

Marketing and Monetization for Mobile Indies

Lessons from the trenches

Keith Katz
Co-Founder



GDC
13
NEXT

NOVEMBER 5-7, 2013
EXPO DATES: NOV 5-6
LOS ANGELES, CA

GDCNext.com



XL: A Bunch of Indies Under One Roof



Stuff we'll talk about

- What partners do I use for marketing & monetization?
- Where do I test/soft launch my game?
- How much cash do I need and where do I spend it?
- How do I test my icon?
- What category should I be in?
- How can I improve my early retention?

First Marketing Exercise: What Game to Build

- Look for a “goldilocks” pie slice
- Find successful games like yours
- More important (and harder): find failures like yours



SUCCESSES to learn from

	Similarities	Differences	Praised for	Top Grossing Rank
Blood Brothers (RPG) Free	Killer battles, mysterious characters, secrets to be discovered	Board game aesthetic, action combat, fantasy	Character collection, leveling, similar to but different from CCGs	59 Overall 9 Role-playing
Dungeon Hunter 4 Free	Hordes of enemies to fight, endless loot to plunder	Action game, fantasy	Best dungeon crawler, immersive experience	40 Overall 9 Role-playing
Rogue Planet \$4.99	"Unique turn-based strategy game set in a futurist world"	Multiplayer is important	Breathtaking story mode, endless fun	64 Overall 3 Strategy

Sample Analysis:



Kitfox Games

FAILURES to learn from

	Similarities	Differences	Assumed Reason for Failure	Top Grossing Rank
Deep Dungeons of Doom Free	Meet monsters, fight treasures, challenging, "rogue-like"	Action combat, 2d side-scroll, fantasy	Unclear screenshots, difficult action combat, GPS permissions	998 Overall 149 Role-playing
Legends of Yore \$1.99 (w/demo)	"A casual rogue-like designed for mobile"	Pixel 2d, meta-game hidden, fantasy	Premium with demo, no IAP, unclear/pixel screenshots	n/a Overall* 150 Role-playing *(separate demo)
Rogue Touch \$2.99	Extremely Rogue-like	Pixel 2d, no meta-game, fantasy	Premium, unclear/pixel screenshots	581 Overall 60 Role-playing

Services Our Indies Currently Use (iOS)

