



**NORDEUS**



# **BETA VS SOFT LAUNCH IN MOBILE GAMES**

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**WHY BETA?**





## GOALS?

- FTUE and retention
- Battle
- Progression
- User feedback
- Tech stability
- Community channels



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# PRODUCT GOALS





## PRODUCT GOALS

- No progression blocking bugs
- User rating 4/5
- Net promoter score (NPS) > 50
- 85% tutorial completion
- 40/35/28% D1/D3/D7 retentions



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# MARKETING GOALS



# MARKETING GOALS

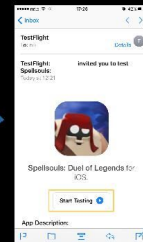
- UA - 1200 downloads (500 from community), 250 DAU
- Community - 30 CM interviews; 5 ambassadors; 5 influencers
- Insights - 5 reports, NPS, Churn reasons
- Communication - Under control, 5 journalists for SL
- Support - Daily reports, Realtime replies



**Awareness**



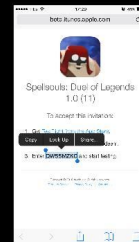
**Sign Up**



**Start Testing**



**Get TestFlight**



**Redeem in TF**



**Install**

**FULL  
FLOW**

Australia & Taiwan	US Pacific	US ET	Serbia	Timeslot
1:00	8:00	11:00	17:00	x
7:00	14:00	17:00	23:00	x
13:00	20:00	23:00	5:00	x
19:00	2:00	5:00	11:00	x

