



In It For The Long Haul: How Wooga Boosts Long-Term Retention

Sebastian Nußbaum & Adam Telfer
Wooga

F2P FREE TO PLAY
SUMMIT

GAME DEVELOPERS CONFERENCE®
MOSCONE CENTER · SAN FRANCISCO, CA
MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



Wooga



First hit bubble shooter on Facebook



Highly engaged fans playing for 5 years



200 million installs across iOS, Android and Facebook



>\$30 million sales / year



Reached #1 free e.g. in the US and top 5 grossing in 54 countries



A photograph of the rock band Kiss performing on stage. The three visible members are wearing their signature black and white face paint and elaborate costumes. The member on the left is wearing a black and silver outfit with a large silver boot. The member in the center is wearing a black and silver outfit with a large silver boot. The member on the right is wearing a black and silver outfit with a large silver boot. The text "HIT-DRIVEN" is overlaid in large, bold, black letters on a semi-transparent grey background across the middle of the image.

HIT-DRIVEN

Our Focus:



Repeatedly make hits

What is the **secret formula** for
creating
the next **hit game**?

Long Term Retention

**Your game must last
for years.**

How does **Wooga boost
Long Term Retention?**



Prototyping for Long Term Retention

Adam Telfer



Challenges of a Scalable Narrative

Sebastian Nußbaum



Prototyping for Long Term Retention

Adam Telfer

**1. Why Focus on
Long Term Retention?**

**2. Prototyping
Long Term Retention**



Prototyping for Long Term Retention

Adam Telfer

**1. Why Focus on
Long Term Retention?**

**2. Prototyping
Long Term Retention**

**What is the secret formula for
creating the next hit game?**



2009



2010



2011



2012

Top Grossing

Featured ▾



Candy Crush Saga
Games

+ Free ▾



Clash of Clans
Games

+ Free ▾



Pandora Radio
Music

+ Free ▾



MARVEL War of Heroes
Games

+ Free ▾



Hay Day
Games

+ Free ▾



Big Fish Casino - Free Slots...
Games

+ Free ▾



The Simpsons™: Tapped Out
Games

+ Free ▾



Modern War Games

+ Free ▾



Kingdoms of Camelot: Battle...
Games

+ Free ▾



The Hobbit: Kingdoms of...
Games

+ Free ▾



Minecraft - Pocket Edition
Games

+ \$6.99 ▾



Slotomania - FREE Slots
Games

+ Free ▾



DragonVale
Games

+ Free ▾



Rage of Bahamut
Games

+ Free ▾



Poker by Zynga
Games

+ Free ▾



Zoosk - #1 Dating App
Social Networking

+ Free ▾



Megapolis
Games

+ Free ▾



Pet Rescue Saga
Games

+ Free ▾



MLB.com At Bat Sports

+ Free ▾



Crime City Games

+ Free ▾



DoubleDown Casino - FREE...
Games

+ Free ▾



CSR Racing Games

+ Free ▾



Game of War - Fire Age
Games

+ Free ▾



Subway Surfers
Games

+ Free ▾

December 26, 2013

December 26, 2014

| Grossing | | |
|----------|---|------|
| 5 | Clash of Clans Supercell | - |
| 9 | Candy Crush Saga King.com Limited | |
| | Minecraft – Pocket Edition Mojang | |
| 8 | Game of War - Fire Age Machine Zone, Inc | |
| 5 | Pandora Radio Pandora Media, Inc. | |
| 8 | The Simpsons™: Tapped Out Electronic Arts | |
| 5 | Big Fish Casino – Free Slots,... Big Fish Games, Inc | |
| 8 | Knights & Dragons - Epic Act... Funzio, Inc | ▼ 1 |
| 5 | DoubleDown Casino - Free Sl... Double Down Interactive | ▲ 27 |
| | Grand Theft Auto: San Andreas Rockstar Games | ▼ 2 |

| Grossing | | |
|----------|---|----|
| | Clash of Clans Supercell | - |
| 8 | Game of War - Fire Age Machine Zone, Inc | ▲1 |
| 7 | Candy Crush Saga King.com Limited | ▲2 |
| | Minecraft – Pocket Edition Mojang | ▼2 |
| 5 | Candy Crush Soda Saga King.com Limited | ▲2 |
| 1 | Pandora Radio Pandora Media, Inc. | - |
| 5 | Madden NFL Mobile Electronic Arts | ▼3 |
| 7 | Spotify Music Spotify Ltd. | ▲3 |
| 4 | The Simpsons™: Tapped Out Electronic Arts | ▲1 |
| 5 | Big Fish Casino – Free Slots,... Big Fish Games, Inc | ▼2 |



Today



How do we build the **next** hit?



Let's go to new genres!

Top 100 US: Genre Clusters

Clash of Clans

15%



Saga

37%



Casino

12%



Core Builder

11%

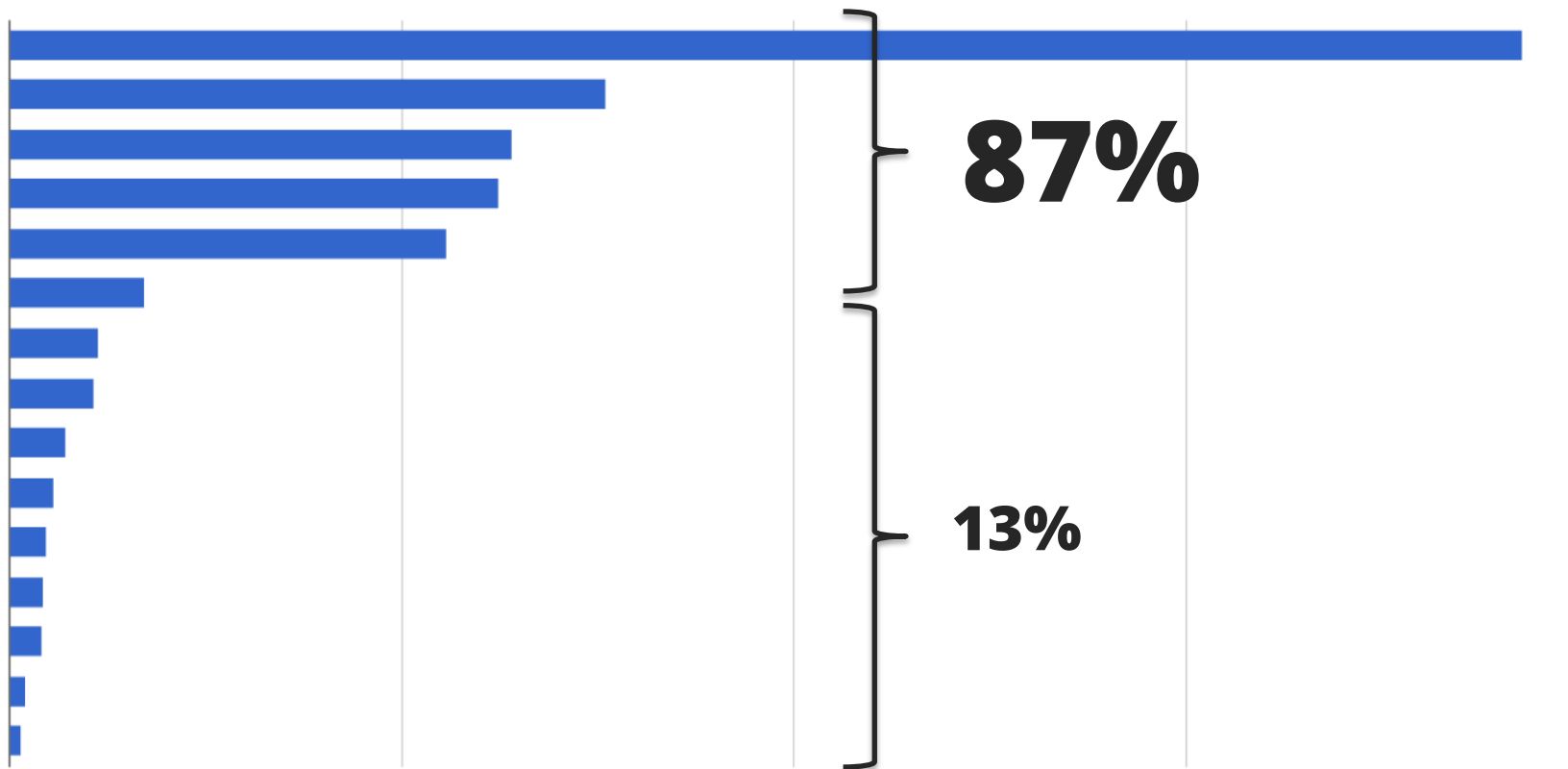


Resource Management

12%



What about the "Others"?

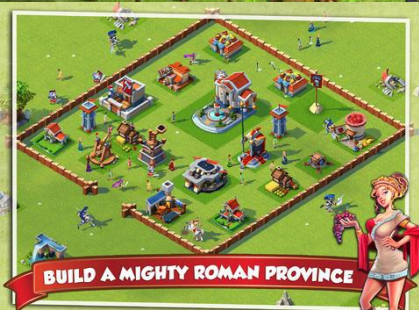


So let's just copy!

Clones don't work

(3 reasons)

#1: Players have **invested** already



#2: This is where their friends are



#3: You are targeting the **same** players.



How do we create the **next** hit?



