

Free to Play Games



The Game is not enough

by Teut Weidemann

Online Specialist Ubisoft Blue Byte



The Settlers Online: f2p

Die Siedler Online (DE), Castle Empire Online (USA), soon in FR, RU, PL, EN, CN, CZ etc.

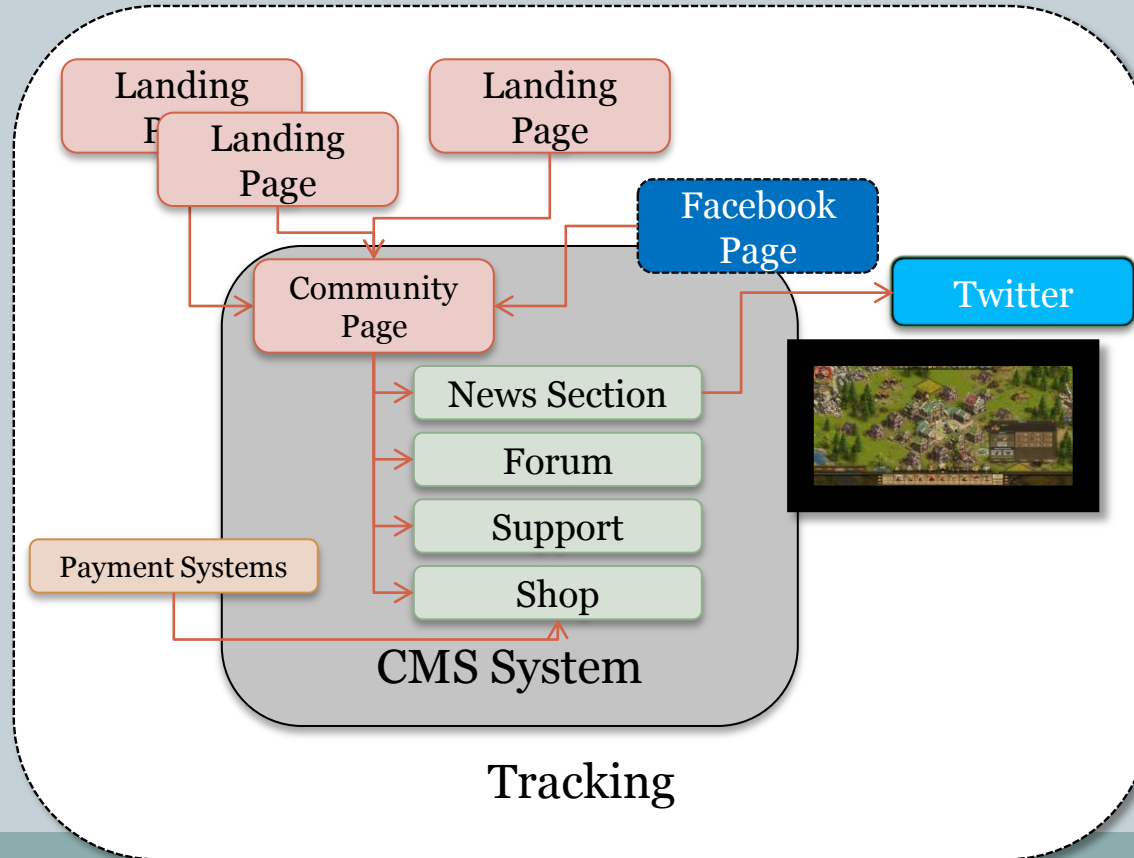


But the game isn't the topic now



Everything else you need is our topic

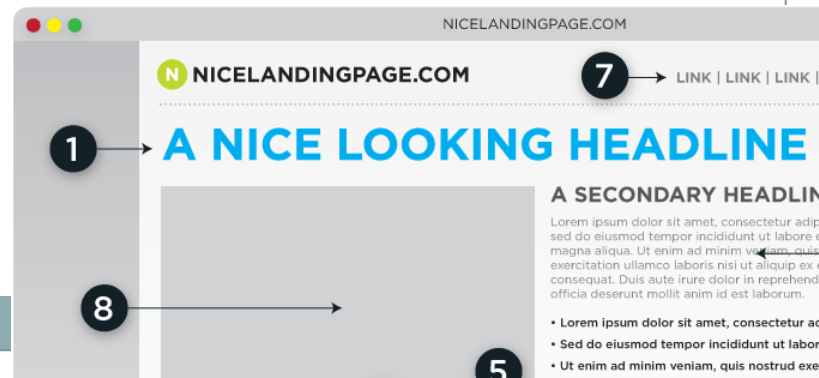
4



Landing Pages

5

“You never get a second chance to make a first impression.”



