



# Going Cross-Platform

Is it worth the effort?



Tammy Levy | VP OF PUBLISHING

# Is it worth the effort?

- 
- Why cross-platform?
  - Web games
  - Steam F2P
  - Per-platform performance





# Why **cross-platform**?

Isn't it a tech **nightmare**?

# GDC 2014

"The good, the bad, and as much data as I can share"



**KONGREGATE**



**Core Games, Real Numbers:  
Going Cross-Platform**

Emily Greer  
Co-Founder & CEO

# Distribution is hard on Mobile



Paid UA is expensive

Features are hard-to-get

Viral hits are rare

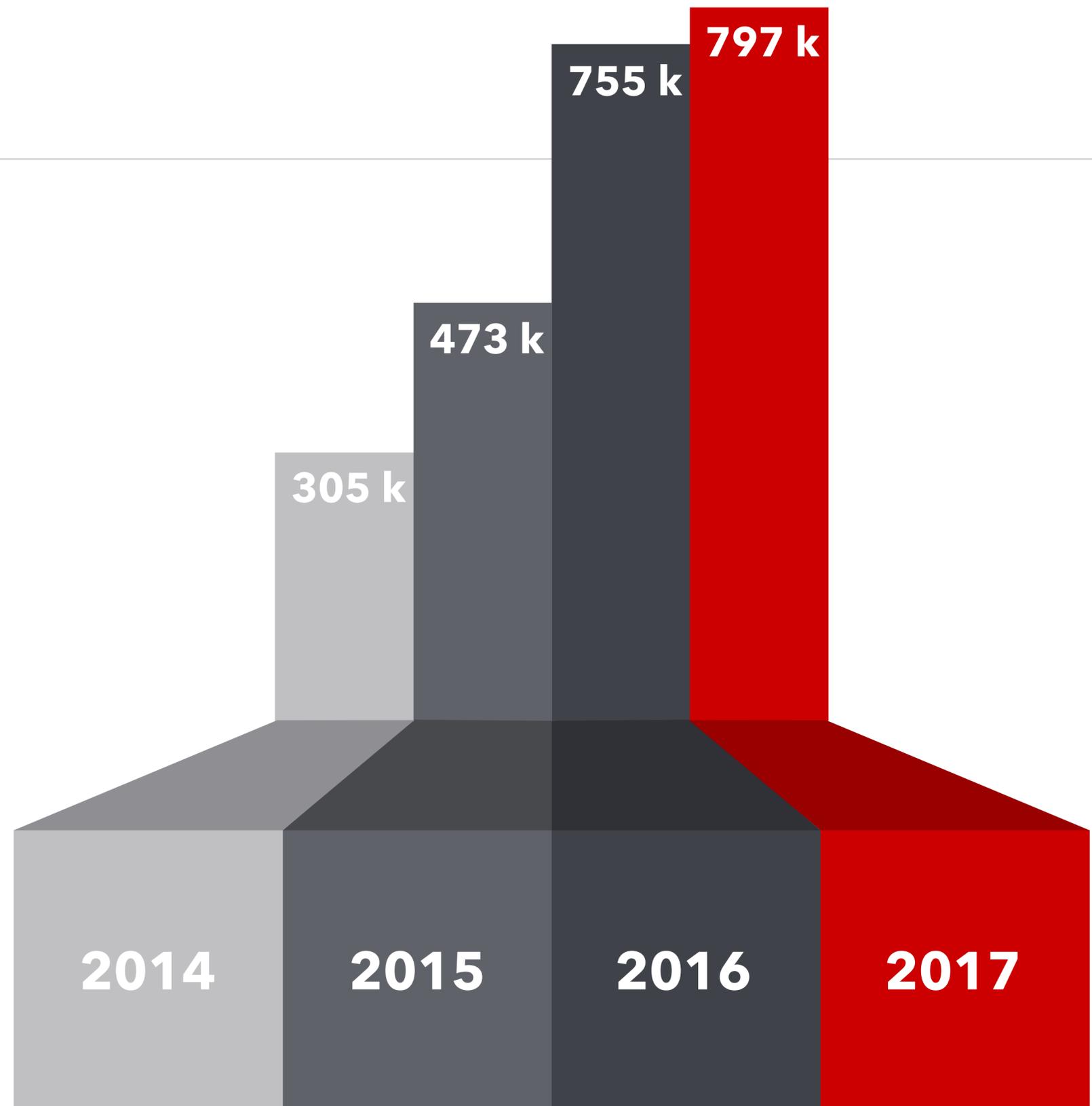


# More Competitive

Games in the US App Store

# 2.6x

 Active Games

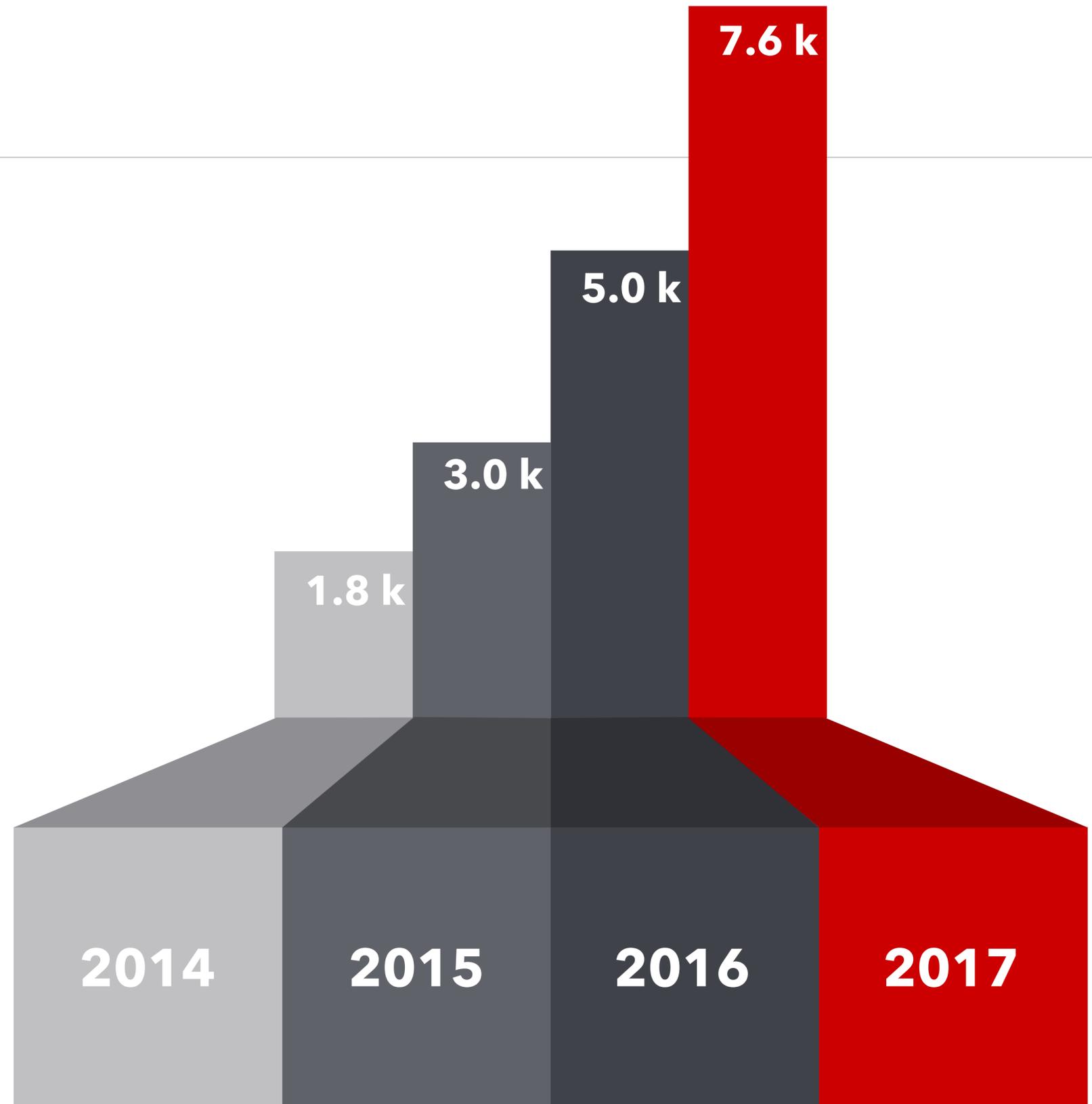


# Also Competitive

Games launched on Steam

# 4.2x

 New Games





# Our Experience



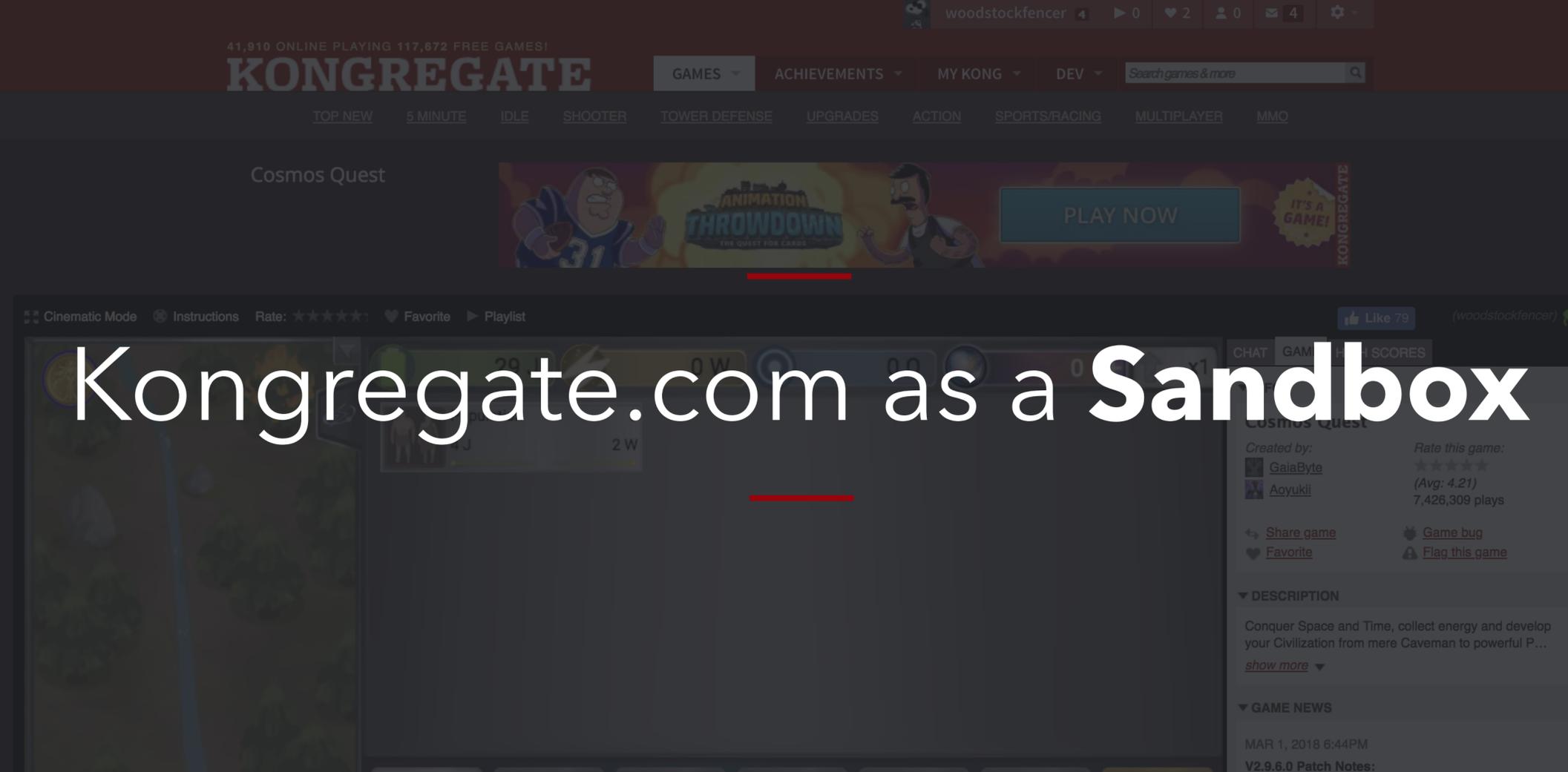
Over 9 games across 7 different platforms





# Web games are not dead!

Mining for success



Players **want**  
**Engaging** games



Players **do not** need  
**Polished** gameplay

# ADVENTURE CAPITALIST\$

## Case Study

Studio: HyperHippo



# Web Prototype

Launched May 2014

The screenshot shows a game interface with two main panels: 'Investments' and 'Managers'. The 'Investments' panel is divided into two columns. The left column lists items like 'Lemonade Stand', 'Newspaper Delivery', 'Car Wash', 'Pizza Delivery', and 'Donut Shop'. The right column lists 'Shrimp Boat', 'Hockey Team', 'Movie Studio', 'Bank', and 'Oil Company'. Each item has a 'BUY' button and a price. The total investment amount is \$2,468.96. The 'Managers' panel lists four managers: 'Cabe Johnson' (\$1,000), 'Perry Black' (\$15,000), 'W.W. Heisenbird' (\$100,000), and 'Mama Sean' (\$500,000). Each manager has a 'BUY' button and a description of their role. At the bottom, there are four buttons: 'Upgrades', 'Managers', 'Achievements', and 'Settings'.

