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# Angry Birds 2: Top 3 mistakes

Måns Wide  
Director of Monetization & Design - Rovio

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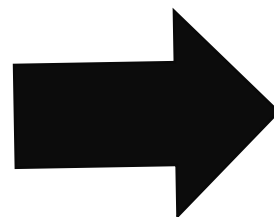
# ANGRY BIRDS<sup>TM</sup> 2



**“THE GUY WHO RUINED ANGRY BIRDS!”**



**2009**  
*0.99\$*



**2015**  
*FREE!*



# TOP 3 MISTAKES

- **OVERFEEDING THE GOLDFISH**
- **HELICOPTER PARENTING**
- **ALL WORK AND NO FUN!**

# **MISTAKE 1:** **OVERFEEDING THE GOLDFISH**

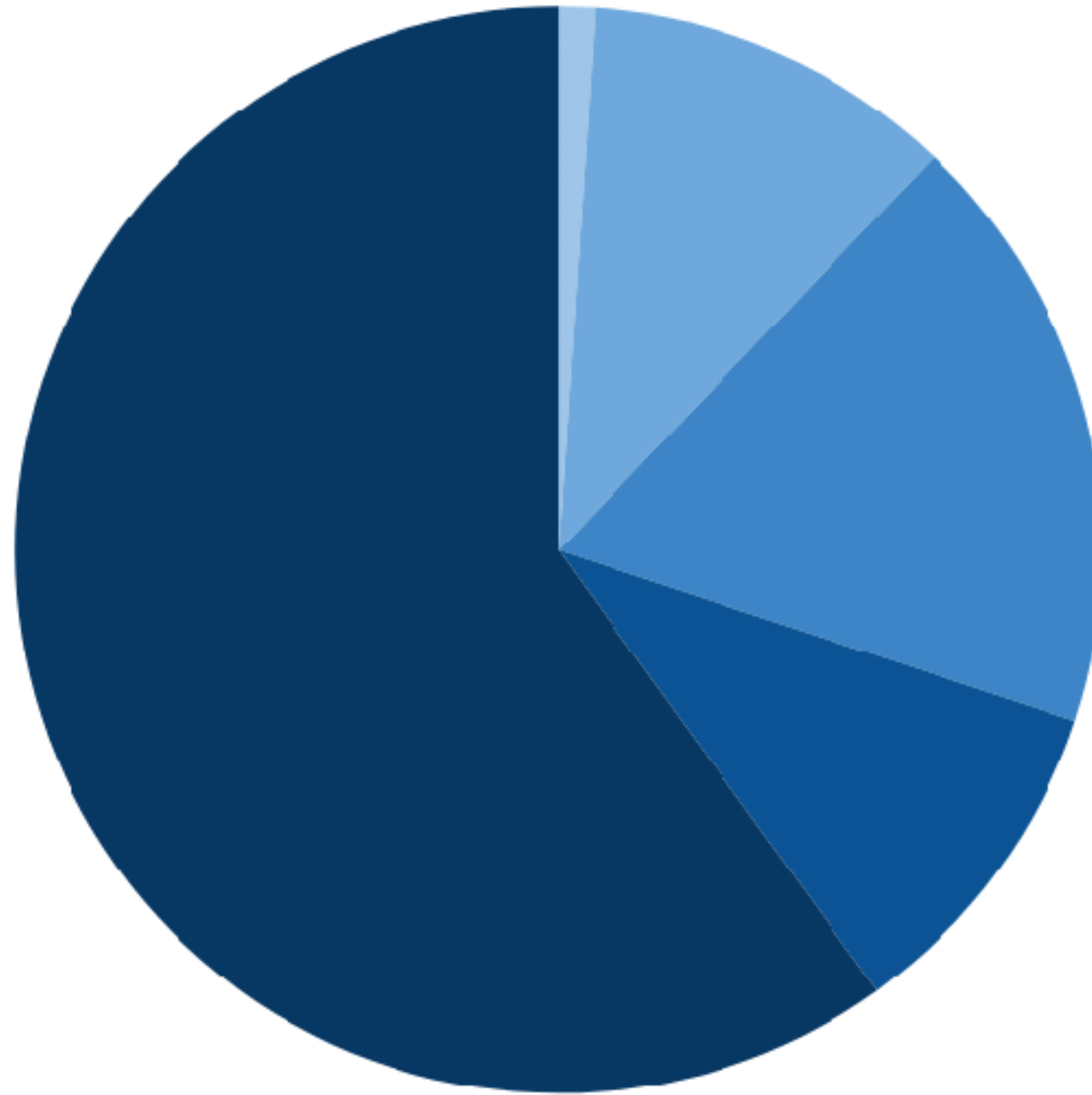




# TOTAL REVENUE



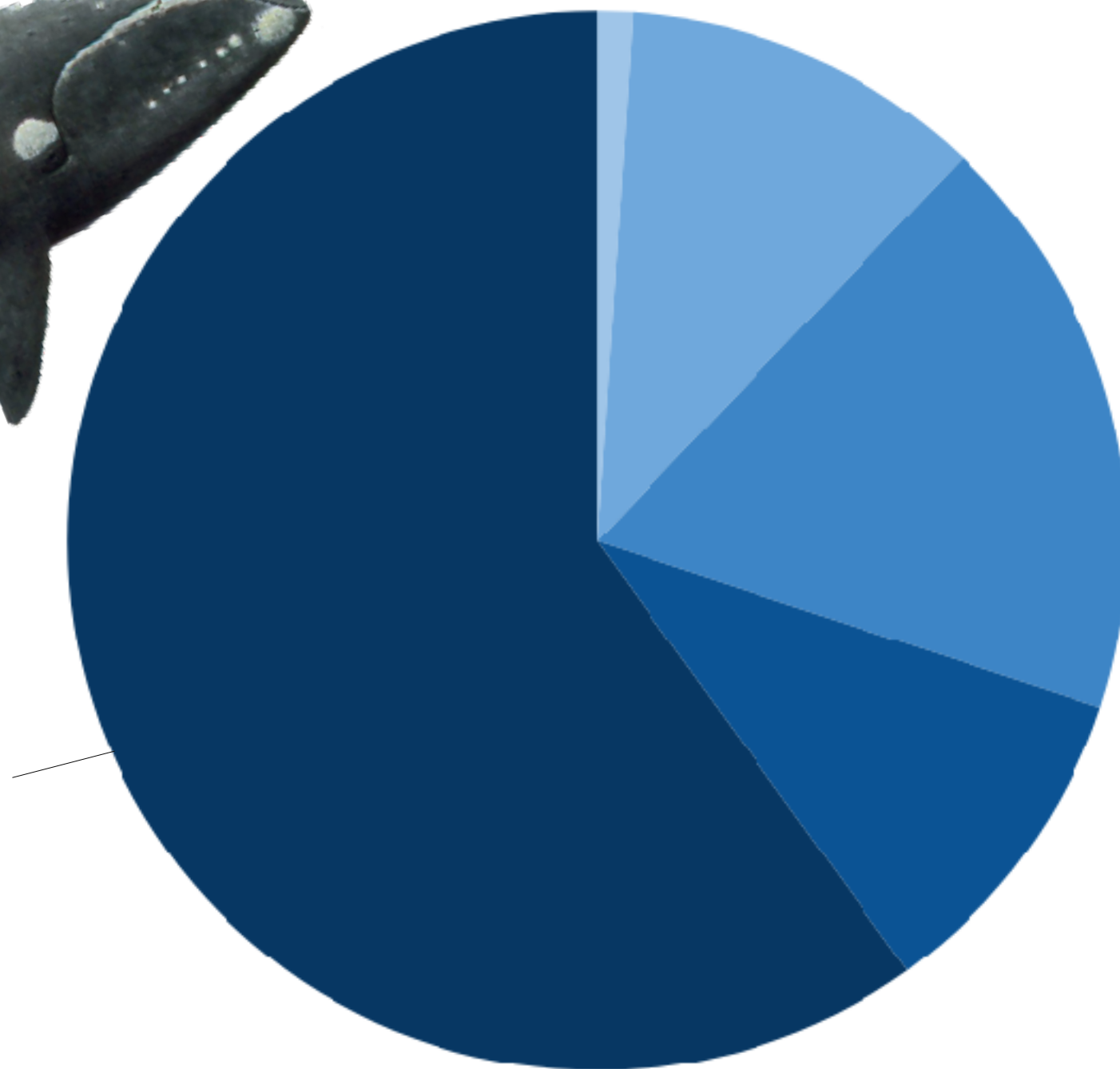
# TOTAL REVENUE BY SPEND TIER





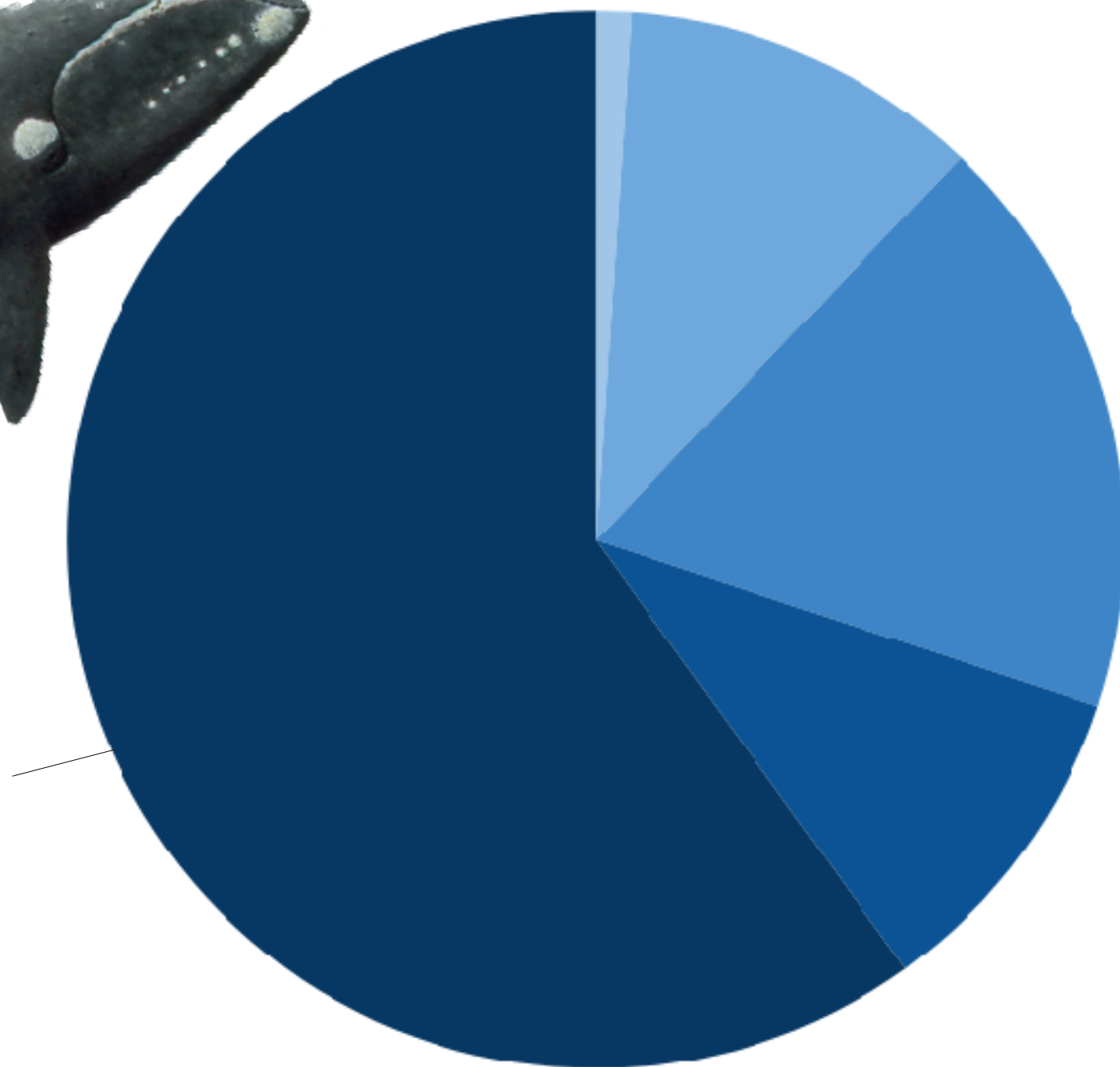


**\$1000+**





**\$1000+**

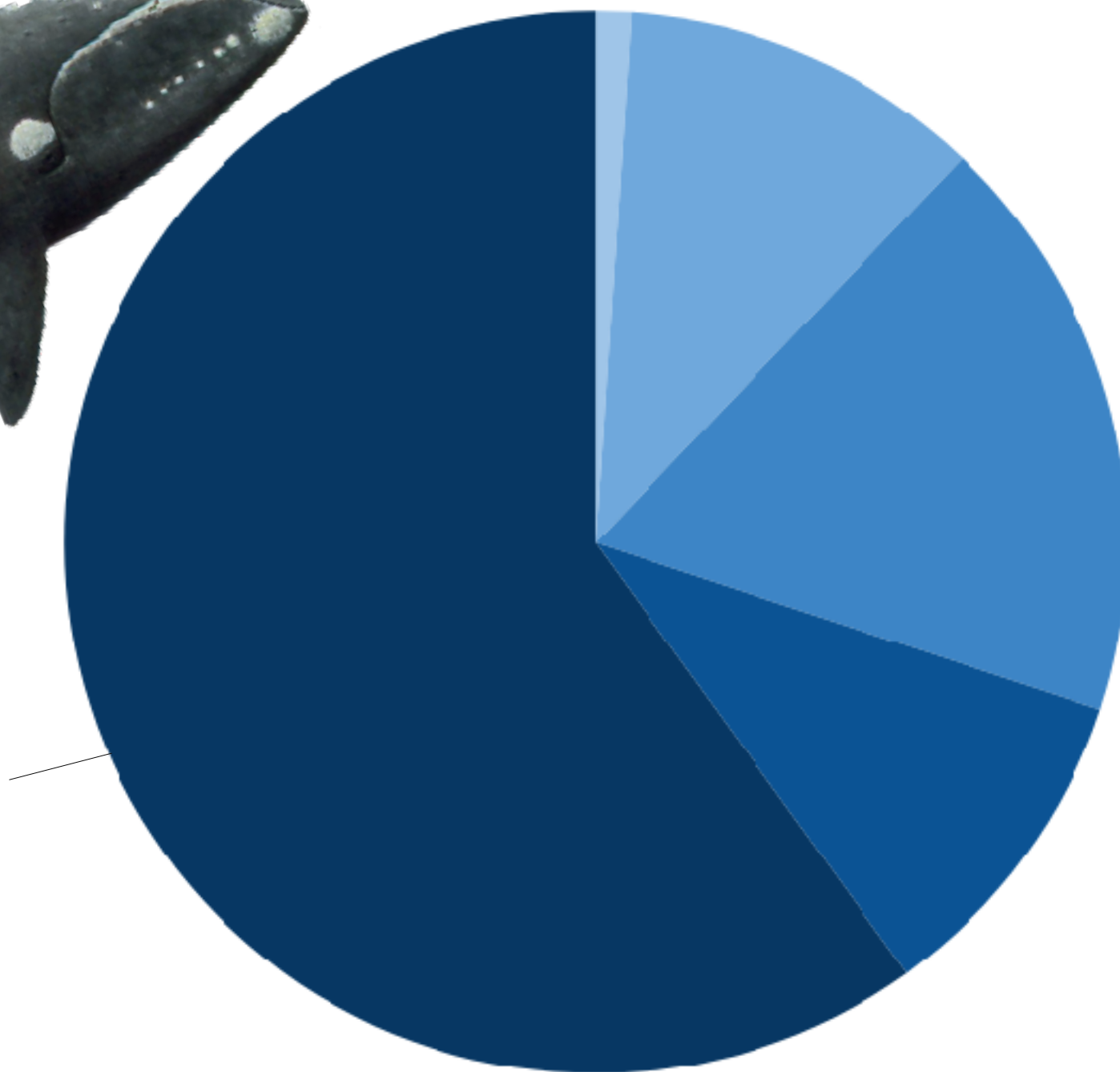


