



# Postmortem: Crafting Your Success in World Building Games



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SUMMIT

**GAME DEVELOPERS CONFERENCE**

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EXPO DATES: MARCH 19-21

**2014**

# Who are we?



Mobile Game Studio Founded in April 2011

**4 co-founders**

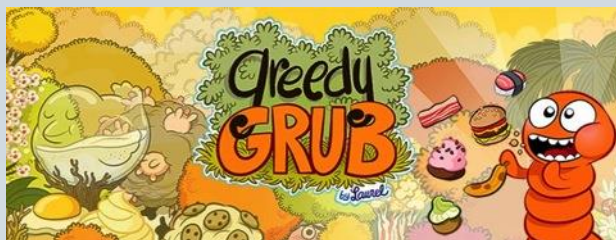
All french ☺

**25 Employees**

San Francisco / Buenos Aires

**4 Games Released**  
2 scheduled for 2014

**10 Millions Players**



## World Building Games?

The World Builder game category begins in 2010 with Minecraft – a type of game where players create and share their own virtual worlds in pixels.



Market Size = 200M players - \$500M USD revenues in 2013





## Our Most Popular Title

The Sandbox is a world-builder simulation game with touch controls. Craft amazing worlds, create pixel art, chiptune music, contraptions, electric circuits or just play with physics.

- 10 million downloads
- 300,000 players everyday
- 550,000 Worlds shared
- 400,000 Facebook fans



Download on the  
**App Store**



GET IT ON  
**Google play**



Available at  
**amazon appstore**  
for Android



## Top World Builder Games



Minecraft – Pocket Edition \$6.99



Terraria

\$4.99



Survivalcraft

\$3.99



Junk Jack

\$2.99



Eden - World Builder

\$0.99



Topia World Builder

\$1.99



The Blockheads

FREE

Almost only Premium titles, with few exceptions

## Some Numbers

### Minecraft:

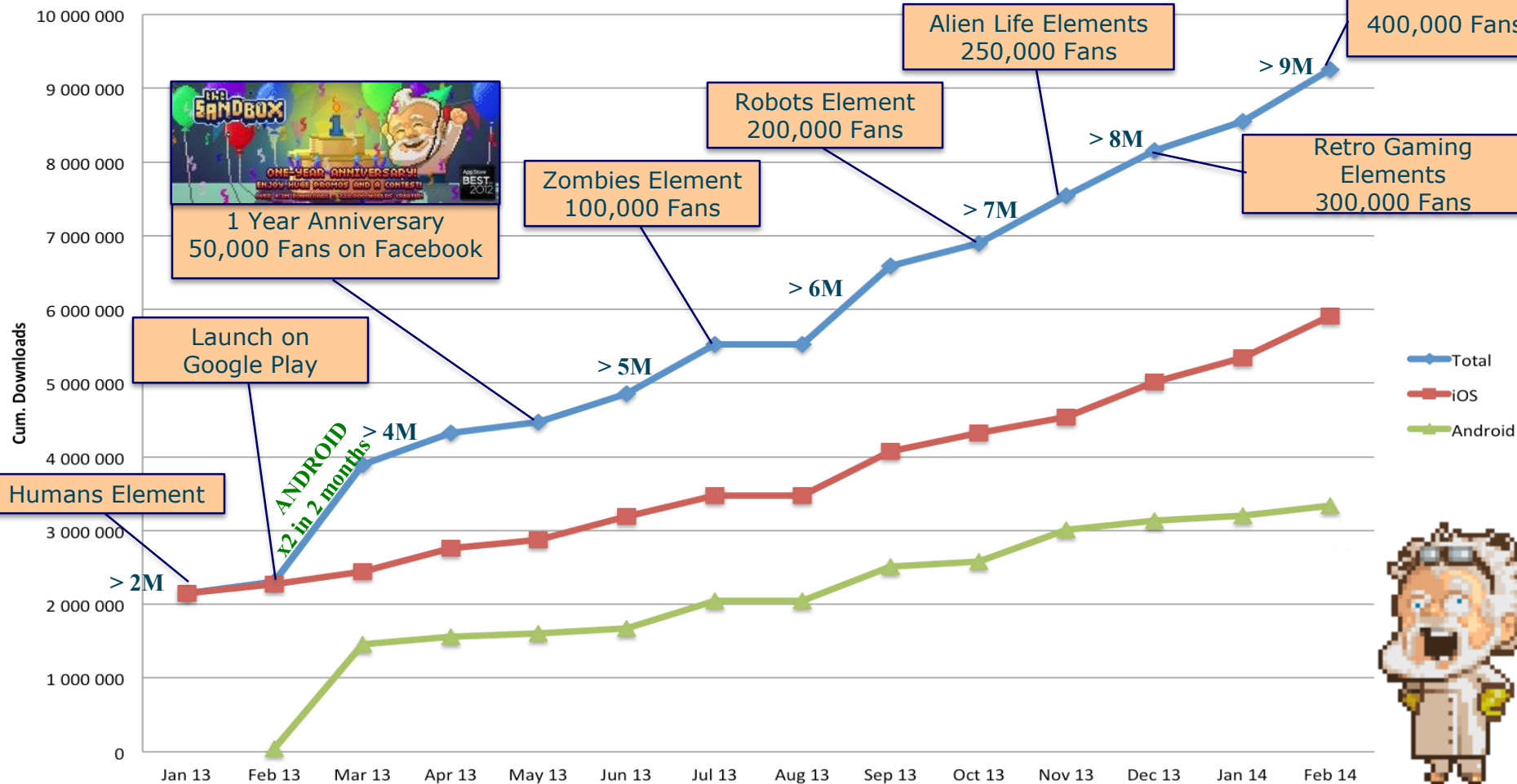
- 7<sup>th</sup> in App Store Top Grossing during all year 2013
- 33M copies have been sold across all platforms
- iOS version generated \$1M USD on Dec. 25<sup>th</sup> 2013

