



Big Bucks for **BITS AND BYTES**

A holistic approach to F2P monetization



Lecture OVERVIEW

Speaker Details

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What to Expect

Monetization in F2P Games

A few current approaches

A look at the user experience

A bag of tips and advice



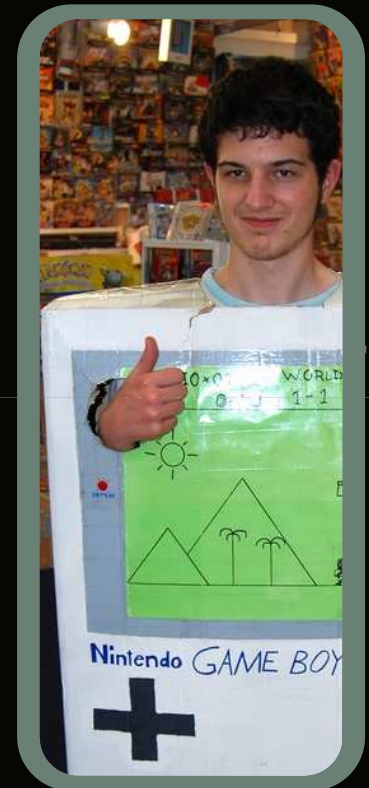
Presentation Goals

My goals are...

Designers: Ideas and approaches

Companies: Increased revenue

Users: Better experience



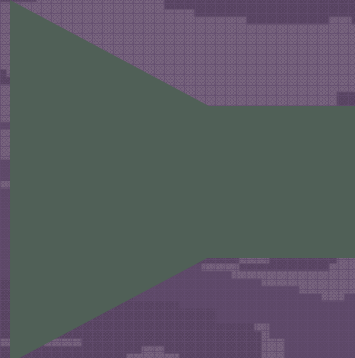


Current MODELS

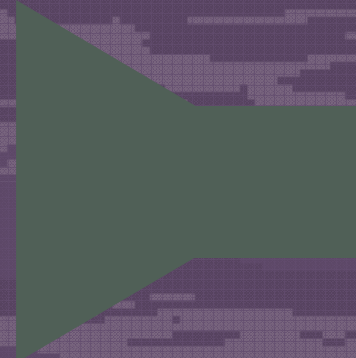
Lifetime Overview



Visitor



User

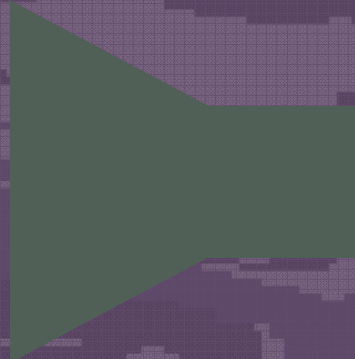


Payer

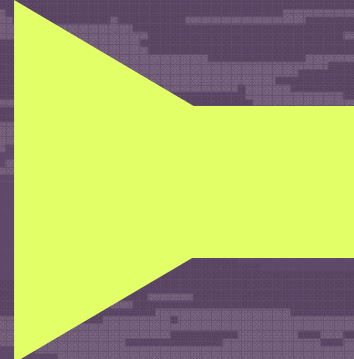
Lifetime Overview



Visitor



User



Payer

The Simple Approach



User

+

?

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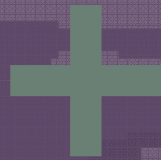