**\$500+**





**\$1000+**



**\$100+**

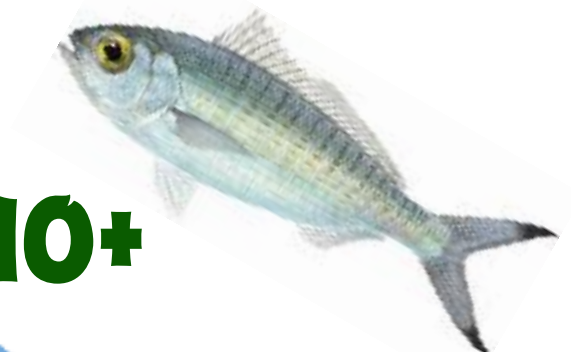


**\$500+**



**\$1000+**

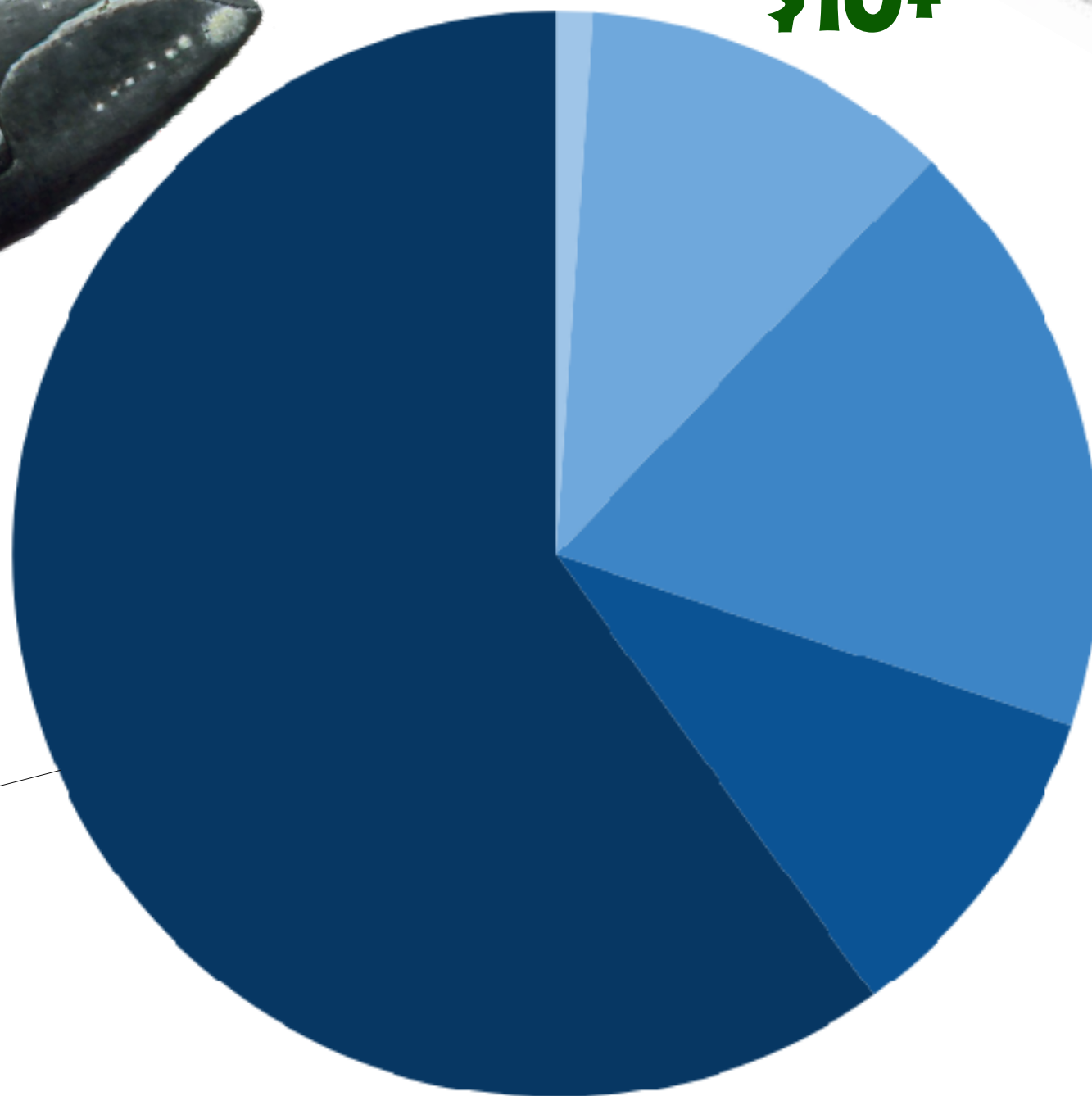
**\$10+**



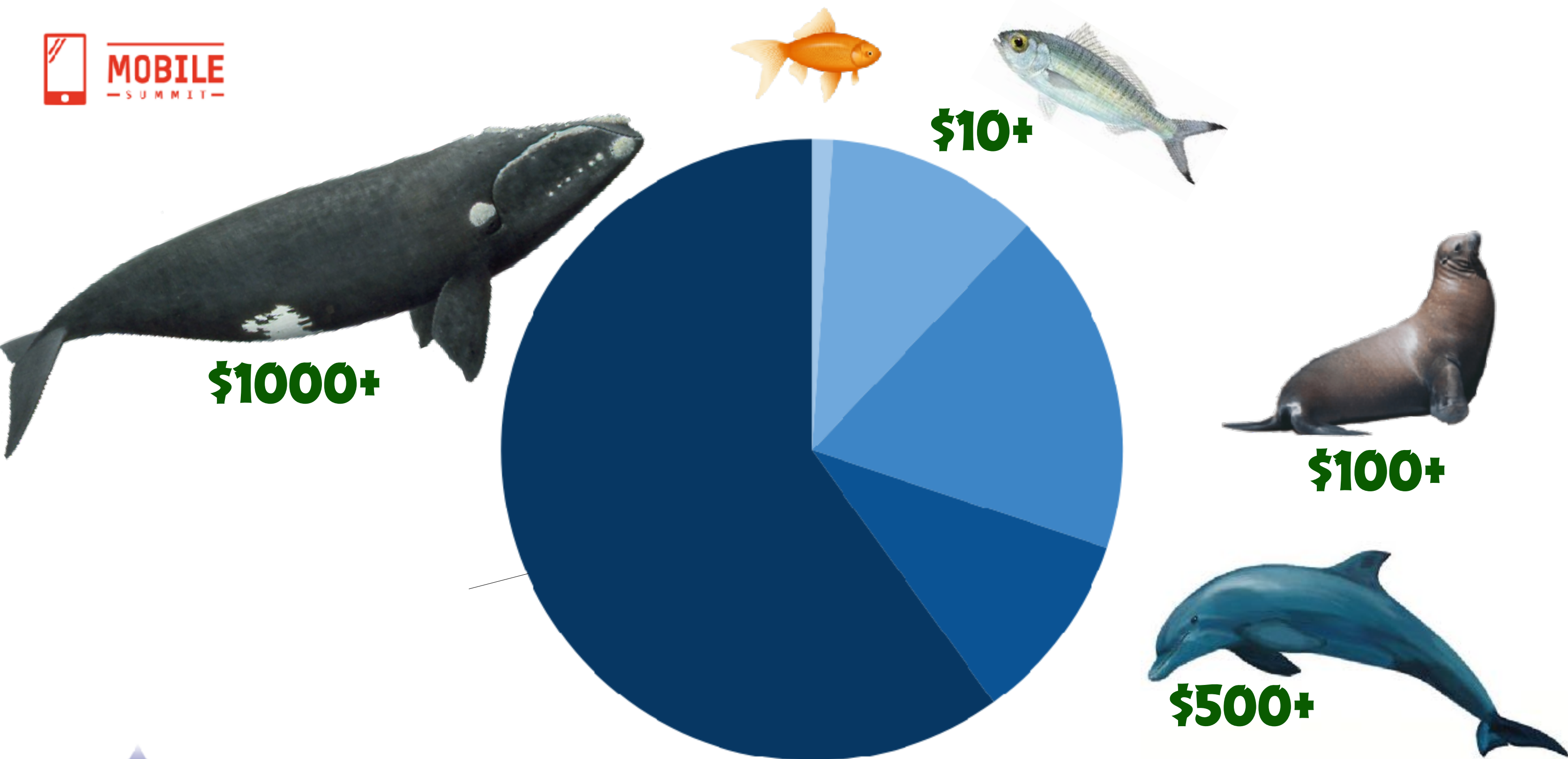
**\$100+**



**\$500+**

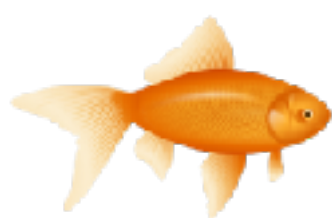




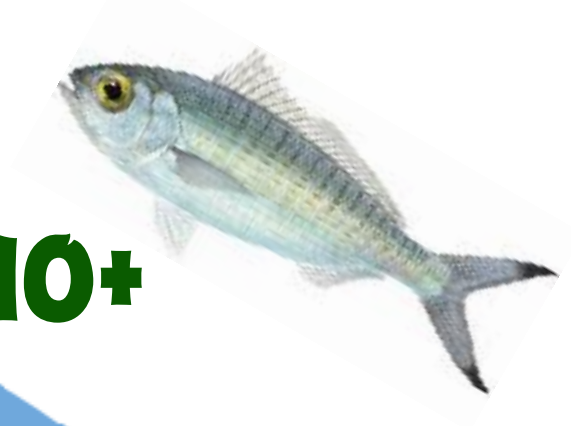




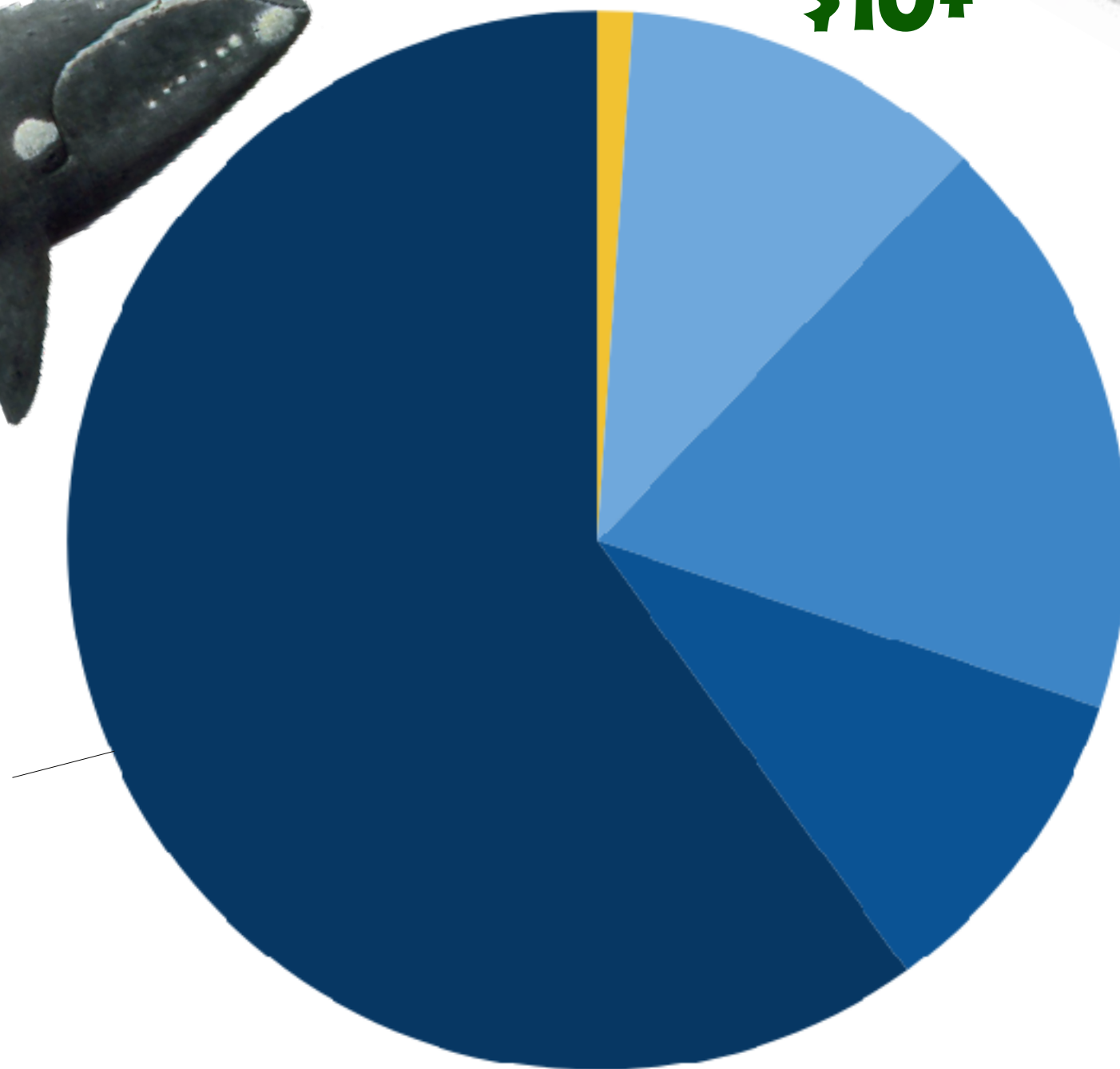
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**\$10+**



