



Going Cross-Platform

Is it worth the effort?



Tammy Levy | VP OF PUBLISHING

Is it **worth** the effort?

-
- Why cross-platform?
 - Web games
 - Steam F2P
 - Per-platform performance





Why **cross-platform**?

Isn't it a tech **nightmare**?

GDC 2014

"The good, the bad, and as much data as I can share"



KONGREGATE



**Core Games, Real Numbers:
Going Cross-Platform**

**Emily Greer
Co-Founder & CEO**

Distribution is hard on Mobile

Paid UA is expensive

Features are hard-to-get

Viral hits are rare



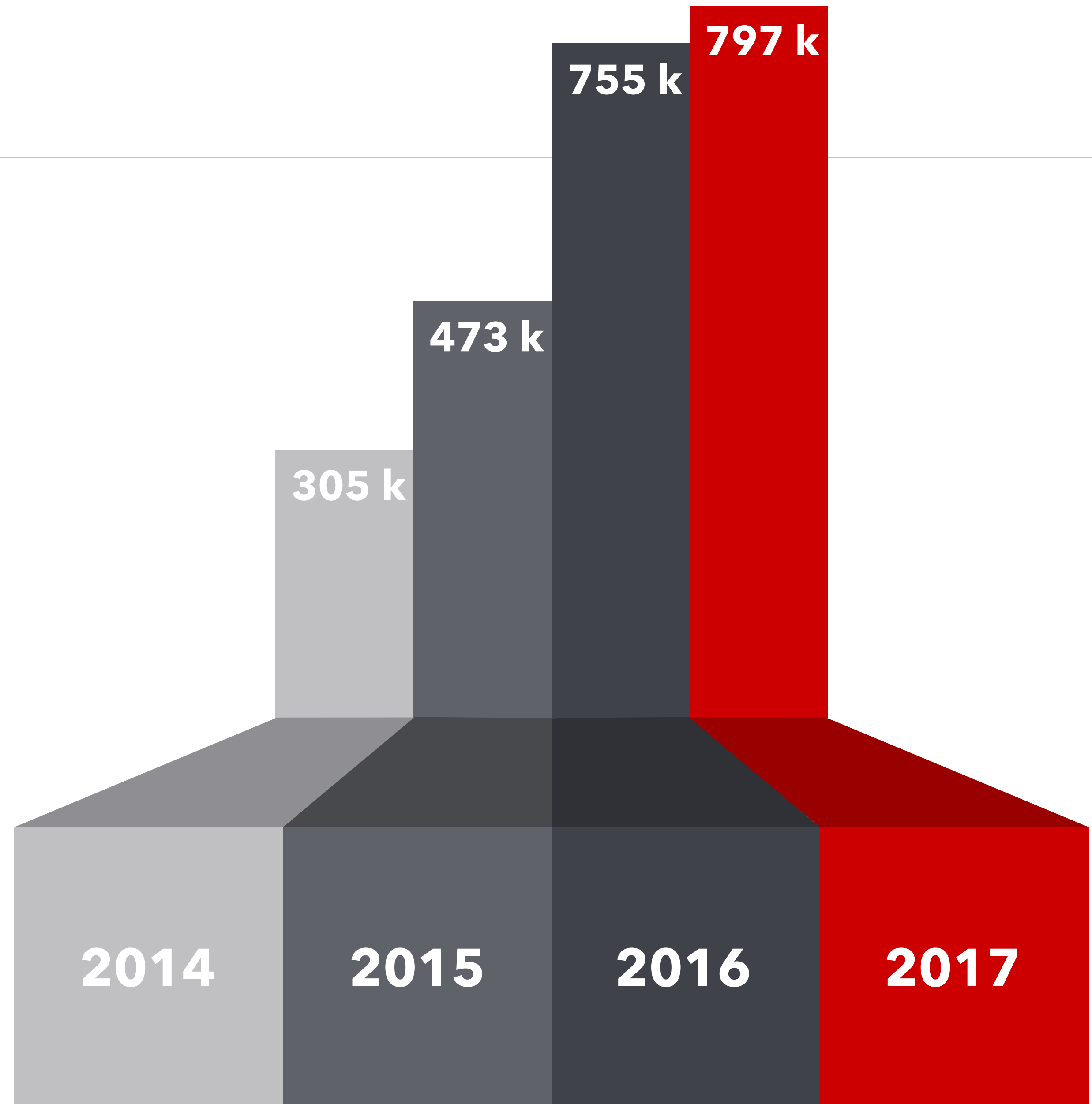
More Competitive

Games in the US App Store

2.6x



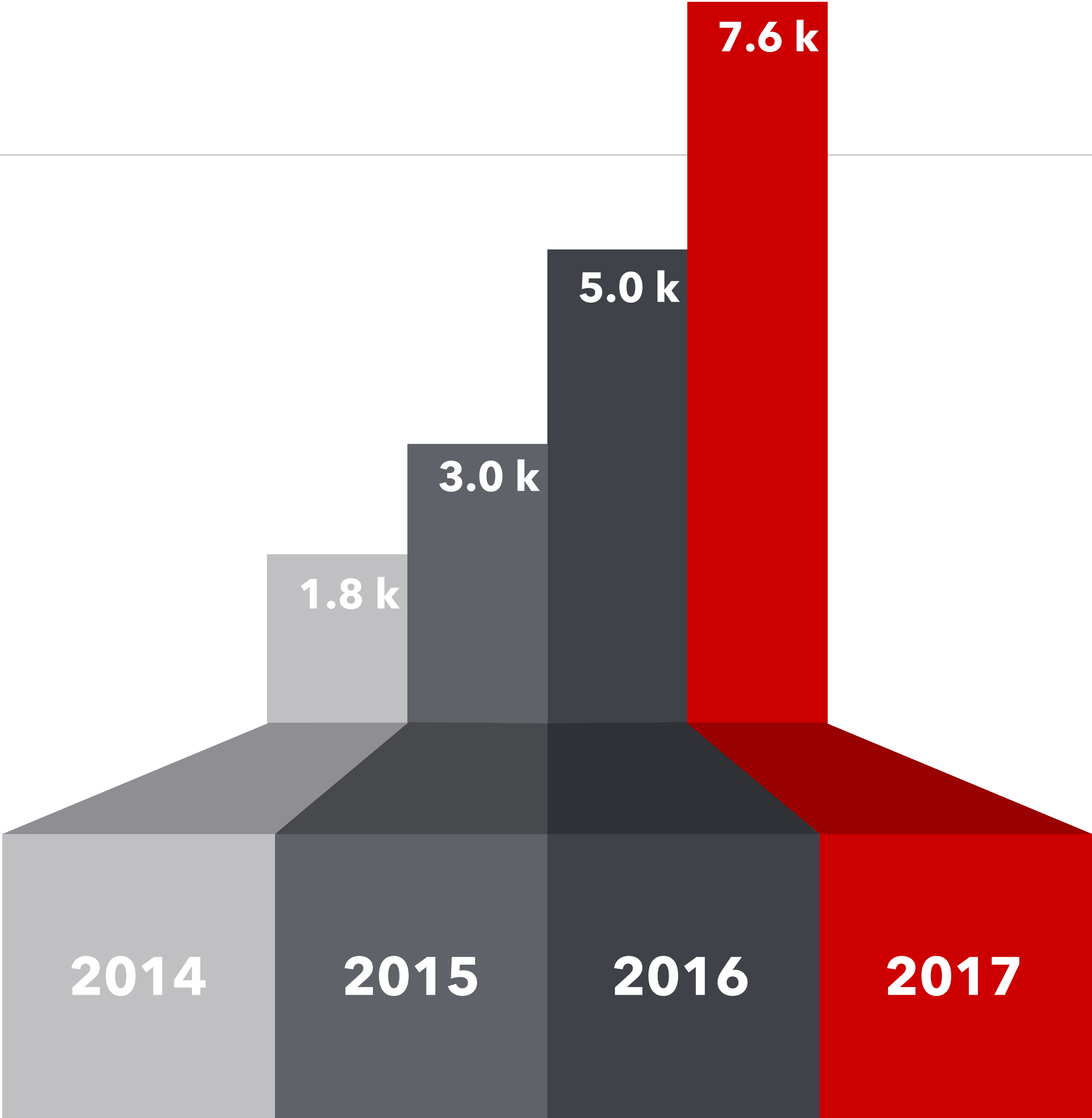
Active Games



Also Competitive

Games launched on Steam

4.2x



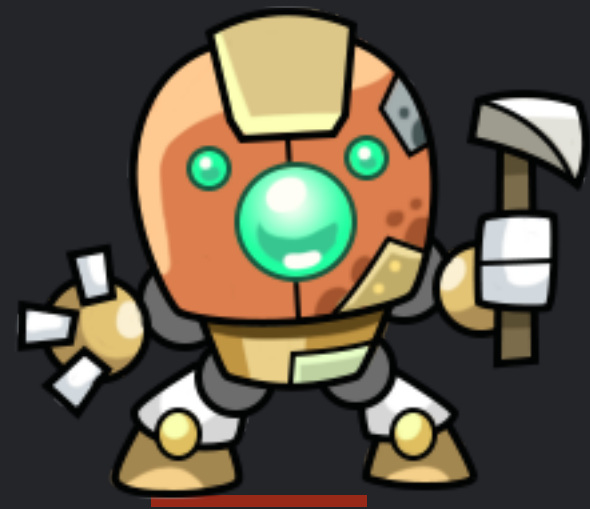


Our Experience



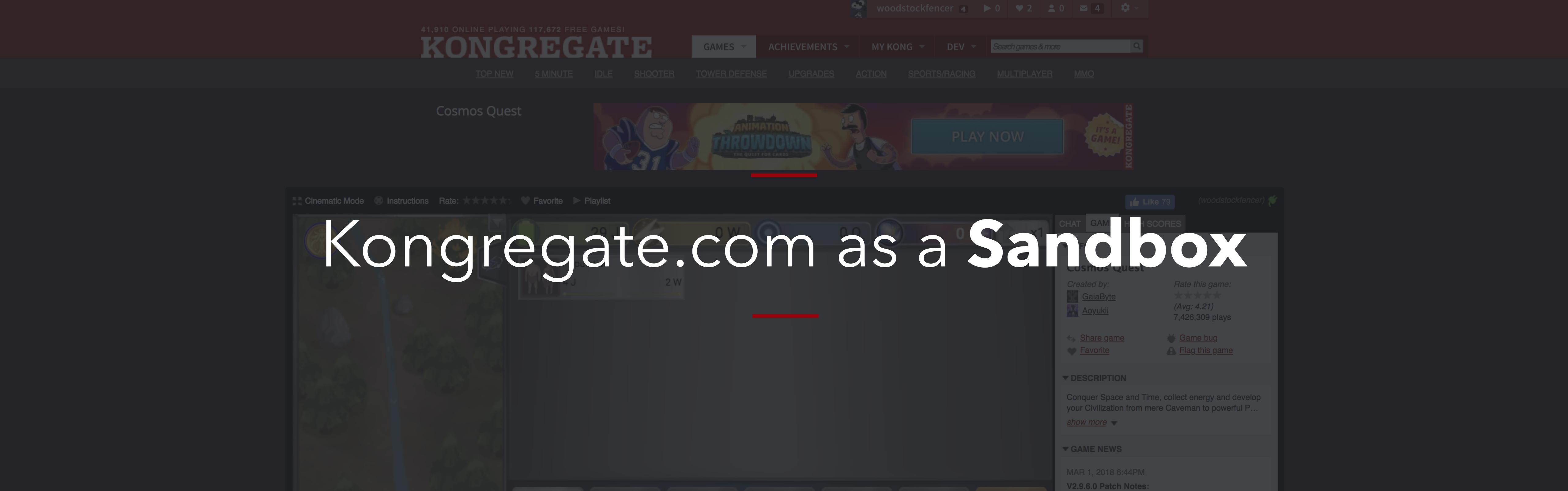
Over 9 games across 7 different platforms





Web games are not dead!

Mining for success



Players **want**
Engaging games



Players **do not** need
Polished gameplay

ADVENTURE capitalist\$T

Case Study

Studio: HyperHippo



Web Prototype

Launched May 2014

Investments

\$2,468.96

 BUY	28 Lemonade Stand +\$28.00	\$24.86	 BUY	0 Shrimp Boat +\$0.00	\$1,244,160
Almost done!					
 BUY	12 Newspaper Delivery +\$720.00	\$321.02	 BUY	0 Hockey Team +\$0.00	\$14,929,920
 BUY	1 Car Wash +\$540.00	\$820.80	 BUY	0 Movie Studio +\$0.00	\$179,159,040
Time Remaining: 00:00:05					
 BUY	0 Pizza Delivery +\$0.00	\$8,640.00	 BUY	0 Bank +\$0.00	\$2,149,908,480
 BUY	0 Donut Shop +\$0.00	\$103,680.00	 BUY	0 Oil Company +\$0.00	\$25,798,901,760

Managers


BUY

Cabe Johnson
Automatically runs the lemonade stand
\$1,000


BUY

Perry Black
Automatically runs the newspaper delivery
\$15,000


BUY

W.W. Heisenbird
Automatically runs the car wash
\$100,000


BUY

Mama Sean
Automatically runs the pizza delivery
\$500,000

Upgrades

Managers

Achievements

Settings



Great Results

Strong **retention**

d1 **25%**

d30 **15%**

Promising **monetization**

#6 in revenue

Great **reviews**

60%

d1 to d30 retention

4.2

rating

Mobile Launch

Launched February 2015

The screenshot shows the 'Mobile Launch' game interface. On the left is a vertical menu with options: 'Swag & Stats', 'Unlocks', 'Upgrades', 'Managers', 'Investors', and 'Store'. The player's profile at the top left shows a character with a top hat and monocle. The current currency is \$4.062 SEPTENTRIGINTILLION. A 'Next' button with a camera icon and 'x3' multiplier is visible. A 'Buy Max' button is in the top right. The main area displays a grid of 10 items for purchase, each with an icon, a cost, a multiplier, and a timer.

Item	Cost	Multiplier	Timer
Yellow Lemon	\$99.970 quintrigintillion /s	Buy x93	00:00:00
Shrimp	\$1.109 sextrigintillion /sec	Buy x24	00:00:00
News Paper	\$8.290 quintrigintillion /se	Buy x37	00:00:00
Shoelace	\$9.587 sextrigintillion /sec	Buy x4	00:00:00
Bus	\$309.376 quintrigintillion /	Buy x11	00:00:00
Video Camera	\$24.410 sextrigintillion /se	Buy x47	00:00:00
Pizza	\$5.810 sextrigintillion /sec	Buy x23	00:00:00
Classical Building	\$3.669 sextrigintillion /sec	Buy x21	00:00:00
Donut	\$11.621 sextrigintillion /se	Buy x68	00:00:00
Camera	\$282.334 quintrigintillion /	Buy x14	00:00:00