“Just build a great game”

and players will come”



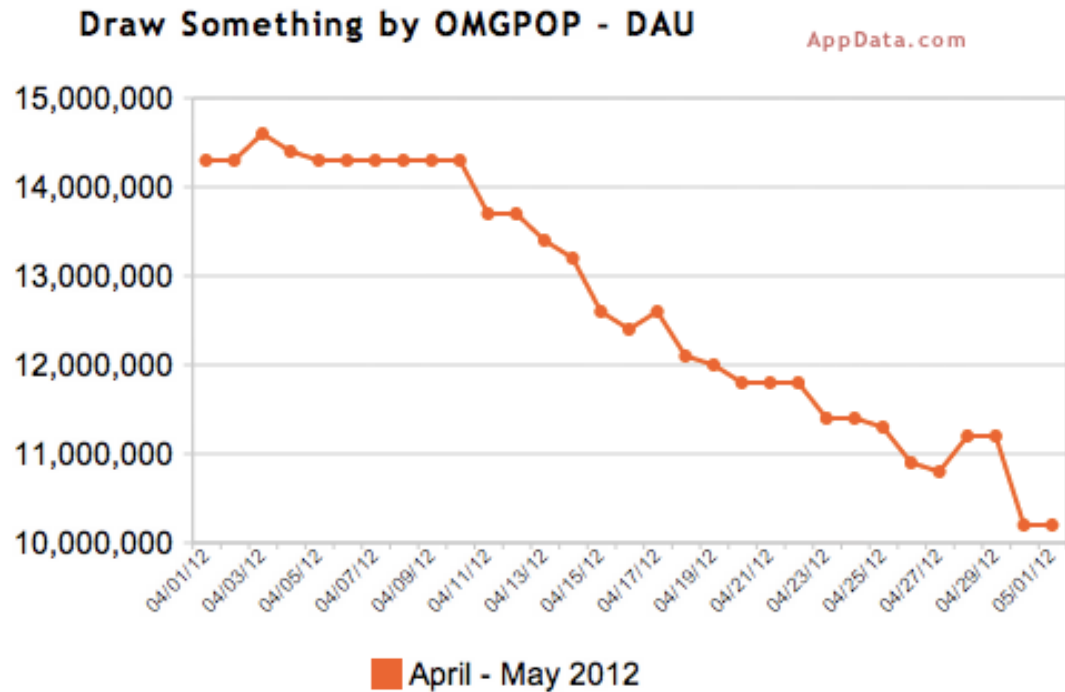
Join the timeless
fun-tastic battle between
plants and zombies

The **Funnest** Games aren't on top.



It's the games that the Fun lasts.

“Just make a game so everyone enjoys it”



**Market size doesn't matter if you
can't retain players.**



SUB-ZERO

**Confirm Your In App
Purchase**

Do you want to freeze your
opponent for \$.99?

Cancel

Buy

99

REPTILE

**Confirm Your In App
Purchase**

Do you want to turn invisible
for \$1.99?

Cancel

Buy

FIGHT!



**Monetization is nothing
without Lasting Retention**



GameAnalytics

**“The longer a player waits until they pay,
the more they will pay over their entire
engagement with the game.”**

- Mark Robinson CEO of Game Analytics

**Successful games focus on
Lasting gameplay for years.**



2012





BACK



MINI Cooper S

T1 236

Level 6

\$ 5,233

4



POWER: 211



WEIGHT: 2667



GRIP: 3387



GEARBOX: 100 ▼ 260



TRANSMISSION - STAGE 4 FITTED



SEQUENTIAL TRANSMISSION
QUICKENS GEAR CHANGES

STAGE 5

UPGRADE

\$ 6,864

OR

2



BODY



TIRES



GEAR BOX



ENGINE



TURBO



My League

Top Clans

Top Players

Search Clans



CLASH
of CLANS
Clan Tournament
Ends in: 9d 12h

The Top 3 Clans receive: (equally among the top 10 in the clan)

1) 2000
2) 1000
3) 500

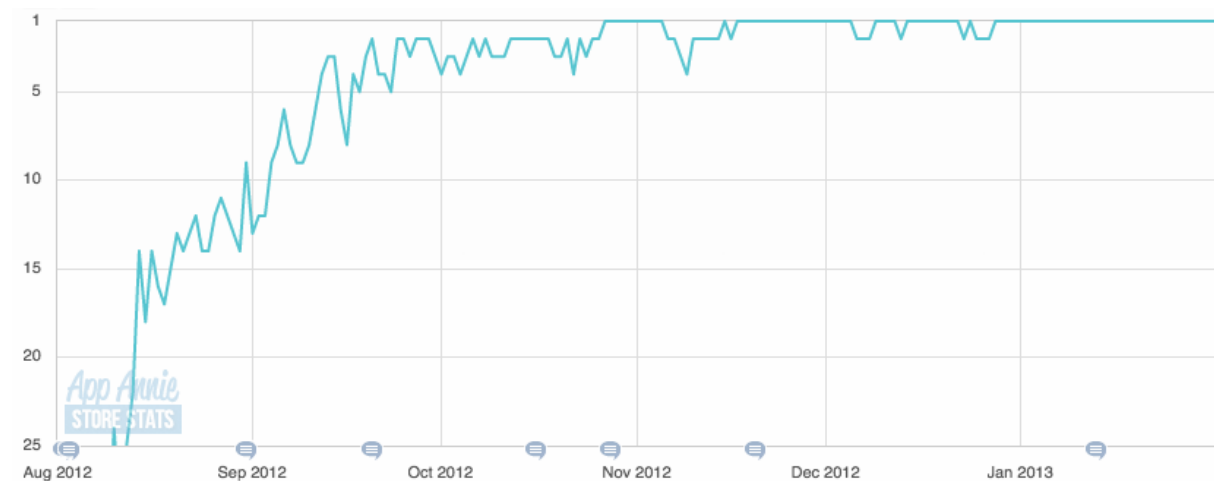
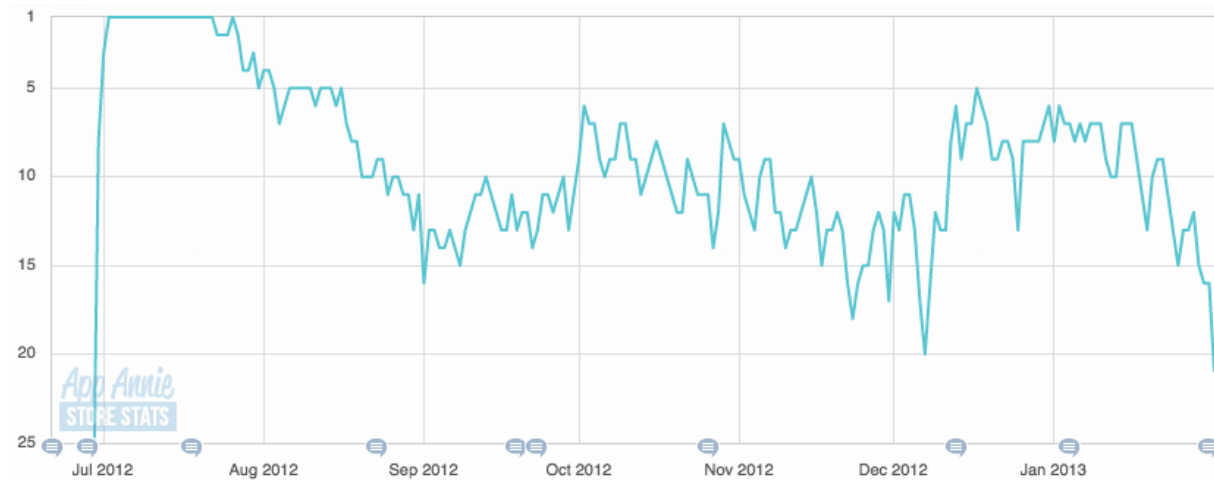
| | | | | | |
|----|--------|--|---------------------|-------------------|-----|
| 1. | = |  NORTH 44 | Tap to view details | Members: 43/50 | 328 |
| 2. | ▲ 1 |  bonbee canada | Tap to view details | Members: 47/50 | 326 |
| 3. | ▼ 1 |  Quantum Rage | Tap to view details | Members: 45/50 | 320 |
| 4. | = |  EmpireofWhales | Tap to view details | Members: 49/50 | 320 |
| 5. | = |  The Uprising | Tap to view details | Members: 42/50 | 309 |
| 6. | ▲ 1 |  BRASIL AVENGERS | Tap to view details | Members: 47/50 | 307 |
| 7. | ▲ 1 |  cowboysFromHell | Tap to view details | Members: 49/50 | 305 |
| 8. | ▼ 2 |  Q8 FORCE | Tap to view details | Members: 45/50 | 303 |

