Growing a Hard-Core Game on

ACHIEVEMENT UNLOCKED
Spoke at GDC!

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F2P FREE TO PLAY SUMMIT

GAME DEVELOPERS CONFERENCE EUROPE
COLOGNE, GERMANY
AUGUST 19–21, 2013
EXPO DATES: AUGUST 19–20
2013

Company Overview

- Established 4 summers ago

- HQ in the start-up land Israel

  - 3 studios world-wide

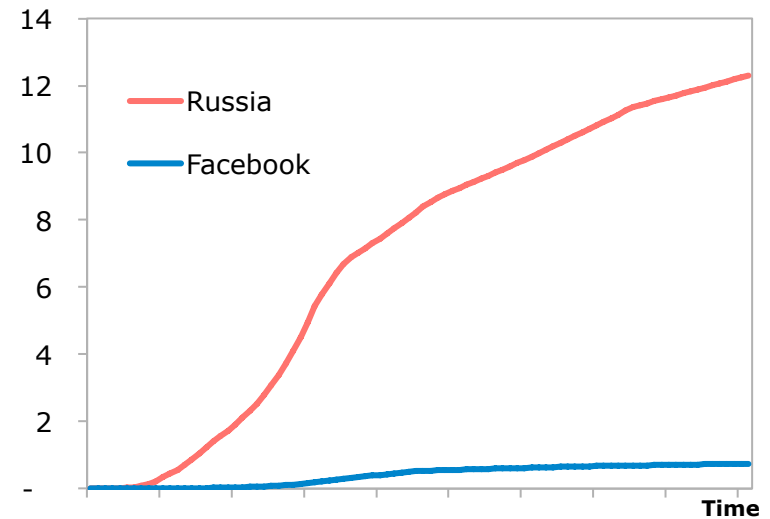 - 350 employees & 70 open positions

  Yes, I will share metrics

Starting Up
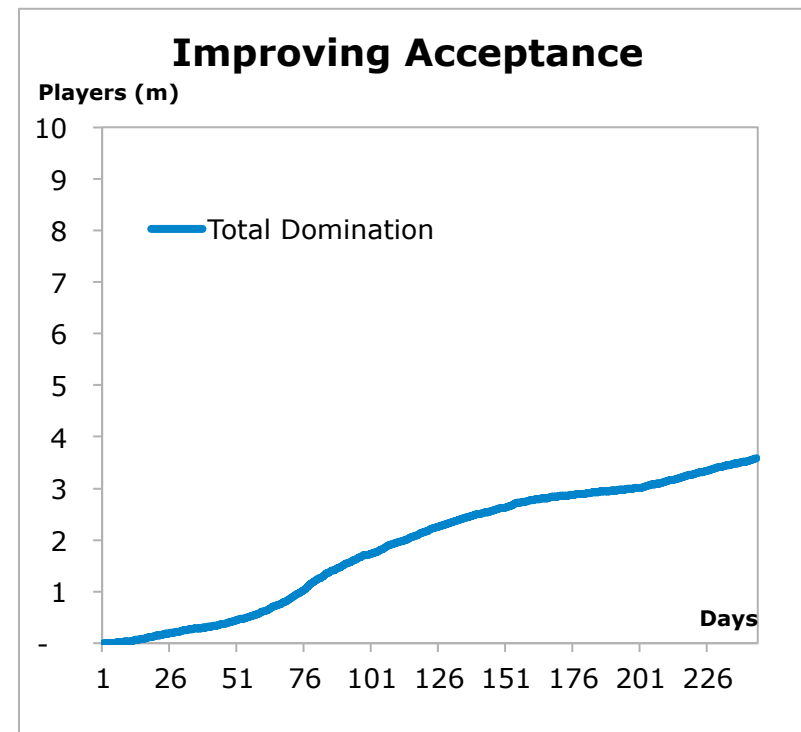
- First poker game in the Russian SNs
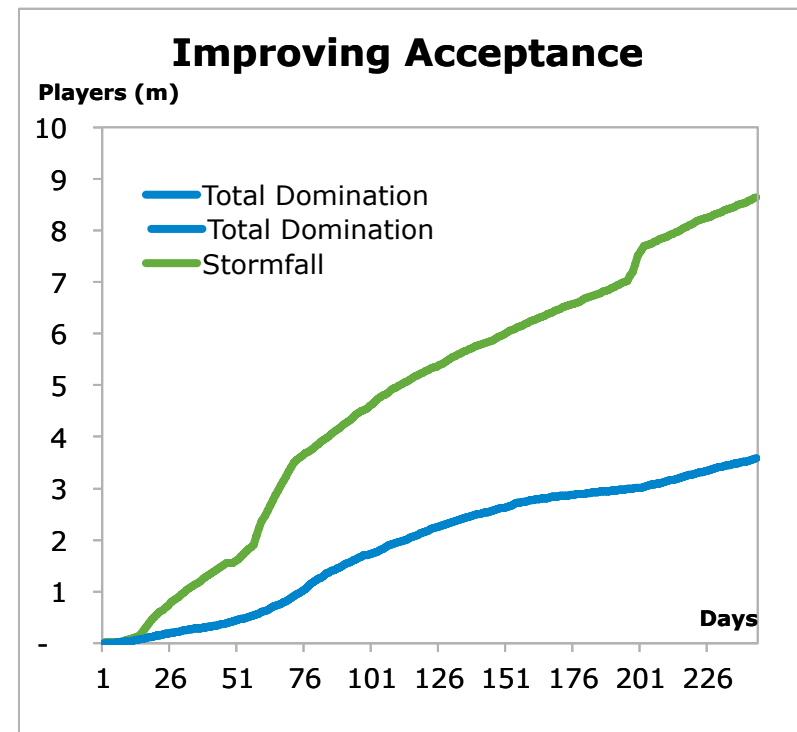

