



# DON'T SPEND MILLIONS

*How Rival Kingdoms Defined our New Marketing Approach*

Simon Hade, COO & Co-founder

# Don't Spend Millions!





Wootwot  
Overlords

Complete the Tracking  
Foreveil campaign

264,483  
/ 3,100,000



3,441



FULL



NO SHIELD



5



0

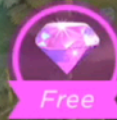
30,467



3,558



892



Free  
Firey Battle Bundle  
1d 08h 04m



6



Kingdom



1d 8h



KINGDOM RAID  
9h 18m



Map





18 people, 14 m

May 2015

Critically acclaimed

Great word of mouth

5m installs

\$2.2m per month

UA \$2k / day



# SAMURAI SIEGE



***“We have 9 months runway  
and 30% innovation budget  
... GO!”***





***“We have 9 months runway  
and 30% innovation budget  
... GO!”***

6 months dev; Sept. 2013

**Quick win** to get profitable

**Pioneered** alliance wars

Strong community & **live ops**

\$34m in 2 years

15m installs





*“Let’s make the best  
game for **core** players  
of the genre”*



# What is a “CORE” mobile RTS player



30-40 years old, jobs, families

80% male

1-2 persistent games

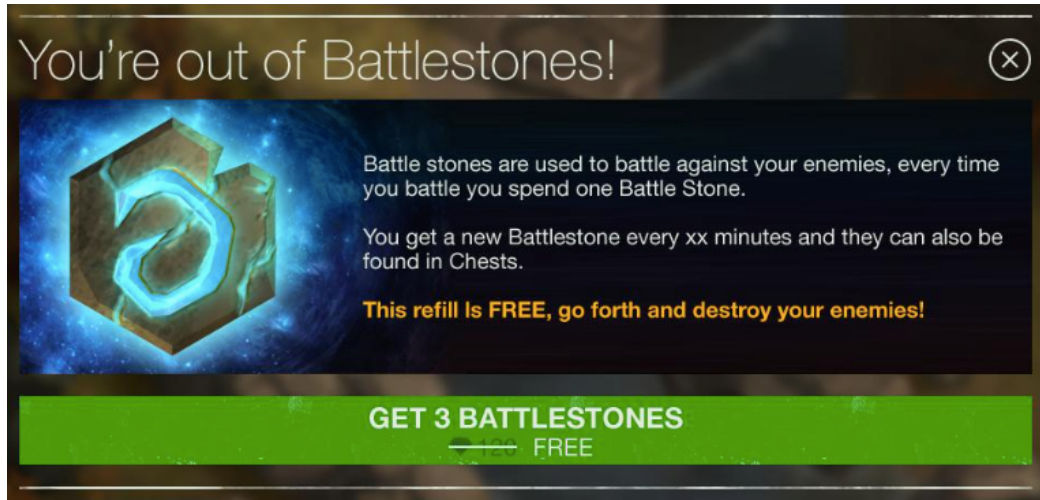
*(but lots of casual)*

Monetize longer play sessions

Second screen & distracted

**Do not identify as “gamers”**

# How we catered to core players





# How we catered to core players



# How we catered to core players





# This paid off in killer stats

40% - 26% - 15% (day 1 - 7 - 30)

\$0.40-0.50 ARPU

\$12 LTV

Average Rating ★★★★★



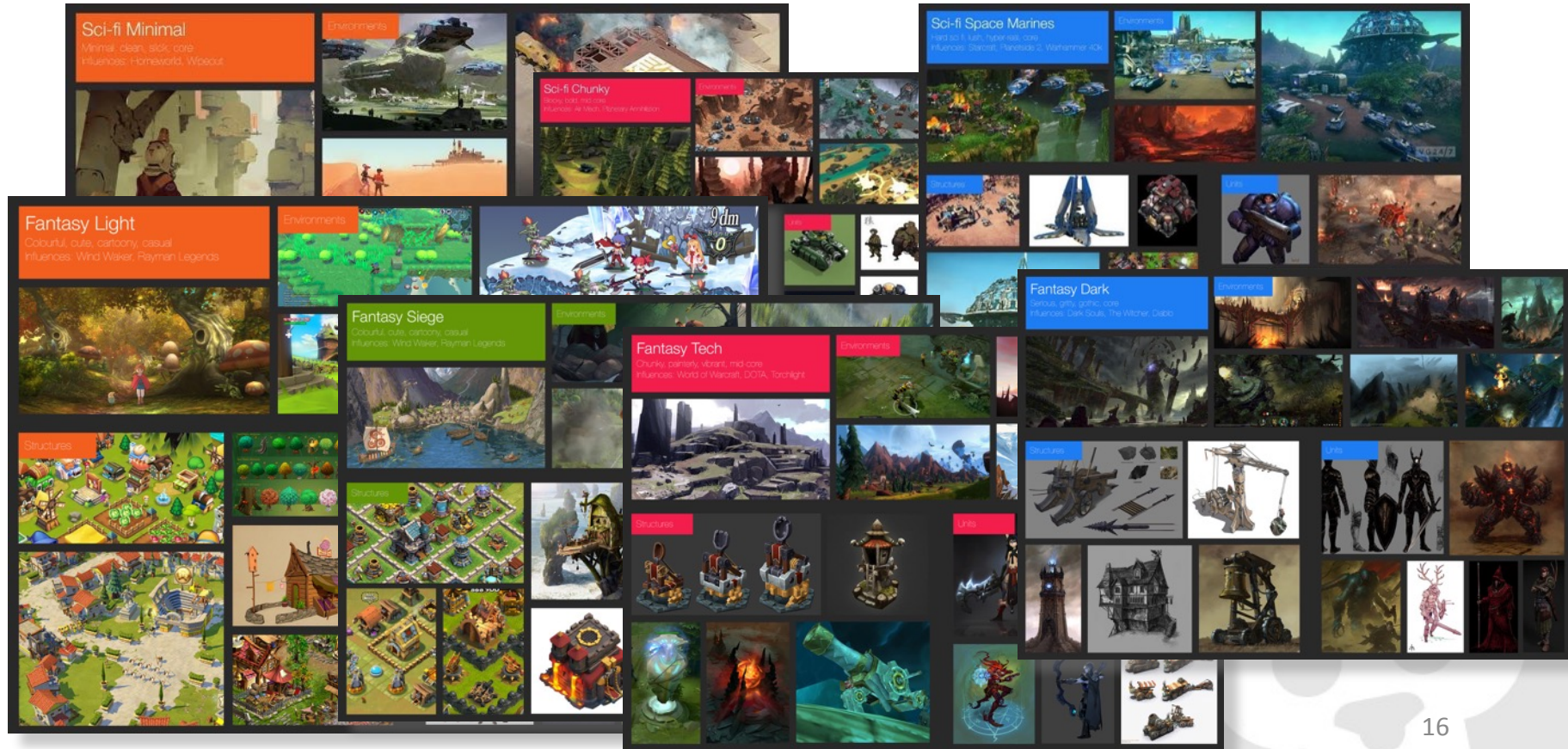


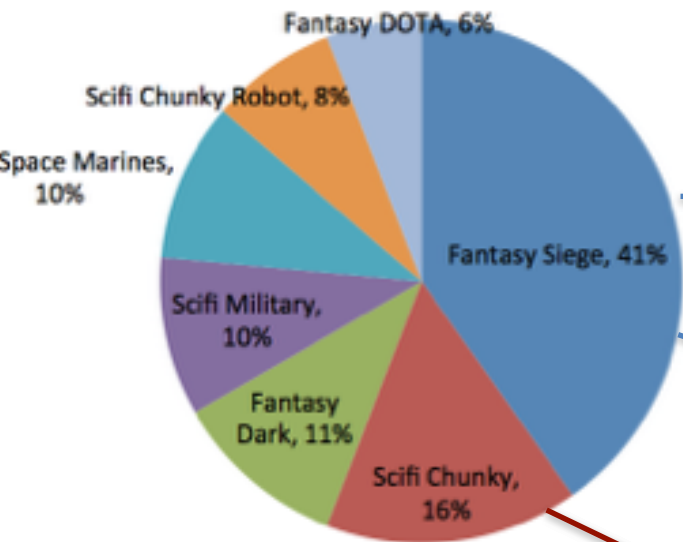
# We'd made the perfect game for our target demo but underestimated how niche it was!