Months



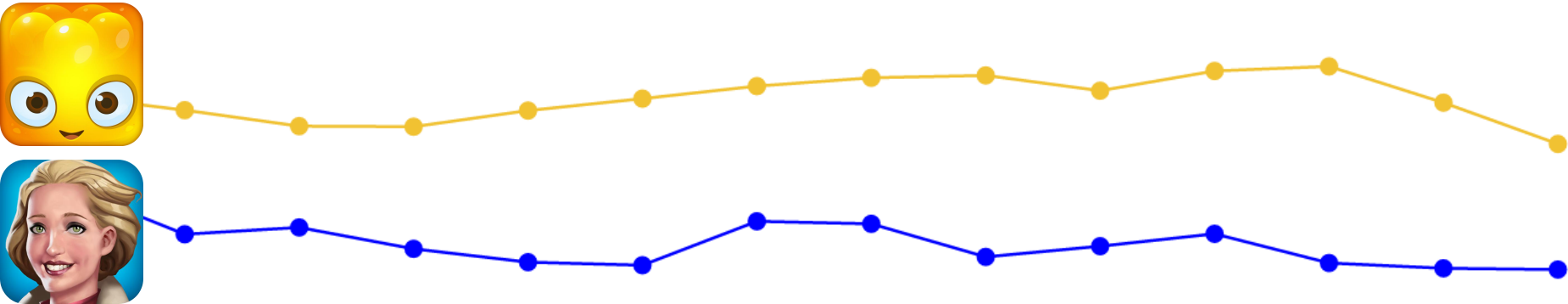
Years



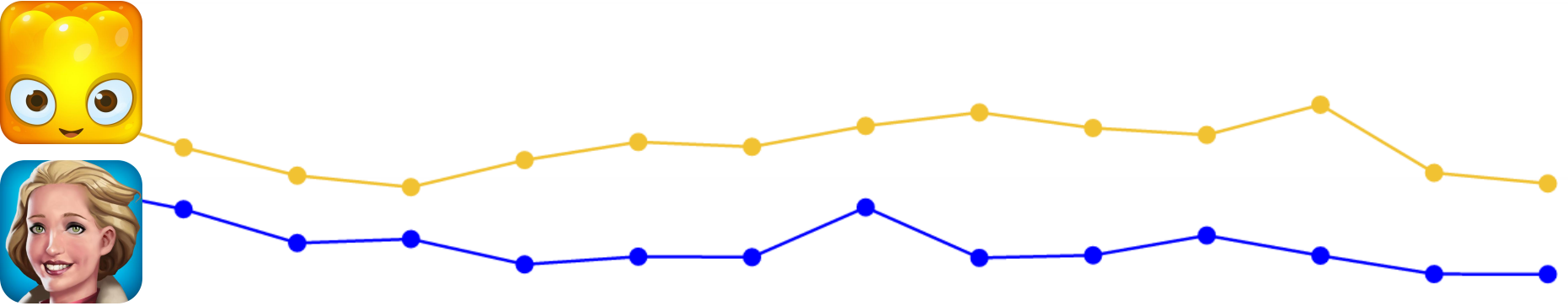




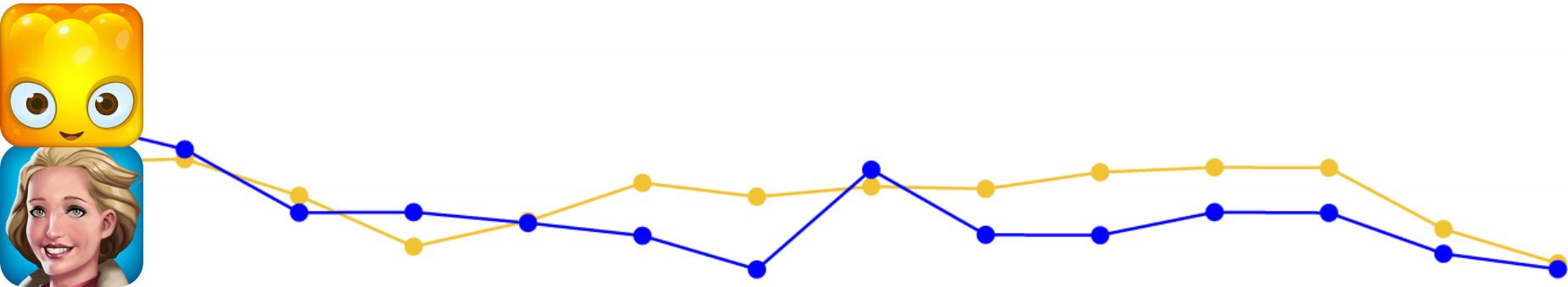
1 day retention



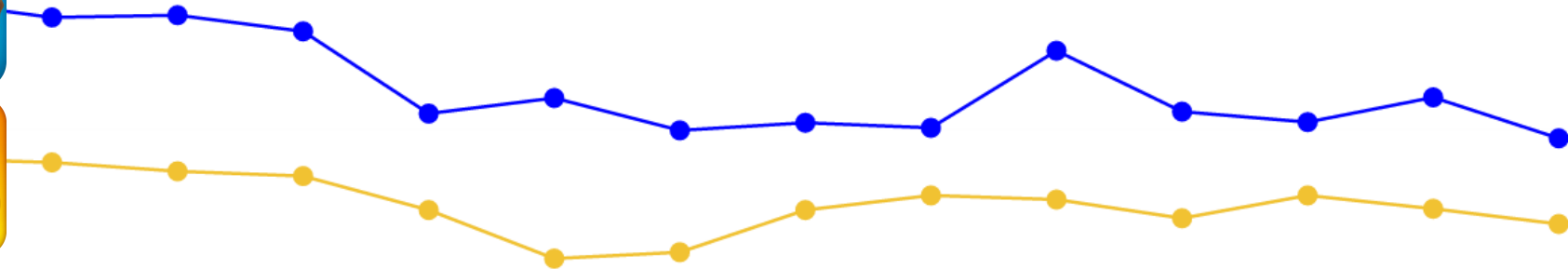
3 day retention



7 day retention



30 day retention



90 day retention



300 day retention

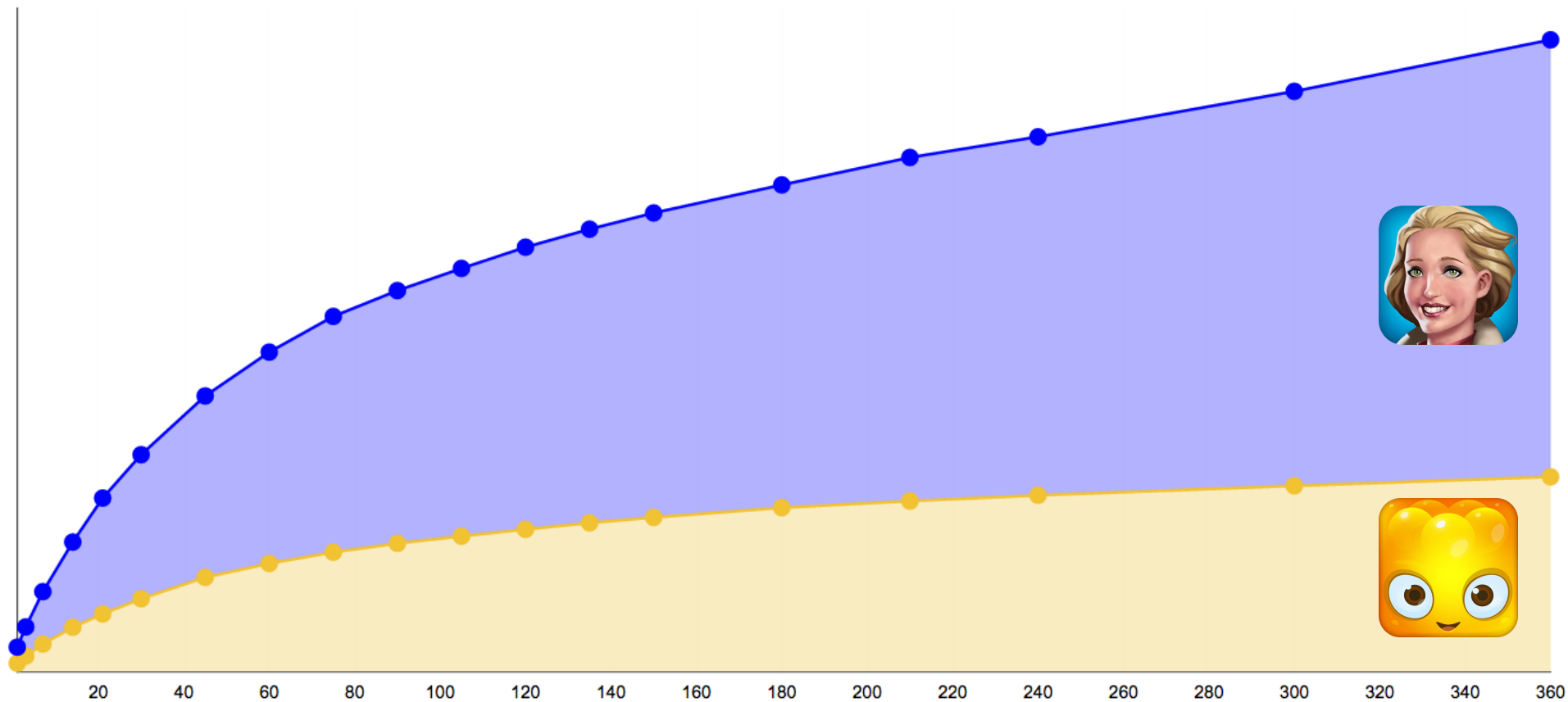


Pearl's Peril
lasts for more than a year

Jelly Splash does not

LTV?

360d LTV



How do we create the next **hit**?