Testing / Research

App Annie

Google
AdWords

 **TestFlight**
iOS Beta Testing On The Fly

DISTIMO

Acquisition

★ **facebook**

★ **Chartboost** 

★  **playhaven**



Monetization

★  **FLURRY**

★ **Vungle**

★ =SDK Required

Data Sources and Analysis



Mid/Hard-Core Dungeon Crawler

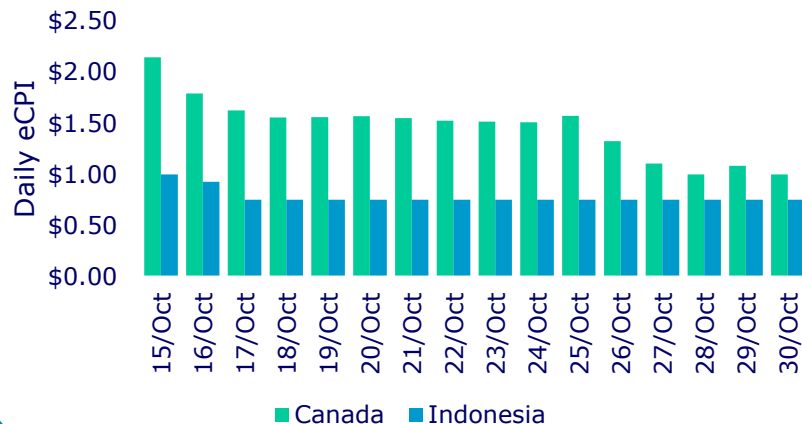


Mid-Core Brawler

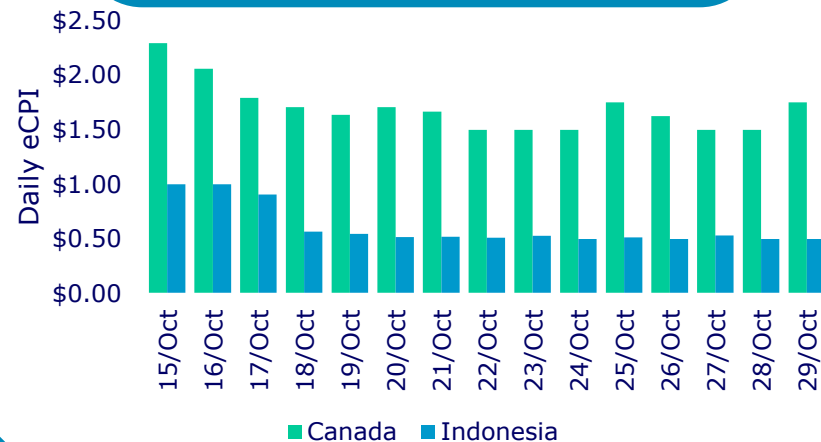
All data comes from Flurry: FREE

Southeast Asia is the New Canada

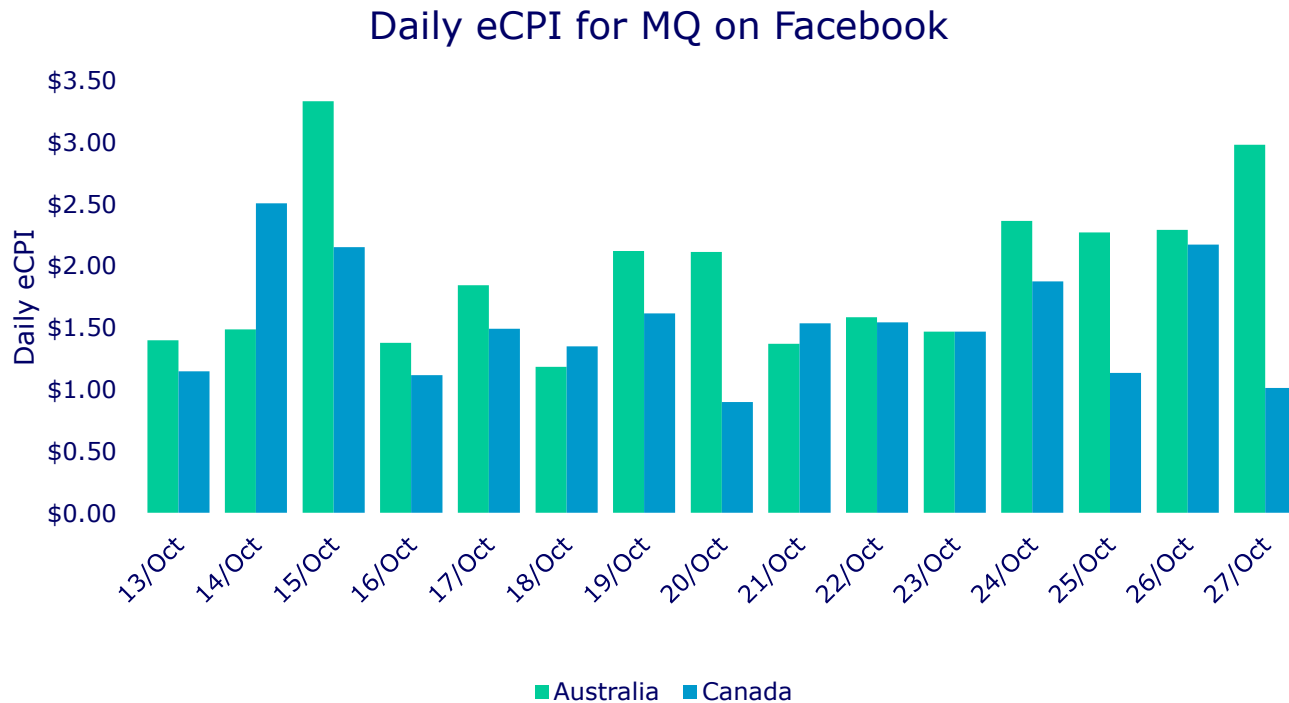
Chartboost Daily eCPI for BAMF!
on iPhone/iPod Touch



Chartboost Daily eCPI for BAMF!
On iPad

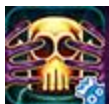


What about Australia and New Zealand?



How NOT to do icon testing

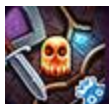
Attempt #1



Play epic dungeon crawler
MacGuffin Quest FREE!



Play epic dungeon crawler
MacGuffin Quest FREE!



Play epic dungeon crawler
MacGuffin Quest FREE!



Wizard, Knight, or Archer?
Play dungeon crawler *MacGuffin Quest* FREE!