# Extensive testing of what our target demo liked

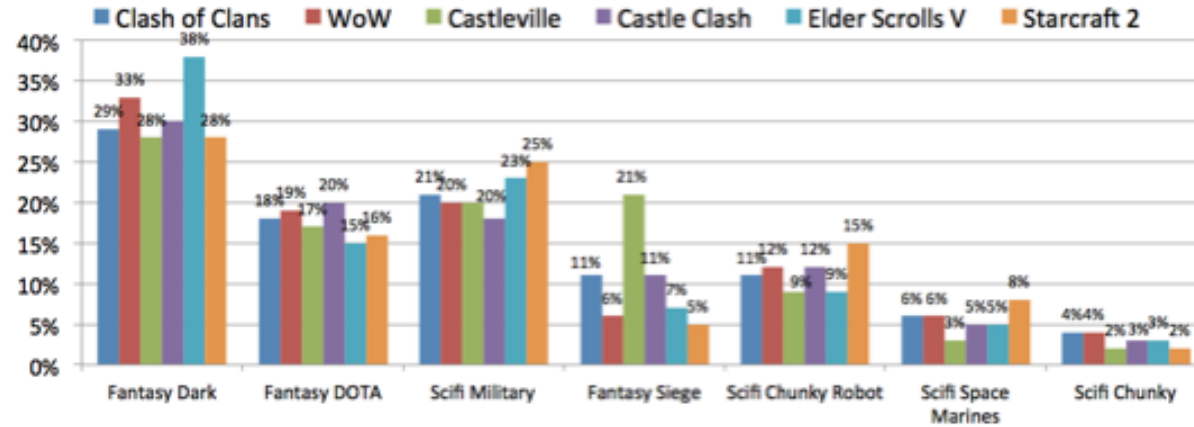


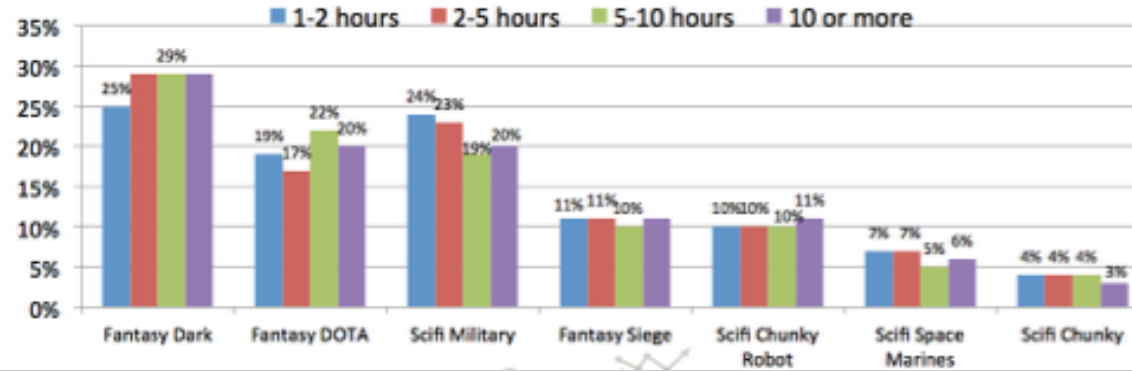










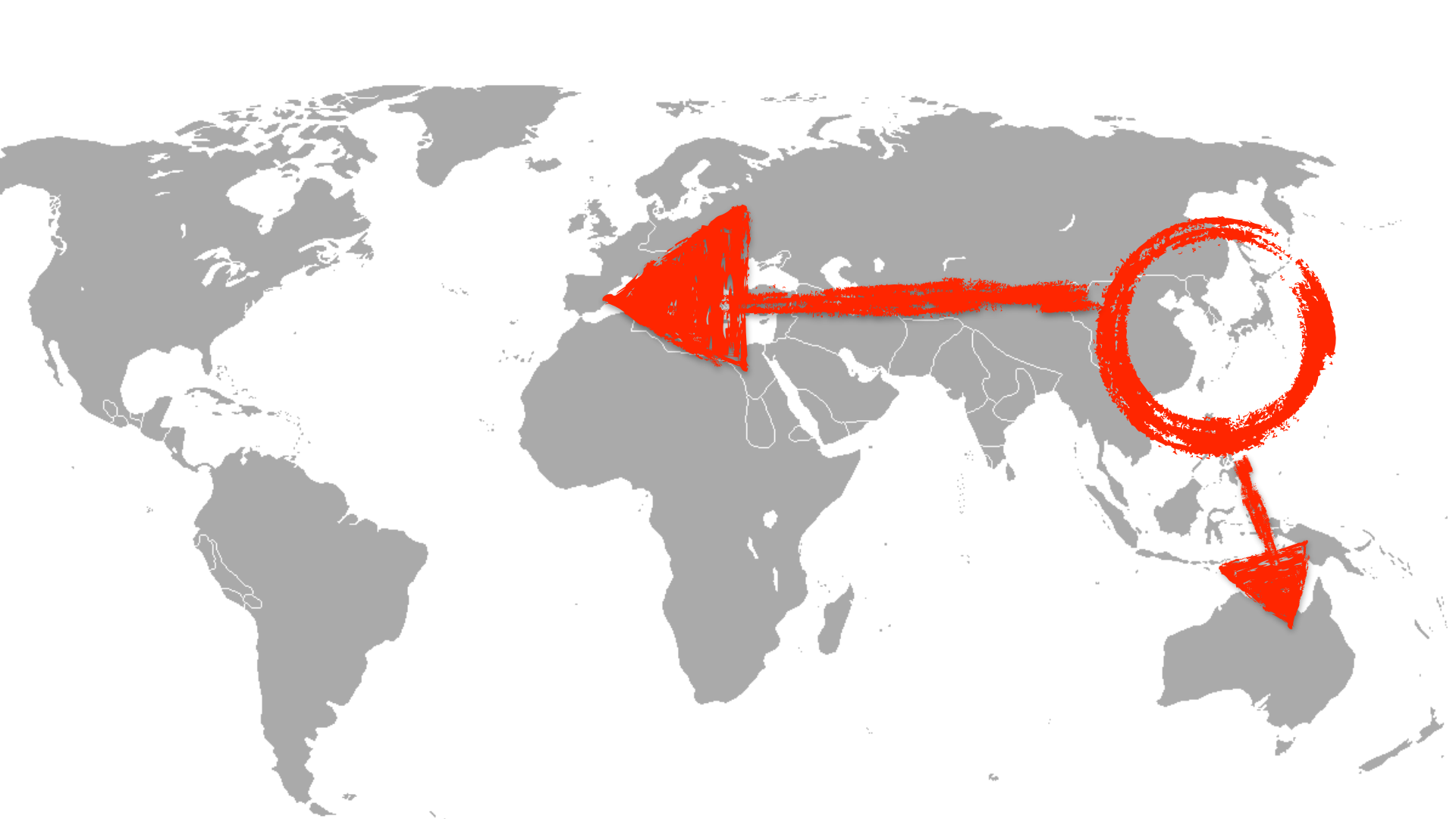


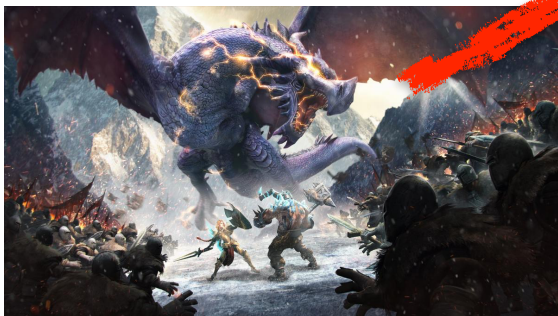
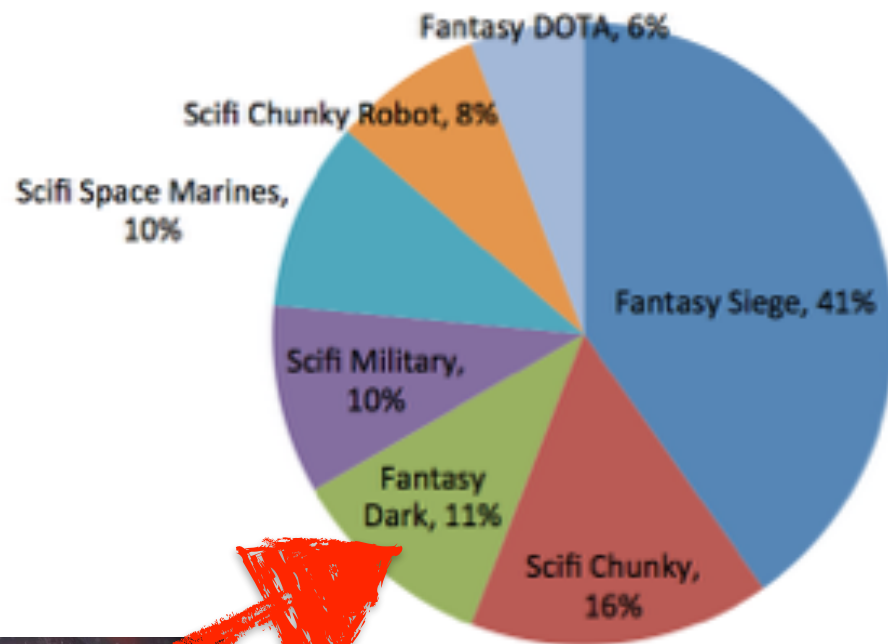