Players (m) **Farmandia**

— Russia

— Facebook

Time

Plarium's Strategy Games

Plarium's Strategy Games

Plarium's Strategy Games

Improving Acceptance

Players (m)

Total Domination

Days

Plarium's Strategy Games

Improving Acceptance
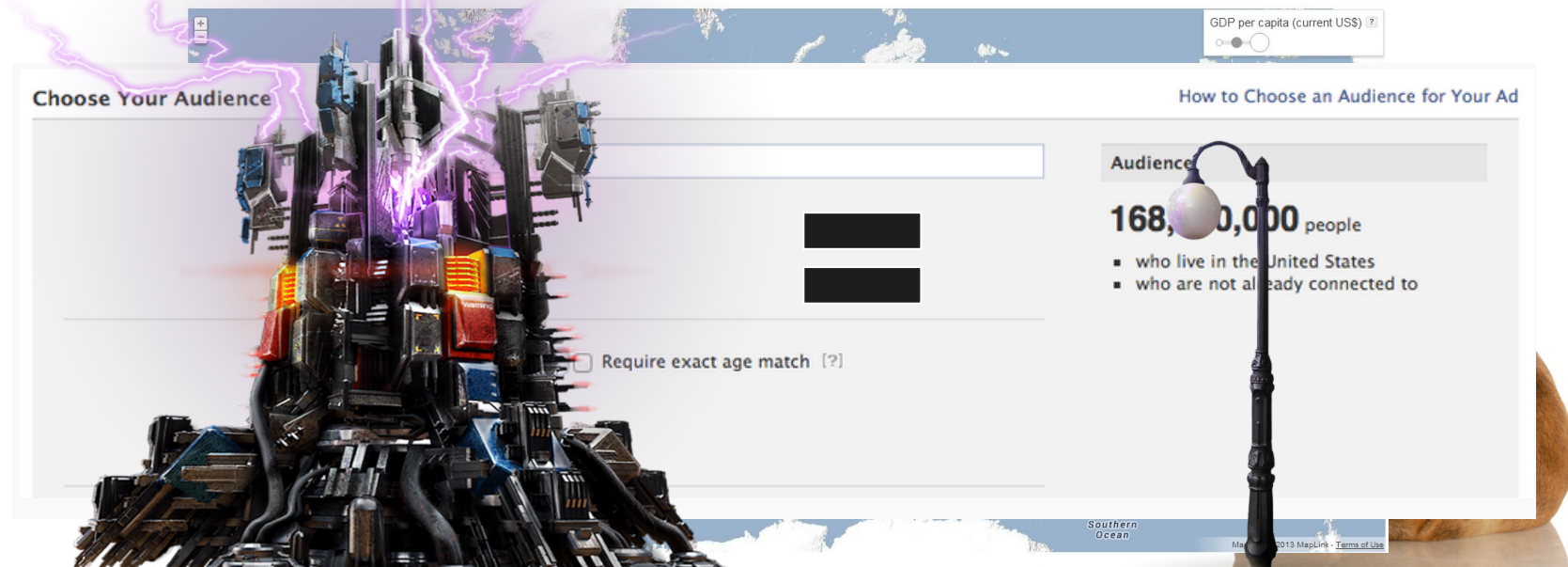
Players (m)