Payer

The Simple Approach



User



Product

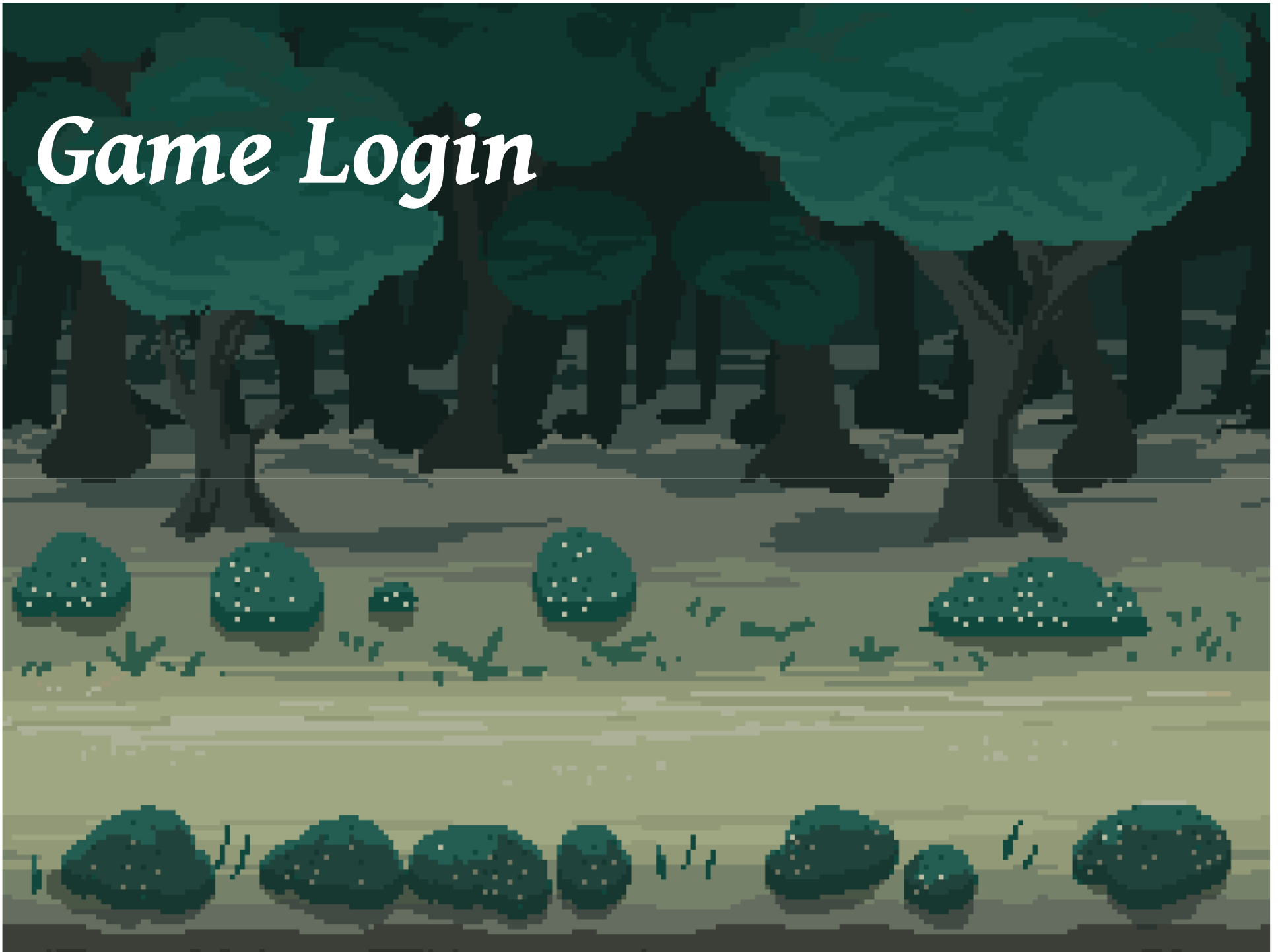


Payer



Worst Case USER STORY

Game Login



Game Login



Mary Johnson

Game Login



Big Mick

Game Login

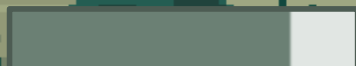


ShadowBlade666





New Item



A pixel art illustration of a forest scene. In the center, a white speech bubble contains the text '+15 DMG'. To the left, a character with long purple hair, wearing a pink jumpsuit and a brown bikini top, stands holding a sword. To the right, a golden arrow is stuck into a brown rock. The background features large green trees and a ground with small green bushes and patches of grass. A grey and white progress bar is located in the bottom left corner.