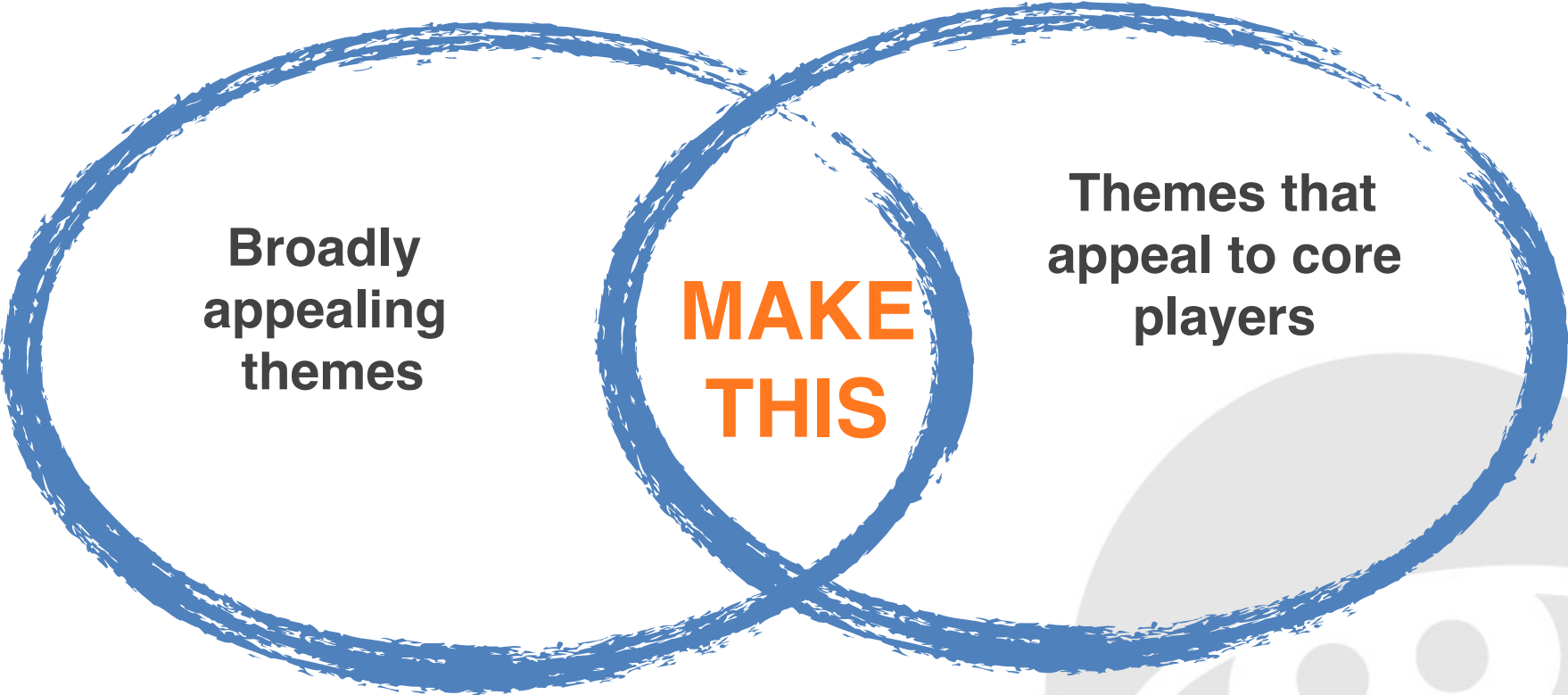










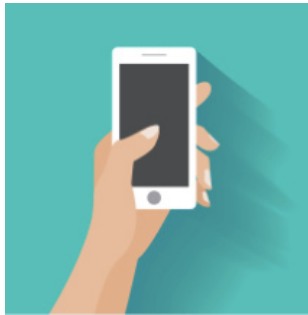


**Broadly  
appealing  
themes**

**MAKE  
THIS**

**Themes that  
appeal to core  
players**

# We knew these stats ...



CPI

<



LTV



# The most important stat we were not looking at



CPI

=

CTR = Click Through Rate

Bid strategies

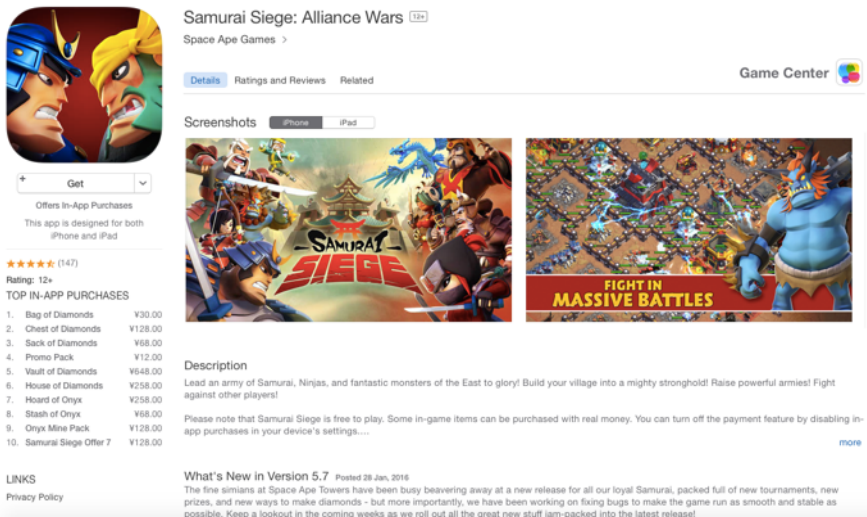
Competition in channel

How much inventory is available

***CVR = Conversion Rate***



# The most important stat we were not looking at



**Samurai Siege: Alliance Wars** <sup>12+</sup>  
Space Ape Games >

Details Ratings and Reviews Related

Game Center

Screenshots ☐ iPhone ☐ iPad

**Get**

Offers In-App Purchases  
This app is designed for both iPhone and iPad

★★★★★ (147)  
Rating: 12+

**TOP IN-APP PURCHASES**

1. Bag of Diamonds	¥30.00
2. Chest of Diamonds	¥128.00
3. Sack of Diamonds	¥68.00
4. Promo Pack	¥12.00
5. Vault of Diamonds	¥648.00
6. House of Diamonds	¥258.00
7. Hoard of Onyx	¥258.00
8. Stash of Onyx	¥68.00
9. Onyx Mine Pack	¥128.00
10. Samurai Siege Offer 7	¥128.00

**Description**  
Lead an army of Samurai, Ninjas, and fantastic monsters of the East to glory! Build your village into a mighty stronghold! Raise powerful armies! Fight against other players!

Please note that Samurai Siege is free to play. Some in-game items can be purchased with real money. You can turn off the payment feature by disabling in-app purchases in your device's settings....

