

Going Big

How to Bring your Game to 2 Million DAUs 1
Week* of Launch

Your Humble Presenters

- ▶ David Stewart
- ▶ Senior Director of Product Marketing, Playdom
- ▶ ds@playdom.com

- ▶ Steve Meretzky
- ▶ VP of Game Design, Playdom
- ▶ steve@playdom.com

Initial Concept (August 2009)

- ▶ “a social version of classic single player city-building games such as *SimCity*”

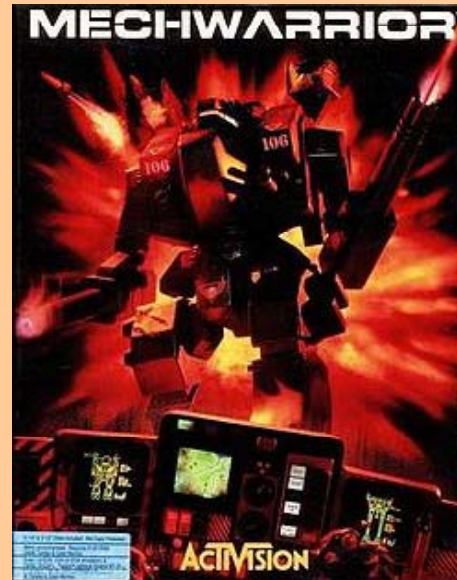
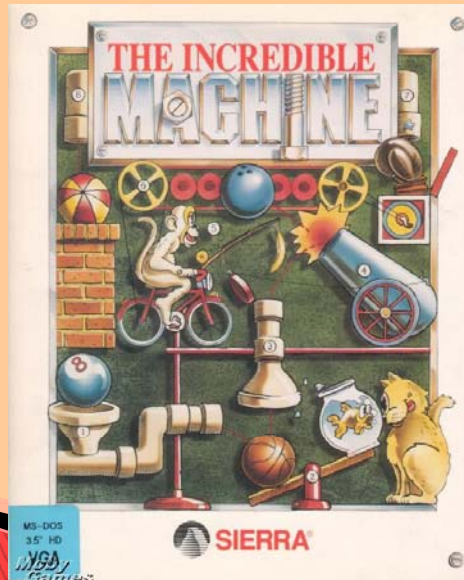
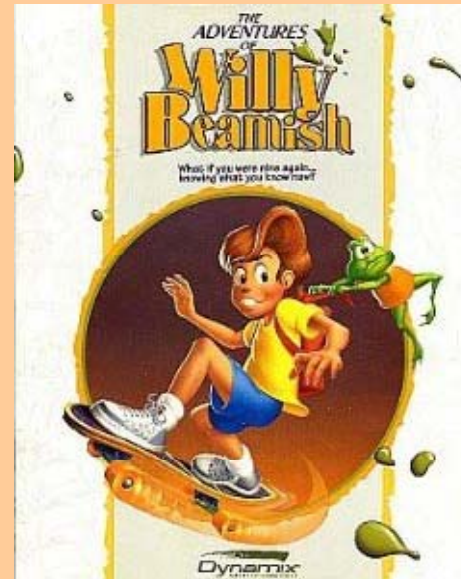
What to Leave Out

- ▶ Zoning ... instead, simple building placement
- ▶ Ongoing money drains
- ▶ Negatives (traffic, crime, etc.)

