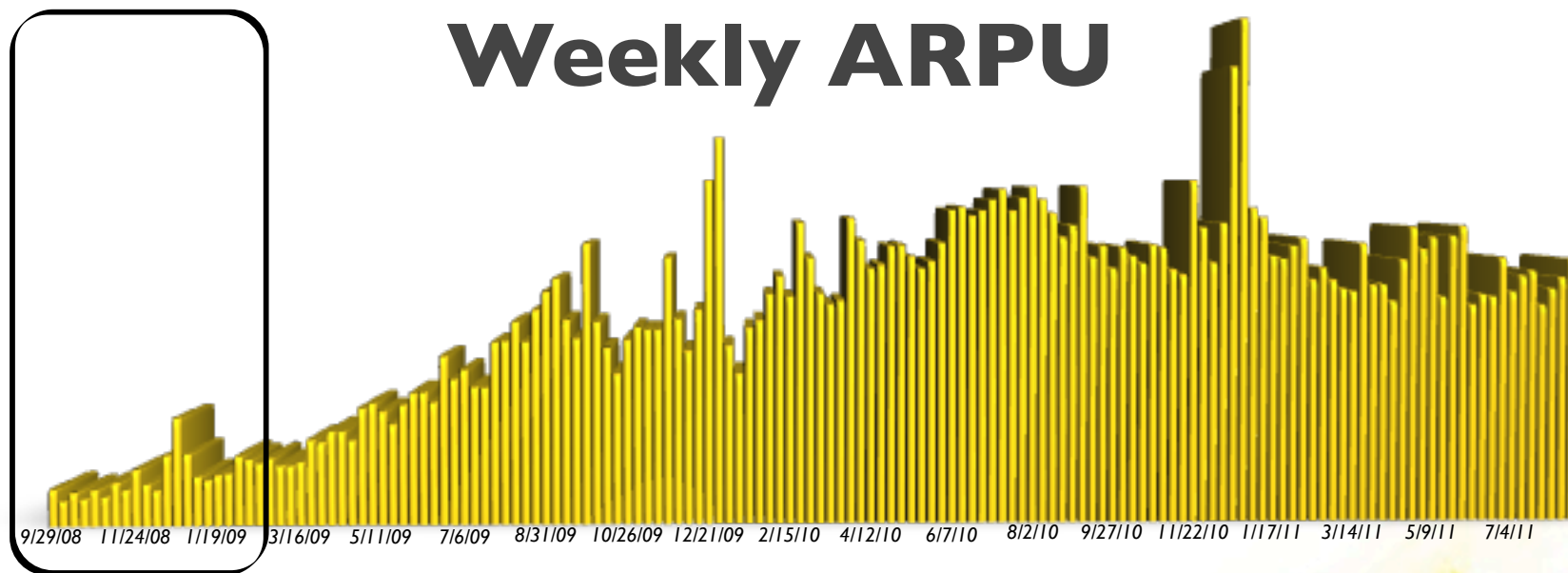
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“Initial ARPU was too low”

Combat Arms Postmortem

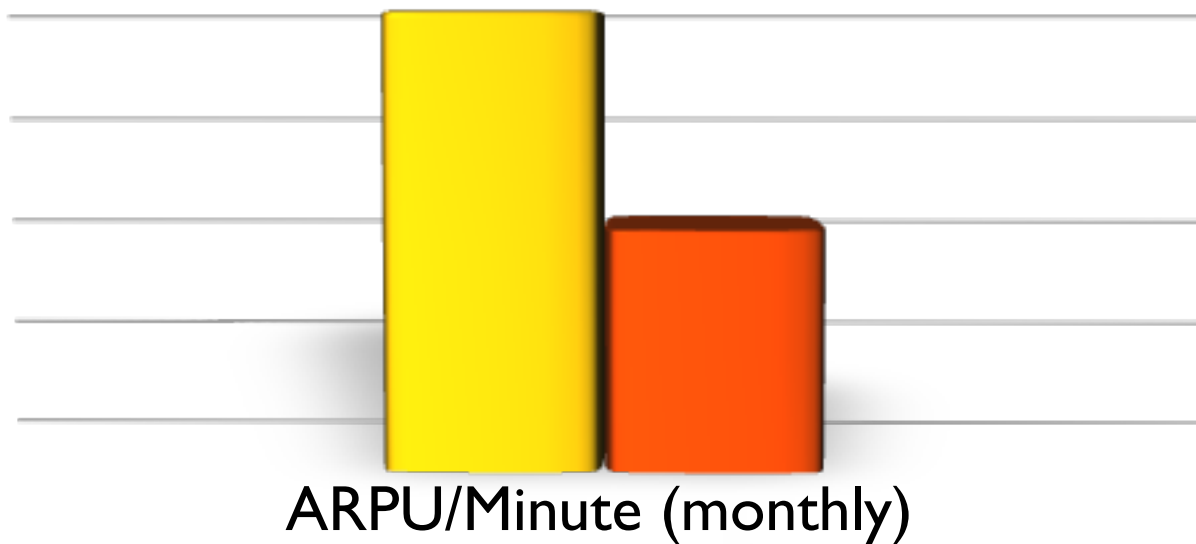
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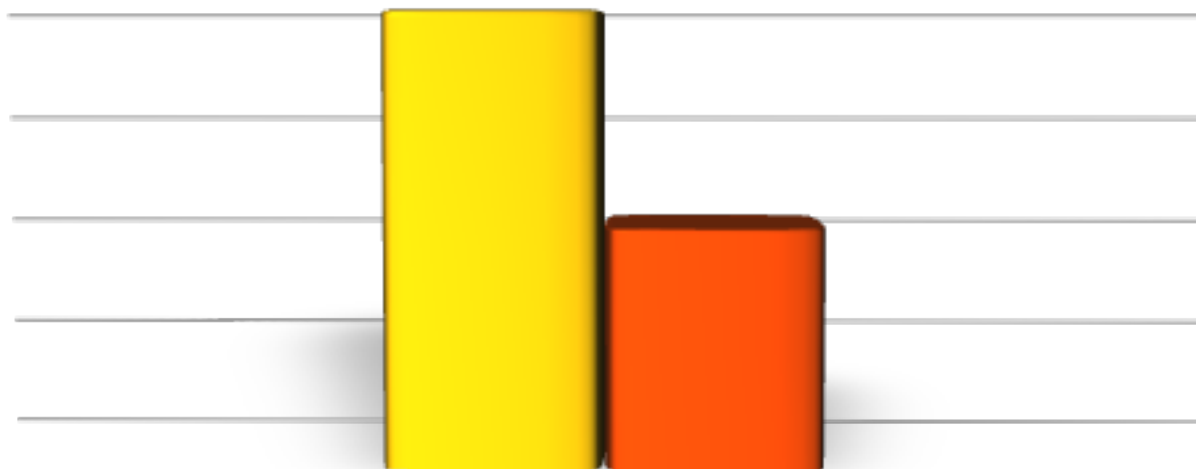
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Combat Arms Postmortem

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ARPU/Minute (monthly)

MapleStory vs. Combat Arms

5 months after commercial

Combat Arms Postmortem

Combat Arms Postmortem

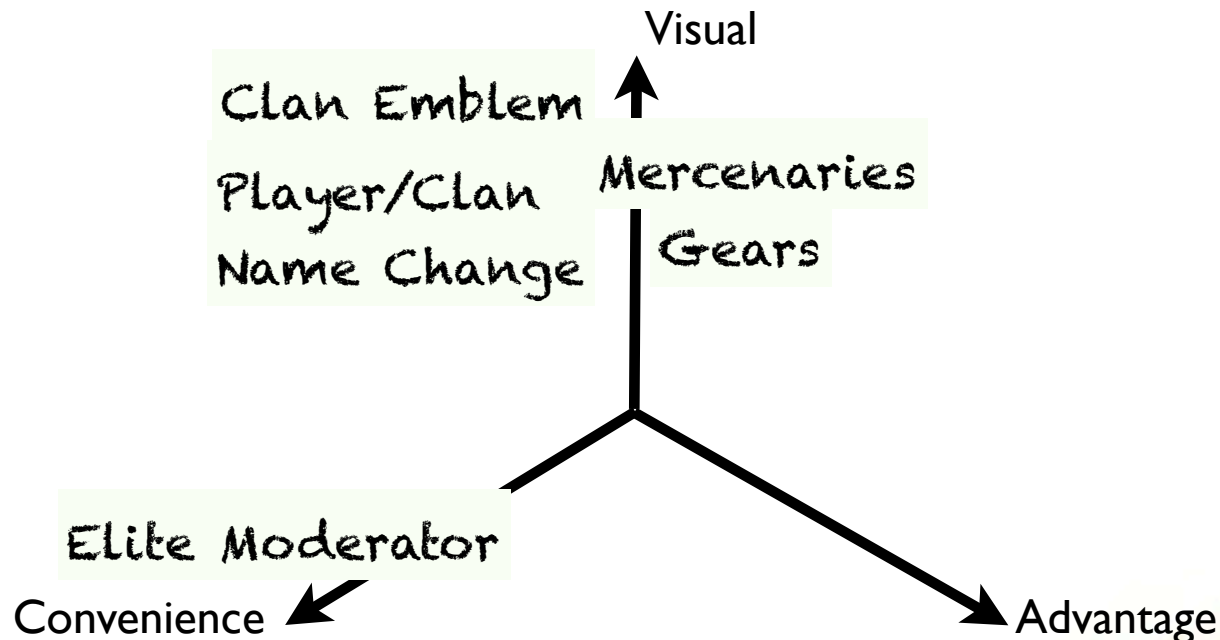
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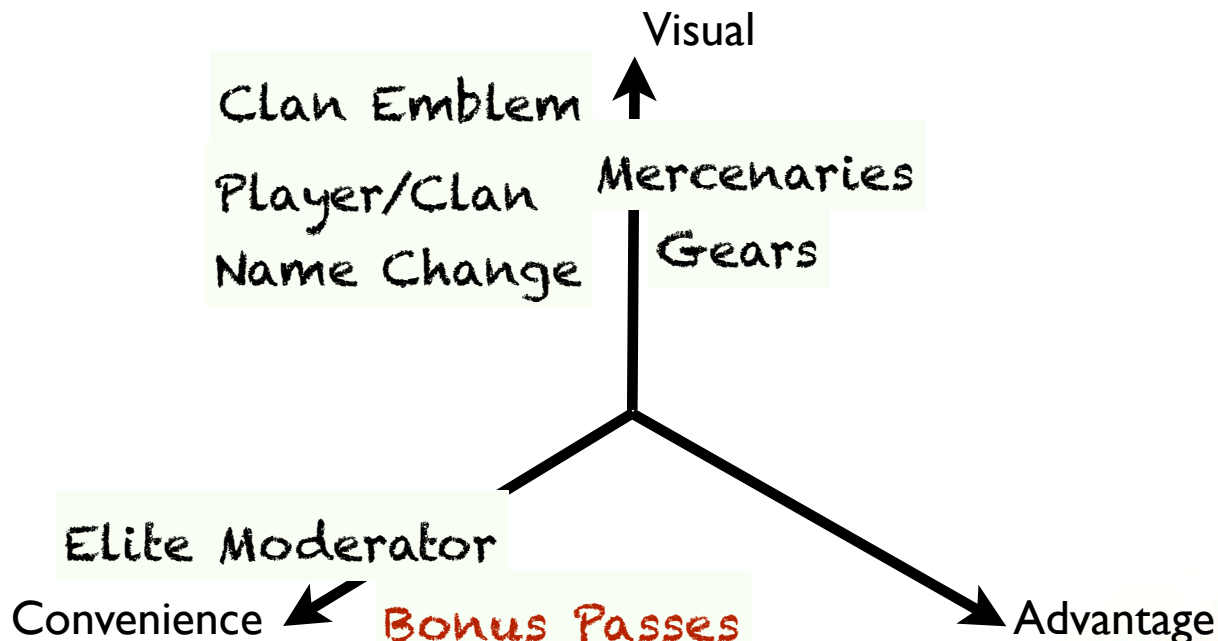
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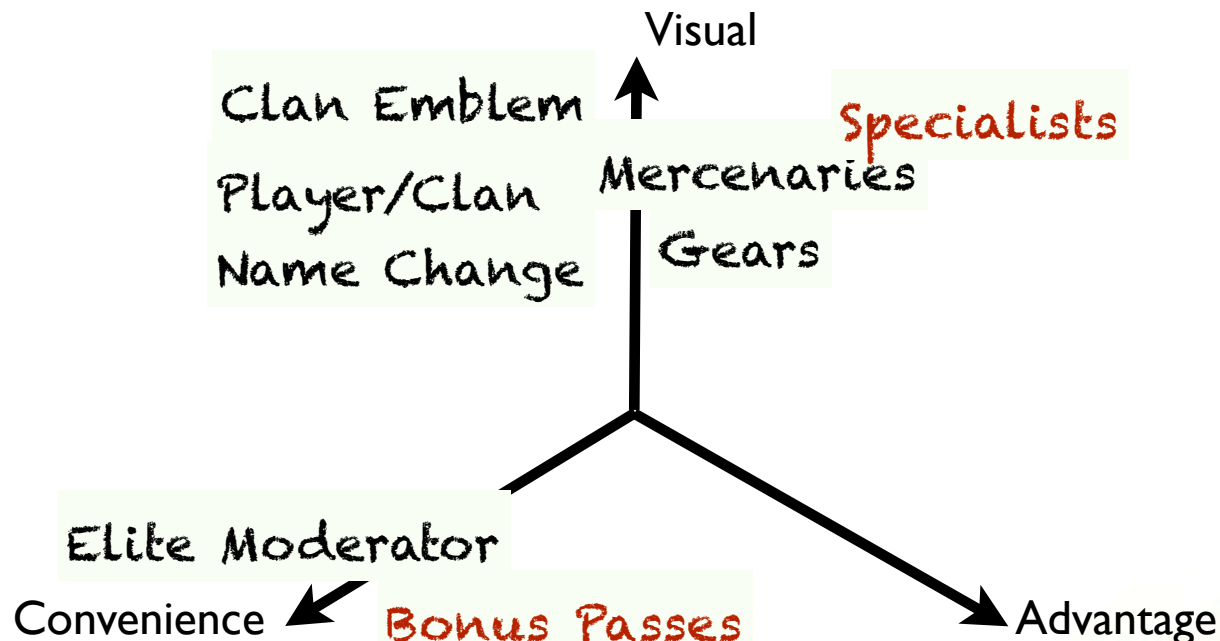
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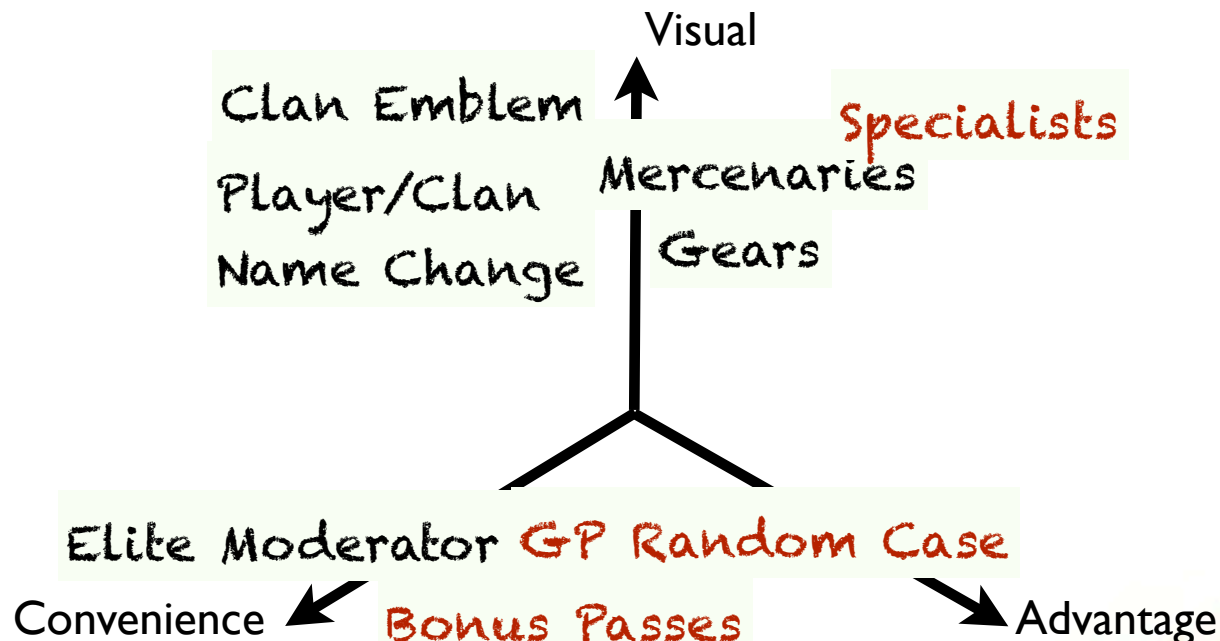
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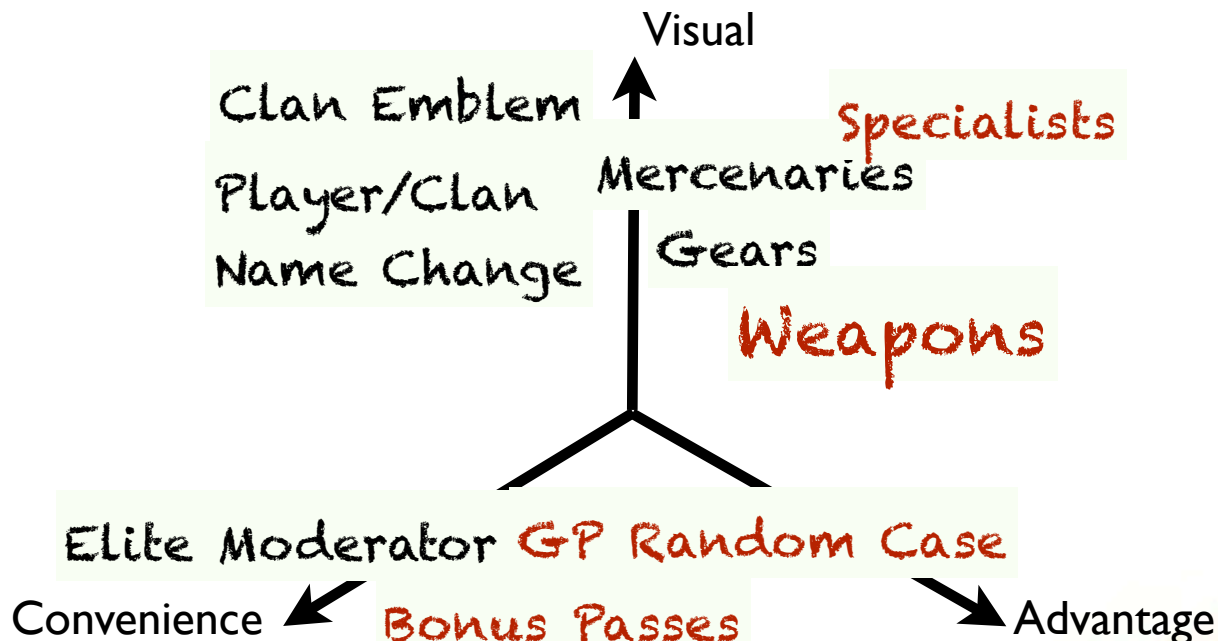
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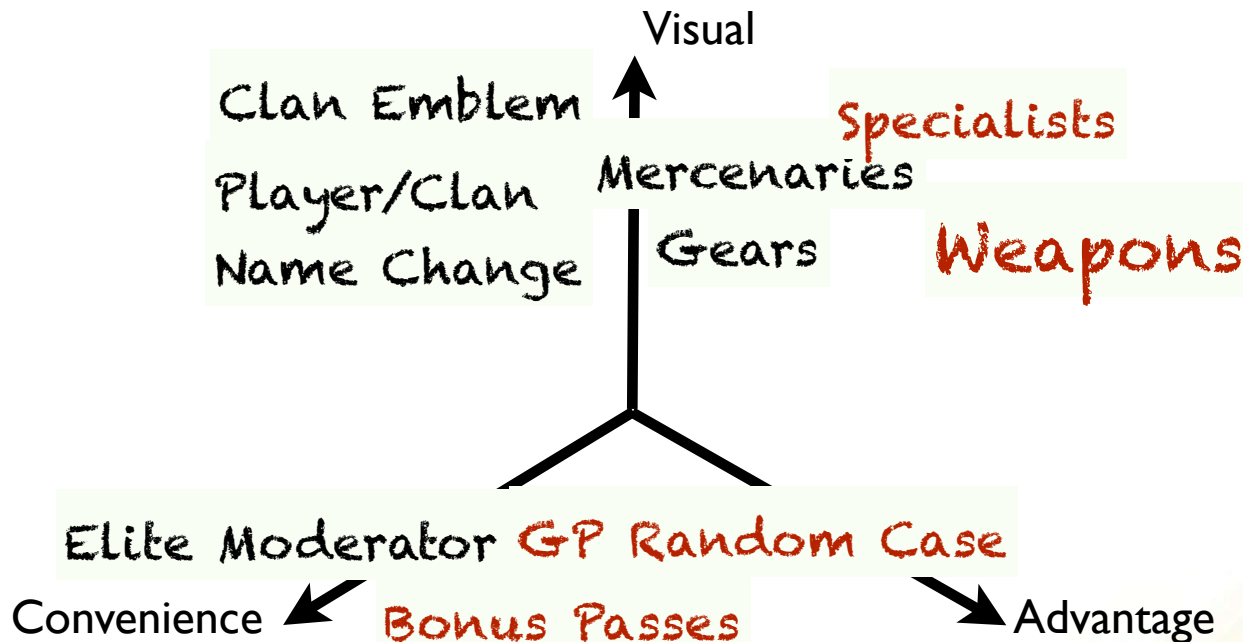
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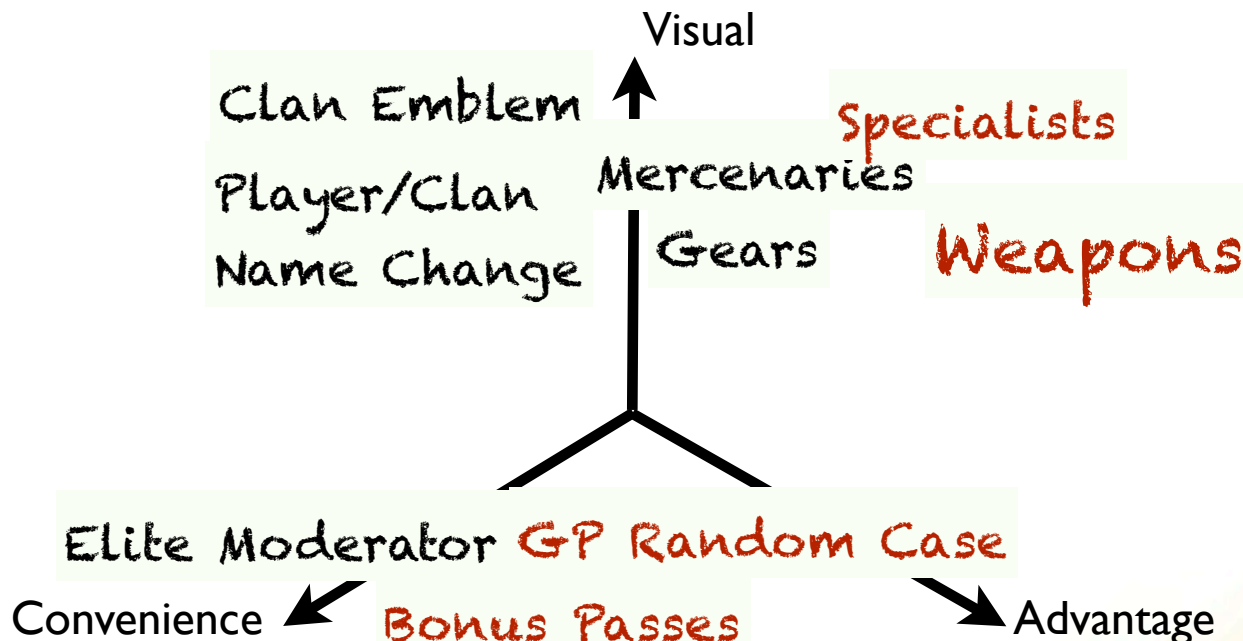
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“Let’s explore items with light advantage...”