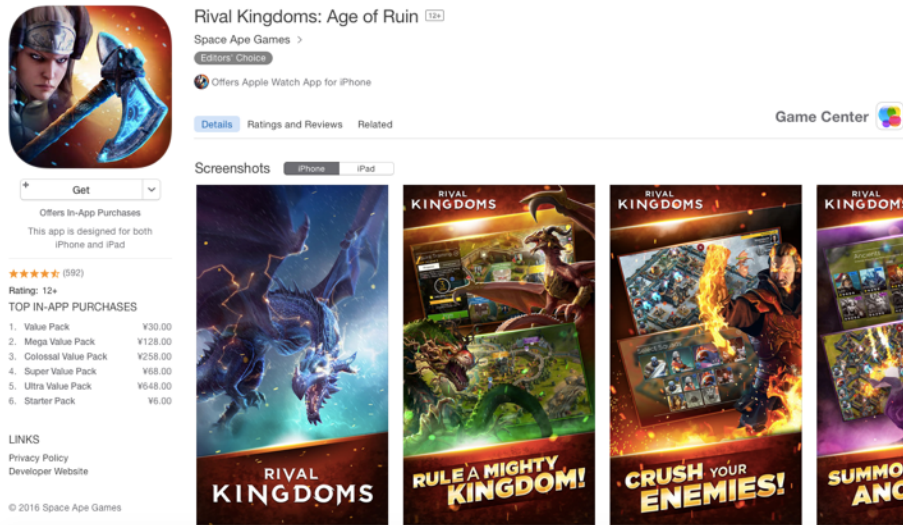
**What's New in Version 5.7** Posted 28 Jan 2016  
The fine simians at Space Ape Towers have been busy beavering away at a new release for all our loyal Samurai, packed full of new tournaments, new prizes, and new ways to make diamonds - but more importantly, we have been working on fixing bugs to make the game run as smooth and stable as possible. Keep a lookout in the coming weeks as we roll out all the great new stuff jam-packed into the latest release!

more

LINKS  
Privacy Policy  
Developer Website

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**CVR = 15%**



**Rival Kingdoms: Age of Ruin** <sup>12+</sup>  
Space Ape Games >

Editors' Choice

Offers Apple Watch App for iPhone

Details Ratings and Reviews Related

Game Center

Screenshots ☐ iPhone ☐ iPad

**Get**

Offers In-App Purchases  
This app is designed for both iPhone and iPad

★★★★★ (592)  
Rating: 12+

**TOP IN-APP PURCHASES**

1. Value Pack	¥30.00
2. Mega Value Pack	¥128.00
3. Colossal Value Pack	¥258.00
4. Super Value Pack	¥68.00
5. Ultra Value Pack	¥648.00
6. Starter Pack	¥6.00

**LINKS**  
Privacy Policy  
Developer Website

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**RIVAL KINGDOMS**  
RULE A MIGHTY KINGDOM!