Investments		\$2,468.96	
28 BUY Lemonade Stand +\$28.00	0 BUY Shrimp Boat +\$0.00		\$1,244,160
Almost done!			
12 BUY Newspaper Delivery +\$720.00	0 BUY Hockey Team +\$0.00		\$14,929,920
1 BUY Car Wash +\$540.00	0 BUY Movie Studio +\$0.00		\$179,159,040
Time Remaining: 00:00:05			
0 BUY Pizza Delivery +\$0.00	0 BUY Bank +\$0.00		\$2,149,908,480
0 BUY Donut Shop +\$0.00	0 BUY Oil Company +\$0.00		\$25,798,901,760

Managers	
BUY Cabe Johnson Automatically runs the lemonade stand \$1,000	
BUY Perry Black Automatically runs the newspaper delivery \$15,000	
BUY W.W. Heisenbird Automatically runs the car wash \$100,000	
BUY Mama Sean Automatically runs the pizza delivery \$500,000	

Upgrades   Managers  
Achievements   Settings



# Great Results

Strong **retention**

d1 **25%**

d30 **15%**

Promising **monetization**

#6 in revenue

Great **reviews**



**60%**

d1 to d30 retention



**4.2**

rating

# Mobile Launch

Launched February 2015

The screenshot shows a mobile game interface. At the top left is a character icon with a top hat and monocle. To the right, the player's currency is displayed as **\$4.062 SEPTENTRIGINTILLION**. In the top right corner, there is a 'Next' button with a camera icon and a 'Buy Max' button. Below the character is a vertical menu with options: Swag & Stats, Unlocks, Upgrades, Managers, Investors, and Store. The main area contains a grid of purchasable items, each with an icon, a quantity, a price, and a timer.