Mobile **Success**

Retention

d1 **60%**

d30 **20%**

Monetization

improved IAP

strong ad revenue

Audience Reach

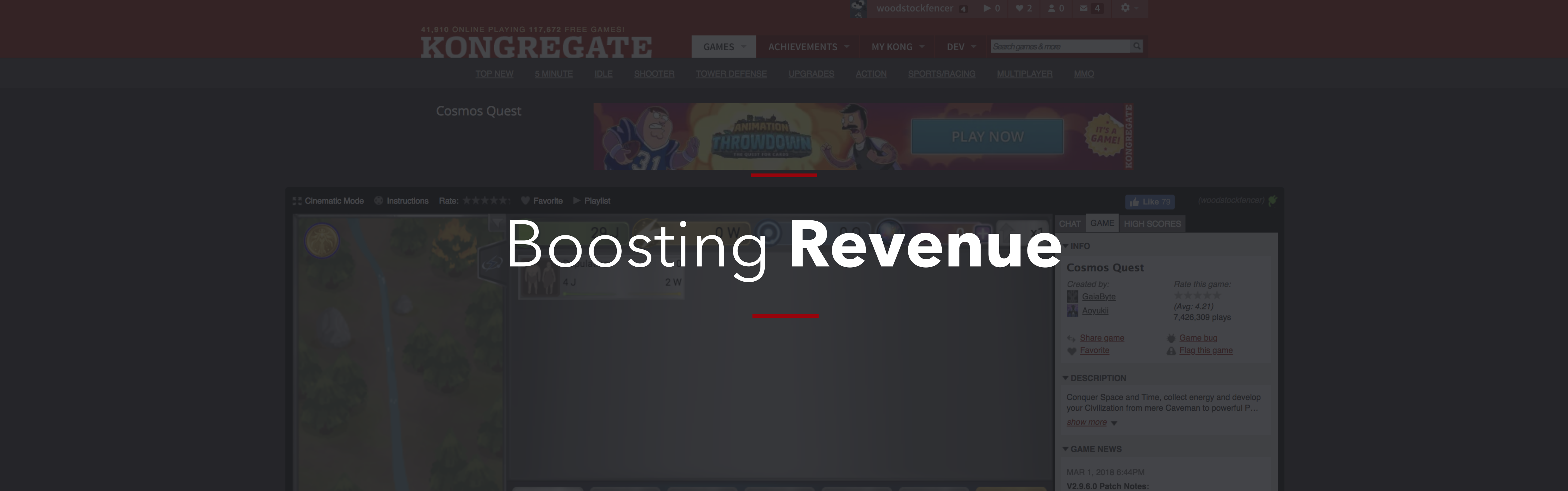
installs **40M+**

30%

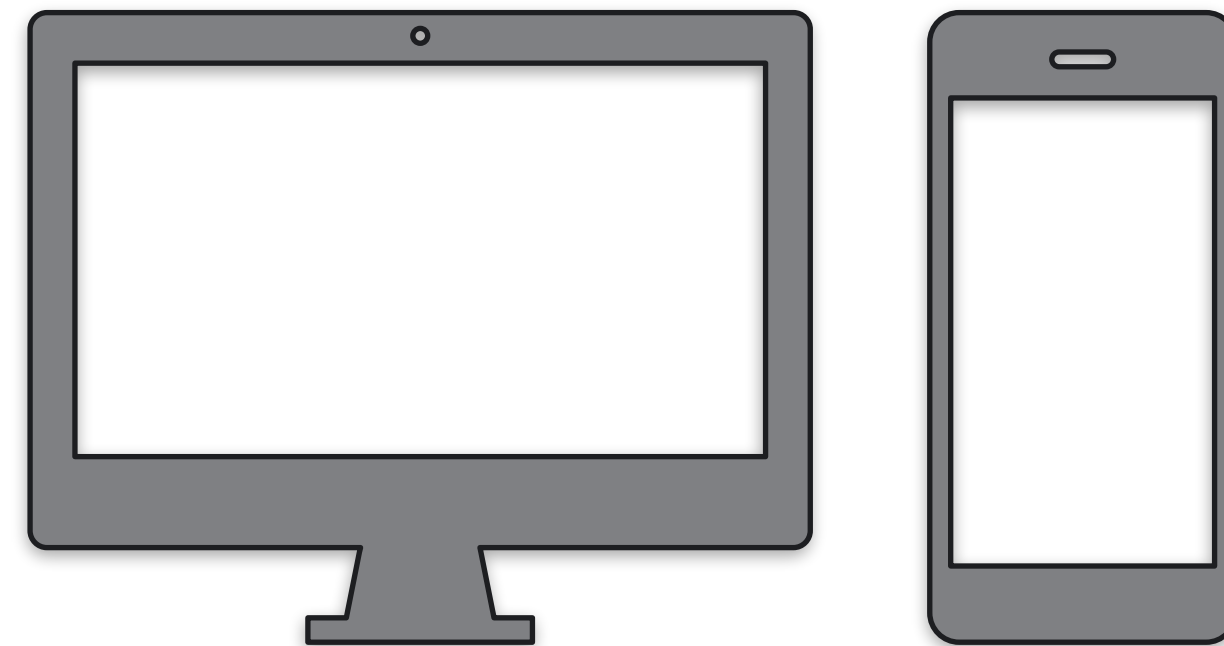
d1 to d30 retention

\$0.11

arpdau



Players **want**
to play **everywhere**



Case Study

Studio: Juppiomenz 



Bit Heroes by Juppiomenz

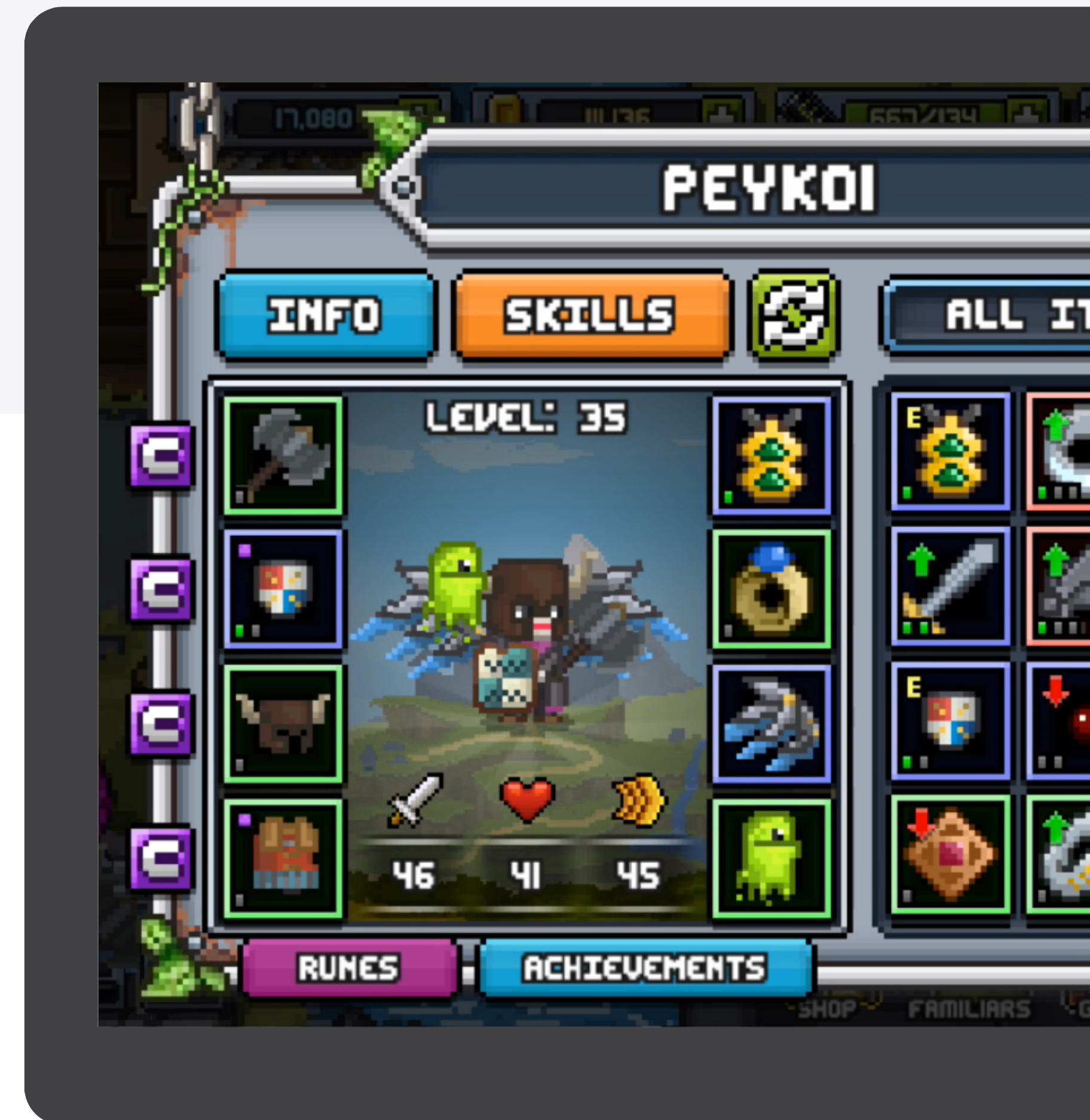