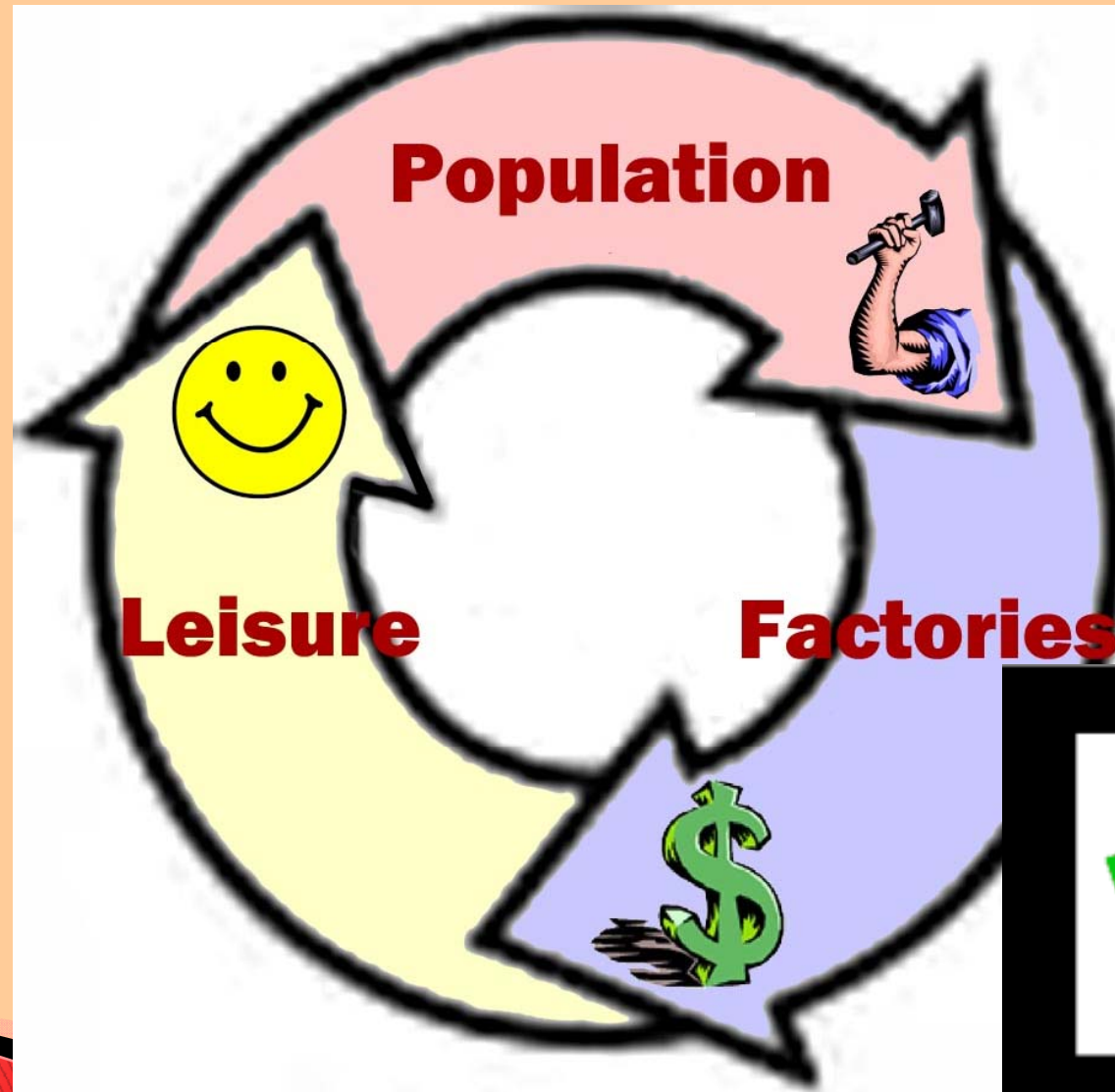
What to Add

- ▶ Social features
 - Gifting
 - Hiring friends
 - Collections
- ▶ Re-engagement features
 - Missions
 - Factories (timed re-engagement)
- ▶ Monetization features
 - Landmarks

Pushbutton Labs



Main Gameplay Loop



Look and Feel

- ▶ SimCity (classic)



- ▶ SimCity 2000



Look and Feel



Debate #1: Animated People?