**RIVAL KINGDOMS**  
CRUSH YOUR ENEMIES!

**RIVAL KINGDOMS**  
SUMMON ANCESTORS!

**CVR = 5%**

# Ways to improve CVR





# Ways to improve CVR

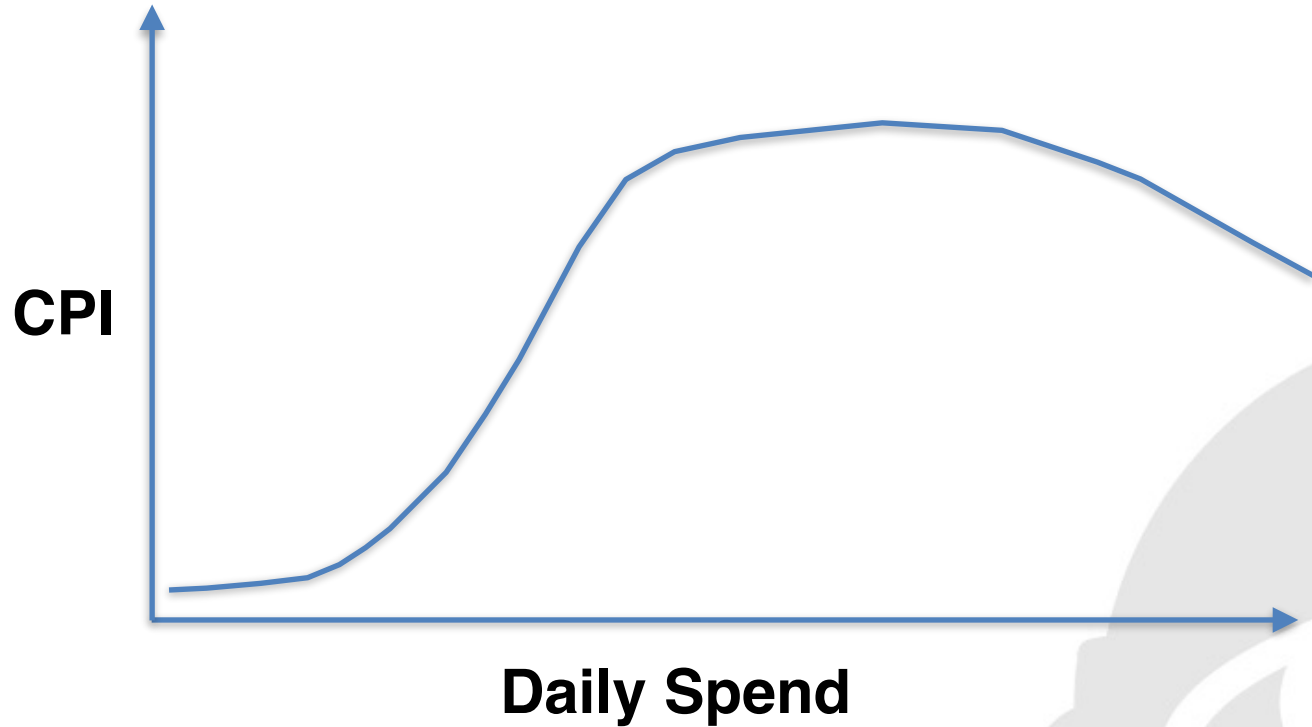


# Ways to improve CVR

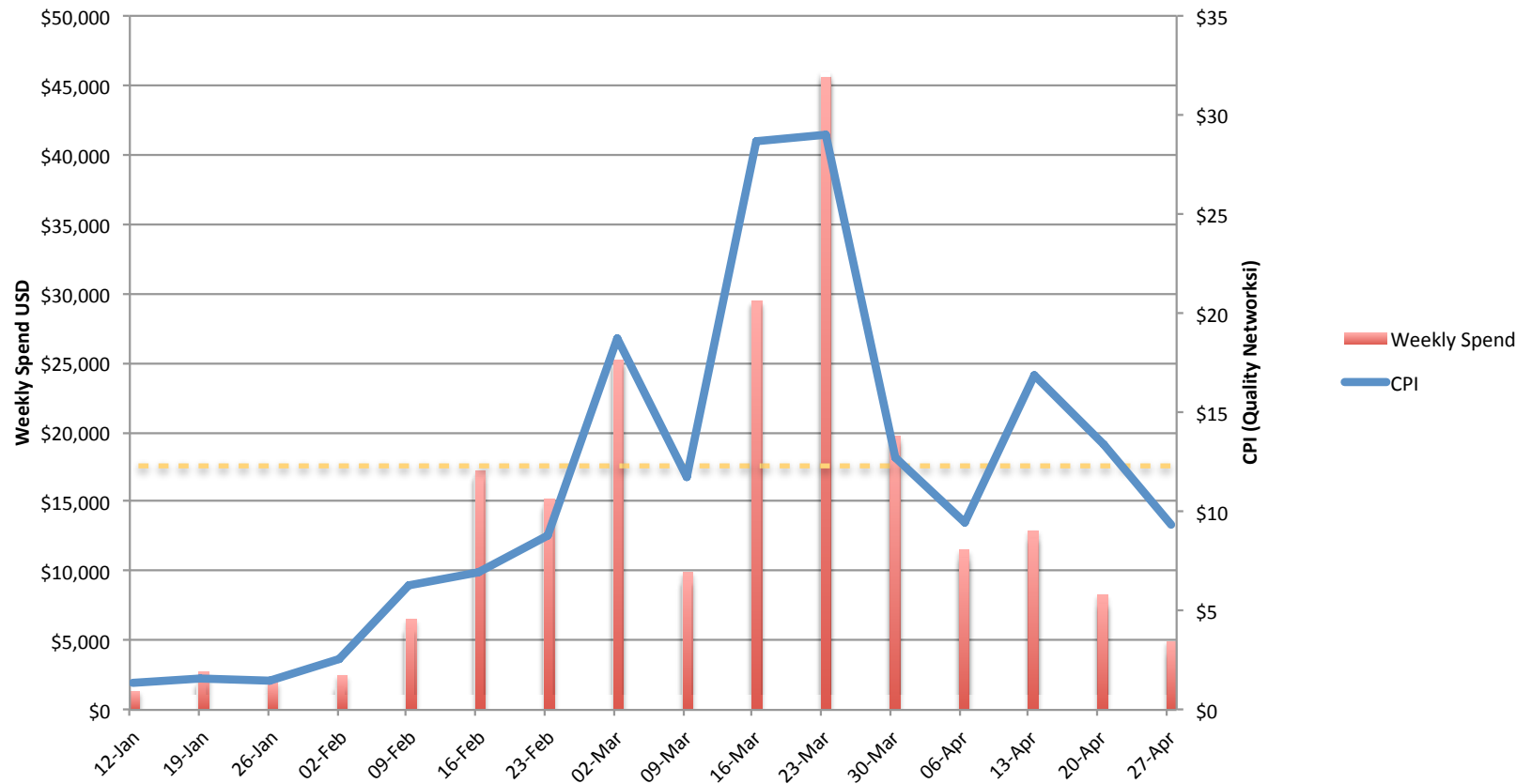




# Marketing at scale



# UA un-profitable above \$10k/week in Beta



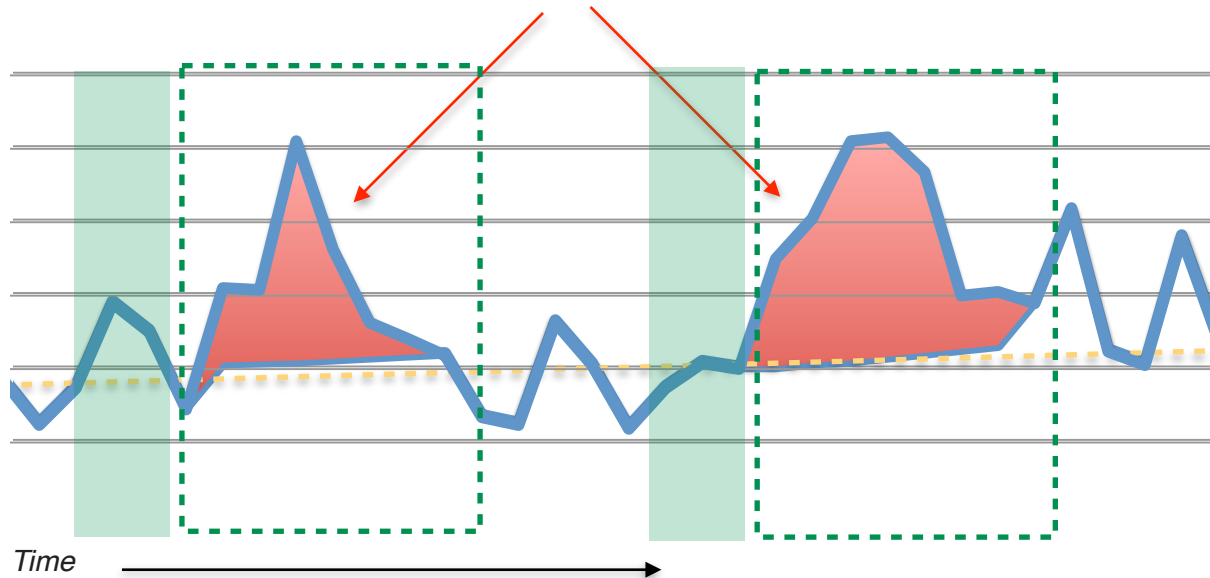


# Can we get scale on TV?

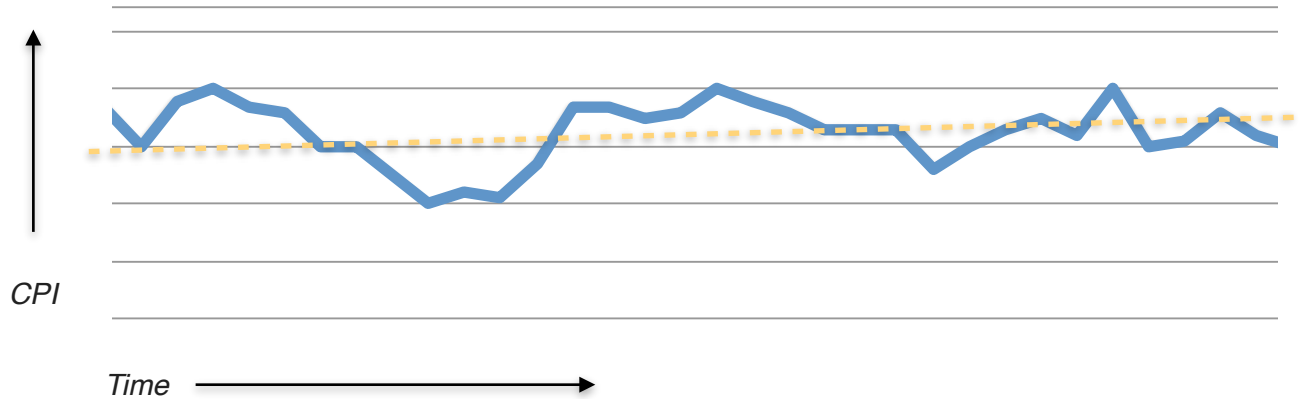
**5.2K increase to organic baseline  
attributed to \$160k campaign = \$30 CPI**



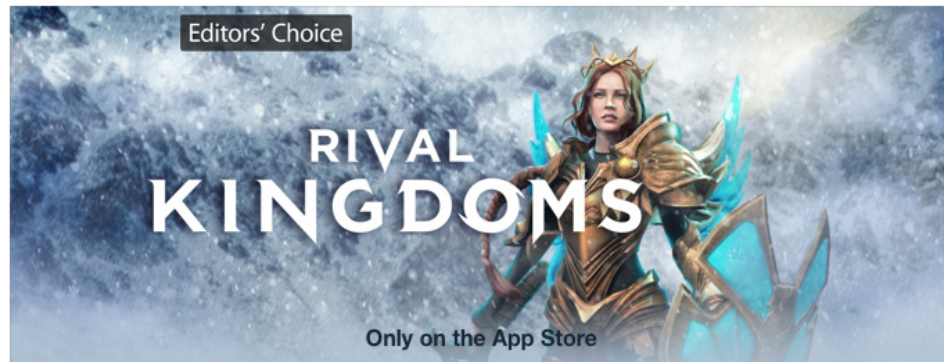
↑  
Organic  
installs  
per 3  
minutes