CTR Range:
.52%-.57%

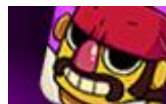
Attempt #3



FREE
BEAT 'EM UP GAME



FREE
BEAT 'EM UP GAME



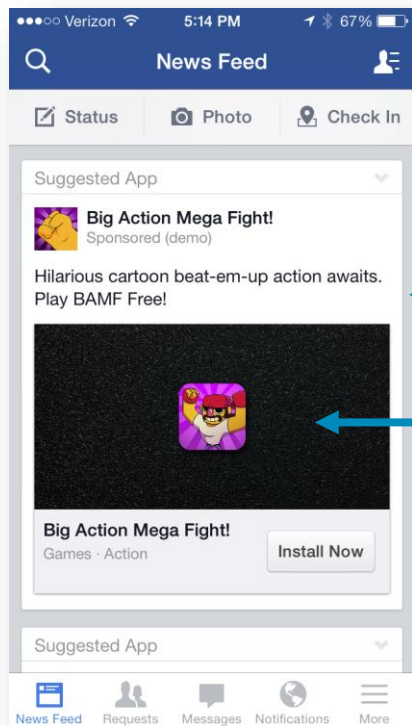
FREE
BEAT 'EM UP GAME



FREE
BEAT 'EM UP GAME

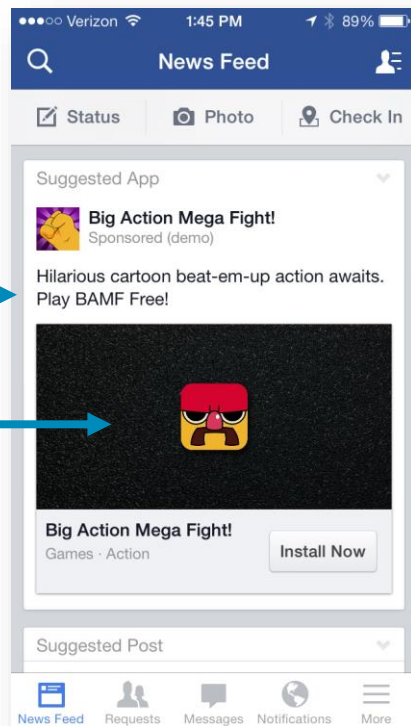
CTR Range:
.44%-.52%

How (maybe, we think) to do icon testing

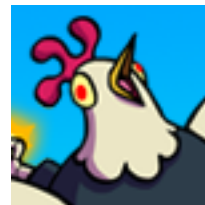


Control
image and
copy in all
4 ads

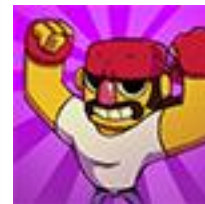
Actual
icon we're
testing



.717% CTR



1.085% CTR



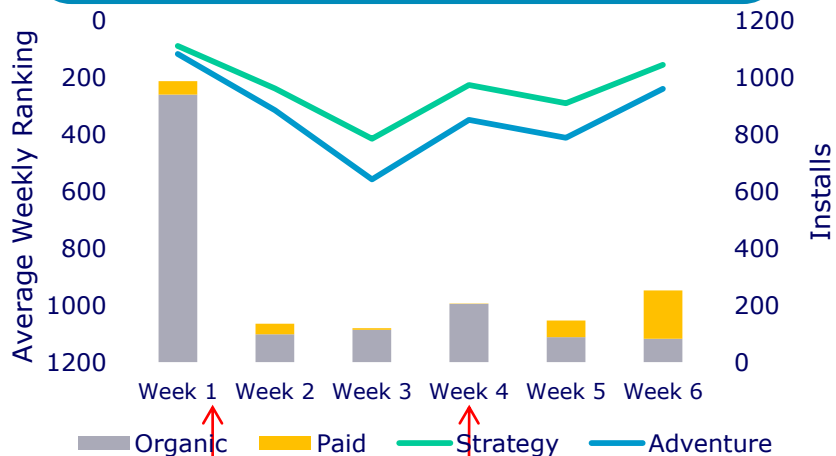
.618% CTR



1.194% CTR