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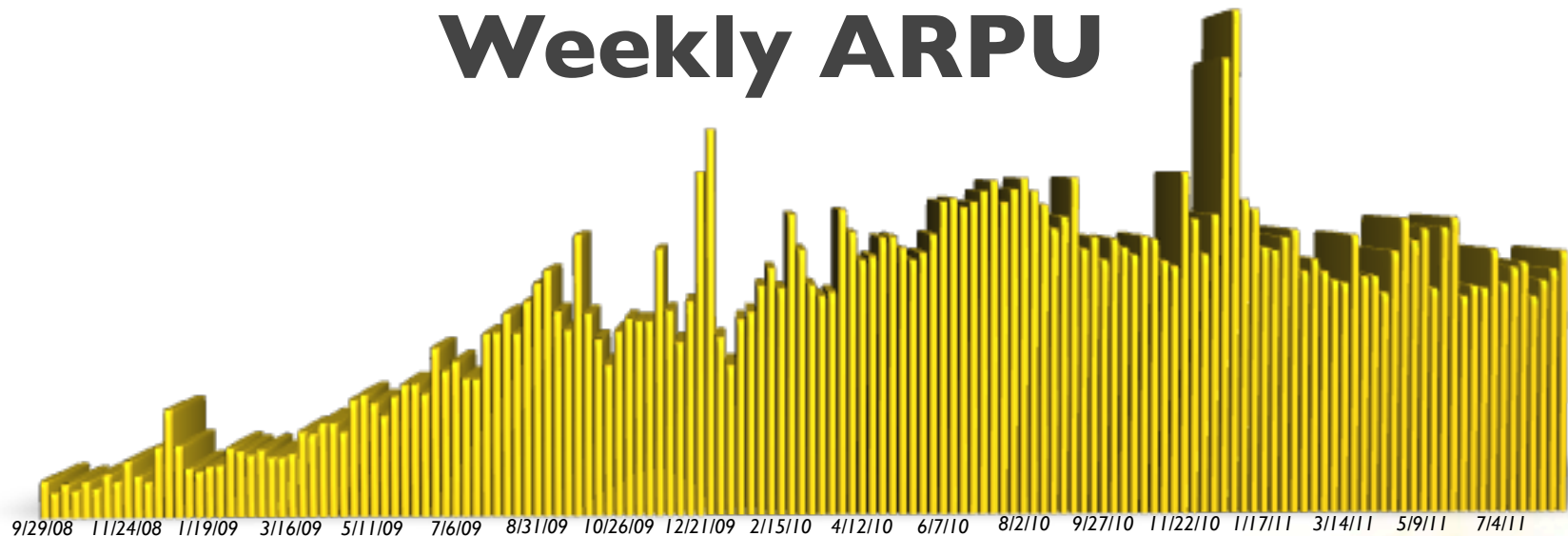
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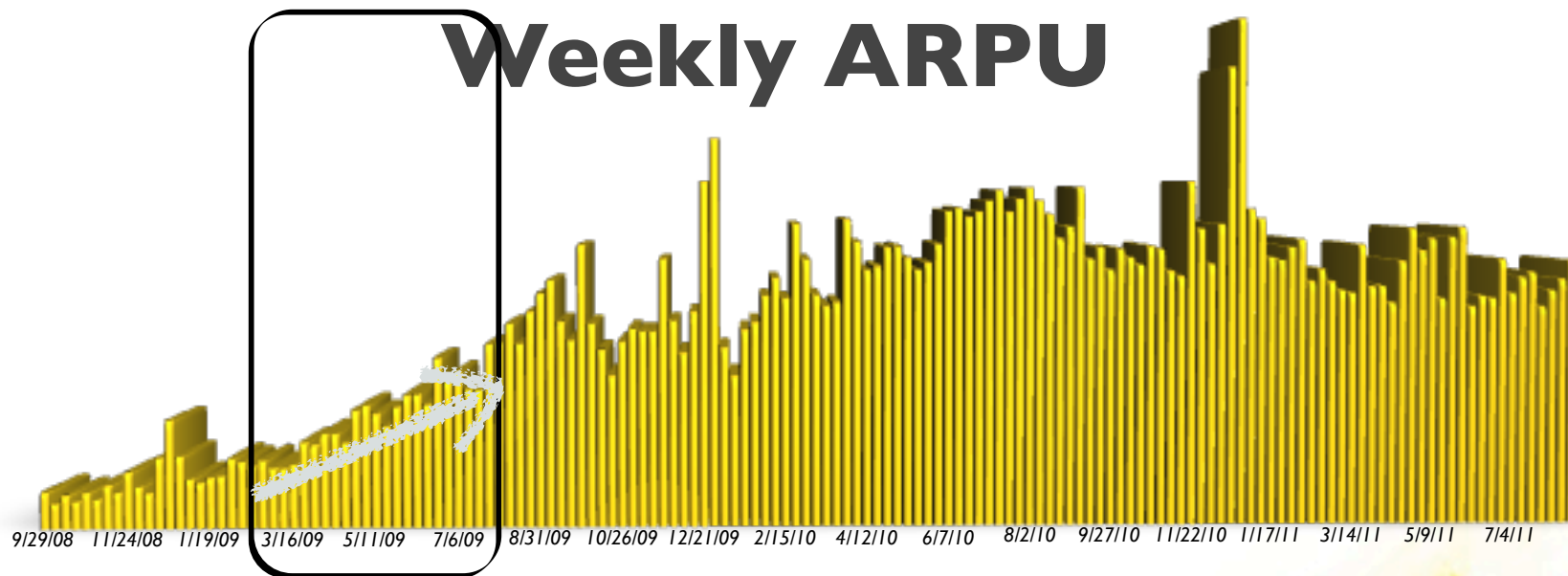
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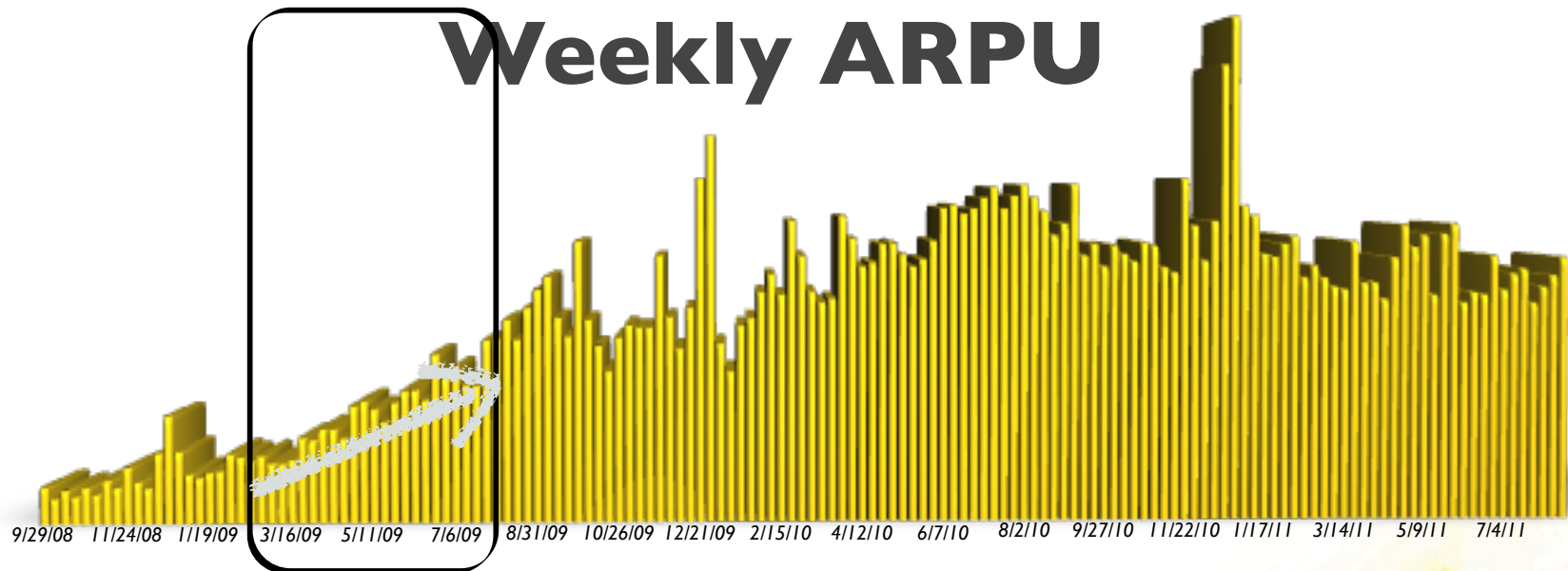
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“ARPU started to increase”

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Weapon Specific Cases

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Weapon Specific Cases

Random weapon under designated type

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Weapon Specific Cases

Random **weapon** under designated type

Random duration

Chances of **Rare**

“New Sales Methodology”

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Standard Weapons(M4I6 CQB)

Combat Arms Postmortem

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Standard Weapons(M4I6 CQB)

Slightly higher performance

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Still top seller in the shop

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“More Advantage”

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Supply Myst I - N

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Random duration

“New Sales Methodology”

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Supply Case GP-Hazard

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Supply Case GP-Hazard

Random amount of GP

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Supply Case GP-Hazard

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“New Item: Convenience/Advantage”

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Combat Arms Postmortem

Identify - Stage2: Feb 2009 - July 2009

- **Segments:** **“Advantage, Convenience”**, Visual, Etc.
- **Trial & Error:** Pricing, Duration, **“Sales Methodology”**, How it Functions

Rank	Item Name	% of Total
1	Weapon Specific Cases	9.95%
2	M416 CQB	7.48%
5	Supply Case GP-Hazrad	4.81%
7	Supply Crate Myst I-N	4.44%
8	Bonus EXP Pass(25%)	2.88%

Combat Arms Postmortem

Identify - Stage2: Feb 2009 - July 2009

- **Segments:** **“Advantage, Convenience”**, Visual, Etc.
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8	Bonus EXP Pass(25%)	2.88%