**FULL  
FLOW**



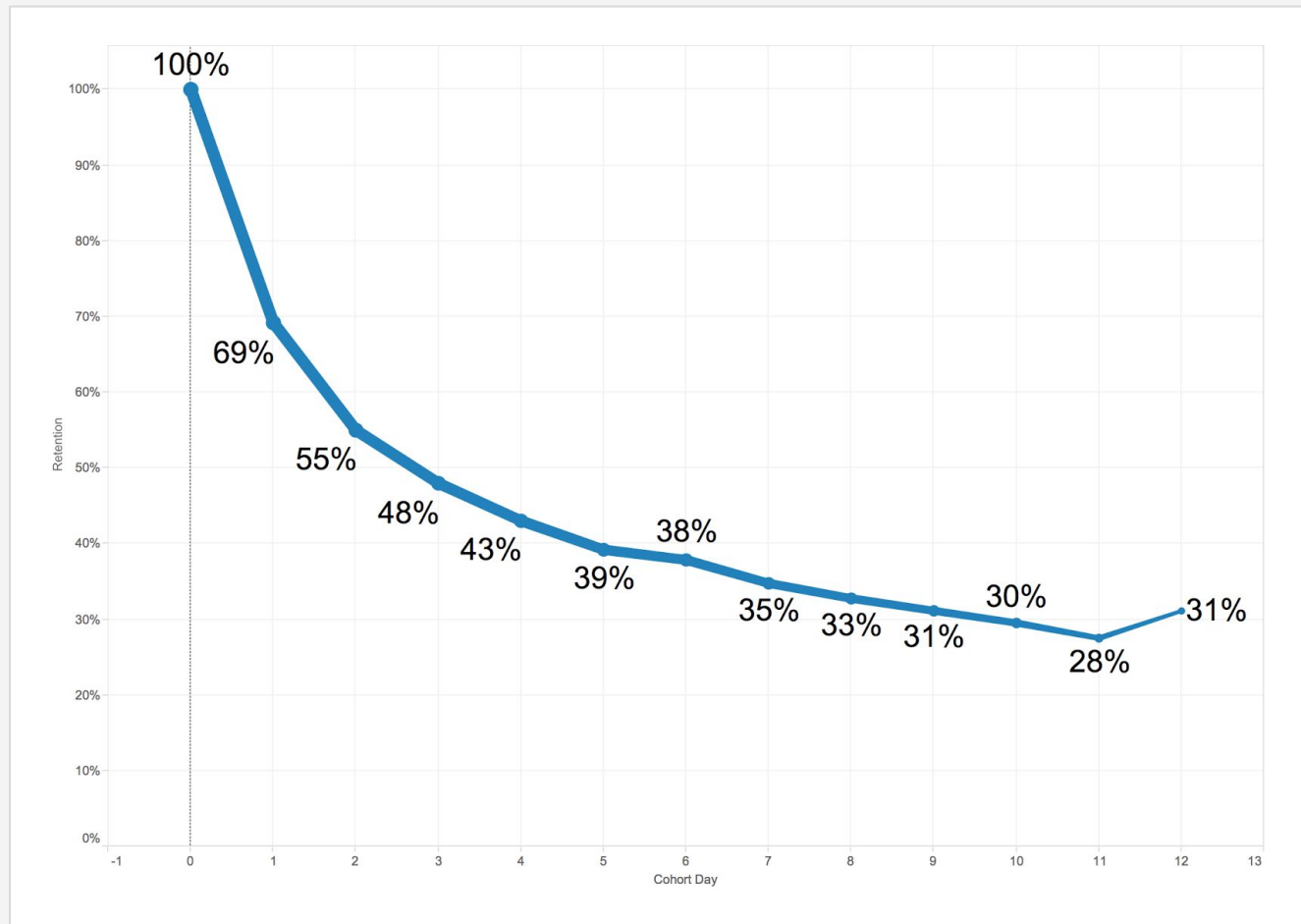


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**SPELLSOULS BETA IS NOW OVER**