**Focus on creating a game that
lasts for years.**





Prototyping for Long Term Retention

Adam Telfer

**1. Why Focus on
Long Term Retention?**

**2. Prototyping
Long Term Retention**

**How do you create a game
that lasts for years?**

5

Steps to Long Lasting Gameplay

#1: Strong Long Term Goal



#1: Strong Long Term Goal



#1: Strong Long Term Goal



| | | | |
|---|--|------------------|--------|
| 1 | | Pmachine666 | 38,349 |
| 2 | | Sunidhifan | 36,175 |
| 3 | | pacman1215 | 34,613 |
| 4 | | ipmkd | 30,748 |
| 5 | | miss-flowerpower | 30,322 |
| 6 | | dippydog99945 | 29,482 |
| 7 | | tonytaxi | 29,145 |
| 8 | | BABY_DOLL18 | 26,355 |
| 9 | | sanva5133012 | 25,984 |

| | | | |
|----|--|----------------|--------|
| 11 | | Robina139 | 25,489 |
| 12 | | INDONESIANA | 25,246 |
| 13 | | Hermies97 | 25,239 |
| 14 | | Cahayac | 24,987 |
| 15 | | Marks818 | 24,835 |
| 16 | | FishinAIntEasy | 24,812 |
| 17 | | hanuma | 24,585 |
| 18 | | Johnr405 | 24,540 |
| 19 | | linehand | 24,407 |
| 20 | | swimmerooo | 24,229 |
| 21 | | voodoo_master | 24,215 |
| 22 | | wetstone | 24,205 |
| 23 | | usaga | 24,129 |
| 24 | | Brist | 24,106 |
| 25 | | _P_J_G_ | 23,954 |
| 26 | | pela2004 | 23,611 |
| 27 | | GDmc | 23,563 |
| 28 | | peropanker | 23,416 |
| 29 | | maichi89120 | 23,175 |
| 30 | | LotharTheBrave | 23,048 |
| 31 | | shadows58041 | 22,745 |
| 32 | | Stickboy65 | 22,634 |
| 33 | | dublinkev | 22,562 |
| 34 | | Mannyt2 | 22,295 |
| 35 | | dynamite25567 | 22,294 |
| 36 | | hotty2054 | 22,170 |
| 37 | | saledaki | 21,985 |
| 38 | | Fcr1tan | 21,027 |

| | | | |
|----|--|----------------|--------|
| 41 | | Sokorae | 21,292 |
| 42 | | paulified | 21,130 |
| 43 | | PaulingChang | 21,092 |
| 44 | | China577 | 21,014 |
| 45 | | wizard45377 | 20,983 |
| 46 | | tricolor 2010 | 20,954 |
| 47 | | aslan66 | 20,946 |
| 48 | | cobrag1330 | 20,915 |
| 49 | | mancs | 20,662 |
| 50 | | Valeriy7701 | 20,554 |
| 51 | | Zapia | 20,445 |
| 52 | | Canucks69 | 20,159 |
| 53 | | MacGYVER1954 | 20,140 |
| 54 | | Giorgioz7 | 20,097 |
| 55 | | Semibrain | 19,948 |
| 56 | | ArthurMullard | 19,908 |
| 57 | | eagle28340 | 19,906 |
| 58 | | RockBottomBand | 19,902 |
| 59 | | antoniosantos | 19,857 |
| 60 | | blue_eyed_boss | 19,694 |
| 61 | | manosxar | 19,693 |
| 62 | | marbob10038 | 19,636 |
| 63 | | charly1 | 19,488 |
| 64 | | John thomasr | 19,379 |
| 65 | | oopso9 | 19,363 |
| 66 | | sena_ghe | 19,333 |
| 67 | | beary1687 | 19,171 |
| 68 | | BRAVEL IVER | 19,002 |

| | | | |
|----|--|-----------------|--------|
| 71 | | zigzager | 18,910 |
| 72 | | ZeroBall69850 | 18,890 |
| 73 | | nom10322 | 18,886 |
| 74 | | Borivoe | 18,868 |
| 75 | | Johnverycool | 18,822 |
| 76 | | EXQUISITIEWIG | 18,749 |
| 77 | | ghostfrumthemob | 18,625 |
| 78 | | super666 | 18,620 |
| 79 | | myblue777 | 18,548 |
| 80 | | Jumongo6 | 18,457 |
| 81 | | sema 2002 | 18,420 |
| 82 | | almalak66944 | 18,380 |
| 83 | | moondazz | 18,370 |
| 84 | | rer46 | 18,364 |
| 85 | | guiguizou | 18,285 |
| 86 | | trackmang317 | 18,283 |
| 87 | | googoo1946 | 18,251 |
| 88 | | wallyoooo1 | 18,155 |
| 89 | | dragon685384 | 18,139 |
| 90 | | clidercoder | 18,094 |
| 91 | | Weirdpop | 18,056 |
| 92 | | Frankfurtero8 | 18,014 |
| 93 | | Airimkus | 17,930 |
| 94 | | BreaknRun | 17,930 |
| 95 | | zurlock | 17,906 |
| 96 | | Fatts123 | 17,903 |
| 97 | | Jimbo11287 | 17,865 |
| 98 | | COMBOTEI | 17,700 |

#2: Longterm Investments



???



Years!



| TOSYS | | PALADIN | |
|-----------------------|------|----------------------|---------------|
| Level | 99 | Experience | 3,620,486,264 |
| | | Next Level | 0 |
| Strength | 3018 | SMITE Damage | 53k-60k |
| | | FANATICISM | |
| Dexterity | 3018 | | |
| | | | |
| | | Defense | 21850224 |
| Vitality | 3018 | Stamina | 10409 / 10409 |
| | | Life | 10084 / 20706 |
| Energy | 3018 | Mana | 15870 / 15807 |
| Stat Points Remaining | 1023 | Fire Resistance | 96 |
| | | Cold Resistance | 96 |
| | | Lightning Resistance | 96 |
| | | Poison Resistance | 96 |