Some Stats in US only App Store (mid-Feb 2014 estimates by ThinkGaming)



App Name	Daily Installs	Top Grossing Rank	Daily Revenue
Minecraft Pocket Edition	21,460	#19	\$48,963
Survivalcraft	2,857	#109	\$9,875
Terraria	1,677	#121	\$8,989
<b>The Sandbox</b>	<b>13,155</b>	<b>#223</b>	<b>\$3,829</b>
Eden World Builder	1,497	#223	N/A
Junk Jack X	487	#282	\$1,701
The Blockheads	12,865	N/A	N/A





What can I share with you?

## Simple Facts

- Marketing Team =
  - 1 Community Manager
  - Myself (not even full-time)
- Average Organic to Paid Users ratio = 95%
- Monthly Marketing Budget = \$10K USD max
- Indies don't have money, but creativity and time!





## Let's Get Started!



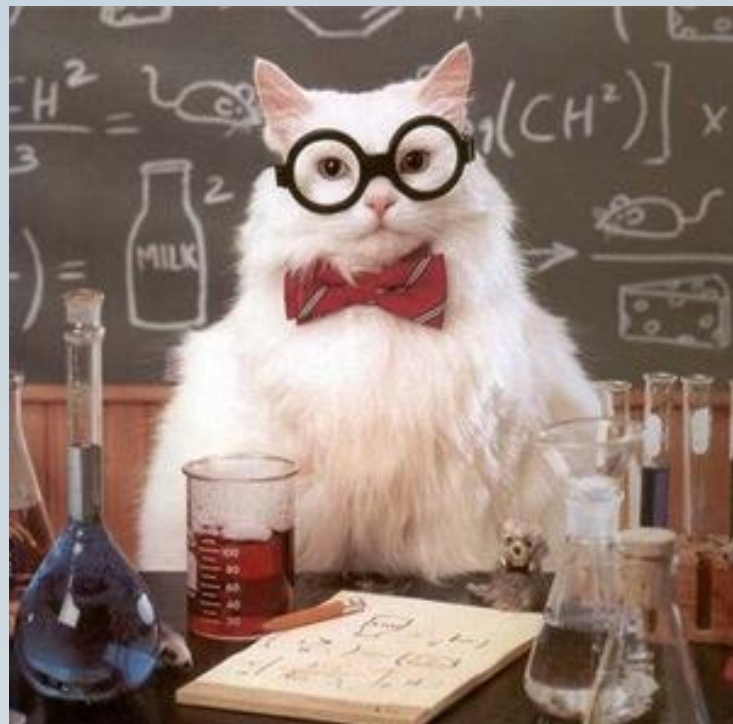
# Multiple Strategies

## How-To Craft your Success to the Top!

- Understanding Target Audience
- Community Management
- User-Generated Contents
- Cross Promotions
- App Updates
- Multi-Platforms Support

And many more! (that it would need a full day to talk about ☺)

- PR
- Core Virality (K-Factor)
- Word of Mouth
- Paid User Acquisition
- Search Engine Optimization (ASO)
- Apple/Google Featurings
- Etc.



