Kingdom Age By the Numbers

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GREE Overview

⬡ GREE   **Tokyo**

Founded   December 2004

Founder & CEO   Yoshikazu Tanaka

⬡ GREE International, Inc.   **San Francisco**

Founded   January 2011

CEO   Naoki Aoyagi

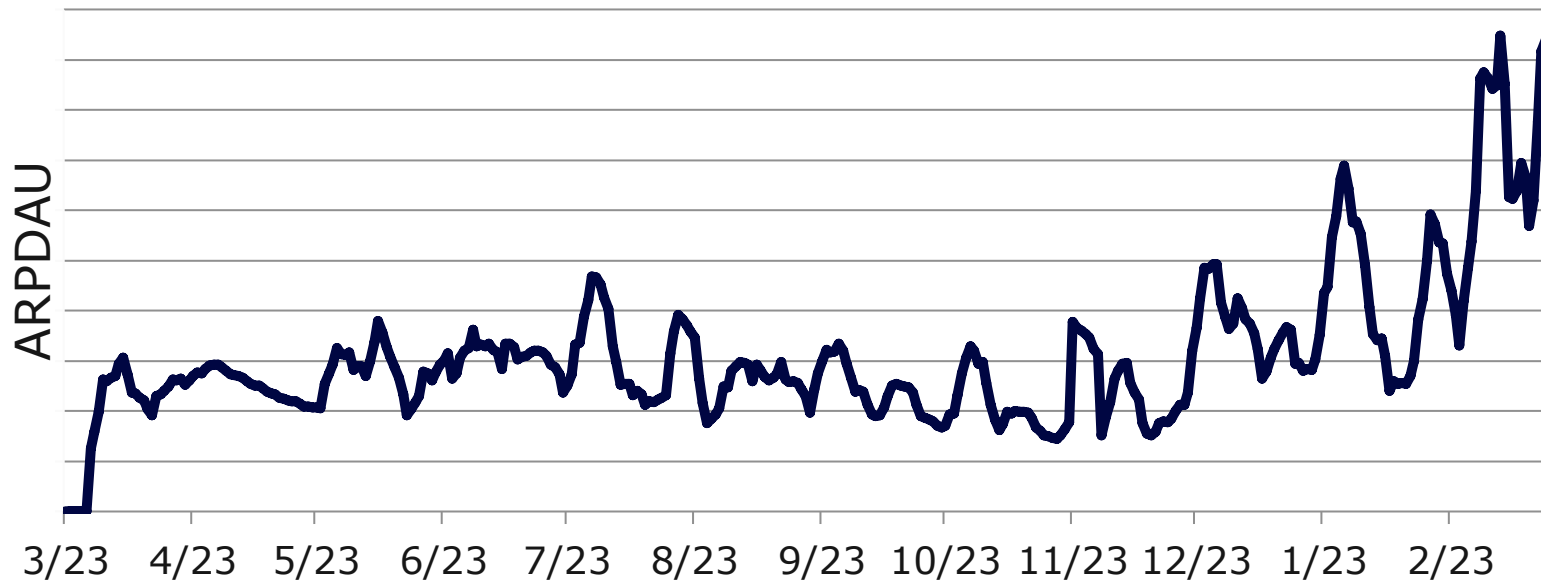**Acquired Funzio**   May 2012
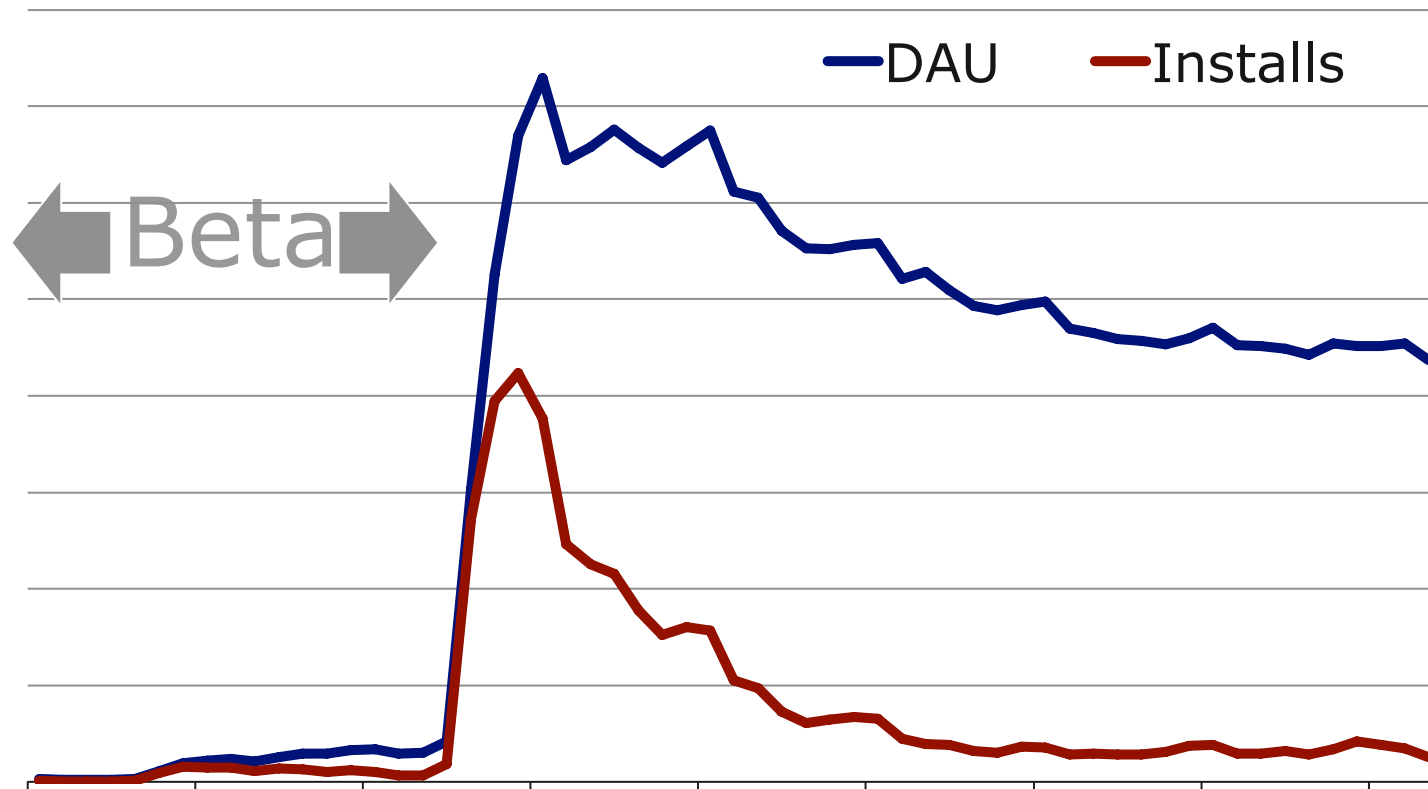
Iterate and Repeat