Item	Quantity	Price	Timer
Lemon	3,750	\$4.007 SEPTENTRIGINTILLION	00:00:00
Shrimp	2,500	\$3.693 SEPTENTRIGINTILLION	00:00:00
News	2,300	\$3.667 SEPTENTRIGINTILLION	00:00:00
Shoelace	2,700	\$3.989 SEPTENTRIGINTILLION	00:00:00
Bus	2,300	\$3.711 SEPTENTRIGINTILLION	00:00:00
Video Camera	2,900	\$3.865 SEPTENTRIGINTILLION	00:00:00
Pizza	2,400	\$4.020 SEPTENTRIGINTILLION	00:00:00
Bank	3,100	\$4.008 SEPTENTRIGINTILLION	00:00:00
Donut	2,400	\$3.663 SEPTENTRIGINTILLION	00:00:00
Camera	3,500	\$3.649 SEPTENTRIGINTILLION	00:00:00



# Mobile **Success**

## Retention

d1 **60%**

d30 **20%**

## Monetization

improved IAP

strong ad revenue

## Audience Reach

installs **40M+**

**30%**

d1 to d30 retention

**\$0.11**  
arpdau

Cosmos Quest



Cinematic Mode Instructions Rate: ★★★★★ Favorite Playlist Like 79 (woodstockfencer)

# Boosting Revenue

CHAT GAME HIGH SCORES

INFO

### Cosmos Quest

Created by: GaiaByte Aoyukii

Rate this game: ★★★★★ (Avg: 4.21) 7,426,309 plays

Share game Favorite Game bug Flag this game

DESCRIPTION

Conquer Space and Time, collect energy and develop your Civilization from mere Caveman to powerful P...

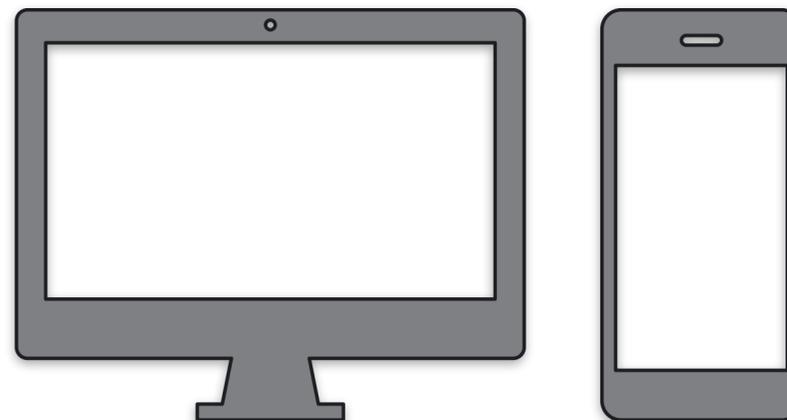
show more

GAME NEWS

MAR 1, 2018 6:44PM

V2.9.6.0 Patch Notes:

Players **want**  
to play **everywhere**



# Case Study

Studio: Juppiomenz 



# Bit Heroes by Juppiomenz

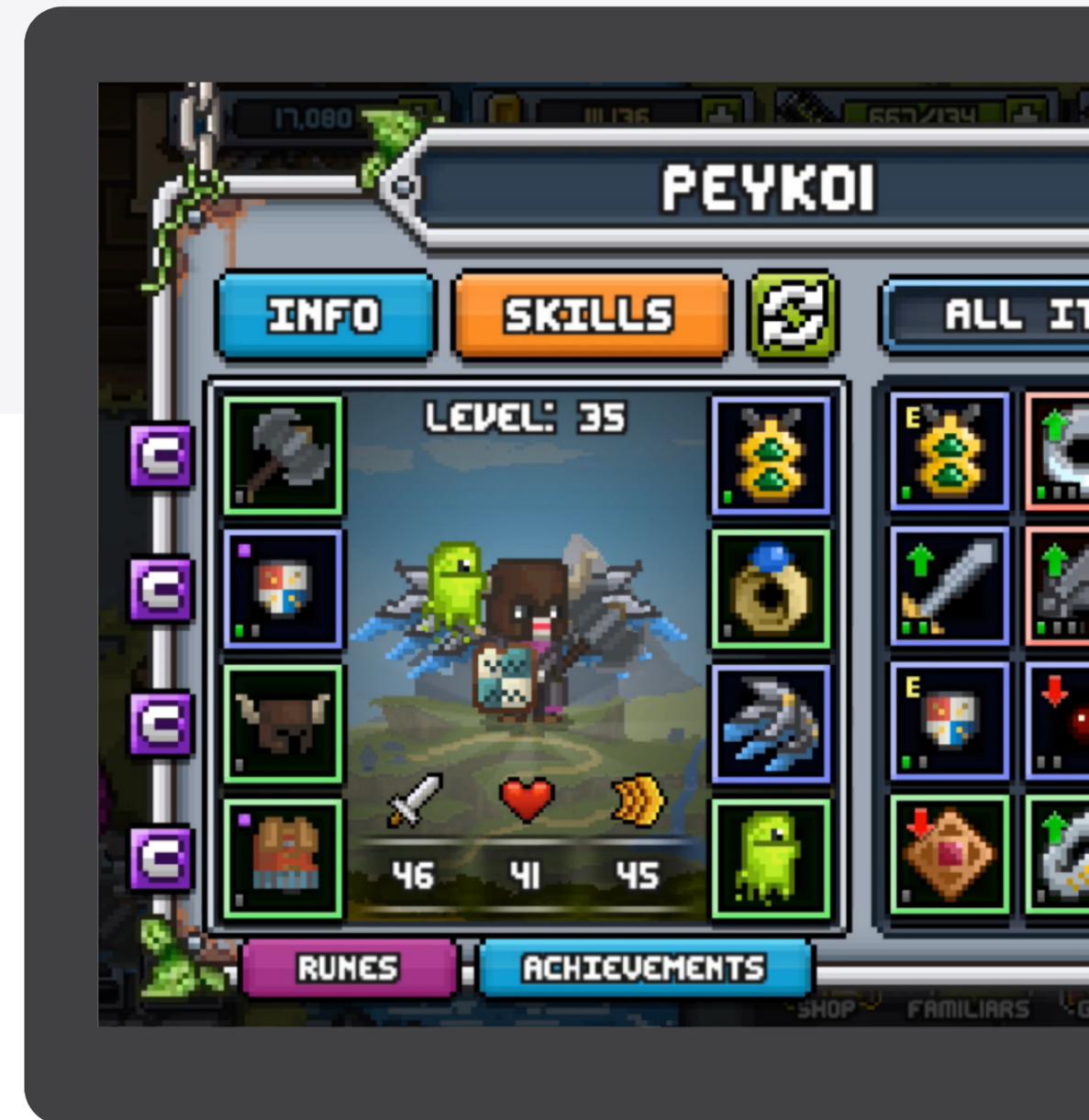
**K**



**Web First**  
September 2016

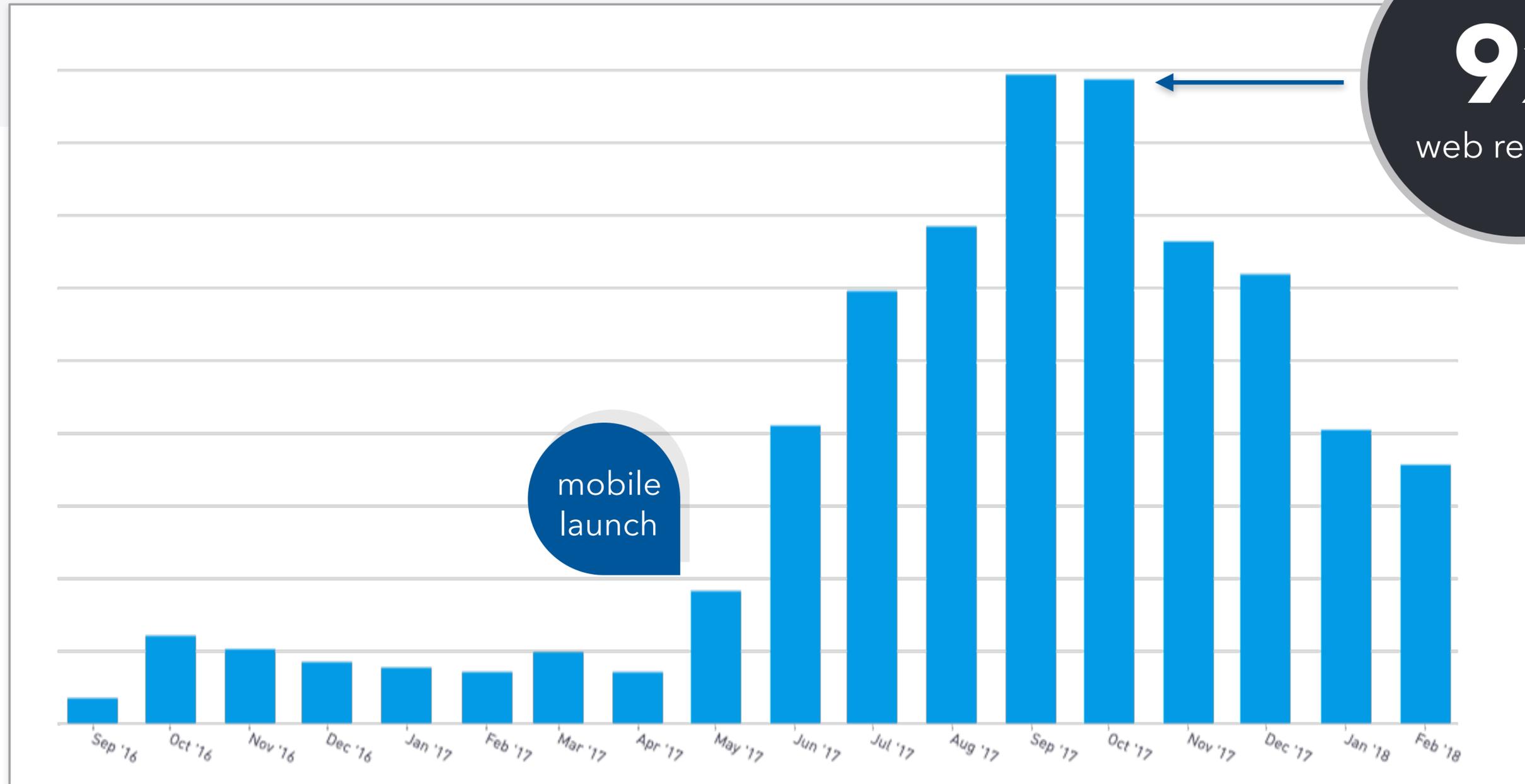
Promising **KPIs**  
\$60 ARPPU

**Mobile Launch**  
May 2017



# Web Revenue Growth

Mobile launch boosted web revenue

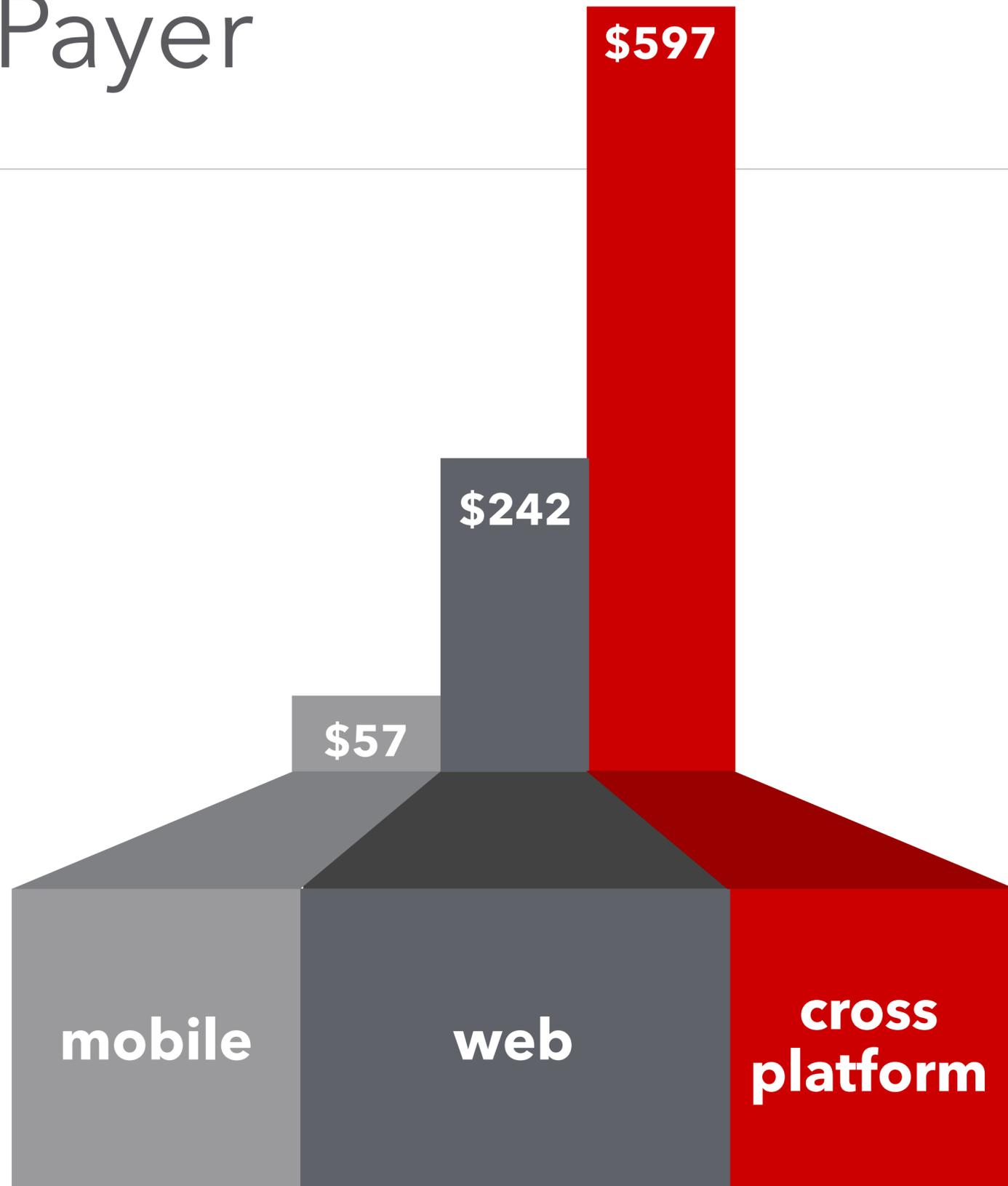


# Higher Spend Per Payer

Avg. Revenue Per Paying User (ARPPU)

