

GDC Europe—Social Track
Monday, 15 August 2011

PopCap®



Why operating a Top 10 Social
Game Across Markets is
Difficult!

Before we start!

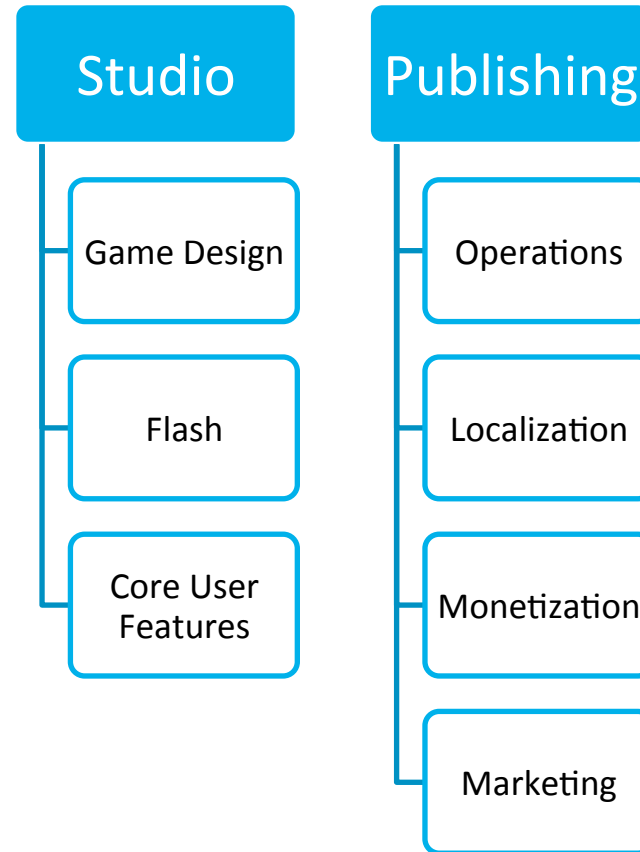
I want to leave time for questions

- ★ I want to leave plenty of time for questions
- ★ *Boring* Operational Warning!
- ★ I cannot discuss core game features
- ★ Features focused on driving results



How are we Structured?

US Headquarters in Seattle, EUR HQ in Dublin



Bejeweled Blitz: German Edition



Du liebst tolle Angebote? Du willst Facebook-Gutscheine UMSONST? GUTSCHRIFTEN VERDIENEN!

Hol dir super Angebote für Sachen, die du willst und erhalte dafür Facebook-Gutscheine!

BEJEWELLED BLITZ

DAILY SPIN MÜNZEN SCHENKEN FREUNDE EINLADEN GUTSCHRIFTEN VERDIENEN HILFE

DAILY SPIN
GRATIS-DREH

1.000.000 250.000 100.000 50.000 25.000

GRATIS-DREH! ABBRECHEN

3.827.300

DREHEN UND GEWINNEN! GRATIS-MÜNZEN!

41 Scott Rankin 135.000
42 Xuyen Nguyen 92.700
43 William Neely 30.600
44 Bart Barden Keine Punkte diese Woche
45 Duane Colbert Keine Punkte diese Woche

LADE FREUNDE EIN
Bejeweled Blitz zu spielen

Halte Ausschau nach Seltenen Steinen!

Mehr Freunde, Mehr Spaß!

02 TAG 03 STD. 49 MIN.

950K INSGESAMT 2.7 MIO. INSGESAMT 8 MIO. INSGESAMT

+4K Münzen +16K Münzen +90K Münzen

Datenschutz | Nutzungsbedingungen | Facebook-Seite | Twitter | YouTube

Enthält KOSTENLOSE Spieltipps und 50.000 Münzen

BEJEWELLED BLITZ

Kostenloser Strategieführer beim Kauf des Spiels

JETZT ALS DOWNLOAD FÜR DEN PC VERFÜGBAR

HOL DIR KOSTENLOSE TIPPS

PopCap

Du liebst tolle Angebote? Du willst Facebook-Gutscheine UMSONST? GUTSCHRIFTEN VERDIENEN!