Keep Experimenting

ARPDAU - Rolling 7 Days

Agenda

- Launch With Momentum
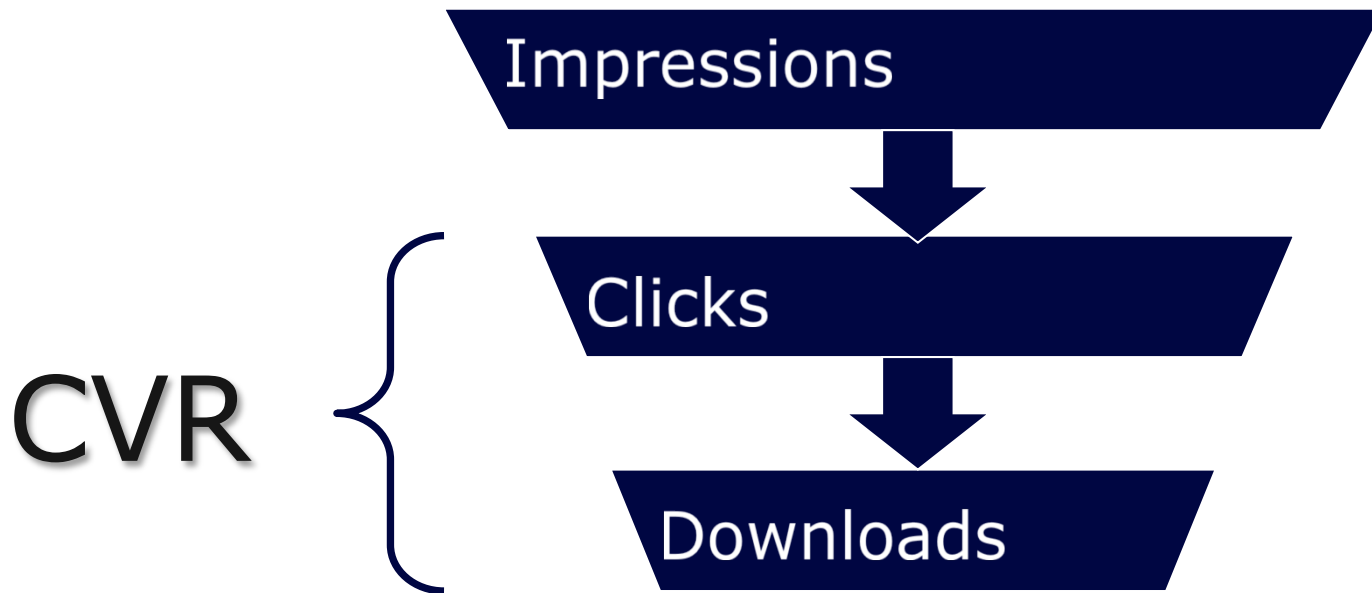
- Make Little Changes For Big Impact

- Keep Moving

KA Launched in April 2012

Beta

DAU　　Installs

First Week Launch Successes

- Chart Placement
  - Top Grossing: #14
  - Top Overall: #7
- DAU Target – Over 1M New Players
