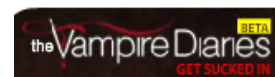
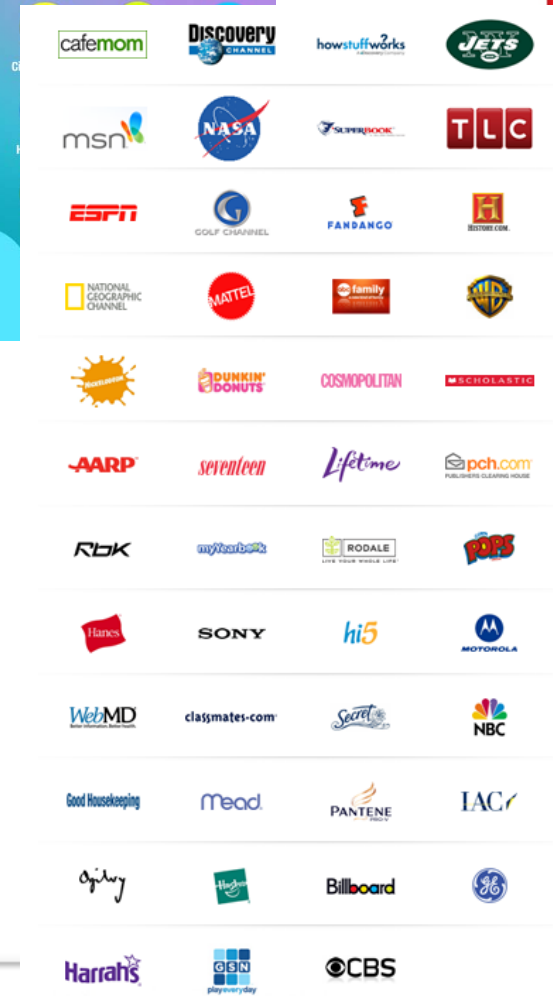
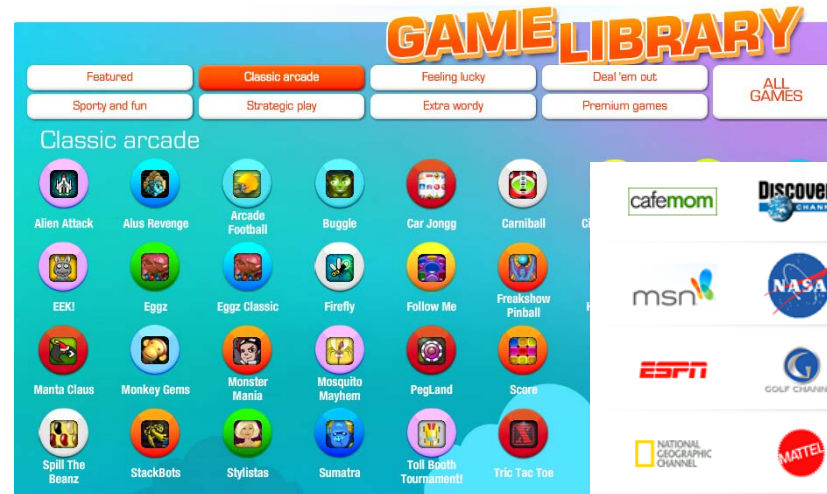


and profiting from!

Balancing▲ Your Game Economy

Lessons Learned

Dan Hart, October 10, 2011



Creating and Balancing a Profitable Social Game Economy:

- Case study: Mahjongg Dimensions Blast: Peak: 1.5MM MAU; 260K DAU; Current 964K MAU; 135K DAU
- Creating and balancing a freemium game economy following the basic structure of top social and emerging mobile games