RESULTS

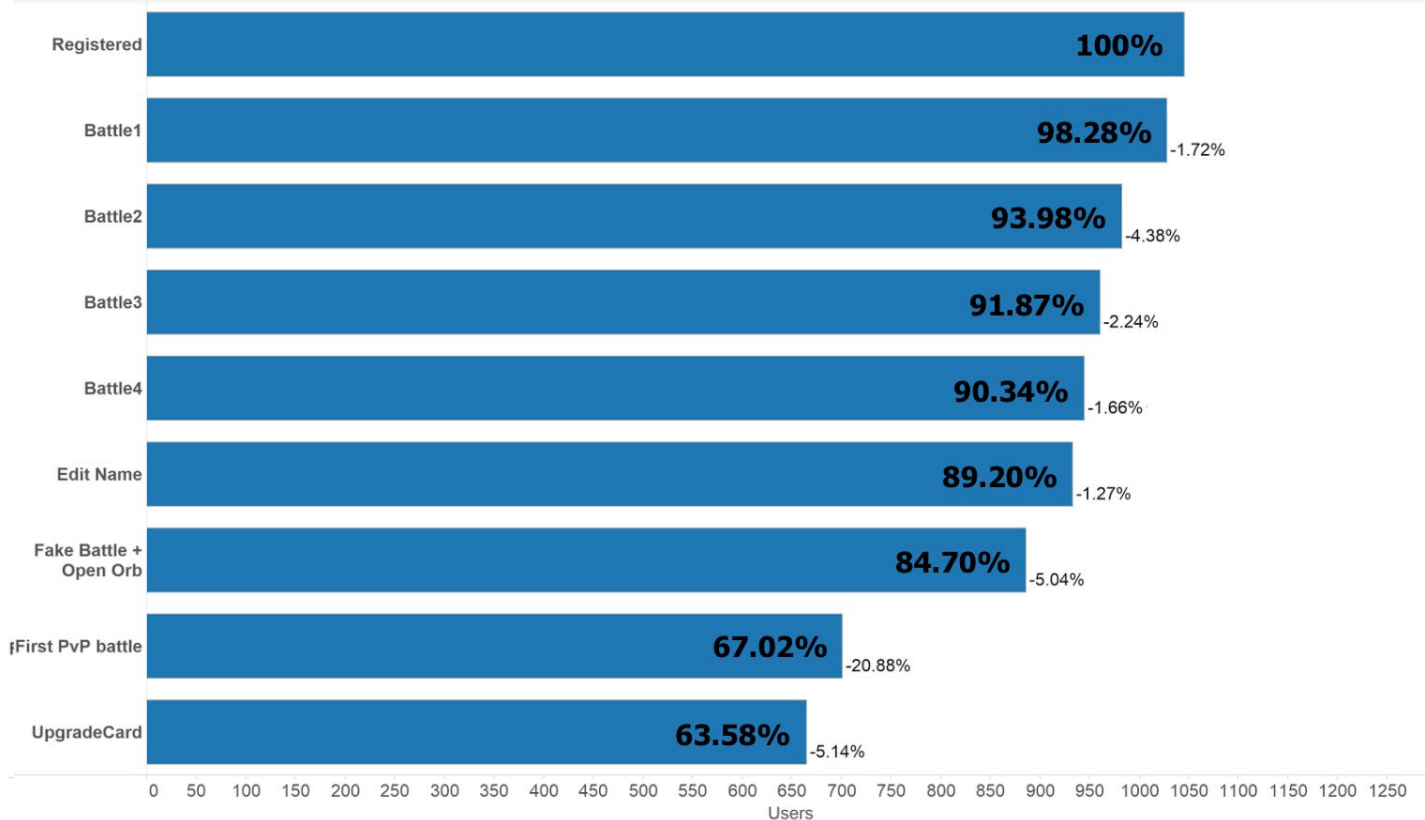
# RETENTION



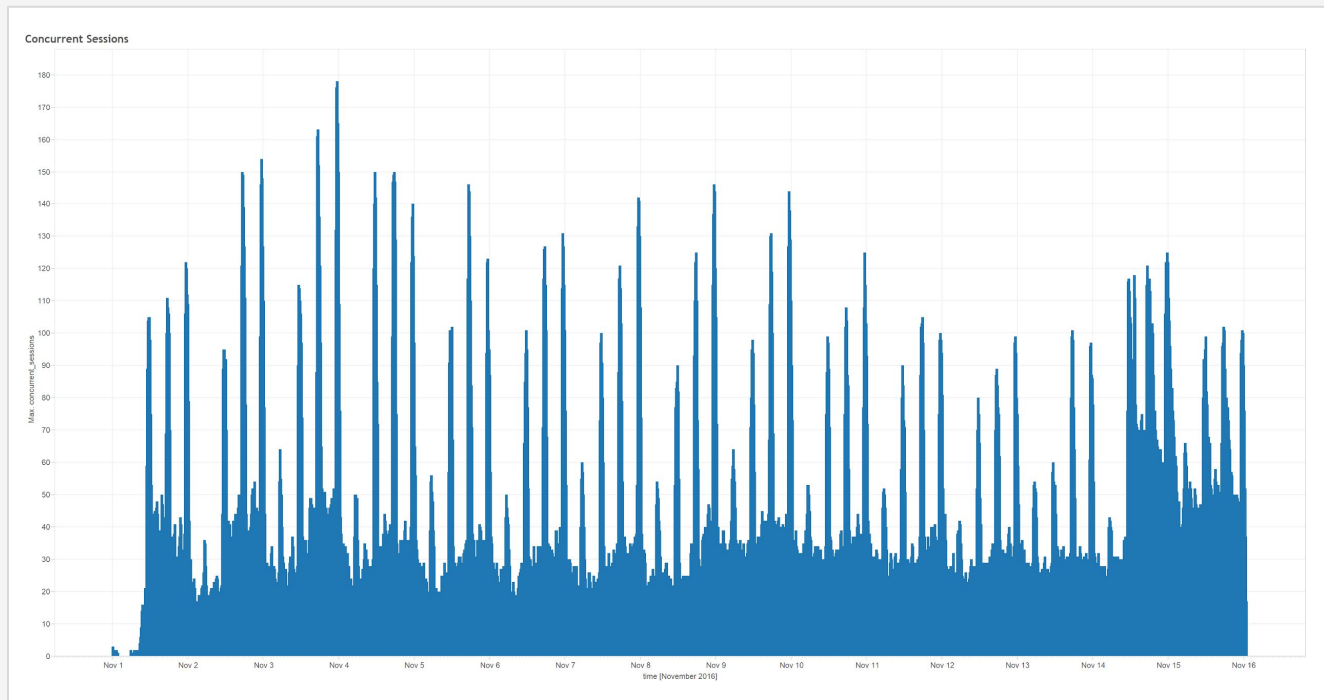


# REGISTRATION FUNNEL

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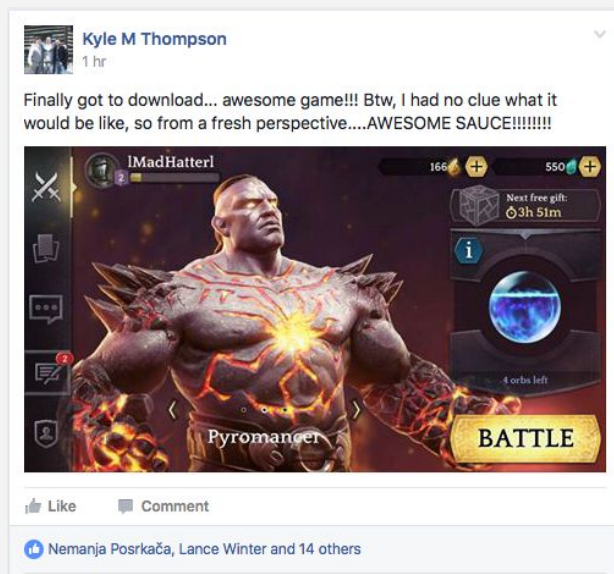
# CONCURRENT SESSION