* M416 CQB released on 2/25/2009

* Weapon Specific Cases & Myst-N released on 3/25/2009

* Bonus EXP Pass released on 4/29/2009

* Supply Case GP-Hazard released on 6/25/2009

Combat Arms Postmortem

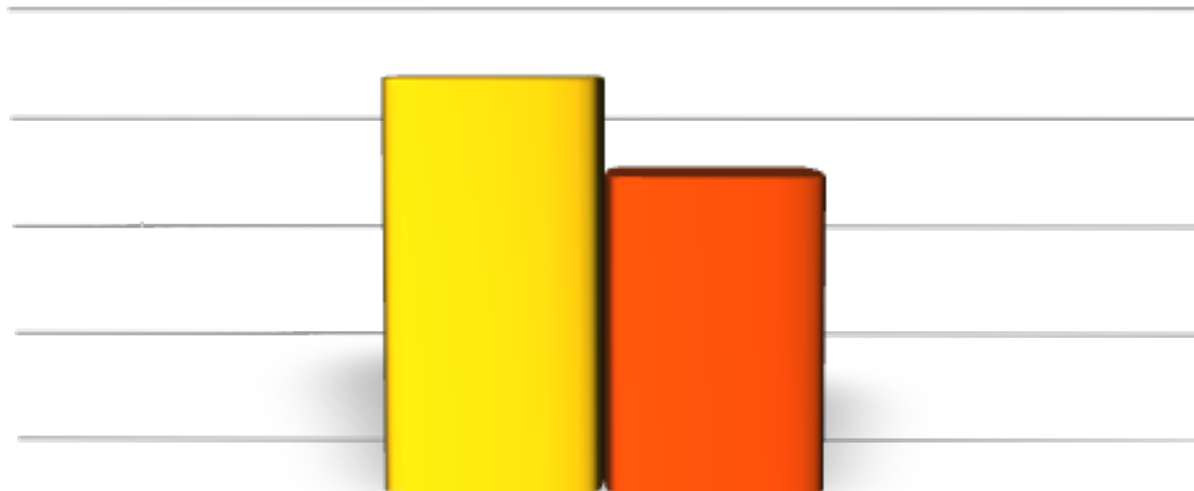
Identify - Stage2: Feb 2009 - July 2009

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Combat Arms Postmortem

Identify - Stage2: Feb 2009 - July 2009

- **Segments:** **“Advantage, Convenience”**, Visual, Etc.
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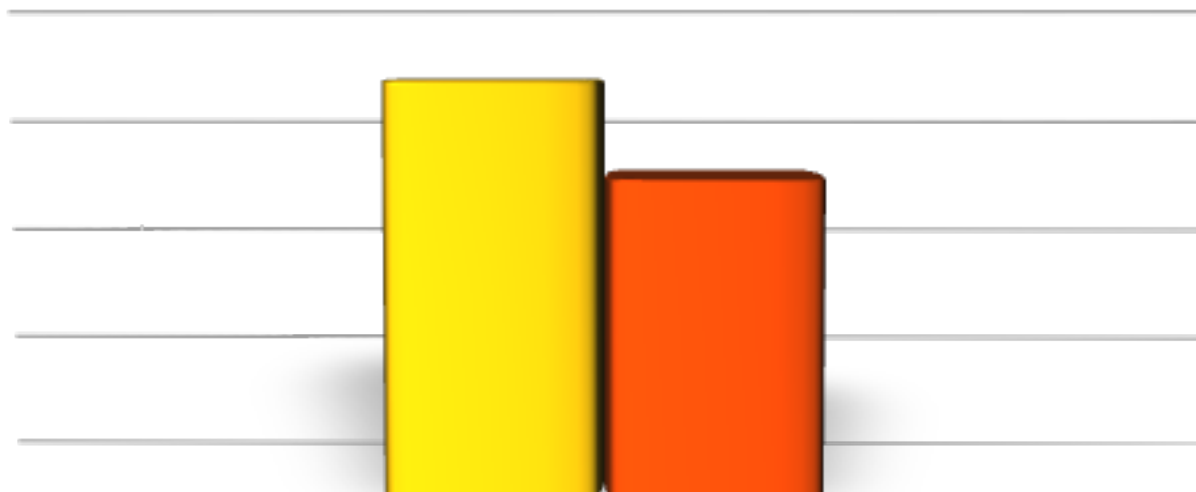


ARPU/Minute (monthly)

Combat Arms Postmortem

Identify - Stage2: Feb 2009 - July 2009

- **Segments:** “Advantage, Convenience”, Visual, Etc.
- **Trial & Error:** Pricing, Duration, “Sales Methodology”, How it Functions



ARPU/Minute (monthly)

MapleStory vs. Combat Arms

12 months after commercial

Combat Arms Postmortem

Combat Arms Postmortem

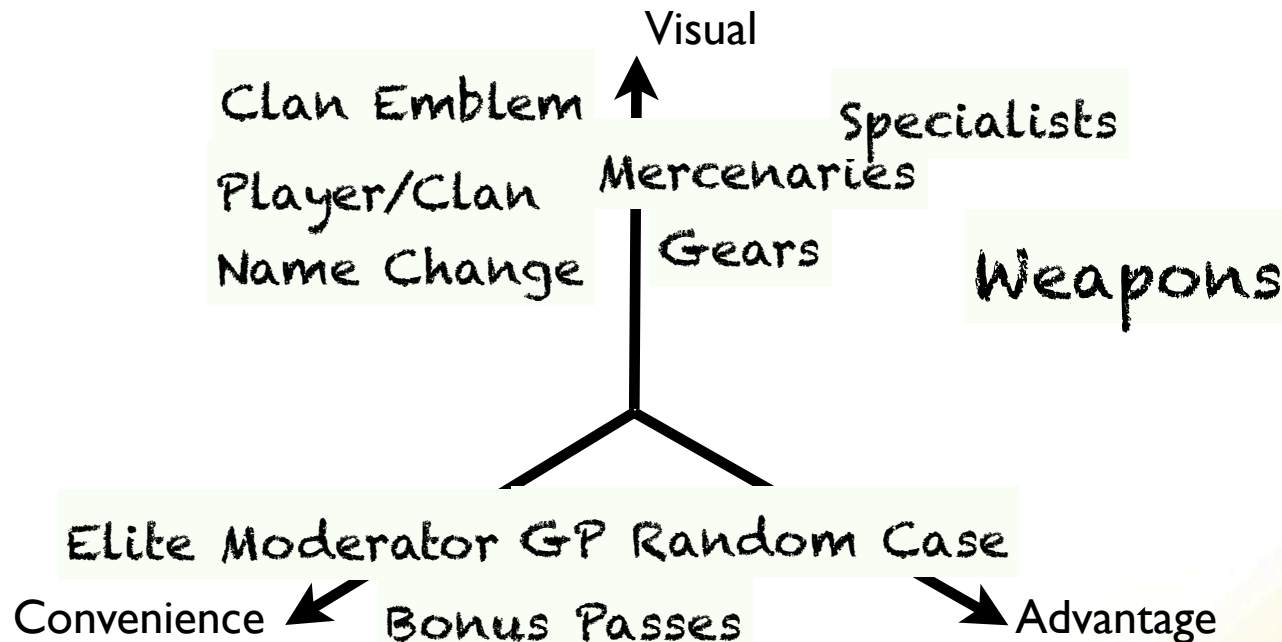
Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

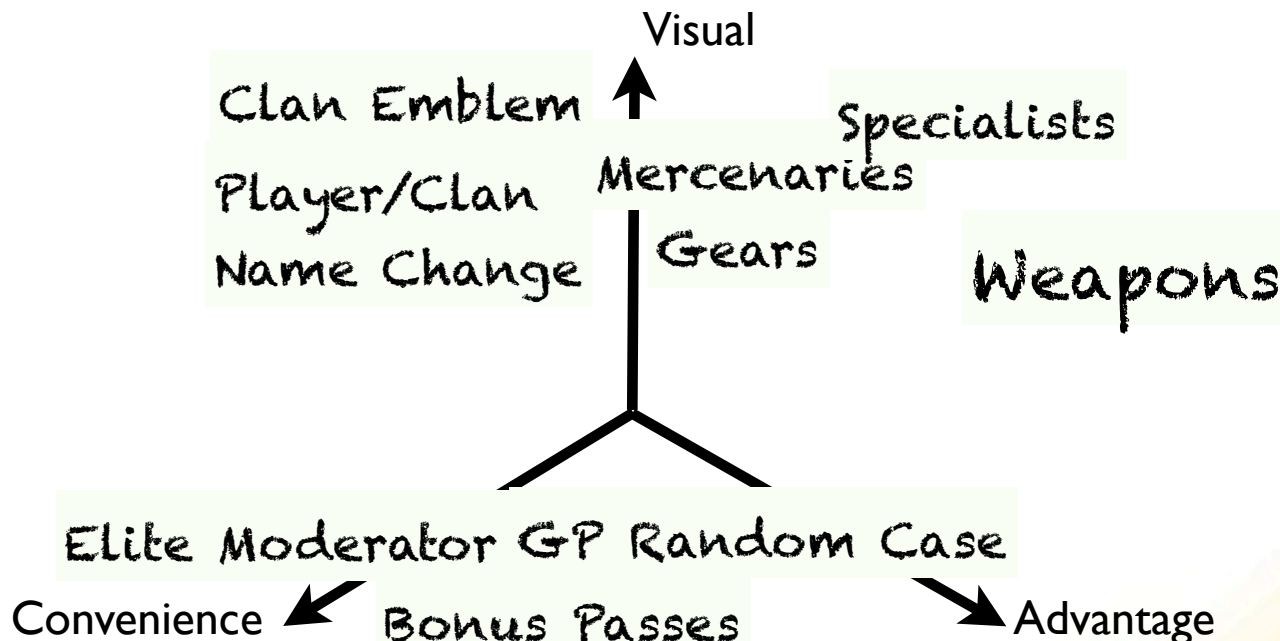
- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions



Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions



***“Let’s try new durations
and new sales methods”***

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

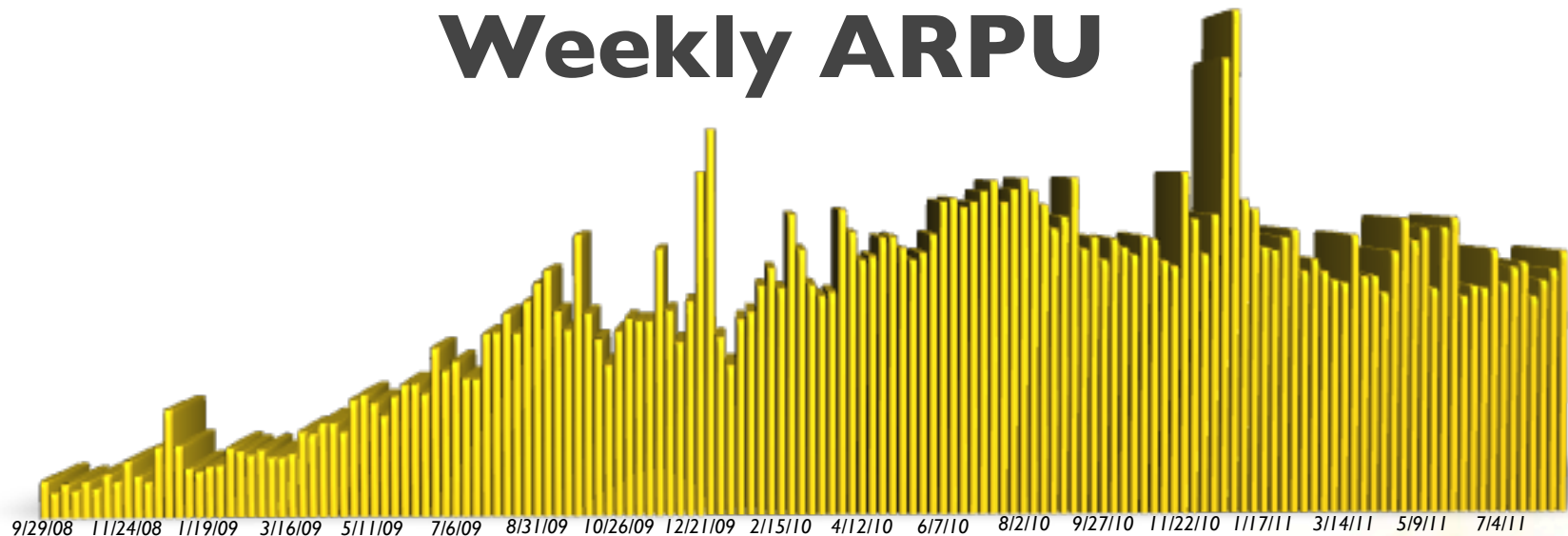
- **Segments:** Advantage, Convenience, Visual, Etc.
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Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Weekly ARPU

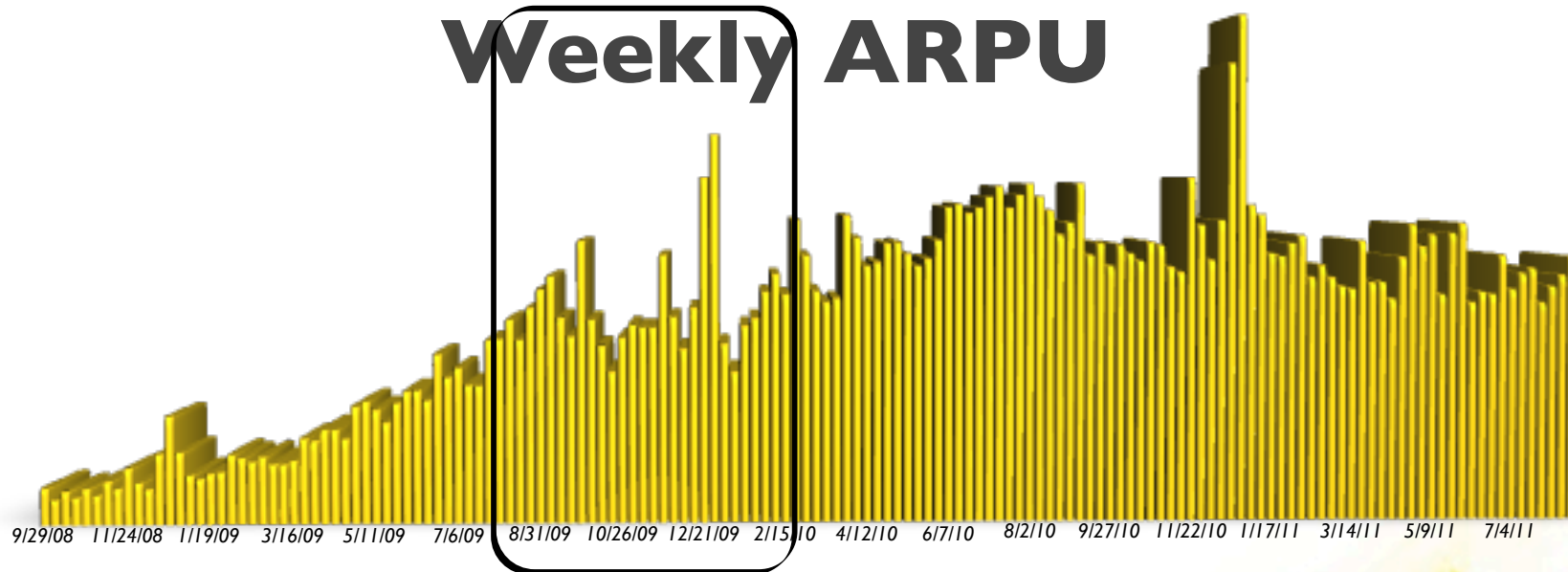


Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Weekly ARPU

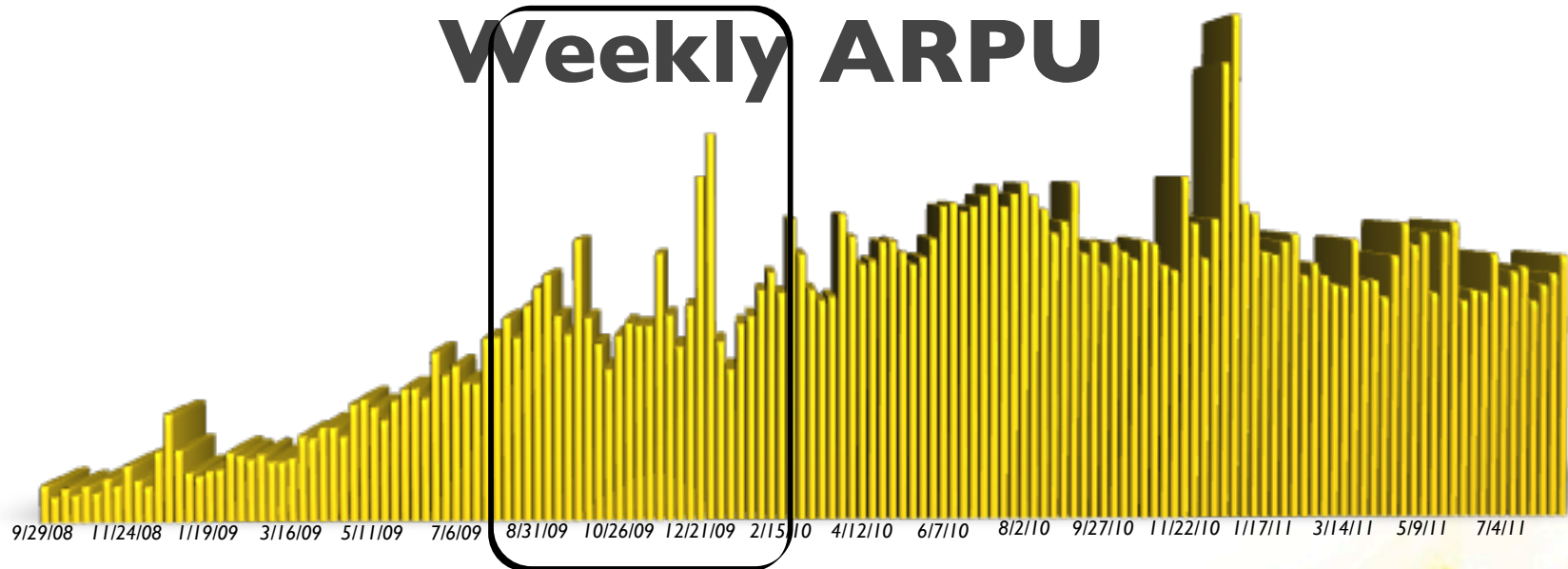


Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Weekly ARPU



“ARPU kept increasing”

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

• Permanent Duration

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

- Permanent Duration
- Direct Sales

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

- Permanent Duration
- Direct Sales
- Random Case + Contents

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Permanent Duration

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Permanent Duration
1 or 2 weapons only

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Permanent Duration

1 or 2 weapons only

Limited time

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Direct Sales

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Direct Sales

Sold rare weapons directly

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Direct Sales

Sold rare weapons directly
Limited time

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

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Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Random Case + Contents

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Random Case + Contents
-Black HiSec Case

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Random Case + Contents ***-Black HiSec Case***

Case can be obtained in-game

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Random Case + Contents -Black HiSec Case

Case can be obtained in-game

Case contains various types of GP/NX items

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Random Case + Contents -Black HiSec Case

Case can be obtained in-game

Case contains various types of GP/NX items

Need to buy keys from the shop with NX

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Combat Arms Postmortem

Identify - Stage3: Aug 2009 - Feb 2010

- **Segments:** Advantage, Convenience, Visual, Etc.
- **Trial & Error:** Pricing, **“Duration, Sales Methodology”**, How it Functions

Rank	Item Name	% of Total
1	All Perm Options	17%
2	Black HiSec Keys	7.8%

Combat Arms Postmortem

Identify - What did we learn?