- Leverage Organics– Kept eCPI below $1
- High Engagement – Over 20M Battles

Marketing Funnel

Increasing CVR Will Lower eCPI

- eCPI = Marketing Spend / Total Installs

- 10K clicks * 20% CVR = 2K Installs

- 10K clicks * 40% CVR = 4K Installs

Icons Can Improve CVR

CVR +33%

Make Little Changes for Big Impact
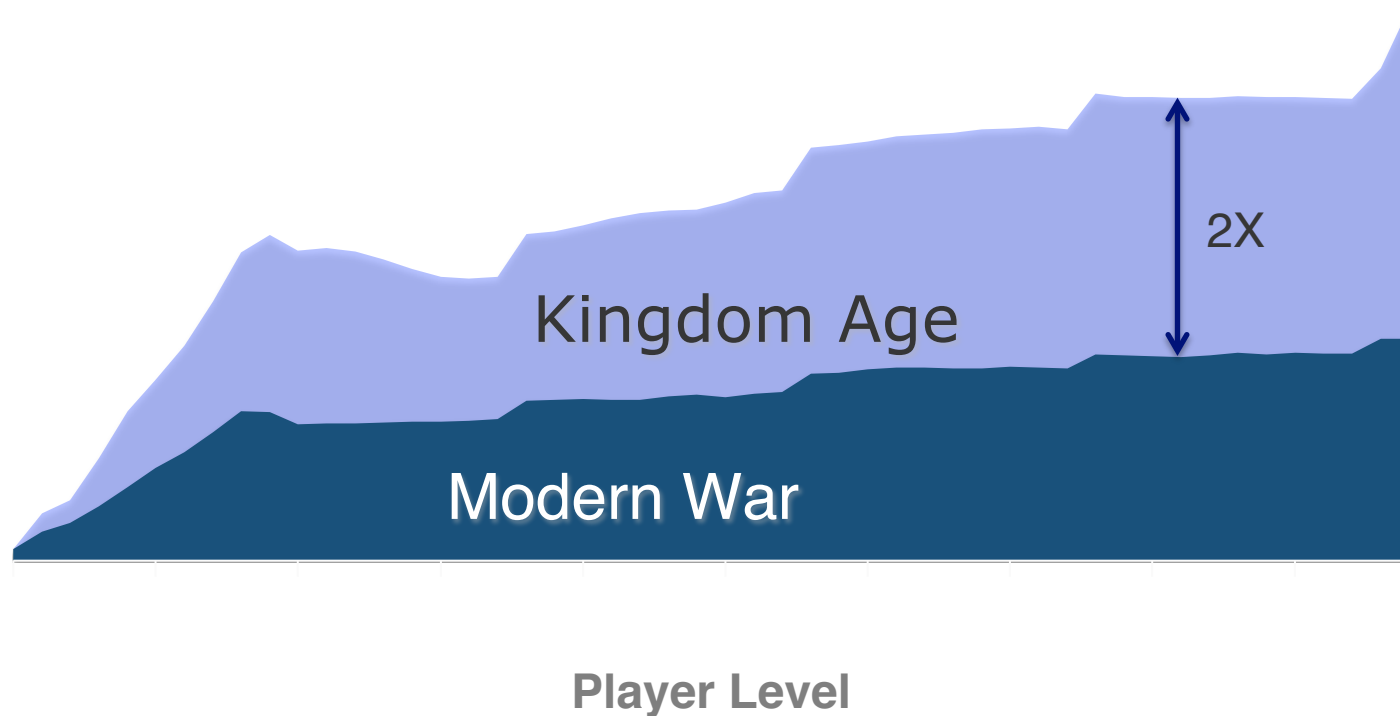
Made PvE More Engaging