## The Toolbox (SDKs)

Analytics



or



Social Media



User Acquisition Tracking



or



Cross-Promotion



Virality



EVERYPLAY

Going Further  
(optional)



or



## Who are my players?

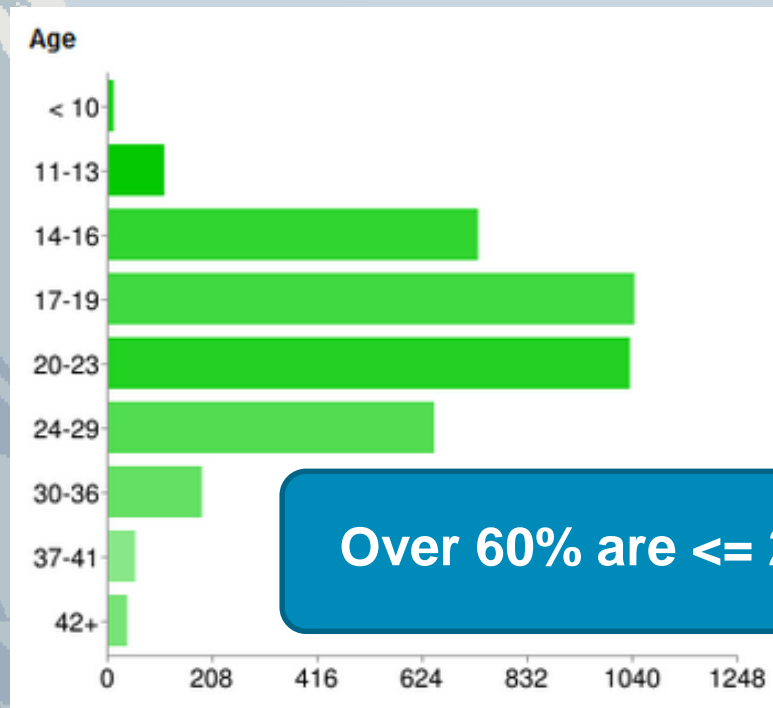
Geeks and Hardcore players of course!



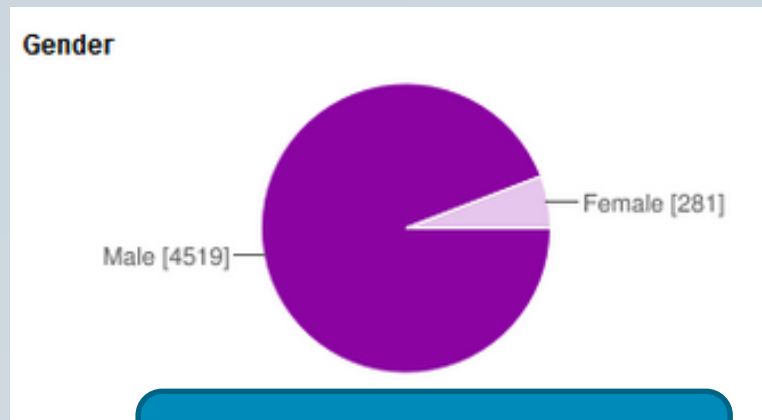


## Still sure about that?

Results of a study conducted on 4,800 Minecraft players:



**Over 60% are  $\leq 24$**



**90% Male**

## Food for thought?



How do I adapt  
to my core  
audience?

# Know your Users Better!

What other (similar) games do they play at?