Hol dir super Angebote für Sachen, die du willst und erhalte dafür Facebook-Gutscheine!

BEJEWELLED BLITZ

DAILY SPIN MÜNZEN SCHENKEN FREUNDE EINLADEN GUTSCHRIFTEN VERDIENEN HILFE

3.812.900 MEHR MÜNZEN

25 Steinmacher St. 1
Noch 3.996.500 Punkte

Neuer Highscore!
77.900 Pkte.
600 verdient

WDHLG. POSTEN

Kombis Tempo x5 x0 x0

30K 15K 0K

0 Sek. 30 Sek. 1 Min. +5 LH

NOCH MAL SPIELEN

Mehr Freunde = Mehr Münzen!
Freunde zum Spielen einladen!

Mehr Freunde, Mehr Münzen!

02 TAG 03 STD. 46 MIN.

950K INSGESAMT 2.7 MIO. INSGESAMT 8 MIO. INSGESAMT

+4K Münzen +16K Münzen +90K Münzen

41 Scott Rankin 135.000
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LADE FREUNDE EIN
Bejeweled Blitz zu spielen

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Bejeweled Blitz: German Edition

Full Localization

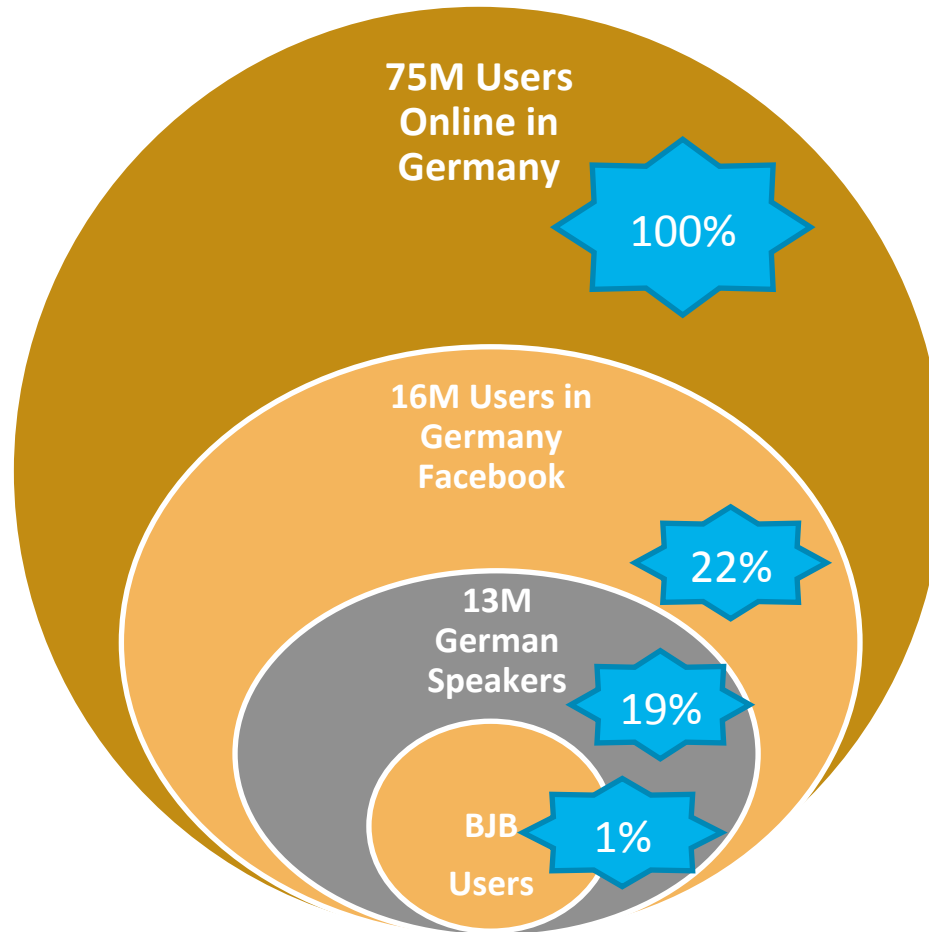


- ★ Game Text
- ★ Sounds
- ★ Promotional Elements
- ★ Commerce Path
- ★ Chrome
- ★ Marketing and Timing