— Total Domination
— Total Domination
— Stormfall

Days

We're on Facebook, now what?

- Localize everything (Care for a hotdog?)
- New countries – World bank, Quintly

Increasing ROI

- 25 professionals in user acquisition
- 51 in supporting departments:
  Art, Development & BI and Support
- Perfecting Facebook integration
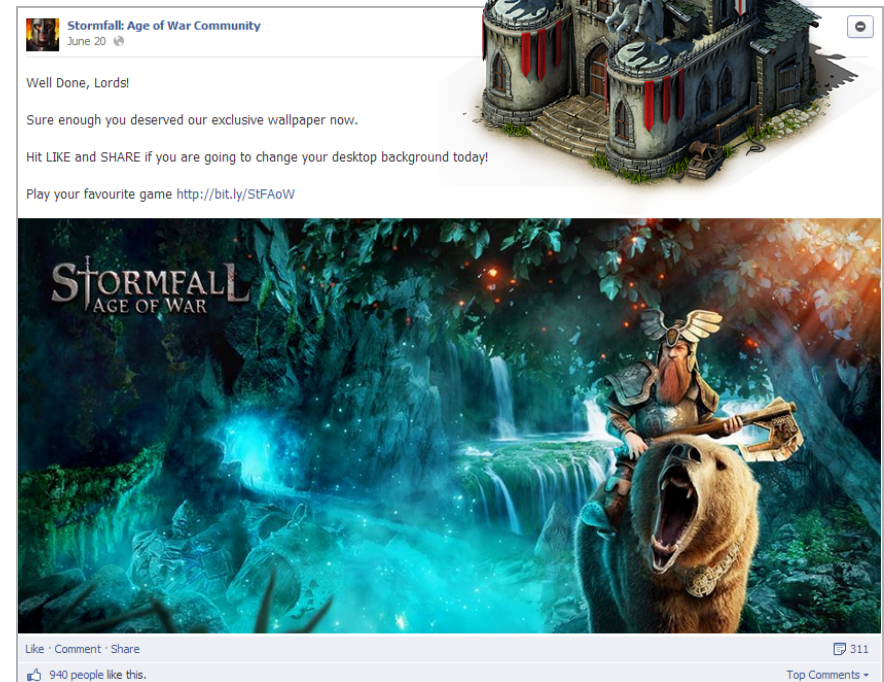- Identifying gamers characteristics
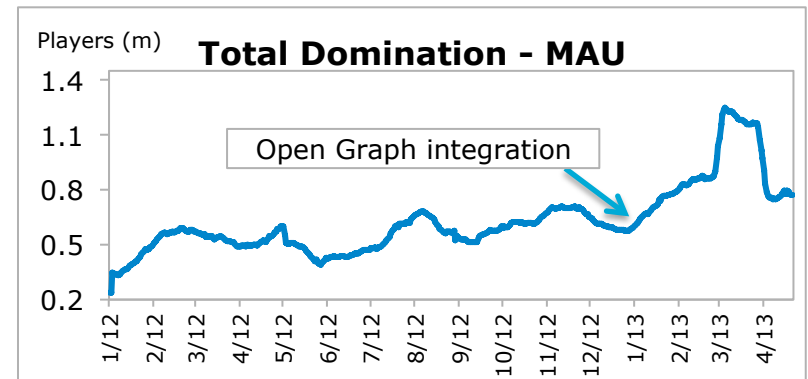
Sponsoring on Facebook