Landing Pages

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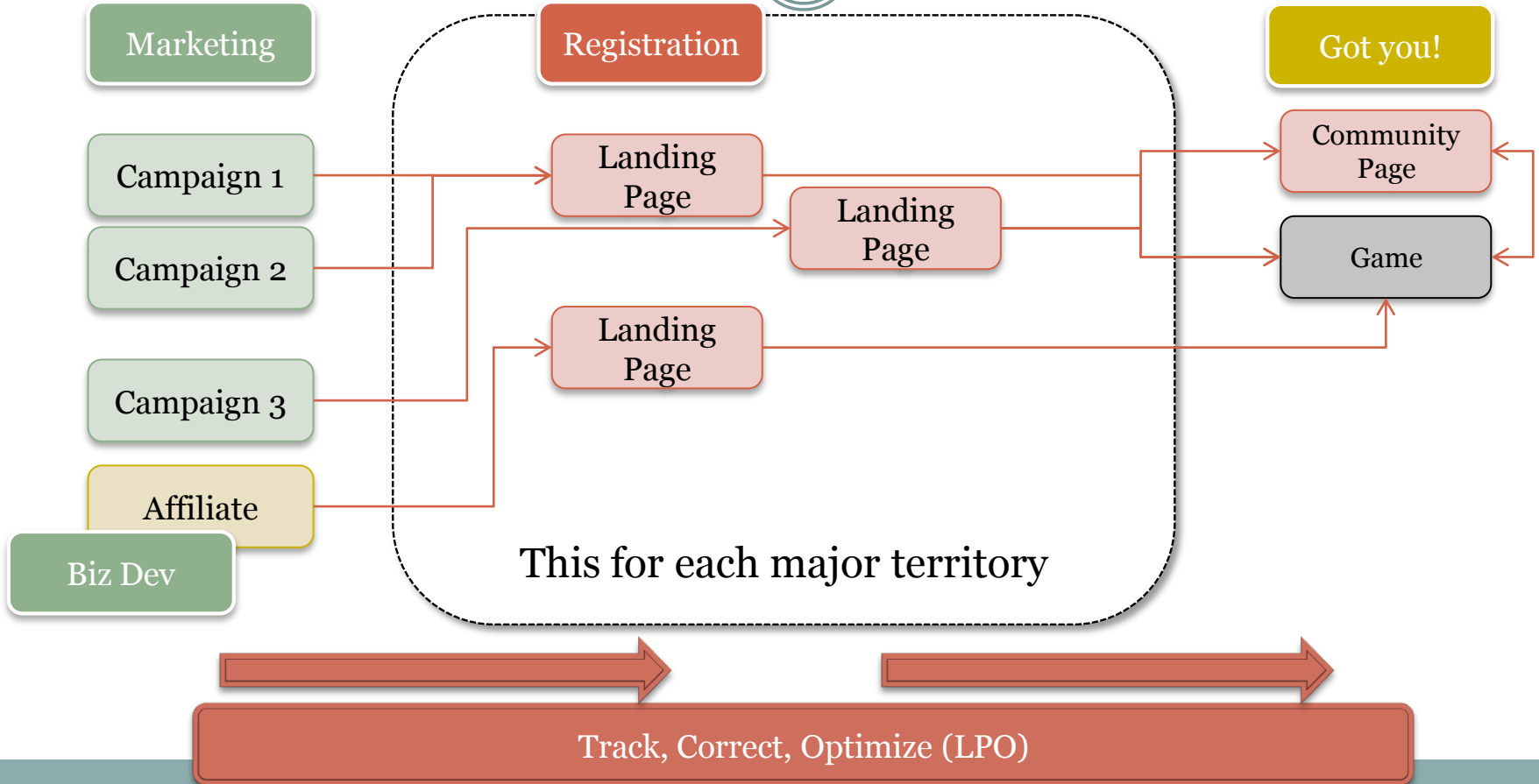
- Task: Pursue user to register
- Multiple LP's for
 - Various countries
 - Biz Dev partners (Affiliates)
 - Marketing campaigns
- Ultra fast Loading speed
- Pinpoints what your game is all about

LP's are about efficiency, not "Marketing"



Landing Pages

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Community Pages

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**WE ARE LONG PAST A “WEB” PAGE
WE NOW TALK COMMUNITIES**

Community Pages

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- Task: keep users within your community – Retention
- Localized CP's
 - Requires CMS (!!)
 - Imagine posting to 25 languages:
 - ... simultaneously
- Service Portal!
- Here you communicate to active users
- No Flash! (loading times)
- No sound! (office browsers)
- No Advertising! (but your own)



Communication through CP

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- Honest
 - That's where marketing is out
- Immediate
 - That's where you need dedicated CM
- Direct
 - Don't hide vital information
- Complete
 - Do not leave anything* out
- Frequent
 - Today we mean hours, not weeks
- Visit CM summit Wednesday to learn more