## Customers Also Bought



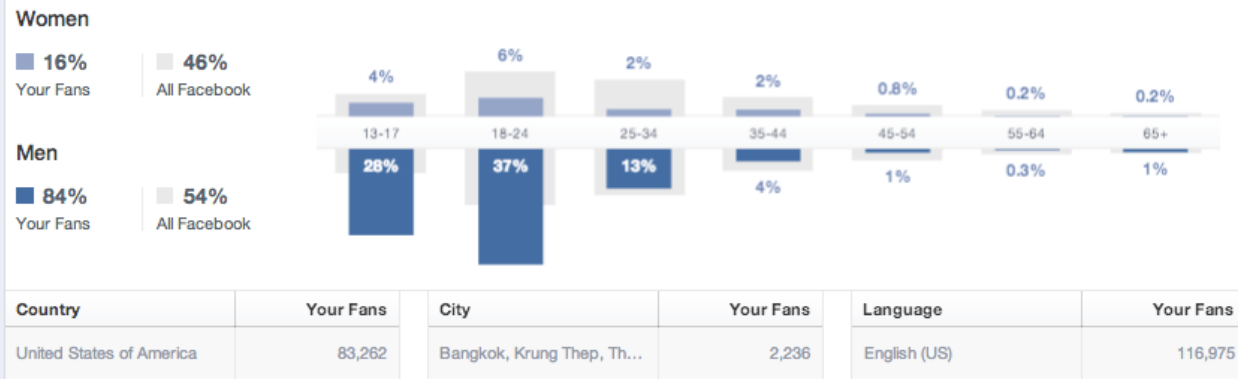
App Annie

## iOS Top Charts

United States - Arcade Games - Nov 23, 2013

☐ Devices ☐ Country ☐ Category  
 iPhone United States Arcade

What are the Demographics of your fan base?



# Community Management



## 1. Build a Facebook Page

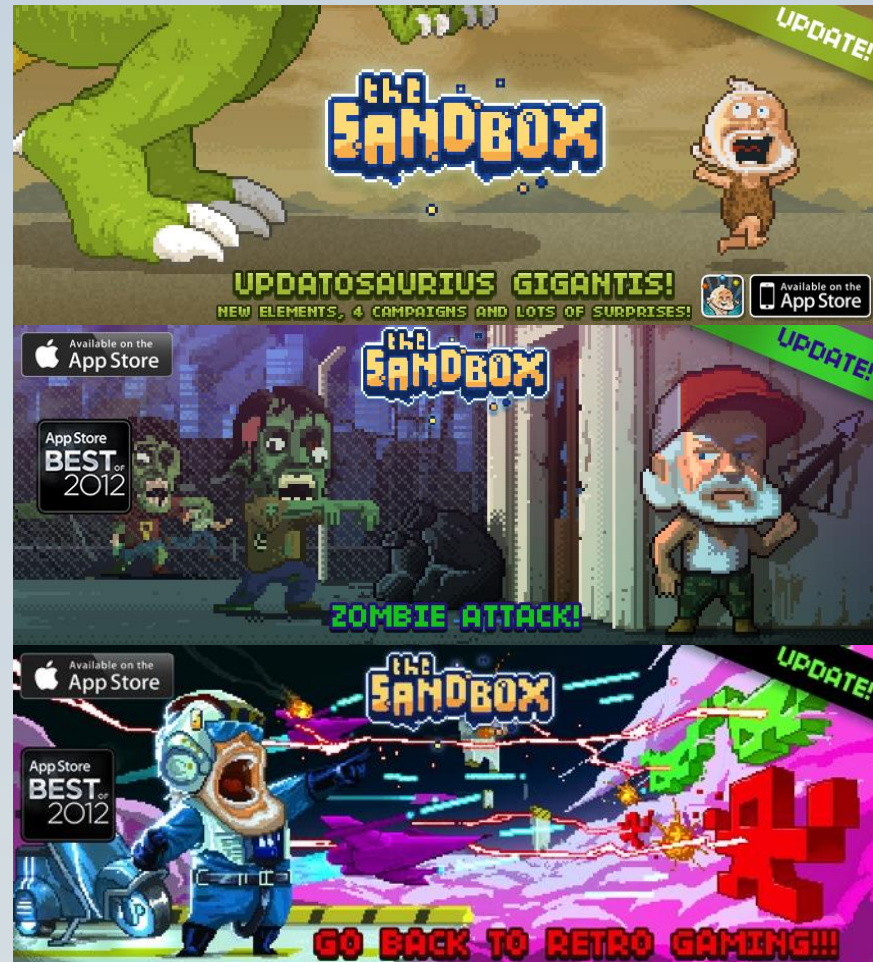
- ✓ Add a unique cover photo and use your logo as a profile picture
- ✓ Create a post so when people visit your Page they see recent activity
- ✓ Make sure to like your Page and share it with your friends