Paid vs Organic Installs

MacGuffin Quest
Canada



Canadian TV
appearance

Minor featuring

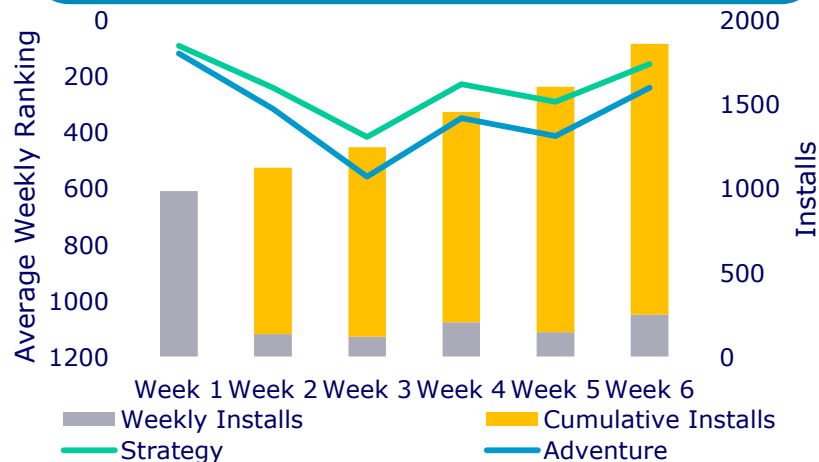
BAMF!
Canada



Minor featuring

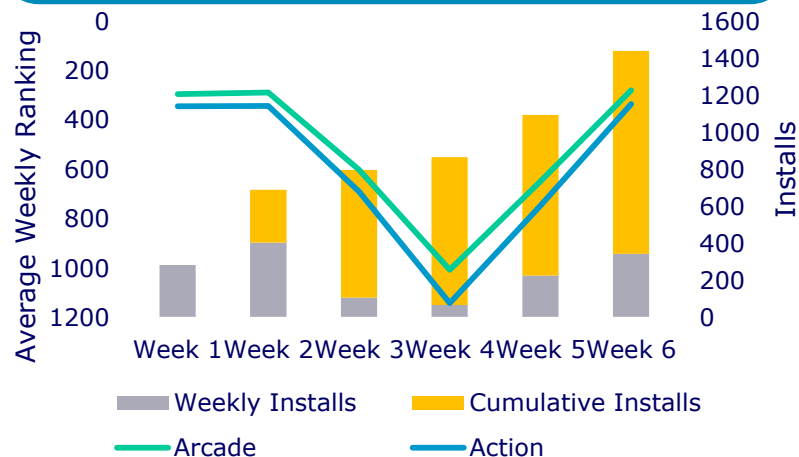
Category Consideration

MacGuffin Quest Canada



Week 6, 255 installs: rank 154 in strategy / 238 adventure

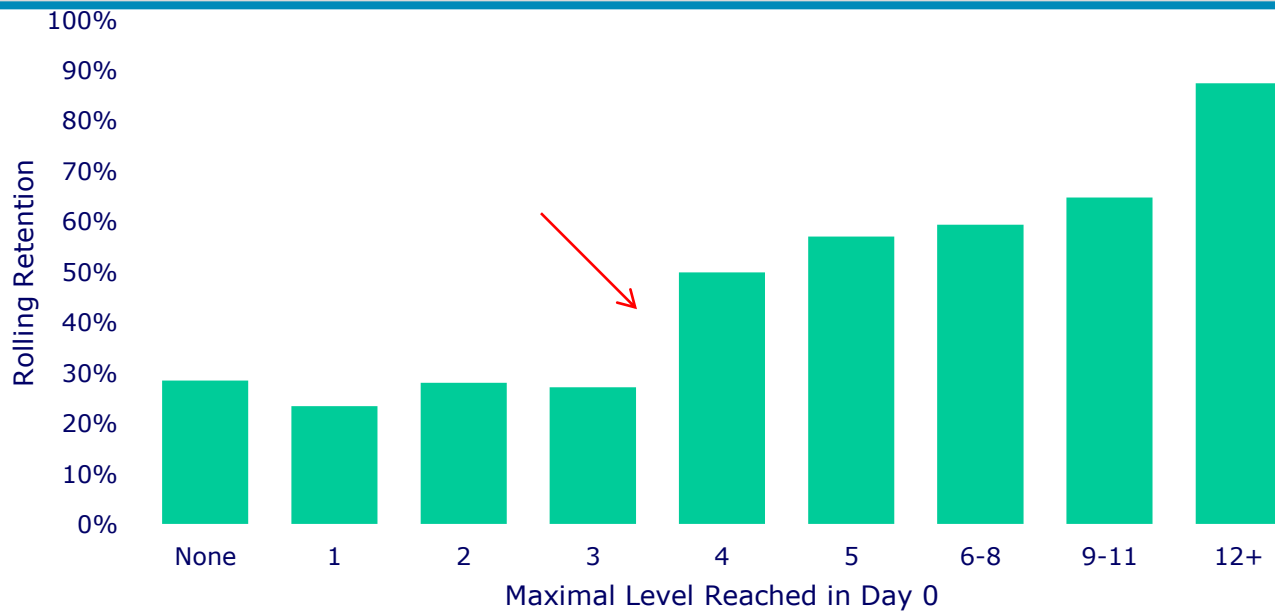
BAMF! Canada



Week 4, 231 installs: rank 377 in arcade / 452 action

Tutorial Stage Completion: BAMF

Rolling Retention Day 1





Contact:

Keith@executionlabs.com

 @Ztakk

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