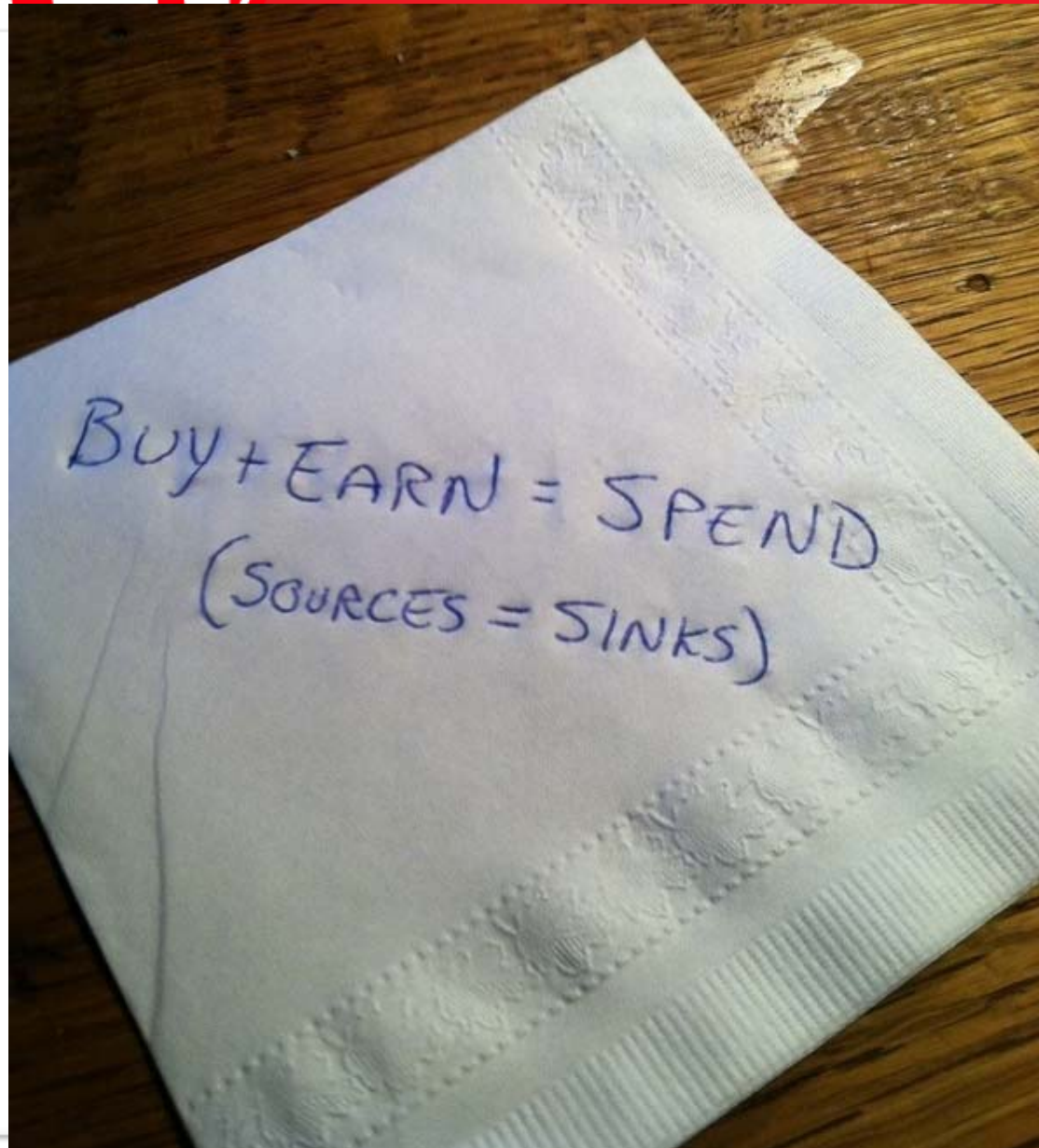


What Kind of Game Economies?