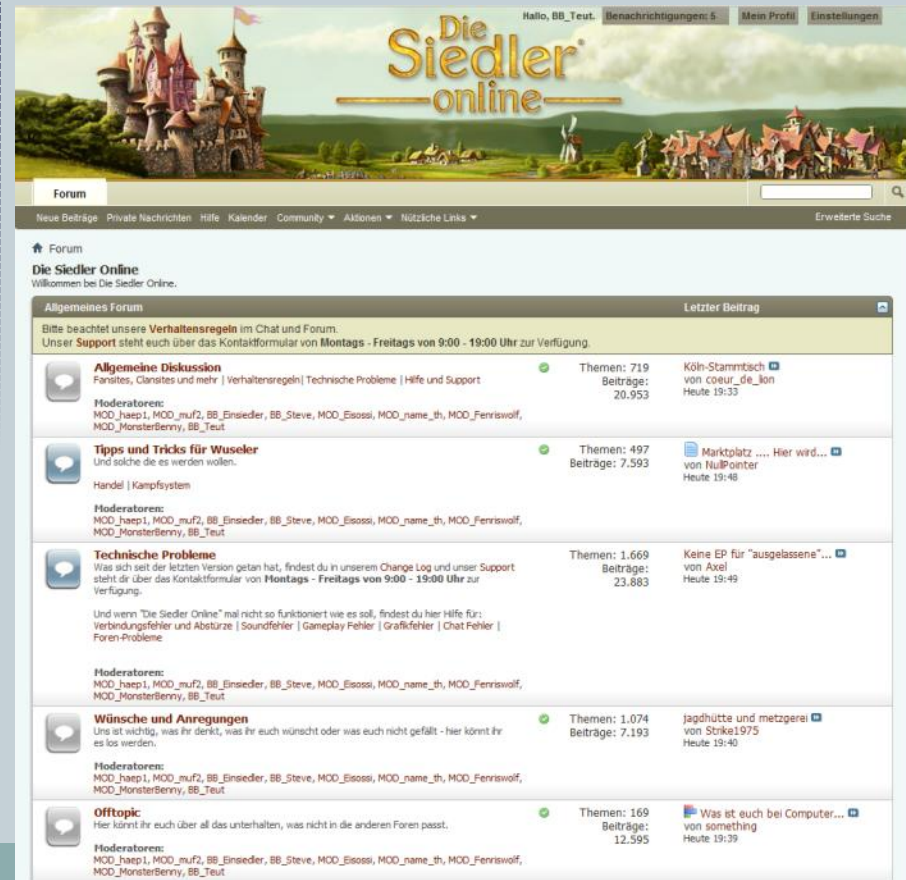
- Use Facebook efficiently as CM
 - Not as marketing voice
- And Twitter



Forum

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- Use industry standards
 - i.e. vBulletin etc.
- Establish a single sign in (login) for game & forum
- Forum CM is not as easy as it sounds!
- CM is NOT moderation
- Create a home for your users
- You don't want them to be someplace else



Support

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- Ticket system
- International support
- Easy access for users
- This is their way to communicate 1 on 1 with you
- Copy&Paste Support is so 2005



The screenshot shows a web form for submitting a support request. The title is 'Anfrage an den Support' with a small cartoon character icon. Below the title is a section 'Kontaktformular >' with a minus sign icon. The text below reads: 'Hier hast du die Möglichkeit mit unserem Support in Kontakt zu treten. Bitte berücksichtige, dass nur Anfragen über dieses Formular von unserem Support beantwortet werden können.' The form has three main fields: 'Betreff:' (Subject) with a text input, 'Kategorie:' (Category) with a dropdown menu showing 'Sonstiges und Kontakt', and 'Nachricht:' (Message) with a large text area. At the bottom right, there is a lock icon and a 'SENDEN' button.

Shop / Payment

* If you do it different reconsider yours

PremiumUseBuyAdvantagesEarn

StartSecurity & FAQService requestGermany

Select offerDataConfirmpay

1. Please select the desired product

Demeter's Gift 50% more gold

☐ SponsorPay

180420Gold coins1,99 EUR

600400Gold coins4,99 EUR

15001000Gold coins9,99 EUR

37502500Gold coins19,99 EUR

120008000Gold coins49,99 EUR

All prices include the applicable sales tax.

2. Please select the desired payment option

☐ Moneybookers

Moneybookers

☐ Transfer

Transfer

☐ PayPal

PayPal

☐ Credit Card

Credit Card

☐ Instant money transfer

Instant money transfer

☐ paysafecard

paysafecard

☐ Wallie-Card

Wallie-Card

☐ Ukash

Ukash

☐ Giropay

Giropay

☐ Direct Debit

Direct Debit

☐ SMS

SMS

☐ Phone/Mobile

Phone/Mobile

☐ ClickandBuy

ClickandBuy

☐ SponsorPay

SponsorPay

Because of technical reasons there might be additional fees with some payment options. Those fees are shown in the payment window.

Reset choices

Continue

Image from www.grepolis.com

\$ Packages

- 2,5,10,20,50,99€ packages
- Scaled hard currency amount
- List advantages of larger packages
- Show older expensive prices
- Do not page/scroll
- 3 click buying process

- This fits even 800x600!

The screenshot shows a web interface for purchasing gold coins. The interface is divided into two main sections: 'Please select the desired product' and '2. Please select the desired payment option'.

Product Selection:

Product	Price
Demeter's Gift 50% more gold	
→ <input type="radio"/> SponsorPay	-
→ <input type="radio"/> 180 420 Gold coins	1,99 EUR
→ <input type="radio"/> 600 499 Gold coins	4,99 EUR
→ <input type="radio"/> 1500 1099 Gold coins	9,99 EUR
→ <input type="radio"/> 3750 2599 Gold coins	19,99 EUR
→ <input type="radio"/> 12000 8999 Gold coins	49,99 EUR

All prices include the applicable sales tax.