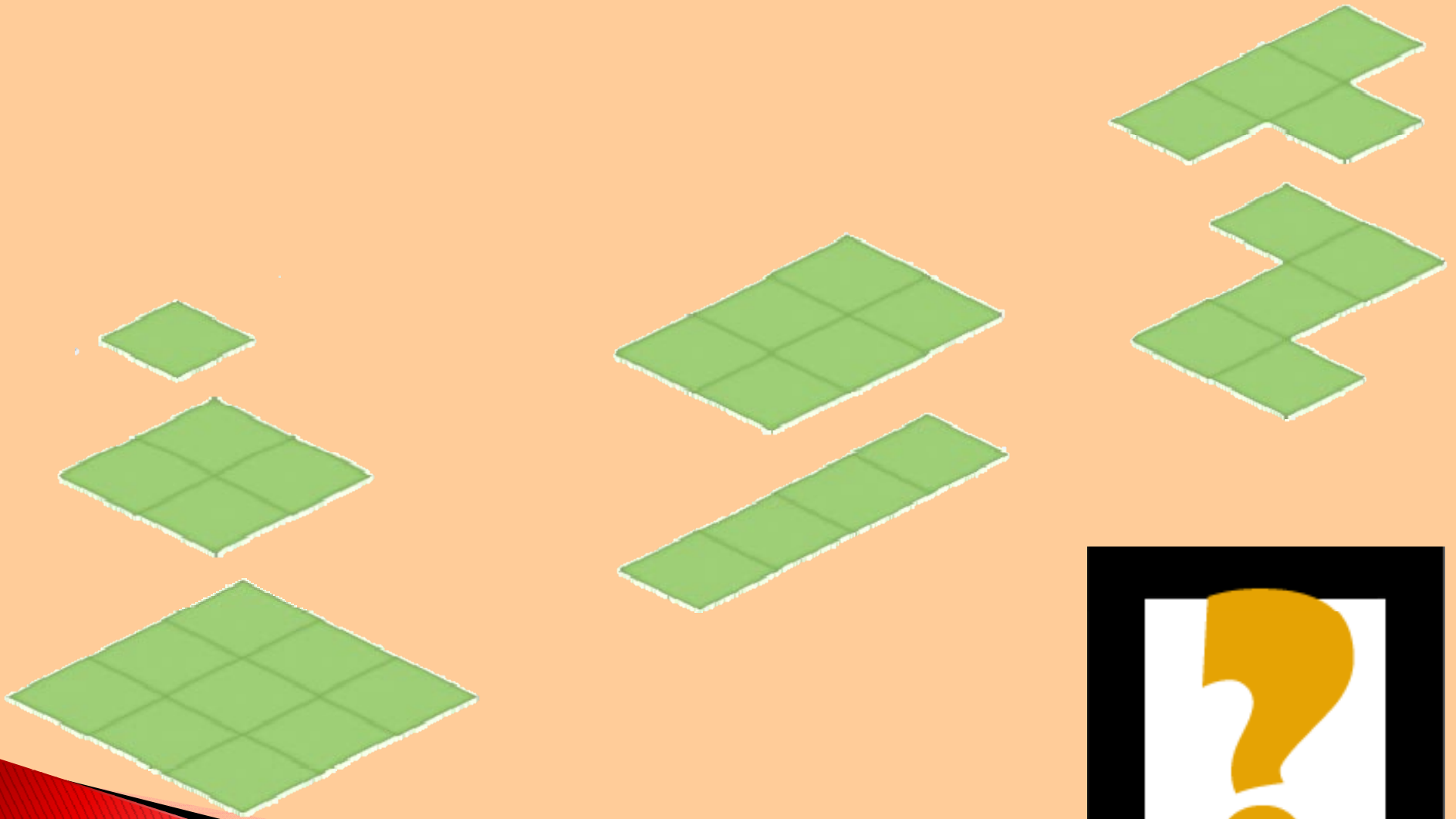
Debate #1: Animated People?



Debate #2: Roads?



Debate #3: Building Footprints?



Debate #4: Proximity Rules?



