



60 Games in 6 Years: Lessons from the Modern Mobile Market

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Director of Publishing, 3rd Party
Kongregate

GAME DEVELOPERS CONFERENCE

MARCH 18–22, 2019 | #GDC19



Kongregate

Web Platform

100,000+ Uploaded Games

F2P Publisher

60+ Games

200M+ Downloads

Premium Publisher

Mobile, Steam, and Consoles

PC Platform

Kartridge now in Open Beta





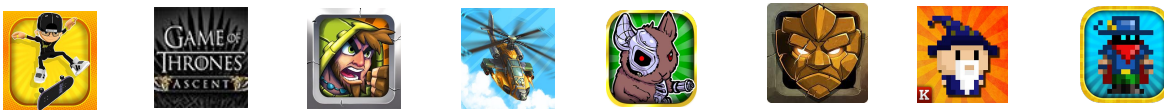
Peter Eykemans
Director of Publishing, 3rd Party



2013



2014



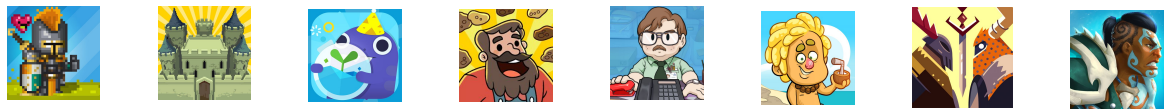
2015



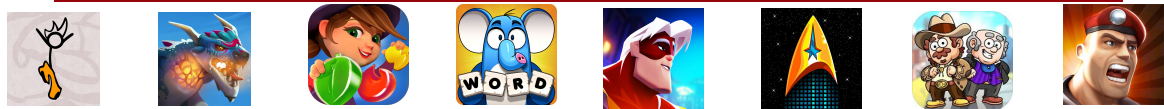
2016



2017



2018





Control





Tyrant Unleashed

Details:

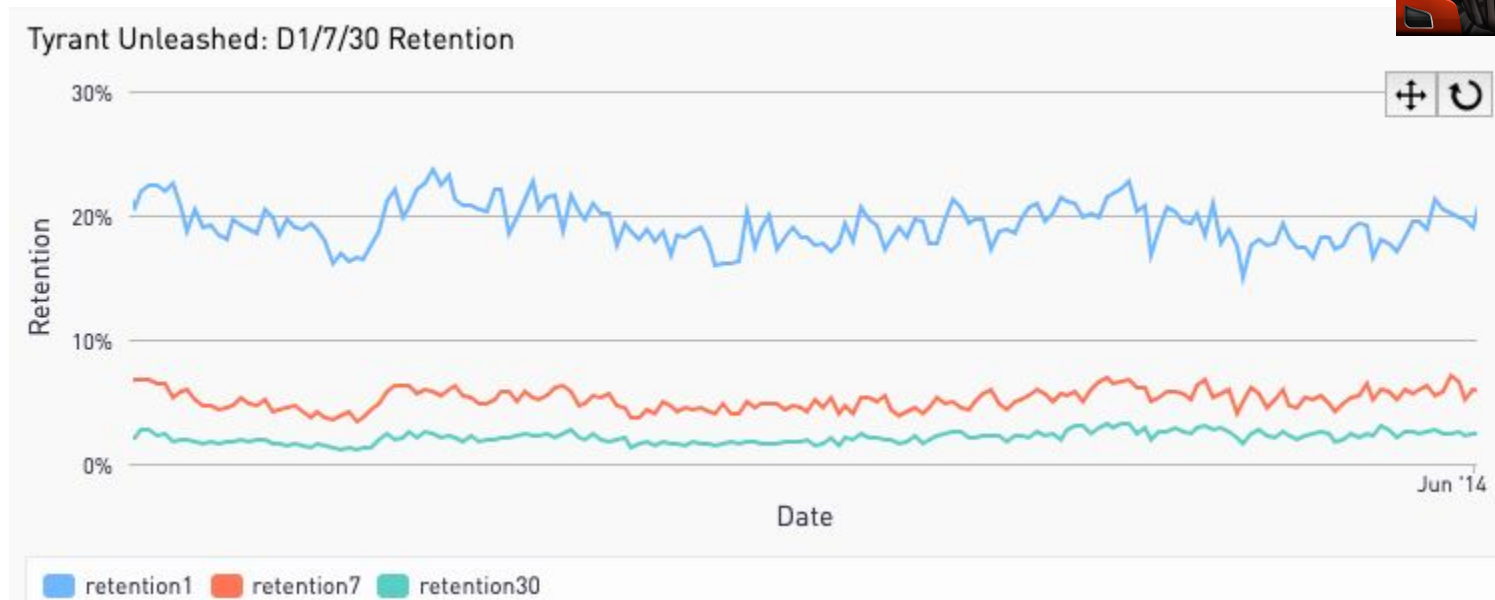
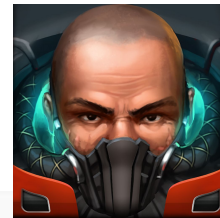
- First direct collaboration with longtime web developer, Synapse Games.
 - Started a tradition of cross-platform partnerships that continues to this day.
- Hardcore collectible card games using upgrades, fusion, and heavy competitive guild events.
- Surpassed lifetime web spend in just a few months on the game's predecessor.
 - First glimpse into the real potential of mobile for us.

More Specifically:

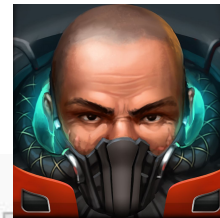
- Lifetime Value: Retention & Monetization
- User Acquisition
- Platform Promotion



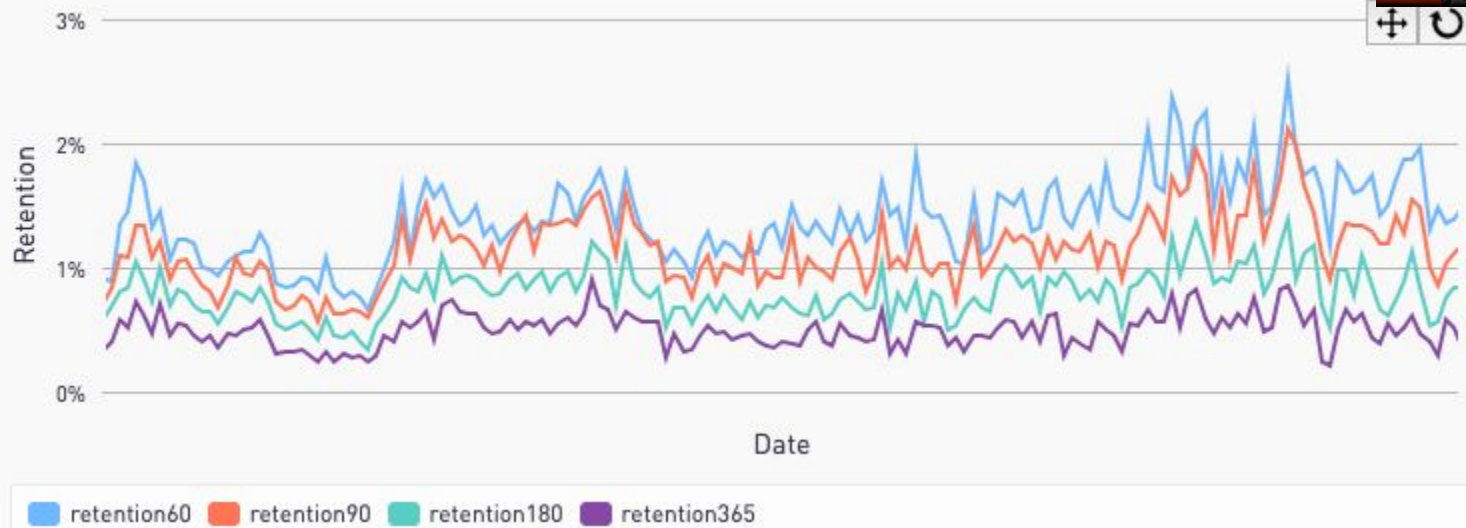
Early Retention



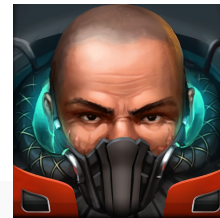
Late Retention



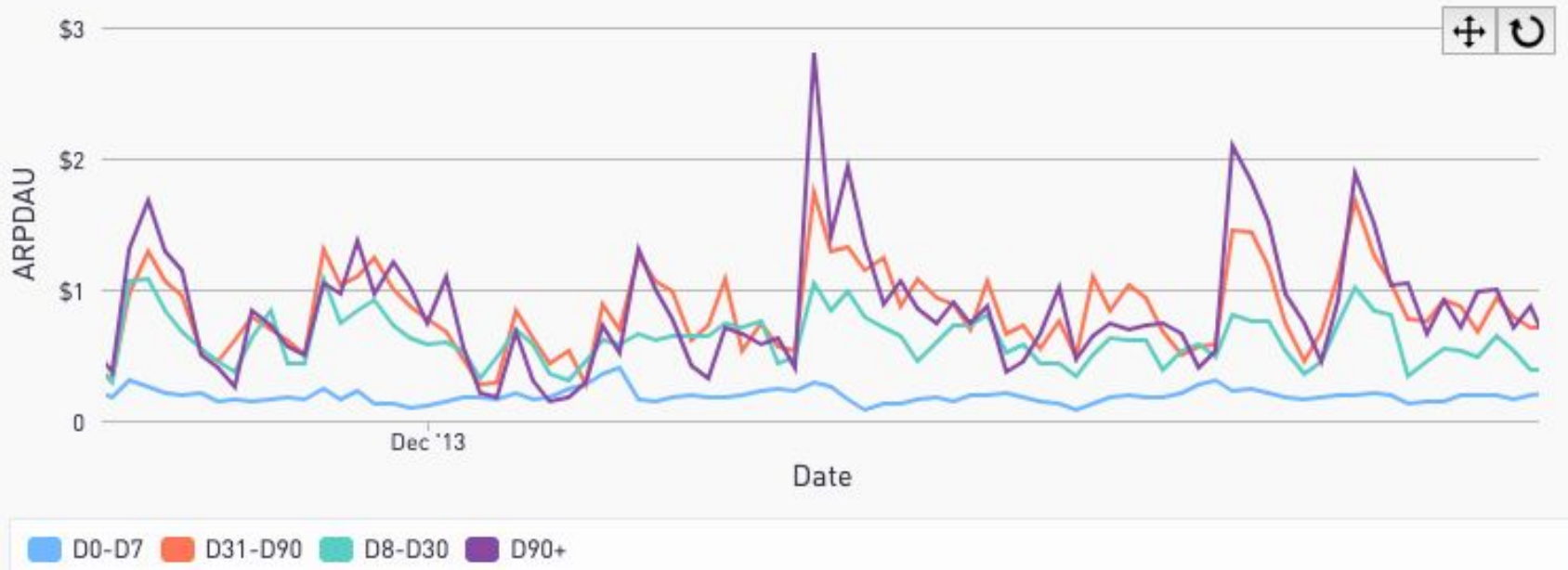
Tyrant Unleashed: D60/90/180/365 Retention