Payment Options:

- Moneybookers
- Transfer
- PayPal
- Credit Card
- safort
- paysafecard
- Wallie-Card
- Ukash
- Instant money transfer
- giropay
- Direct Debit
- SMS
- Phone/Mobile
- clickandbuy
- SponsorPay

Because of technical reasons there might be additional fees with some payment options. Those fees are shown in the payment window.

Buttons: Start, Security & FAQ, Service request, Germany, Select offer, Data, Confirm, pay, Reset choices, Continue.

Payment Options

- Depending on choice they switch
- Depending on country they change
- Not all options are available:
 - 1.99€ is SMS only
 - 4.99€ can be T-Pay only
- Reason: Costs of payment system influence your packet sizes
- Adding payment systems doesn't cannibalize others!

• The more the merrier!

Premium Use Buy Advantages Earn

Start Security & Service request Germany

1. Please select the desired product

Demeter's Gift 50% more gold

<input type="radio"/> SponsorPay	-
<input type="radio"/> 180 420 Gold coins	1,99 EUR
<input type="radio"/> 600 400 Gold coins	4,99 EUR
<input type="radio"/> 1500 1000 Gold coins	9,99 EUR
<input type="radio"/> 3750 2500 Gold coins	19,99 EUR
<input type="radio"/> 12000 8000 Gold coins	49,99 EUR

All prices include the applicable sales tax.

2. Please select the desired payment option

<input type="radio"/> Moneybookers	<input type="radio"/> Transfer	<input type="radio"/> PayPal	<input type="radio"/> Credit Card
<input type="radio"/> Sofort	<input type="radio"/> paysafecard	<input type="radio"/> Wallie-Card	<input type="radio"/> Ukash
<input type="radio"/> Instant money transfer	<input type="radio"/> Giropay	<input type="radio"/> Direct Debit	<input type="radio"/> SMS
<input type="radio"/> Phone/Mobile	<input type="radio"/> ClickandBuy	<input type="radio"/> SponsorPay	

Because of technical reasons there might be additional fees with some payment options. Those fees are shown in the payment window.

Reset choices Continue

Other stuff

•Country selection

- People do travel!
- Note the https symbol

•Progress indicator

•Other options

- Friend invites
- Link to Payshop
- Explanations
- Other services

•Service & Faq

•Users have to **TRUST** your shop & service to pay!

• The small stuff

Premium Use Buy Advantages Earn

Start Security & FAQ Service request

Germany

Select offer Data Confirm pay

1. Please select the desired product

Demeter's Gift 50% more gold

<input type="radio"/> SponsorPay	-
<input type="radio"/> 180 420 Gold coins	1,99 EUR
<input type="radio"/> 600 400 Gold coins	4,99 EUR
<input type="radio"/> 1500 1000 Gold coins	9,99 EUR
<input type="radio"/> 3750 2500 Gold coins	19,99 EUR
<input type="radio"/> 12000 8000 Gold coins	49,99 EUR

All prices include the applicable sales tax.

2. Please select the desired payment option

☐ Moneybookers ☐ Transfer ☐ PayPal ☐ Credit Card
☐ Sofort ☐ paysafecard ☐ Wallie-Card ☐ Ukash
☐ Instant money transfer ☐ Giropay ☐ Direct Debit ☐ SMS ☐ Phone/Mobile
☐ ClickandBuy ☐ SponsorPay

Because of technical reasons there might be additional fees with some payment options. Those fees are shown in the payment window.

Reset choices Continue

1. Integrate into webpage!
2. No pop up!
3. Not inside flash!
4. https!
5. This is a service page!
6. No advertising!
7. Less clicks=win
8. 3 clicks maximum
9. Each additional click costs you 30% users!
10. Metrics!
11. Metrics!
12. A/B Tests

Image from www.ikariam.com

The screenshot displays the 'Ikariam PLUS' shop interface. At the top, there's a navigation bar with links like Help, Ikariam PLUS (0), Highscore, Options, Notes, Board, Logout, and version information. Below this is a status bar showing various game resources and icons. The main content area is titled 'Ikariam PLUS' and includes a message about paying for PLUS benefits with Ambrosia. The shop is divided into three steps: 1. Select offer, 2. Select payment method, and 3. Compare and order. In step 1, five Ambrosia packages are listed: 40 (4.99 €), 100 (9.99 €), 400 (24.99 €), 1,000 (49.99 €), and 2,500 (99.99 €). The 1,000 package is highlighted with a green checkmark and a '150% more' badge. Step 2 shows 'Top payment methods (50 Ambrosia free)' with options like PayPal, Credit Card (highlighted with a green checkmark), paysafecard, Direct Debit, Instant bank transfer, Moneybookers, Bank transfer, and ClickandBuy. Step 3 shows a summary: '1,000 + 50 Ambrosia for 49.99 €' with a shopping cart icon. The footer contains copyright information for Gameforge Productions GmbH and various legal links.

Help Ikariam PLUS (0) Highscore Options Notes Board Logout v0.4.1 05.02.2011 12:34:56

0 [44:50] Polis 3 40 (40) Show World Show Island Show Town

0 (0) 450 450 0 0 0 0

Towns Military Research Diplomacy

Ikariam PLUS

You can pay for the PLUS benefits with Ambrosia. Just click on the chosen payment method and you will be able to choose different packages of Ambrosia.