+15 DMG

A pixel art illustration of a forest scene. On the left, a character with long purple hair, wearing a pink jumpsuit and a brown bikini top, stands holding a sword. In the center-right, a brown treasure chest is partially buried in the ground, with a golden arrow pointing upwards from it. A white speech bubble with a black border and a tail pointing to the chest contains the text "On Sale!". The background features several large, dark green trees. The ground is covered with small green bushes and patches of grass. In the bottom left corner, there is a horizontal bar with a grey left half and a white right half.

On Sale!

A pixel art scene set in a forest. On the left, a character with long purple hair, wearing a pink jumpsuit and a brown bikini top, holds a sword. In the center-right, a golden arrow points down into a hole in the ground. A speech bubble above the arrow contains the text "On Sale!". The bottom left corner features a horizontal bar with a grey left half and a white right half. The background is filled with dark green trees and bushes.

On Sale!

Payment



Payment



Shop



Shop



Holistic Model

Extended approach

Be aware of entire process

The steps every user goes through

Make it as easy for players as possible

5-Steps





Why use this model?

Small changes can have large effects

Effects multiply with product design

Can help reduce frustration for user



Advice and **METHODS**

A pixel art illustration of a character with long purple hair and a pink outfit, holding a sword, standing in a forest. A large speech bubble on the right contains the text 'New Item'. Above the character's head is a thought bubble containing a large eye icon and a question mark. The forest has dark green trees and bushes on a light green ground.

New Item

Awareness

Make product visible

Player needs to be aware of existence

Danger of being too intrusive



Awareness methods

Shop

Advertising

Embedded products

Other players

Shop



Mixing premium with non-premium
Non-payer sees products
Products are comparable
Makes premium transparent