**\$1000+**



**\$100+**



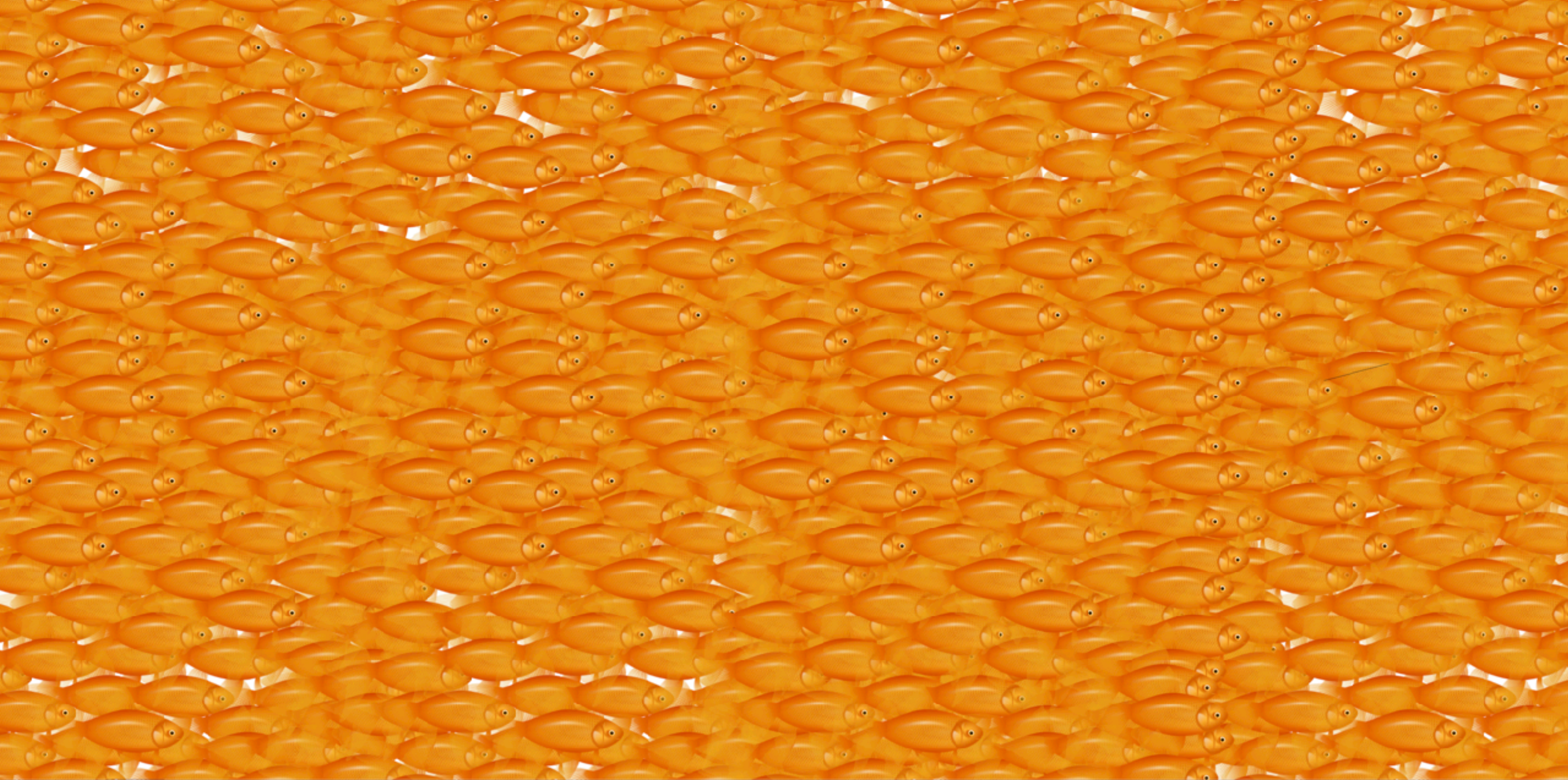
**\$500+**

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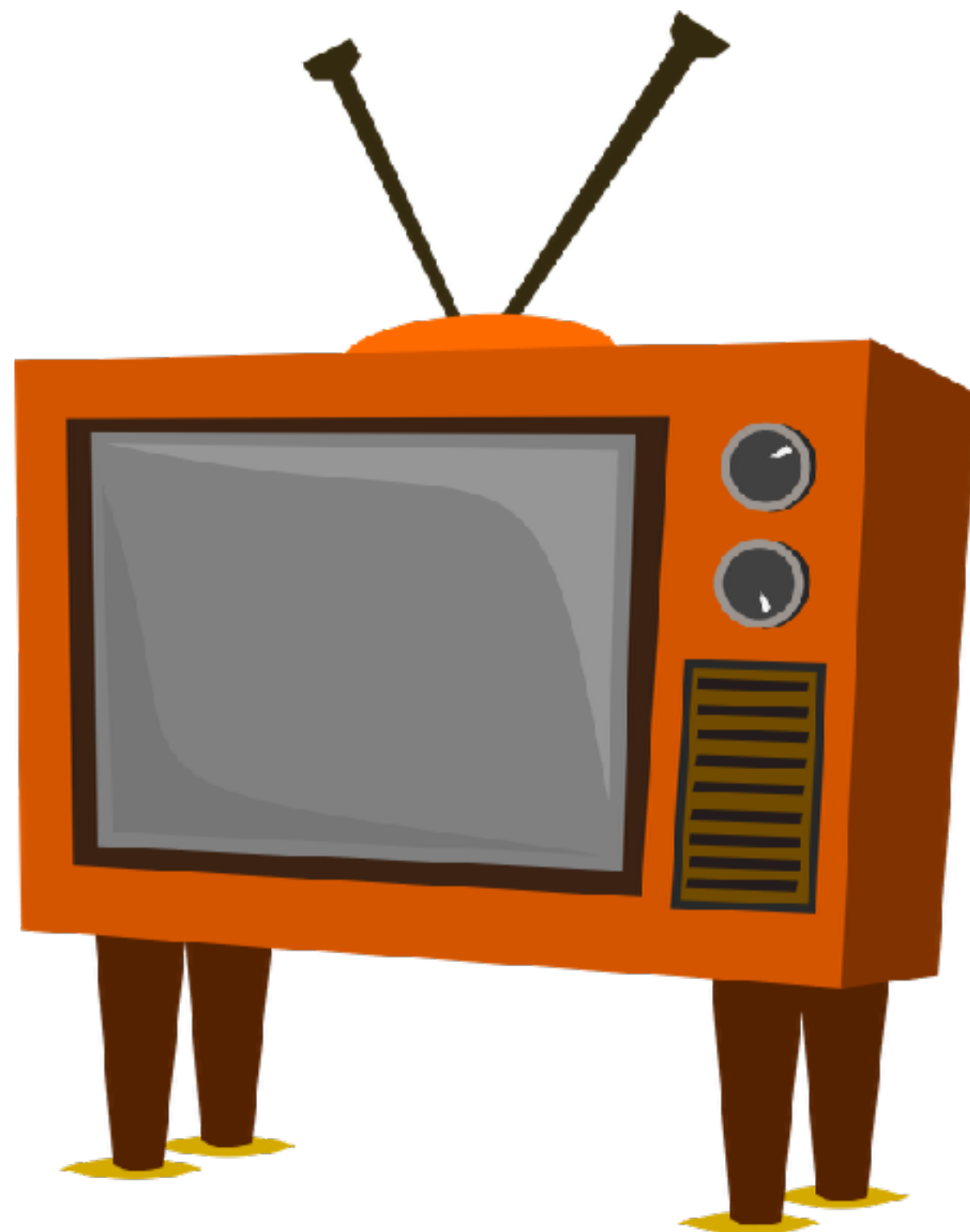
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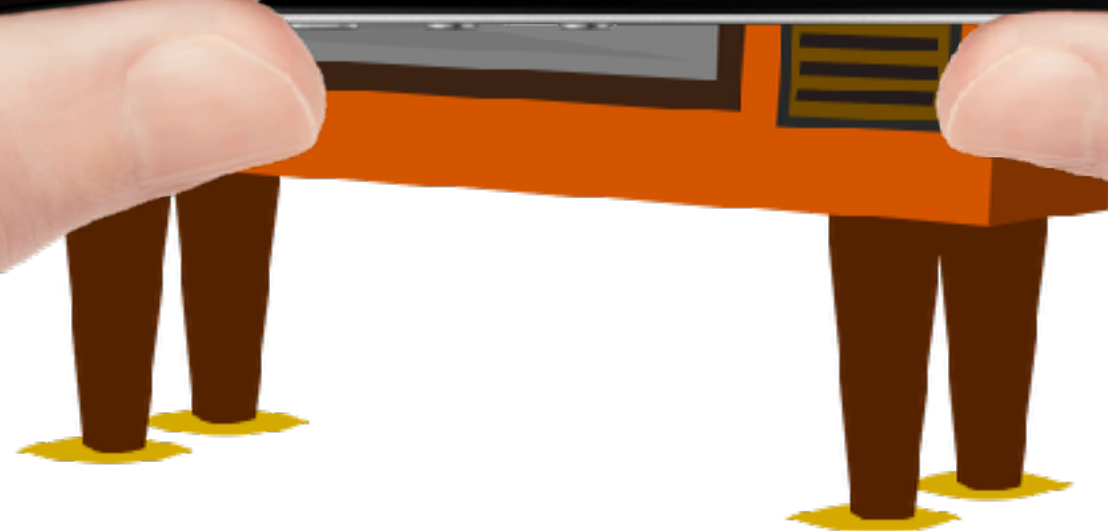
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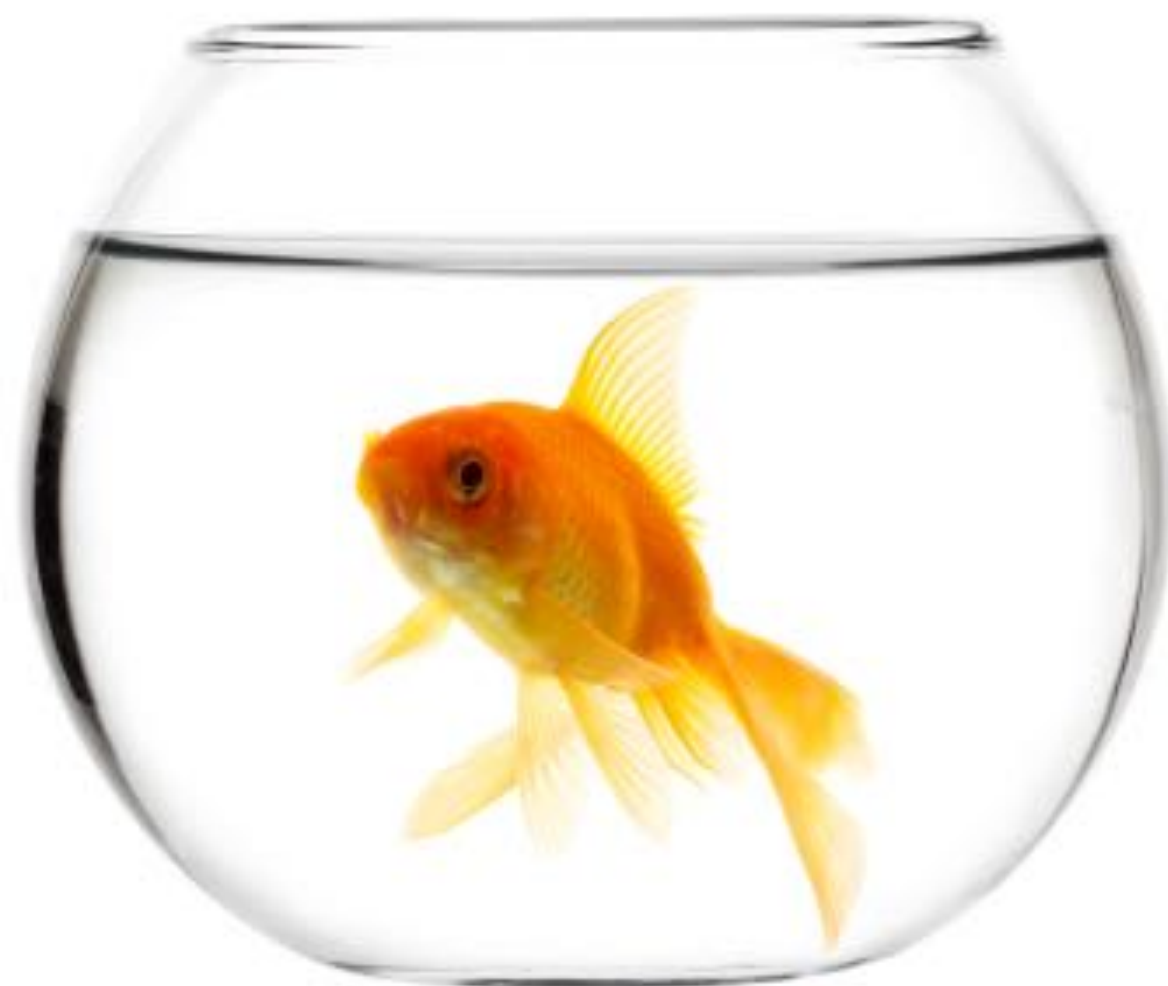
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# LET'S TALK ABOUT PHONE BOOTH STUFFING!



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## AVERAGES