Combat Arms Postmortem

Identify - What did we learn?

- Permanent Duration

Combat Arms Postmortem

Identify - What did we learn?

- Permanent Duration
- Weapons

Combat Arms Postmortem

Identify - What did we learn?

- Permanent Duration
- Weapons
- Game Points

Combat Arms Postmortem

Identify - What did we learn?

Combat Arms Postmortem

Identify - What did we learn?

- Permanent Duration Option for all of the weapons

Combat Arms Postmortem

Combat Arms Postmortem

Optimize

Combat Arms Postmortem

ROI

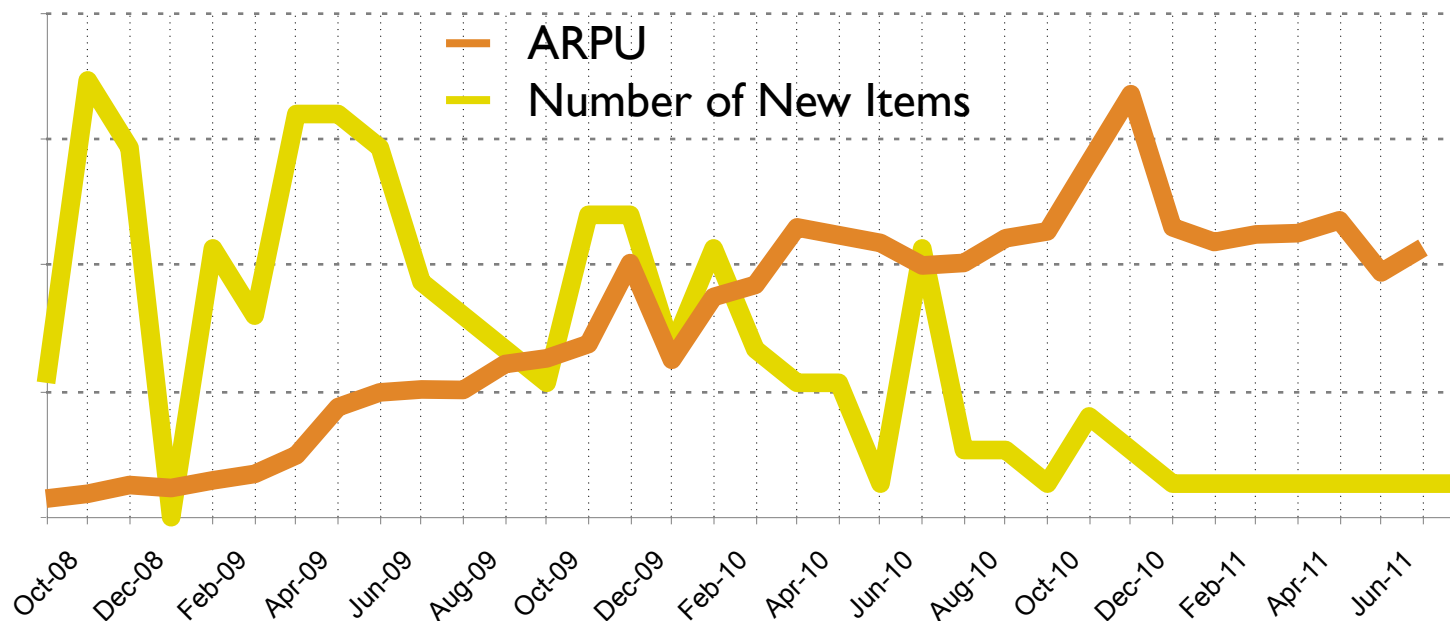
Combat Arms Postmortem

80 : 20

Combat Arms Postmortem

Contents

Combat Arms Postmortem



Combat Arms Postmortem

Optimize - Basics

Combat Arms Postmortem

Optimize - Basics

- Top Sellers

Combat Arms Postmortem

Optimize - Basics

- Top Sellers
- Value

Combat Arms Postmortem

Optimize - Basics

- Top Sellers
- Value
- Trial & Error

Combat Arms Postmortem

Optimize - What We've Done?



Combat Arms Postmortem

Optimize - What We've Done?



Combat Arms Postmortem

Optimize - Example I: Weapons

Combat Arms Postmortem

Optimize - Example I: Weapons

Revenue from New Weapons

Combat Arms Postmortem

Optimize - Example I: Weapons

Designing New Weapons

Combat Arms Postmortem

Optimize - Example I: Weapons

Sales Methodology

Combat Arms Postmortem

Optimize - Example I: Weapons

Exclusivity & Rarity!

Combat Arms Postmortem

Optimize - Example I: Weapons

Combat Arms Postmortem

Optimize - Example I: Weapons

- Exclusivity:

Combat Arms Postmortem

Optimize - Example I: Weapons

- Exclusivity:
“Preview Sale”

Combat Arms Postmortem

Optimize - Example I: Weapons

- Exclusivity:
“Preview Sale”
- Rarity:

Combat Arms Postmortem

Optimize - Example I: Weapons

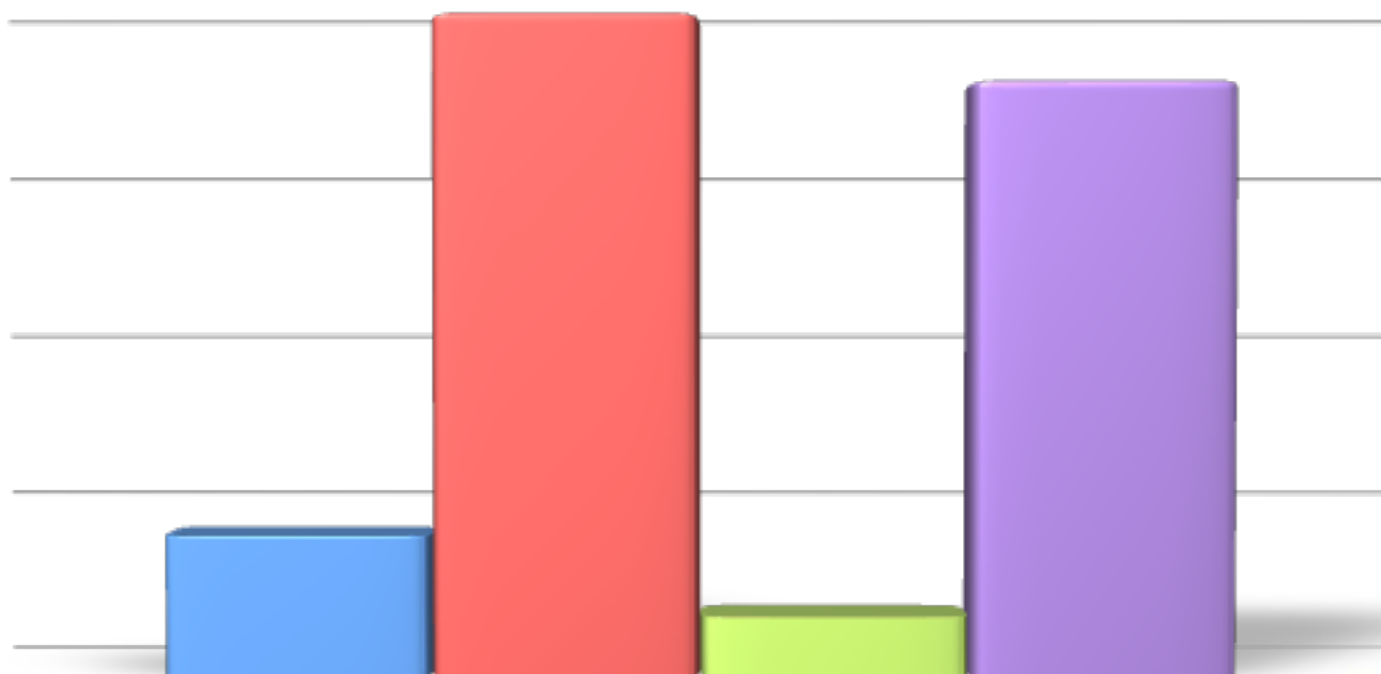
- Exclusivity:
“Preview Sale”
- Rarity:
“Limited Time Perm Duration”

Combat Arms Postmortem

Optimize - Example I: Weapons

Combat Arms Postmortem

Optimize - Example I: Weapons



Revenue (first 2 weeks including preview)

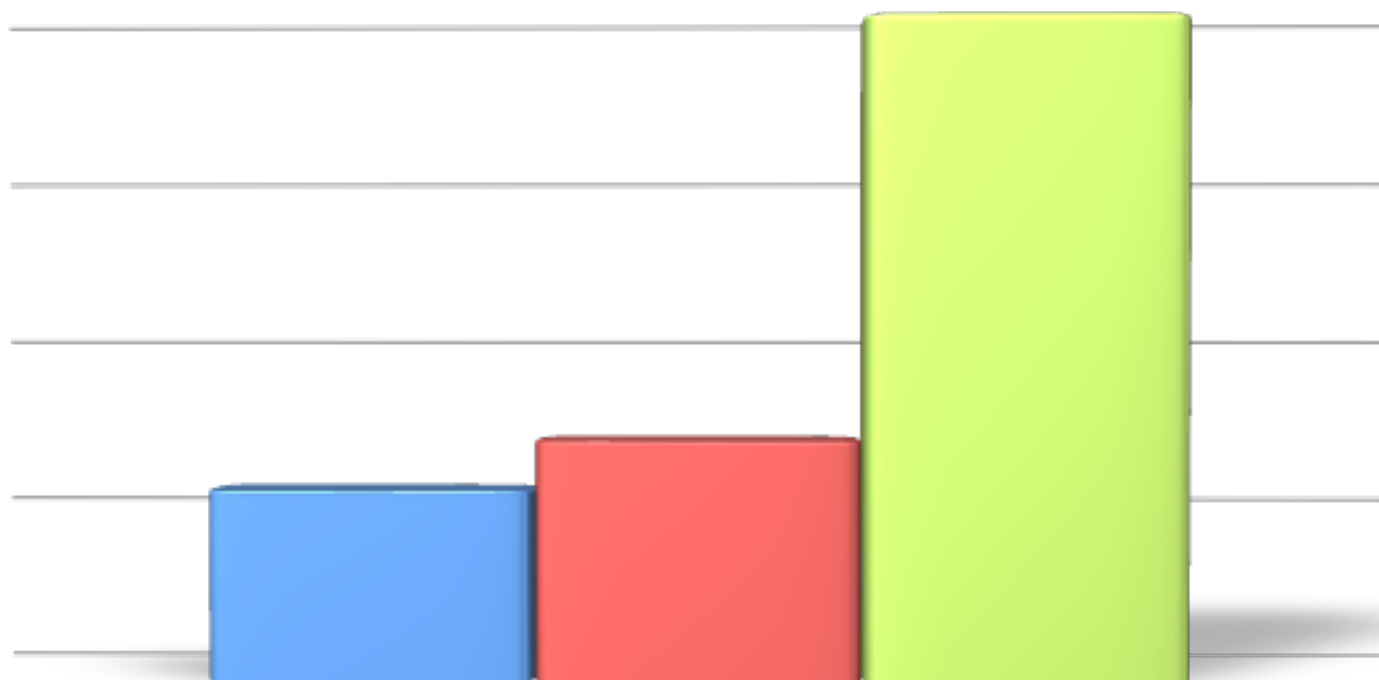
- Assault Rifle A before change
- Assault Rifle B after change
- Submachine Gun A before change
- Submachine Gun B after change

Combat Arms Postmortem

Optimize - Example I: Weapons

Combat Arms Postmortem

Optimize - Example I: Weapons



- Sales from First Week of Release (before change)
- Revenue from One Day Preview Sale
- Revenue from 2 Weeks Sale

Combat Arms Postmortem

Optimize -Example I: Weapons

Combat Arms Postmortem

Optimize -Example I: Weapons

1 day Preview

Combat Arms Postmortem

Optimize -Example I: Weapons

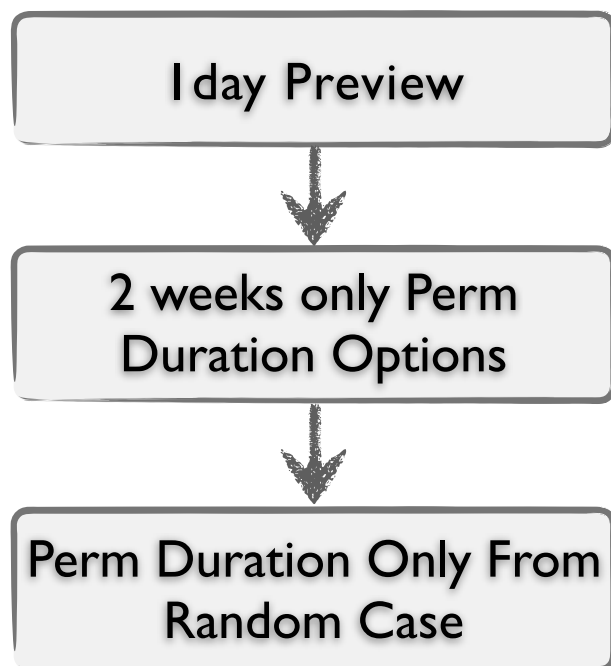
1 day Preview



2 weeks only Perm
Duration Options

Combat Arms Postmortem

Optimize -Example I: Weapons



Combat Arms Postmortem

Optimize -Example I: Weapons

1 day Preview



2 weeks only Perm
Duration Options



Perm Duration Only From
Random Case

- 24 hour sale / Exclusive for a week
- Adding 'Exclusive' value to the item

Combat Arms Postmortem

Optimize -Example I: Weapons

1 day Preview



2 weeks only Perm
Duration Options



Perm Duration Only From
Random Case

- 24 hour sale / Exclusive for a week
- Adding 'Exclusive' value to the item
- Perm option only for first 2 weeks
- Adding 'Rarity' value to perm option

Combat Arms Postmortem

Optimize -Example I: Weapons

1 day Preview



2 weeks only Perm
Duration Options



Perm Duration Only From
Random Case

- 24 hour sale / Exclusive for a week
- Adding 'Exclusive' value to the item
- Perm option only for first 2 weeks
- Adding 'Rarity' value to perm option
- Positioning perm option as more valuable