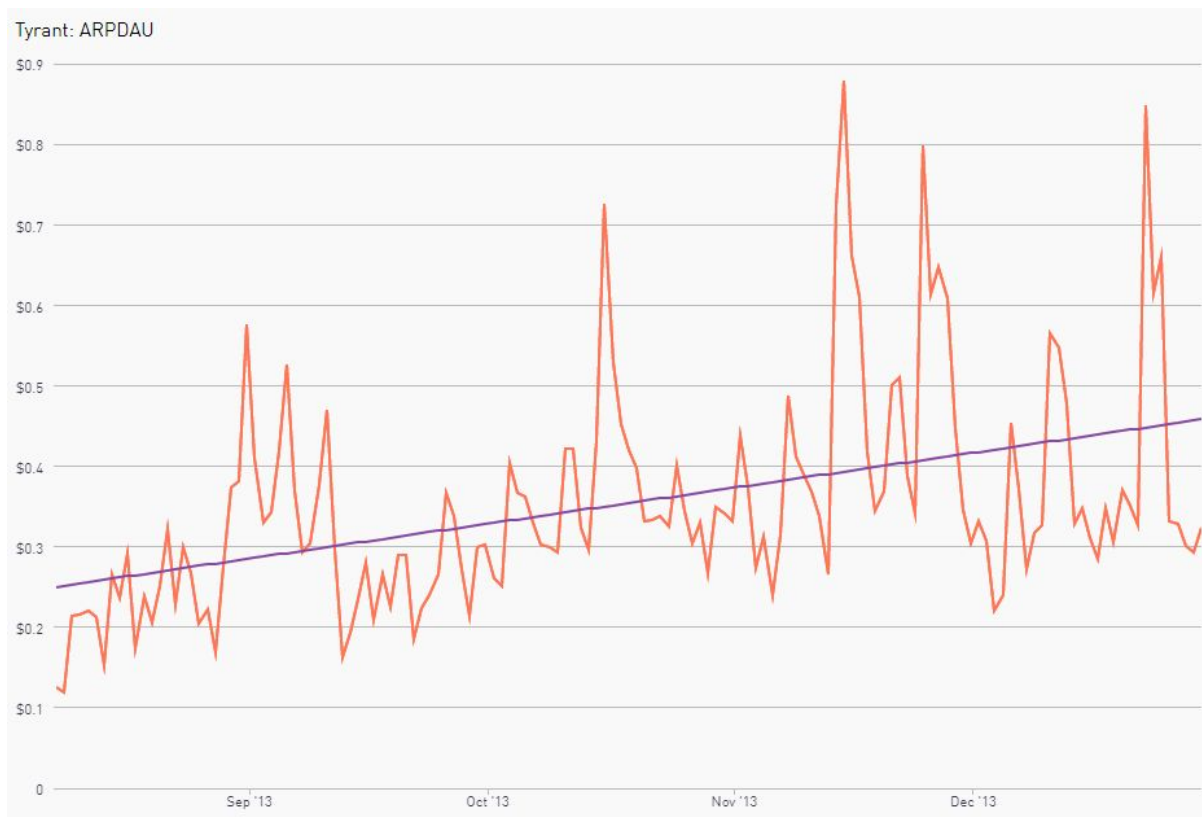
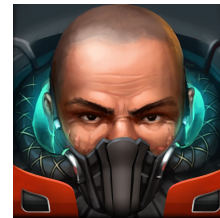
Monetization



Tyrant Unleashed: ARPDau Cohorts



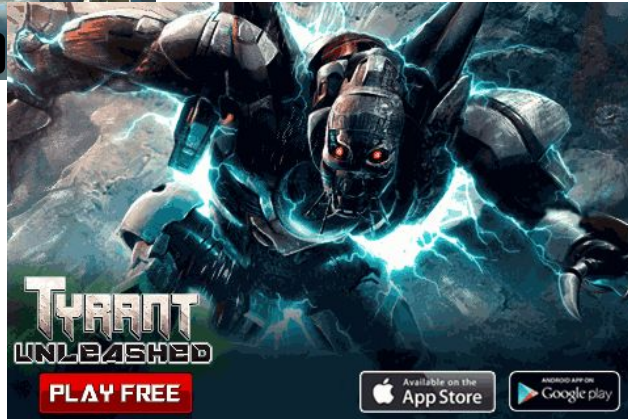
Monetization



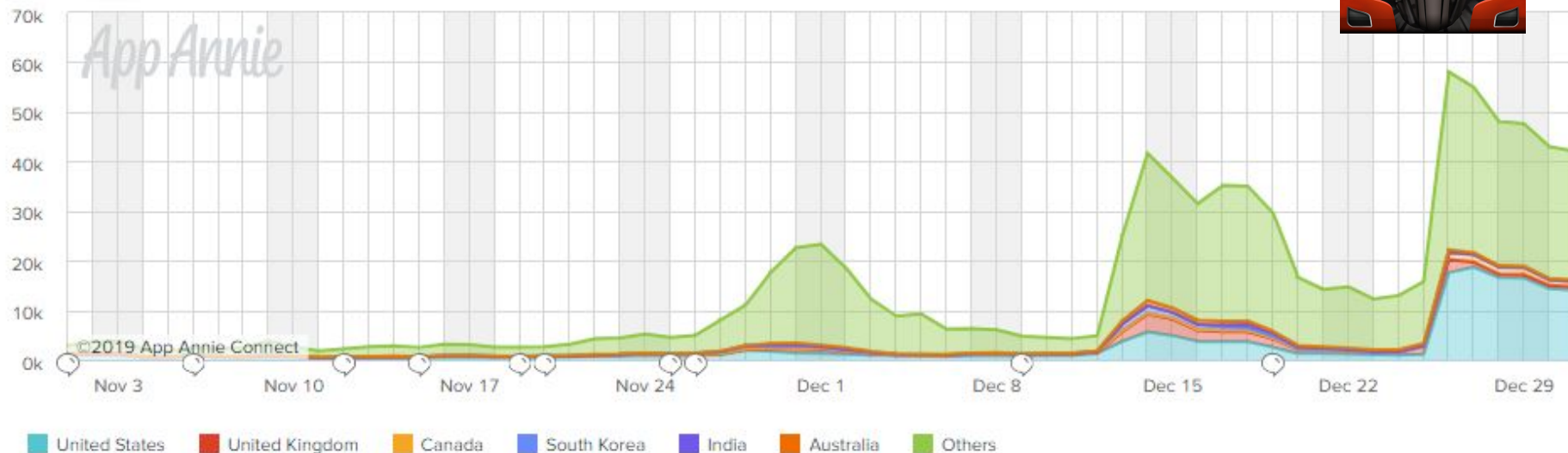
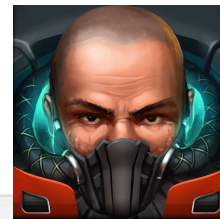
Marketing



CPIs: \$7 - \$9

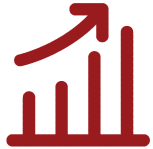


Platform Promotion





Platforms & Promotion



User Acquisition



Lifetime Value



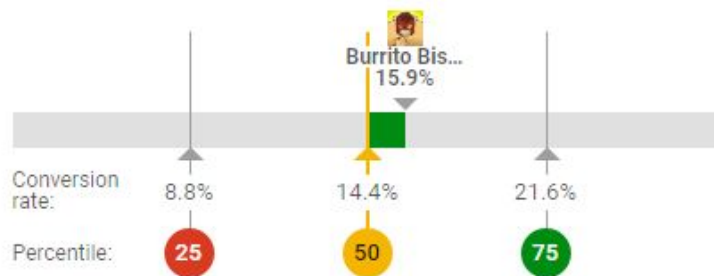
Platforms & Promotion

So...with platforms, what's in your control?



Perception of Your Game

- Rating
- Localization
- ASO
- App Analytics & Vitals
- Conversion Measurements
- AB Testing Assets
- Game Size

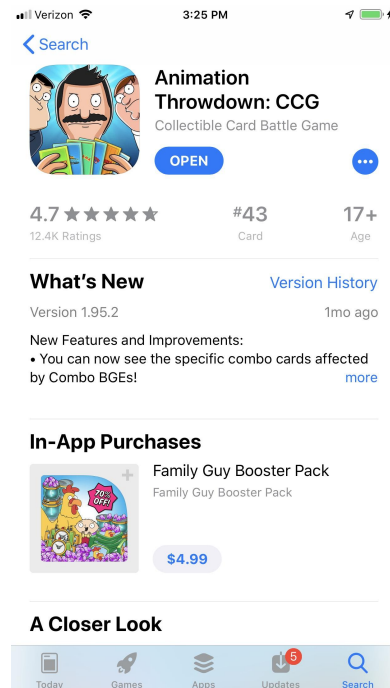


4.791
★★★★★

Variants		Audience ?	Installs (current) ?	Installs (scaled) ?	Performance ? 90% Confidence Interval
— Current Version	👁	25.0%	2,309	9,236	
— Bob Center	👁	25.0%	2,929	11,716	+23.1% +31.7%
— Peter Center	👁	25.0%	2,733	10,932	+12.8% +26.0%
— Logo	👁	25.0%	2,055	8,220	-14.7% -6.0%

Platform Feature Usage

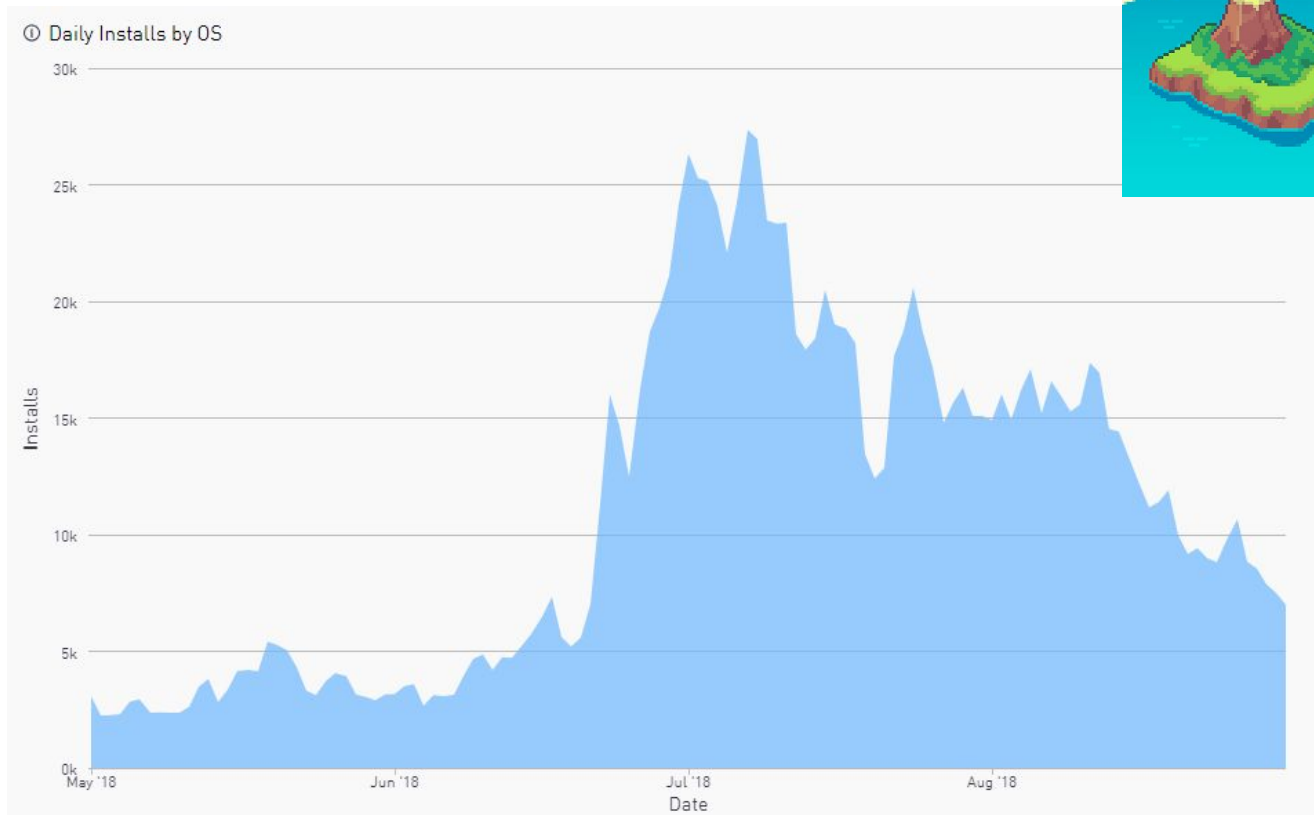
- Achievements
- Leaderboards
- Promoted In-App Purchases
- Instant Apps
- Subscriptions
- Notifications