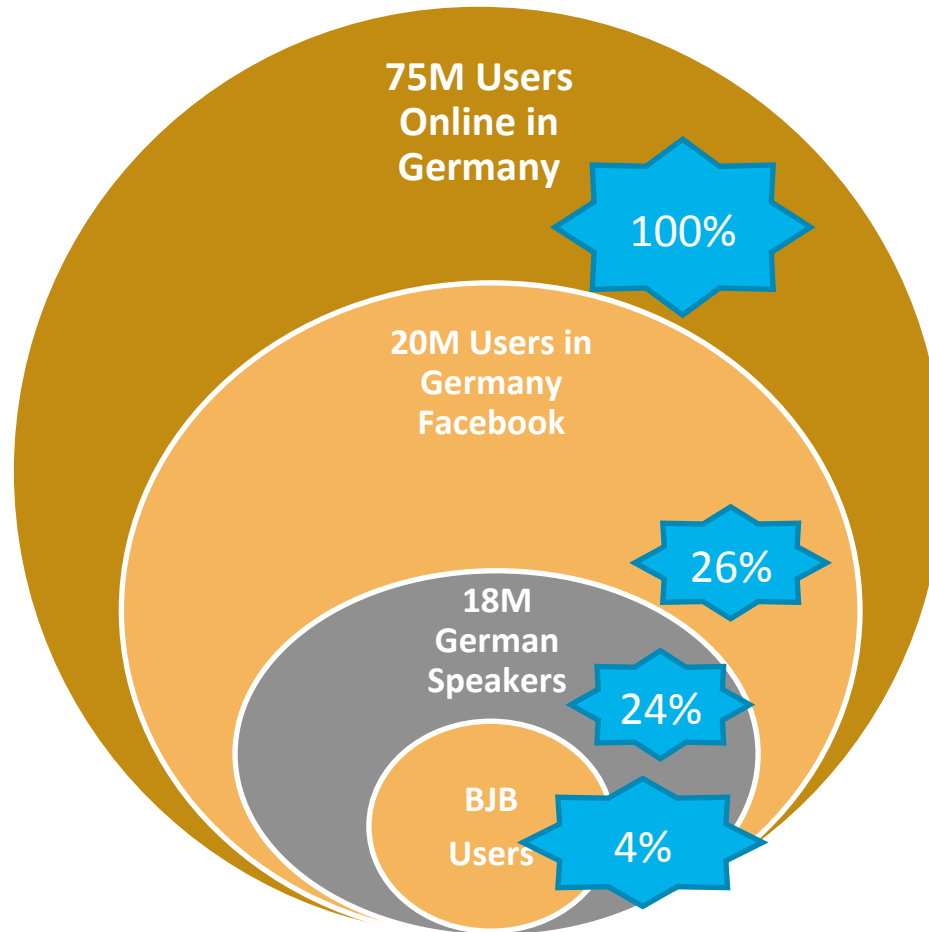
Opportunity Analysis

Total Monthly User Base: Feb 2011



Were we right?