Combat Arms Postmortem

Optimize - Example2: Myst-N Case

Combat Arms Postmortem

Optimize - Example2: Myst-N Case

• 40+ rare/epic weapons

Combat Arms Postmortem

Optimize - Example2: Myst-N Case

- 40+ rare/epic weapons
- rare/epic guaranteed

Combat Arms Postmortem

Optimize - Example2: Myst-N Case

- 40+ rare/epic weapons
- rare/epic guaranteed
- 1 day to 90 days

Combat Arms Postmortem

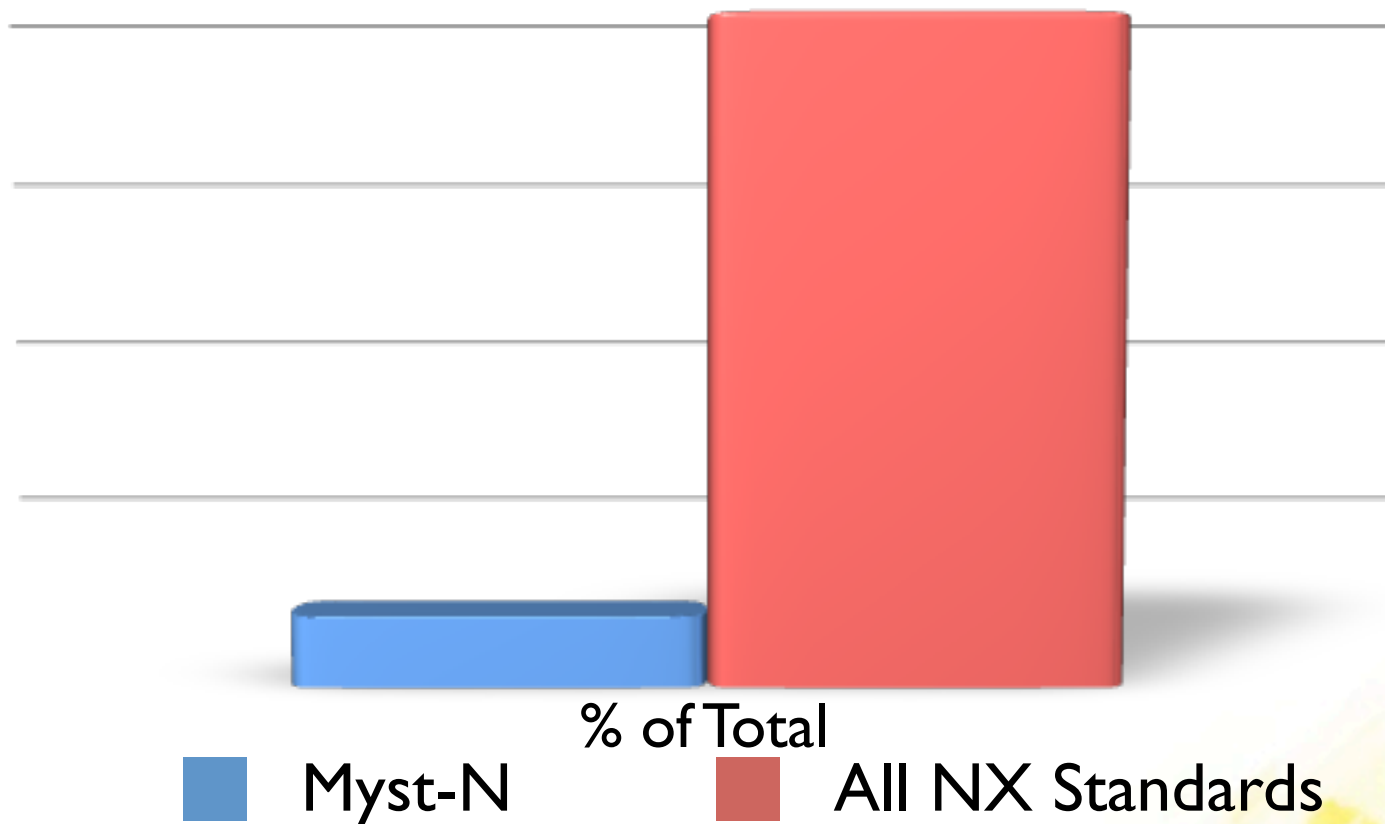
Optimize - Example2: Myst-N Case

- 40+ rare/epic weapons
- rare/epic guaranteed
- 1 day to 90 days

But ... Compare to NX
Standards...

Combat Arms Postmortem

Optimize - Example2: Myst-N Case



Myst-N

% of Total



All NX Standards

Combat Arms Postmortem

Optimize - Example2: Myst-N Case

- Overall value of the case
- Jackpot
- Rare should be very rare

Combat Arms Postmortem

Optimize - Example2: Myst-N Case

Combat Arms Postmortem

Optimize - Example2: Myst-N Case

Increase the value

- Minimum 7 day duration
- Perm duration option available(both for rare and standard level)

Combat Arms Postmortem

Optimize - Example2: Myst-N Case

Jackpot!!

- Rare weapon gets perm duration!

Combat Arms Postmortem

Optimize - Example2: Myst-N Case

Rare should be more rare

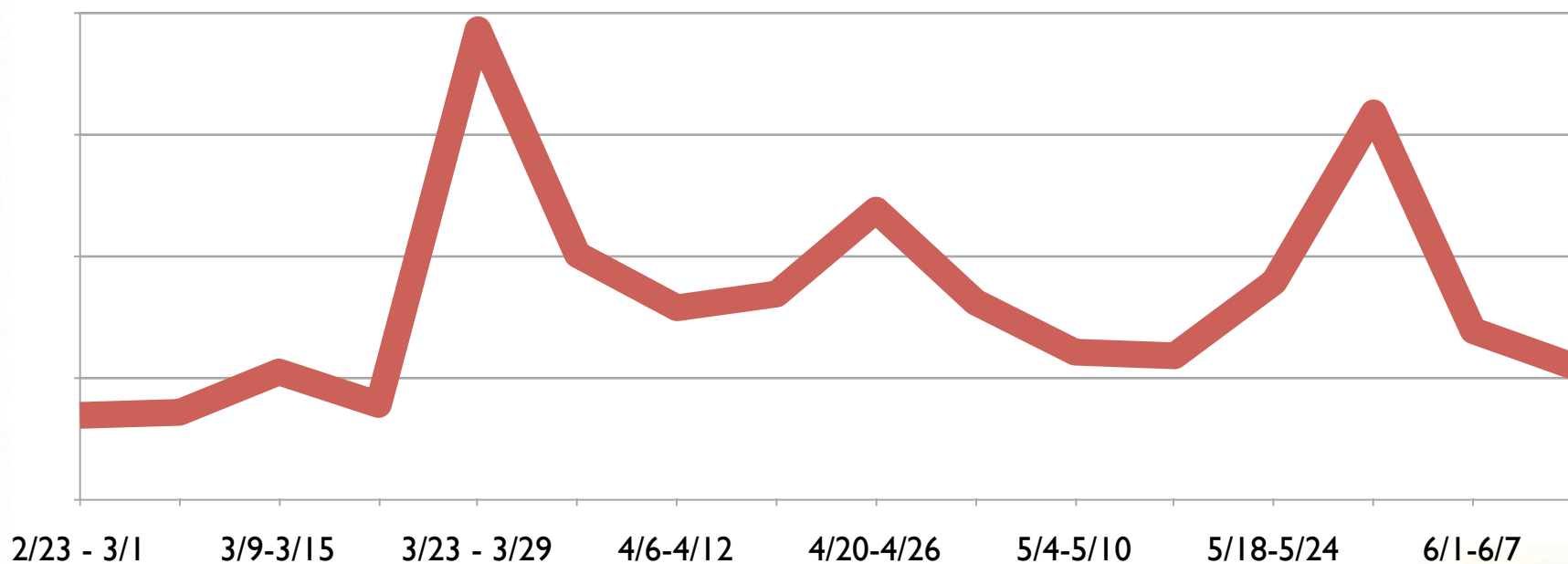
- Only one set of rare/epic weapons are available only for a month
- List of rare/epics gets changed every month

Combat Arms Postmortem

Optimize - Example2: Myst-N Case

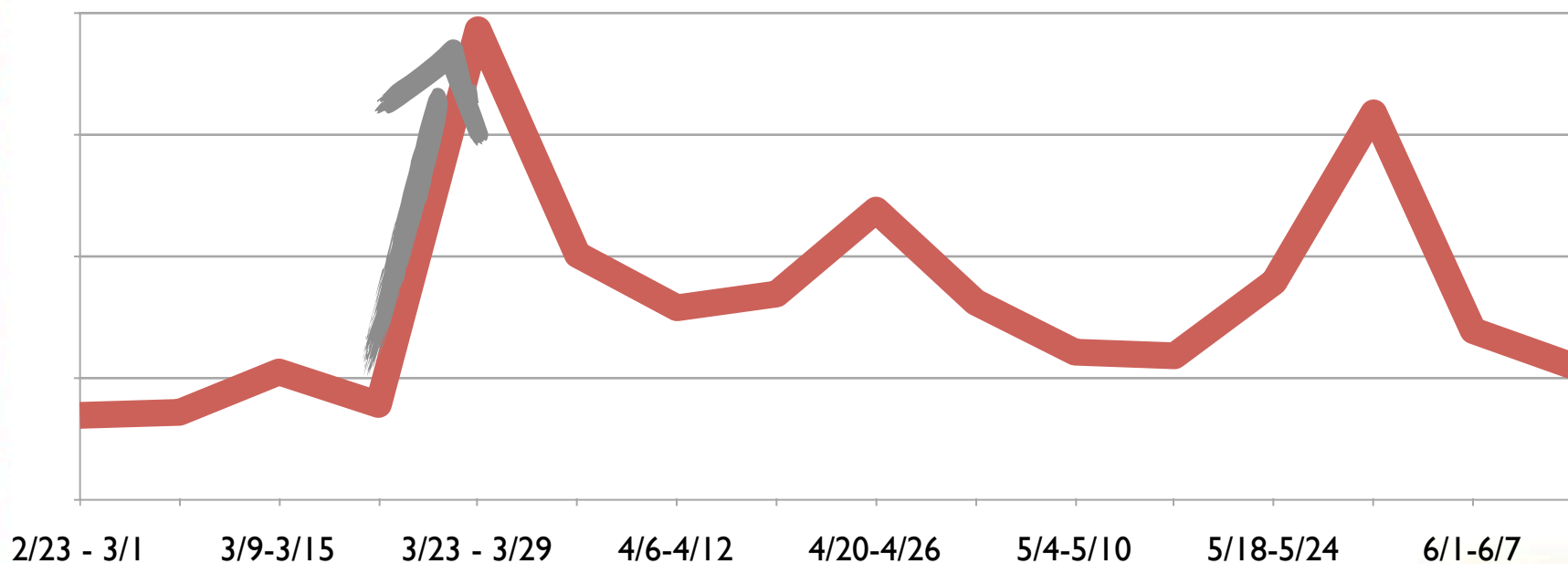
Combat Arms Postmortem

Optimize - Example2: Myst-N Case



Combat Arms Postmortem

Optimize - Example2: Myst-N Case



Combat Arms Postmortem

Combat Arms Postmortem

Overall Item Update Strategy

Combat Arms Postmortem

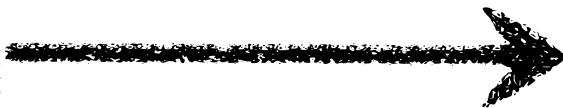
Overall Item Update Strategy

New Weapon
(2weeks)

Combat Arms Postmortem

Overall Item Update Strategy

New Weapon
(2weeks)