Enemies had 'health' instead of predefined attack counts.

Gave Players Strategic Options

Hero strength allowed players to specialize in PvE.

Changes Doubled PvE Engagement

Keep Pushing Content

- Beta
- Launch
- Limited Items
- Epic Boss
- PvP Tournaments
- Guilds
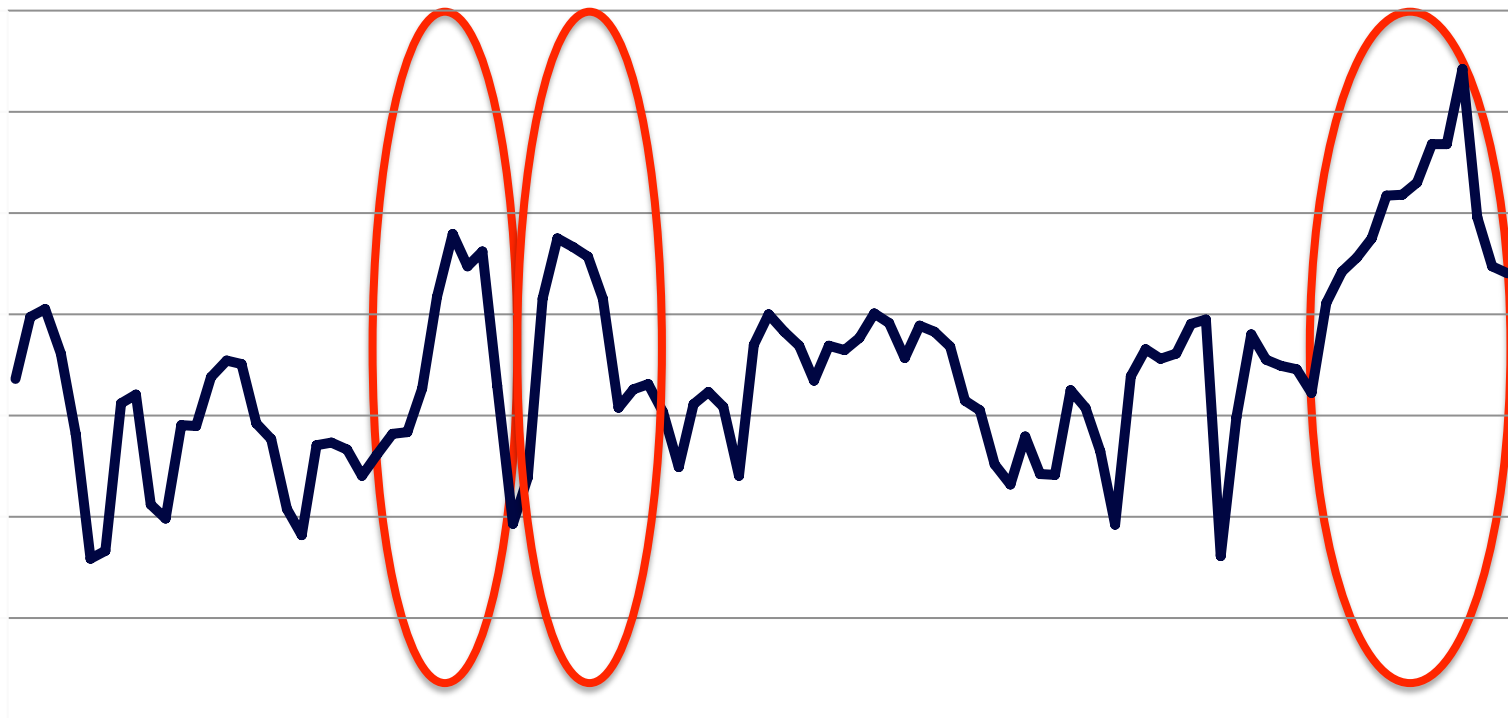- Coming soon…