# Can we get scale on TV?



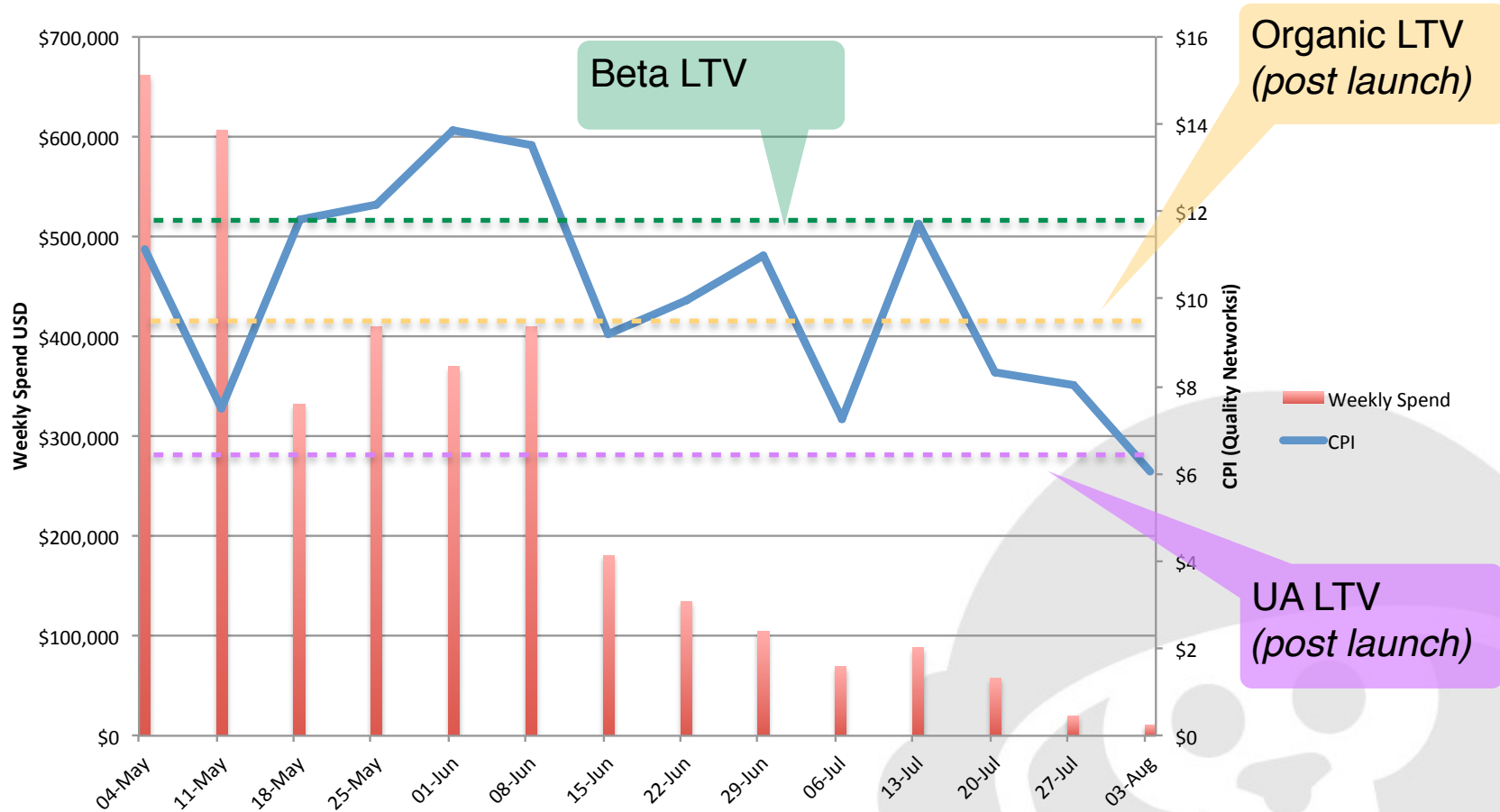
# Let's launch already



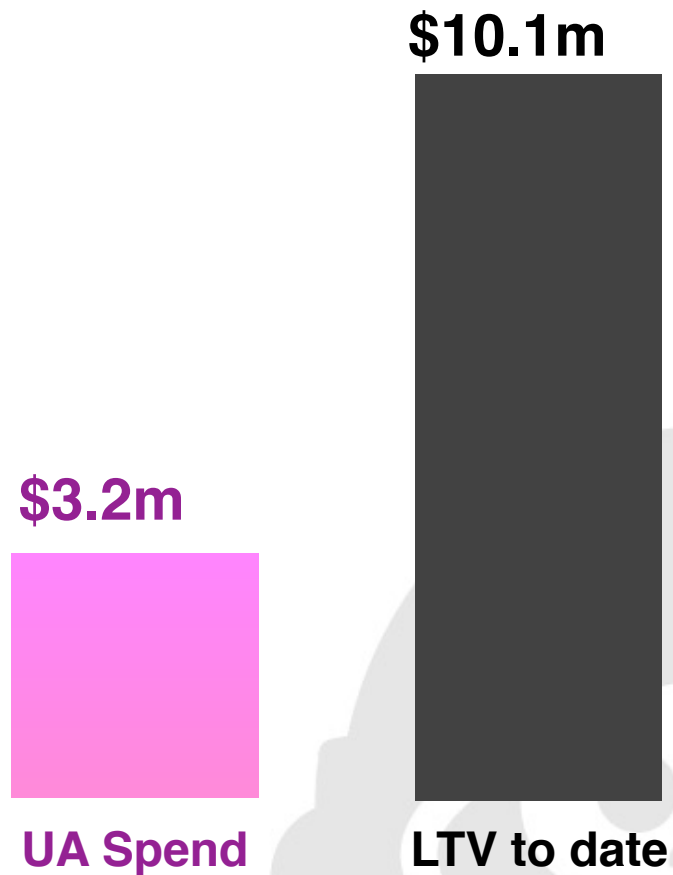
- Well featured on both platforms
- \$80k per day
- 1.5m MAU / 250k DAU
- Empires & Allies, Dominations same month



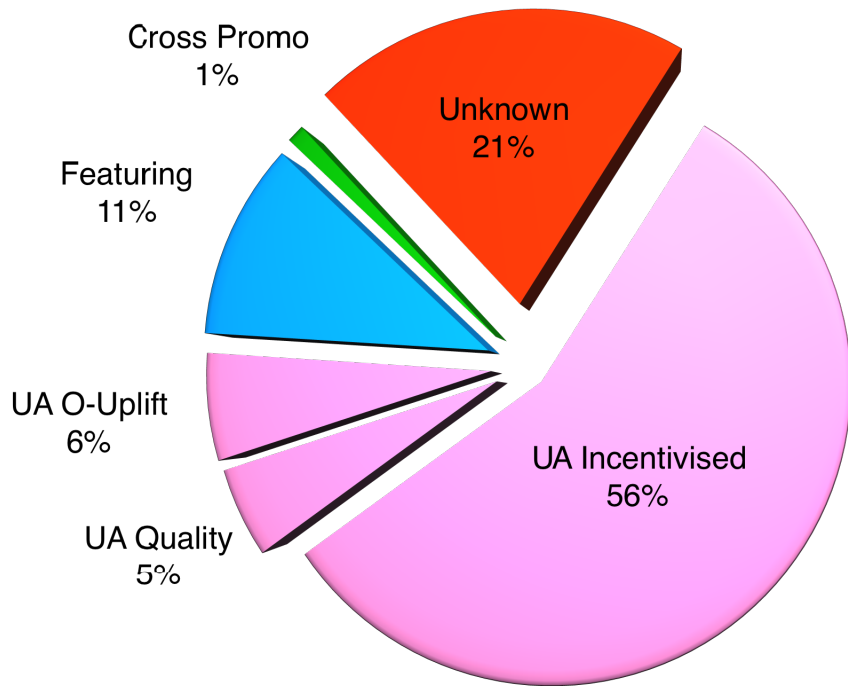
# After launch - could not scale UA profitably



# 9m ROI from first cohort



# 9m ROI from first cohort



**User Install Source**

**\$3.2m**



**UA Spend**

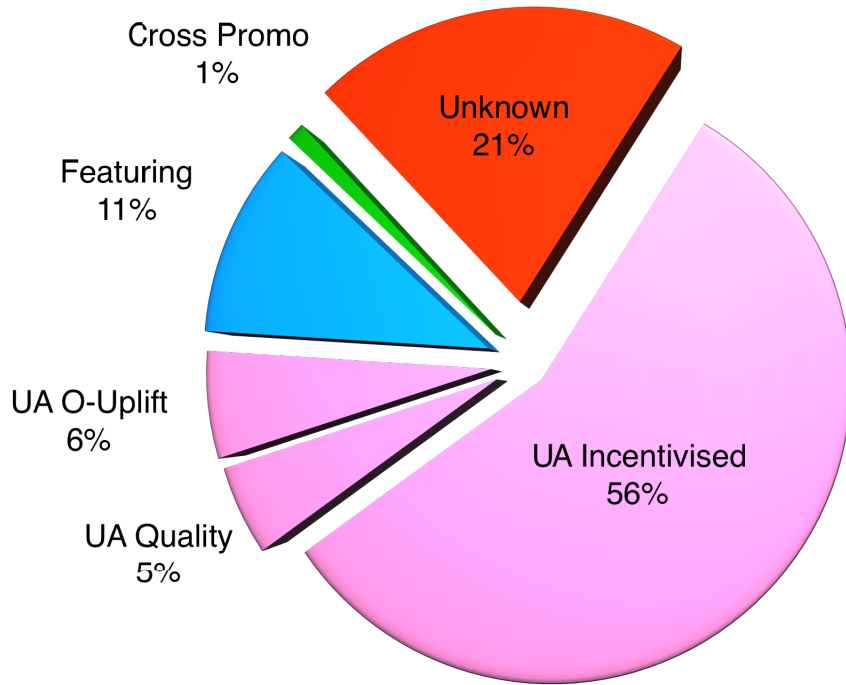
**\$10.1m**



**LTV to date**



# 9m ROI from first cohort



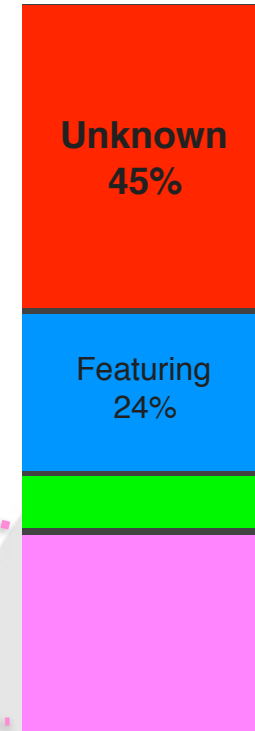
**User Install Source**

**\$3.2m**



**UA Spend**

**\$10.1m**



Cross Promo - 7%

UA - 24%

**LTV to date**

# Tavern



## Collect Rings

Earn more Rings by having more active, stronger friends

COLLECT



## Friends

Invite Friends and earn more Rings as they progress.