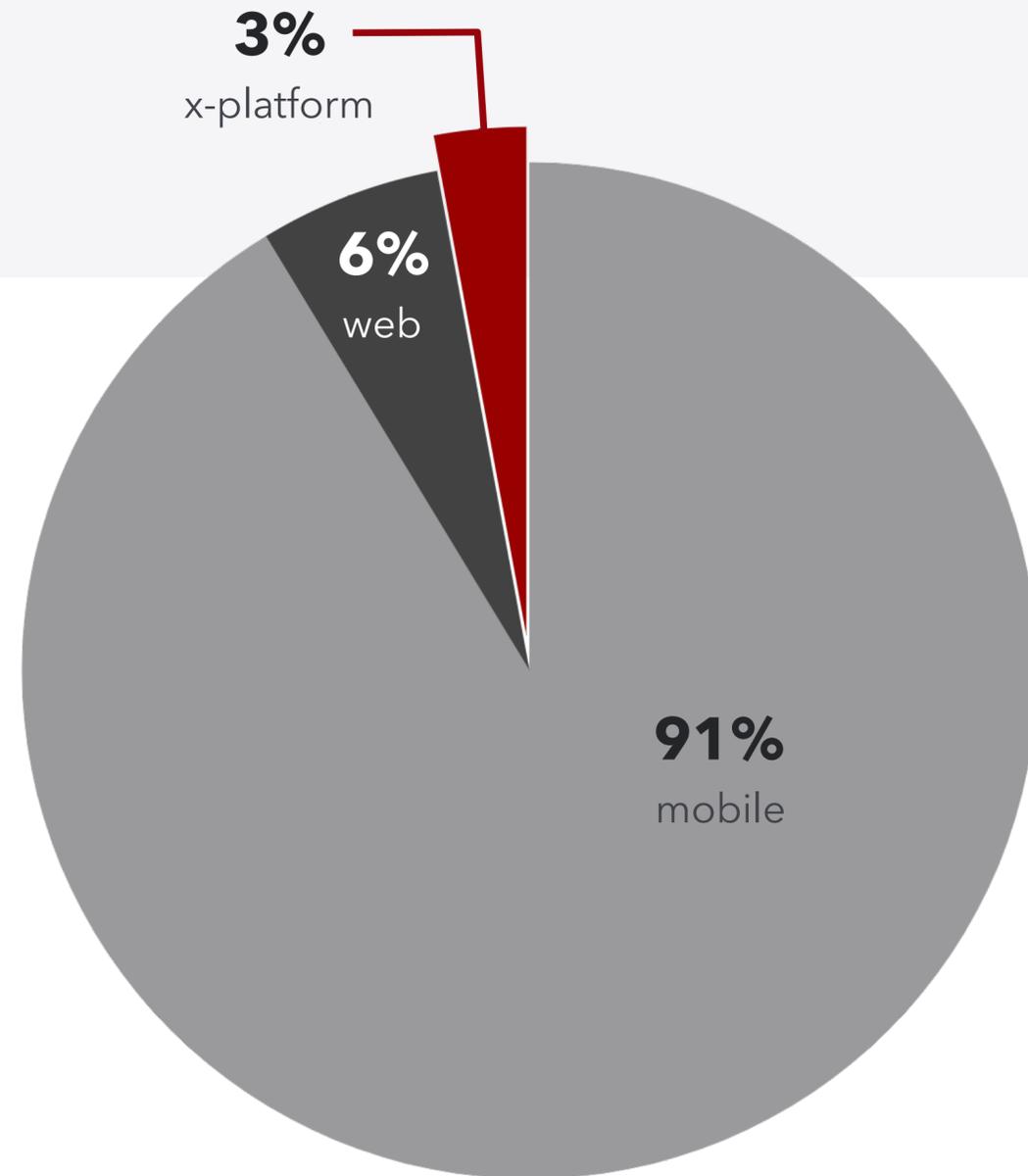
# 10.5x

Mobile vs x-Platform

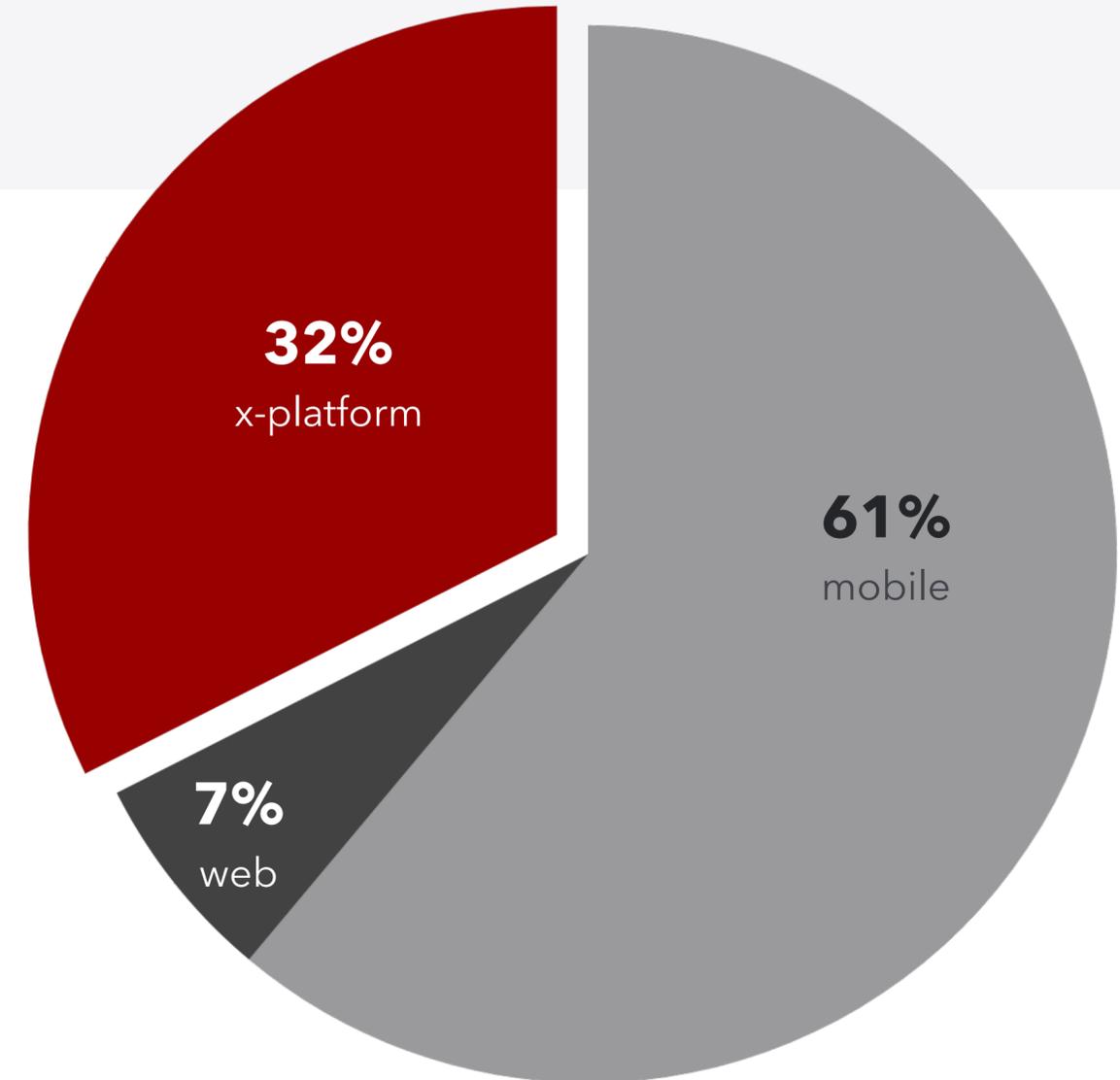


# Big Spenders

Play Cross-Platform



**Spenders**



**Revenue**



41,910 ONLINE PLAYING 117,672 FREE GAMES!