Total Monthly User Base: July 2011

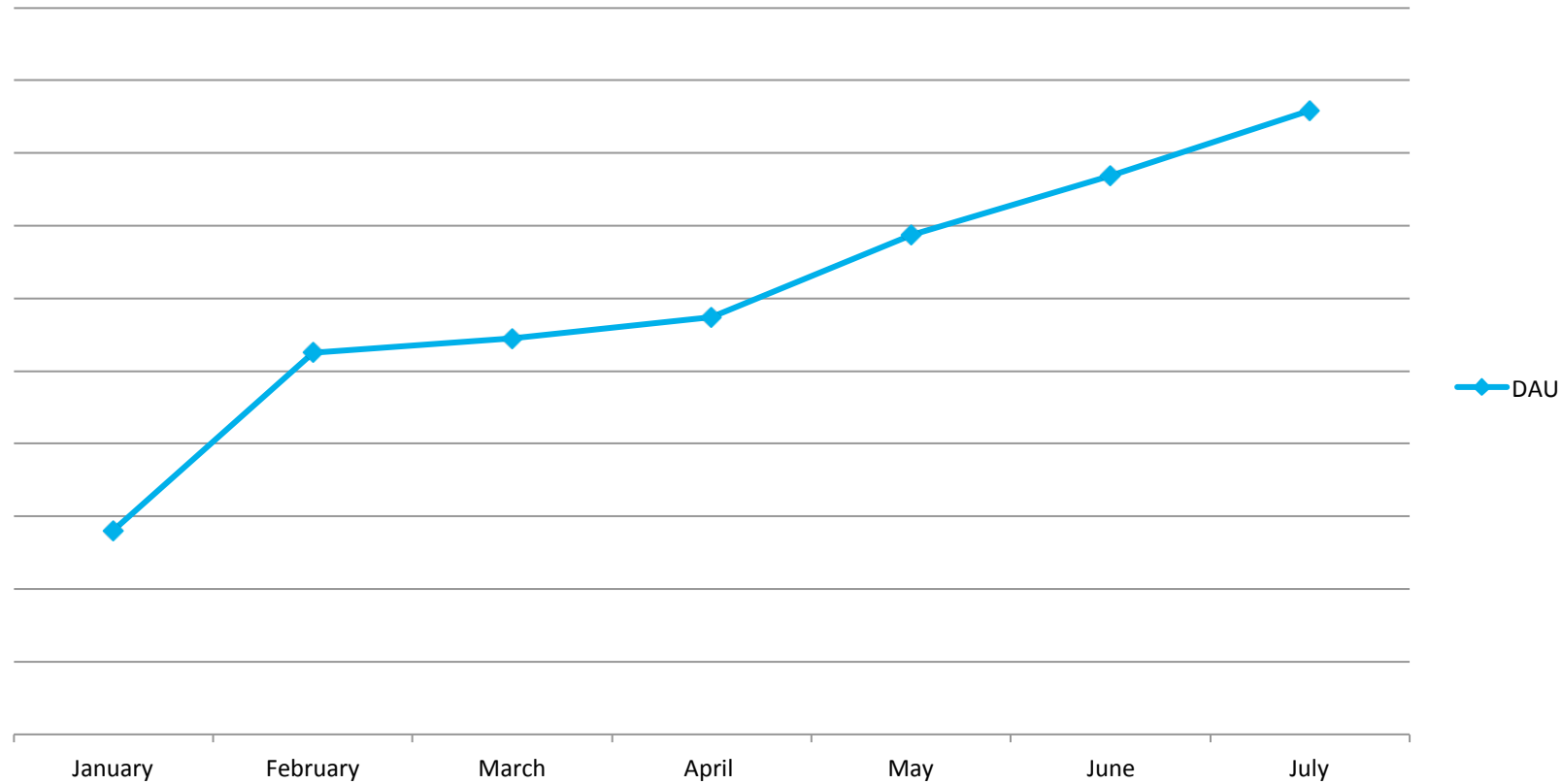


Growing DAUs



2011 German DAU Growth

Over 50% DAU growth in 2011 while overall DAU decreased



Largest DAU Driving Tactic?

Key tactics executed in last 6 months

Number	Tactic
#1	Core Game Localization
#2	Facebook Paid Marketing
#3	Viral Features + Chrome Localization
#4	Commerce Localization
#5	Local Community Management

Question for the Audience!