Increase visibility of shop

Don't hide the option

Lead player into it

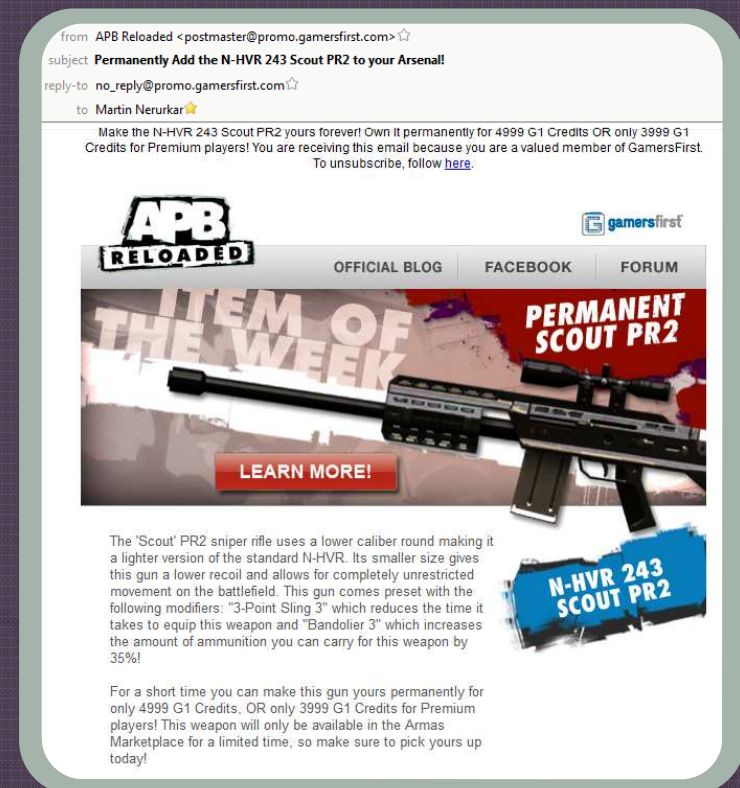
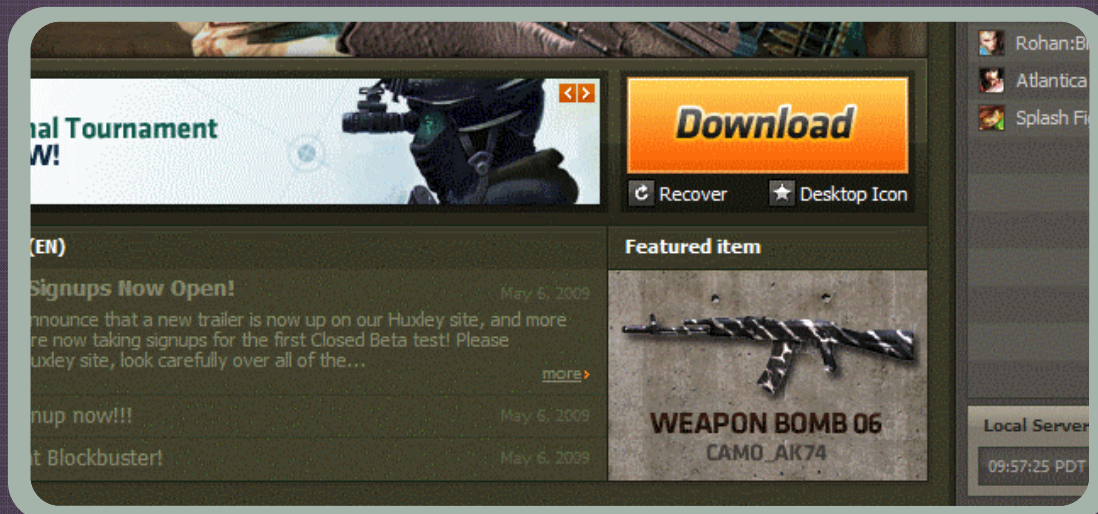
Highlight to attract attention



Advertisement



Ads can be used in many locations
Loading screen, launcher, website...
Can be obnoxious
Can break immersion



Ad space needs to remain interesting
Mix in regular game infos
Refresh content frequently
Can be personalized with special offers



Awareness recap:
Advertising
Shop





Understanding

Explain product functionality

Makes benefit to player clear

Some items are more intuitive than others



The background of the slide is a dark, moody photograph of a forest with trees and foliage. Overlaid on the left side is a semi-transparent purple rectangle with rounded corners and a fine, repeating geometric pattern. The text is white and positioned within this rectangle.