K



Web First
September 2016

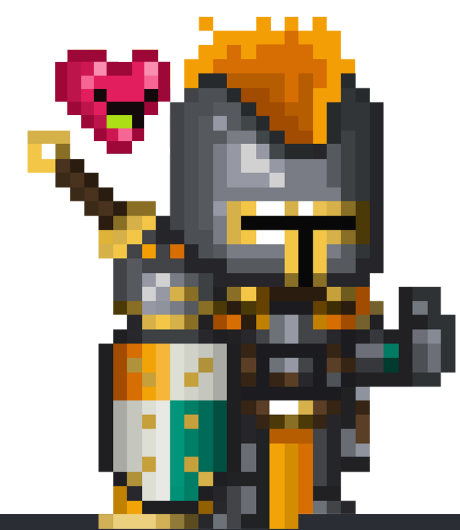
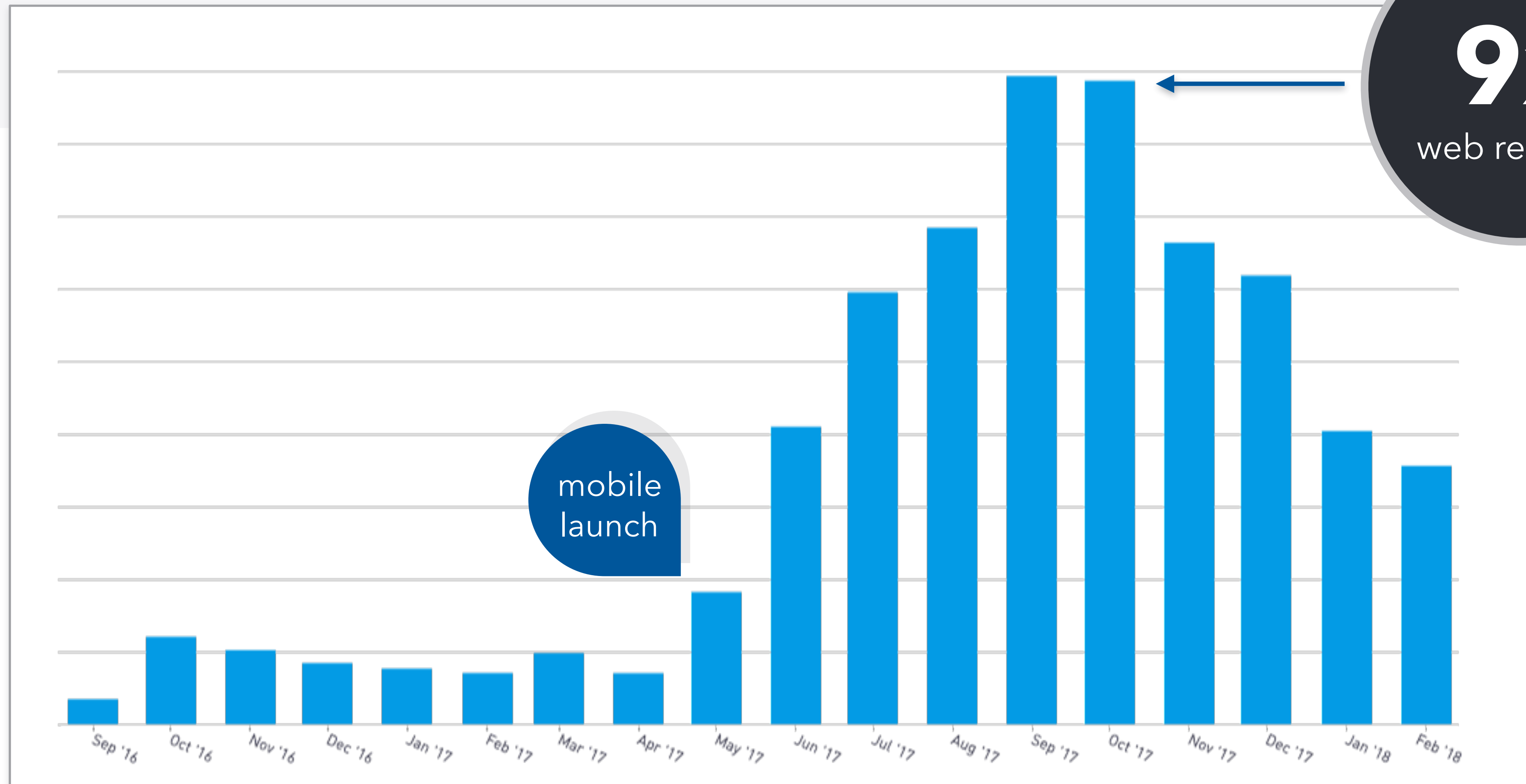
Promising **KPIs**
\$60 ARPPU

Mobile Launch
May 2017



Web Revenue Growth

Mobile launch boosted web revenue

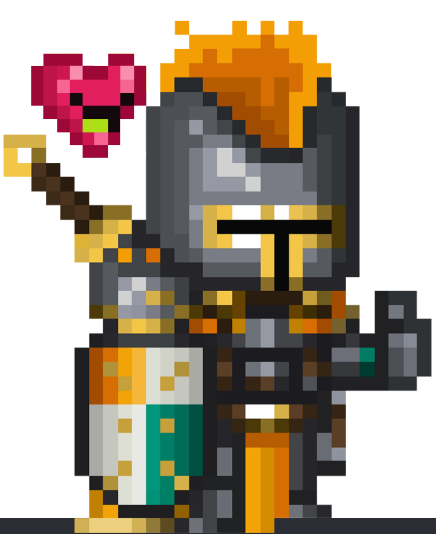
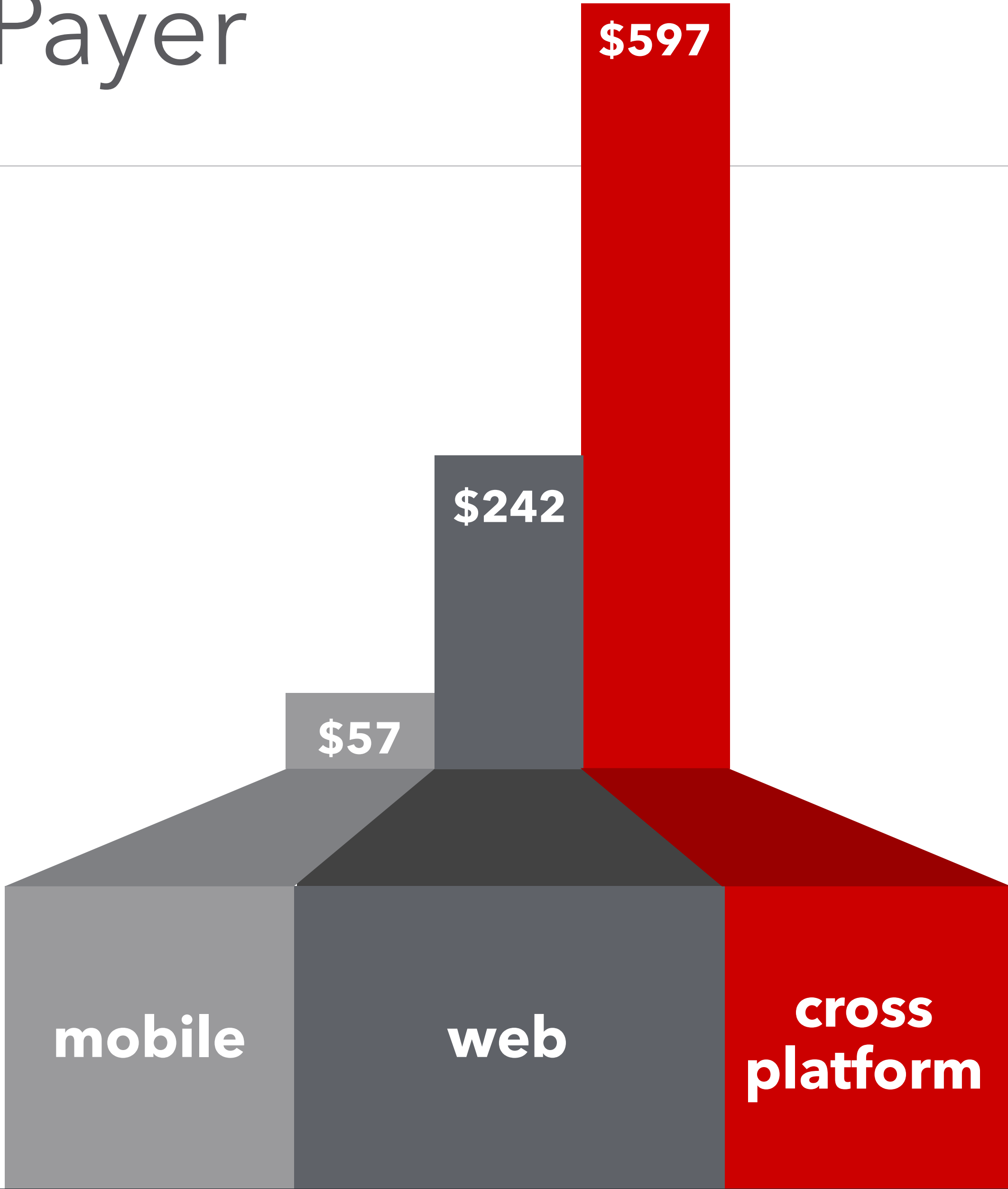


Higher Spend Per Payer

Avg. Revenue Per Paying User (ARPPU)