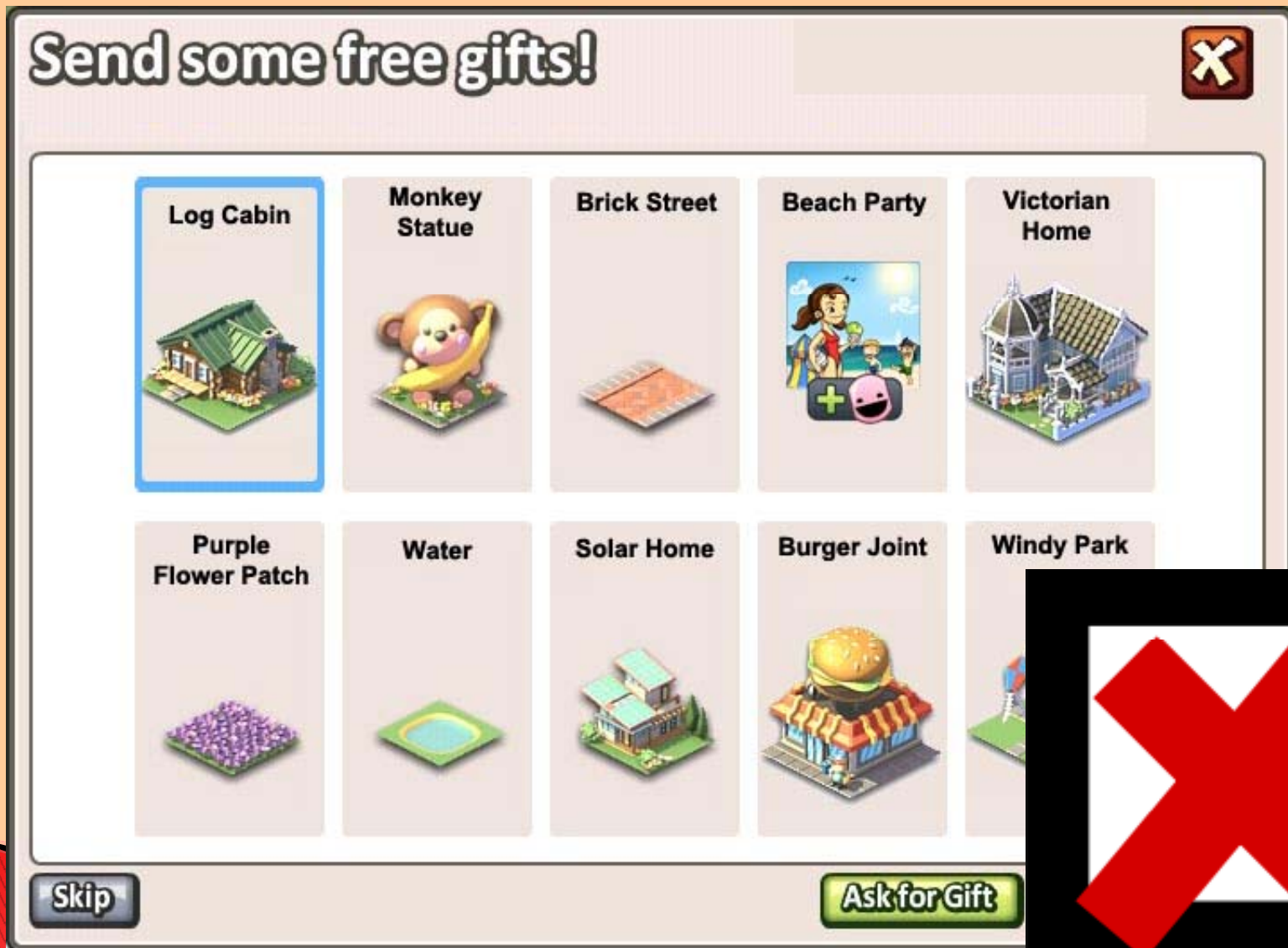
Debate #5: Hiring Friends?



Debate #6: Disasters?



Debate #7: Consumable Gifts?



Virals Integration

(newsfeed)

AchievementSisterCity

20100503

required_params

achievementLevel,achievementImage

tracking_code*

AchievementSisterCity-20100503

auto_publish

☐

if user has granted publish_stream permission

message*

(check to link message)

☒ just got the {"achievementLevel"} in Social City!

Message length must not exceed 100 characters

action

Try to beat {"playdom_first_name"}!

image

http://city-cdn0.playdom.com/images/socialcity/

target_url*

{"applink"}

description

{"playdom_first_name"} is playing Social City, a virtual city that hustles and bustles as you watch! {"playdom_first_name"} can build everything from skyscrapers to mansions to stuffed animals and marshmallows in this awesome new city simulator!

user_message_prompt


throttle*

100

Show Pensieve

John just got the {"achievementLevel"} in Social City!
John is playing Social City, a virtual city that hustles and bustles as you watch! John can build everything from skyscrapers to mansions to stuffed animals and marshmallows in this awesome new city simulator!

Track Code: newsfeed-AchievementSisterCity-20100503-0
Action: Try to beat John!