INVITE

KINGDOM RAID  
7h 8m

132,363  
/ 3,100,000



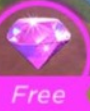
16,192



220



1,369



Free



Special Malice Pack  
2d 12h 11m



41



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# Invite Friends



Invite friends to play with you and earn rewards. The higher the Stronghold level of your friends the more you earn. Only active friends provide rewards.



CONNECT TO FACEBOOK

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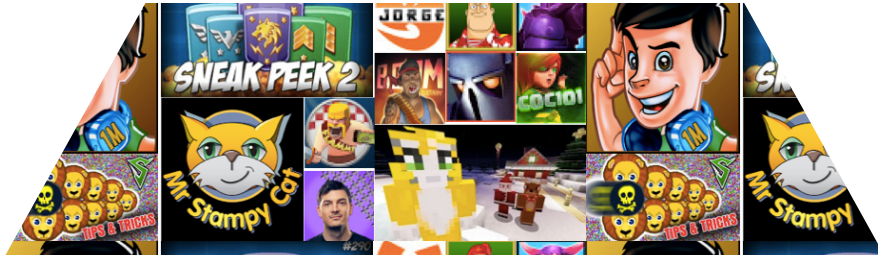
# Youtube Influencers



- 2-5m views per video; 5-30m subs
- Able to drive No 1 download
- Mature business model

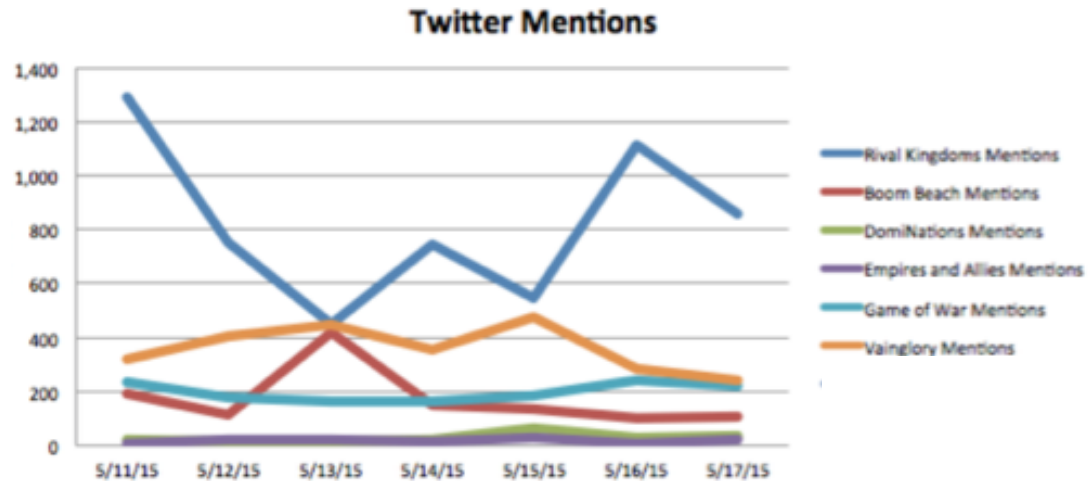


- Game specific channels with 500k to 2m subs
- Revenue: 80% adwords; 20% endorsements
- Maturing ecosystem; hard to see ROI

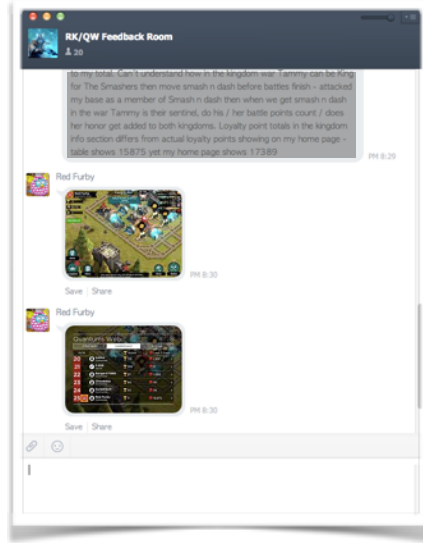
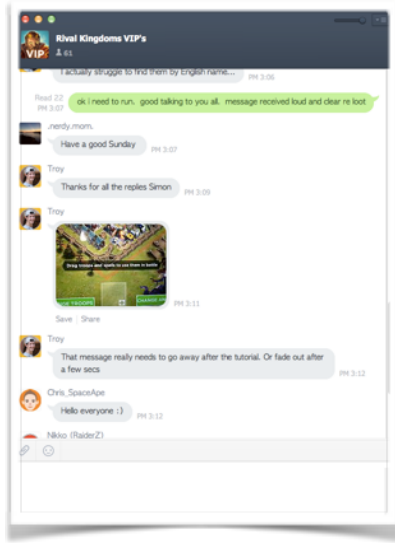


- Long tail of 50k to 500k subs
- Collectively can drive massive buzz
- Treat like a PR channel

# Youtube Influencers



# The core gamer social network





# Early Access & VIP Program



## Rival Kingdoms - Early Access

Rival Kingdoms is our new real time strategy game at Space Ape Games. Prepare to unleash the Power of the AWESOME Ancients! Read more at [rivalkingdomsgame.com](http://rivalkingdomsgame.com).

We're currently busy Alpha testing Rival Kingdoms and seeking help of strategy gamers worldwide before we launch early next year. This means if selected you will be able to play, provide feedback and play an active role for our Beta and Global launch!

### What is your email address \*

We'll use it to get in touch if you are selected for the Alpha.

### How did you found out about this link? \*

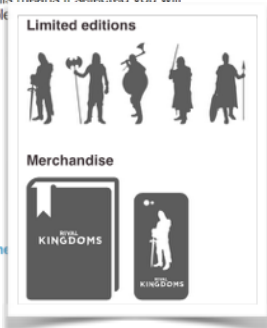
☐ Samurai Siege Line VIP Chat

☐ Referred by a friend

☐ Other:

If you have been referred by a friend, please specify the name and Line ID preferably)

Please leave blank if you haven't been referred by a friend.