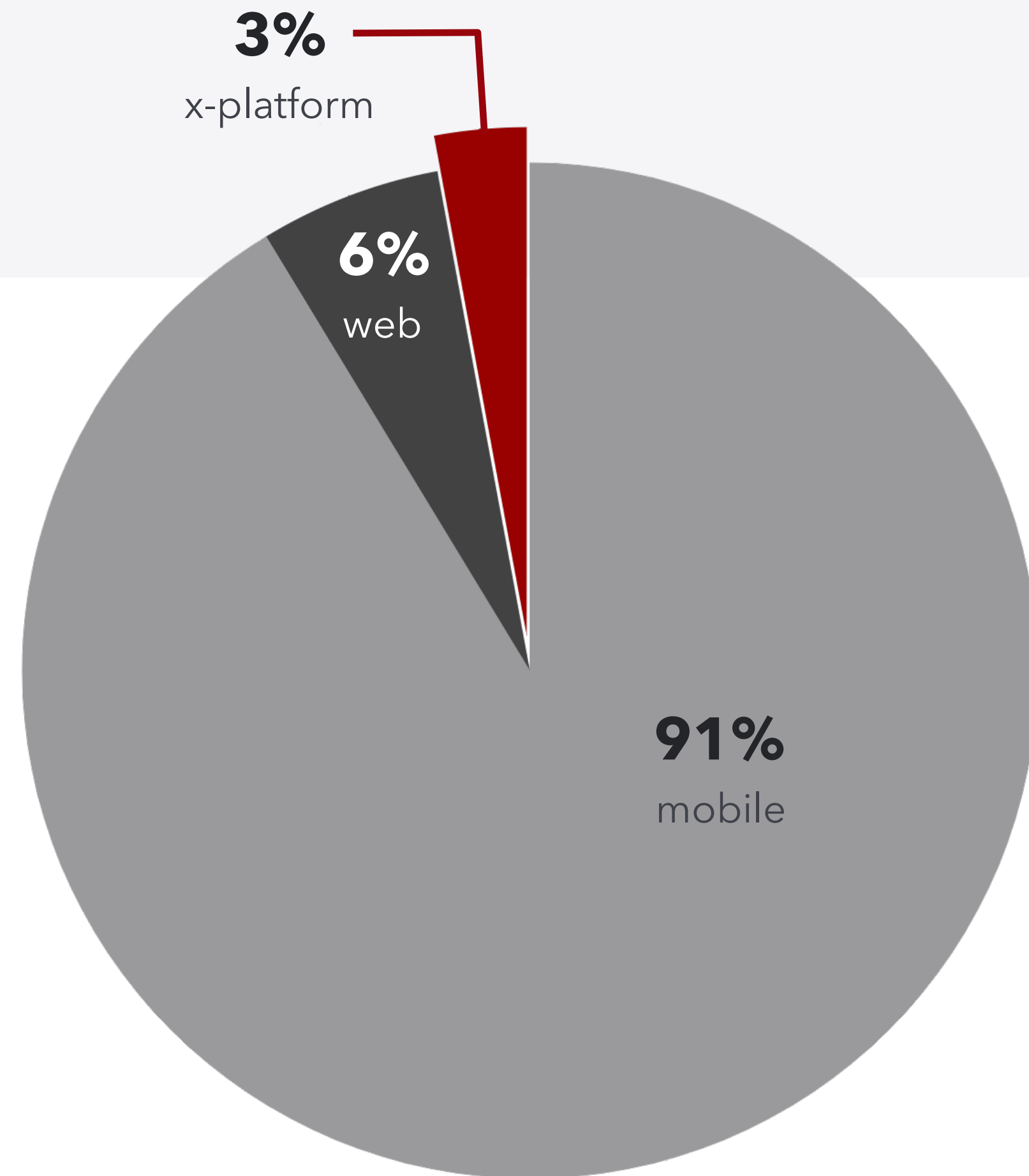
10.5x

Mobile vs x-Platform

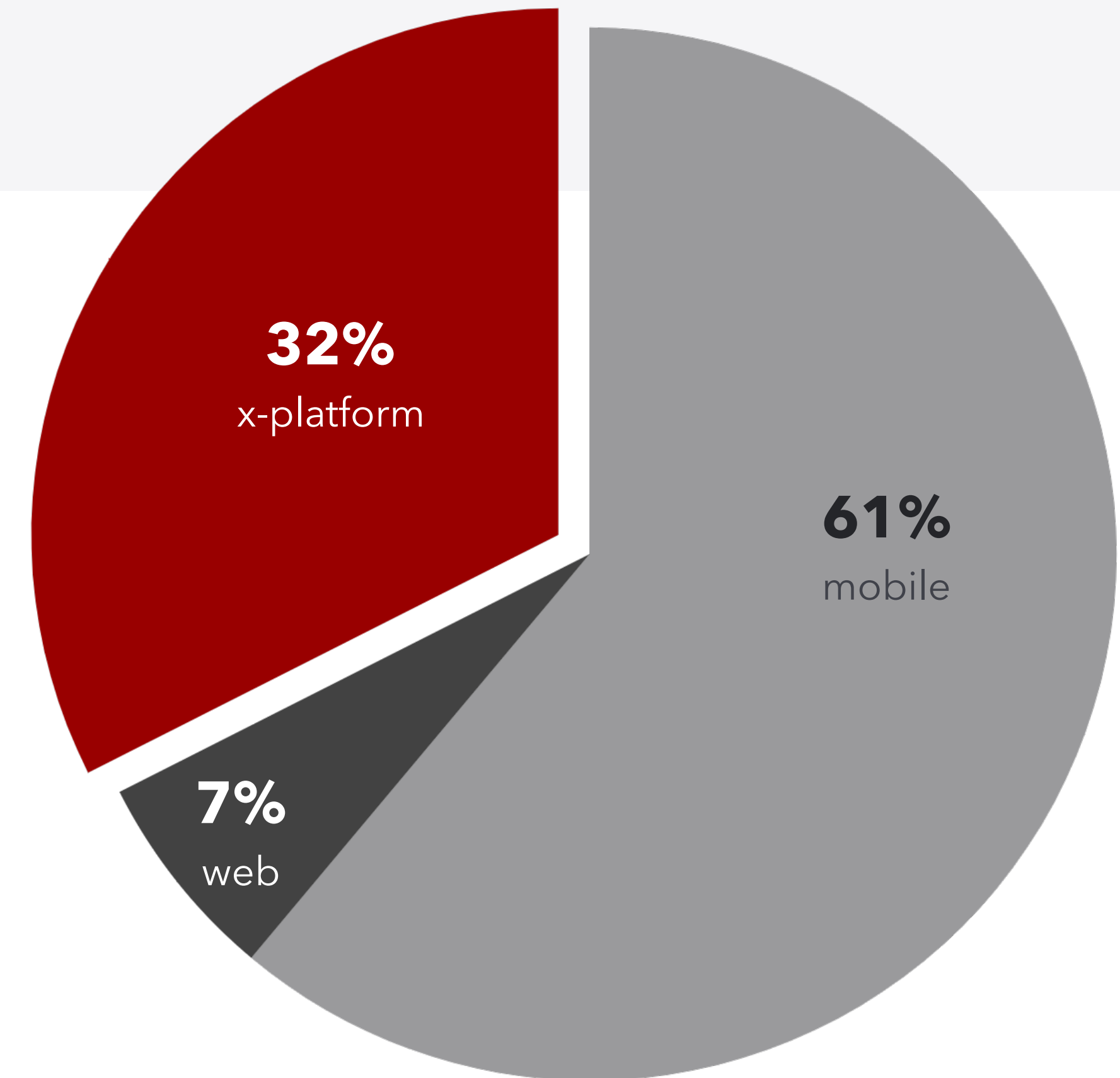


Big Spenders

Play Cross-Platform



Spenders



Revenue



Lesson 1

Kongregate.com is a **friendly** platform!