Shard this Viral

Save this Viral

Delete this Viral

First Playable (January 2010)

- ▶ Main gameplay loop unclear
- ▶ Average session time too short

Explaining the Loop



Explaining the Loop



Increasing Session Length

- ▶ First user experience:
 - More money
 - More buildings in starting city
- ▶ “Neighbor nags” as a V1 feature
- ▶ Cleaning leisure buildings

Increasing Session Length

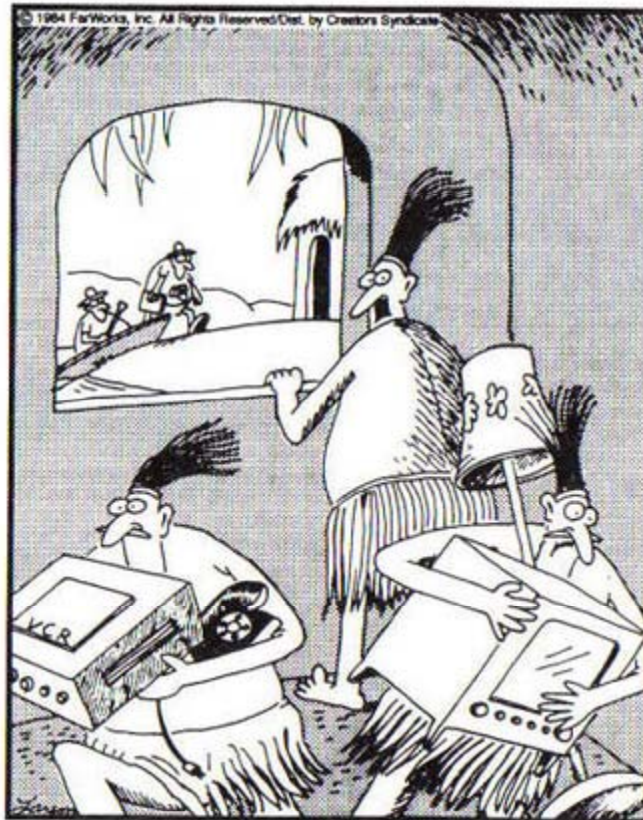


Part 2: Post-Launch

1. Load testing
2. Determine Player Values
3. Acquire at scale
 - Cross-promotion
 - Paid acquisition
4. Iterate

Phase 1: Load Testing

THE FAR SIDE® BY GARY LARSON

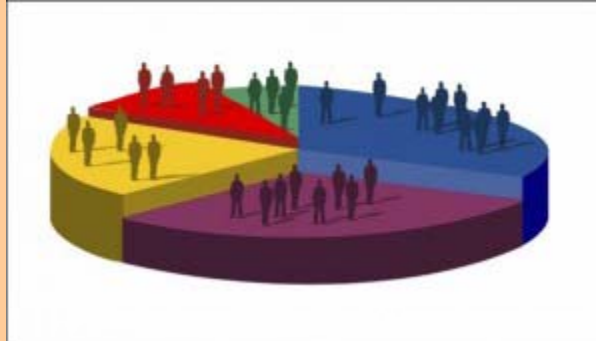


The Far Side® by Gary Larson © 1984 FarWorks, Inc. All Rights Reserved. Used with permission.

"Anthropologists! Anthropologists!"