What's out of your control?



Organic Changes



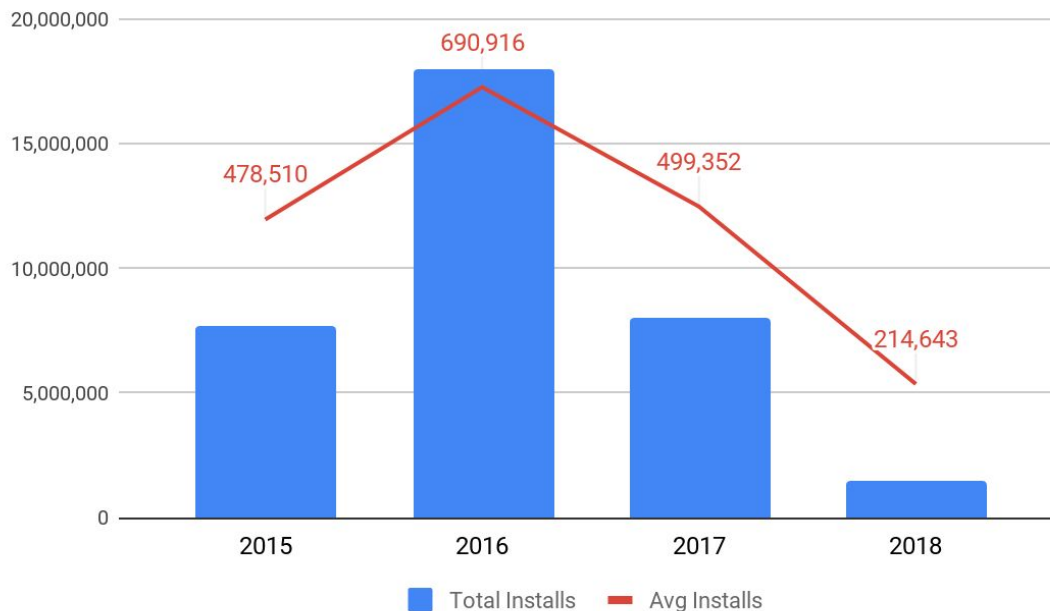
iOS 11's App Store Increases Downloads of Featured Apps up to 800%



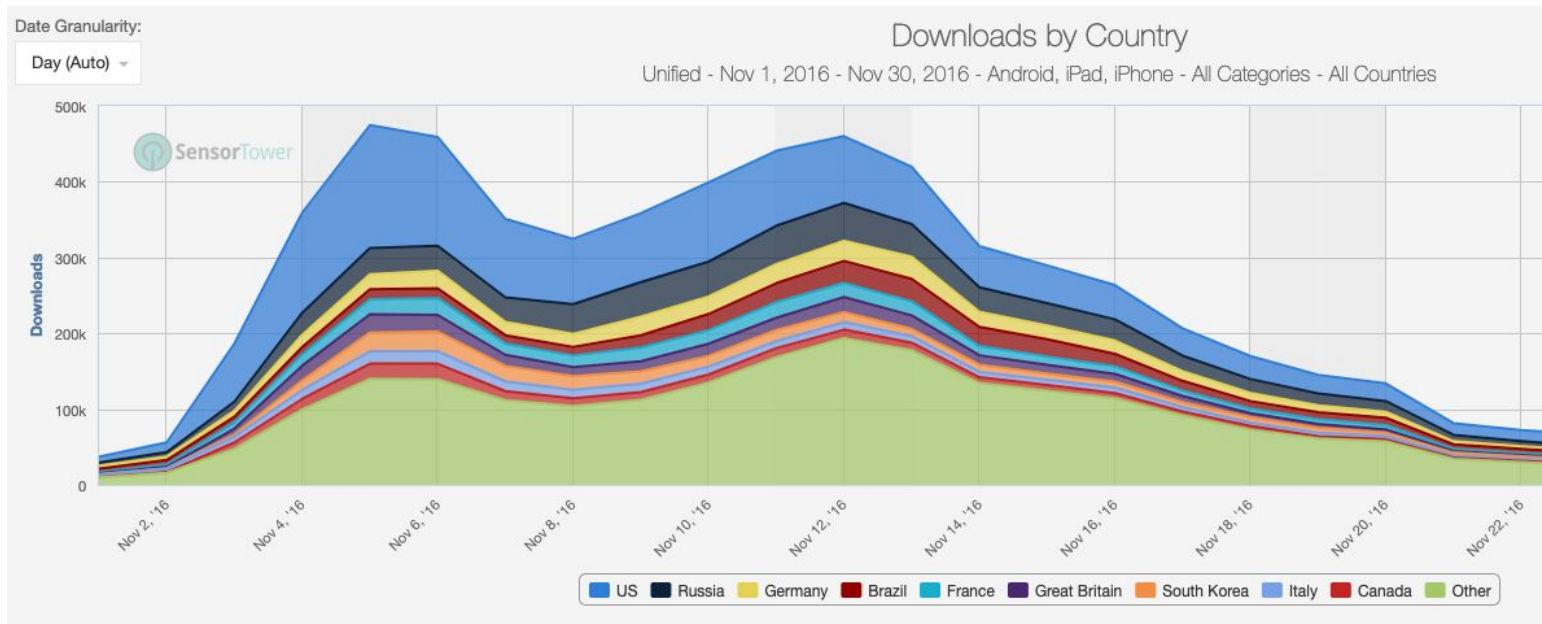
From Sensor Tower's Blog

App Store Feature Volume Changes

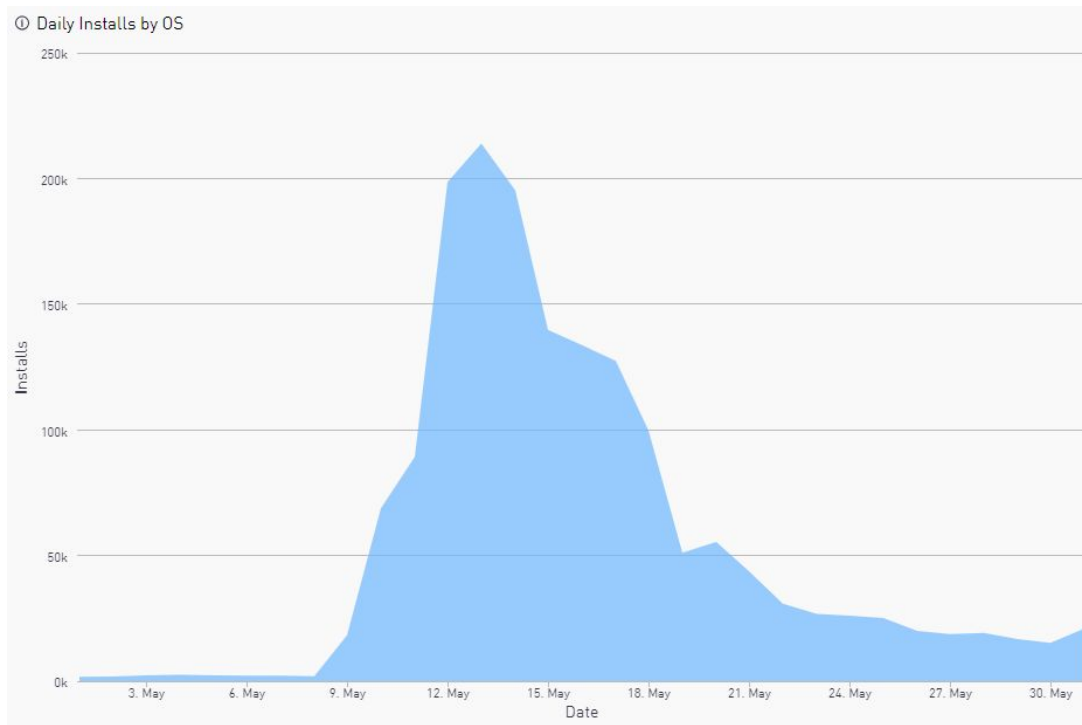
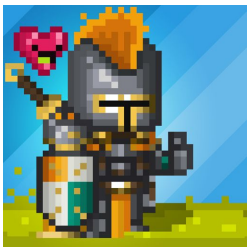
Launch Month Installs