Test Ideas

Get early feedback



Boost Revenue

Allow play across devices



Steam

A look at free-to-play games

A Tale of Two Games



May 2017

Similar Environment

Launched spring 2017

Previously live on web and mobile



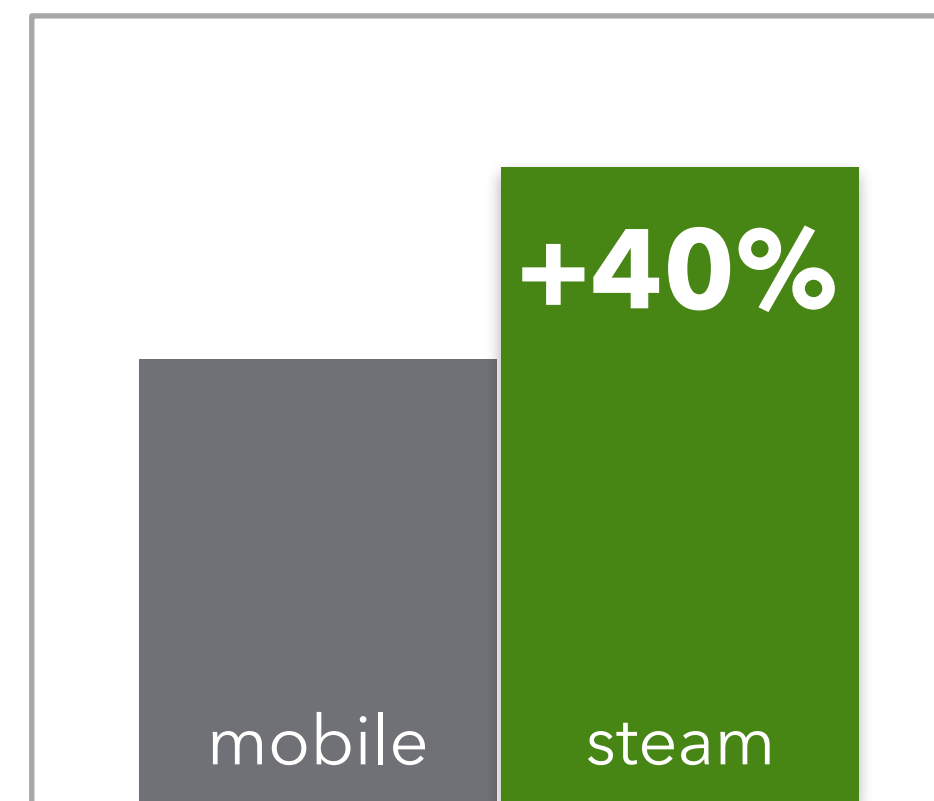
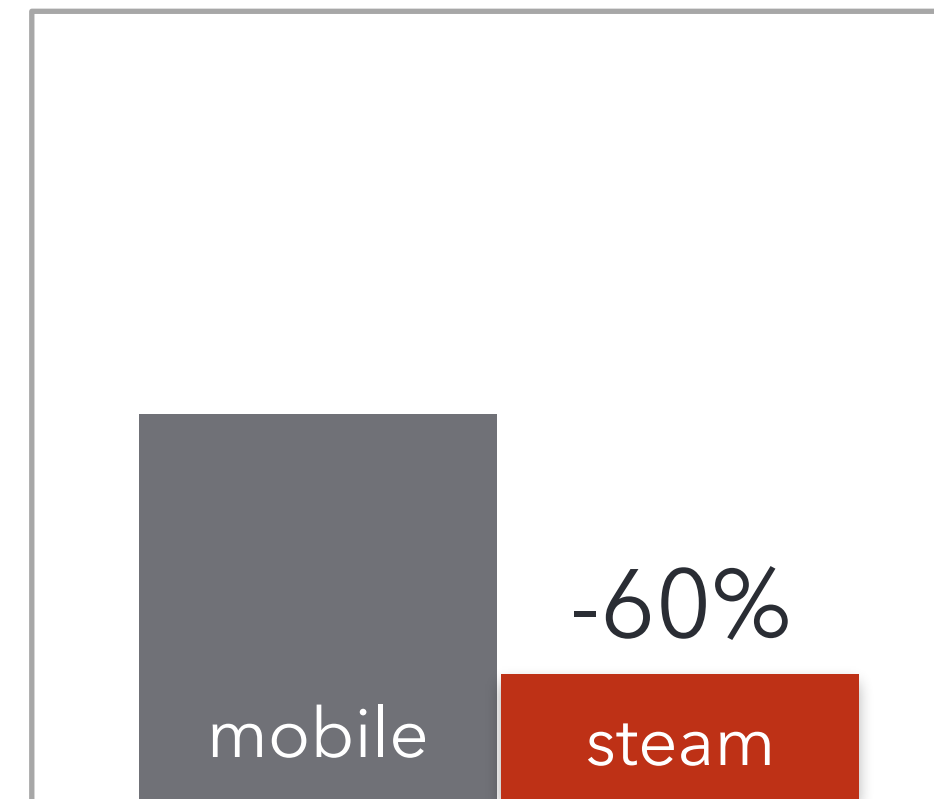
June 2017