Ikariam Shop Country: Germany

1 Select offer **2 Select payment method** **3 Compare and order**

1

Ambrosia	Price	Discount
40	4.99 €	
100	9.99 €	25% more
400	24.99 €	100% more
1,000	49.99 €	150% more
2,500	99.99 €	212% more

Via Telephone Click here if you want to pay via Telephone.

Via SMS Click here if you want to pay via SMS.

2 Top payment methods (50 Ambrosia free)

Method	Price
PayPal	
Credit Card	49.99 €
paysafecard	
Direct Debit	
Instant bank transfer	
Moneybookers	
Bank transfer	
ClickandBuy	

Tariff: 1,000 Ambrosia
Bonus: + 50 Ambrosia
Payment method: Credit Card
Price: 49.99 €

3

1,000 + 50
Ambrosia for 49.99 €

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Internal Departments

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**NEVER UNDERESTIMATE THE
WORKLOAD**

Life Team – Dev Team

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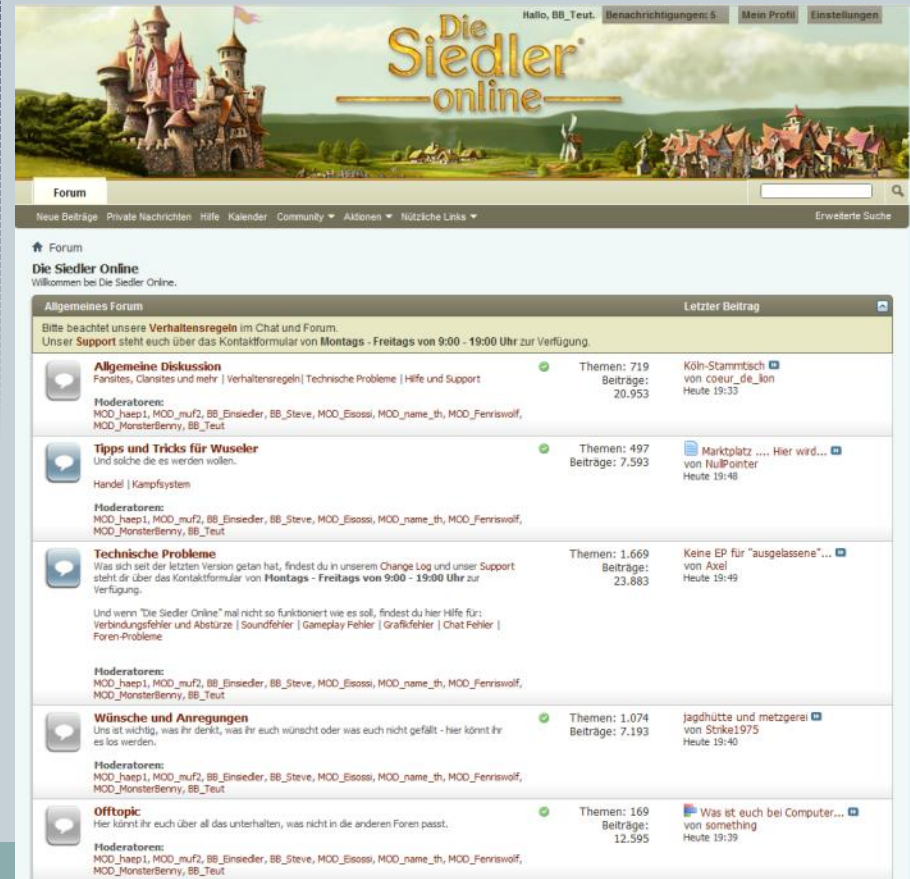
- Life operations draws time
- You won't have time for other stuff
- i.e. further development
- So you need 2* teams
- Shared resources are ok
- Sizes vary over time as game matures
- Do not underestimate requirements & demands from
 - Marketing, BizDev, Support, Community Management, Users, IT



Community Management

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- Is NOT support!
- Lead CM must sit in your offices
- Honest, direct, immediate, complete, frequent communication is KEY
- Even if its bad news
- Train your CM
- he is worth thousands of marketing dollars!



Support

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- **Support Actions**
 - Reimburse items
 - Check player game status
 - Check player payment status
 - Check player support history
- Some actions need to be logged
- Knowledge base key for outsourcing, but some actions need to be escalated (process)



Support

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- Ticket System
- Categorized
- VIP track!
- Payment track!
- Full CMS system
- Full information resources:
 - Account data & history
 - In game data
 - Payment data
 - Ban & Support history

- If VIP get special treatment:
 - What do “whales” get?