LEADERBOARDS

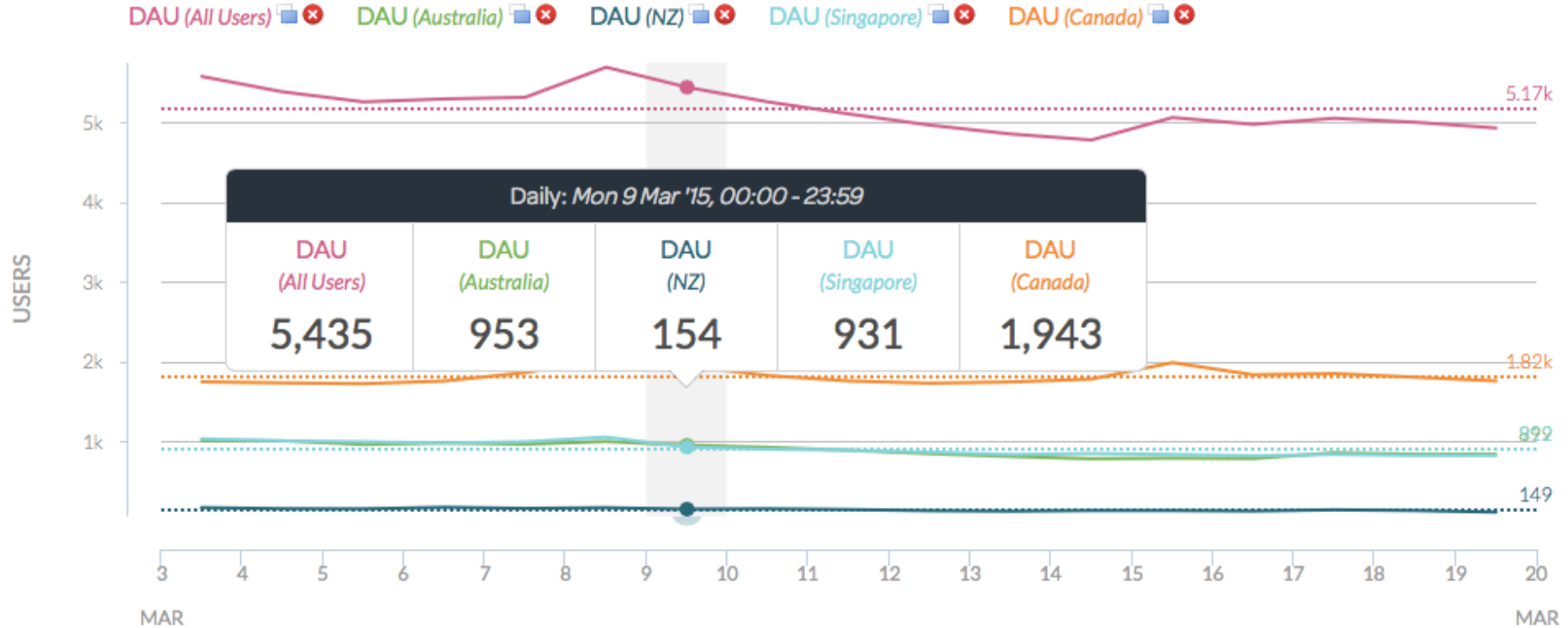
Player Honor

Kingdom Honor

32		 <b>China Elite</b> 45/50 Members	 127,974	
33		<b>Zelen</b> 49/50 Members	 127,894	
34		 <b>China Legion</b> 50/50 Members	 127,738	
35		<b>HOPLITE SHIELD</b> 49/50 Members	 127,737	
36		<b>NeOLegionaire</b> 50/50 Members	 127,723	
2,080		<b>Overlords</b> 39/40 Members	 57,588	

SEARCH

# 25% of our Beta DAU was non-Beta Countries



# How we first discovered community



20% of  
Revenue!



# How we organise for community

The screenshot displays a support ticket management system. On the left, a sidebar shows player counts for different categories: Villagers (50), Commoners (37), everyone else... (120), English Queue (508), and Japanese Queue (12). The main area shows a list of tickets, each with a subject line containing various tags and a table of status information.

**Priority tags**

- Spend/Influence level (per game)
- Spender churn risk
- Propensity to convert
- Newbie

**Info tag**

- Comp history
- Platform
- Error codes
- Problem type

SUBJECT	STATUS	UPDATED	ASSIGNED	PRIORITY
Commanders iOS Other Problem Payments RK non-spenders Other Problem	1 New	1 minute ago	Support	8
RK non-spenders Samurai Spend Risk VIP Re: VIP Update: LoW: Age of Han	1 New	2 minutes ago	Support	4
Commanders Commoners Complimentary iOS Other Problem Other Problem	1 New	8 minutes ago	Support	8
Feedback iOS RK non-spenders Samurai Spend Risk Feedback on Samurai	1 New	10 minutes ago	Support	4
iOS Other Problem RK non-spenders Samurai Spend Risk Other Problem	1 New	12 minutes ago	Support	4
iOS RK non-spenders Samurai Spend Risk VIP line app	1 New	22 minutes ago	Support	4
Feedback iOS RK non-spenders Samurai Spend Risk Feedback on Samurai	1 New	22 minutes ago	Support	4
Harjo RK non-spenders Spend Risk VIP (No Subject)	1 New	22 minutes ago	Support	8
Android Feedback Feedback on Samurai Siege from ishaq ( 00254785-fb16-	1 New	29 minutes ago	Support	4
Android Commanders Feedback Feedback on Samurai Siege from Mu Ta	1 New	38 minutes ago	Support	8
Feedback Mobile RK non-spenders Re: Feedback on Samurai Siege from nas	1 New	40 minutes ago	Support	8
Android Commanders Payments RK non-spenders Spend Risk Payment	1 New	40 minutes ago	Support	8
Feedback iOS RK non-spenders Samurai Spend Risk Feedback on Samurai	1 New	40 minutes ago	Support	4
Android Commanders Feedback RK non-spenders Spend Risk VIP	1 New	42 minutes ago	Support	8
Feedback iOS RK non-spenders Samurai Feedback on Samurai Siege from	1 New	1 hour ago	Support	4
RK non-spenders Samurai Spend Risk VIP Re: VIP Update: LoW: Age of Han	1 New	1 hour ago	Support	4
Error Feedback iOS Mobile Spend Risk Feedback on Samurai Siege	1 New	1 hour ago	Support	8
Commanders Complimentary iOS Other Problem RK non-spenders Spend Risk	1 New	1 hour ago	Support	8
Feedback iOS Samurai Spend Risk Feedback on Samurai Siege from	1 New	1 hour ago	Support	4
Connection Err7012 ErrorCode iOS Connection problem with Samurai	1 New	1 hour ago	Support	4
iOS Other Problem Other Problem with Samurai Siege - from Skaleton [	1 New	1 hour ago	Support	4
Android Feedback RK non-spenders Spend Risk Villagers Feedback on	1 New	1 hour ago	Support	4



space ape analytics stack



space ape analytics **stack**

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[All](#)

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About 42,900 results (0.44 seconds)

### Space Ape's Analytics Stack - presentations

[www.slideshare.net/SimonHade1/the-samurai-siege-analytics-stack](http://www.slideshare.net/SimonHade1/the-samurai-siege-analytics-stack) ▾

Feb 25, 2015 - ABOUT SPACE APE Space Ape's hit real time strategy game, Samurai Siege, has been played by over 11m people and generated over \$23m ...

### Images for space ape analytics stack

[Report images](#)



### More images for space ape analytics stack

### Space Ape's Samurai Siege Analytics Stack - Lean Entropy

[civax.net/2015/03/space-apes-samurai-siege-analytics-stack/](http://civax.net/2015/03/space-apes-samurai-siege-analytics-stack/) ▾

Mar 1, 2015 - The guys at Space Ape (developers of Samurai Siege and the in-soft-launch Rival Kingdoms) have published a presentation detailing the ...

## How we organise for community

[illegible]



# Full Time Community & CS = 20% headcount

## Country Managers

*[JP, KR, CN]  
[FR, DE, IT, ES]*

## Embedded Game Leads

*[1 per game = 3]*

## Social & Influencers

*[1 per channel = 4]*

## Live Ops / Game Masters

*[1 per game = 3]*

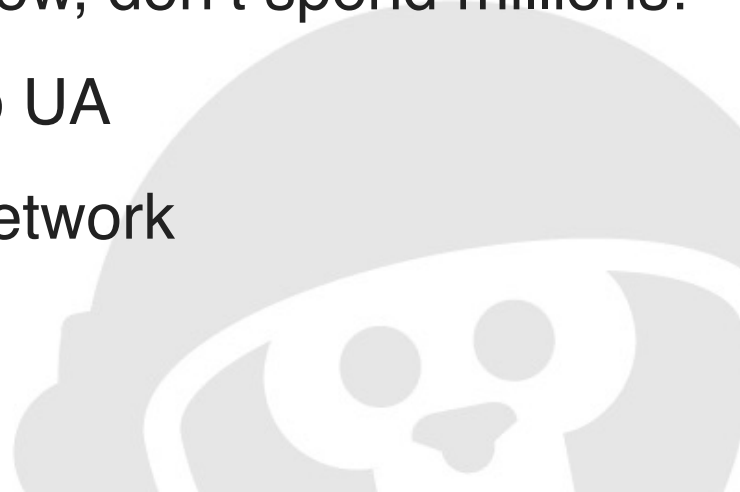
## VIP Management & Outreach *[4]*

## Player Support - 8 languages

*[3 in house; 10-30 outsourced contractors]*

# Lessons

- A great game is not enough; think marketing day 1
- Core game does not need to mean core theme
- Check CVR to proxy market size; if low, don't spend millions!
- Invest in community as alternative to UA
- Focus on influencers in the gamer network





SpaceApe<sup>TM</sup>

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