# KONGREGATE

GAMES ACHIEVEMENTS MY KONG DEV Search games & more

TOP NEW 5 MINUTE IDLE SHOOTER TOWER DEFENSE UPGRADES ACTION SPORTS/RACING MULTIPLAYER MMO

Cosmos Quest

ANIMATION THROWDOWN THE QUEST FOR CARDS

PLAY NOW

IT'S A GAME! KONGREGATE

## Lesson 1

# Kongregate.com is a **friendly** platform!



### **Test** Ideas

Get early feedback



### **Boost** Revenue

Allow play across devices



# Steam

A look at free-to-play games

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# A Tale of Two Games

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May 2017



June 2017

## Similar Environment

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Launched spring 2017

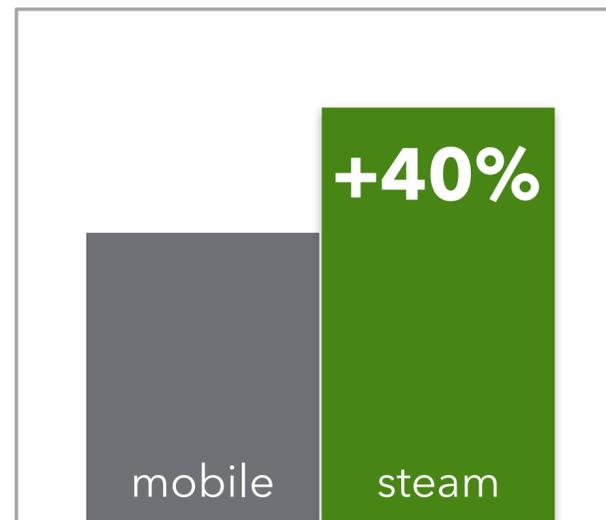
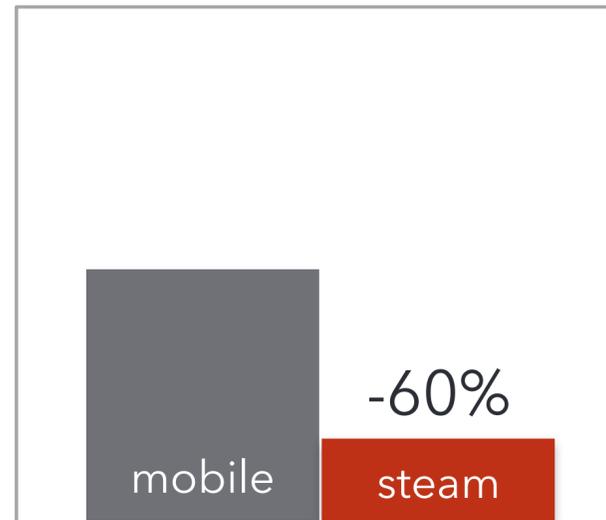
Previously live on web and mobile