Create a Page



## Community Management

- Facebook Page with regular updates (banners, announcements, posts etc.) – 400,000 FANS
- Twitter Feed with fun facts
- Official Game Forum to answer questions:  
<http://forum.thesandboxgame.com>
- Organize regular Contests with Prizes (real or in-game)
- YouTube Channel: 160 videos – 1.6M views in total!  
<http://www.youtube.com/user/TheSandboxGame/>
- Feature the TOP of your players' creations (Daily screenshot on FB / TW + Weekly Best Of Video on YouTube)
- Answer Support Emails!



## Facebook Page

Be FUN and ORIGINAL!



## Facebook Page

Reward players regularly with **FREE contents**

Who wants a free campaign in the next update (v1.700) of The Sandbox?

LIKE this post for more cool stuff!



Like · Comment · Share

👍 813 people like this.

Top Comments ▾

Describe the new features...  
*Make sure players try them!*

Did you try the new Search feature in the update 1.3?  
You can now search by title, description or even player's name and find his other (awesome) creations!

LIKE if you find it useful!  
SHARE if you find it awesome!

Download now -> <http://bit.ly/thesandboxgame>



Like · Comment · Share

👍 369 💬 23 📝 3

Ask players what they want 😊

What new Human behavior would you like to see in future updates of The Sandbox?

VOTE NOW 😊



Like · Comment · Share

👍 774 💬 1,305 📝 1

## Facebook Page

More Tips, courtesy of Facebook 😊



### 3. Engage your fans with great content on your Page

- ✓ Add a new post to your Page at least once a week
- ✓ Pin your most important posts to the top of your Page
- ✓ Ask questions, share exclusive news and respond to people when they post or comment on your Page



### 4. Influence the friends of your fans

- ✓ Encourage check-ins, participation in events or create an offer to encourage more activity on your Page
- ✓ When people interact with the content on your Page, their friends are eligible to see the activity
- ✓ When people do things such as like, comment or check-in to your Page, you can promote those activities to their friends



## Fans Fans Fans



It will be Party Time!  
(200% guaranteed)

## User-Generated Contents

# Turn your players into your evangelists!

Let your players take screenshots, brag about their scores or achievements on all social networks!



IT WORKS EVEN BETTER WITH VIDEO REPLAYS!

2 solutions to consider:

**EVERYPLAY**

or

 **kamcord**



### Featured Games



**Trial Xtreme 3**  
873,102 videos



**The Sandbox**  
95,902 videos



**Highway Crash De...**  
344,873 videos



**Stickman Soccer**  
146,095 videos

## Cross Promotion

Direct Cross-Promotion with other games allows you to:

- Free exchange with other developers
- Ability to choose where your game is promoted
- Control the price you pay for new players



I'm launching my game this weekend, can you help promote it?

Sure! Set it up through Chartboost and I'll run it from Friday to Monday.



My users love your game, they have a 20% click-through rate!

