

DON'T SPEND MILLIONS

How Rival Kingdoms Defined our New Marketing Approach

Simon Hade, COO & Co-founder

Don't Spend Millions!







30,467 18 people, 14 m May 2015 **Critically acclaimed** Great word of mouth **5m installs** \$2.2m per month

Complete the Tracking Foreveil campaign

KINGDOM RAID 9h 18m

0

UA \$2k / day

264,483

/ 3.100.000

3,558

892



"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

(X)

You're out of Battlestones!

Battle stones are used to battle against your enemies, every time you battle you spend one Battle Stone.

You get a new Battlestone every xx minutes and they can also be found in Chests.

This refill Is FREE, go forth and destroy your enemies!

GET 3 BATTLESTONES



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



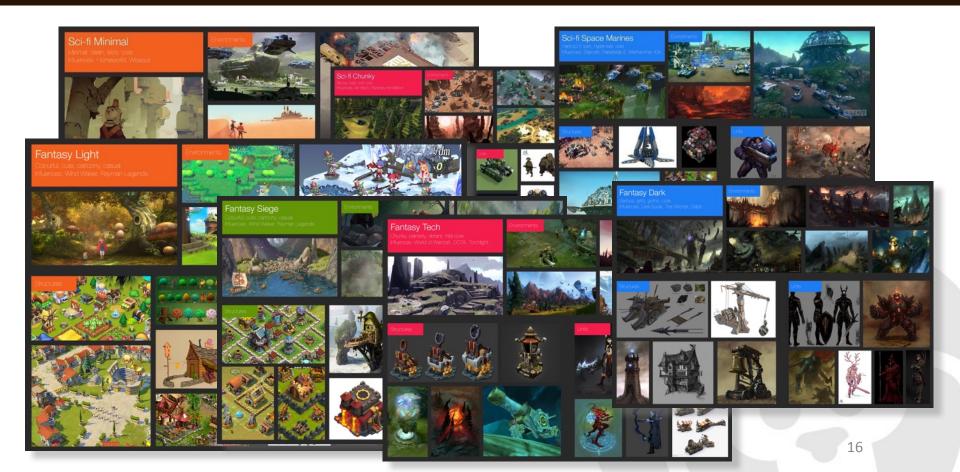
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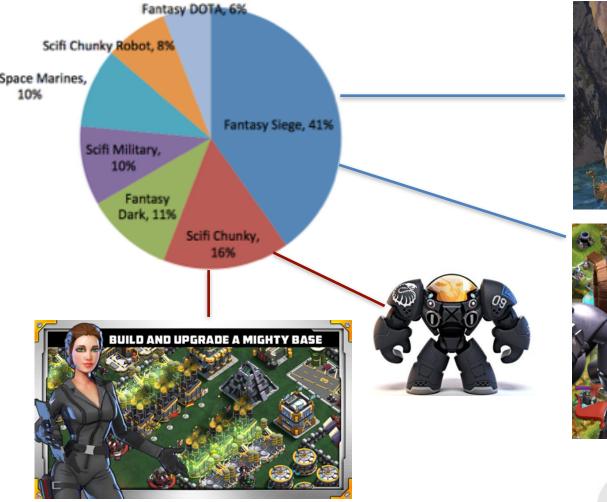


We'd made the perfect game for our target demo but underestimated how niche it was!