Phase 2: Determine Player Values

- ▶ Goal to segment users and determine lifetime value (LTV) for each segment

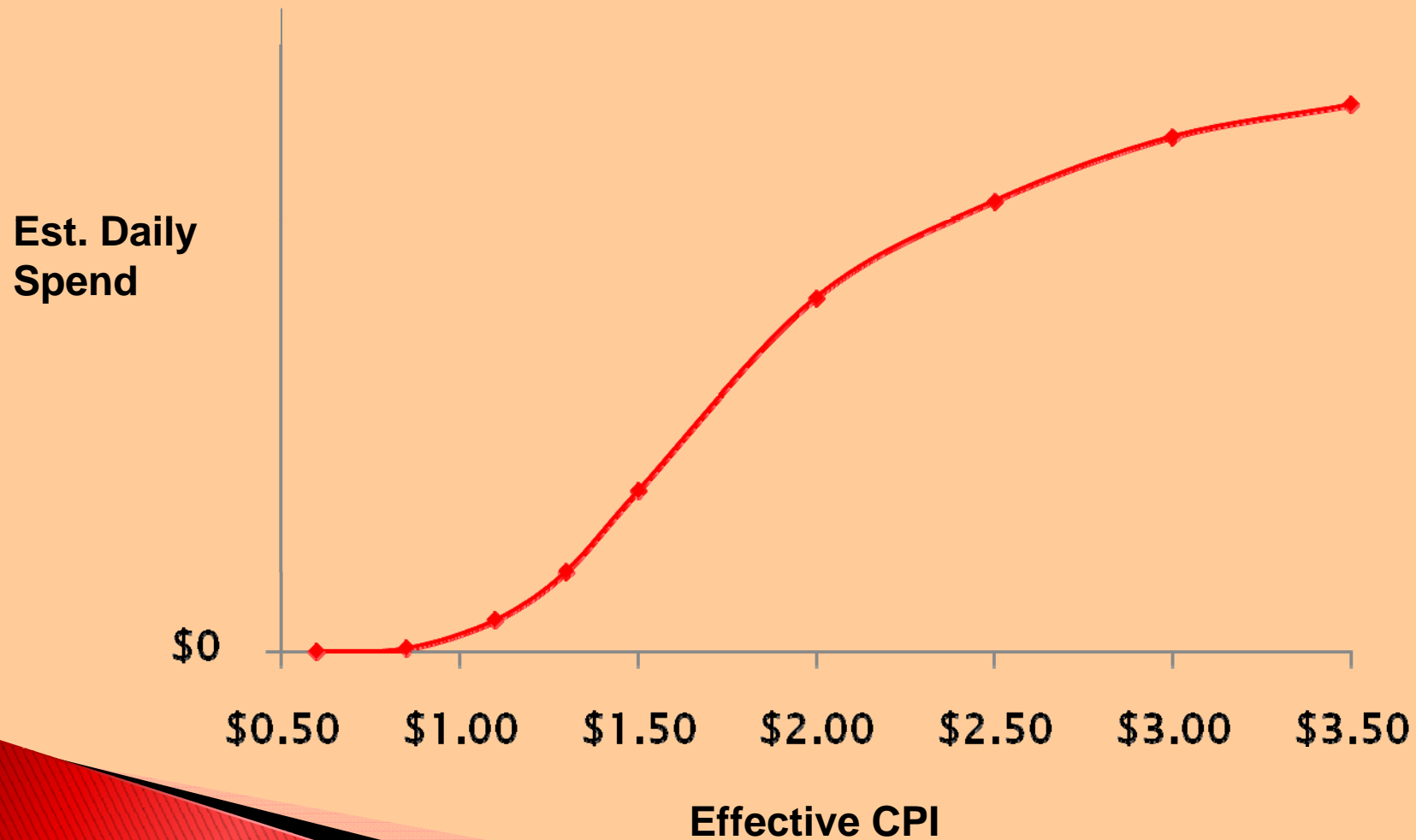


Measuring Player Lifetime Values

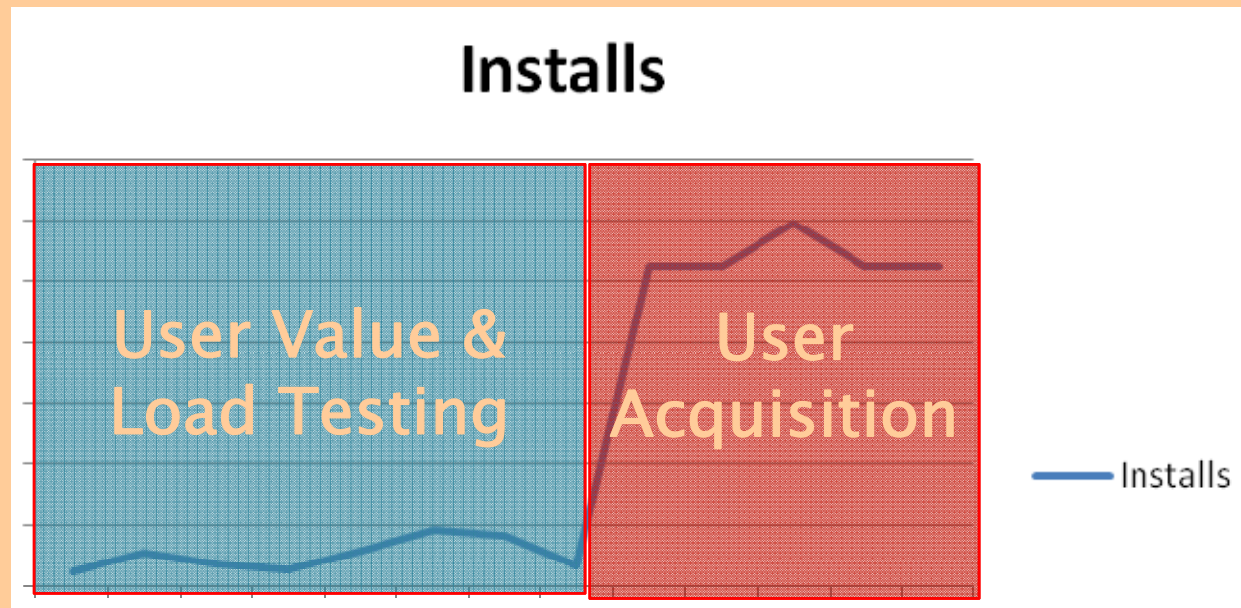
$$\text{LTV} = \text{Total sessions (DAUs) per install} \times \text{ARPPDAU}$$

$$\text{LTV} = \left(\text{Sessions from acquired player} \times \text{Viral multiplier (Sessions from players that acq. user brings in)} \right) \times \left(\text{Direct Monet.} + \text{Xpromo value} \right)$$