- Open Graph

- Page posts

Open Graph – Case Study

- OG stories with emphasis on
    - Achievements that players are proud of
    - Meaningful Actions
      and Objects

Players (m)   **Total Domination - MAU**

Open Graph integration

- January 2013 – 800k MAU
    - 13 million stories, 136 million impressions
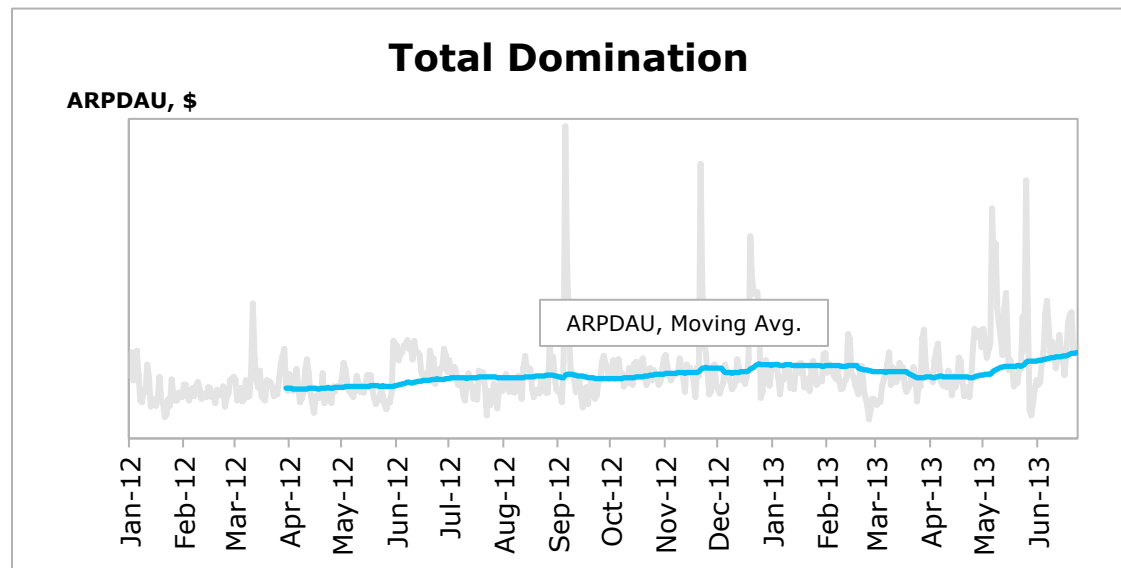- 75% increase in viral users with Open Graph