Extensive testing of what our target demo liked



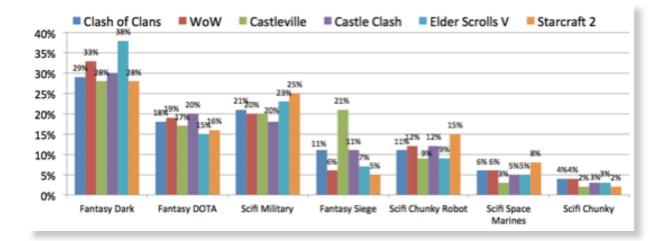






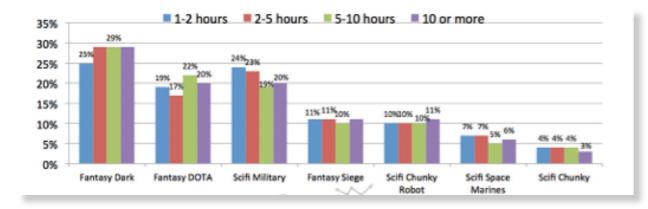








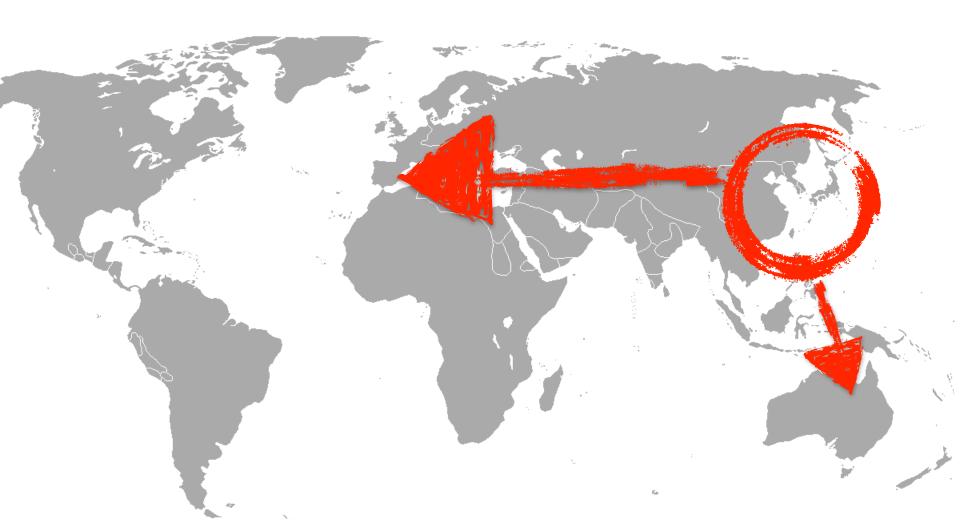




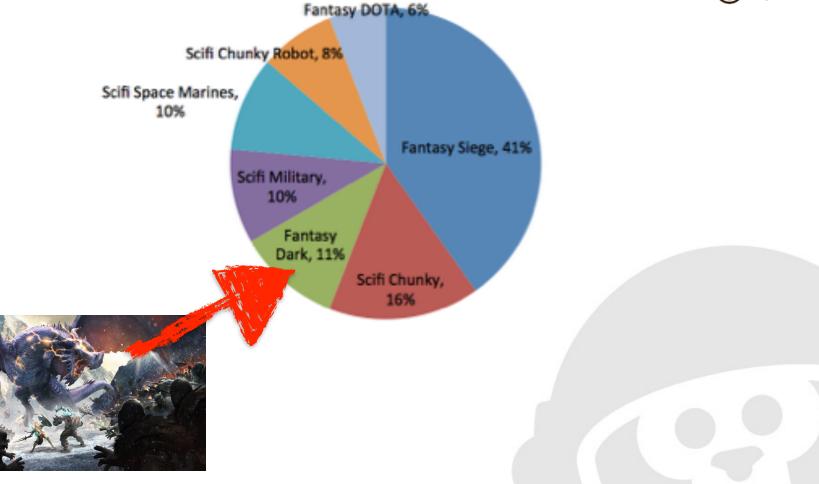


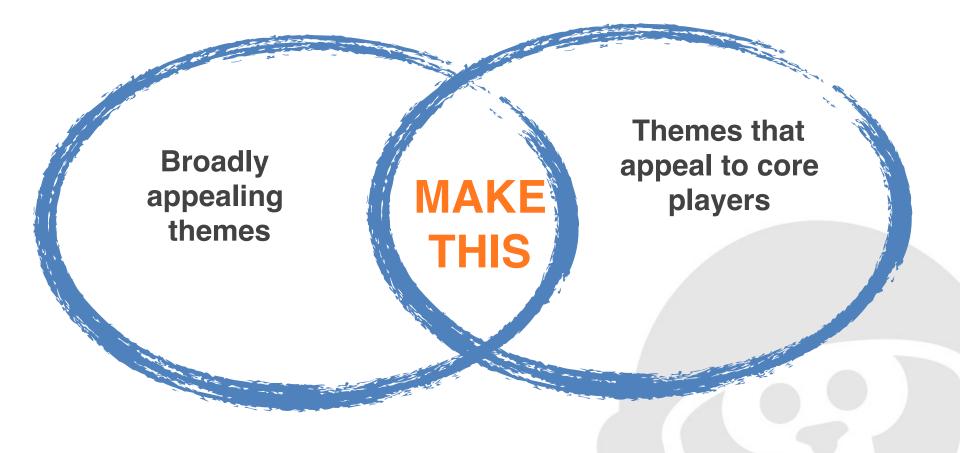












We knew these stats ...



The most important stat we were not looking at

CTR = Click Through Rate

Bid strategies

Competition in channel

CVR = Conversion Rate

How much inventory is available

CPI

The most important stat we were not looking at



Samurai Siege: Alliance Wars Space Ape Games >

Details Ratings and Reviews Related



Get Offers In-App Purchases

This app is designed for both

¥30.00

***** (147) Bating: 12+

TOP IN-APP PURCHASES 1. Bag of Diamonds

2. Chest of Diamonds ¥128.00 ¥68.00 3. Sack of Diamonds ¥12.00 4. Promo Pack ¥648.00 5 Vault of Diamonds ¥258.00 6. House of Diamonds 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

LINKS Privacy Policy

Screenshots Phone iPad



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

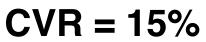
Please note that Samurai Siege is free to play. Some in-game items can be purchased with real money. You can turn off the payment feature by disabling inapp purchases in your device's settings ...

more

Game Center 🥵