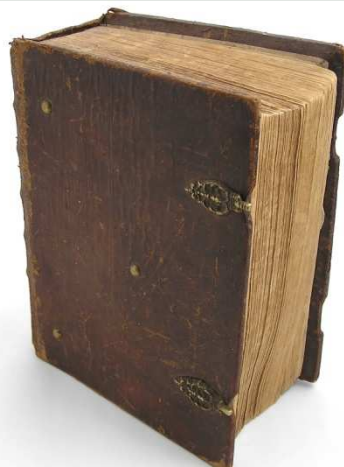
Understanding methods

Tutorial

Demo products

Help text

Tutorial



Can explain complex context

Requires significant work

Useful for very desirable items



Demo Products

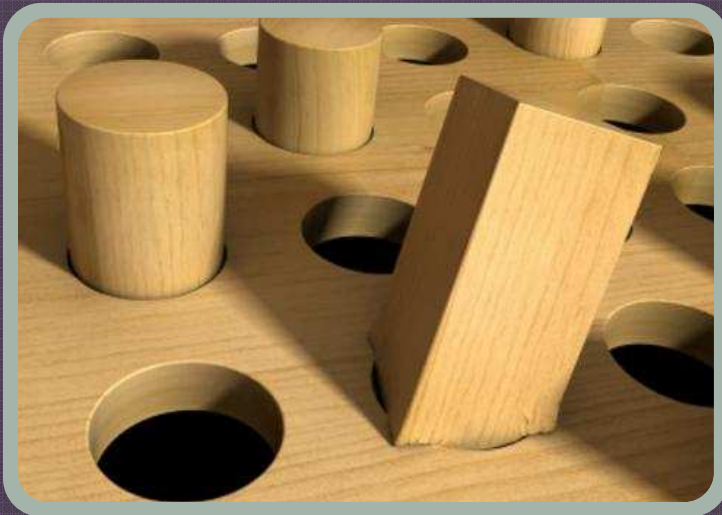


Is very effective

Player is aware of existence

Using item makes its value well understood

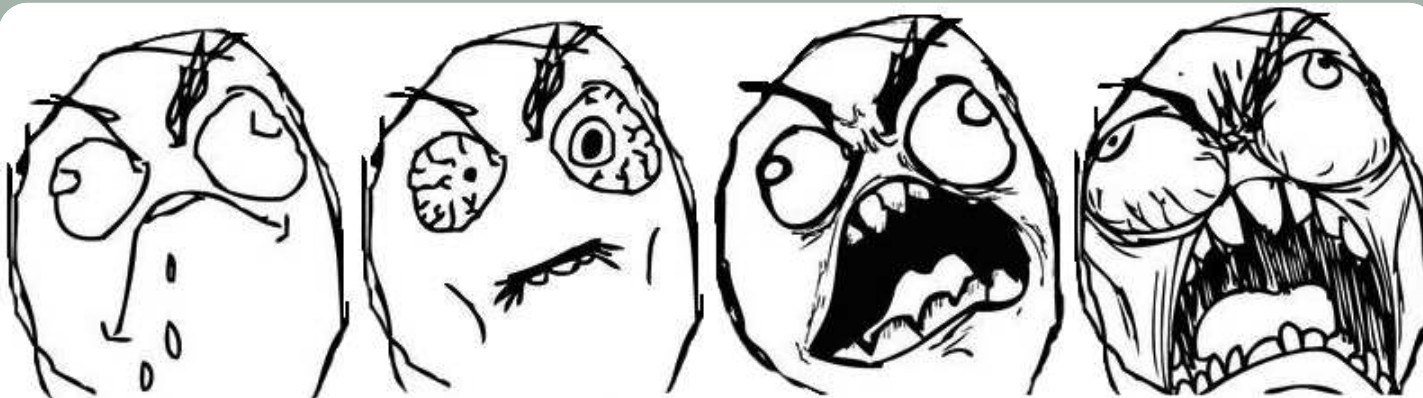
High desire items can give a taste



But has some dangers

Frustrating if used at the wrong time

Annoying if special status was unclear



FFFFFFFFFFFFUUUUUUUUUUUUUUUUUUUUUUUUUU

Understanding recap:
Tutorial
Demo products





On Sale!

Desire

Increase value of product

Value only perceived

Mostly based on functionality
and artificial scarcity



Desire methods

Events

Price

Virtual physicality (items)

Duration

Events



Types of limitation

Limited number

Limited sale duration

Limited availability



Very effective

Limited special/unique items

Limited payment bonuses

Limited ingame discounts



Advantages of artificial scarcity

Increased perceived value

Reduced time for judgement

Feeling of missing out



Pricing



Price is closely linked to value

Free products are seen as worthless

High prices create a feeling of quality

High prices reduce availability

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Prices are relative

Products are bargain only compared to others

Keep in mind the prices of all products

Look at the prices of your competitors



Adjusting prices later on is difficult
Start with high prices (careful!)
Test your prices as soon as possible
Add new, better items and remove old