<1%
of Zynga players are
responsible for up to half
the company's sales

E-Marketing



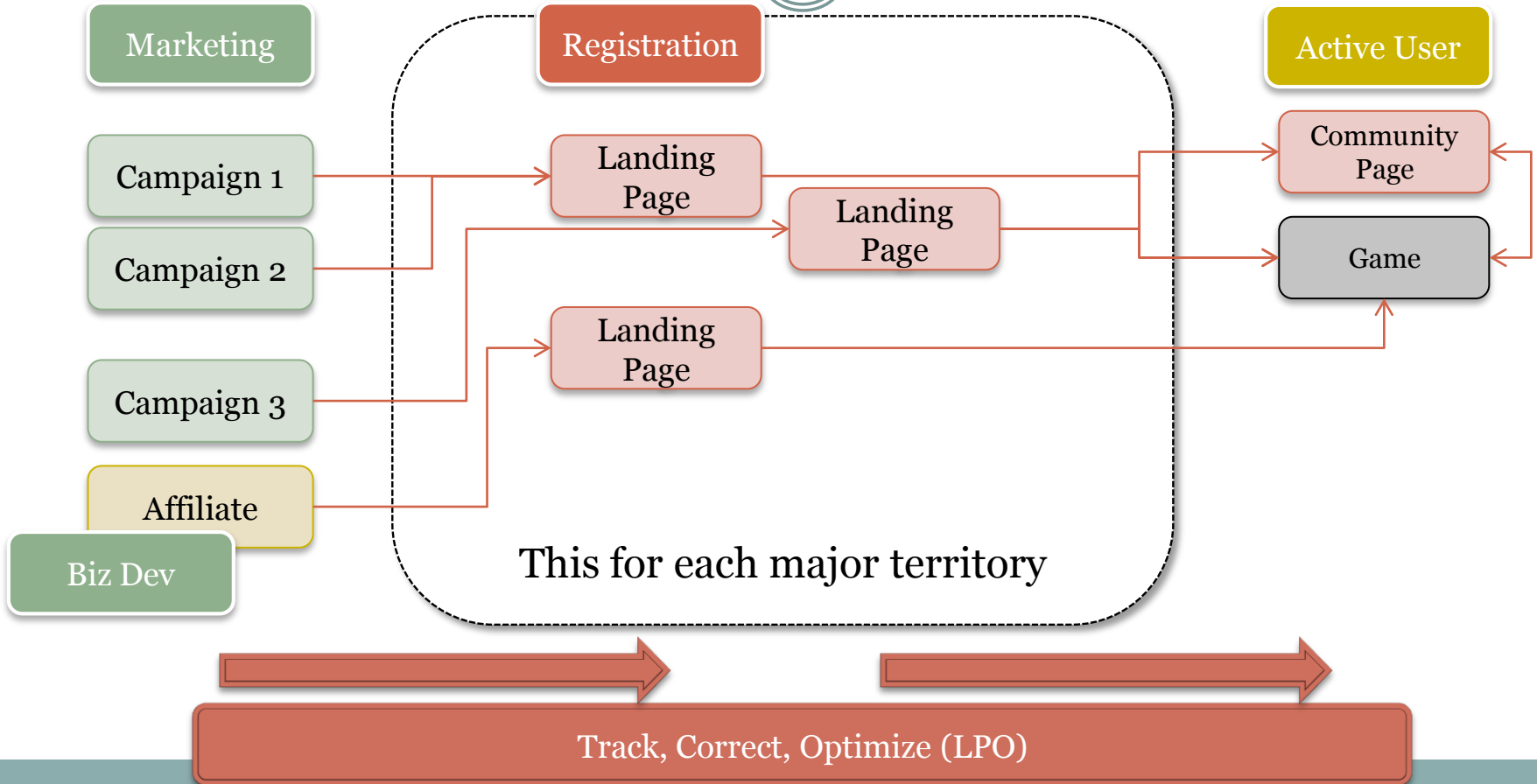
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- Your key to acquire users
- Traditional marketing won't work
- Banners are so 2005
- Forget magazines
- You can acquire users without leaving your offices – world wide
- SEM, SEO is key



E-Marketing

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E-Marketing

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- Metrics from game:
 - ARPU: Average Revenue per User
 - LTV: Live Time Value
- This dictates marketing budget per user acquisition
- Efficiency can be measured to the cent
- ROI: Marketing works with return of investment
- That's where traditional marketing becomes scared
- If $CPL < LTV$ ROI is +
- If $CPL < ARPU$ ROI is ++
- In other words:
- Marketing can multiply its marketing budgets
- Prerequisites:
 - Metrics
 - Tracking
 - Per channel!

Business Development (BizDev)



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- Sells your game to media/affiliates
- But you operate it
- On your servers
- White labeling needed
- BizDev can generate millions of users
- Deals vary from CPA/CPL to lifetime share
- BizDev partners do not cost money initially!
- They are only payed on success



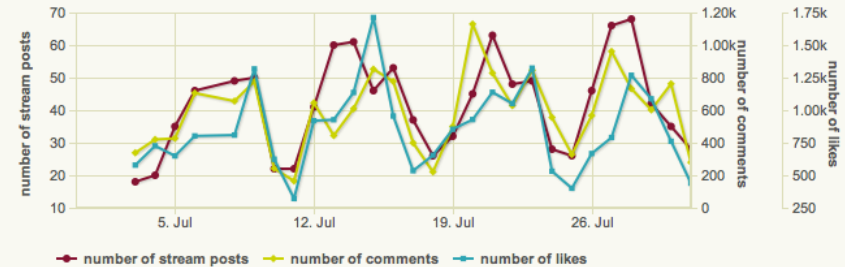
Analytics

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- Metrics need to be considered from start of project
- Metrics are complex
- Terrabytes of data
 - Out of game
 - In game
- Biggest problem:
 - Metrics tell you what but never why