KONGREGATE



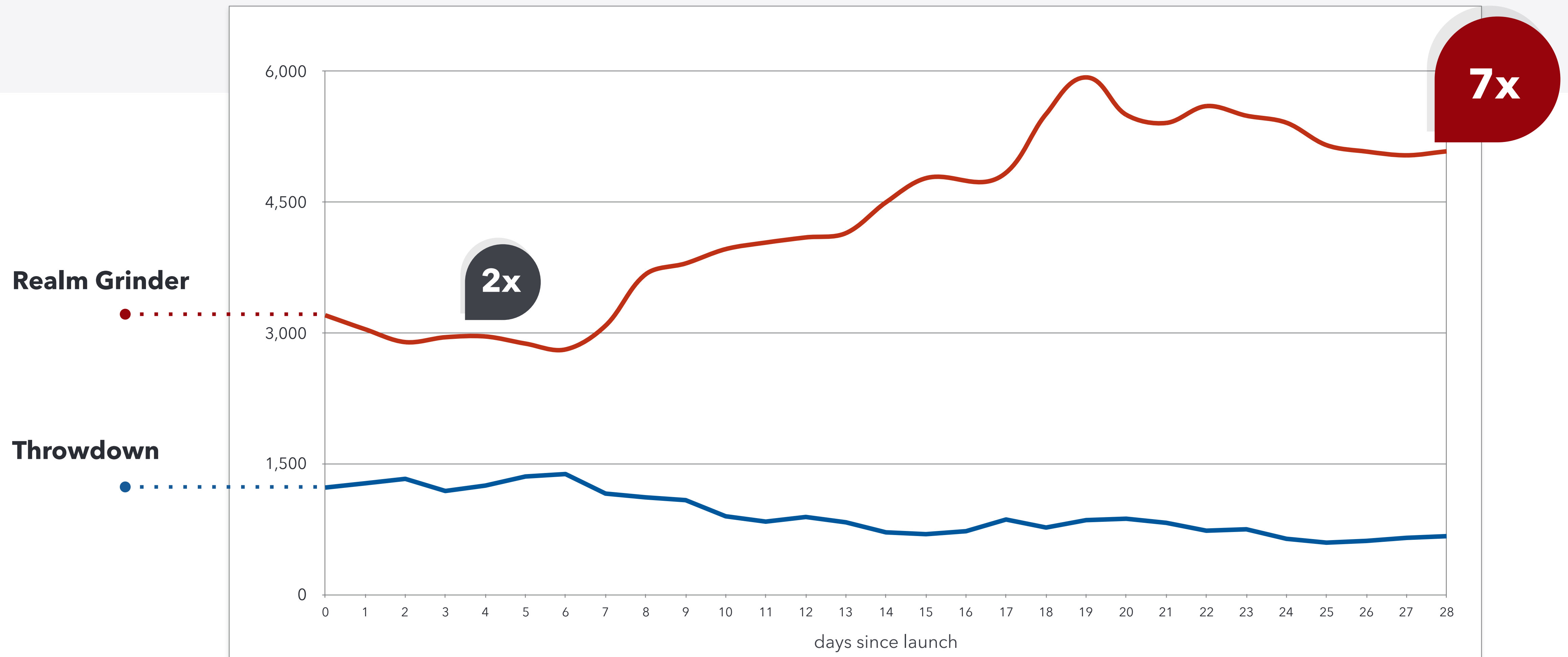
Retention Comparison

Mobile to **Steam**



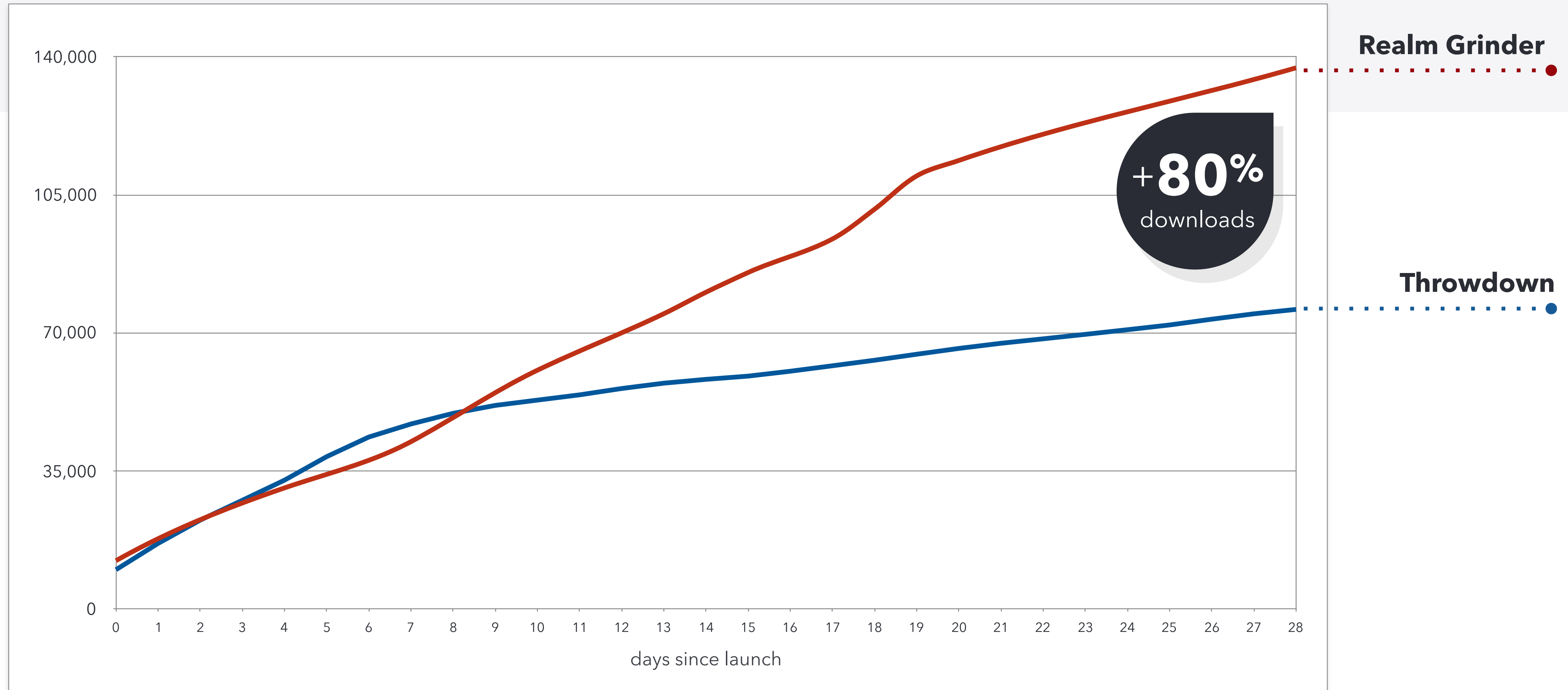
Concurrent Users on Steam

Strong retention keeps players online



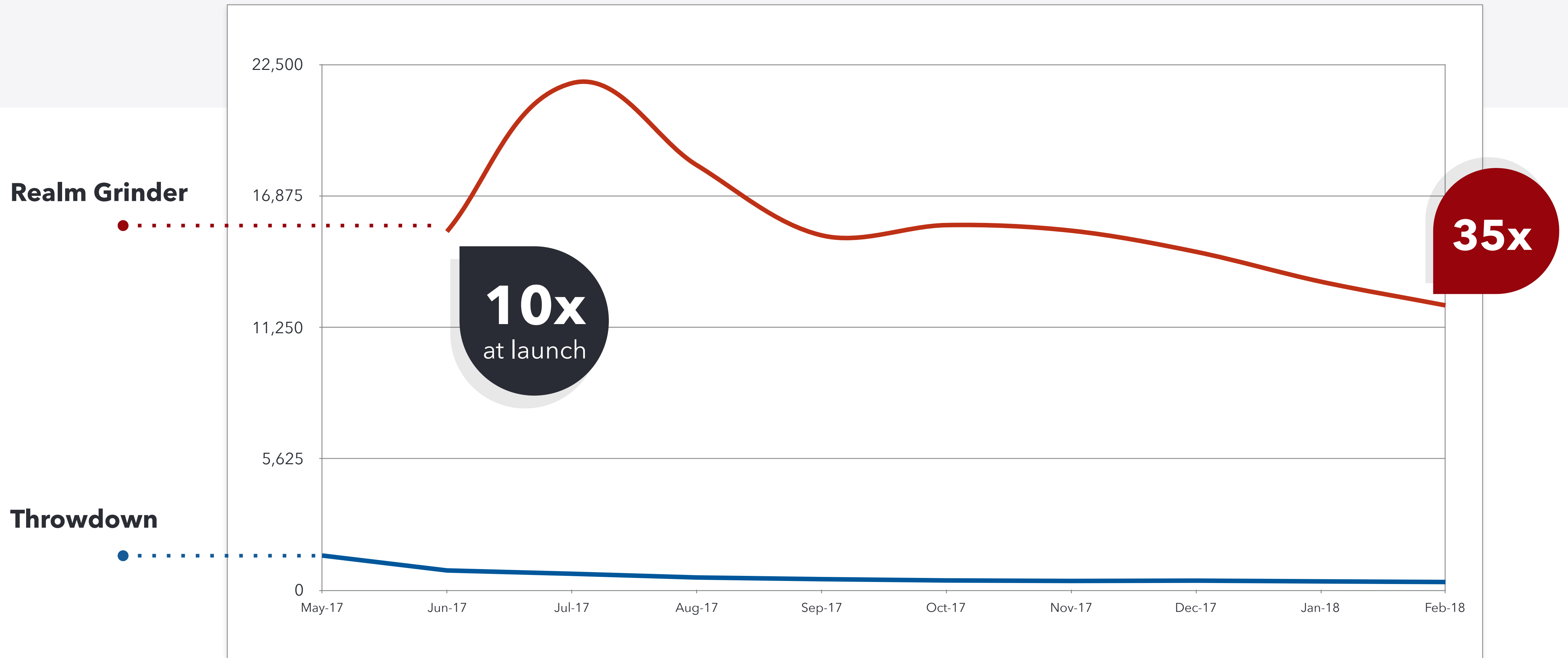
