Acquisition for F2P Games on the Web

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- Kabam

Free to Play Model: Benefits

- **Grown in Industry**
  - F2P grew 45% year/year*

- **Conversion for Kabam Games**
  - No downloads required
  - No initial cost
  - Players can have a great experience without paying

*Gamespot

Free To Play Model: Challenges

- **Intrinsically more challenging acquisition model**
  - Revenue is delayed and not guaranteed

- **Not every player will pay**
  - For mid-hard core games, top paying customers can make up a significant portion of revenue

- **ROI doesn't happen immediately**

- **Defining Payback thresholds**
  - What ROI timeframe is your business comfortable with?

Importance of Content

- Acquisition cannot be successful without awesome games with consistent new content

What Else Do You Need?

Data Infrastructure and Tracking

- Marketing Channels and spend
- Campaign Codes
- Install/Registration dates
- Revenue events and everything else
  - Sub-channel tracking
  - Dashboards
  - ROI Growth
  - Retention rates
  - LTARPU

Web Tracking Data Flow

- Web is easy with well defined processes
- Google Analytics campaigns aren't enough for complex applications
- Tie user's acquisition behavior with spend behavior

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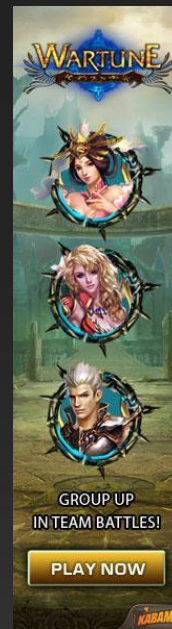
https://www.kabam.com/games/blood-crown?

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Three Pillars of User Acquisition

- **Testing the acquisition funnel**
  - Ads   Landing Pages   Game

- **Testing traffic sources**
  - Allocate a test budget to consistently try new sources and stay ahead of trends

- **Optimizing Current Traffic**
  - Use data to scale
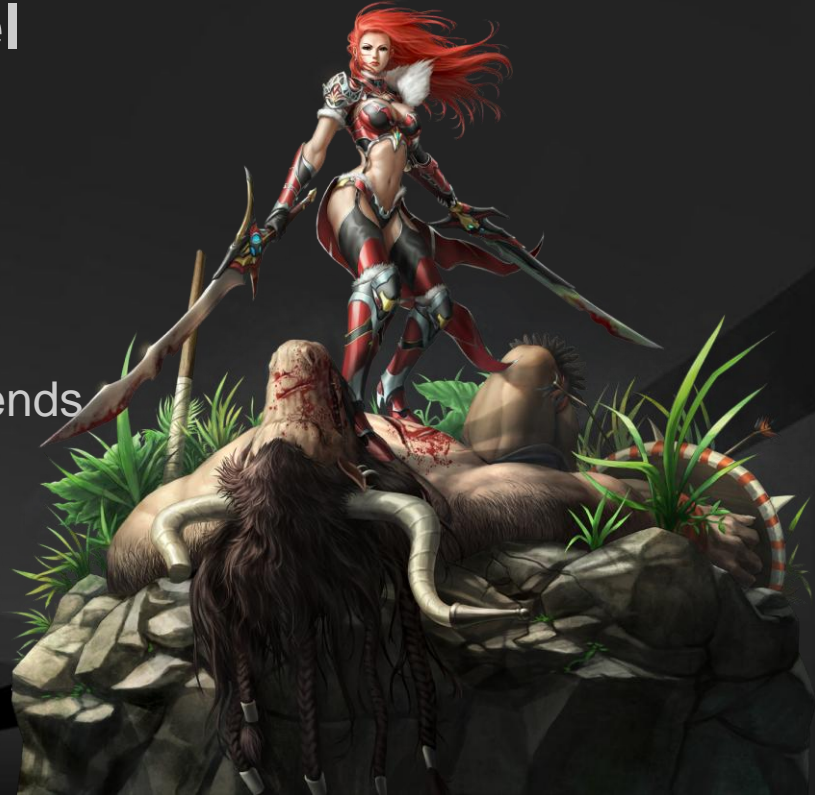
Testing the Acquisition Funnel: Ads

18% lift at 99% confidence

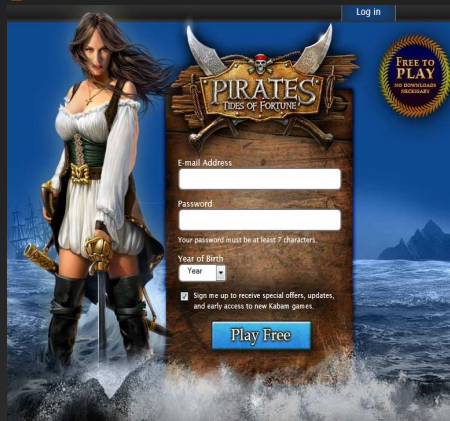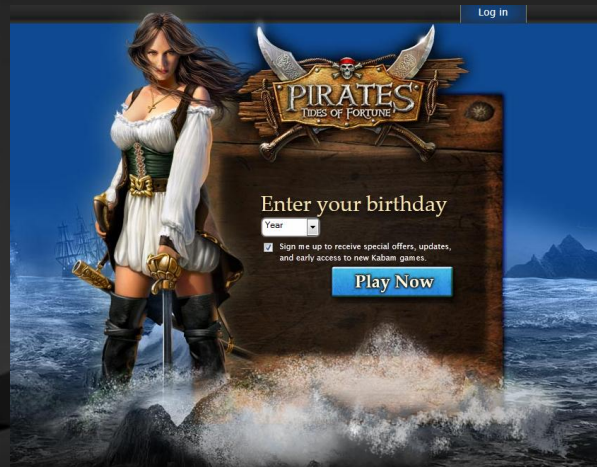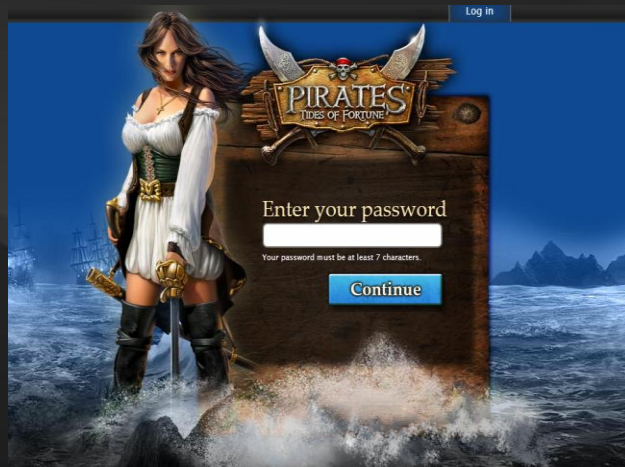# Testing the Acquisition Funnel: Landing Pages