**HEIGHT: 181CM**

**NET WORTH: \$33K**



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## AVERAGES

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## AVERAGES

HEIGHT: 181CM  
NET WORTH: \$33K

## NEW AVERAGES

HEIGHT: 184CM **+2%**



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## AVERAGES

HEIGHT: 181CM  
NET WORTH: \$33K

## NEW AVERAGES

HEIGHT: 184CM **+2%**  
NET WORTH: \$5.2 BILLION

**+15 MILLION%**

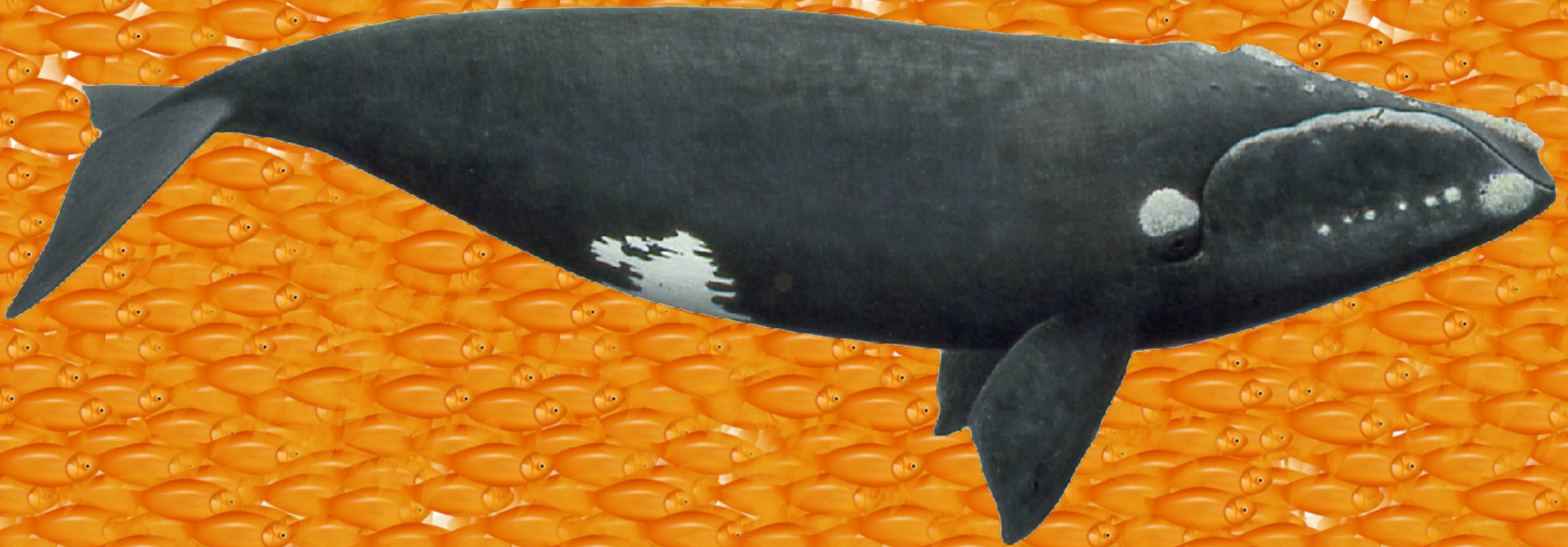


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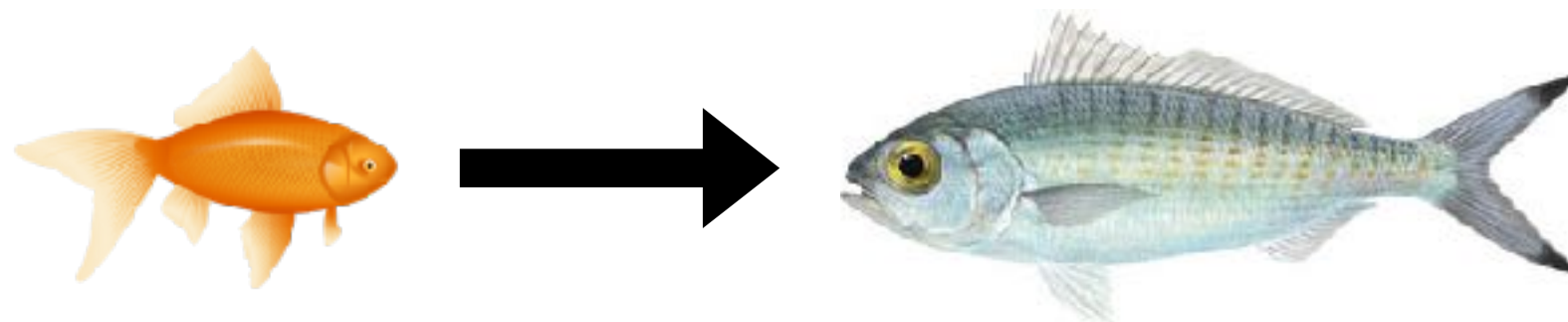