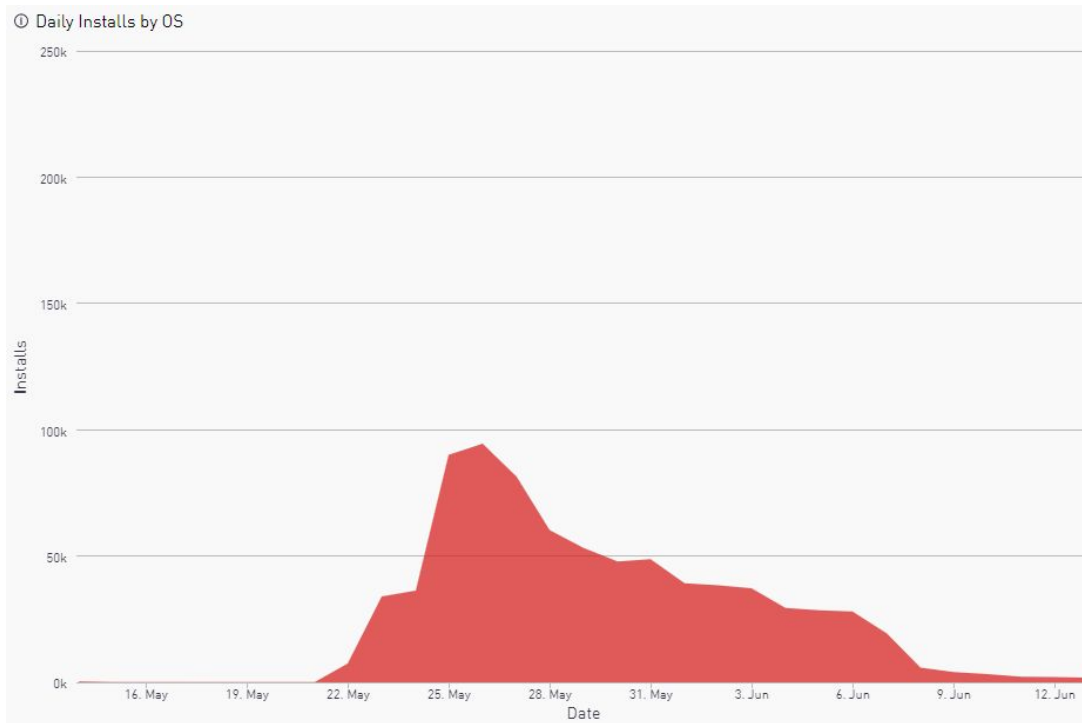
November 2016 Launch Features



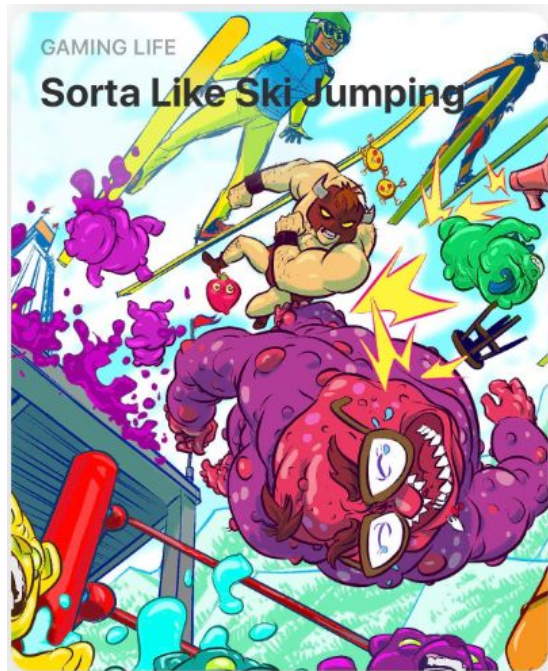
May 2017 Launch Feature



May 2018 Launch Feature



Recurring Promotion



THE DAILY LIST

Battle Through Dungeons



Dungeon Hunter Champions
Epic Online Action RPG

GET

In-App Purchases



Soda Dungeon
Casual, delicious RPG action

GET

In-App Purchases



Dungeon Boss
Action Strategy RPG

OPEN



Redungeon
A diverse dungeon crawler!

GET

In-App Purchases

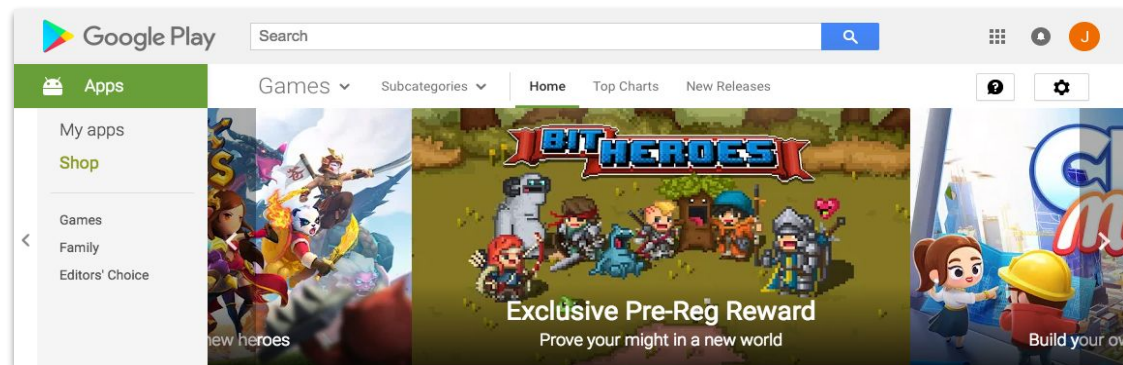


Bit Heroes
Old School Dungeon Crawler RPG

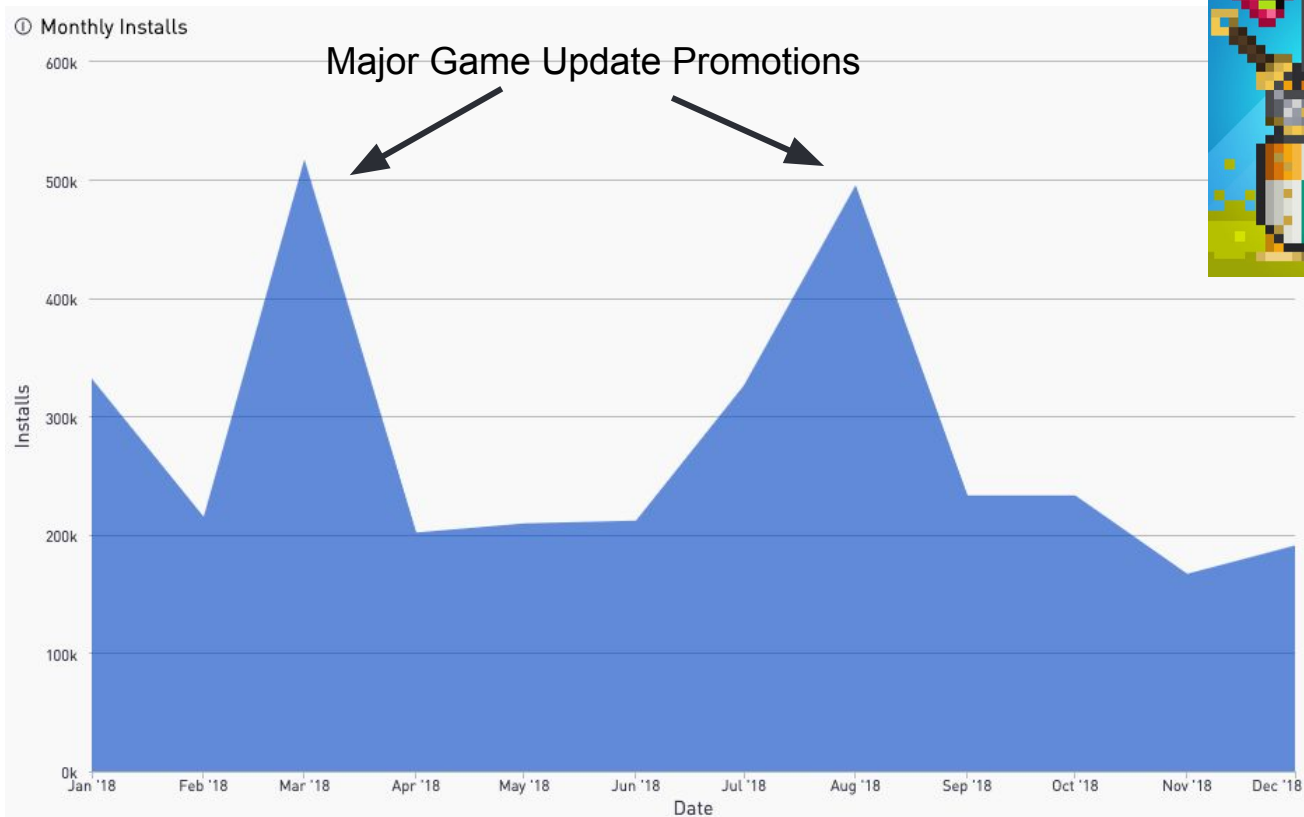
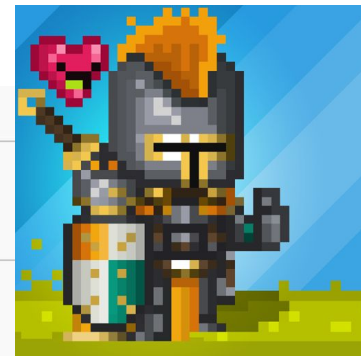
GET

In-App Purchases

OUR FAVORITES Card Battle Games



Platform Game Updates





Platforms & Promotion

In Control:

- Game Quality and Perception
- Platform Tool Usage
- Platform Optimization

Out of Control:

- Platform Store Visual Changes
- Platform Search Changes
- Promotion



User Acquisition

What's in your control?