990000

#2: Longterm Investments



**Reward players for making
longterm investments into the
game**



#3 Strong Session Design

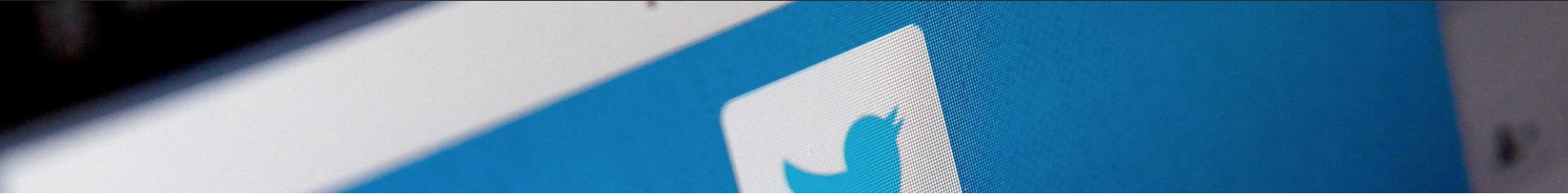


#3 Strong Session Design

hattrick 
www.hattrick.org



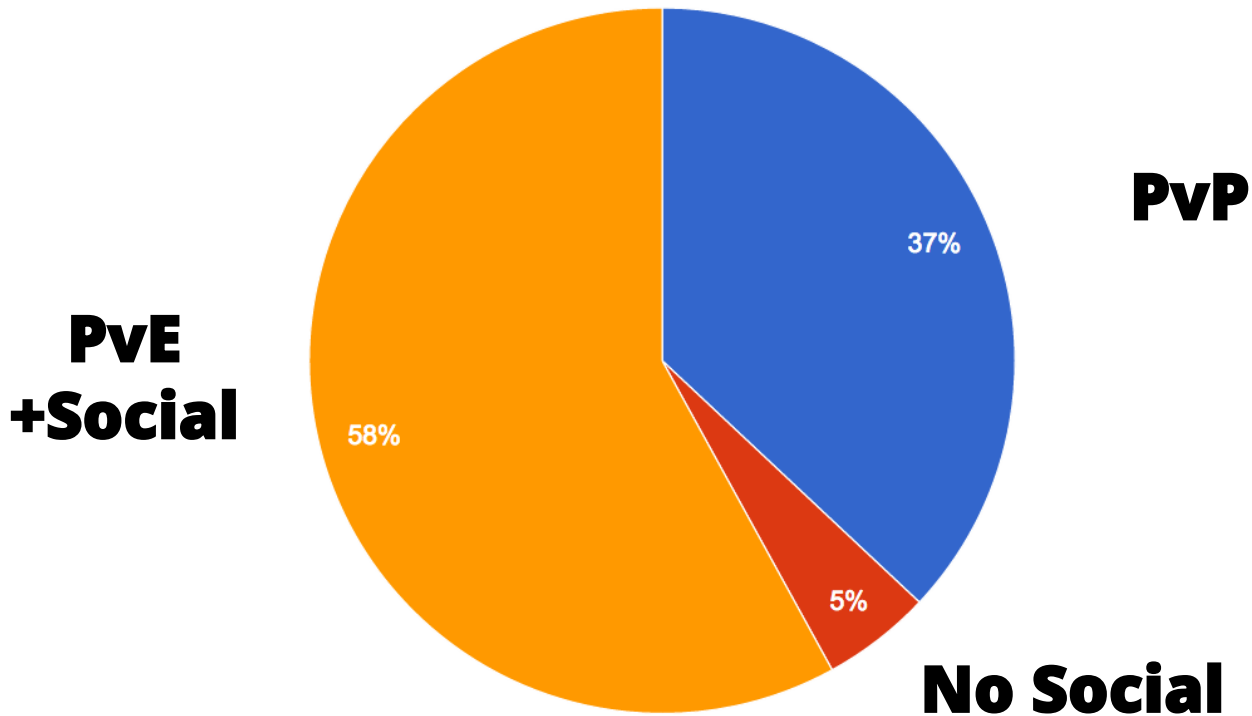
#3 Strong Session Design



**Ensure pacing is natural &
Drive habits with 6+ sessions per day**



#4 Create Social Pressure



#4 Create Social Pressure



#4 Create Social Pressure



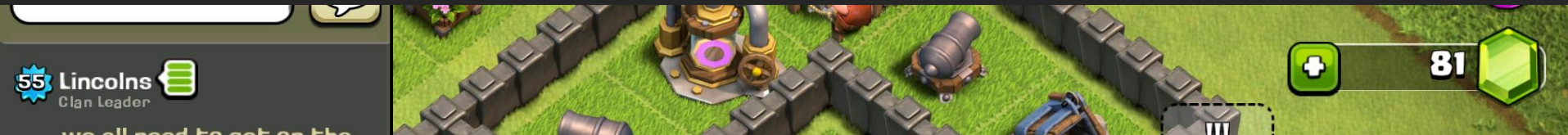
#4 Create Social Pressure

1 2189 25 + 10

RETRIEVE LOGS

| | | | | |
|---|---|-----------------|---|--|
| MENNO stole the gem |  878 | 1h 13m ago from |  9  LIZ |  Retrieve |
| Failed:  | | | | |
| KILLER stole the gem |  300 | 1h 32m ago from |  7  KAZ |  Retrieve |
| Failed: | | | | |
| J10K stole the gem |  60 | 4h 23m ago from |  2  JESPER | |
| Failed: | | | Retrieved by:  | |

#4 Create Social Pressure



Create mechanics that force players to rely on each other to play at the highest level.



#5: Cost vs Consumption



CONTENT!



#5: Cost vs Consumption



**Have a solid plan for how to create
years of content for players**



5 Steps:

#1 Longterm Goal

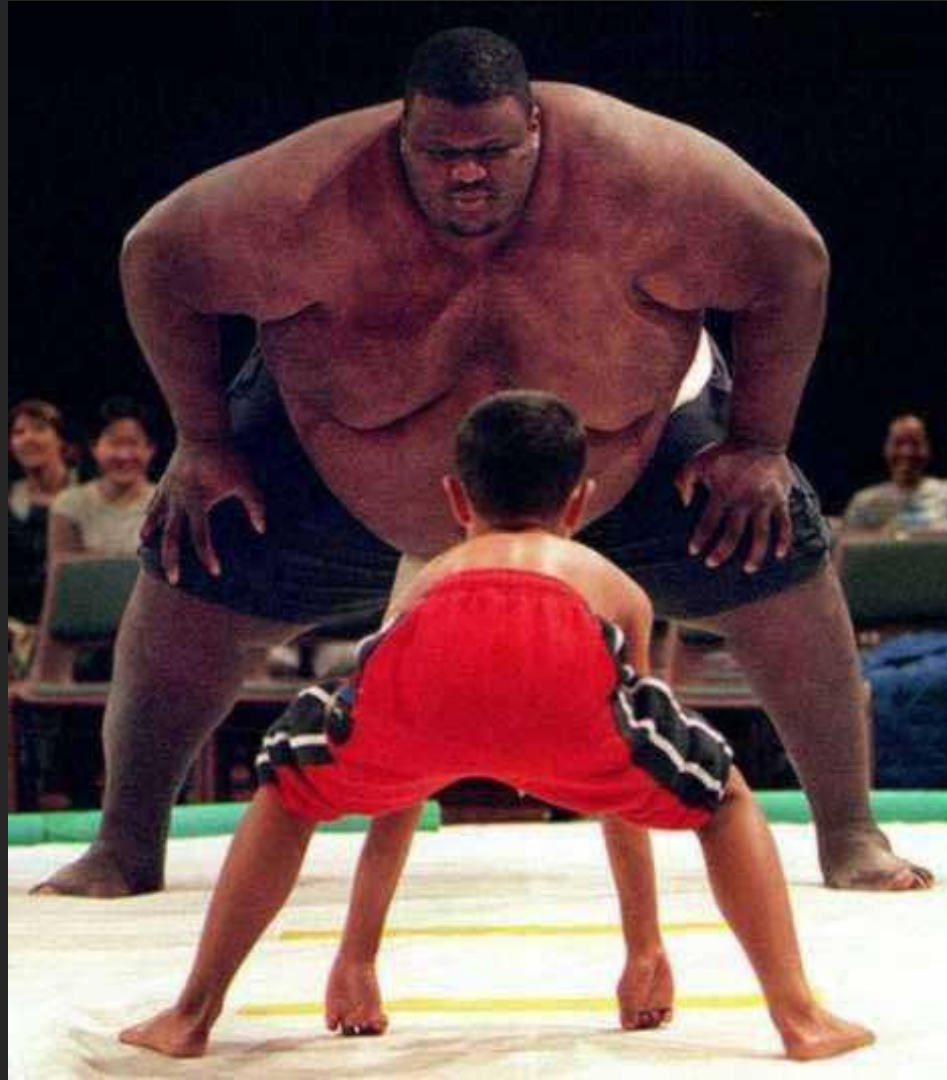
#2 Longterm Investment

#3 Session Design

#4 Social Pressure

#5 Plan for Content

**How do you know if a prototype
will last for years?**




Prototyping Goal:
Is it fun for one month?

When you try a Month of Fun...



When you try a Month of Fun...

The background of the slide features a stylized logo for 'Draw Free' in a bubbly, rounded font. A vibrant rainbow is positioned behind the logo, arching over the word 'Free'. The entire scene is set against a light blue gradient background.

**“Draw Free” Would Like to
Send You Push Notifications**

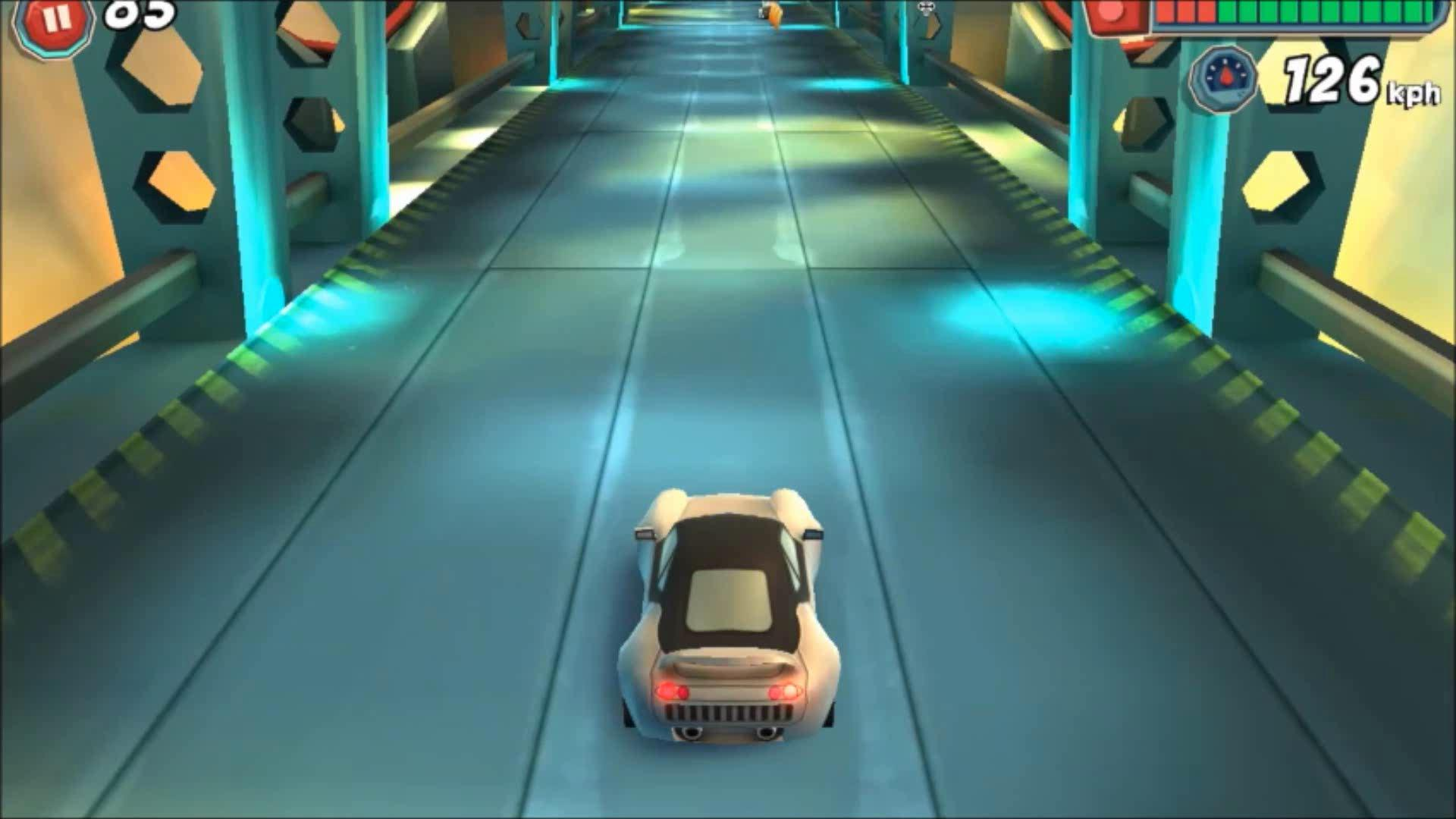
Notifications may include alerts,
sounds and icon badges. These can
be configured in Settings.