What's New in Version 5.7 Posted 28 Jan, 2016

The fine similans at Space Ape Towers have been busy beavering away at a new release for all our loval Samural, 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 iam-backed into the latest release!







***** (592) Rating: 12+ TOP IN-APP PURCHASES

- 1. Value Pack 2. Mega Value Pack 3. Colossal Value Pack
- 4. Super Value Pack 5. Ultra Value Pack 6. Starter Pack

LINKS Privacy Policy Developer Website

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Rival Kingdoms: Age of Ruin 12+

Space Ape Games > Editors' Choice

🚱 Offers Apple Watch App for iPhone

Details Ratings and Reviews Related

Screenshots Phone iPad







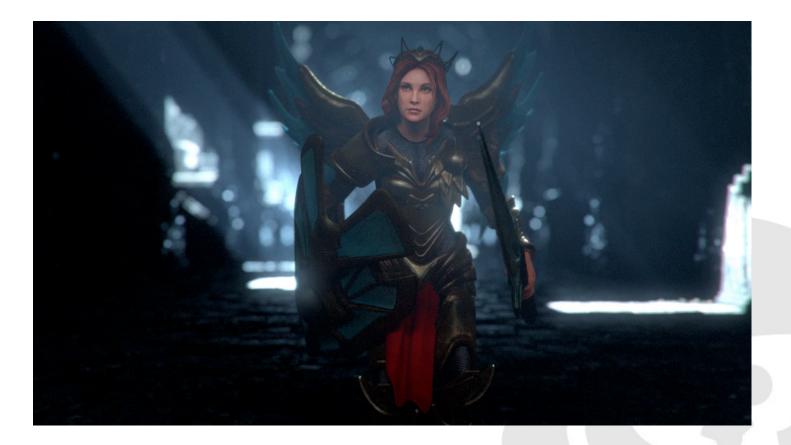


Game Center

CVR = 5%



Ways to improve CVR



Ways to improve CVR







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

TOP IN-APP PURCHASES

★★★★☆ (161) Rating: 9+

1. Super Value Pack 2. Mega Value Pack

4. Colossal Value Pack

5. Ultra Value Pack

3. Value Pack

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Developer Website

Transformers: Earth Wars 94 Backflip Studios >

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Screenshots iPhone iPad



\$30.99

\$7.99

\$62.99

\$159.99

Description

Earth's fate is in your hands. Whose side are you on?