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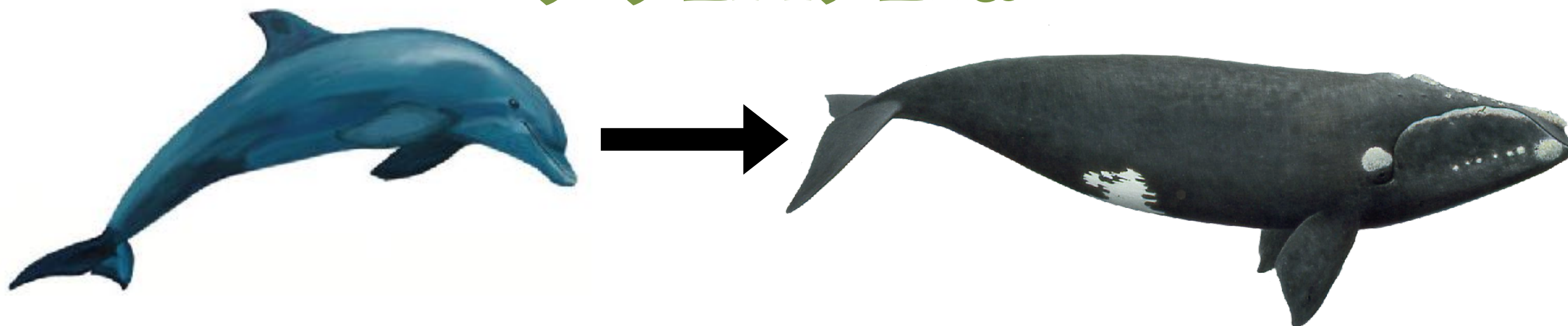
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# THIS IS HARD!





**THIS IS EASIER!**







## **MISTAKE 2:** **HELICOPTER PARENTING**





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**3.000.000.000**



A dramatic scene from the Angry Birds movie. A large, dark, rocky island is erupting with a massive, billowing plume of red and orange smoke or fire that rises into a cloudy sky. The sun is visible in the upper right corner, casting a warm glow. In the foreground, the blue ocean is visible. To the right, a small, round, brown object, likely a pig, is seen floating in the air. The title "ANGRY BIRDS" is superimposed in a large, white, stylized font with a blue outline across the center of the image.

# ANGRY BIRDS

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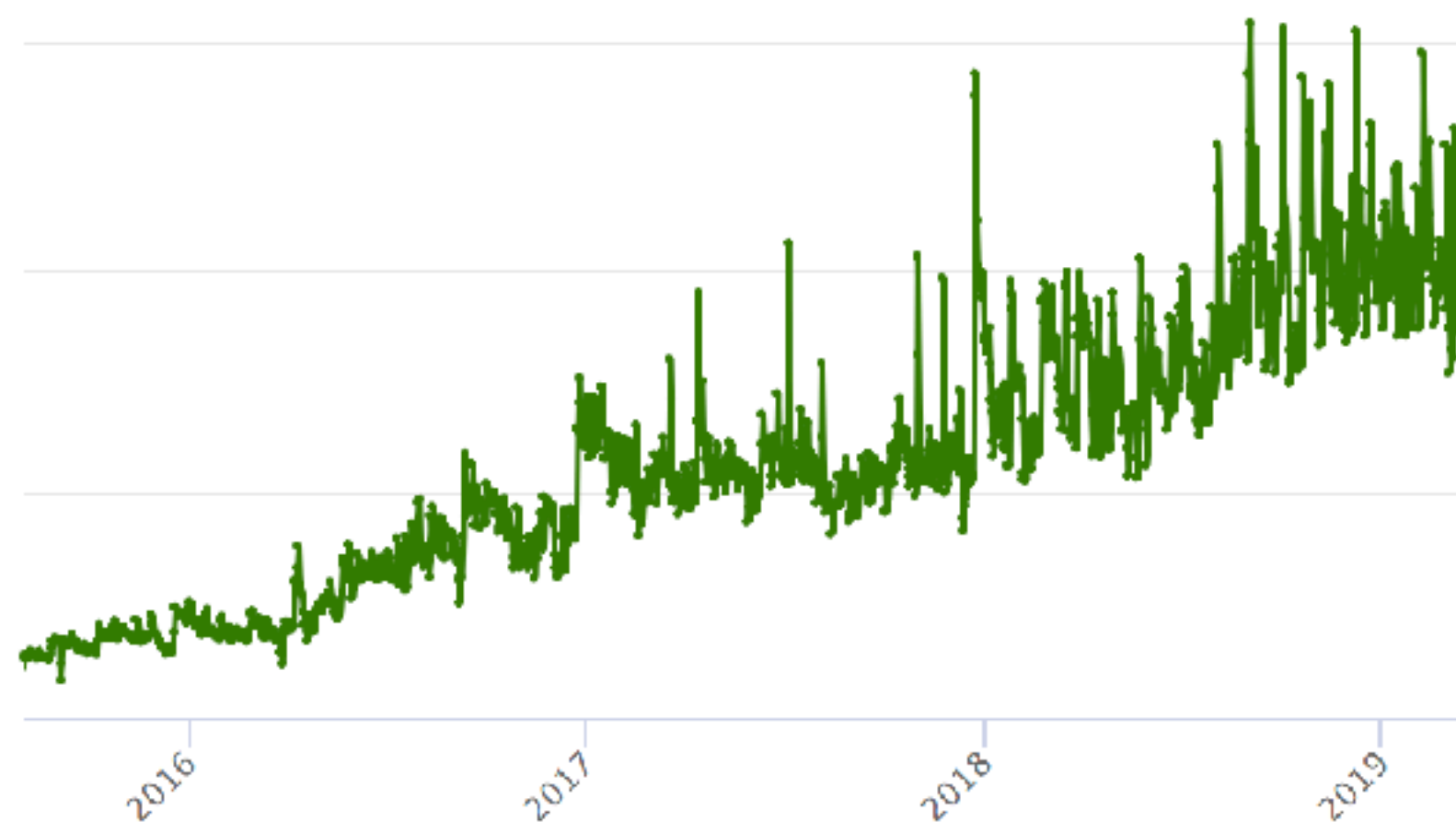
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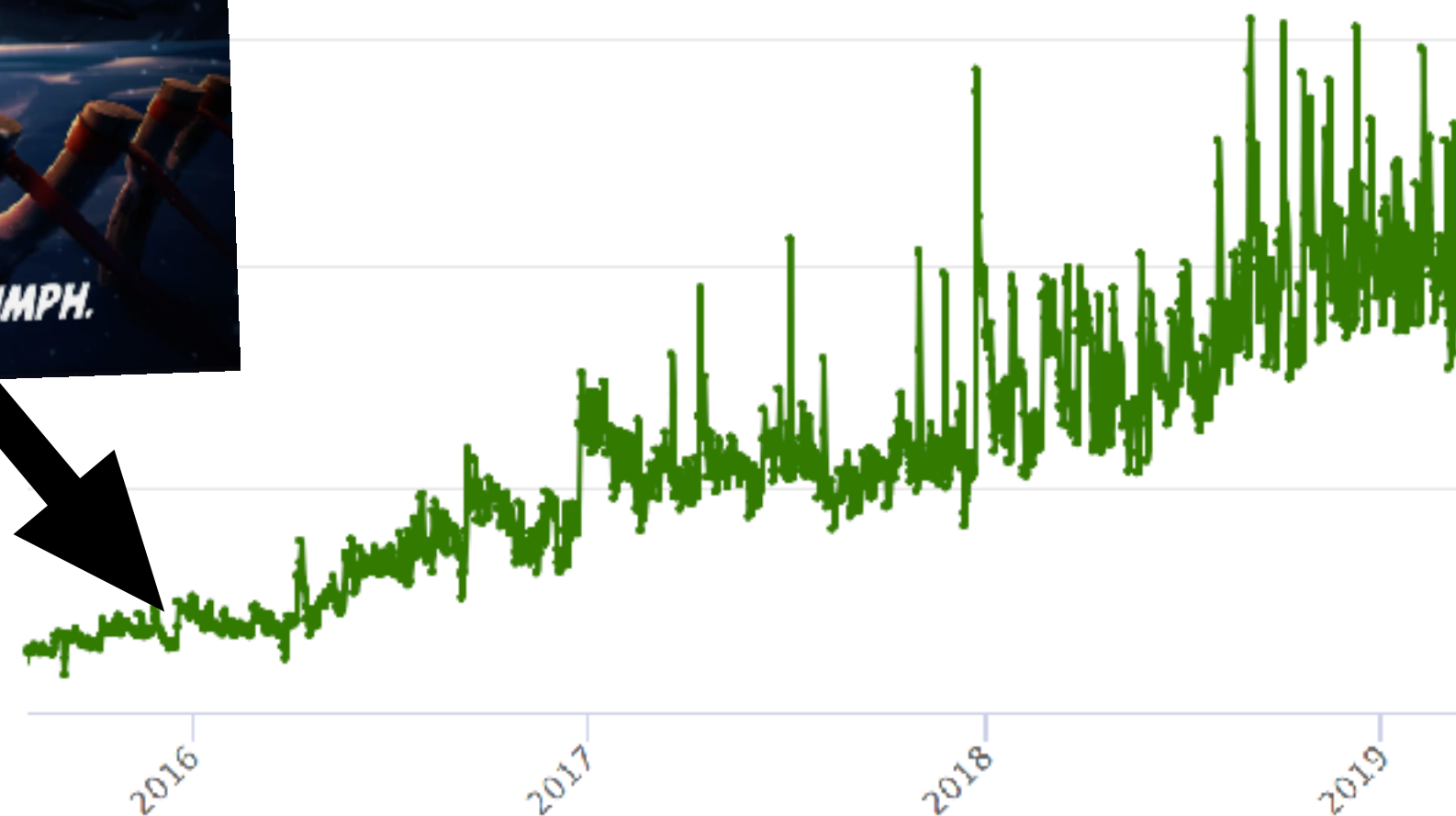
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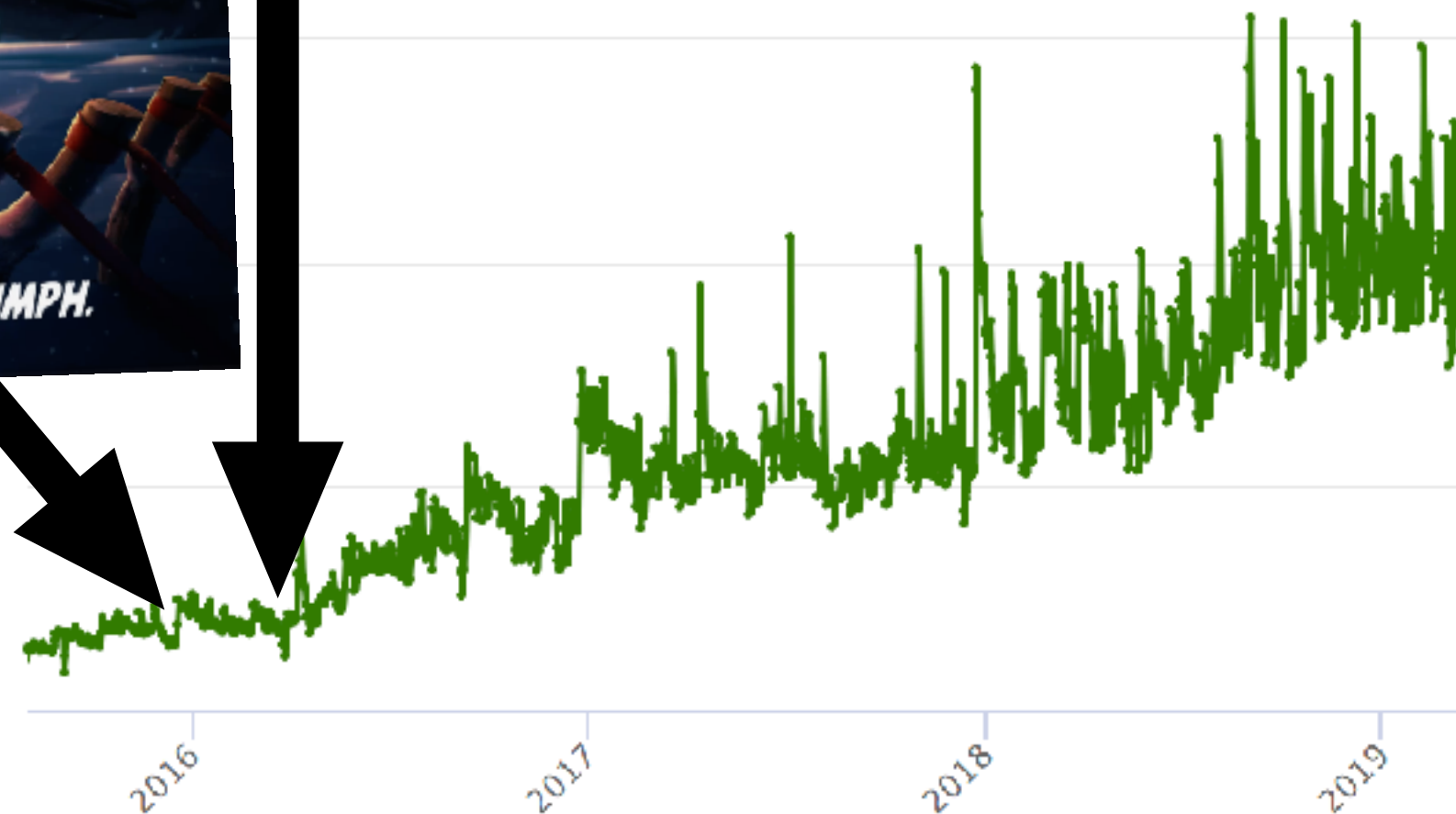
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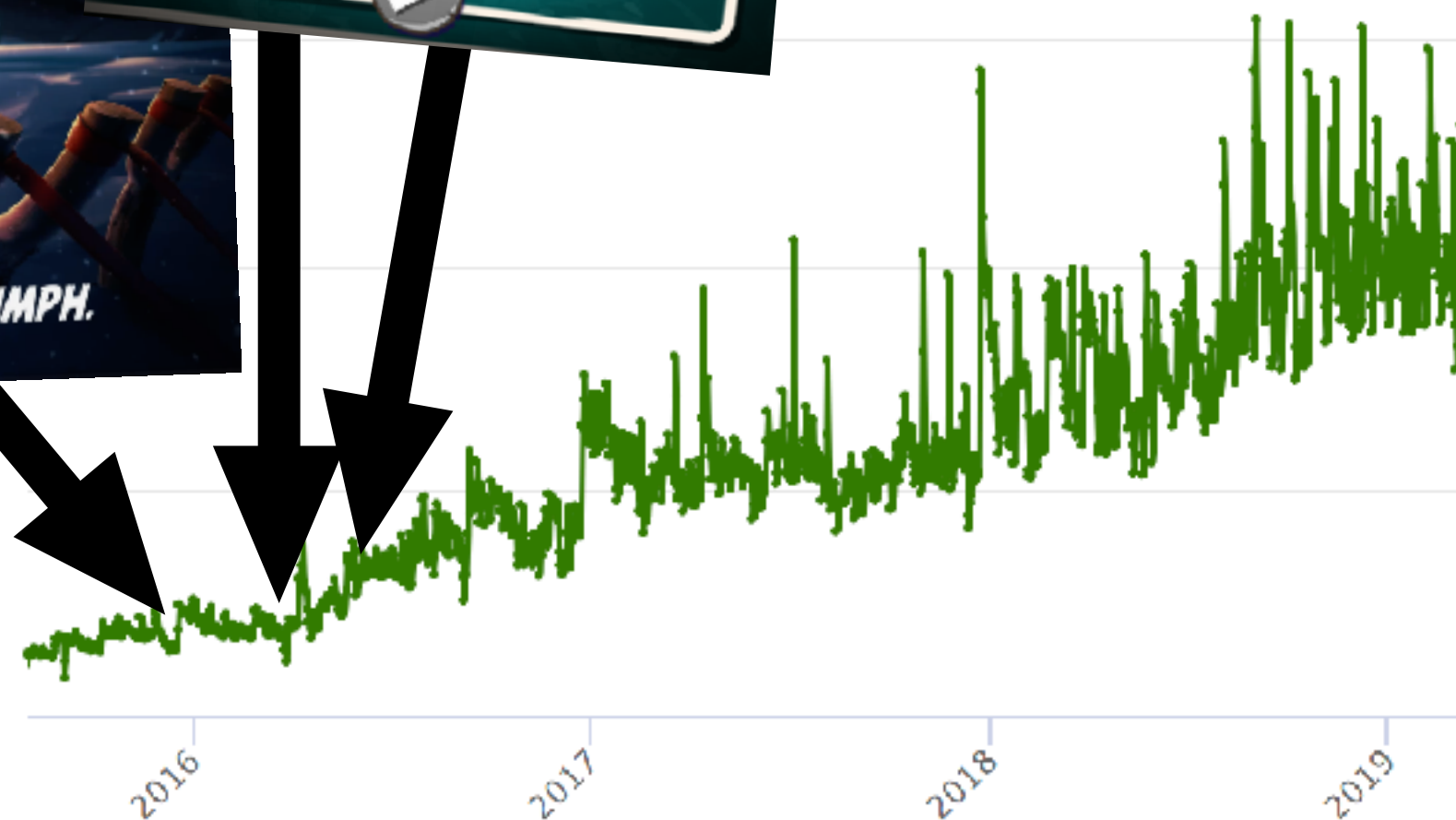