Cumulative Downloads

Surfacing favors games with high concurrents



Higher Steam **DAU**

Driven by strong retention & installs

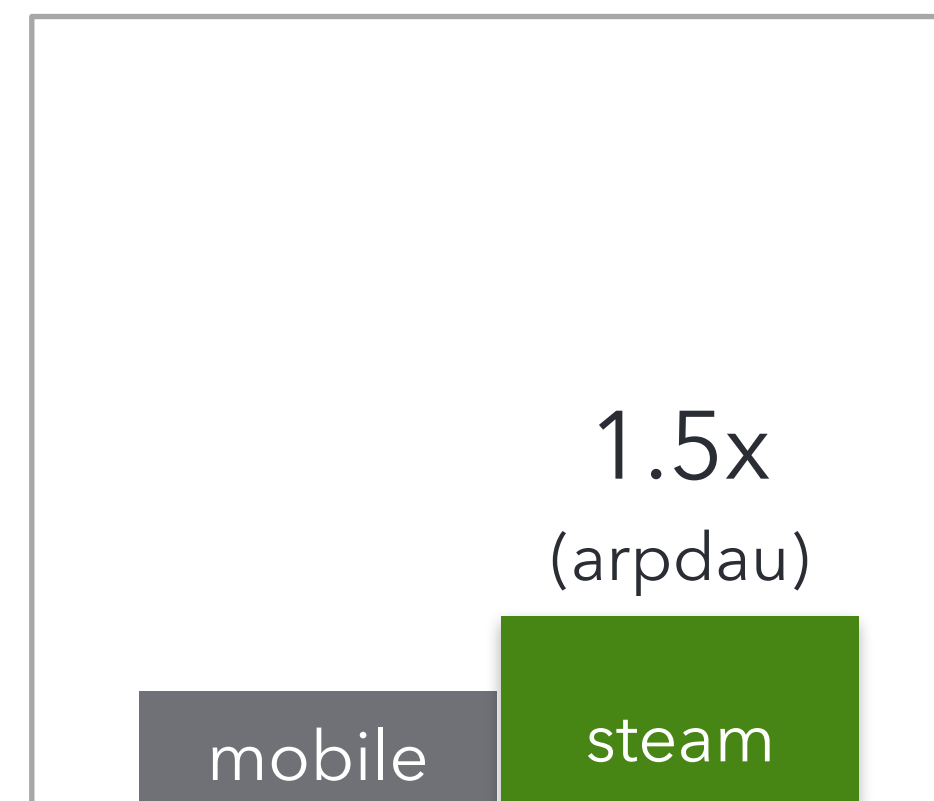
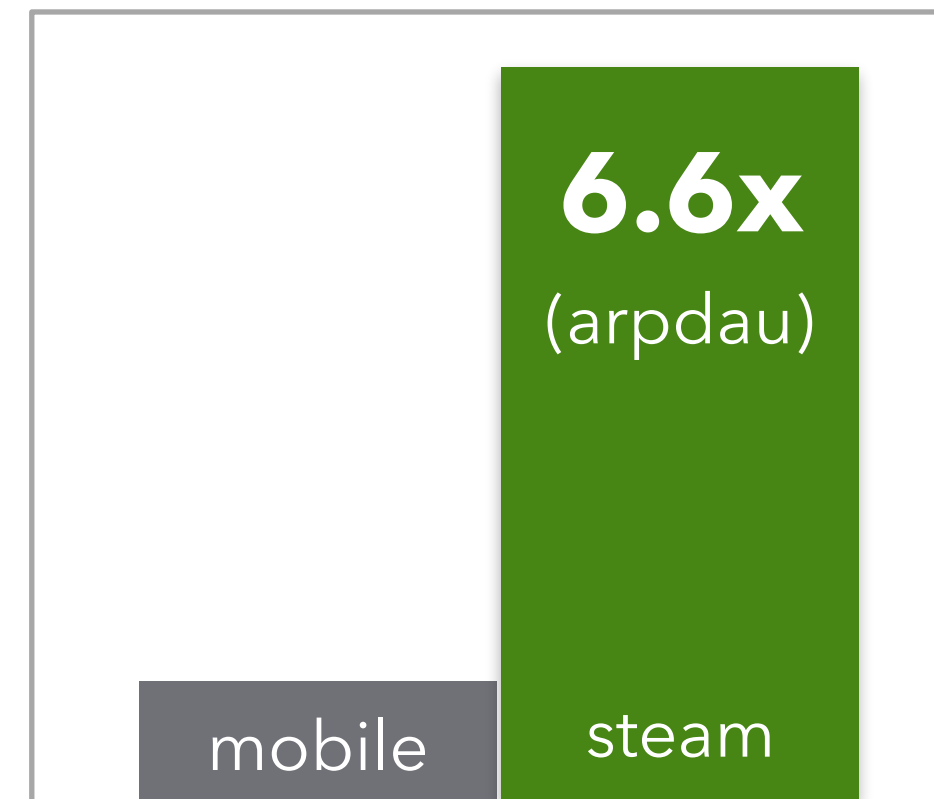