Assemble the ultimate team of legendary Transformers robots- including Optic more. Will you join forces with the Decepticons or ally with the Autobots? Cho faction by defeating other players and raiding their bases for energon stockpil

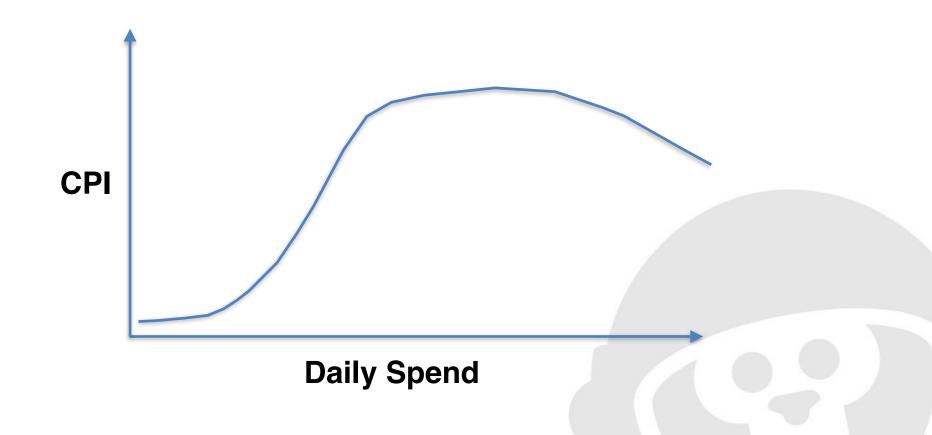
Ways to improve CVR



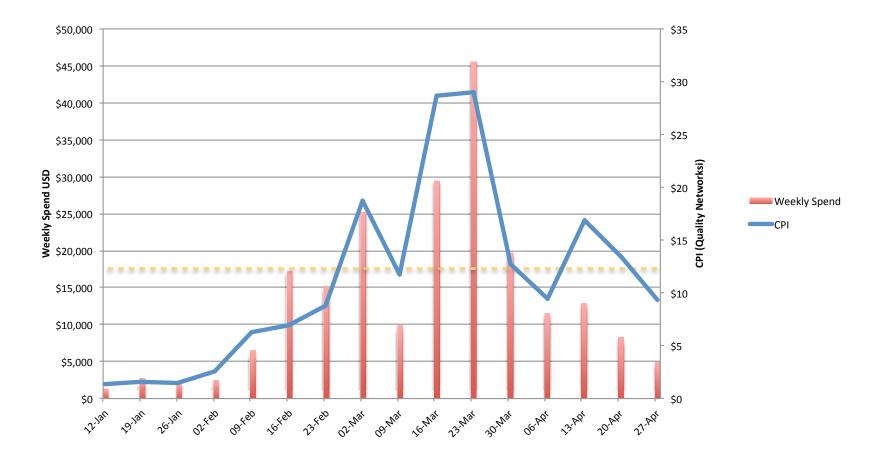




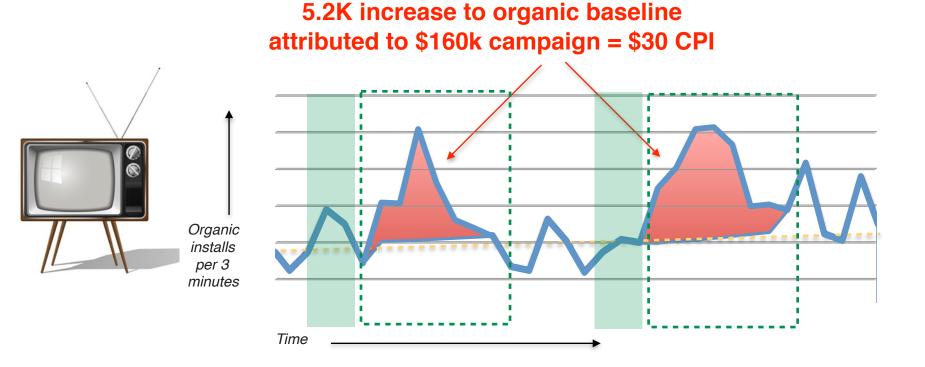
Marketing at scale



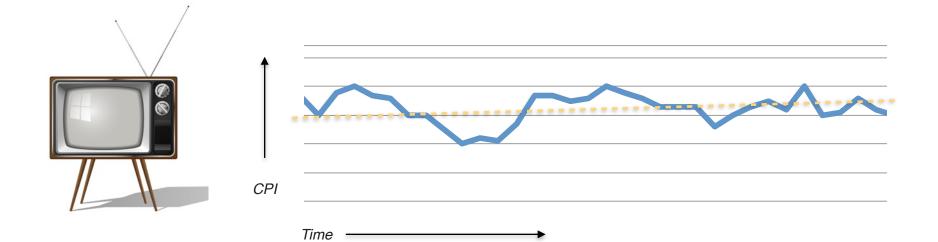
UA un-profitable above \$10k/week in Beta



Can we get scale on TV?



Can we get scale on TV?