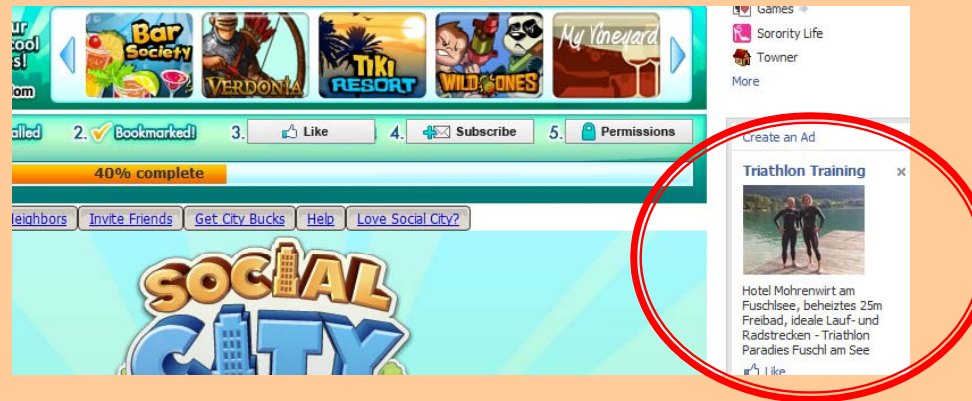
Facebook Demand Curve



Phase 3: User Acquisition at Scale

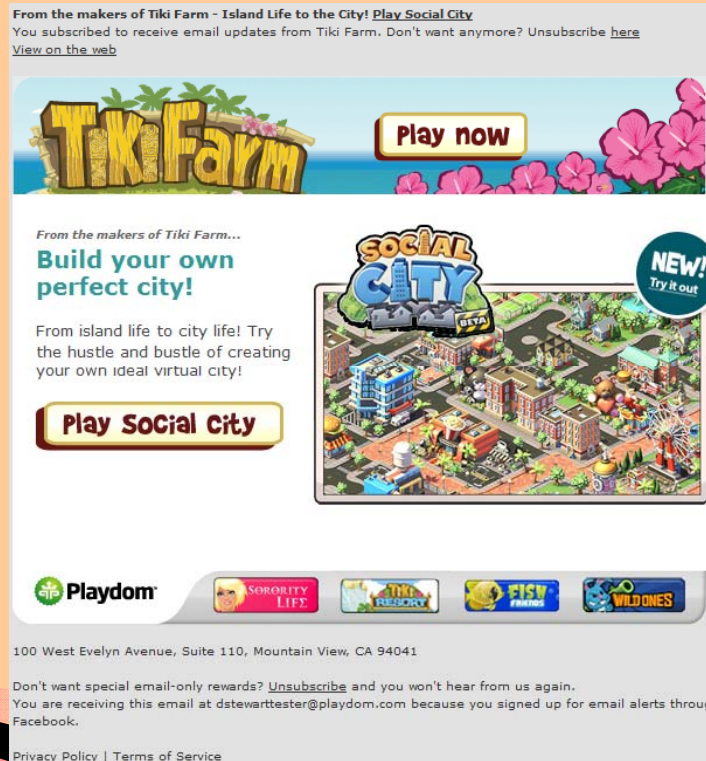


Phase 3: User Acquisition at Scale



Phase 3: User Acquisition at Scale

- ▶ Acquire via cross-promotion



Phase 3: User Acquisition at Scale



[Go to Application](#)

[Suggest to Friends](#)

[Block Application](#)

For more news and updates, tips, tricks and interactions with other players, check out the Official Social City Forums:
<http://forum.playdom.com/forumdisplay.php?f=73>

Information

★★★★☆ (3.6 out of 5)
Based on 19,271 reviews

Users:
8,592,932 monthly active users,
128 friends

Category
Games

This application was **not** developed by Facebook.


76 Friends Like This

Social City

[Like](#)


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[Social City + Others](#) [Social City](#) [Just Others](#)

 **Social City** In celebration of the launch of Playdom's new game, Market Street, we are giving away a Shopping District! Just play Market Street until you reach level 5!

Play Market Street: <http://play.dm/2AP>


Play Social City: <http://play.dm/2AN>



Market Street Bonus Building


 Friday at 5:21pm · [Share](#)

 2,089 people like this.

 [View all 3,020 comments](#)

 **Social City** Looking for more mobile animations? Pick up the Beach Ho game's Newspaper, place it in your city and you will see citizens walking with Surf Boards! If that's not for you, a new Recycling Center is also r

Get Yours Now --> <http://play.dm/27k>




3,612,364 People Like This



Off-Facebook Marketing

- ▶ Twitter, YouTube