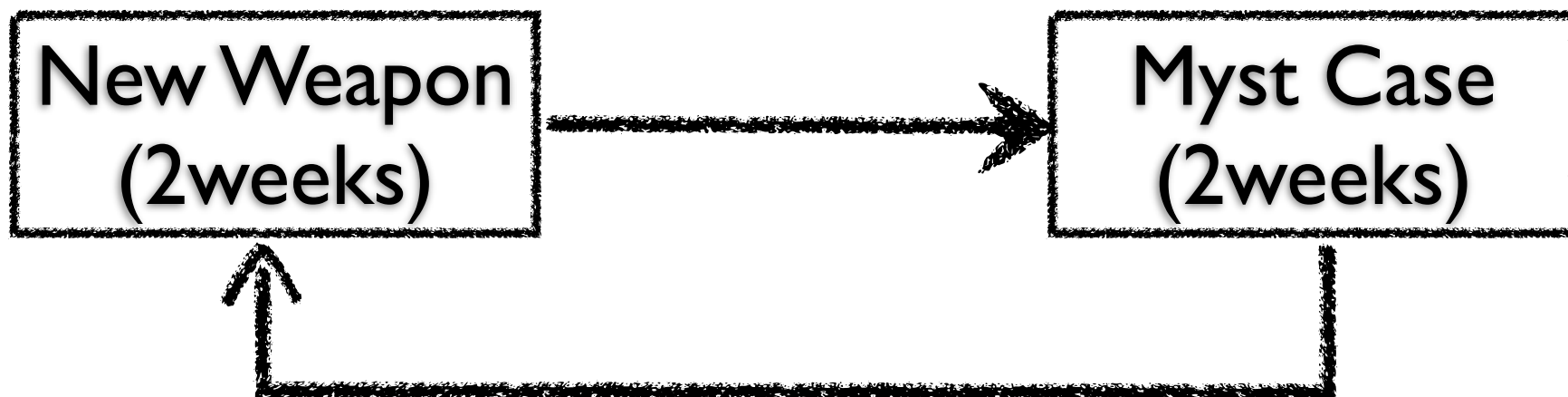
Combat Arms Postmortem

Overall Item Update Strategy



Combat Arms Postmortem

Overall Item Update Strategy



Combat Arms Postmortem

Combat Arms Postmortem

Innovate

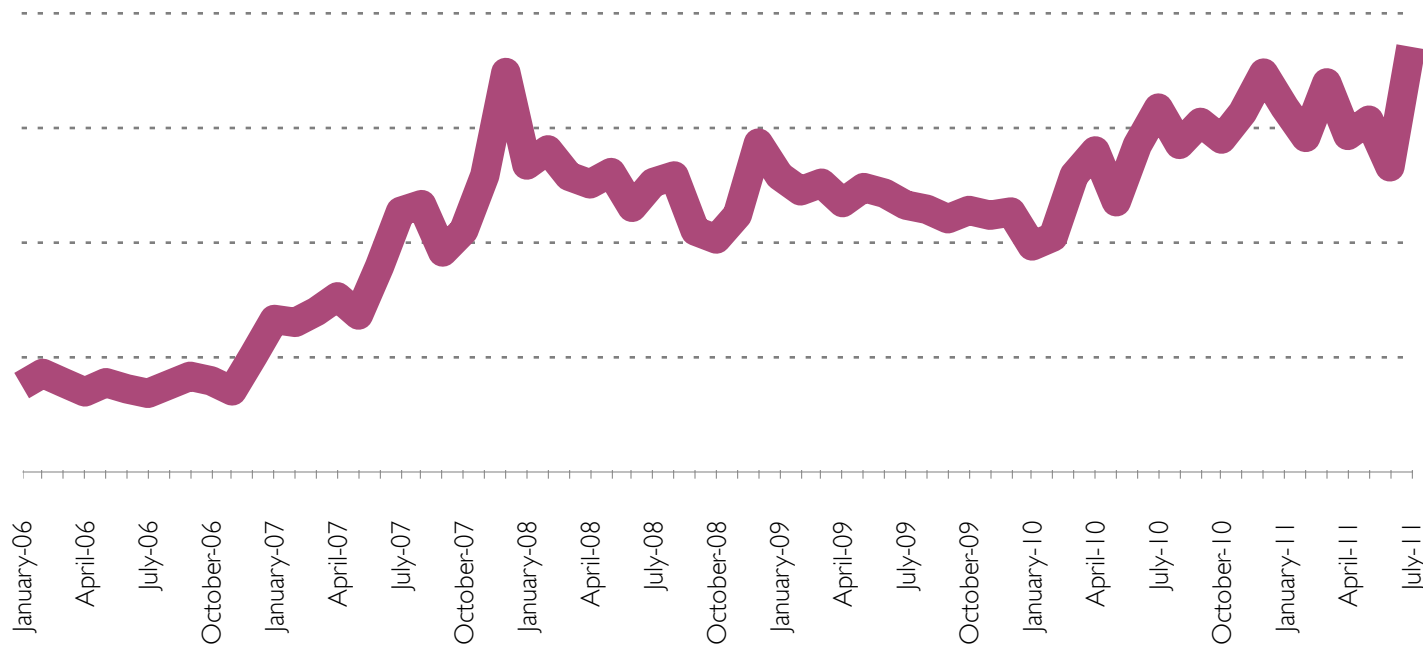
Combat Arms Postmortem

Solve the issues

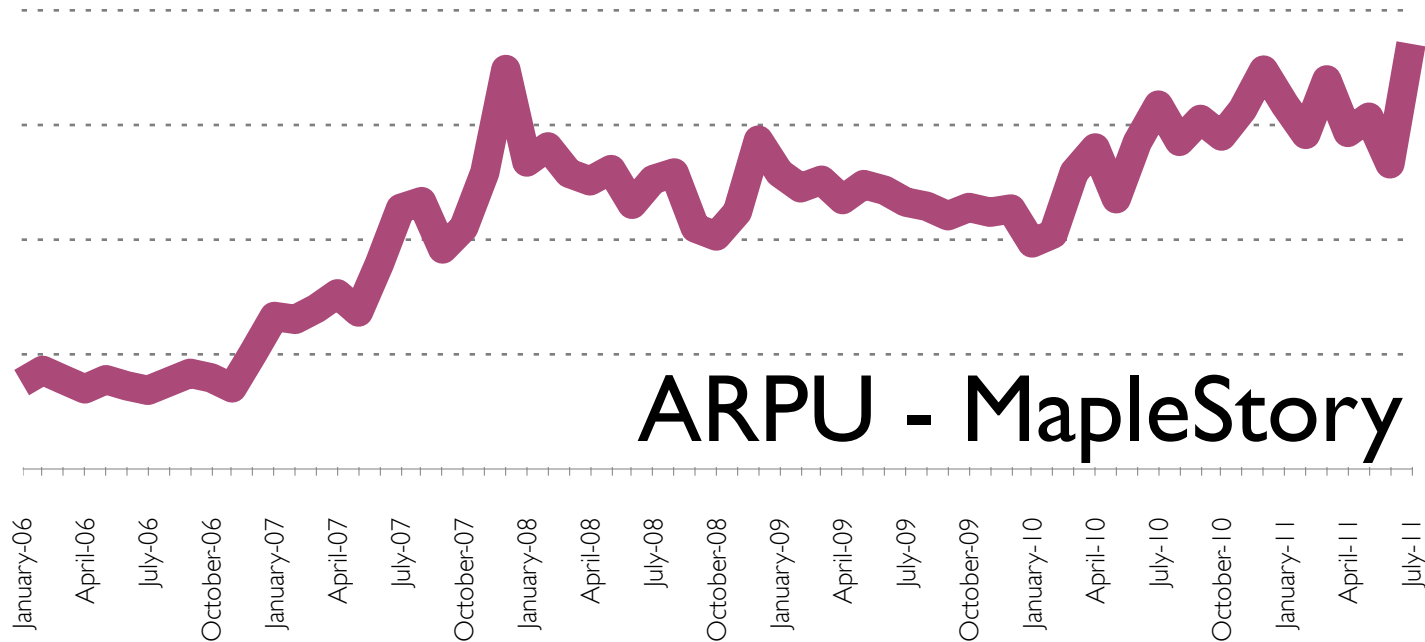
Combat Arms Postmortem

Next Level

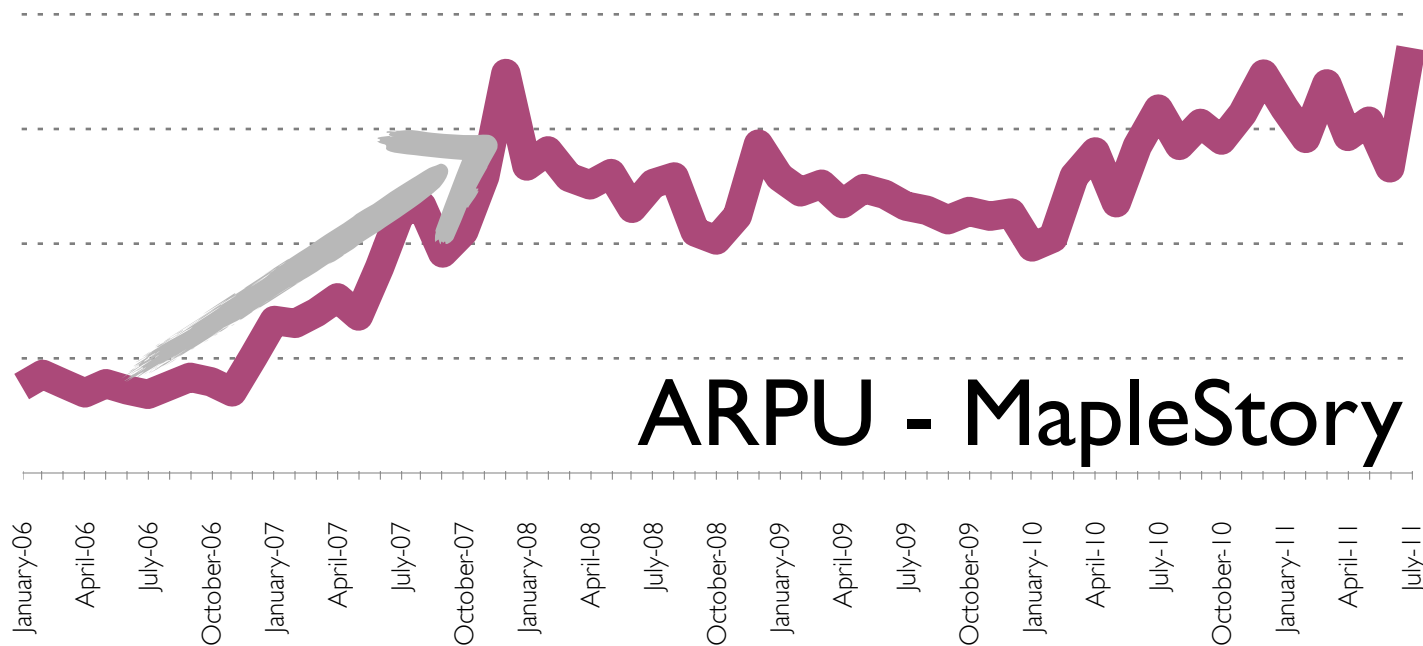
Combat Arms Postmortem



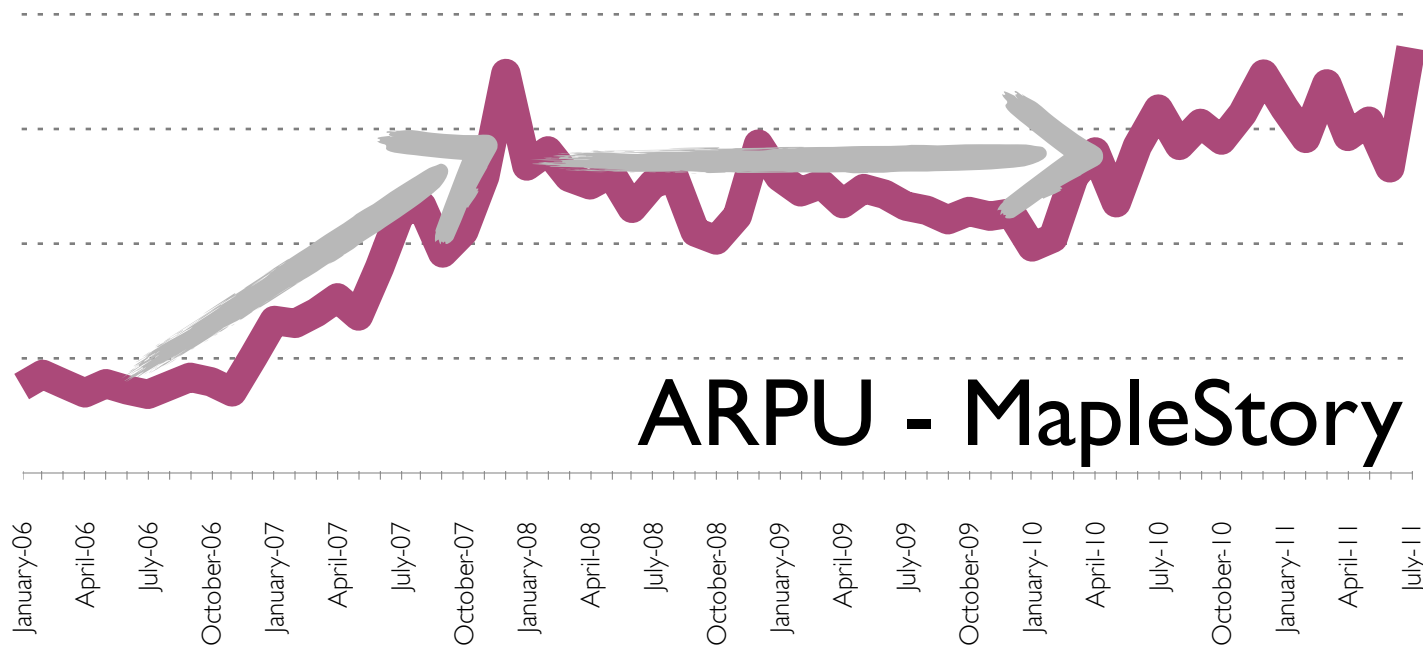
Combat Arms Postmortem



Combat Arms Postmortem

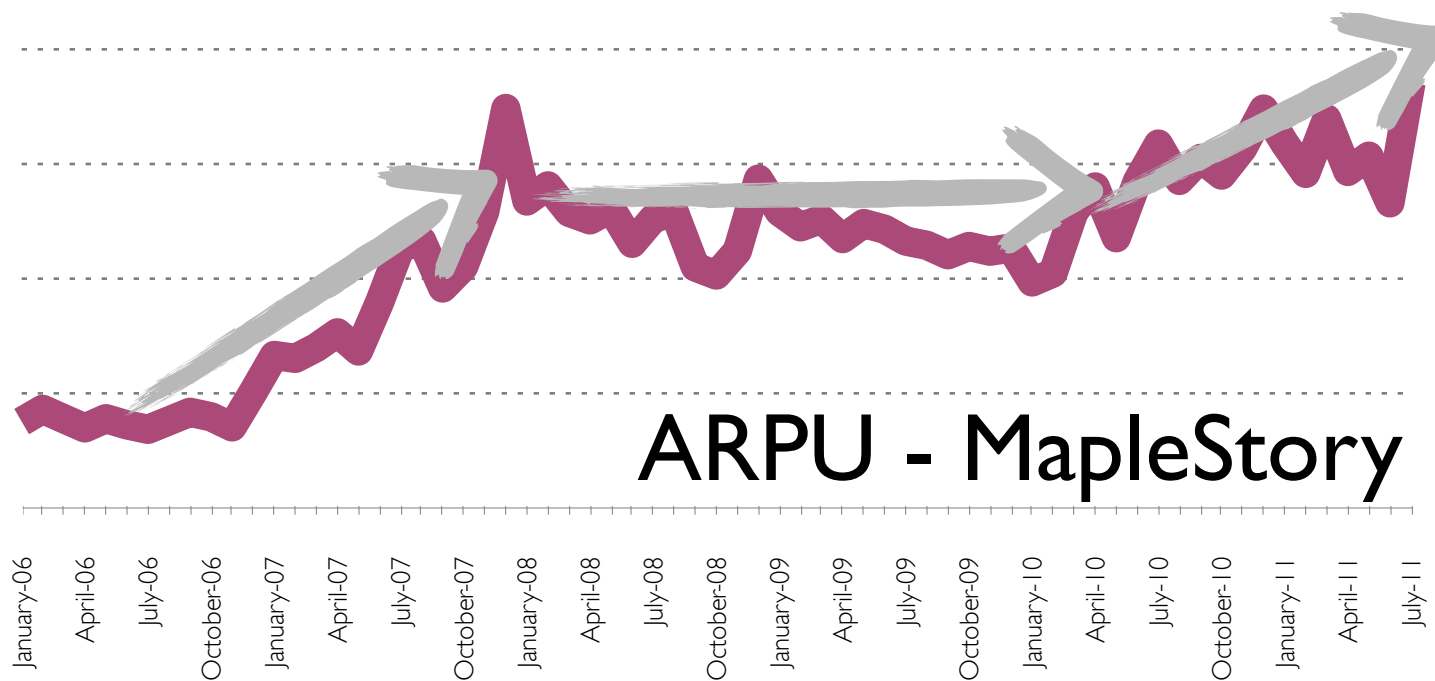


Combat Arms Postmortem



ARPU - MapleStory

Combat Arms Postmortem



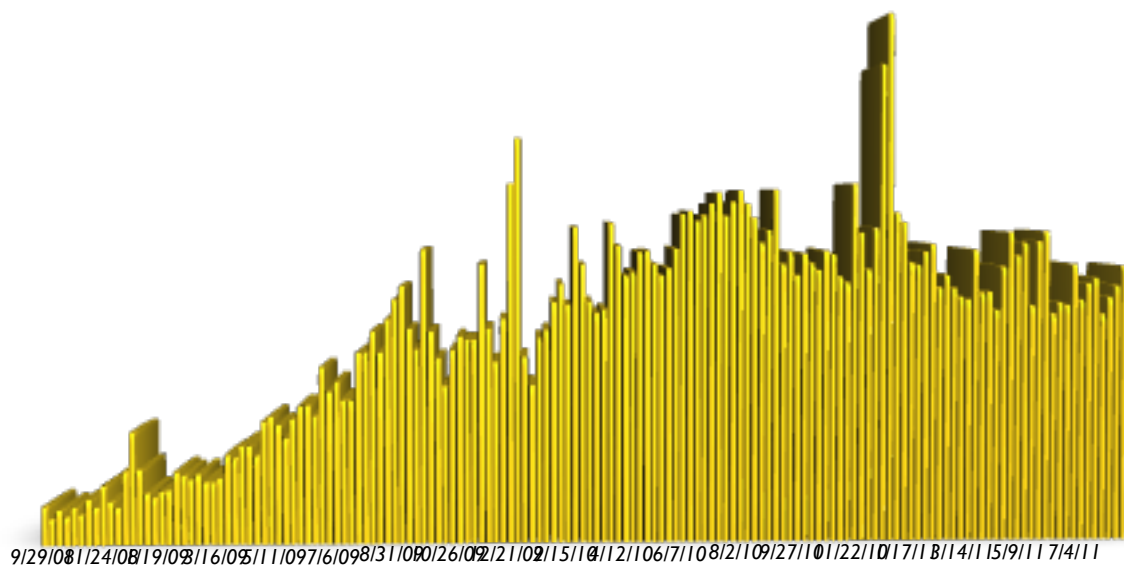
ARPU - MapleStory

Combat Arms Postmortem

Innovate - Combat Arms

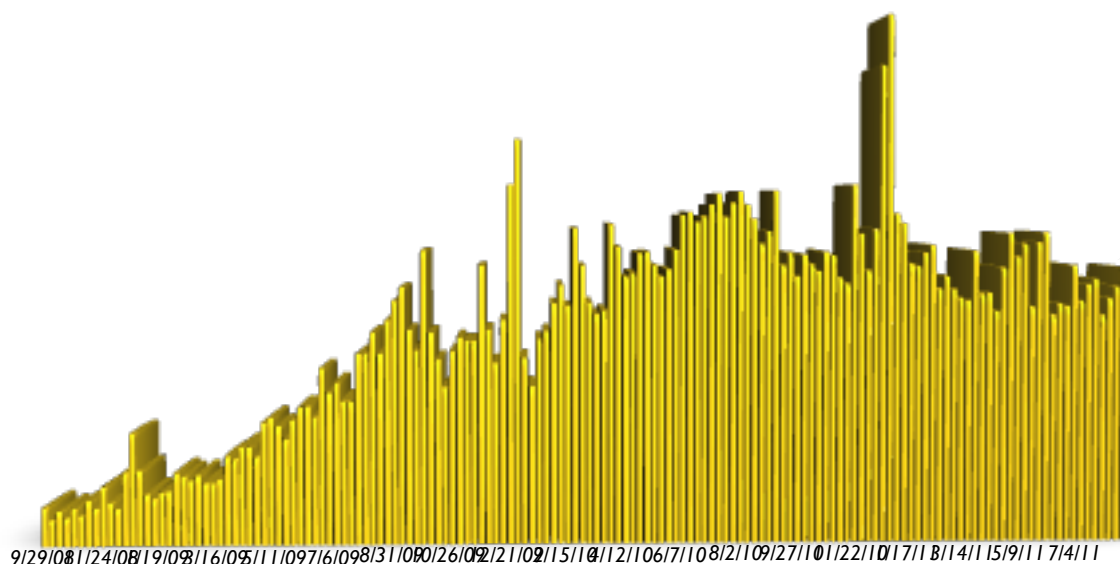
Combat Arms Postmortem

Innovate - Combat Arms



Combat Arms Postmortem

Innovate - Combat Arms



Combat Arms Postmortem

Innovate - Problems?

Combat Arms Postmortem

Innovate - Problems?

New weapons vs. Old weapons

Combat Arms Postmortem

Innovate - Problems?

New weapons vs. Old weapons

NX weapons vs. GP weapons

Combat Arms Postmortem

Innovate - Solutions

New weapons vs. Old weapons

NX weapons vs. GP weapons

Combat Arms Postmortem

Innovate - Solutions

New weapons vs. Old weapons

Combat Arms Postmortem

Innovate - Solutions

New weapons vs. Old weapons

Weapon Upgrade Quest!

Combat Arms Postmortem

Innovate - Solutions

New weapons vs. Old weapons

Weapon Upgrade Quest!



Combat Arms Postmortem

Innovate - Solutions

New weapons vs. Old weapons

Weapon Upgrade Quest!



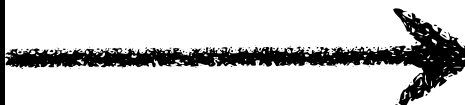
100 kills!

Combat Arms Postmortem

Innovate - Solutions

New weapons vs. Old weapons

Weapon Upgrade Quest!



100 kills!

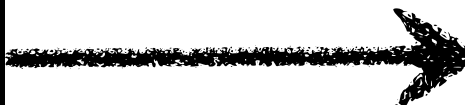


Combat Arms Postmortem

Innovate - Solutions

New weapons vs. Old weapons

Weapon Upgrade Quest!



100 kills!