Page conversations

■ number of stream posts	1144 (avg 824.3, +39%) ↗
■ number of comments	16055 (avg 16130.8, -0%) →
■ number of likes	23322 (avg 23409.2, -0%) →



Account: Mashable (page) | Period: Last calendar month (Jun 30, 2010 - Jul 31, 2010)

[Add to favorites](#) ★

Payment Systems

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- Each country has favourites
- Each country has specific ones
- Adding payment systems do not cannibalize others
- Support is key to success
- Thats why:
 - Your provider has to be in the same timezone
 - Has to be flexible with the UI (no ready made box)
 - Has to be international (Europe, Eastern Europe, SAE)
 - (in other words don't use US only providers)

Payment Systems

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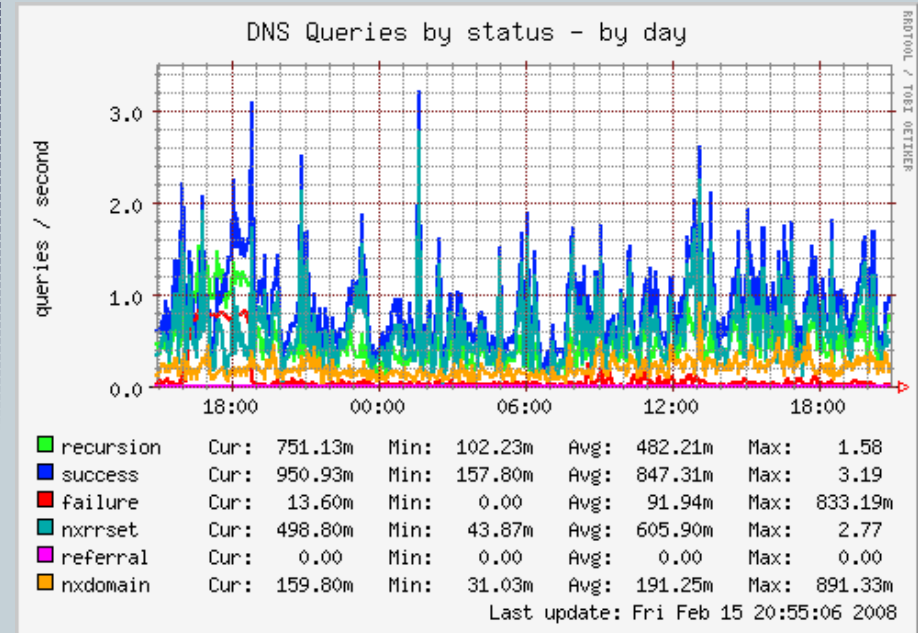
- Support as many as possible
- Research what big (European) companies support for each country
- Do not underestimate this point
- Secure transfers
- Rollbacks
- Accounting & legal
- Fraud
- P.s.: Bigpoint has 160+ payment systems online



IT: Maintenance & Monitoring

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- Prevent downtime
 - Every hour DT costs €
- Alert system to your IT staff 24/7 (pager, sms etc.)
- Do not think your provider can do this
- Most problems occur when you're out of office (Murphies law)
- Also do deployments & updates



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- ```

o o o
ooVoYo. .oPYo. .oBP .oPYo. .oPYo. .oPYo. .oPYo. o8 o8P
8' 8 8 8oooo8 8 .oooo8 Yh. 8 8 8 8 8 8 8 8 8
8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
8 8 8 'Yooo' 8 YooPB 'YooP' 8YooP' 8 'YooP' 8 8
.:.....:8.:.....:
+:.....+:.....+
=[msf v3.0
+ -- ==[5 exploits - 72 payloads
+ ==[2 encoders - 2 nops

msf exploit(test/multi/aggressive) > exploit -h
Usage: exploit [options]

Launches an exploitation attempt.

OPTIONS:
-e <opt> The payload encoder to use. If none is specified, ENCODER
-j Help banner.
-n Run in the context of a job.
-o <opt> The NOP generator to use. If none is specified, NOP is used.
-o <opt> A comma separated list of options in UAK=VAL format.
-p <opt> The payload to use. If none is specified, PAYLOAD is used.
-t <opt> The target index to use. If none is specified, TARGET is u
-z Do not interact with the session after successful exploitat

msf exploit(test/multi/aggressive) > exploit -z
[*] Sending 124 byte payload...
[*] Sending stage (2838 bytes)...
[*] Sleeping before handling stage...
[*] Uploading DLL (<73739 bytes)...
[*] Upload completed.
[*] Trying to use connection...
[*] Meterpreter session 1 opened (10.254.0.4:59360 -> 10.254.0.4:12345)
[*] Started logging session interaction.
[*] Session 1 created in the background.
msf exploit(test/multi/aggressive) > session -1

Active sessions
=====
 Id Description Tunnel
 -- -
 1 Meterpreter 10.254.0.4:59360 -> 10.254.0.4:12345

msf exploit(test/multi/aggressive) > session -i 1
[*] Starting interaction with 1...