- Casual Social and Mobile Freemium Games with
 - Asynchronous play
 - Dual Currency economies (with another system often thrown in)
 - Players buying and selling with the game (not between each other)
 - Open systems – players bring cash to the table (as much as they want!)
 - Player to player gifting and cooperation

Four Steps of Monetization

- Scope and Nature of Design
- Mechanics of Monetization and Virality
- In Game Communication
- Economy Balance



Mahjongg Dimensions - Blast

Case Study





GET BOOSTS

+0% XP

+0% XP

+0% XP

FEATURED

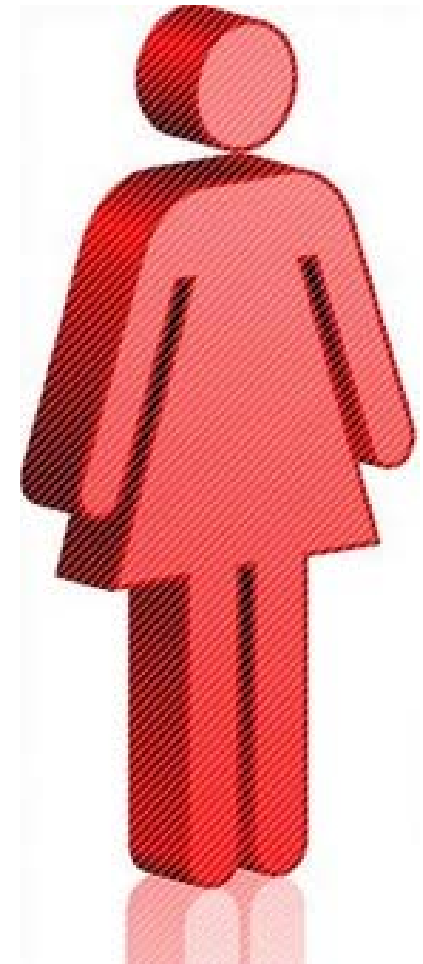
PUZZLES

PREMIUM BOOSTS

COMBO PACKS

 It's hot outside! Stay cool with a new Mahjongg Dimensions puzzle! 10 PACK 30  BUY	 Slow your timer down with this favorite-puzzle freeze-tile combo! 10 PACK 60 50  BUY	 Favorite puzzle x10, Super puzzle I x10, Super puzzle II x10 COMBO 100 85  BUY	 Add extra 7 seconds to your game! 10 PACK 40 30  BUY	 Time is on your side - this puzzle has time tiles in it! 10 PACK 70 50  BUY
 Start the game with :07 extra time and a 3x multiplier! 10 PACK 90 70  BUY	 Buy this boost and turn off ads for 30 days! 30 PACK 40  BUY	 Start your game with a fun and easy level! 10 PACK 35 28  BUY	 Start the game with this super easy level! 10 PACK 50 40  BUY	 This powerful boost gives you a great first level with time tiles 10 PACK 100 70  BUY
 Start VIP level with 3x multiplier and 07: Time boost! 10 PACK 100  BUY	 Put your timer in DEEP FREEZE with this powerful super-puzzle freeze-tile! 10 PACK 90 70  BUY	 Explore the mysteries of the deep with this super-puzzle and custom background! 10 PACK 50 30  BUY		

- Female 35+
- From the United States
- Speaks English (US, UK, AUS)