Retargeting

- Custom audiences
  - Payers: "Your army awaits", features
  - Non-payers are harder to lure back
- Action spec Targeting:
  games.plays
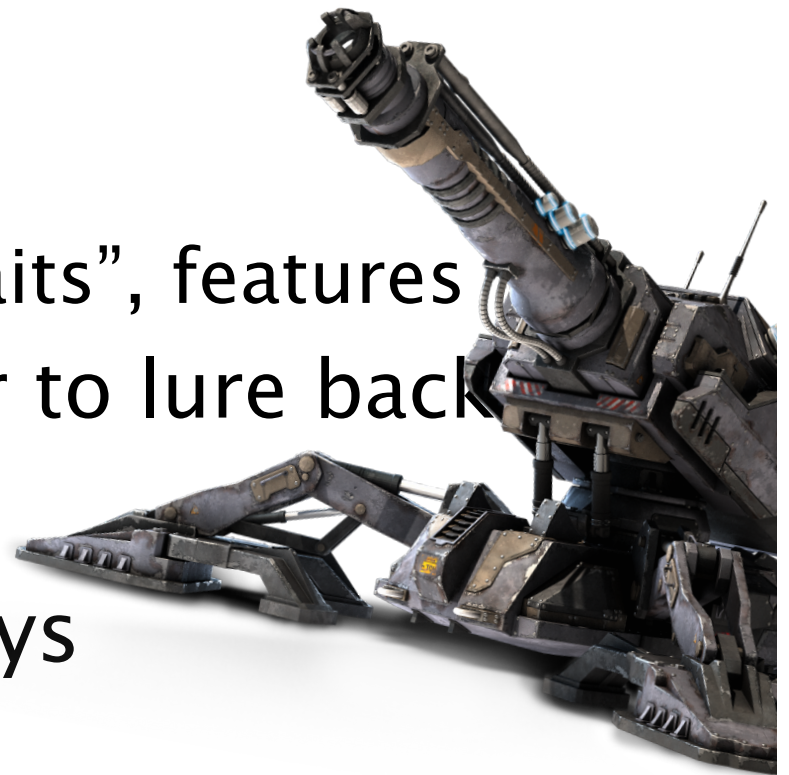
Player Acquisition

- CPIs are rising (Platform, Game's age, Genre)
- Facebook ARPDAU up 104.4% to 0.4$ - 0.5$

Total Domination

ARPDAU, $

ARPDAU, Moving Avg.

Jan-12 Feb-12 Mar-12 Apr-12 May-12 Jun-12 Jul-12 Aug-12 Sep-12 Oct-12 Nov-12 Dec-12 Jan-13 Feb-13 Mar-13 Apr-13 May-13 Jun-13

Improving the Monetization

- PvP Element
- Holiday Promo
- Troops Revive
- Immortal Guardians
- Holiday Promo
- Legendary Heroes

Stormfall

ARPDAU

Date   Nov-12   Dec-12   Jan-13   Feb-13   Mar-13   Apr-13   May-13   Jun-13
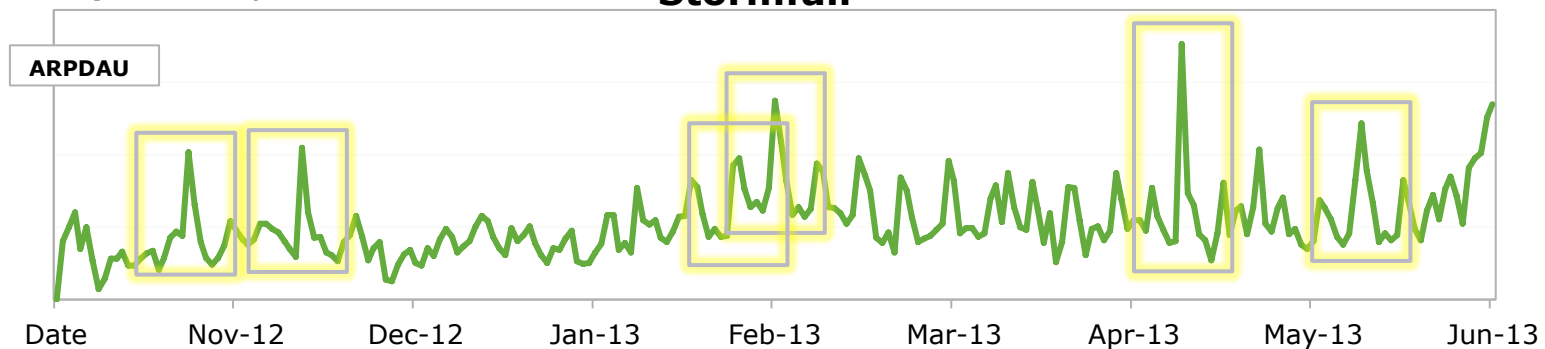
Offer Wall Performance

- Nano payments, performance varies
- 2.6% of total revenues
- Doubled paying users

  up to 2%-3%

Thank You!

Any questions?

plaRium
social games

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