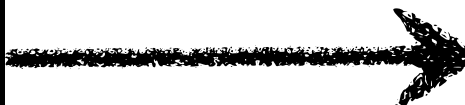
Balancing the Weapons

Combat Arms Postmortem

Innovate - Solutions

New weapons vs. Old weapons

Weapon Upgrade Quest!



100 kills!

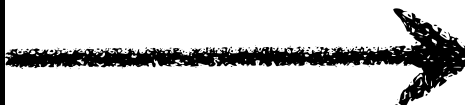
Balancing the Weapons
New Contents

Combat Arms Postmortem

Innovate - Solutions

New weapons vs. Old weapons

Weapon Upgrade Quest!



100 kills!

Balancing the Weapons

New Contents

Additional Revenue

Combat Arms Postmortem

Innovate - Solutions

New weapons vs. Old weapons

NX weapons vs. GP weapons

Combat Arms Postmortem

Innovate - Solutions

NX weapons vs. GP weapons

Combat Arms Postmortem

Innovate - Solutions

NX weapons vs. GP weapons

_the most difficult assignment

Combat Arms Postmortem

Innovate - Solutions

NX weapons vs. GP weapons

_the most difficult assignment
_balancing weapons while keeping NX
weapons attractive enough....

Combat Arms Postmortem

Innovate - Solutions

NX weapons vs. GP weapons

Combat Arms Postmortem

Innovate - Solutions

NX weapons vs. GP weapons

_NX standard weapon for GP

Combat Arms Postmortem

Innovate - Solutions

NX weapons vs. GP weapons

- _NX standard weapon for GP
- _Permanent duration only

Combat Arms Postmortem

Innovate - Solutions

NX weapons vs. GP weapons

- _NX standard weapon for GP
- _Permanent duration only
- _concept of durability

Combat Arms Postmortem

Innovate - Next level?

Combat Arms Postmortem

Innovate - Next level?

Core User Needs

Combat Arms Postmortem

Innovate - Next level?

Core User Needs

■

Combat Arms Postmortem

Innovate - Next level?

Core User Needs

—

What to Avoid

Combat Arms Postmortem

Innovate - Next level?

Core User Needs

-

What to Avoid

+

Combat Arms Postmortem

Innovate - Next level?