Don't Allow

OK

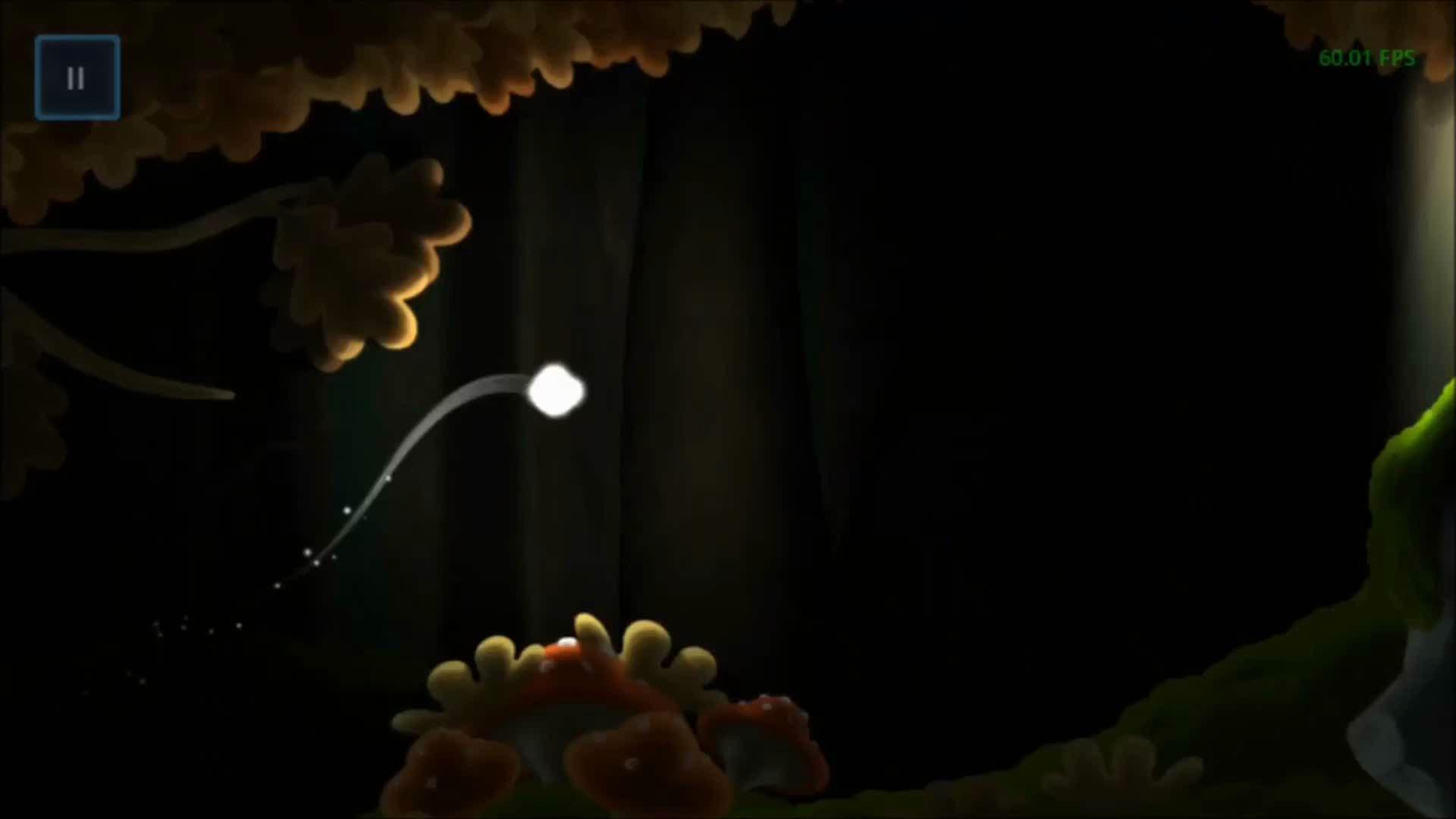
When you try a Month of Fun...







60.01 FPS



To build the **next hit:**

**Focus on creating games that
last for years.**

****Stop games** that don't show they
can scale to **1 month of fun.****

Thank You!

@adamwtelfer
mobilefreetoplay.com

Sebastian Nußbaum
Head of Studio



Challenges of a Scalable Narrative

Sebastian Nußbaum
Head of Studio



Pearl's Peril

The title 'Pearl's Peril' is written in a stylized, winged font, suggesting a theme of adventure or mystery.



BONUS

MEDAL

FISH

STATUE

SKULL

FLOWER

COINS



BONUS



MEDAL

FISH

STATUE

SKULL

FLOWER

COINS



BONUS

MEDAL

FISH

STATUE

SKULL

FLOWER

COINS





















Revenue

Q1 2013



Revenue

Q1 2013

Q4 2014



5 Challenges!

5 Challenges!

That almost KILLED the game...

Challenge#1:

Challenge#1:

Does the **STORY** scale?







Dearest Pearl and Boiss,

I am leaving you my private island in the hope that you
will continue my work here.

Please take care of your grandmother,

as I suspect she was murdered those years ago. There was
something far more sinister eating away at her than simple
illness.

Your loving grandfather,

Edwin





Dear
I am
will con
Please
as I
some
dness





4-6 weeks

A man with grey hair and a beard, wearing a green button-down shirt and tan pants, stands in a room. To his left is a wall covered in many small storyboard panels, each showing a different scene. A blue couch is visible in the foreground. In the background, there is a door with a circular window and a green exit sign above it. The text "A couple of months in to production" is overlaid in white on a dark background.