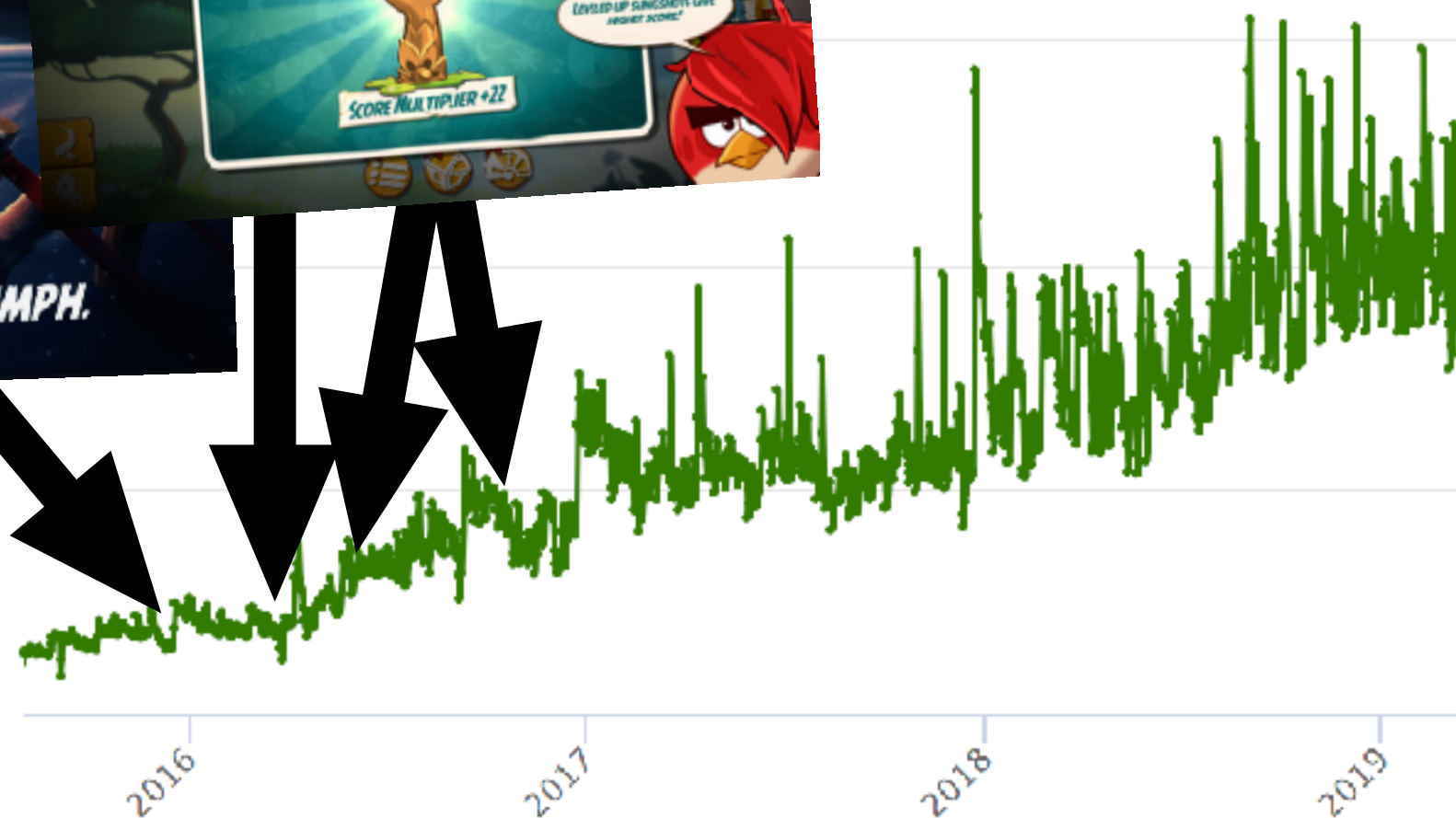




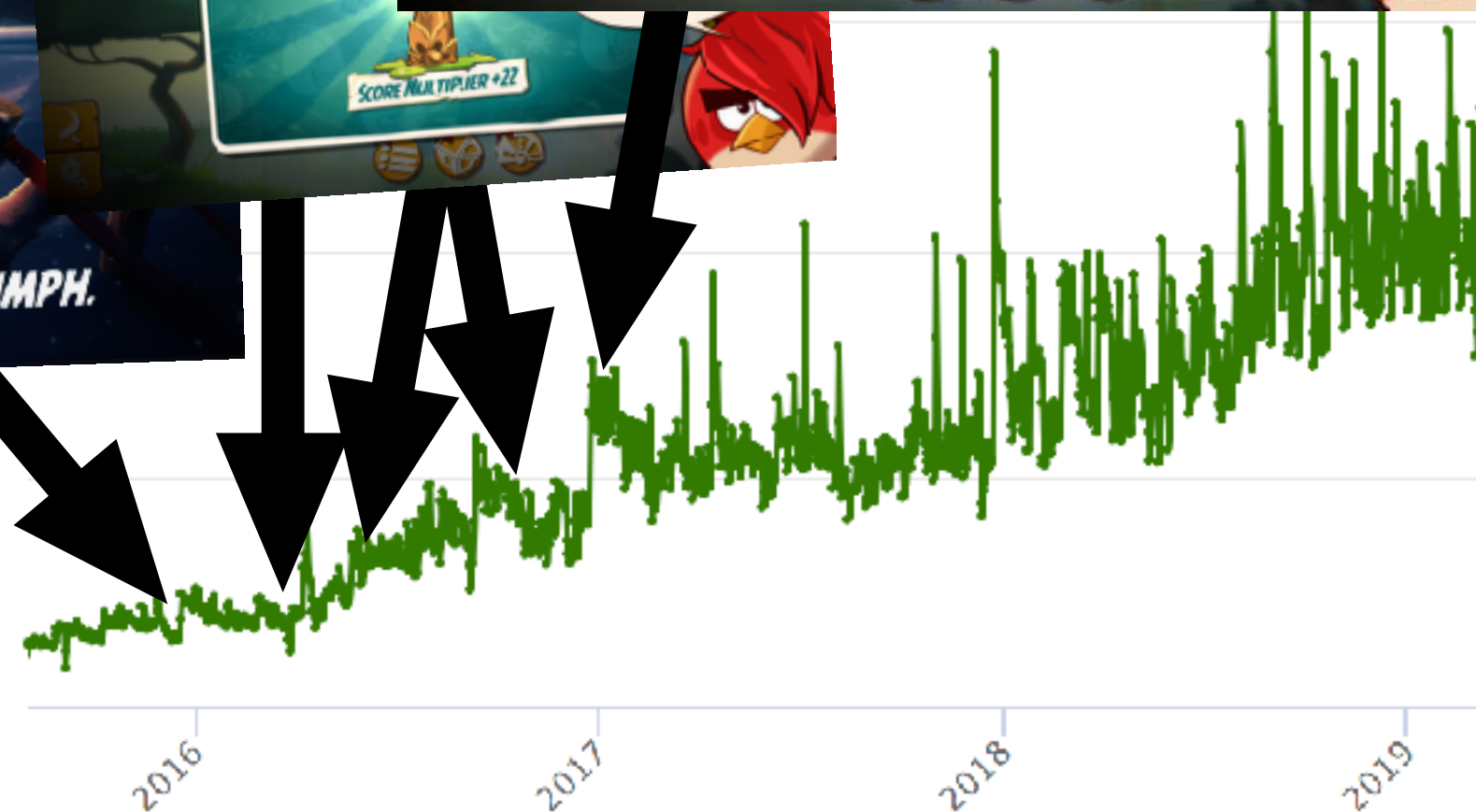


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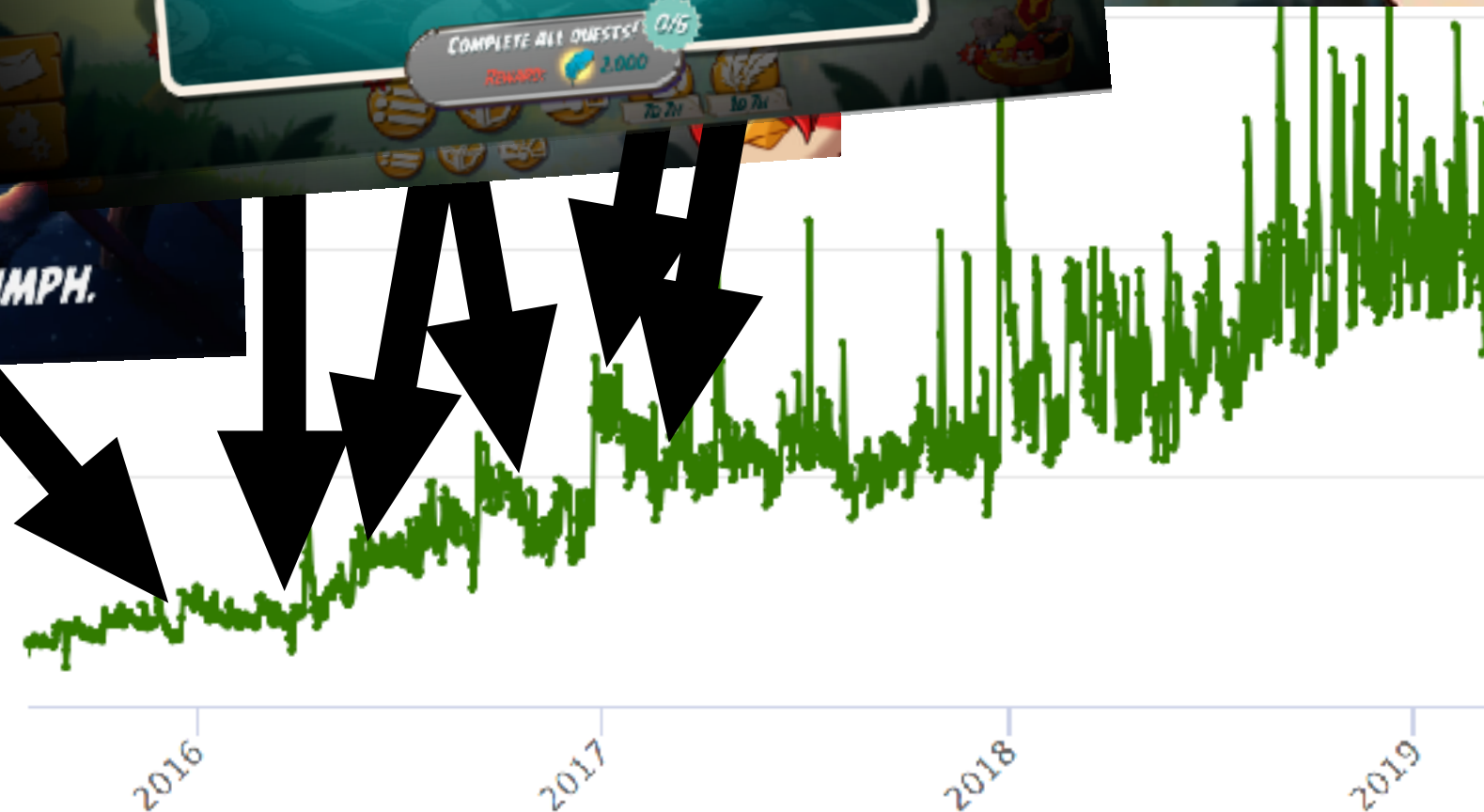








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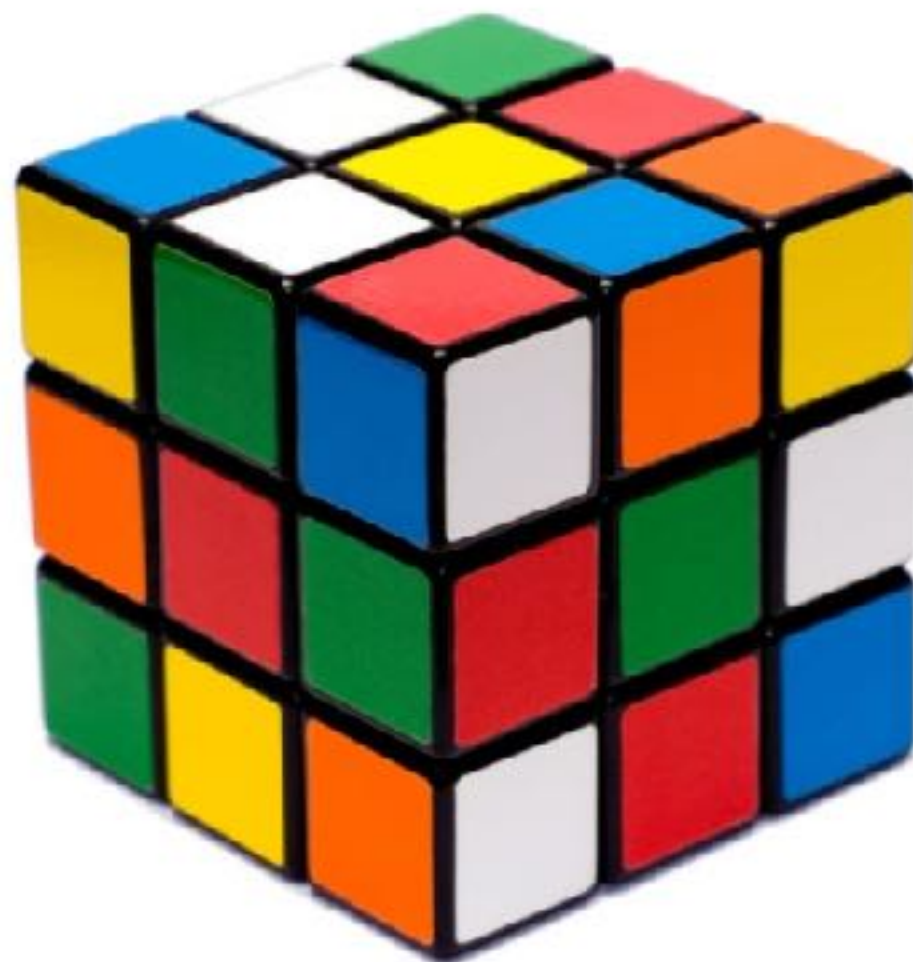
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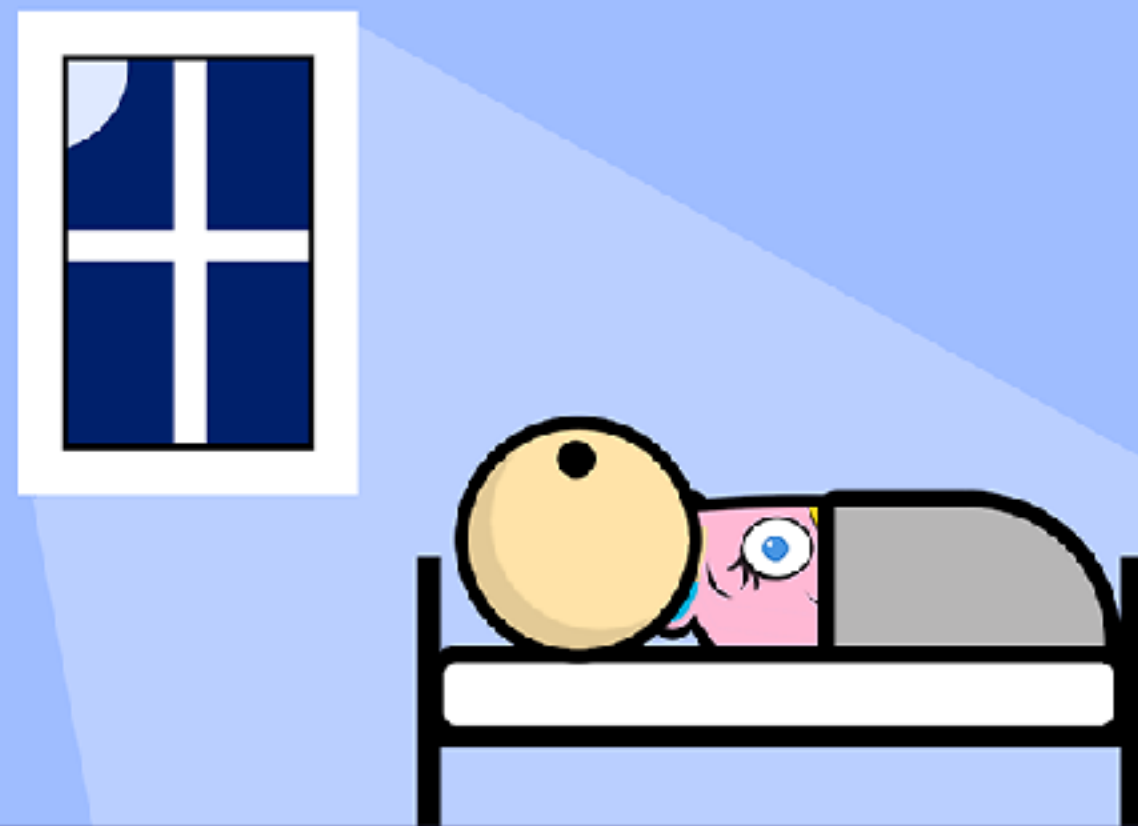