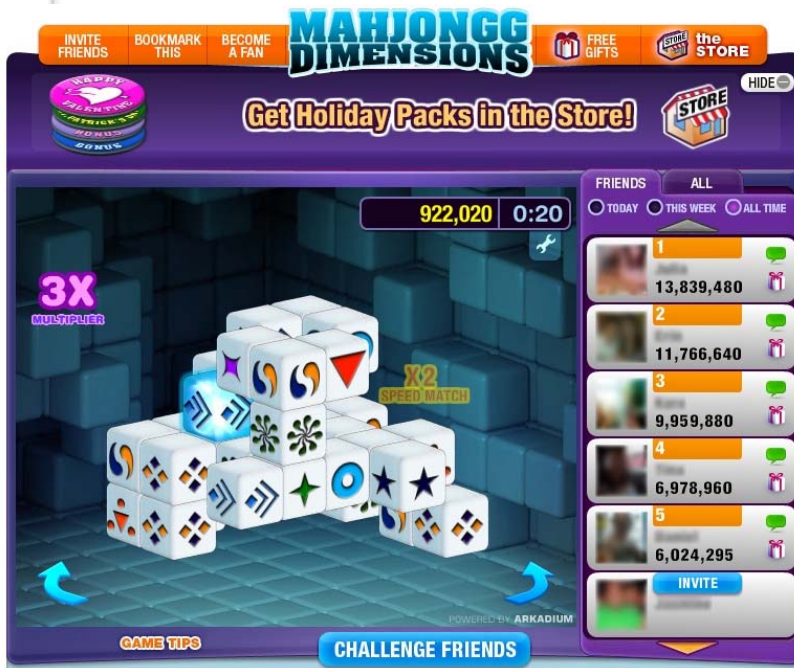
Source: FB Insights

Diagnosis

- Over-rewarding: Sources > Sinks AND low buy/earn ratio
- Sinking boosts was slow
- Game was getting dated vs. newer FB arcade games
- No long term engagement model except love/addiction