**A couple of months in to
production**

Main Arc



2 years +

Main Arc

2 years +



Main Arc

2 years +



Main Arc

2 years +



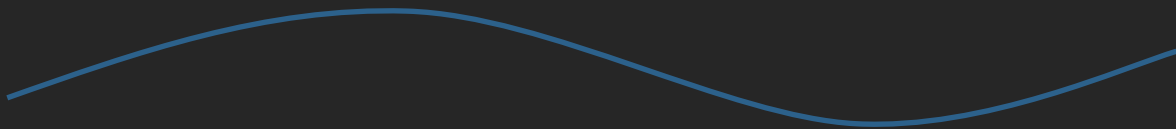
Main Arc



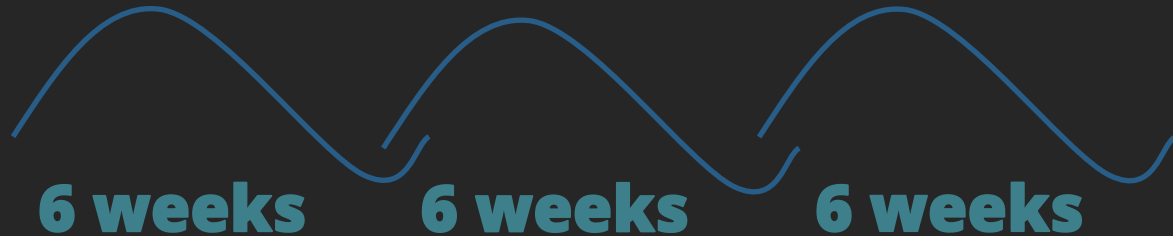
Main Arc



Main Arc



Mid Arc



Main Arc

Mid Arc



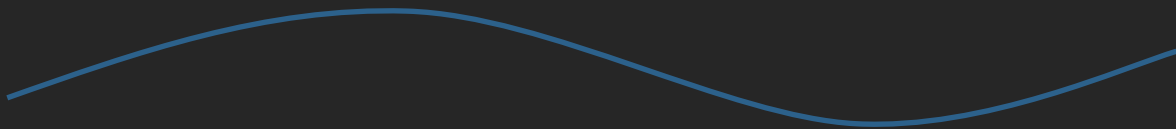
Main Arc

Mid Arc

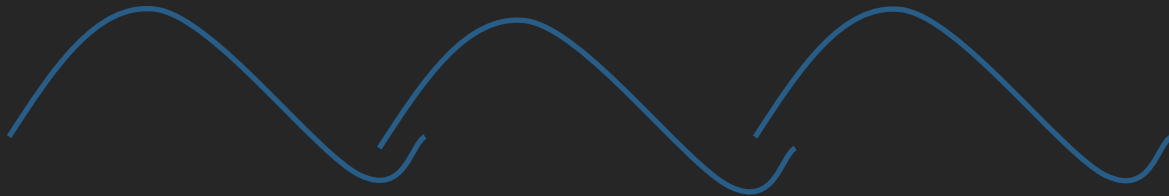




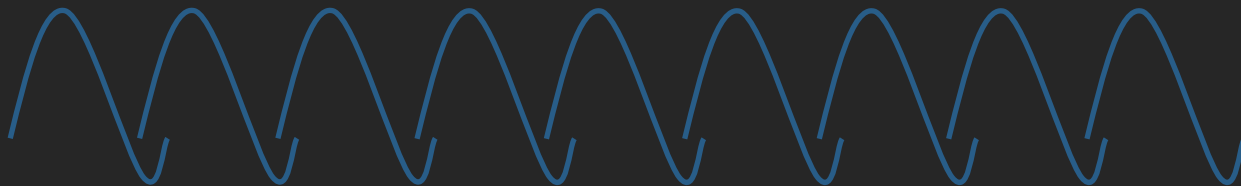
Main Arc



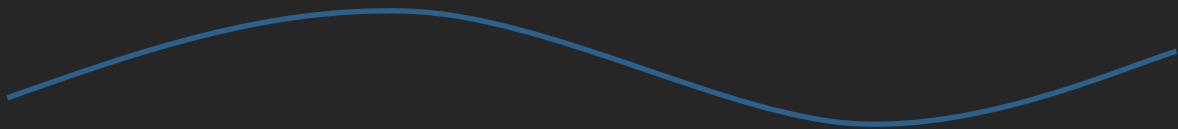
Mid Arc



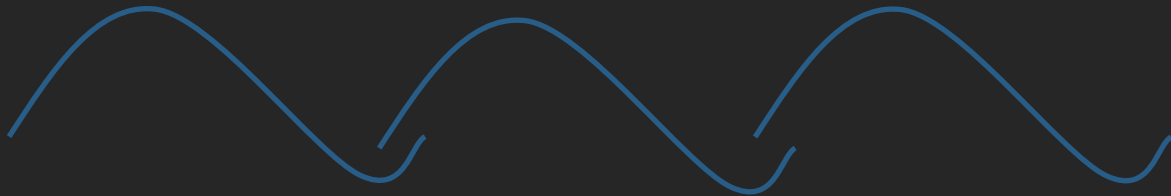
Weekly Arcs



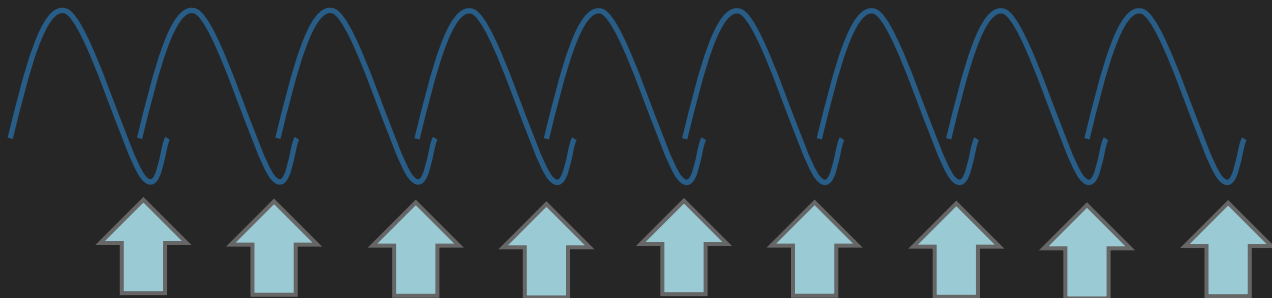
Main Arc



Mid Arc



Weekly Arcs





3387

9

406

20

1

2

3

4

5

6

7

8

NEW ADVENTURE IN

6

DAYS

3

HOURS

36

MINUTES

1

SECONDS

UNLOCK NEXT CHAPTER



COMPLETE



COMPLETE

TRAVEL

Challenge#2:

Challenge#2:

Does the **Protagonist** scale?







Mr. Blackwell? What are you
doing? STOP!





















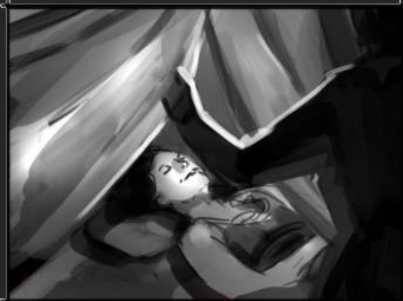
HAPPY



Challenge#3:

Challenge#3:

How do you **PRESENT** the story?







PEARL'S LOFT

This telegram from Silas, my family's lawyer, says that Father has passed away. Father and I had a falling out, but I loved him dearly. I must fly home to Artemis Island to find out what happened!



My lucky flight jacket! I never get into a plane without it.



My joy, the Pride of Bakersfield! She was a gift from Grandpa Edwin.

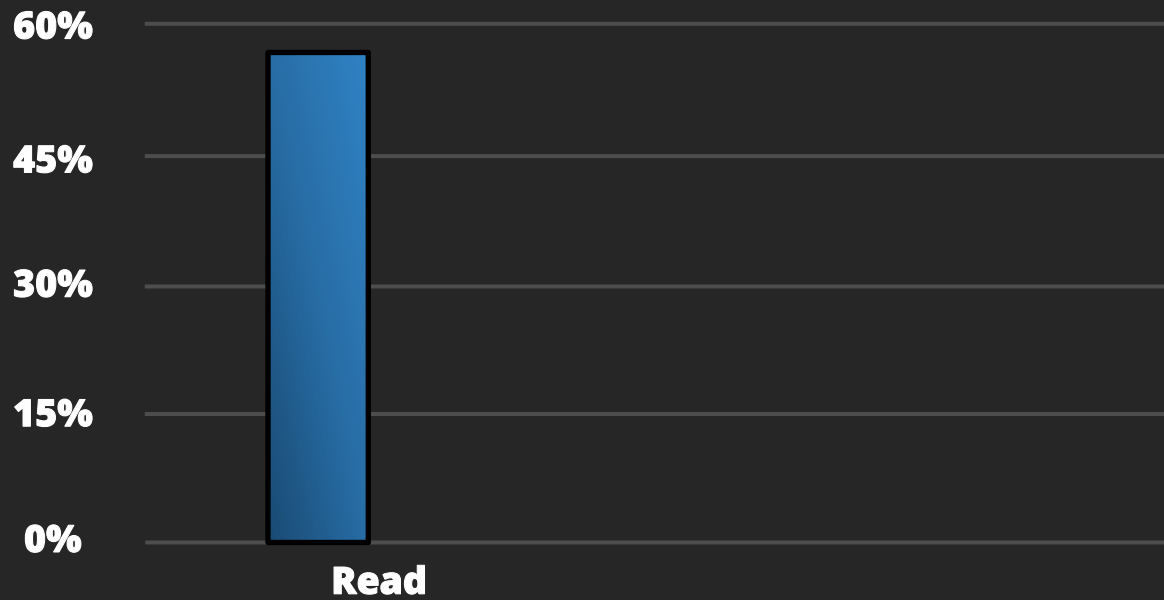
CONTINUE

2 seconds: skipping

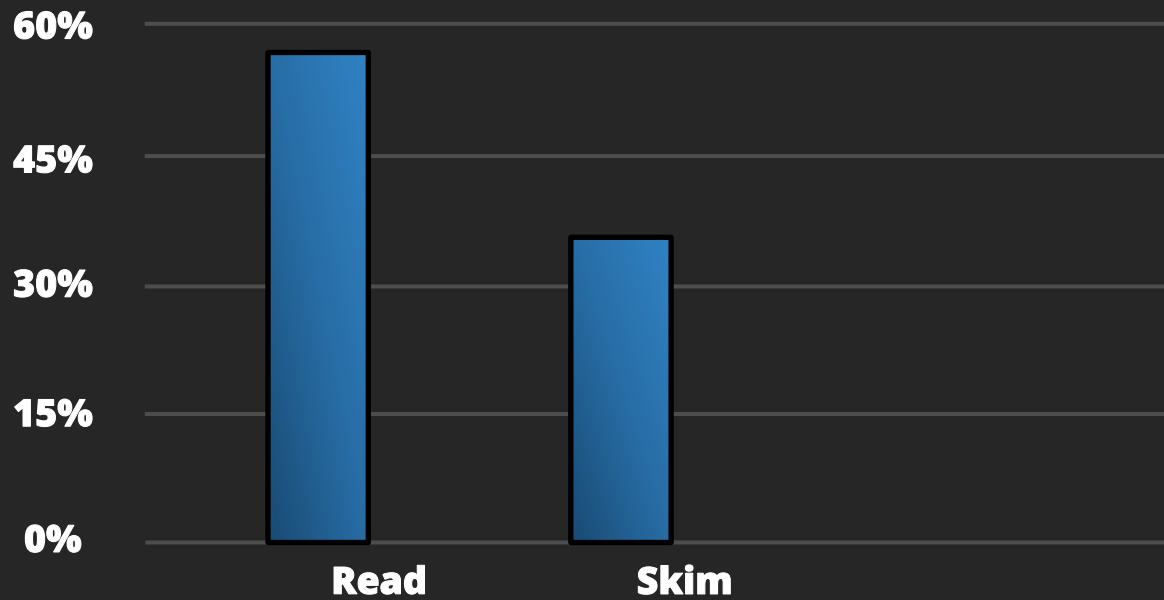
2 seconds: skipping
4 seconds: skimming

| | |
|-------------------|-----------------|
| 2 seconds: | skipping |
| 4 seconds: | skimming |
| 8 seconds: | reading |