Monetization Comparison

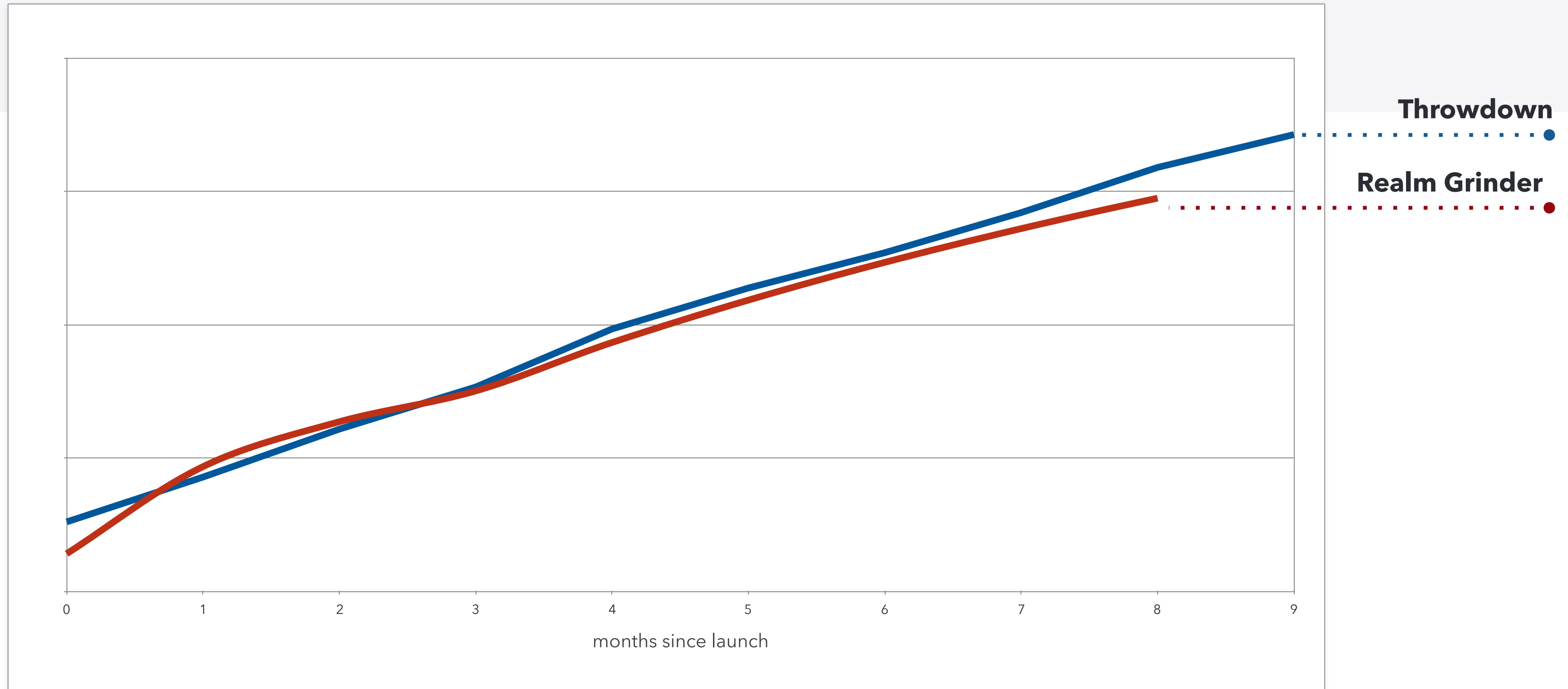


Mobile to **Steam**



Similar **Revenue**

On Steam

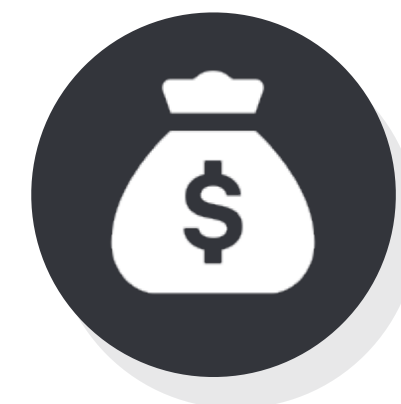


Lesson 2

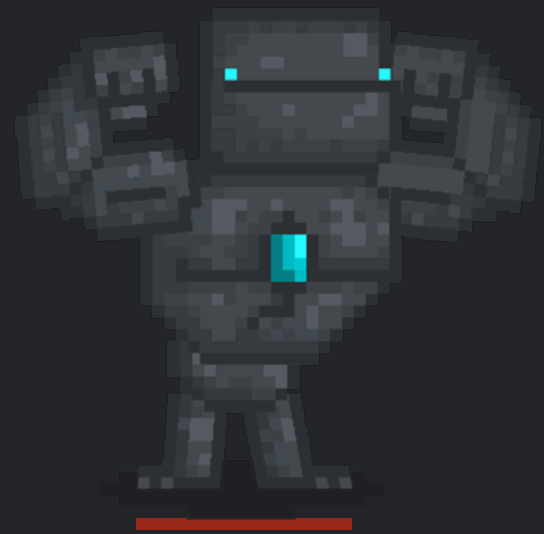
Different **paths to success** on Steam F2P



Good **Retention**
will boost downloads



Monetization can be
even stronger on Steam



Variation by Genre

Every platform will favor different genres of games

Same Genre Monetization

Avg. Revenue Per Paying User (ARPPU)

	Mobile	Web	Steam
CCG 1	\$177	\$252	\$241
CCG 2	\$85	\$415	\$89

Higher monetization on **Web & Steam**

Across Genre Monetization

Avg. Revenue Per Paying User (ARPPU)

	Mobile	Web	Steam
CCG	\$177	\$252	\$241
RPG	\$64	\$250	\$56
Idle	\$30	\$32	\$30

Performance **varies** by game & genre

Competitive & social games **perform better**

Lesson 3

Different results based on game & genre



Higher Monetization
on Web & Steam

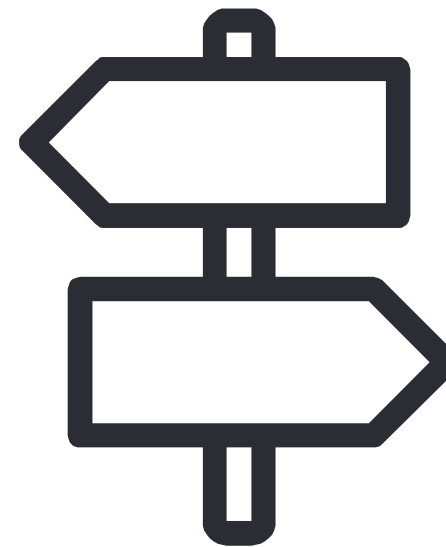


Competitive Games
perform better

Key Takeaways



Web Games
Are not dead!



Steam F2P
Many paths to success



Cross Platform KPIs
Vary by game & genre



Thank you

 @KongregateDevs

 blog.kongregate.com

 @woodstockfencer

We are **hiring!**
Portland, Chicago, and Montreal

Acronym Dictionary

KPI = Key Performance Indicator

DAU = Daily Active User

ARPPU = Average Revenue Per Daily Active User

ARPPU = Average Revenue Per Paying User

F2P = Free to Play

CCU = Concurrent Users

IAP = In-App Purchases

UA = User Acquisition

X-Platform = Cross Platform

RPG = Role Playing Game

CCG = Card Collecting Game