Prescription

- Balance by
 - Constrain sources
 - Increase usage (sinking) of boosts
- Update the game – look/feel/features
- Add a leveling system and other engagement features

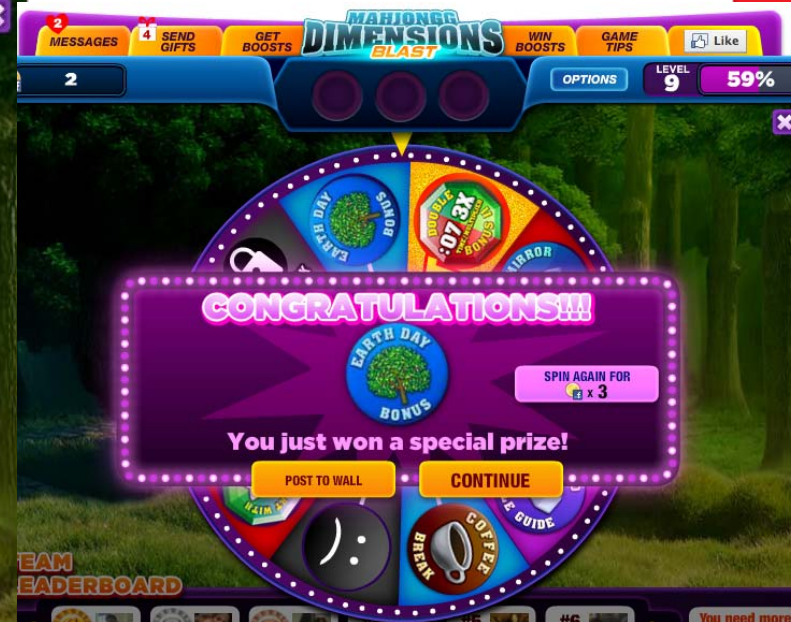
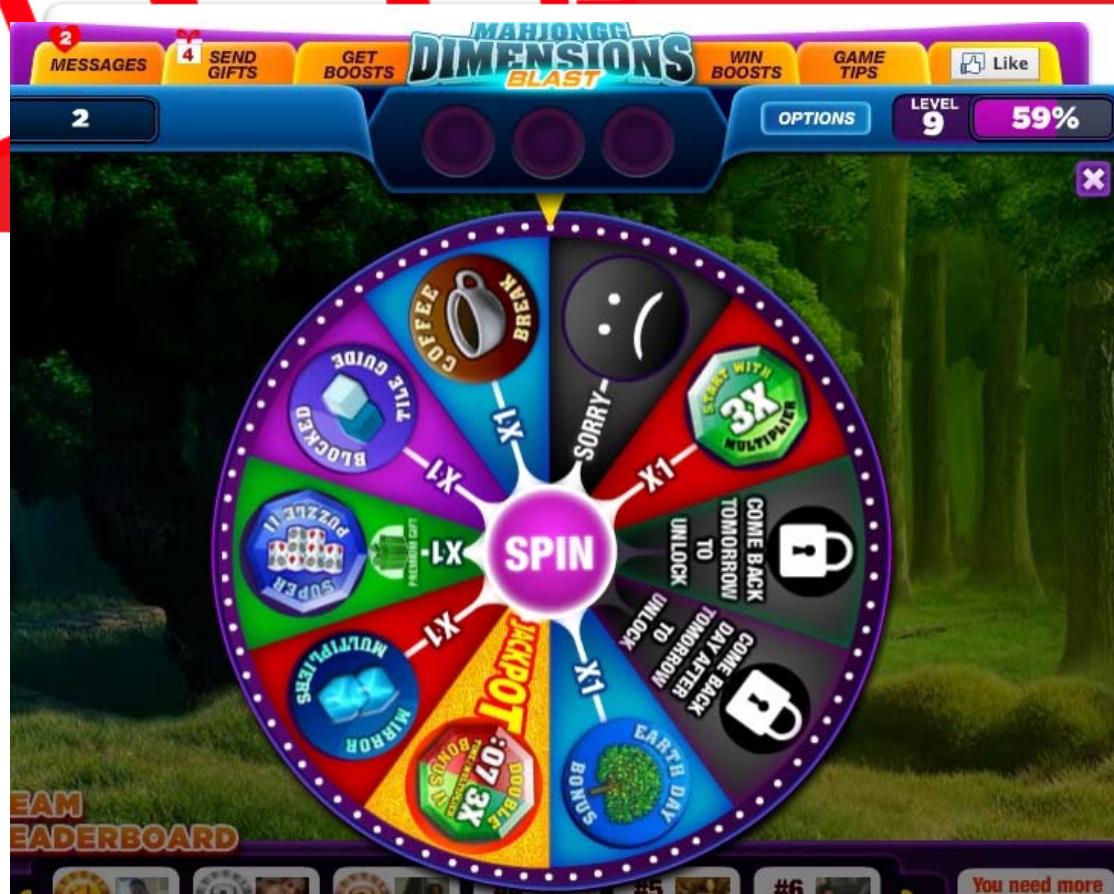