# Retention Comparison

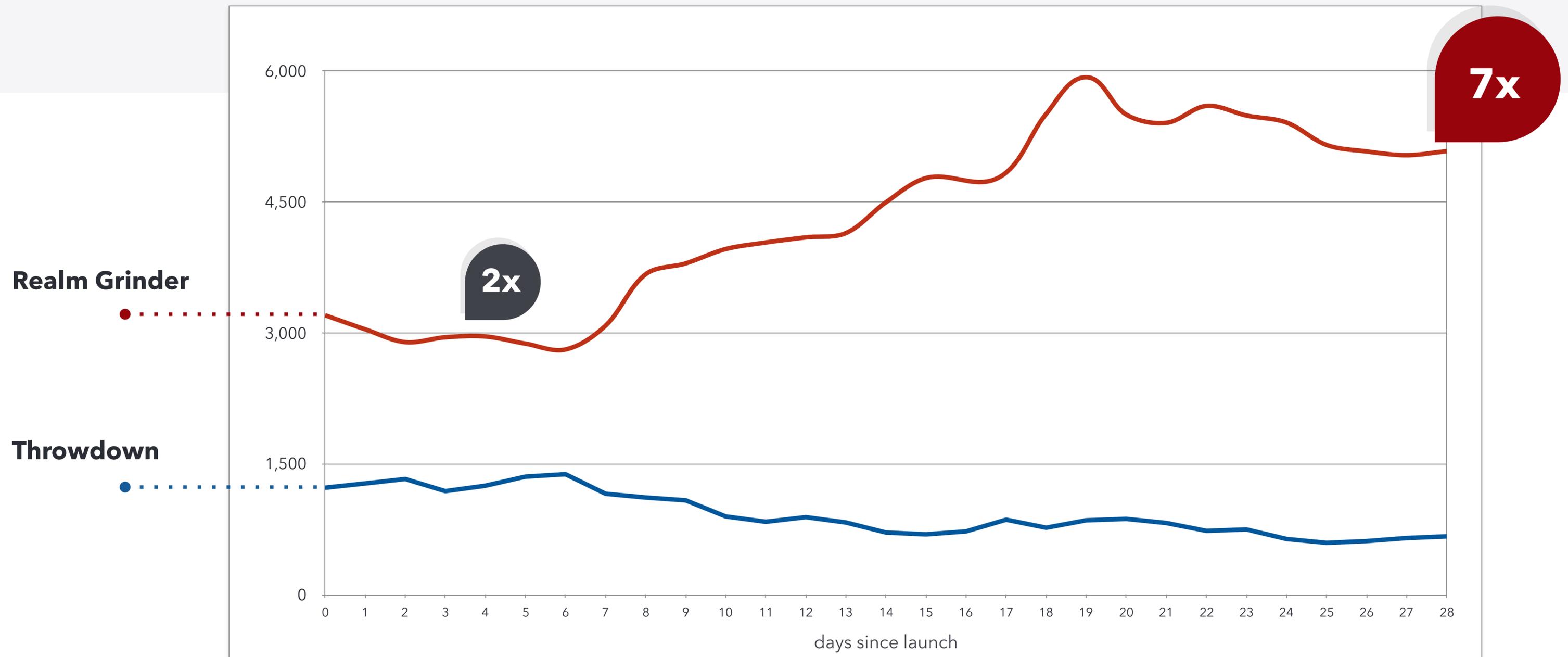


Mobile to **Steam**



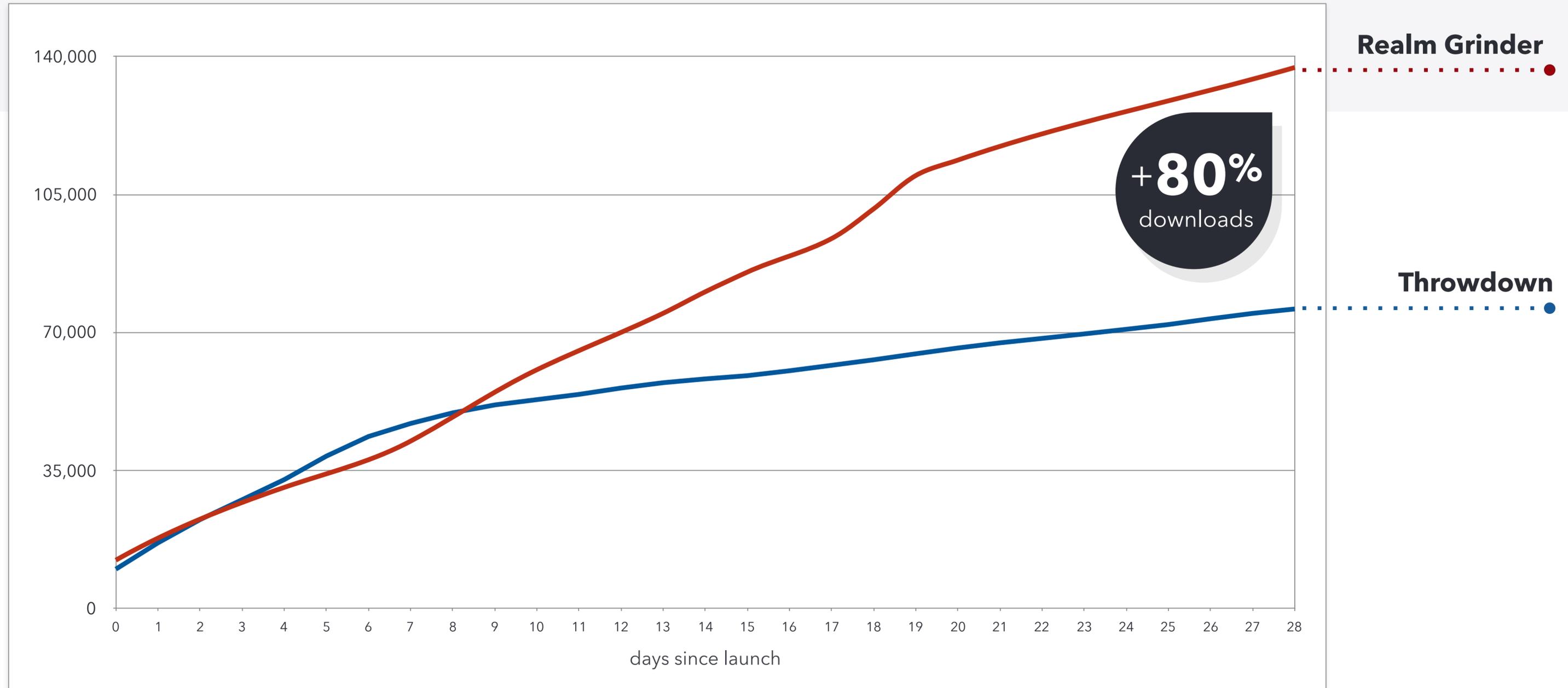
# Concurrent Users on Steam

Strong retention keeps players online



# Cumulative Downloads

Surfacing favors games with high concurrents



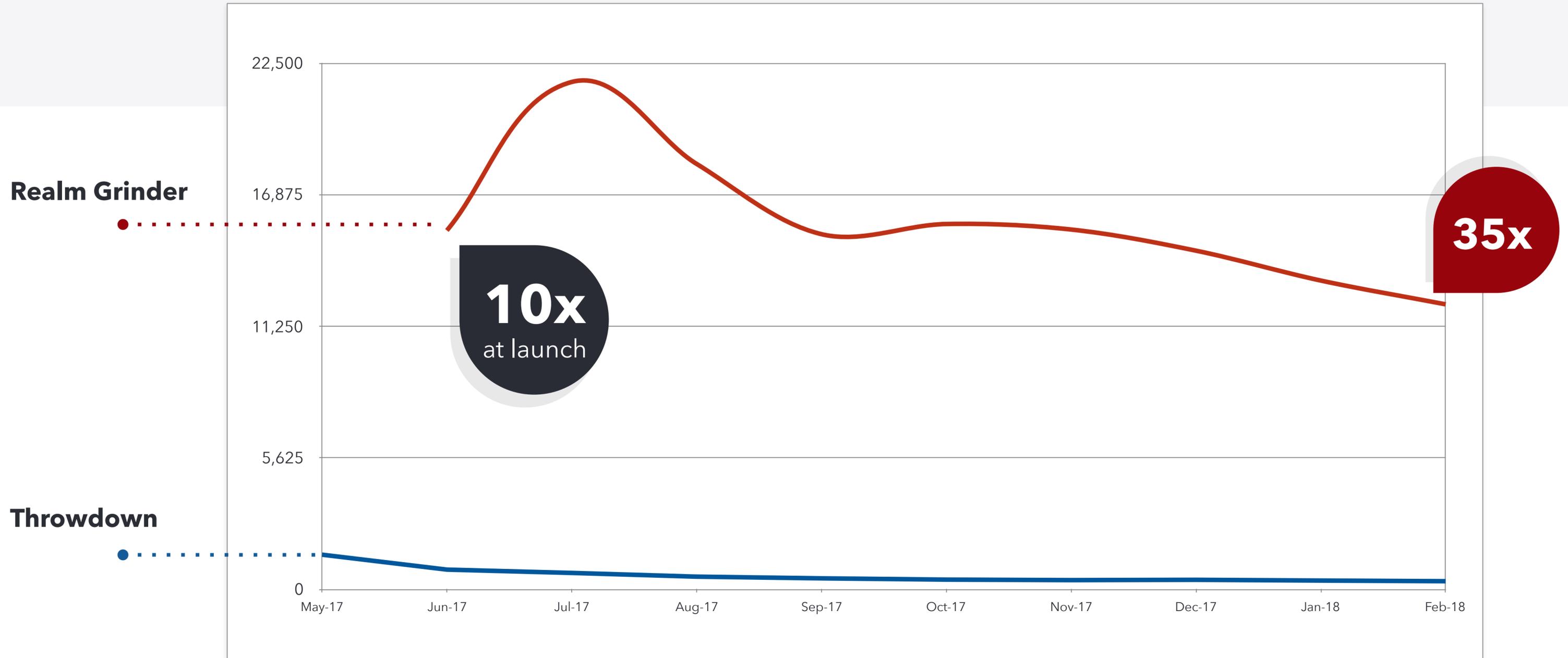
Realm Grinder

Throwdown

+80%  
downloads

# Higher Steam DAU

Driven by strong retention & installs

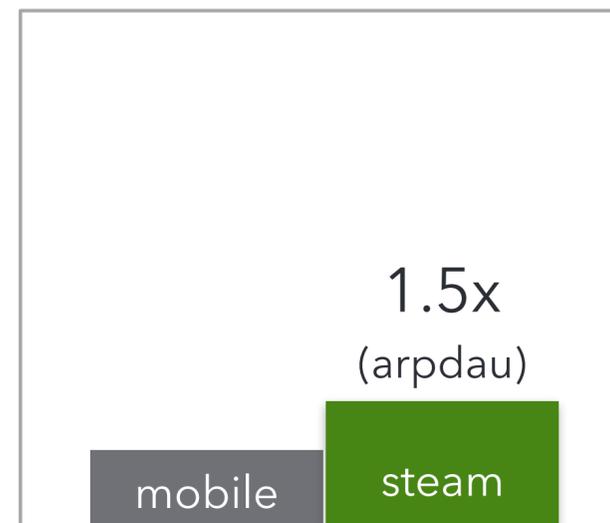
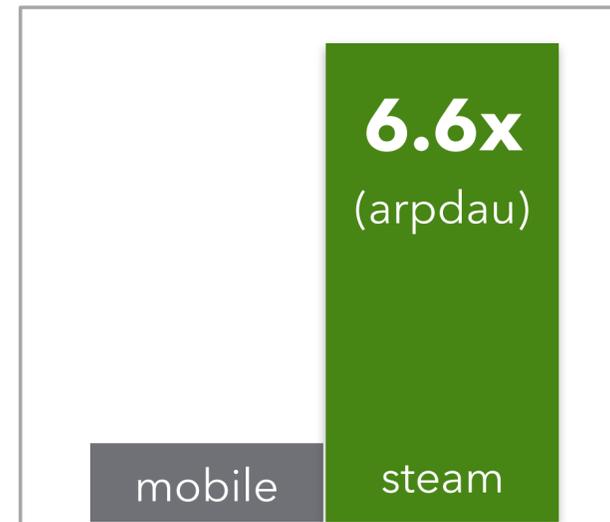