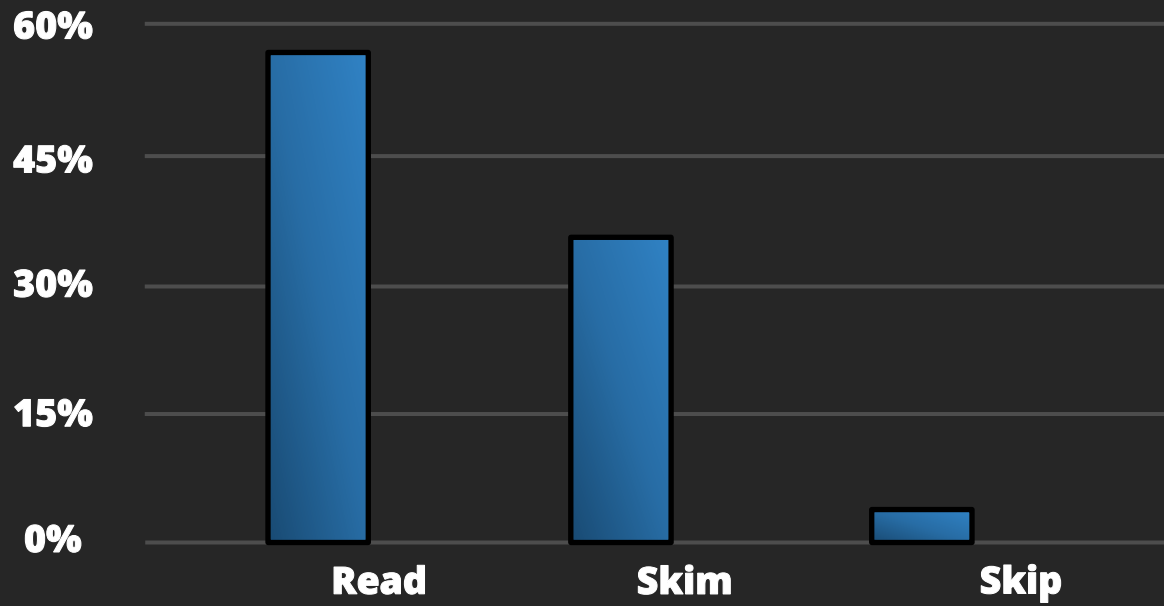
| | |
|--------------------|----------------------|
| 2 seconds: | skipping |
| 4 seconds: | skimming |
| 8 seconds: | reading |
| 20 seconds: | went shopping |



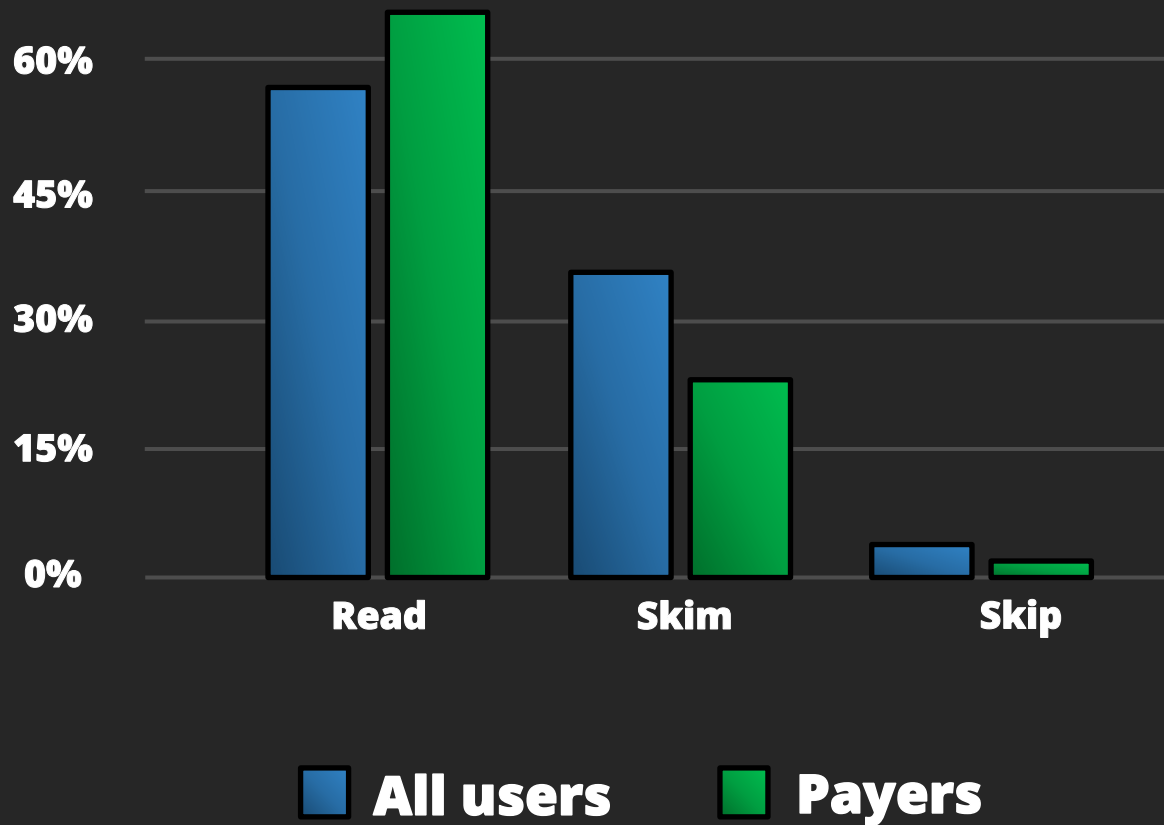
 **All users**



 **All users**



 **All users**



Challenge#4:

Challenge#4:

How will you **PRODUCE** all the content?

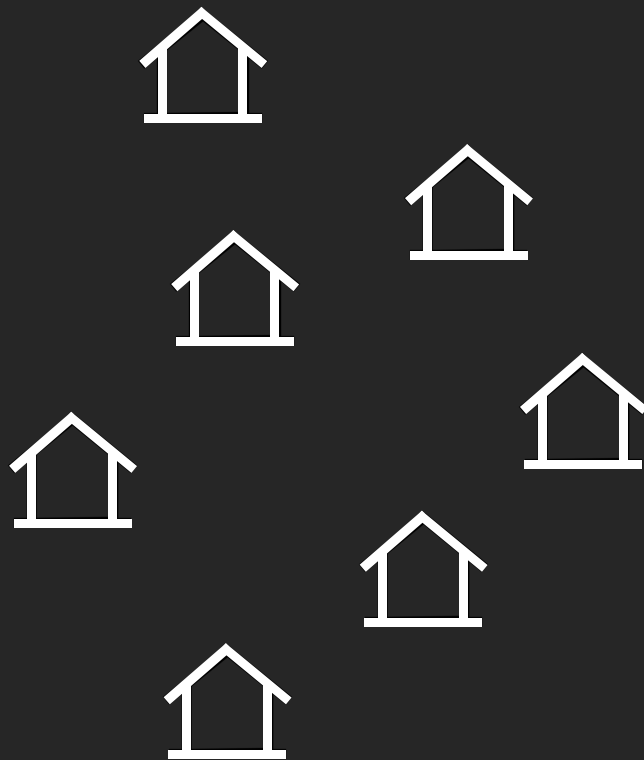




A Venn diagram consisting of two overlapping circles. The left circle is yellow and contains the text 'Internal Team'. The right circle is light green and contains the text 'External Teams'. The circles overlap in the center, representing the intersection of the two teams.

**Internal
Team**

**External
Teams**

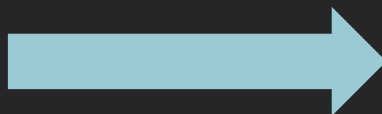












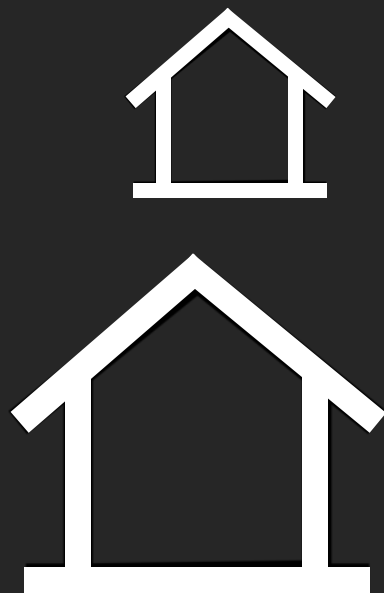




Murphy's Law

“ If anything can go wrong, it
will! ”







Challenge#5:

Challenge#5:

How do you keep the **PLAYER** busy?

**For 1 week of content
for a player...**



200 Man days...

it takes 75 man days

3 Hours!

200 Man days...

BONUS

DRUM

WOODEN BOWL

SPIDER

BELT

SNOW GLOBE

CAMEL





Support the narrative

DRUM

WOODEN BOWL

SPIDER

BELT

SNOW GLOBE

CAMEL





Support the narrative



DRUM

WOODEN BOWL

SPIDER

BELT

SNOW GLOBE

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SPIDER

BELT

SNOW GLOBE

CAMEL





Support the narrative



Grind



WOODEN BOWL

SPIDER

SNOW GLOBE

CAMEL





Support the narrative



Grind



WOODEN BOWL

SPIDER

SNOW GLOBE

CAMEL



Support the narrative



Grind





Support the narrative



Grind



Master it

DRUM

WOODEN BOWL

SPIDER

BELT

SNOW GLOBE

CAMEL





Revenue

Q1 2013

Q4 2014



Pearl's Peril



90 chapters







AGENT ALICE







BONUS

Pearl's Peril

DRUM

WOODEN BOWL

SPIDER

BELT

SNOW GLOBE

CAMEL



Reset
button

RESET YOUR STORY?

Resetting your story will allow you to play each chapter and scene from the very beginning. Re-discover Pearl's world and enjoy the breathtaking adventures all over again!

You will keep all of your cash, coins, energy, island decorations, prestige, and even your badges!

LATER

RESET STORY



80%

You will keep all of your cash, coins, energy, island
decorations, prestige, and even your badges!

LATER RESET STORY



STORY?

a chapter
for Pearl's
all over

island
es!

LATER

RESET STORY



**Focus on creating games
that last for years!**

Adam Telfer

**Very engaged players,
strong IP, healthy rev base.**

Adam Telfer

Thank You!

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Questions?



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