Classic



Blast

Constrain Earned Boosts



-  3X Spinner Boosts for “liking” us
-  Unlimited gifting



Limited Gifting

3 Boost slots and bonus XP!

Leveling

- Increase prices
- Remove very low priced and low selling items from store
- Emphasized marketing seasonal content - added context



- Created a bonus for bigger spenders



- Still plenty of roadmap to hit (merchandising, virality, item variation, collections, story)

- Daily game plays per user increased by **35.7%**
- Gifts sent/user. **+68.63%**
- Item sales **+52.87%**
- Boost usage by **+31.82%**
- ARPU for item sales **+123.23%**.
- Transaction value/purchase **+195.53%**
- Boost economy is balanced – in fact, there is more daily sinking than earning



Definition

- System of resources;
- and the manufacturing, trade, distribution and consumption of goods and services
 - People
 - Resources
 - Currencies
 - Commerce/markets
 - Infrastructure
 - Guiding hand (That's Us!)



Ordos







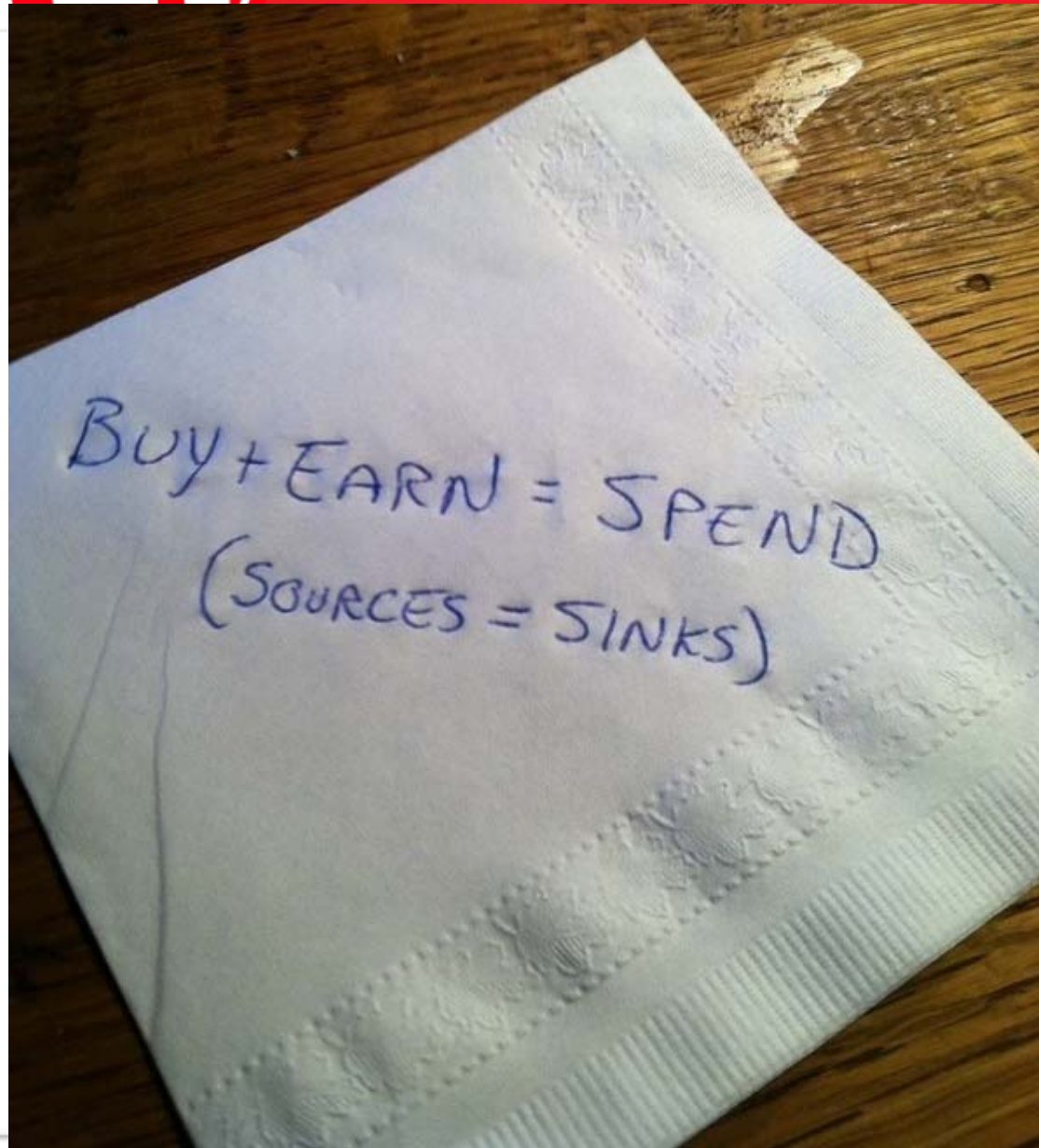
Common Characteristics of Top Facebook Games

- Dual currency – engagement currency and real money currency
- Repetitive action (core loop) with a built in engagement currency grind
- Game arbitrated by goals/missions/quests – Players are heavily guided
- Liberal use of pop-ups/overlays to communicate
- Everybody wins!
- Easy early progression followed by rapid deceleration of the XP curve
- Constant earning and sinking of engagement currency
- Deliberate grind for non-paying players
- Frequent trade-offs between time (waiting) or paying



Repetitive Loop System with Sources and Sinks







- Include all sources and sinks
- Normalize to one currency
- List all items and actions and their source or sink value
- Create an activity model that pulls values from these sheets
- Model for several player types by time or level
- Make your best guesses
- Launch
- Analytics: Monitor – Adjust – Monitor – Adjust ...

-  Over-Reward
-  Integrate the economy deeply into the game and thoughtfully decide what is for hard currency only – the game is the economy; the economy is the game
-  Tailor items to a variety of player motivations (advancement, fun, addiction)
-  Create items for different user segments; Sell a variety of item types (Functional, Decorative, Access)

-  Sell items that are consumable/destructible
-  Sell items with Attributes (stat or ability boost)
-  Merchandise well (sales, limited time or quantity goods, level locks/exclusivity)
-  Forget your Top Spenders

Questions?