Core User Needs

-

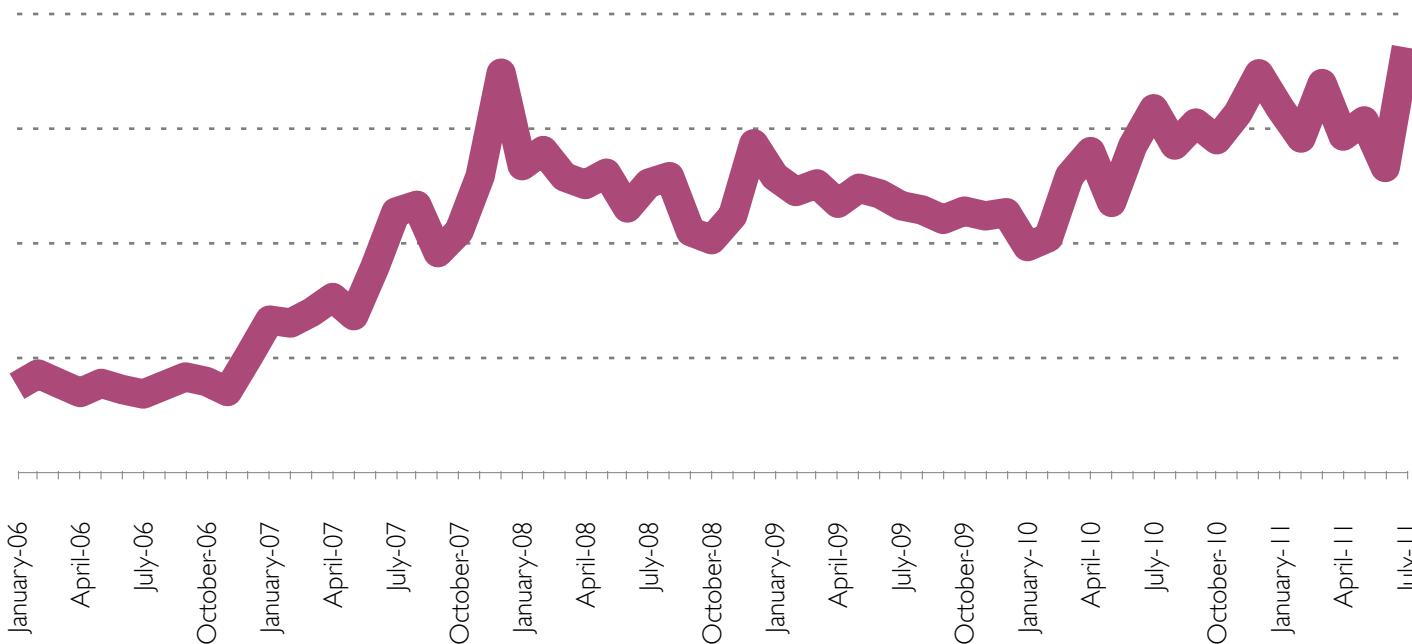
What to Avoid

+

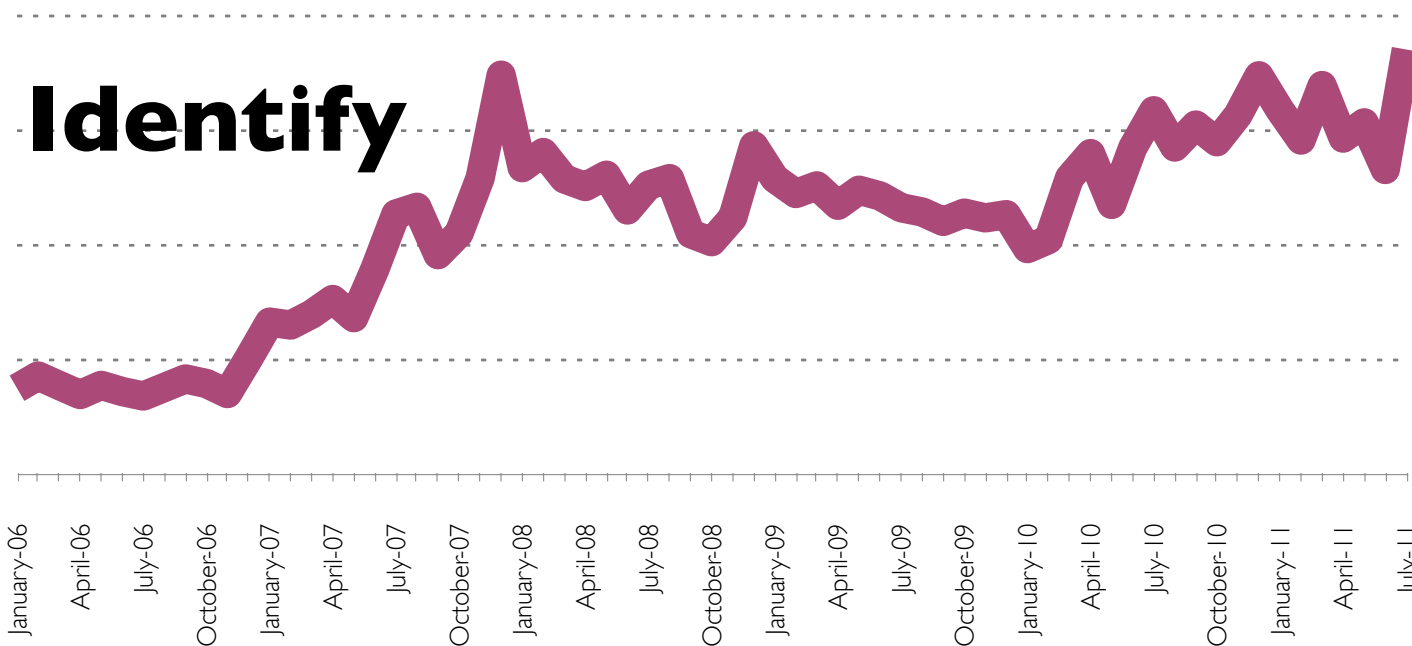
Contents for Everyone

Combat Arms Postmortem

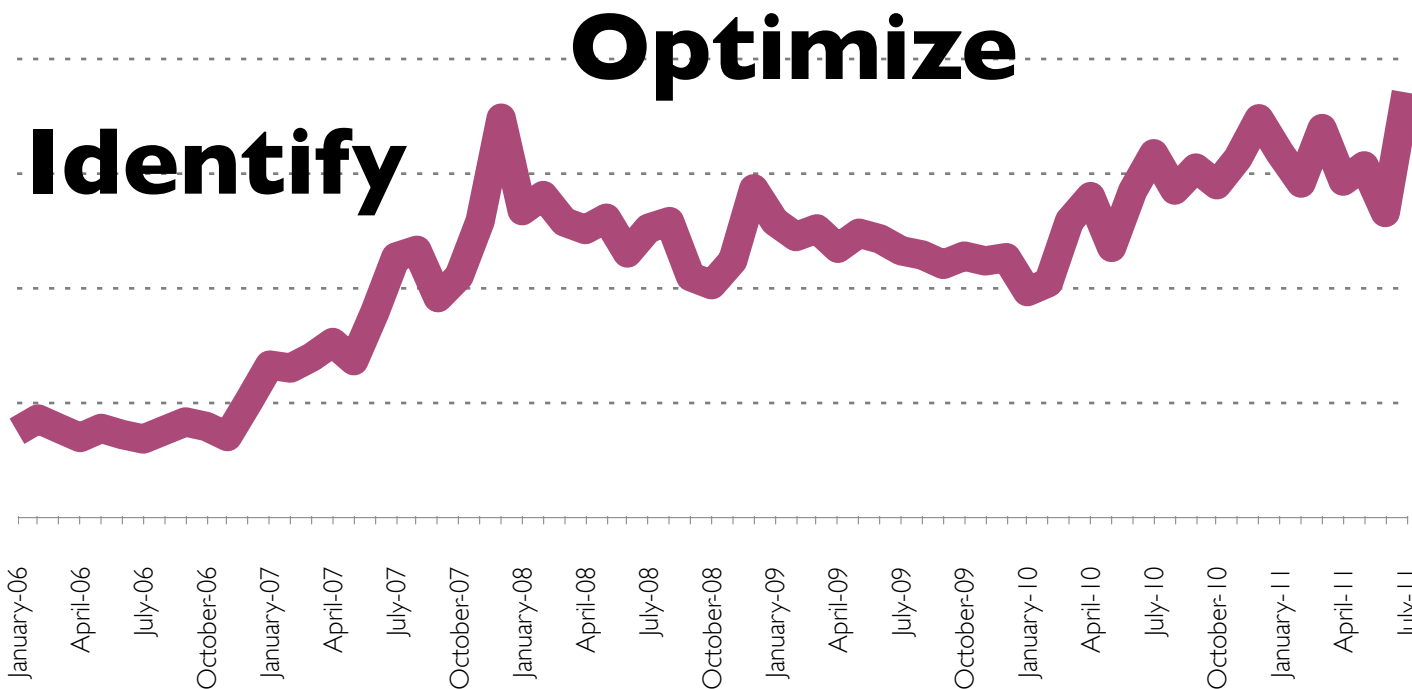
Combat Arms Postmortem



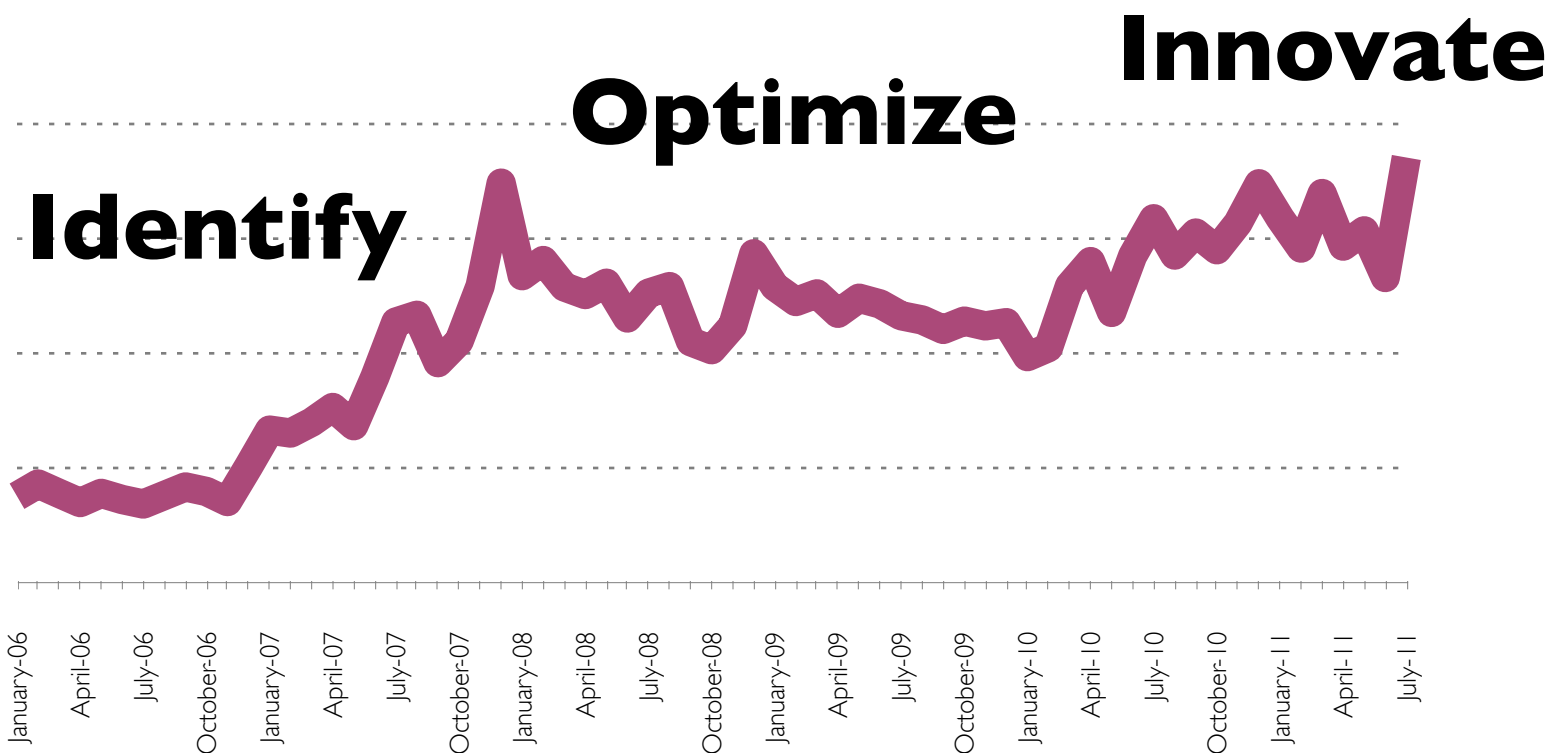
Combat Arms Postmortem



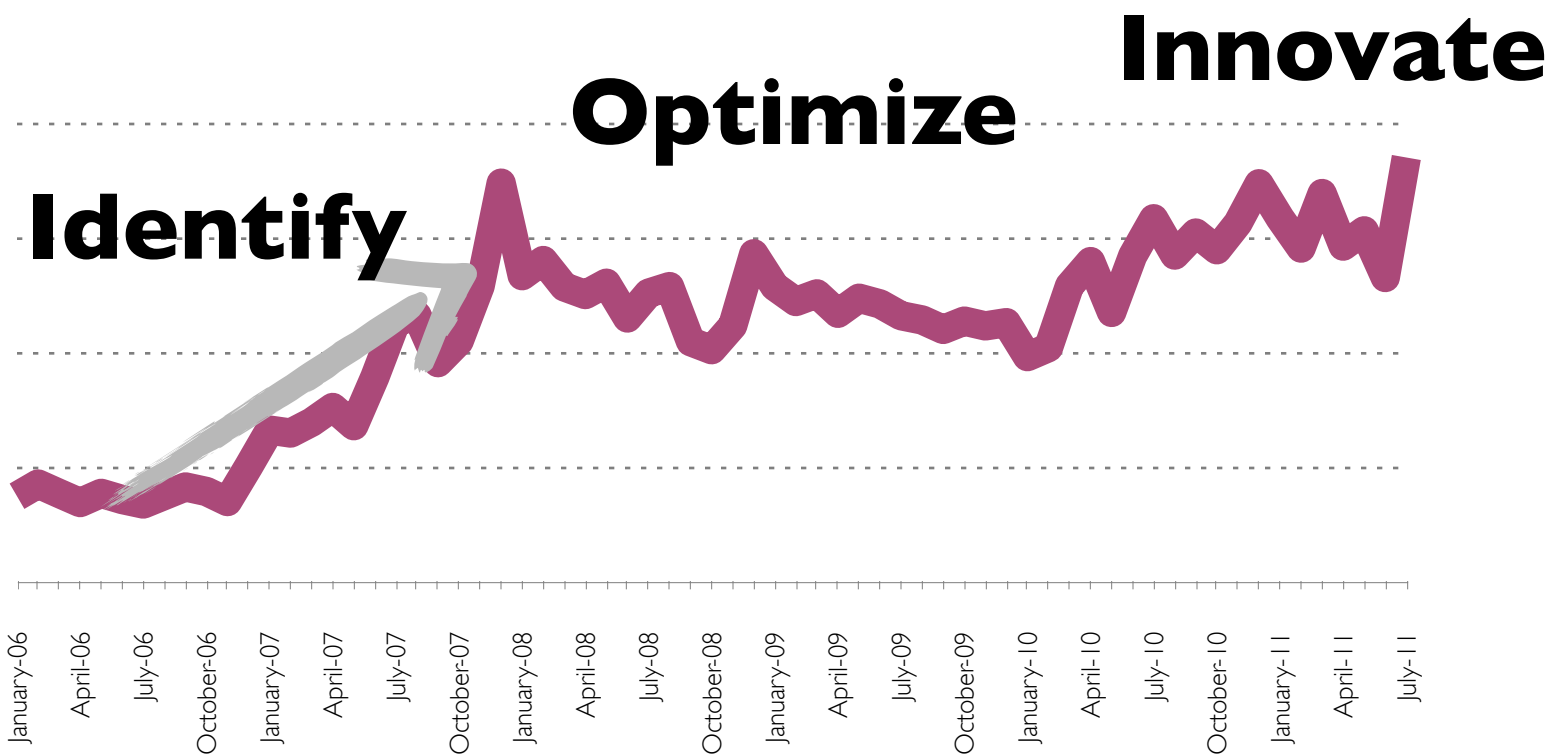
Combat Arms Postmortem



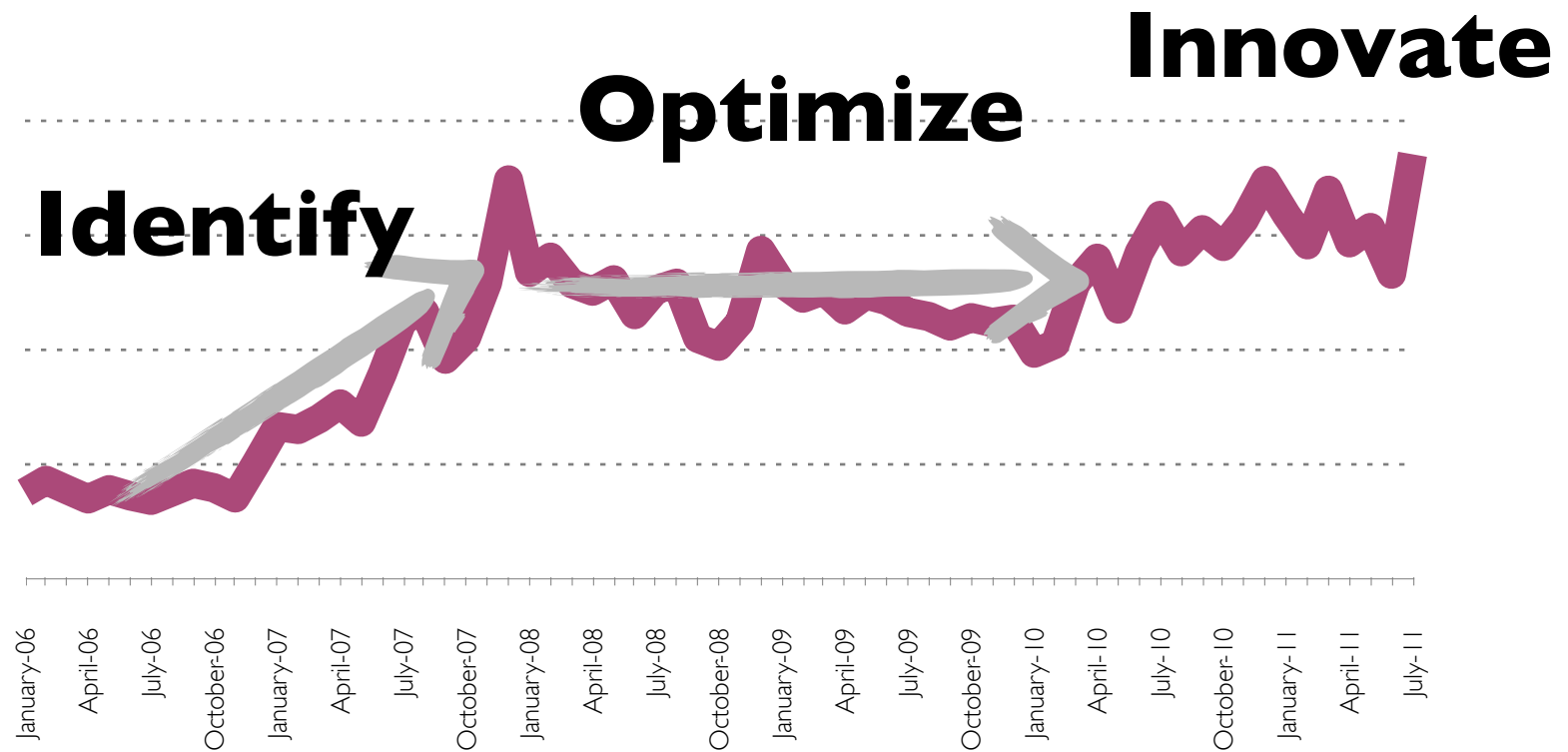
Combat Arms Postmortem



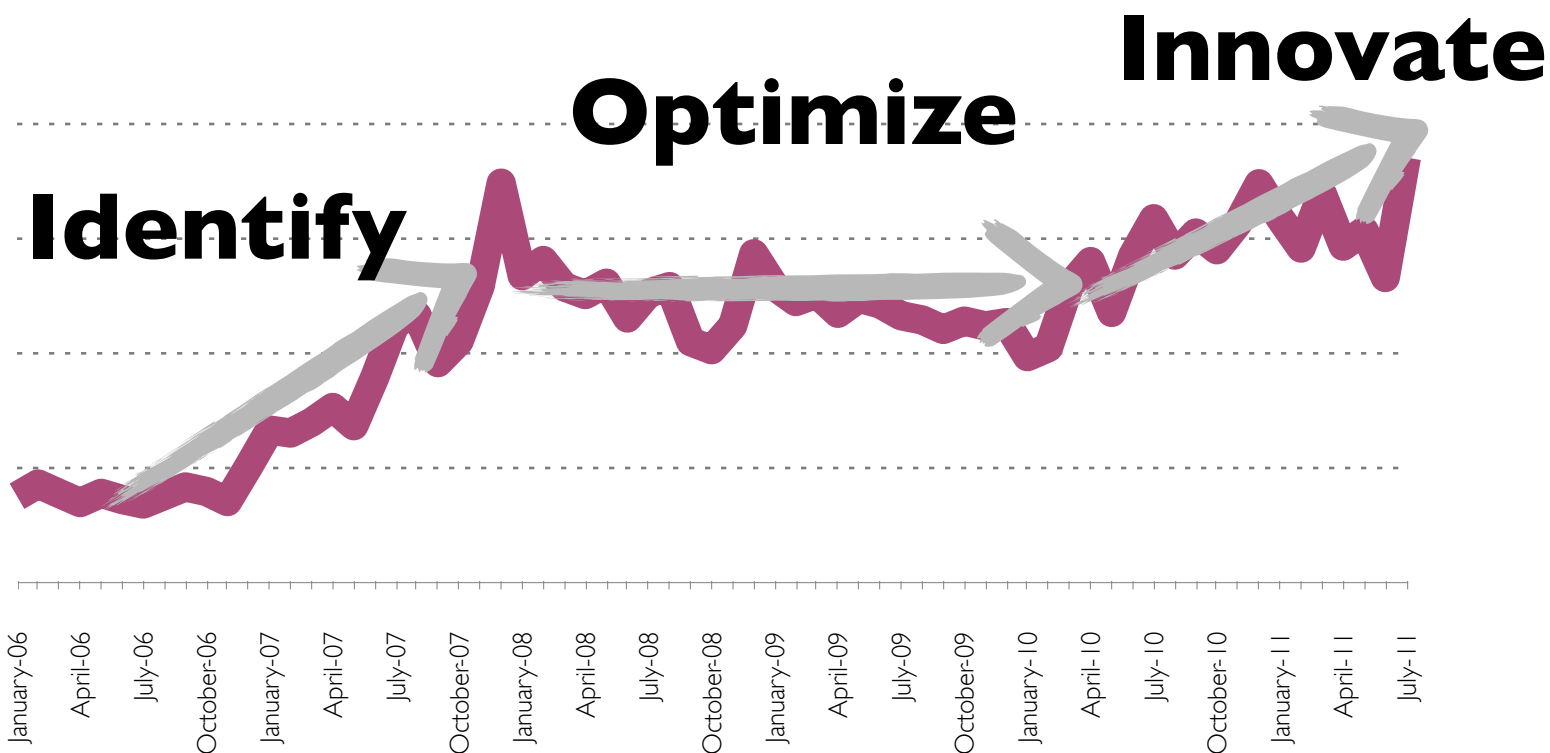
Combat Arms Postmortem



Combat Arms Postmortem



Combat Arms Postmortem





Challenges



Challenges

Challenges

Live Issues

Challenges

Live Issues +

Challenges

Live Issues + New Contents

Challenges

Live Issues
+
New Contents
+

Challenges

Live Issues
+
New Contents
+
Monetization



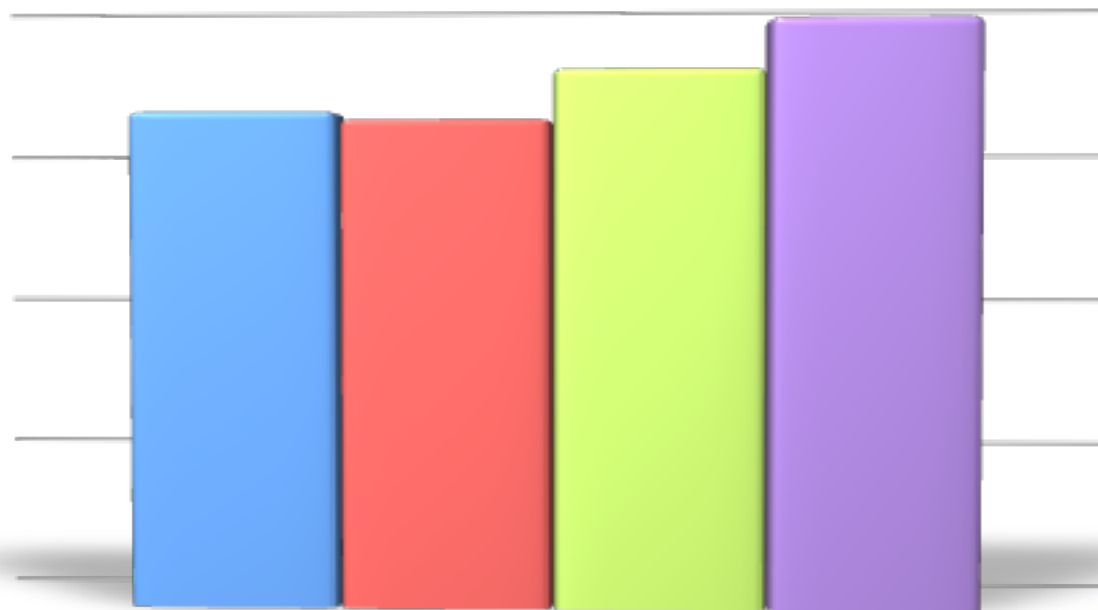
Challenges

Challenges

Playing Time is Very Important

Challenges

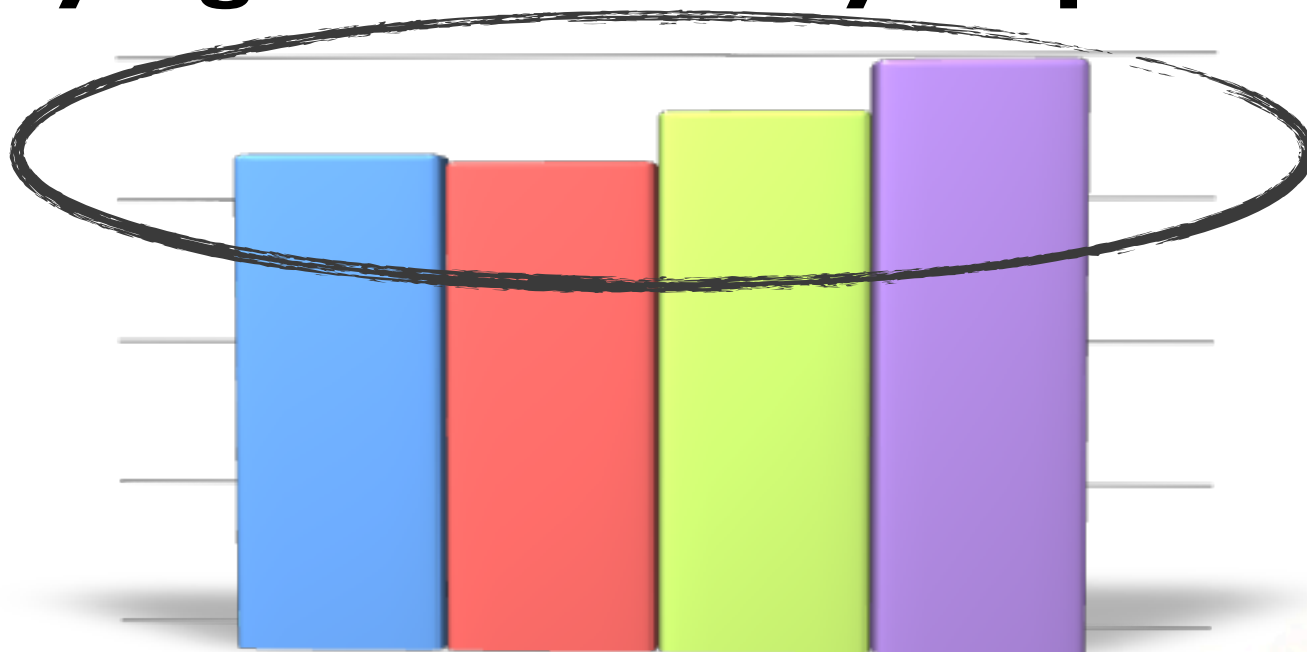
Playing Time is Very Important



ARPU/Minute

Challenges

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ARPU/Minute



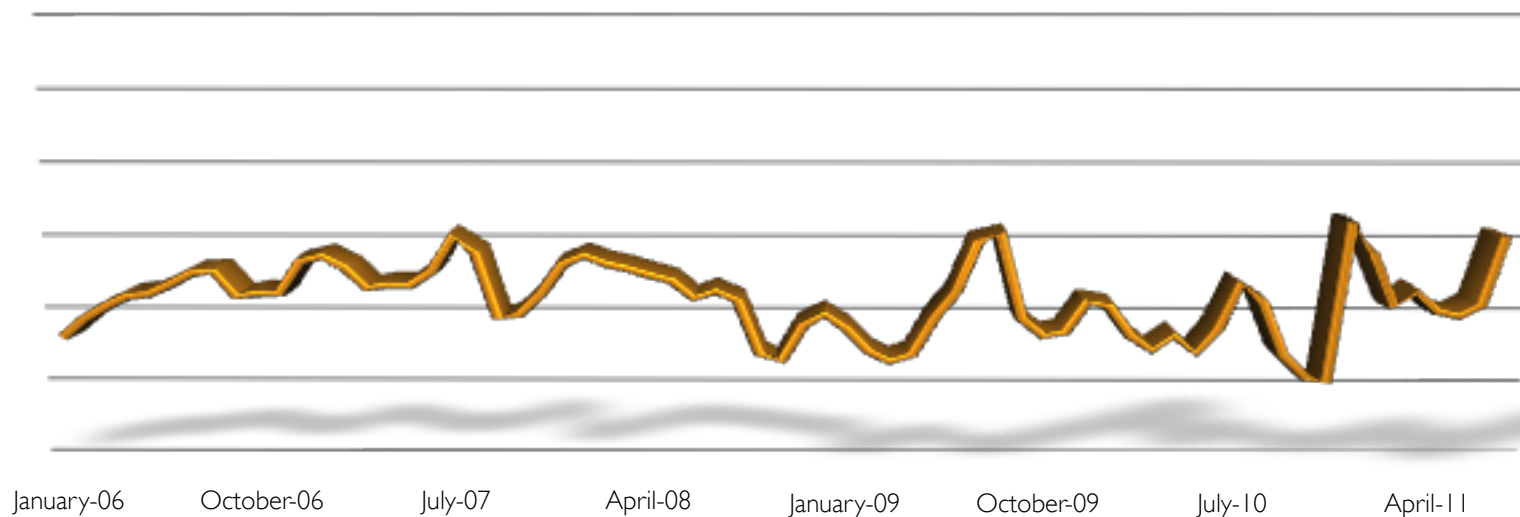
Challenges

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User Retention is Important

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Key Takeaways



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Key Takeaways

- Both creating **new items** & going through **trial & error** are important
- Increase **ROI of top sellers** by improving the **value** of the items
- **Solve the issues** and continuously **try new ideas** to increase level of ARPU once more
- But **user numbers take higher priority**



Any Questions?!
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