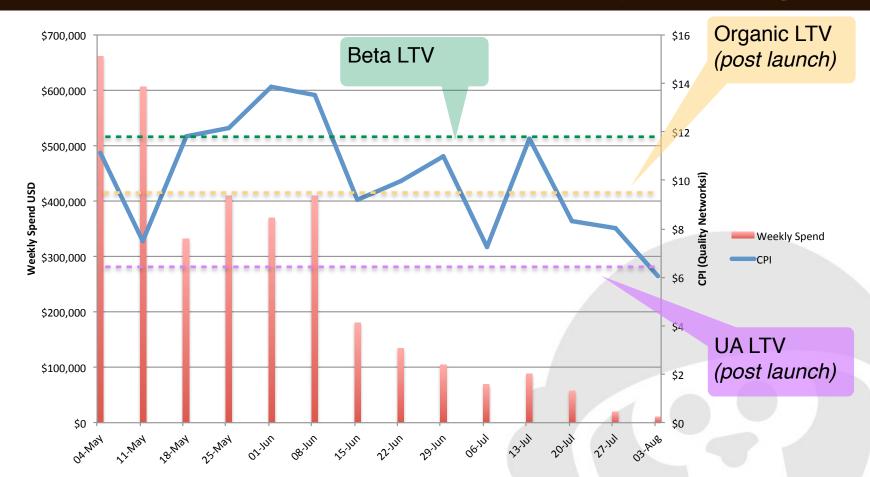
Let's launch already





- 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

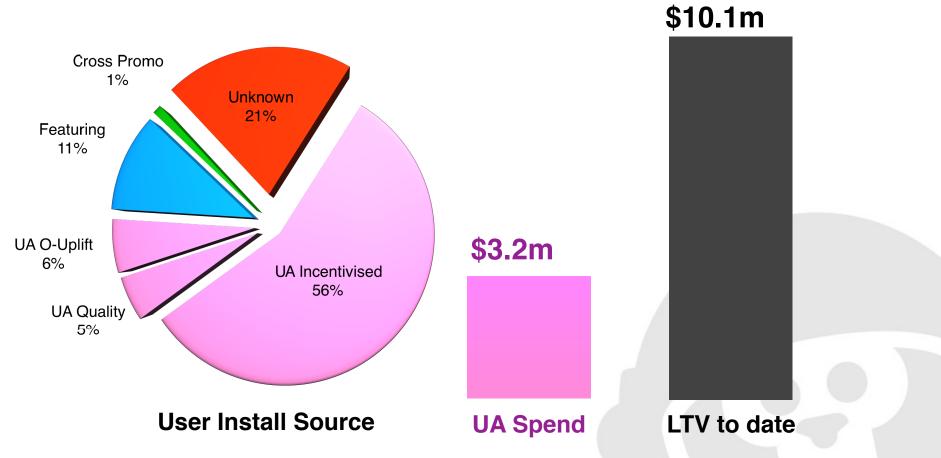




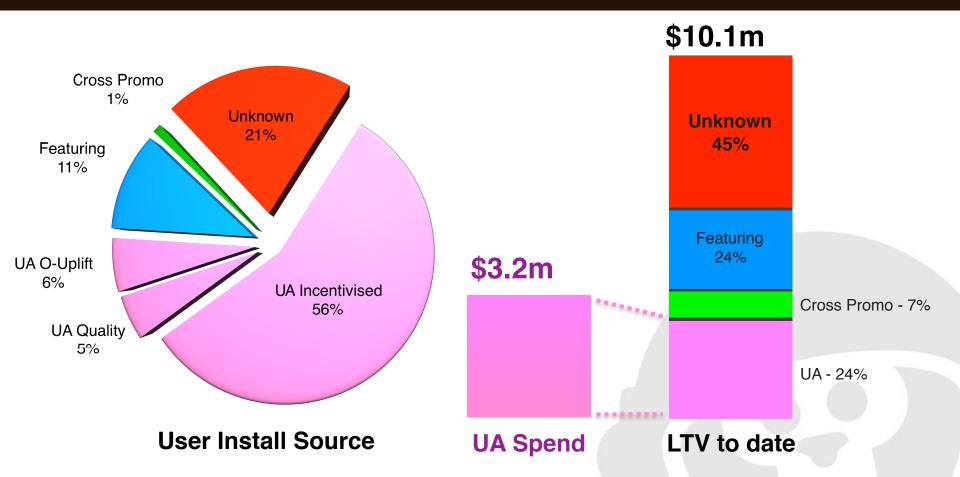


LTV to date

9m ROI from first cohort



9m ROI from first cohort





Collect Rings Earn more Rings by having more active, stronger friends

COLLECT

1930)

 (\times)

KINGDOM RAID 7h 8m



Invite Friends and earn more Rings as they progress.

INVITE

Special Malice Pack 2d 12h 11m

16,192

132,363

220

1,369



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.

 (\mathbf{X})



f CONNECT TO FACEBOOK

Youtube Influencers

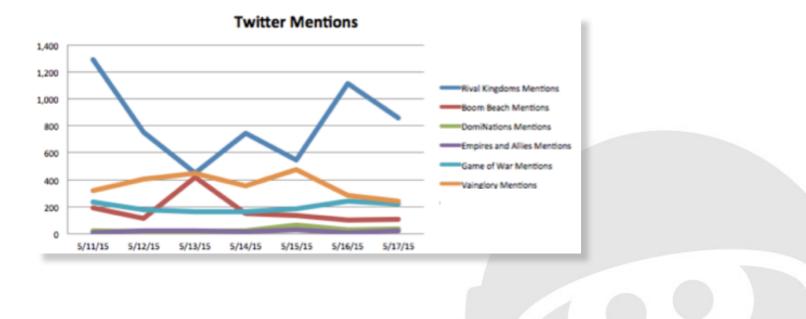




- 2-5m views per video; 5-30m subs
- Able to drive No 1 download
- Mature business model

- 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.

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.



кінбом

How did you found out about this link? .

Samurai Siege Line VIP Chat Referred by a friend

Other:

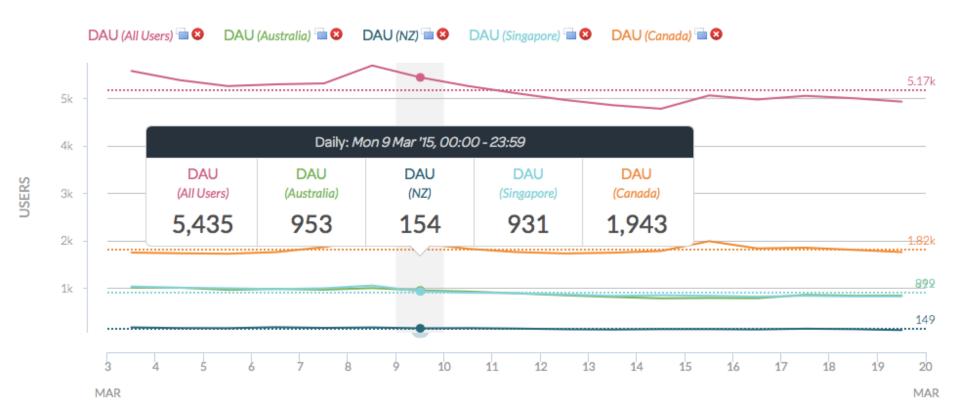
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33	*	Zelen 49/50 Members	127,894	:			
34	X	China Legion 50/50 Members	127,738	:			
35		HOPLITE SHIELD 49/50 Members	127,737	:			
36		NeOLegionaire 50/50 Members	127,723	:			
2,080	¥	Overlords 39/40 Members	1 57,588	:			
SEARCH							

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

25% of our Beta DAU was non-Beta Countries

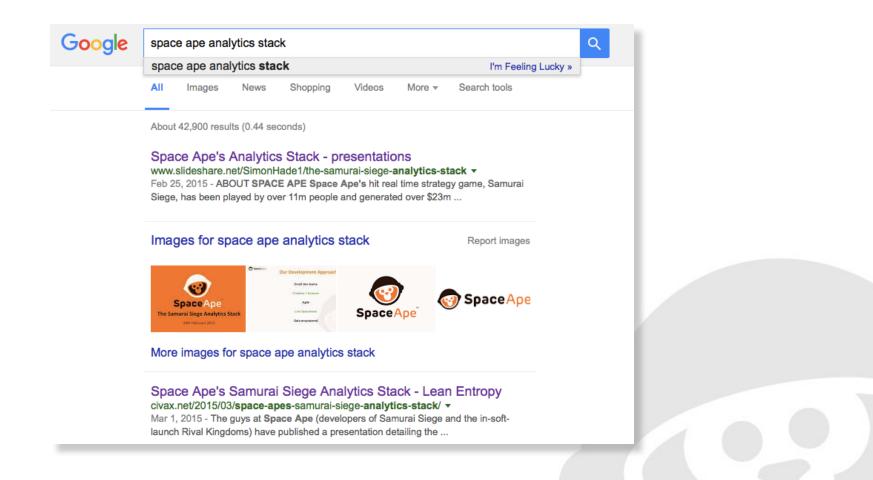


How we first discovered community



How we organise for community

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How we organise for community

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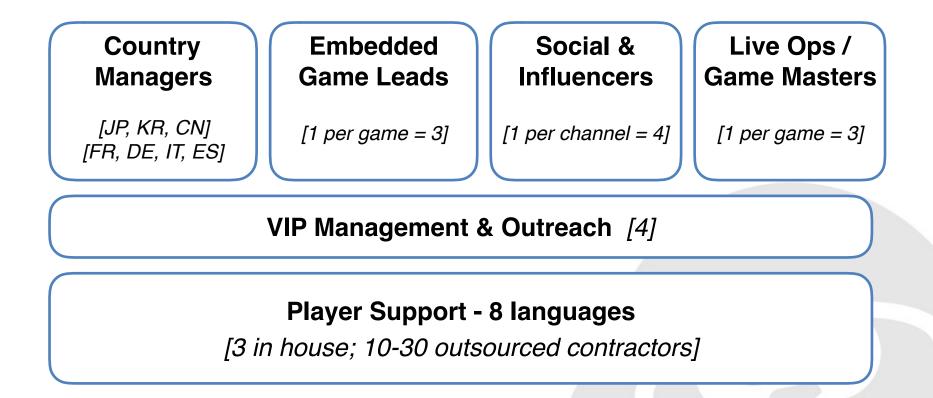
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Full Time Community & CS = 20% headcount





- 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



Simon Hade, COO simon@spaceapegames.com