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# COMMUNITY





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# VERY GOOD DISTRIBUTION OF SKILLS VS. CHALLENGE IN THE FIRST COUPLE OF DAYS OF USER PROGRESSION

Perfect  
distribution  
of challenge  
and skill

Flow graph



Rating  
consistent  
and high

	Expectations	Results	Overall
Retention D1/D3/D7	40/35/28.3	77/57/46	Awesome!
Tutorial Completion	>85%	83%	Almost there!
NPS	>50	22	It seems that we overestimated NPS considering that game is still in BETA and that users are still not ready to share it with friends
Rating	4.0	4.3	Awesome!
Build stability (bugs that impact user XP)	0	0	Awesome!

# GOALS



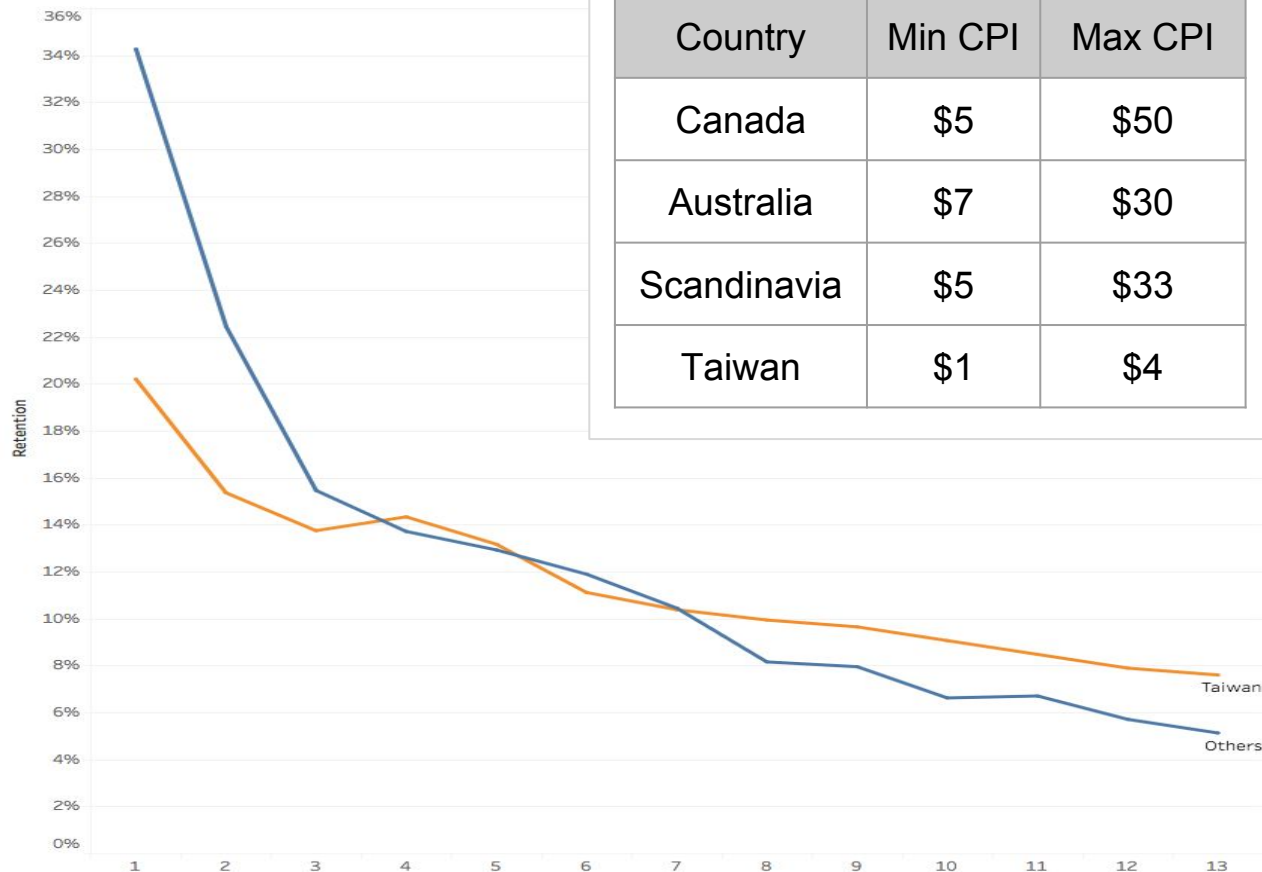
# HOW BETA IMPACTED THE SOFT LAUNCH?