Focus on Live Ops

- Games on top of the game
- Discrete Events
- Short duration
- Focus on one or two mechanics
- Unique narrative

Live Ops Examples

- Dragonvale – Limited Dragons

- Kingdoms of Camelot – Weekend Events

- The Simpsons Tapped Out – Holiday Events

Events Impact Engagement

Sessions Per User

Live Ops are Core to the Game

- Designed to drive engagement of all players

- Converts older players into paying players

- Re-engages paying players

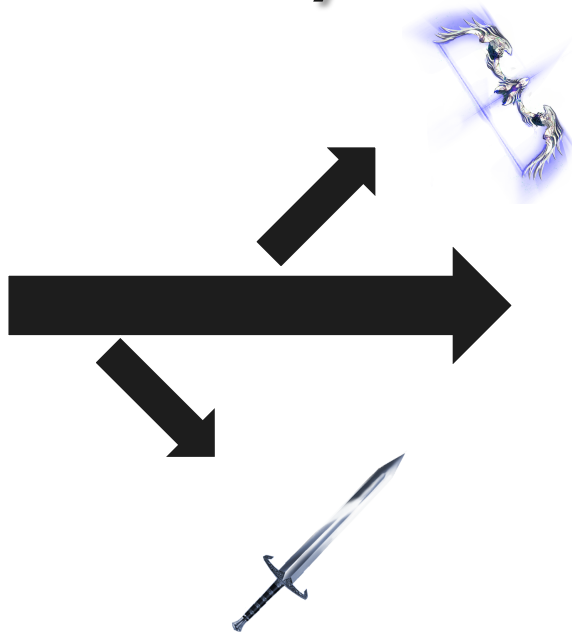# Keep Moving

Linear Questing System

Quest

Linear goal chain; one way for the player to obtain reward.
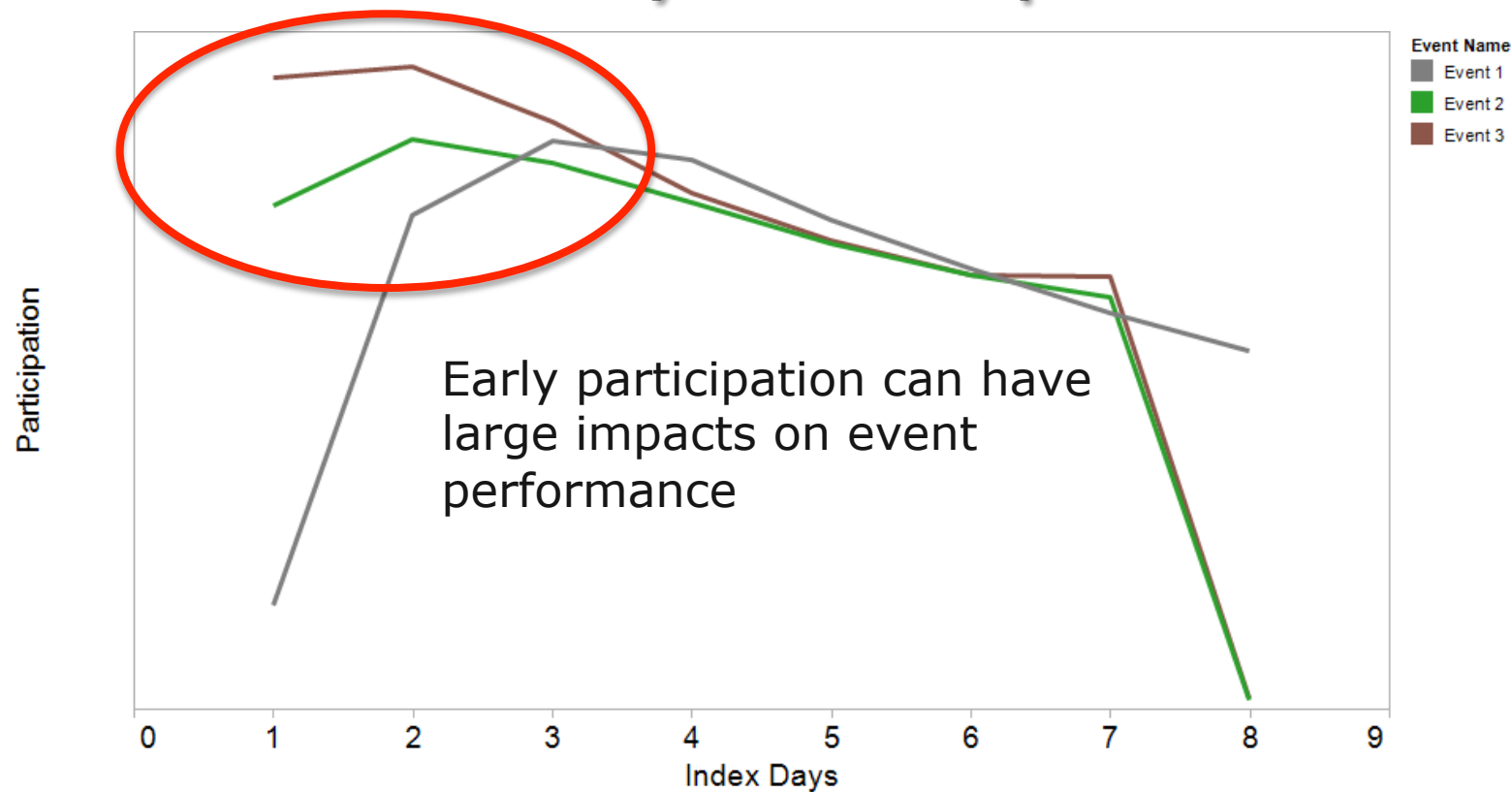
Build For Flexibility

Keep content fresh by providing new decisions.

Use Time Limits to Drive Urgency

Time limits provide a strong incentive for engagement.

Focus on Early Participation

Early participation can have large impacts on event performance

Players Love Game Improvements

"Hats off to Gree on this one."

"Keep them coming, Gree! And congrats to those who got somewhere in the event, and double congrats to those that made it all the way through!"

Players Love Game Improvements

"Well done, Gree, on all counts!"

"This by far has been the most fun on KA I have had in the 9 months I have been playing!"

Conclusions

- **Launching with Momentum**
  - Test With a Small Population
  - Improve Points of Contact
- **Make Little Changes for Big Impact**
  - Give Players Strategic Options
  - Use Live Ops to Keep Game Fresh

Conclusions

- **Keep Moving**
  - Build for Flexibility
  - Urgency Drives Engagement
  - Focus on Early Participation

Aaron Bannin

Questions?   aaron.bannin@gree.co.jp