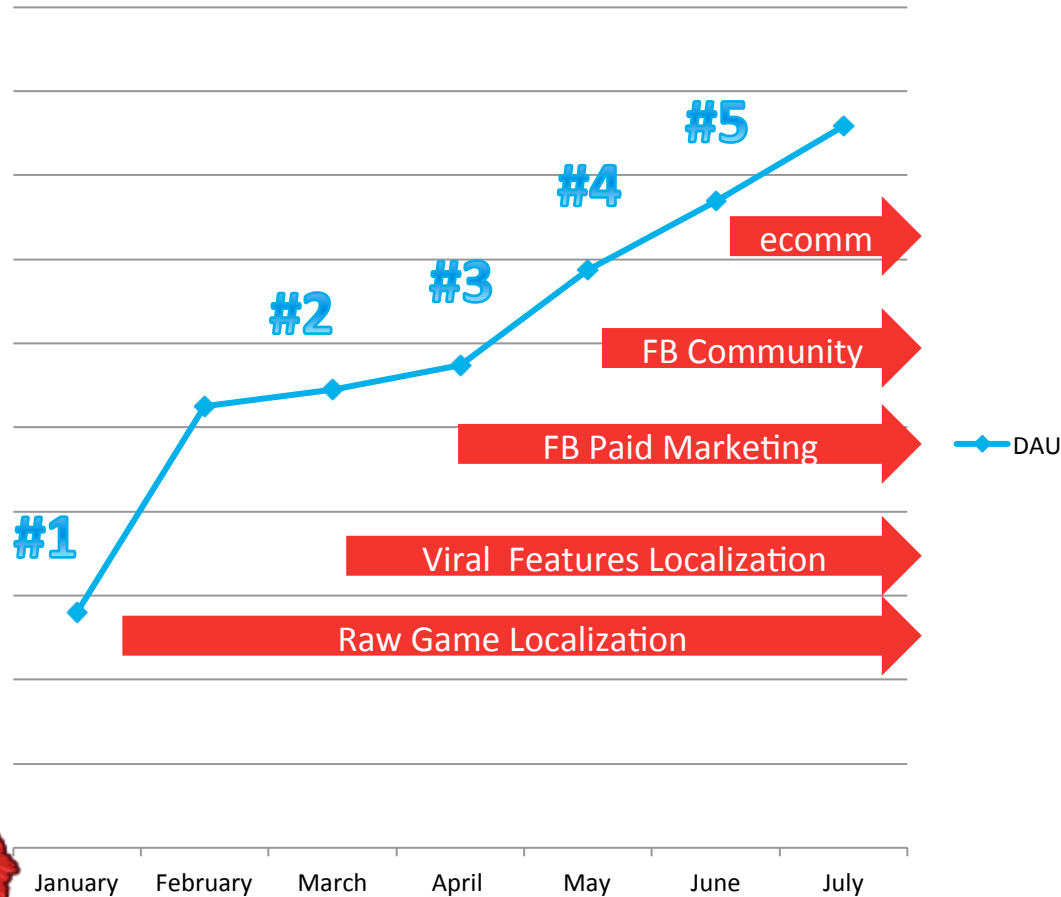
Which was done first?

Which drove the most growth?



Tactic Execution

2011 German DAU Growth



1. Game Localization
2. Viral Features Localization
3. Facebook Paid Marketing
4. Facebook *Earned* Marketing
 - Local Community Management
5. Commerce Localization