LTV > CPI





Creative Creatives

Pocket Politics

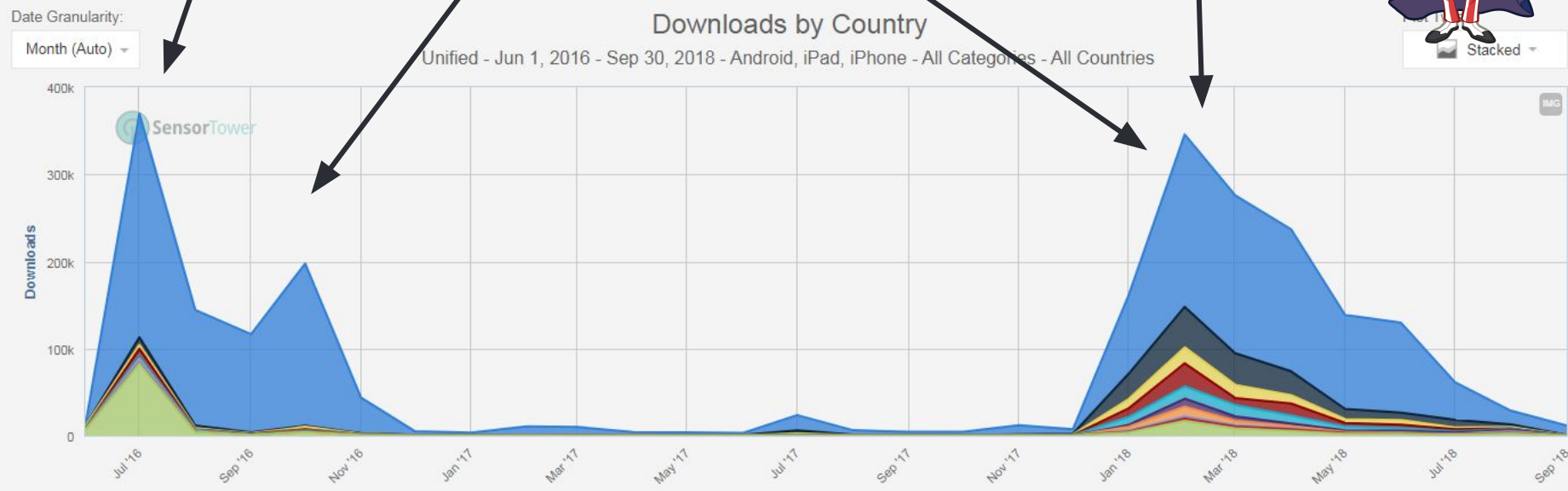


Burst Campaign

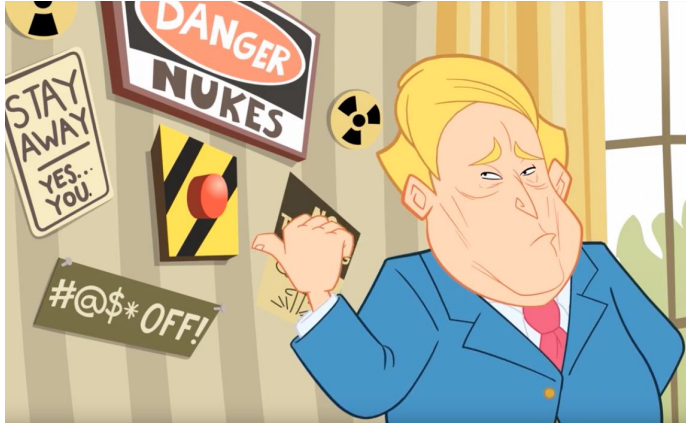
Marketing Test

Marketing Test 2

Sustained Marketing

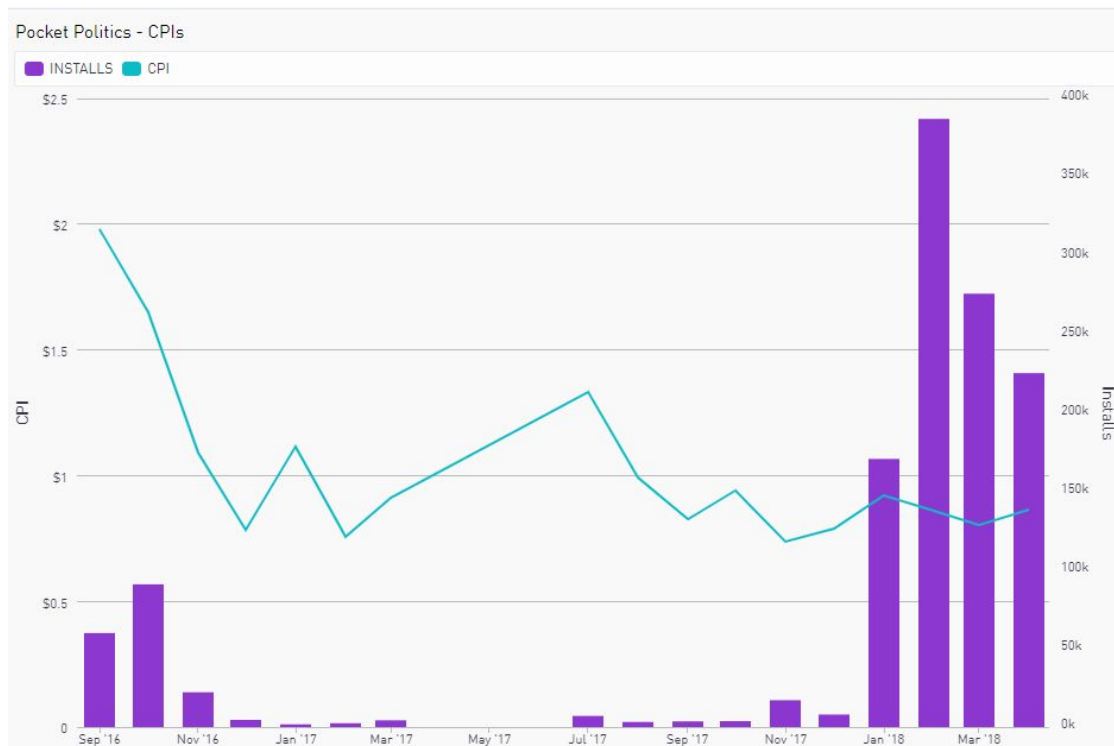


Marketing Creative





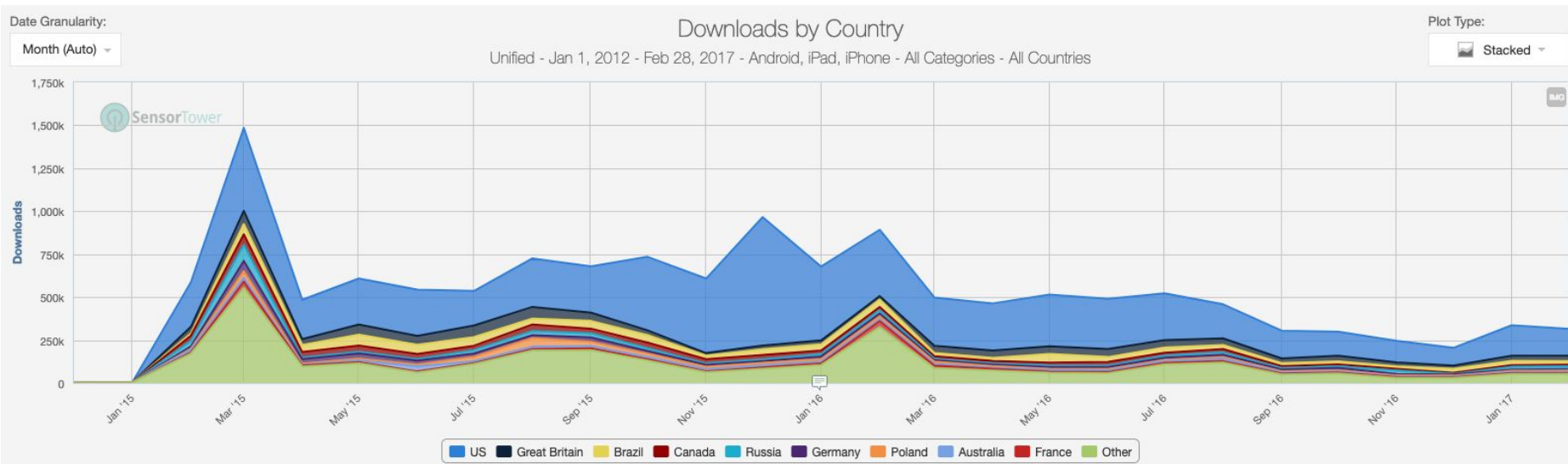
Pocket Politics



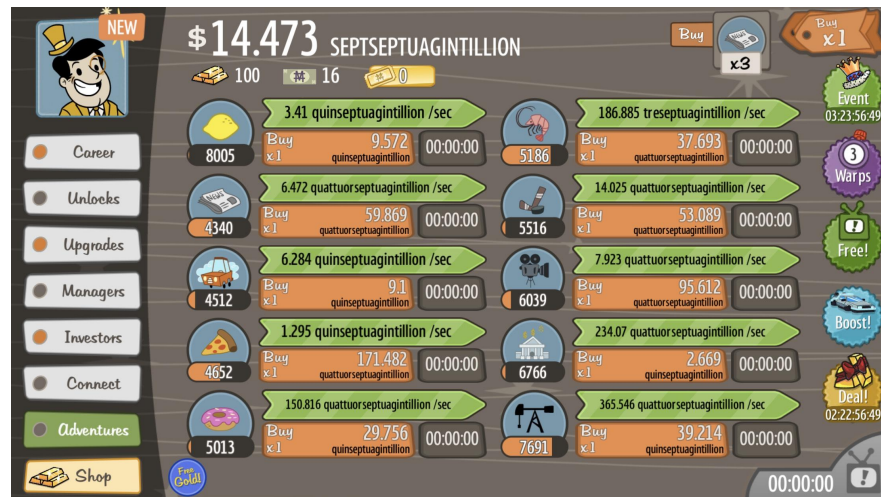
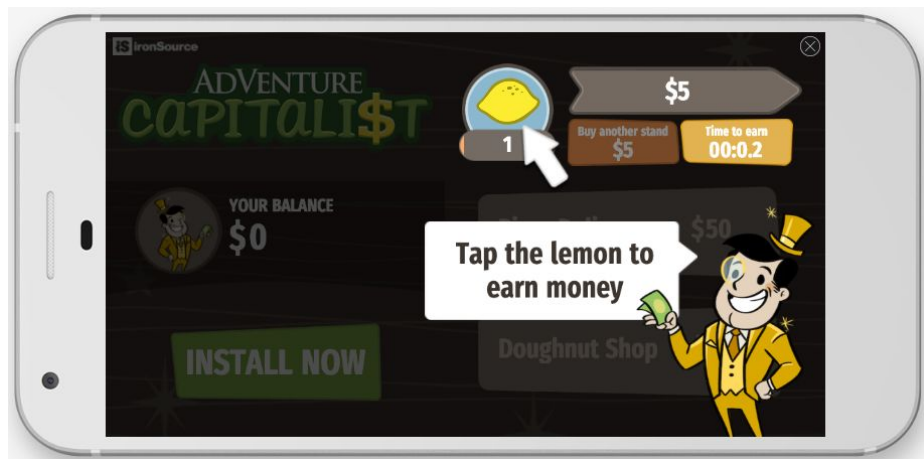
New Ad Technology



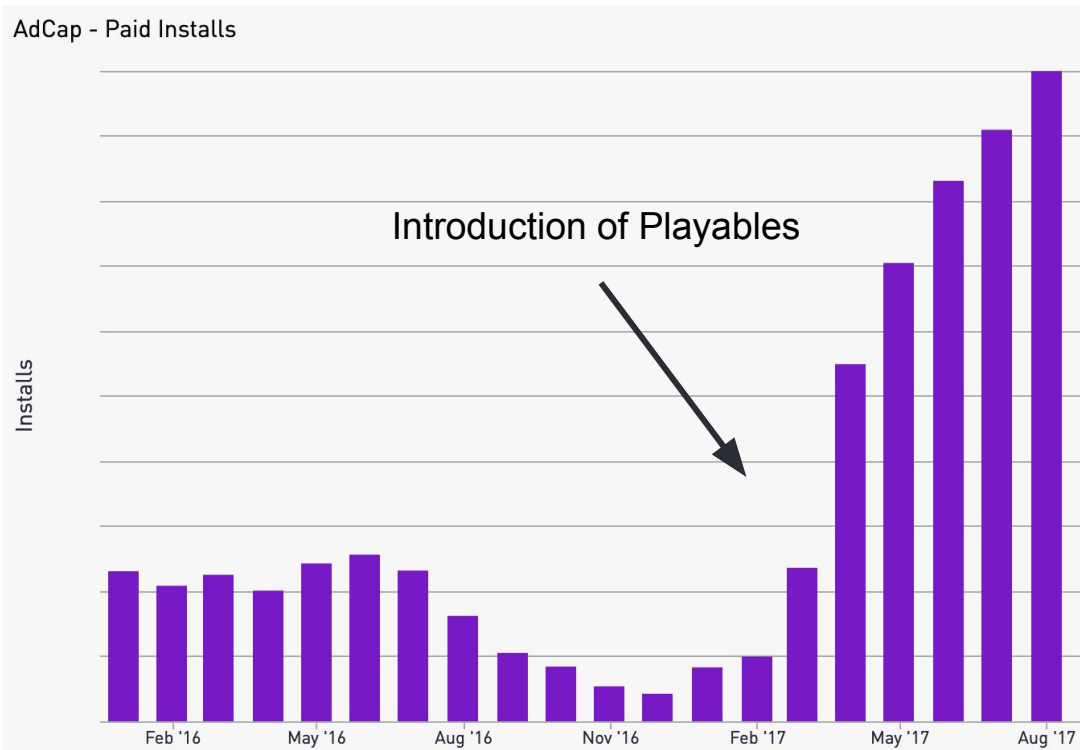
AdVenture Capitalist



AdVenture Capitalist



AdVenture Capitalist

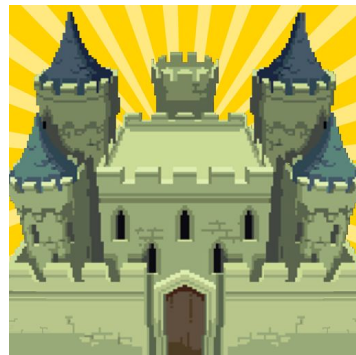
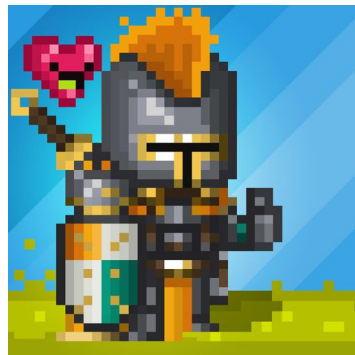