meterpreter > use stdapi
Loading extension stdapi...success.
meterpreter >

```

# Recap

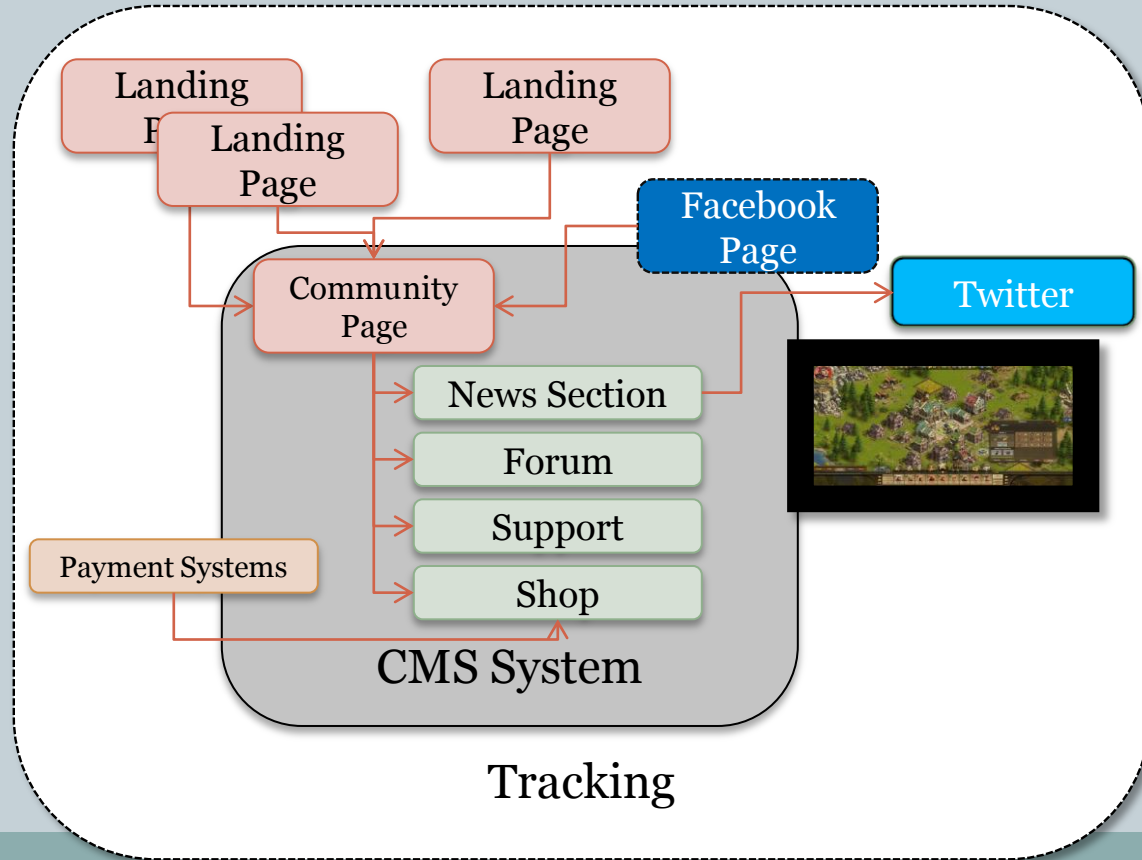
32

**LETS COUNT THE MANPOWER**

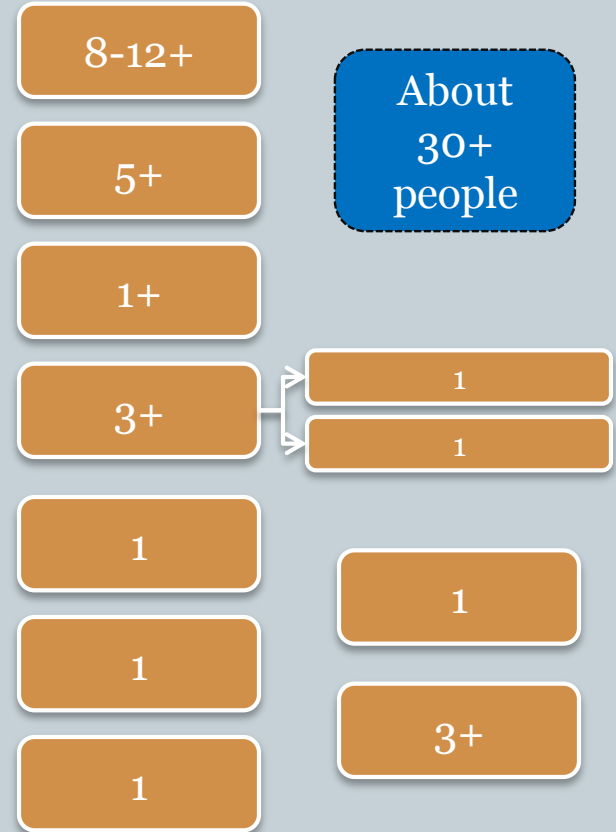


# Recap: That was our start

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# Q & A

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- Contact me:
- on Facebook
- or Twitter (Teut)
- or ... simply [teut.weidemann@ubisoft.com](mailto:teut.weidemann@ubisoft.com)

Ubisoft Blue Byte is looking for talents to work  
on the next online games!

Contact [jobs@bluebyte.de](mailto:jobs@bluebyte.de)