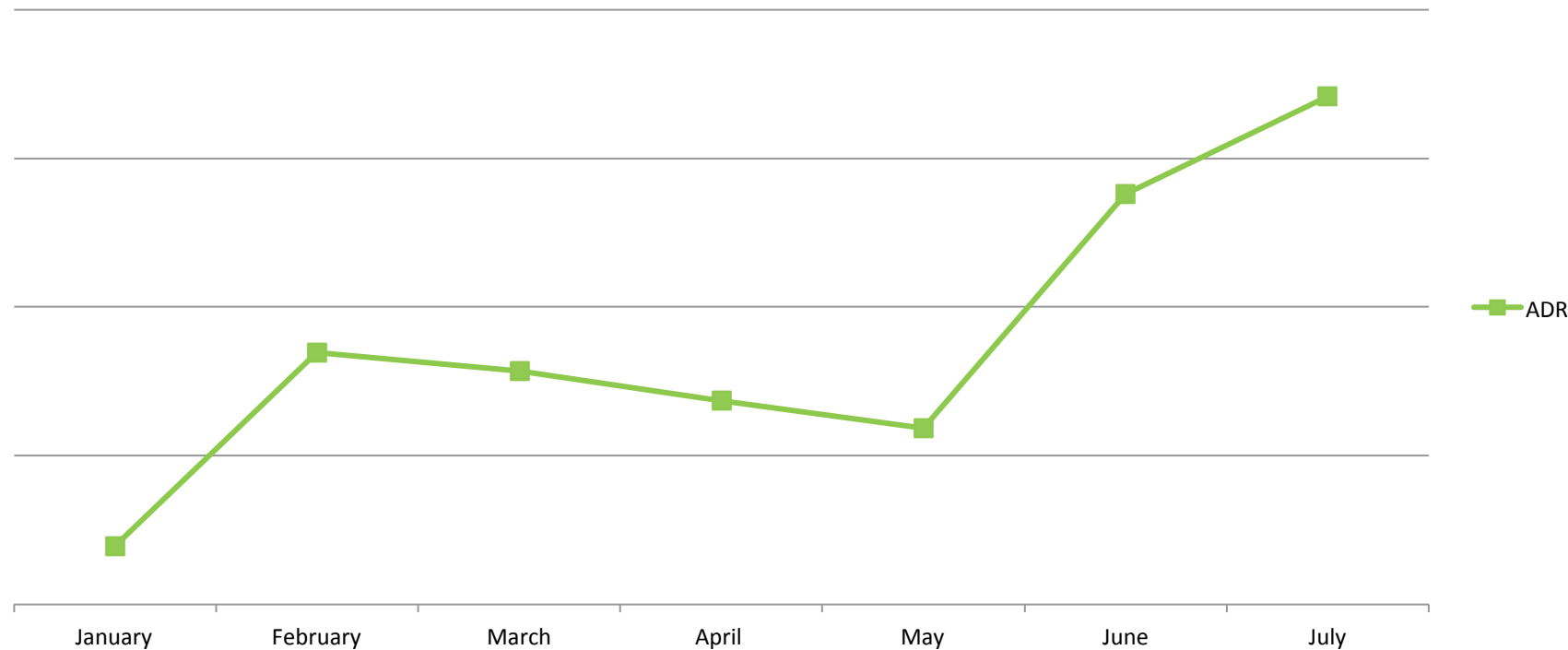


2011 German Average Daily Revenue

Over 4x Growth in 2011, outpacing EUR average by 3x

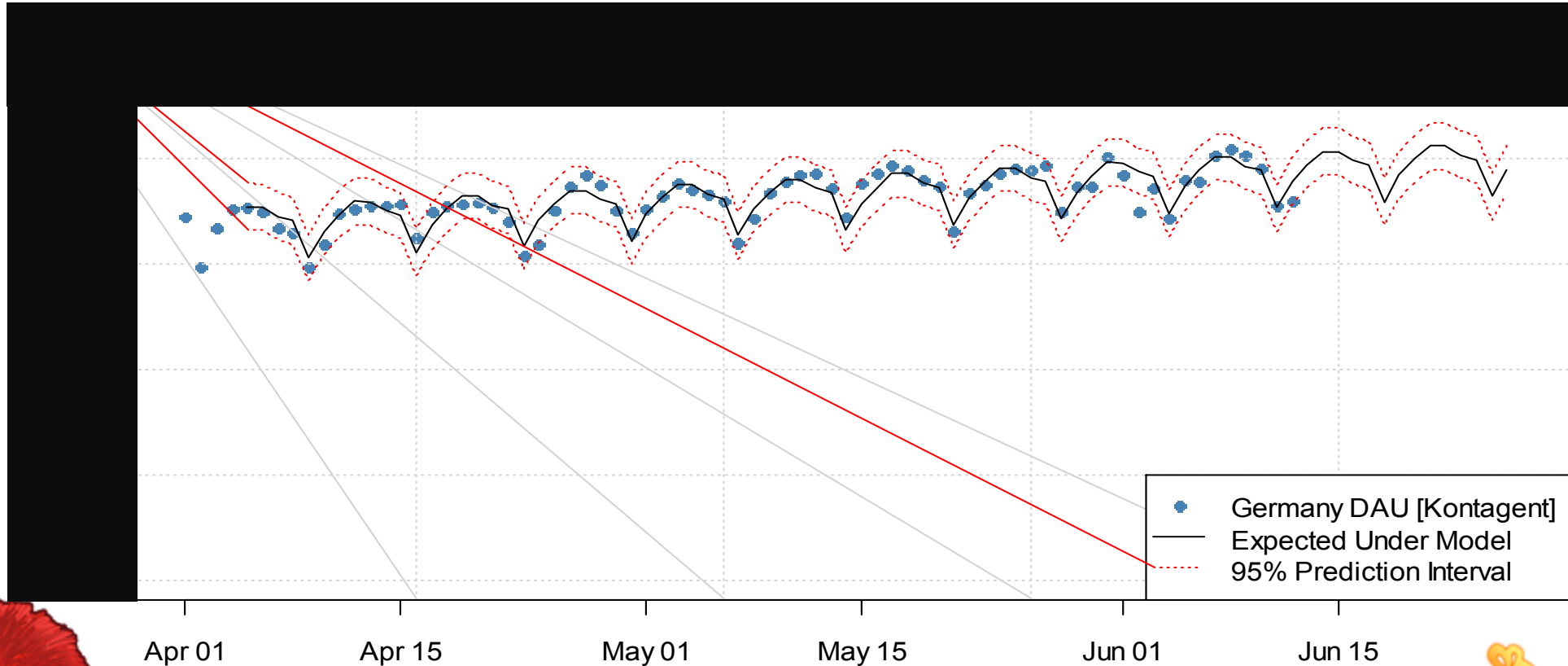


420 %



Is this really from our Tactics?

Statistically Significant Growth



Bejeweled Blitz: Lesson

Lesson Learned #1

- ★ It is not just enough to localize the game itself, you must regionalize your services to maximize value



Game and Viral Localization



Development and Localization



New Items/Gems

Server code XML

Tooltips

Form Feeds

Privacy Statement

Game Play Messages

Nav Bar/Menus

Allow Box

Leaderboards

Commerce

FAQ/

Boosts

Game Stats

Help

Customer Messaging

Error Messages



When is *Good* Good Enough?

80/20 Rule

- ★ Do Market Research
- ★ Leverage your FB relationship
- ★ Ask Customers and understand how they consume your product
- ★ Think in terms of ROI
- ★ Make sure to set up user testing in initial architecture
- ★ Difference between enabling localization/regionalization and supporting localization releases weekly



Bejeweled Blitz: Lesson

Lesson Learned #2, #3

- ★ Focus your regionalization and localization on what moves the needle
- ★ Hard to go back and re-architect A/B or variant testing into the service





Marketing and Promotions

Marketing



- ★ Paid
 - Acquisition Focused
- ★ Earned/Community
 - Retention Focused
- ★ Viral



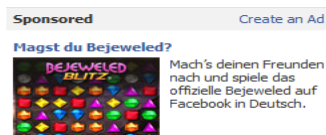
Paid Ad Spend Test: Germany

Campaign Outline

- ★ 10 Day Campaign from 4/15/11 to 4/25/11
- ★ Ran advertising targeted at German users who have their language preference set to German
- ★ Ran 4 different creative which showed friends that were also playing Bejeweled Blitz
- ★ Goal was to obtain application installations

Campaign Results

- ★ Increase during campaign = ~70%
 - Peak install day was ~**50%** of the US total in the same day
 - Installs in Germany exceeded installs in the UK over the duration of the campaign
- ★ As a comparison, Blitz installs for France, Spain and Italy combined were down almost 40% from their 30 day moving average during the same period.