Playdom

Check out our newest Playdom TV

Name Playdom, Inc.
Location Mountain View, CA
Web <http://playdom.com>
Bio We're obsessed with one thing: our players. Because players are the center of social gaming and the center of our universe.

31 followers 2,249 followers 17 likes

Search Browse Upload

Playdom Video Podcast - Social City

PlaydomTV 5 videos



0:05 / 1:08

PlaydomTV | June 09, 2010
Updates, new features, and more for all the Pl

Off-Facebook Marketing

- ▶ SEM, Off-Facebook ads

Facebook Login

You must log in to see this page.

Email:

Password:

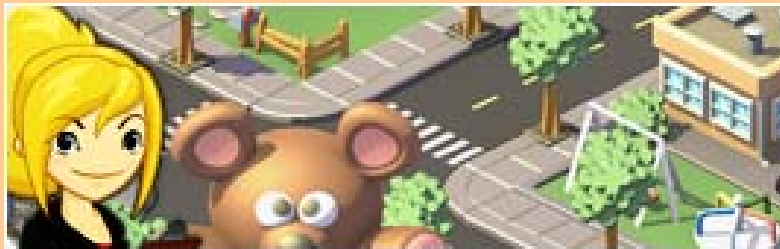
☐ Keep me logged in

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3rd Party Advertising Networks



What About the Game?

- ▶ Make the LTV higher!

$$\text{LTV} = \left(\begin{array}{c} \text{Sessions} \\ \text{from} \\ \text{acquired} \\ \text{player} \end{array} \right) \times \left(\begin{array}{c} \text{Viral multiplier} \\ \text{(sessions from} \\ \text{players that} \\ \text{user brings in)} \end{array} \right) \times \left(\begin{array}{c} \text{Direct} \\ \text{Monet.} \end{array} + \begin{array}{c} \text{Xpromo} \\ \text{value} \end{array} \right)$$

Retention *Virality* *Monetization* *Cross-Promo*

Longer-term LTV Initiatives

- ▶ Making tech faster and smoother



















Longer-term LTV Initiatives

► Content versus features



New Real Estate in New City

 				
only 168 left	only 7,511 left	only 2 left	only 3,285 left	only 2,257 left
 49 	 20 	 16 	 39 	 49 

Thank You!

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