**MISTAKE 3:**  
**ALL WORK AND NO FUN!**

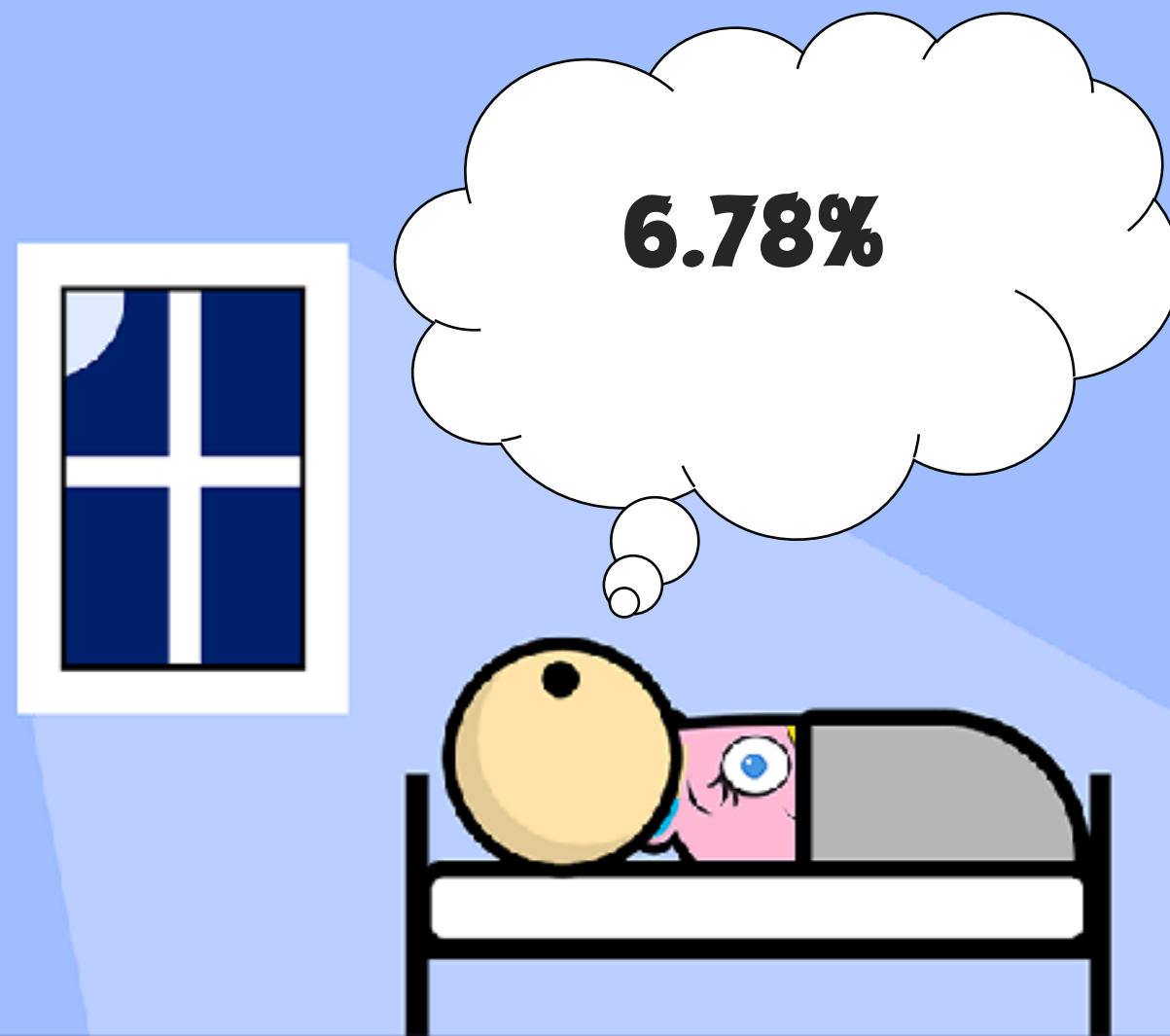




6.78%









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# EPIC AXE!!!!



My Profile

My Clan

Search Clans

Bookmarks

X

4

2251/3100

Clan Perks

KINGS OF CLANS

#2RG229G0

Total points:

11815

Wars Won

37

War Win Streak:

0

Members:

45/50

Type:

Invite only

Required trophies:

800

War Frequency:

Always

Clan Location:

India

Active clan.....and we love wars.....but no corrupted words....and pls hoppers stay away....promotions will be given based on ur participation in wars and donation....pls don't ask For promotions....but most important thing is to enjoy....welcome

War Log

Leave

1.		72	OVERLoRd	Co-leader	Troops donated:	432	Troops received:	268	1682	
2.		66	SkANDa 1289	Co-leader	Troops donated:	20	Troops received:	0	1679	
3.	=	57	likith	Co-leader	Troops donated:	0	Troops received:	20	1658	
4.		59	Nithu	New	Troops donated:	45	Troops received:	0	1534	
5.	=	58	Hemañth Hemu..!	Leader	Troops donated:	265	Troops received:	960	1473	
6.		51	!BOND!	New	Troops donated:	35	Troops received:	0	1339	





# WILL THEY FIX RETENTION?





# No!



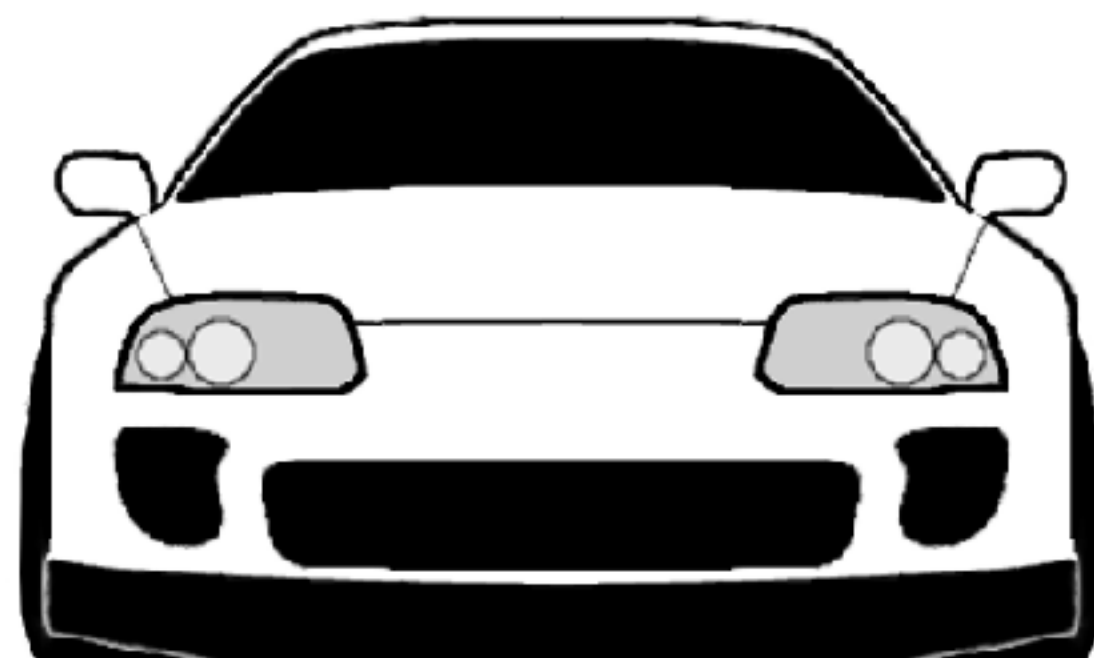
# THE FANS!







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# THEY DON'T WANT IT!







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# ANGRY BIRDS™

POOP



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**FUN!?!?**

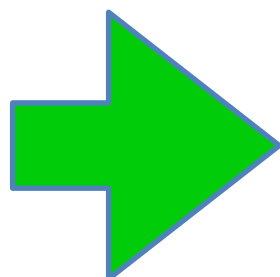




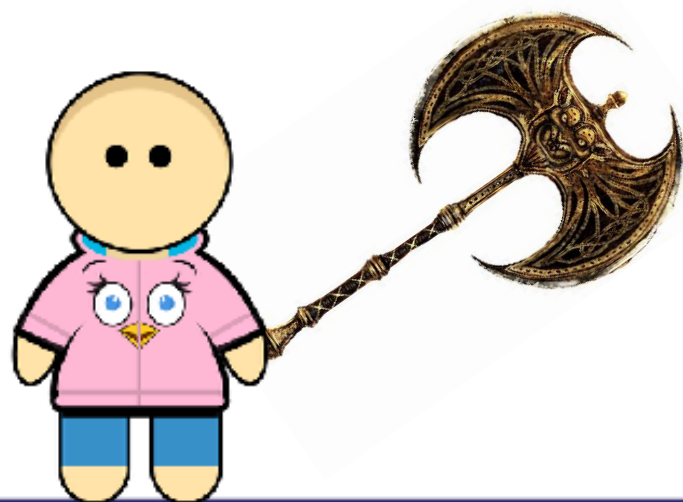




abgroup	d1	d3	d7	d14	d21	d28
WinStreakIncreasingDifficulty	0,407	0,226	0,157	0,107	0,084	0,069
WinStreakGenerousReward	0,409	0,227	0,158	0,108	0,085	0,07
ScoreLevels	0,409	0,23	0,158	0,107	0,082	0,069
47-60	0,408	0,228	0,157	0,104	0,082	0,068
DailyChallengeVariant	0,405	0,224	0,154	0,107	0,084	0,07
WinStreakFeathersOnly	0,409	0,229	0,159	0,11	0,086	0,072
121-141	0,409	0,228	0,158	0,106	0,082	0,067
<b>THE FUN GROUP!</b>	0,413	0,237	0,168	0,115	0,09	0,076
24-30	0,408	0,227	0,156	0,104	0,08	0,066
Control	0,401	0,221	0,153	0,104	0,079	0,066









**MAKE IT FUN!**



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