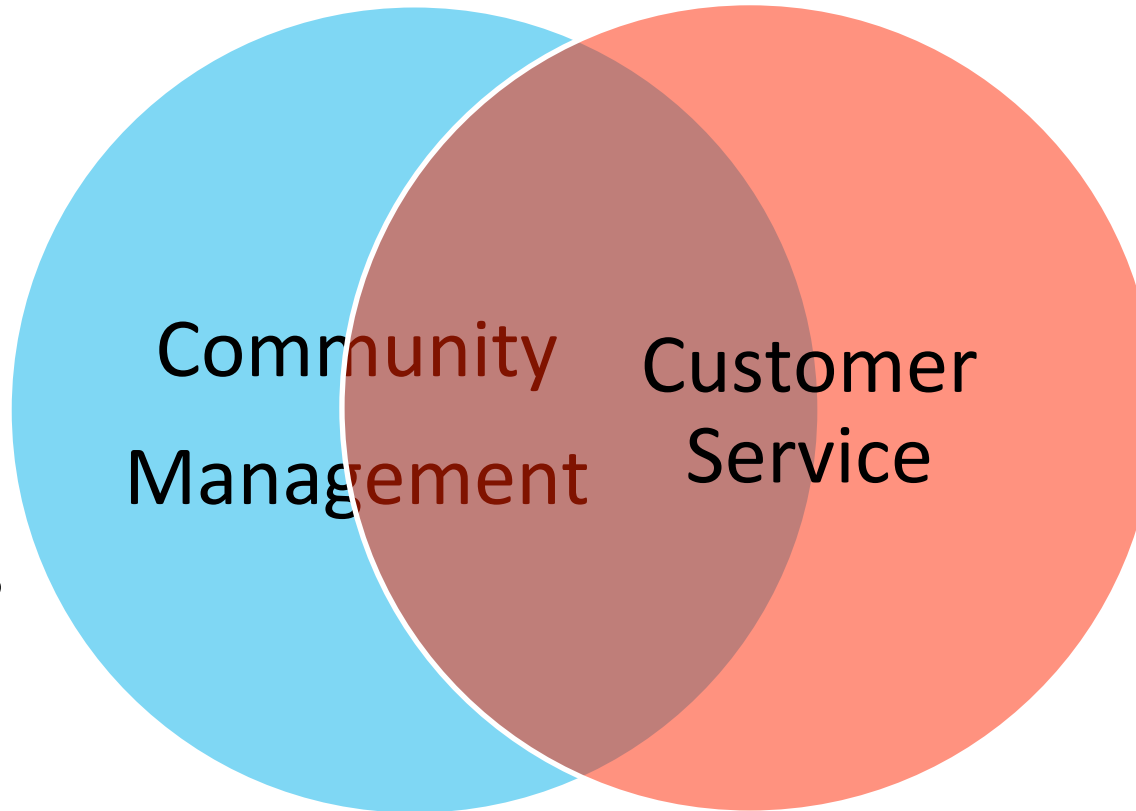


Earned Marketing

Many ways to message a user that need to be considered



1. Fans
2. Likes
3. Installers



1. Email
2. Help Forums



Bejeweled Blitz: Lesson

Lesson Learned #4, #5

- ★ Focus on depth v breadth: More products in a single market provides a more relevant message to users and better economies of scale for cross-promotions
- ★ Localization/Release of games need to have go-to-market and ongoing marketing/promotion
 - Localizing alone will not move the revenue or DAU needle
 - New feature releases provide natural promotional opportunities



Analytics



Analytics and Business Intelligence

Data Inputs that we leverage

- ★ Kontagent
- ★ Homegrown Game Play Data
- ★ Omniture
- ★ CRM service



Bejeweled Blitz: Lesson

Lesson Learned #6

- ★ You cannot run a service in more than one market without proper analytics and business intelligence



Lesson Summary



Lesson Summary

What we learned!

1. It is not just enough to localize the game itself, you must regionalize your services to maximize value
2. Focus your regionalization and localization on what moves the needle
3. Hard to go back and re-architect A/B or variant testing into the service
4. Focus on depth v breadth: More products in a single market provides a more relevant message to users and better economies of scale for cross-promotions
5. Localization/Release of games need to have go-to-market and ongoing marketing/promotion
6. You cannot run a service for profit in more than one market without proper analytics and business intelligence





the end

Questions, Feedback? Contact me!

Email: bart@popcap.com

Twitter: LBB

<http://www.linkedin.com/in/bartbarden>