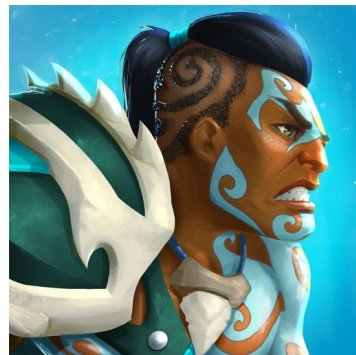
New Users on New Frontiers

Multiple Platforms

PC/Web to Mobile



Mobile to PC/Web

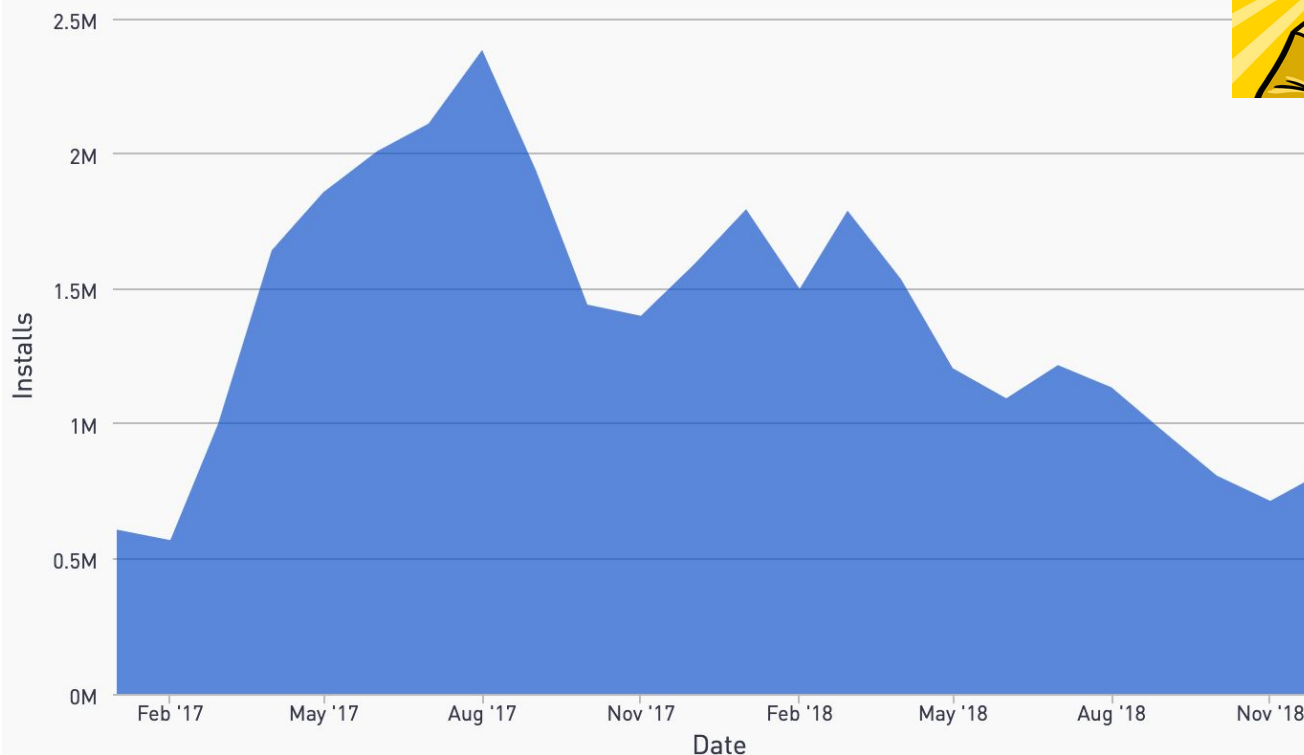


What's out of your control?

Ad Network Behavior



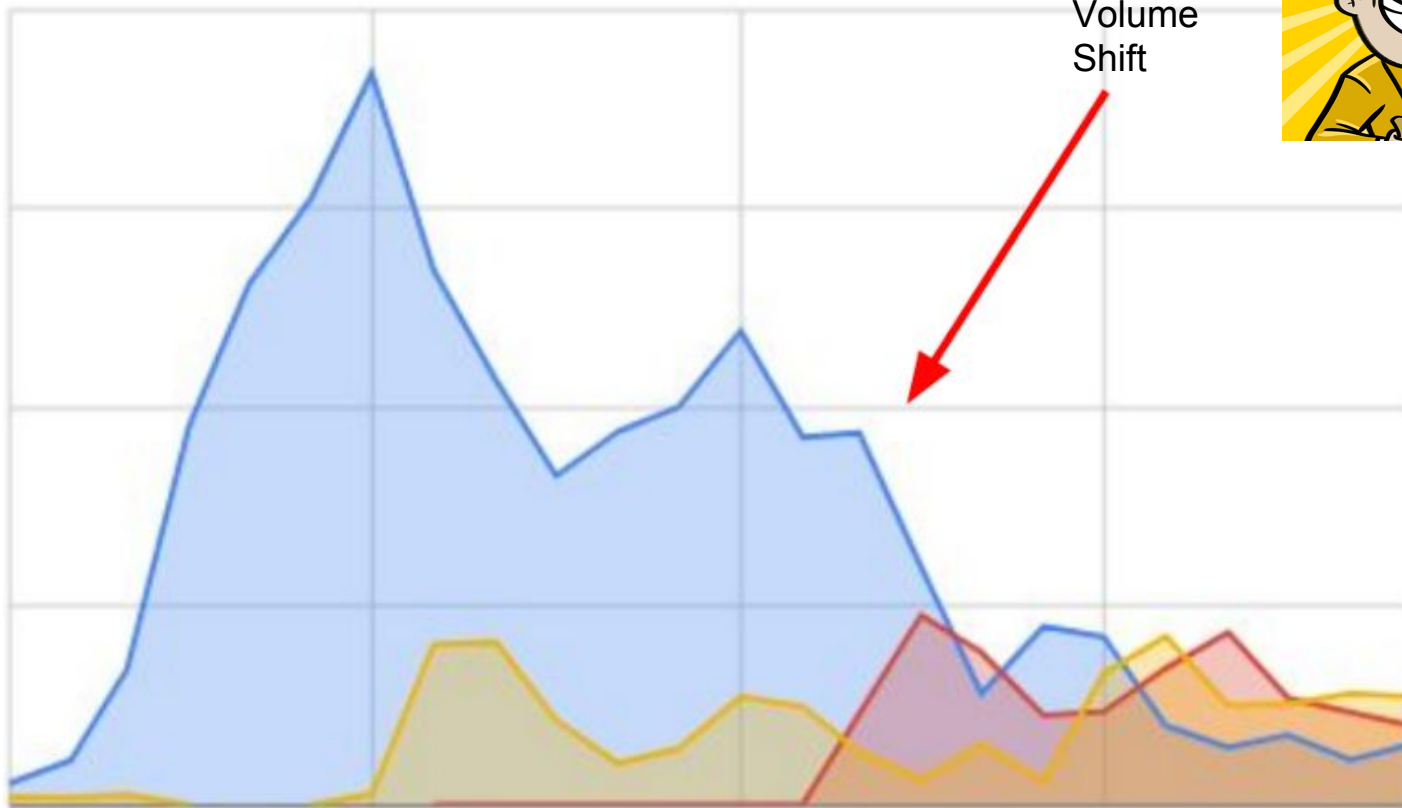
① Monthly Installs



Ad Network Behavior


















Sudden
Volume
Shift


















Rise of New Genre Volume














February 2017 (10%)

1	 Chameleon Run Noodlecake Studios
2	 8 Ball Pool™ Miniclip
3	 Paper.io Voodoo
4	 Word Cookies™ BitMango
5	 Roll the Ball® - slide puzzle BitMango
6	 Hill Climb Racing 2 Fingersoft
7	 Archery King Miniclip
8	 Solitaire- Zynga
9	 Spiral Ketchapp Studio
10	 Get Cash Outside ApPnOxIoUs
11	 Mobile Strike Epic War
12	 Temple Run 2 Imangi
13	 Super Mario Run Nintendo
14	 NBA LIVE Mobile Basketball Electronic Arts
15	 Bubble Witch 3 Saga King

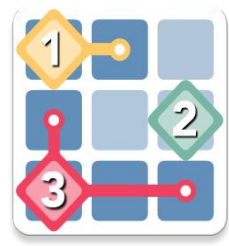
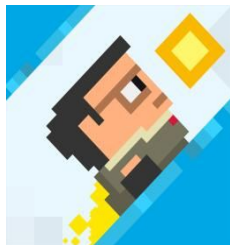
February 2018 (40%)

1	 Baseball Boy! Voodoo
2	 Knife Hit Ketchapp Studio
3	 Rules of Survival NetEase
4	 Splashy! Voodoo
5	 Twisty Road! Voodoo
6	 Mad Skills BMX 2 Turborilla
7	 FLO Game Rogue Games
8	 Snake VS Block Voodoo
9	 HQ - Trivia & Words Intermedia Labs
10	 Dune! Voodoo
11	 Run Sausage Run! TabTale
12	 Temple Run 2 Imangi
13	 Cash Show - Win Real Cash! Zenjoy
14	 Rolly Vortex Voodoo
15	 MARVEL Contest of Champions Kabam

February 2019 (60%)