Desire recap:
Events
Price



Payment



Ability

Easy access to product

Step 1: Payment

Step 2: Shopping

Relevant for first payers





Ability methods

Payment Options

Starting Bonus

Shop Design

Payment Options



Get Facebook Credits

 **Buy Facebook Credits**
Current Balance: 0 Credits · [Terms Apply](#)

How many credits would you like to add to your account? US D

- ☒ 50 Credits for \$5.00 USD
- ☐ 105 Credits for \$10.00 USD 5% bonus
- ☐ 550 Credits for \$50.00 USD 10% bonus
- ☐ 1,120 Credits for \$100.00 USD 12% bonus
- ☐ 2,360 Credits for \$200.00 USD 18% bonus

Paying with PayPal · [Change](#) Cont

Provide variety

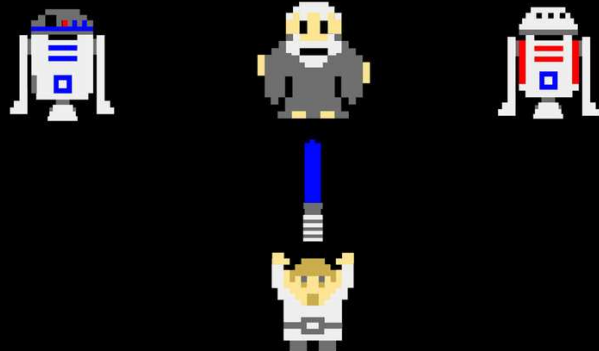
Countries favor different methods

Weigh options based on revenue



Starting Bonus

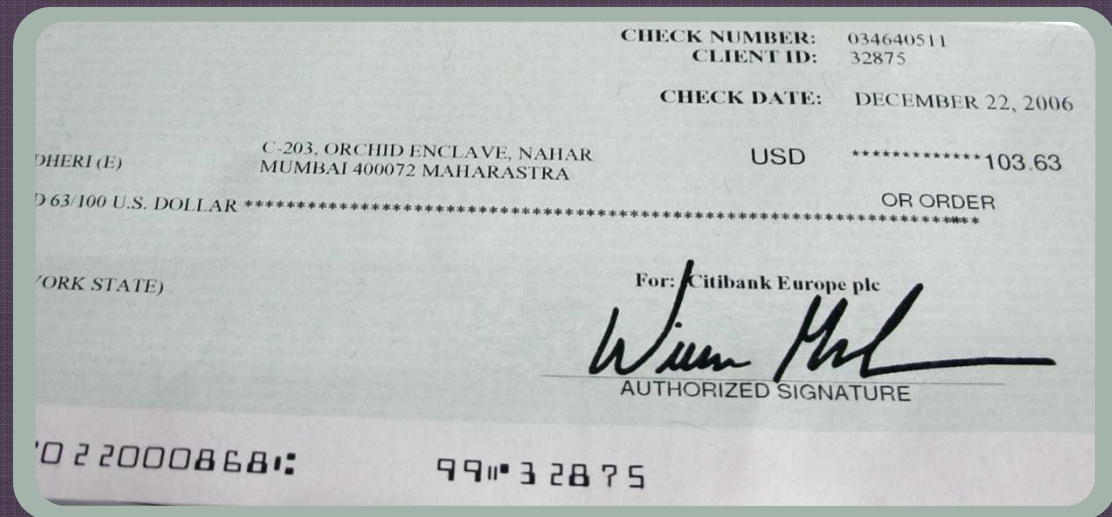
IT'S DANGEROUS TO GO
ALONE! TAKE THIS.