# Monetization Comparison

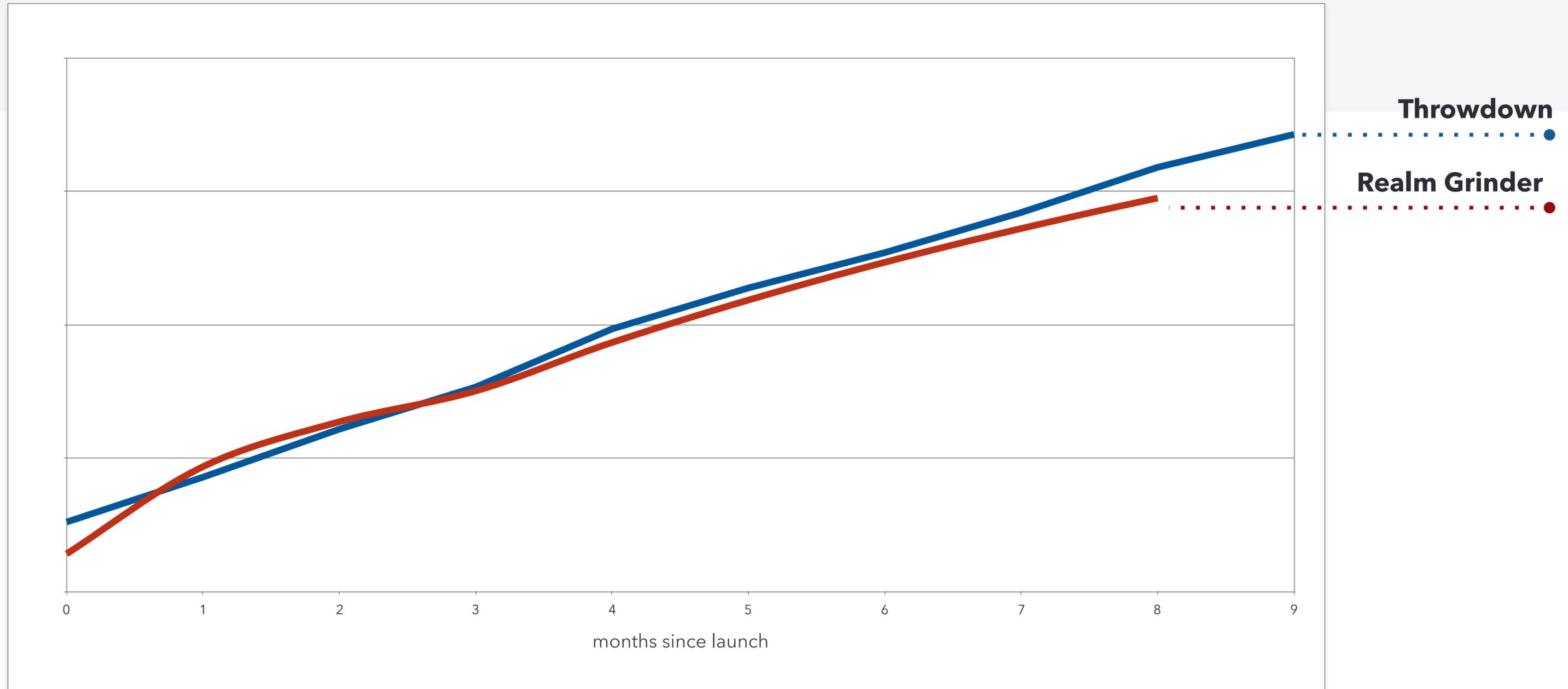


Mobile to **Steam**



# Similar Revenue

On Steam



41,910 ONLINE PLAYING 117,672 FREE GAMES!

# KONGREGATE

GAMES ACHIEVEMENTS MY KONG DEV Search games & more

TOP NEW 5 MINUTE IDLE SHOOTER TOWER DEFENSE UPGRADES ACTION SPORTS/RACING MULTIPLAYER MMO

Cosmos Quest

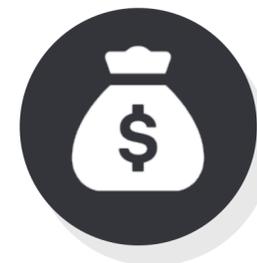
ANIMATION THROWDOWN THE QUEST FOR CARDS PLAY NOW IT'S A GAME! KONGREGATE

## Lesson 2

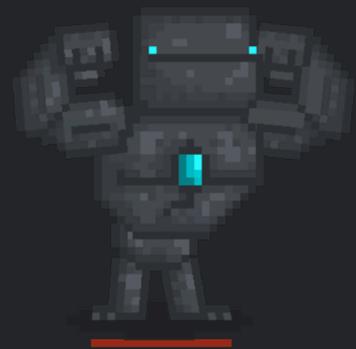
# Different paths to success on Steam F2P



Good **Retention**  
will boost downloads



**Monetization** can be  
even stronger on Steam



# Variation by Genre

Every platform will favor different genres of games

# Same Genre Monetization

Avg. Revenue Per Paying User (ARPPU)

	Mobile	Web	Steam
CCG 1	\$177	<b>\$252</b>	<b>\$241</b>
CCG 2	\$85	<b>\$415</b>	\$89

Higher monetization on **Web & Steam**

# Across Genre Monetization

Avg. Revenue Per Paying User (ARPPU)

	Mobile	Web	Steam
CCG	\$177	<b>\$252</b>	<b>\$241</b>
RPG	\$64	<b>\$250</b>	\$56
Idle	\$30	\$32	\$30

Performance **varies** by game & genre

Competitive & social games **perform better**



# Lesson 3

## Different results based on game & genre



**Higher** Monetization  
on Web & Steam



**Competitive** Games  
perform better

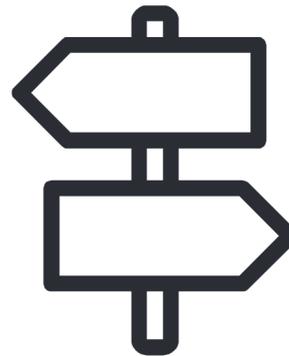
# Key Takeaways

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Web Games

**Are not dead!**



Steam F2P

**Many paths to success**



Cross Platform KPIs

**Vary by game & genre**



# Thank you

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 @KongregateDevs

 [blog.kongregate.com](http://blog.kongregate.com)

 @woodstockfencer

We are **hiring!**  
Portland, Chicago, and Montreal

# Acronym Dictionary

**KPI** = Key Performance Indicator

**DAU** = Daily Active User

**ARPPDAU** = Average Revenue Per Daily Active User

**ARPPU** = Average Revenue Per Paying User

**F2P** = Free to Play

**CCU** = Concurrent Users

**IAP** = In-App Purchases

**UA** = User Acquisition

**X-Platform** = Cross Platform

**RPG** = Role Playing Game

**CCG** = Card Collecting Game