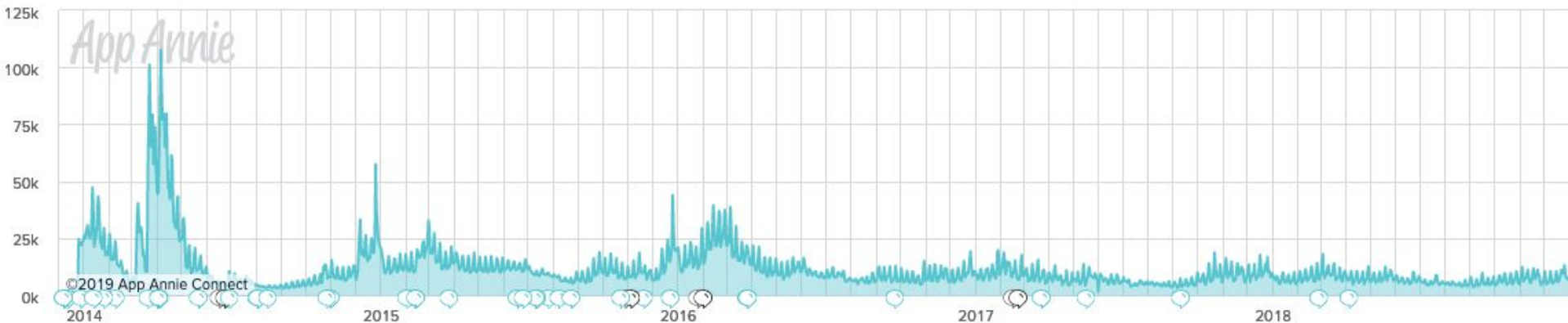
1	 Words Story - Addictive Word Game Worzzle
2	 Color Bump 3D Good Job Games
3	 Wordscapes PeopleFun
4	 Lucky Day - Win Real Money Lucky Day
5	 Tiles Hop: EDM Rush! Amanotes
6	 Drive and Park SayGames
7	 Paper.io 2 Voodoo
8	 Helix Jump Voodoo
9	 ROBLOX Roblox
10	 Stickman Hook Madbox
11	 Light-It Up TabTale
12	 Tomb of the Mask Playgendary
13	 Subway Surfers Kiloo
14	 Fire Balls 3D Voodoo
15	 Polysphere Playgendary

Early Hyper Casual

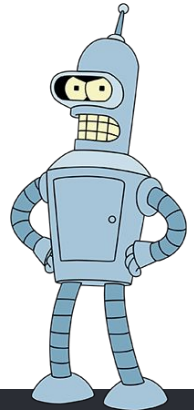


Run

- Pro Tip: Grab the single best ASO title a game could ever have in 2008.
- Over 20 million installs with no marketing.
- In-game ads work.



Attempts to Control the Uncontrollable



The Perils of Art Testing



Click Through Results

Source Totals	Impressions	Clicks	CTR
Cafe Town	41,614	813	1.95%
Castaway Cove	53,929	1,157	2.15%
Payday Cafe	31,736	546	1.72%
Eon Island	42,042	755	1.80%
Relic Raiders	47,079	966	2.05%



Live Results



Source	Impressions	Clicks	CTR	Conversion
Castaway Cove Art Test Round 1	53,929	1,157	2.15%	n/a
Castaway Cove Art Test Round 2	40,450	1,068	2.64%	n/a
Castaway Cove Art Test Round 3	175,762	3,323	1.89%	n/a
Castaway Cove Test Markets	3,912,062	43,765	1.11%	22.39%

← Target = 30%



What do you do if you can't directly control CPI?

Evolution of Accessibility



CPI: High



CPI: Medium



CPI: Low

IP as a Multiplier





User Acquisition

In Control:

- **Ad Creative**
- **Ad Technology**
- **Ad Network Distribution**
- **Platforms**
- **IP Usage**

Out of Control:

- **CPI**
- **Ad Network Shifts**
- **New Genre Volume**



Lifetime Value

LTV +

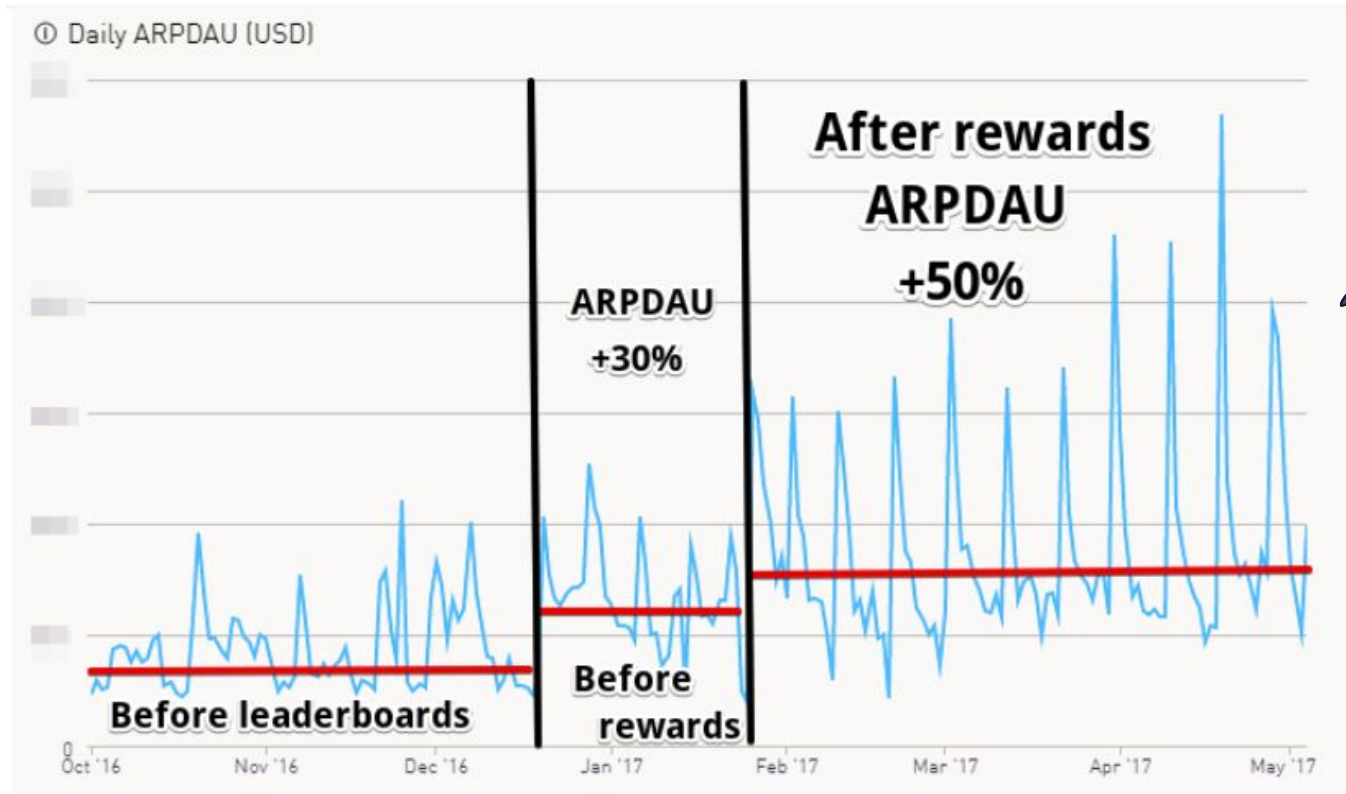
- Live Events & Competition
- Store Planning
- Add Ads