Starting coupon

Not using coupon would be a loss

Player sees payment system



Starting hard currency

Player will take a look at products

Wrong spending can be frustrating



Ability recap:
Payment Options
Starting Bonus



Shop







Lecture TAKEAWAY

Wrapup

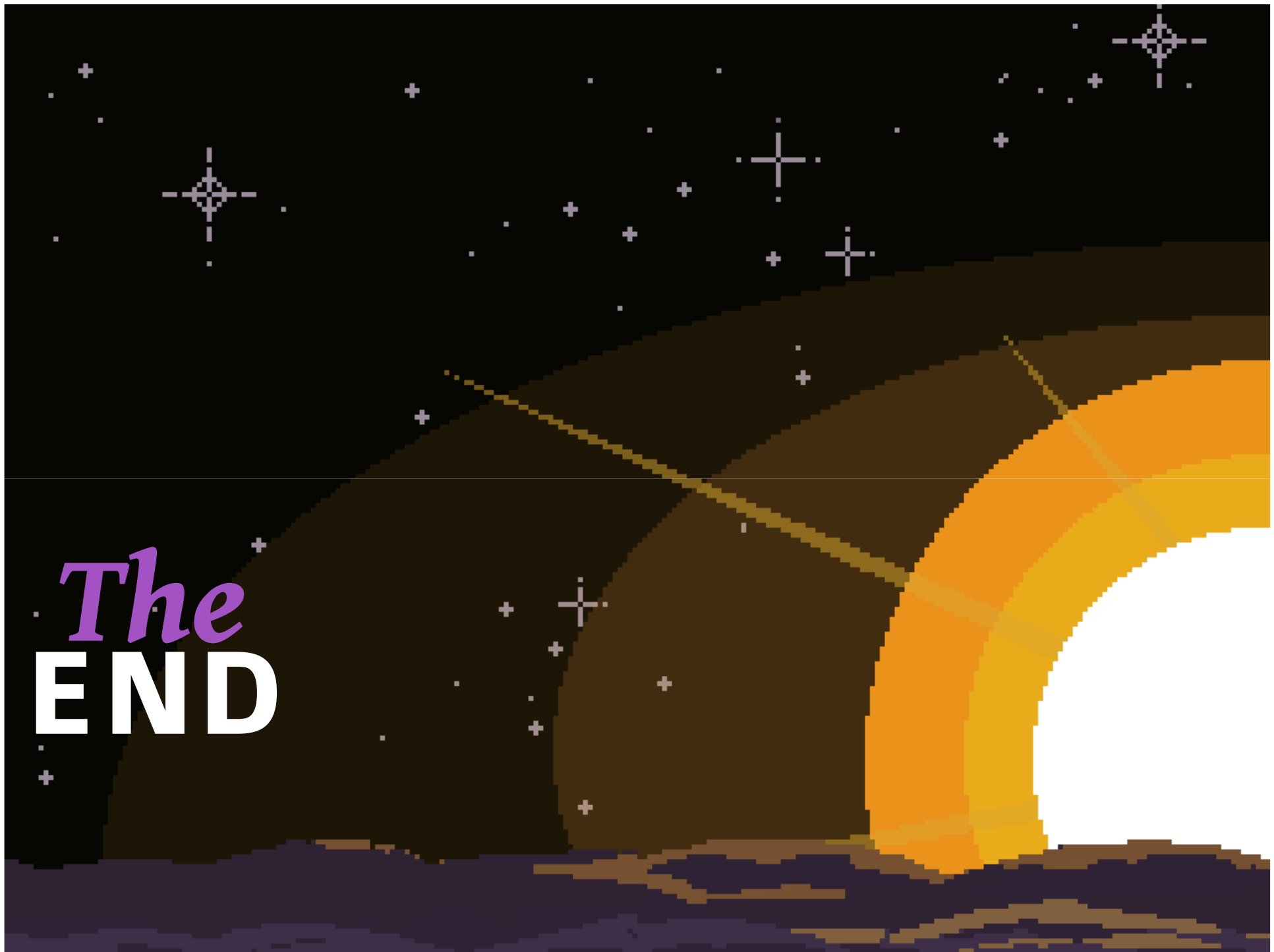


Five steps to...

...improve

...be more profitable

...create a smoother experience



Questions?

Available for hire or contract

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Graphics by **ZEITLAND**
media & games