Animated:
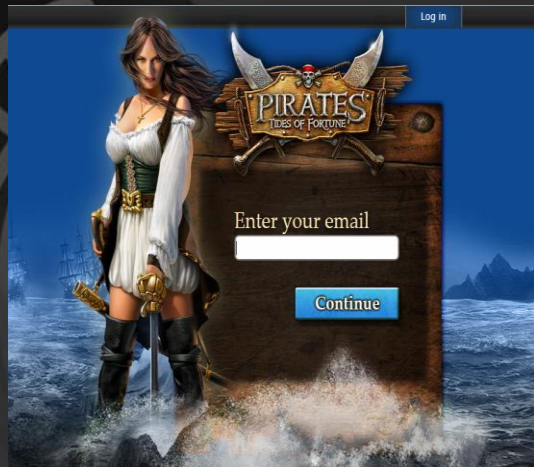
Static:

Lost by 4% across the board

Testing the Acquisition Funnel: Landing Pages

120% Lift

Testing the Acquisition Funnel: Full Funnel

Ads: 64% Lift

Landing Page: 120% Lift
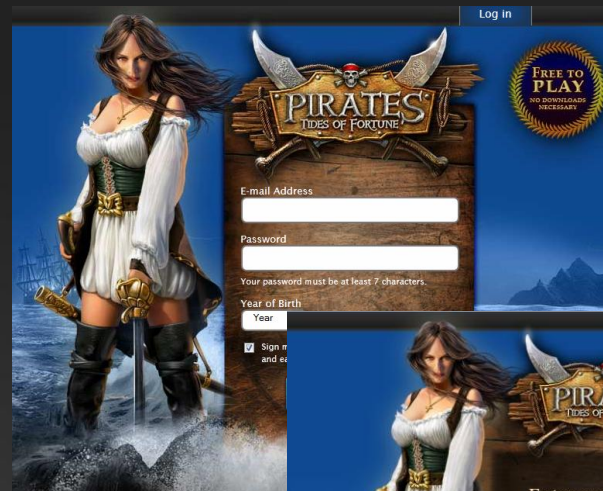
184% Total Lift

Optimization Evolution

Design team comes up with new themes

Control —————— **Next Series:**

Testing New Traffic Sources

- **What is your current traffic mix?**

Much like Kabam has diversified on to multiple platforms, there is also robust channel diversity

- **Be able to ride a wave of new trends**

- **Have to decide which traffic mix makes the most sense for your business**

Optimizing Current Traffic

- **Starts with Data**
  - Having a data setup to properly track metrics that are necessary for evaluating the success of your business

- **Leverage existing players for lookalike audiences**
  - For Kabam, meaningful metrics are inherent to F2P
    - 1D, 7D and later ROI
    - 1D, 7D and later Retention
    - DAU and ARPU

  These help you optimize current traffic

Other Traffic Sources

The Healthy Mix
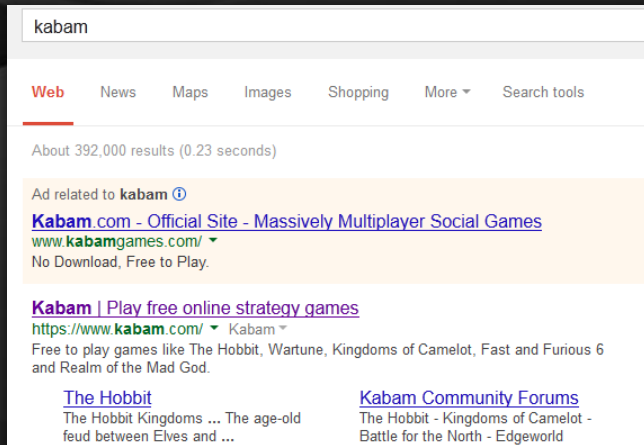
- ORGANIC
- PAID
- SOCIAL

Showing up to your own Party

- Conduct an audit of your brand terms

- Where do you fall for SEO?

- Where do you fall for Social

The Mobile Tide

- **Moving mobile**
  - Web is dead? $27BN in revenue in 2013*

- **While producing impressive revenue, PC segment is diminishing**
  - 68% of gamers play on a PC, down from 72% the year before
  - People replacing desktops with tablets
  - Mobile to grow 35% in 2014

*From Newzoo 2013 Global Games Market Report
*PC data from NPD Group's 2013 Online Gaming Report

Benefits of Web

- A/B testing and funnels
- No platform fees
- Multiple distribution points
- Perfect tracking

These are still developing for mobile

Thank You – Come Play with Us!

Come Play with Us