- Added shop
- Added social login
- Leaderboards
- More spells
- A LOT of polish
- Changed system of orbs into chests
- Added sound, the most requested beta feature



# FACEBOOK CPI'S / RETENTION

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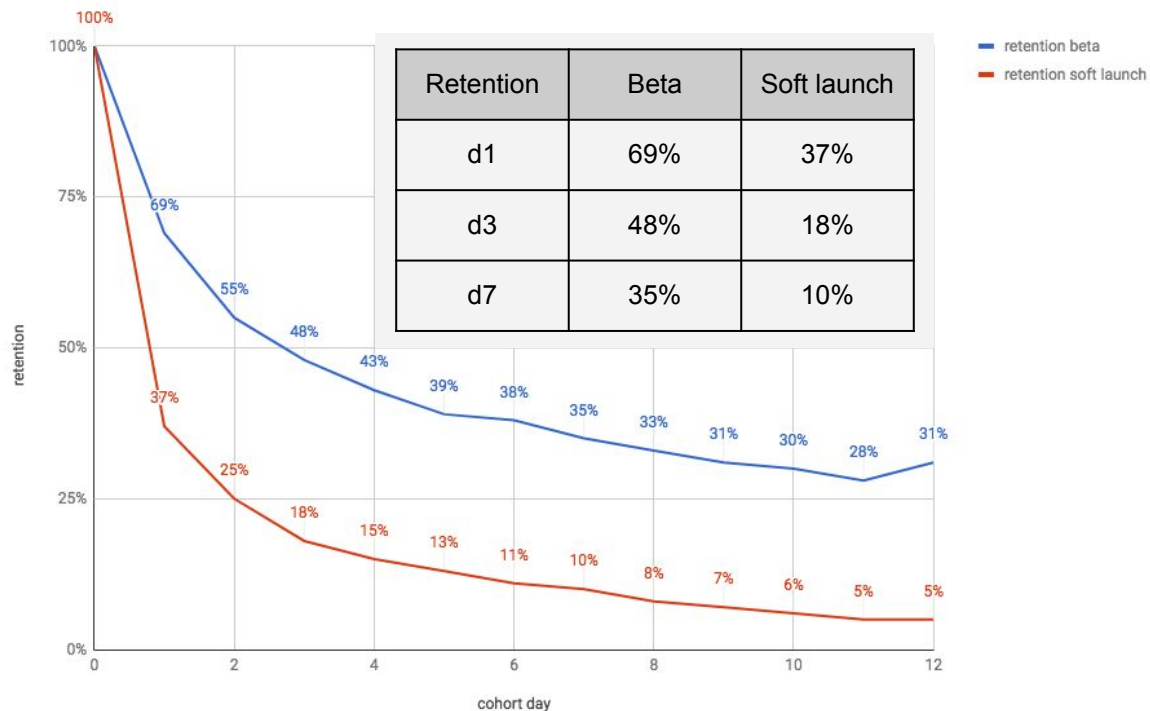
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# DIFFERENCES

	Beta	Soft launch
User acquisition	Sign up	<b>Typical UA</b>
Gameplay length	7-14 days	<b>~3 months</b>
Quality level	Not polished	<b>Highly polished</b>
PVP matchmaking	Slots for matchmaking	<b>Normal matchmaking</b>
Feedback	Very positive	<b>Positive</b>
Monetization	N/A	<b>Included shop</b>

## DIFFERENCES

# RETENTION DIFFERENCES





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# CONCLUSIONS



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# CONCLUSIONS

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**01**

**GET YOUR GAME IN FRONT  
OF THE USERS ASAP**

**02**

**USE BETA TO VALIDATE  
HYPOTHESES**

**03**

**BE CAREFUL WITH THE  
INTERPRETATION OF THE  
BETA RESULTS**

**04**

**WAS IT WORTH IT?**



# Q&A

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