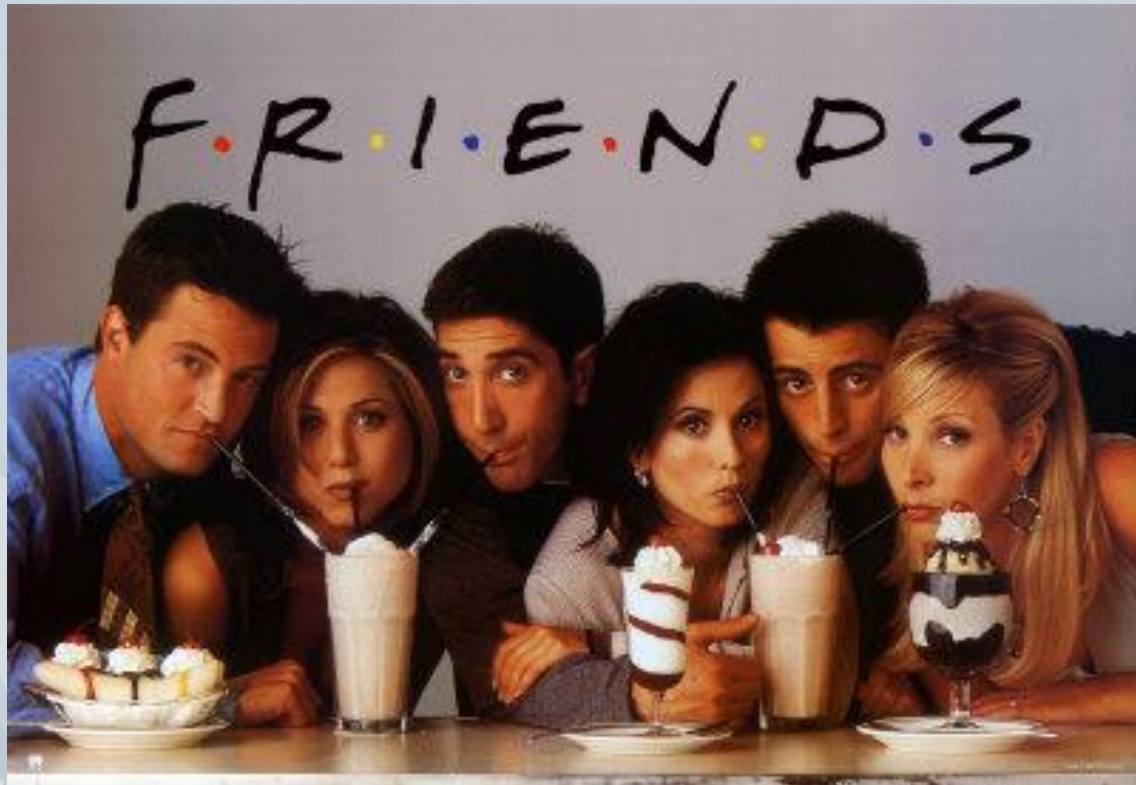
Cool! Let's go direct then. I'm charging \$1.50 cost per install.



Is it too good to be true?



Now, it's time to make friends ☺





## The beginning of a long journey...



# App Updates

Updating keep your players engaged.

An app which has not been updated over the last 3 months looks like dead!



## The Sandbox

Version 1.700, 69.8 MB  
11 Feb, 2014

UPDATE

+ A FREE campaign for all players: play the User-Created #2 campaign and accomplish the challenge from the finest levels made by our fantastic community!

+ Discover 6 new elements to create more retro mini-games and advanced contraptions or technology worlds:

- the Avatar, a controllable human –for the first time!
- the Ninja, a very agile hero that jumps high and moves like a... ninja.
- the Imp enemy, a hostile element whose purpose is to kill all humans and fight with the Ninja
- 2 types of Platforms: Moving and Falling, an interactive element for creating new mini games
- Light Prism element, to diffract any laser beam into the full color spectrum!

## App Activity

Feb 11 '14	Version 1.700	UPDATE
Dec 18 '13	Version 1.600	UPDATE
Nov 15 '13	Version 1.500	UPDATE
Oct 27 '13	Version 1.450	UPDATE
Oct 09 '13	Version 1.400	UPDATE
Aug 19 '13	Version 1.351	UPDATE
Aug 07 '13	Version 1.350	UPDATE
Jul 21 '13	Version 1.301	UPDATE
Jul 21 '13	Version 1.300	UPDATE
Jul 19 '13	Version 1.301	UPDATE
Jun 13 '13	Version 1.300	UPDATE

May 07 '13	Version 1.201	UPDATE
Apr 22 '13	Version 1.200	UPDATE
Mar 13 '13	Version 1.150	UPDATE
Jan 23 '13	Version 1.101	UPDATE
Dec 14 '12	Version 1.1	UPDATE
Oct 30 '12	Version 1.052	UPDATE
Sep 27 '12	Version 1.051	UPDATE
Sep 18 '12	Version 1.05	UPDATE
Jul 10 '12	Version 1.04	UPDATE
Jun 26 '12	Version 1.03	UPDATE
May 23 '12	Version 1.02	UPDATE
May 14 '12	New App: Free, v1.01	NEW

## App Updates

Check your priorities but don't forget:  
**Any update should bring value to your players!**

Marketing Features  
Various SDKs



New Contents  
New Features  
Bug Fixes

## Multi-Platforms Support

You need to get where the players are ☺  
The more platforms you can be available onto, the better!







*That's all Folks!*

**for today ☺**

Do you have any questions?



It's never too late for asking!

Thank you!



Pixowl

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