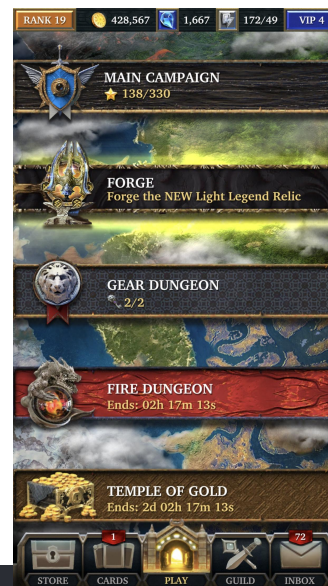


Add Live Events & Competition



In -Game Events

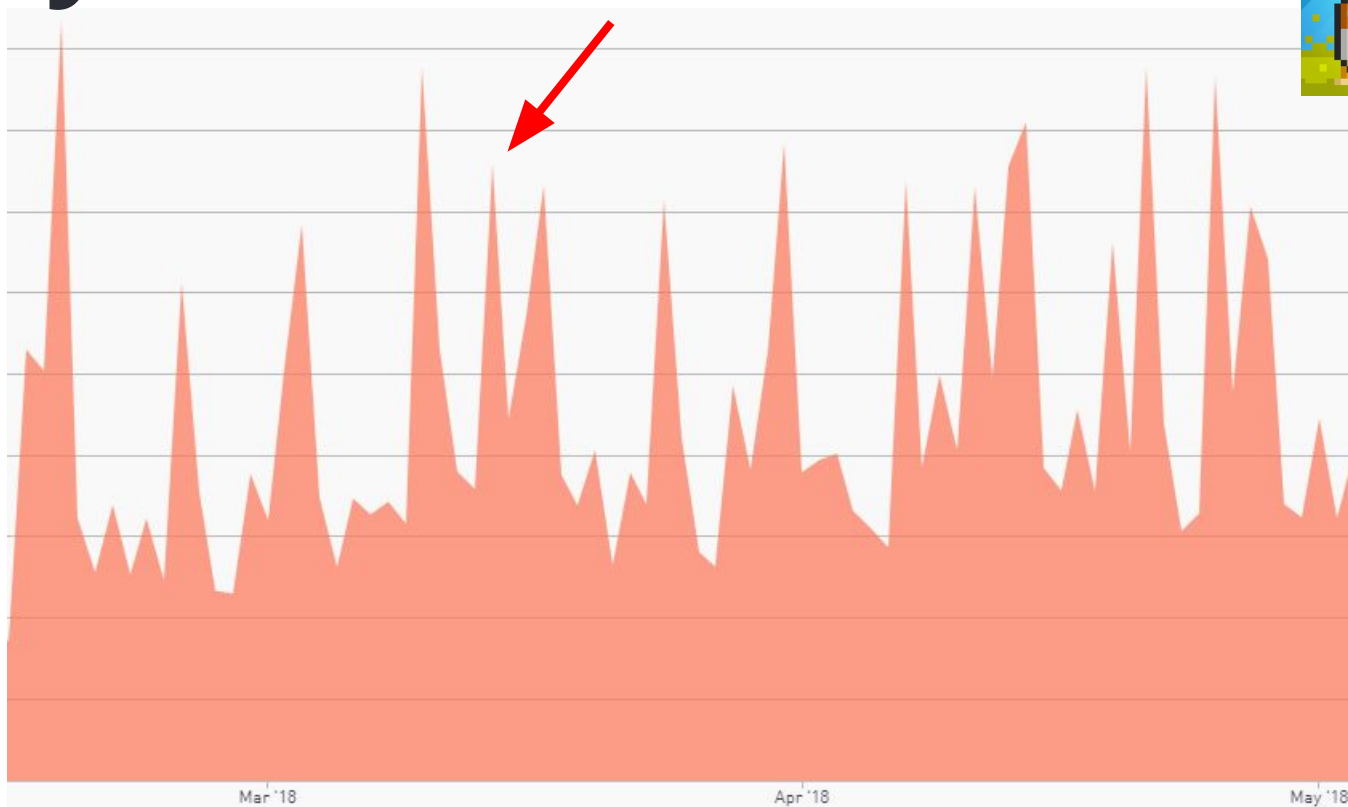






Improve Your Shop Planning

Daily Revenue Cadence



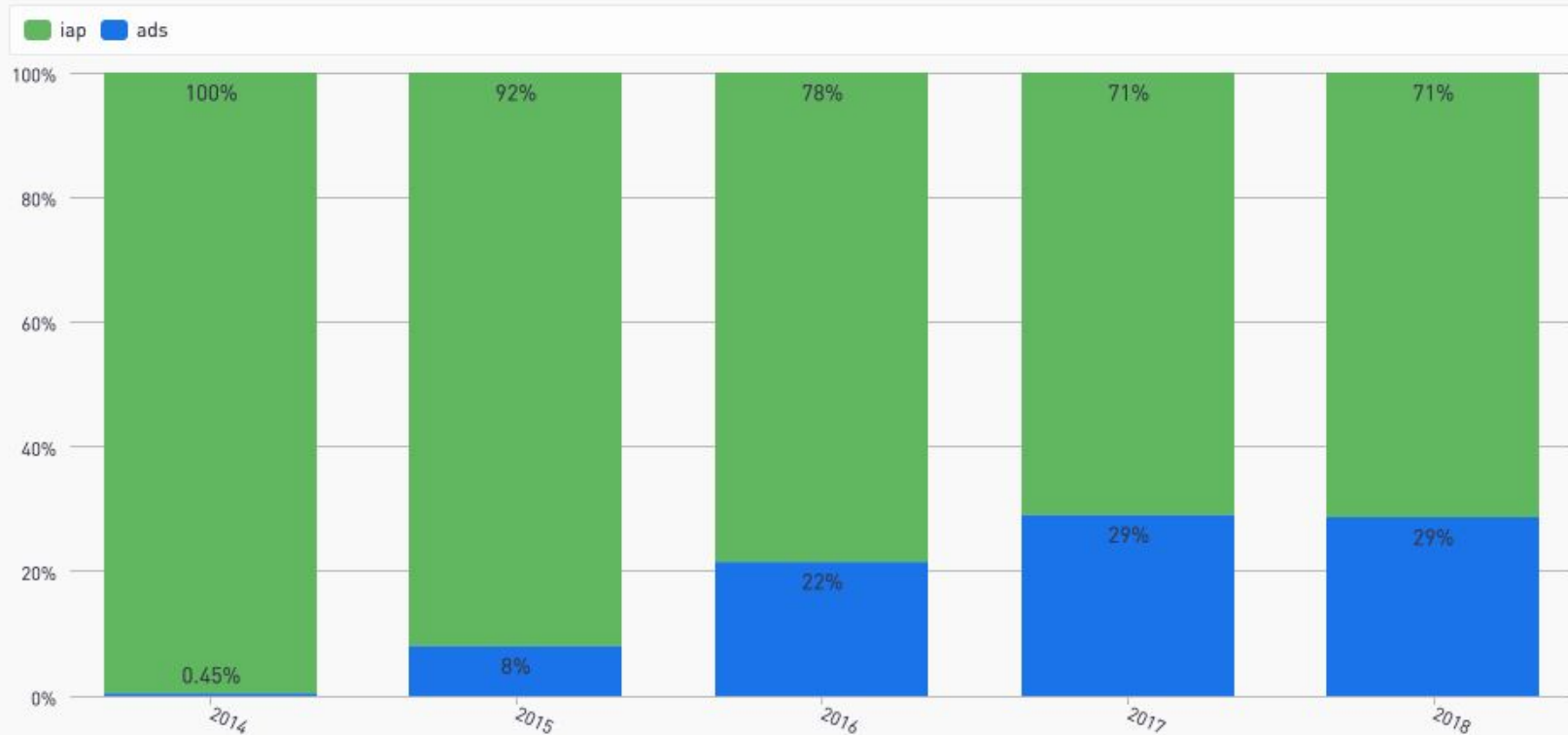


Add Ads



Ad Revenue by the Year

Revenue by Year



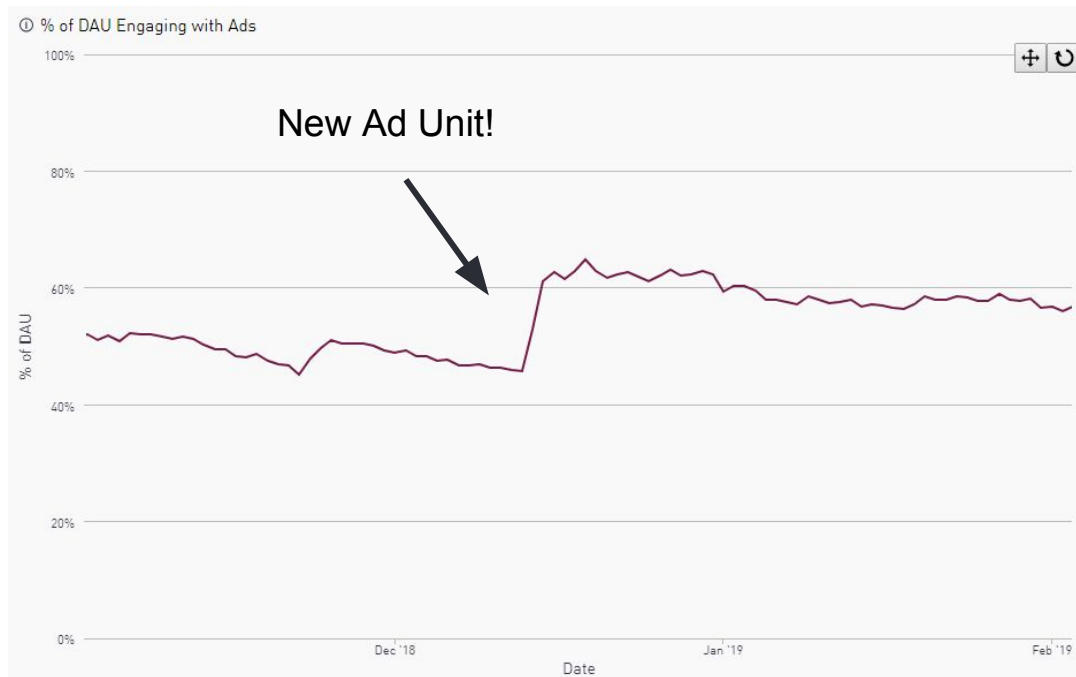
Ad Revenue

In Control:

- % of Daily Users Watching Ads
- # of Ads Watched Per User



Improve Your Ads



Ad Revenue

Out of Control:

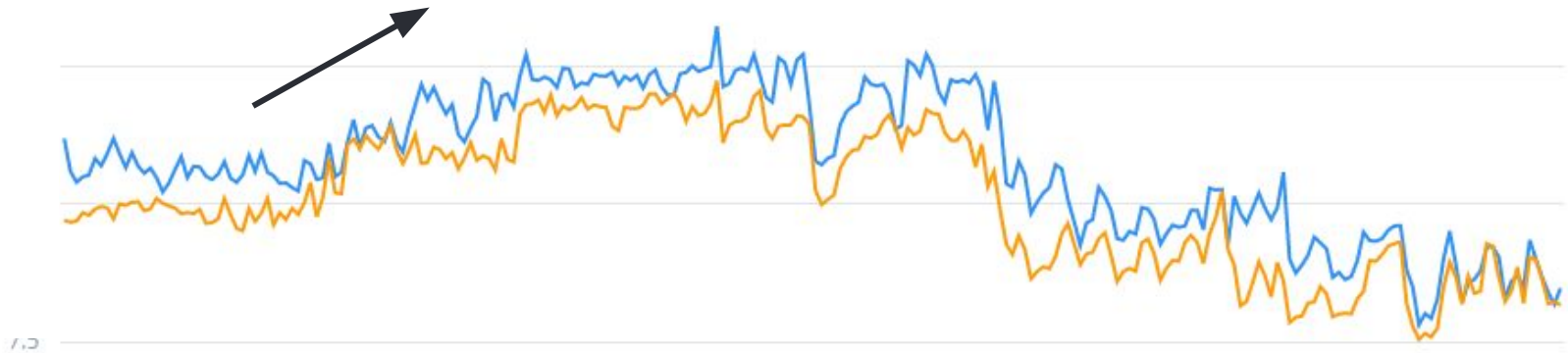
- Traffic Quality (Who's Buying)
- Payout Amounts



eCPM

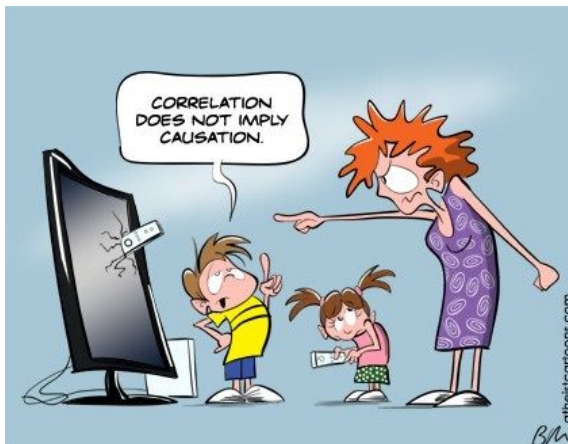


eCPM



Offer Walls

- We examined Offer Wall engagement across 5 of our titles (3 idle, 2 midcore).
 - **3-6%** of players use Offer Walls.
 - Those users are **10-14x more likely** to make an IAP transaction.
 - Non-buyers who use the offerwall have **comparable retention** levels to buyers who don't use the offerwall.
 - In the midcore titles, all buyers who use the offerwall have significantly more purchases per player.



LTV Control





Takeaways

Platform & Promotion

- Game Quality and Perception
- Platform Tool Usage
- Platform Optimization

User Acquisition

- Creatives
- Adoption of Tech
- Platforms
- IP

Lifetime Value

- Ads
- Strong Live Servicing

In Control



Takeaways

Platform & Promotion:

- Platform Store Visual Changes
- Platform Search Changes
- Platform Promotion

User Acquisition:

- CPI
- Network Shifts
- Rise of New Genre Volume & Competition

Lifetime Value:

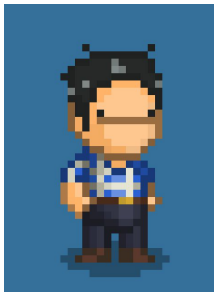
- You have the most control here! Limited by time and money.

**Out of
Control**

Address everything you can control,
so you're most prepared to handle
the things you can't.



Thank You!



@peykemans

We're Hiring!

kongregate.com/jobs

- Product Specialist, Idle
- Product Specialist, Midcore

Two More Kongregate Talks:

Common Pitfalls in F2P Development and How to Avoid Them

Mael Novat, Senior Producer

Thursday 10am, Room 2002, West Hall

Nature vs. Nurture: Unpacking Player Spending in F2P Games

Tammy Levy, VP of Insights

Thursday 11:30am, Room 3005, West Hall