INDEPENDENT GAMES SUMMIT

‘Slay the Spire’ Success Through Marketability

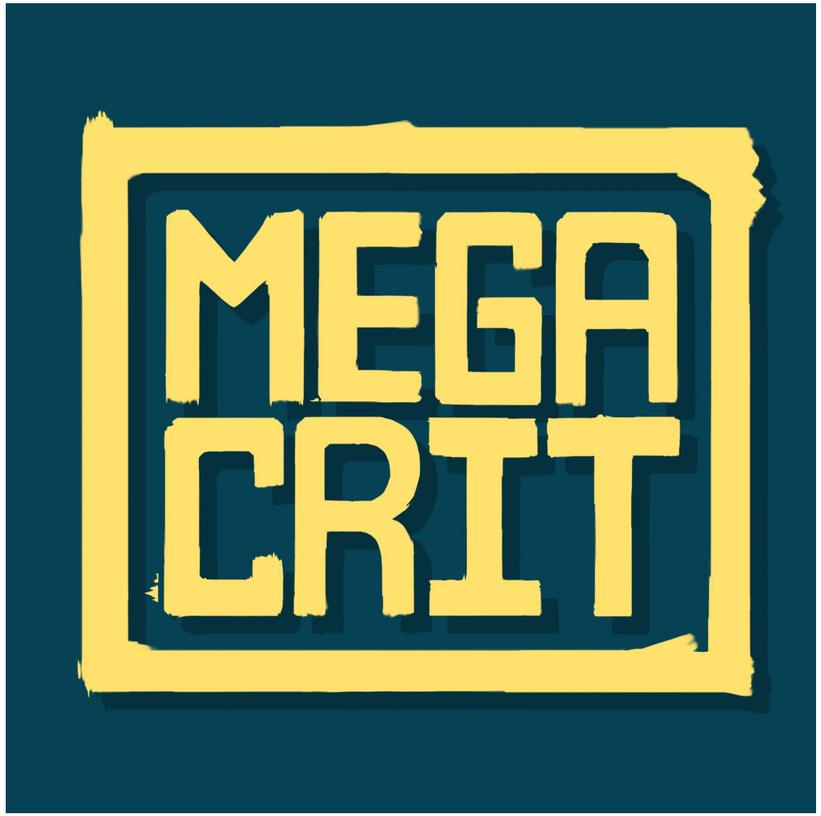
Casey Yano
Co-Founder Mega Crit Games, LLC

GDC

GAME DEVELOPERS CONFERENCE

MARCH 18–22, 2019 | #GDC19

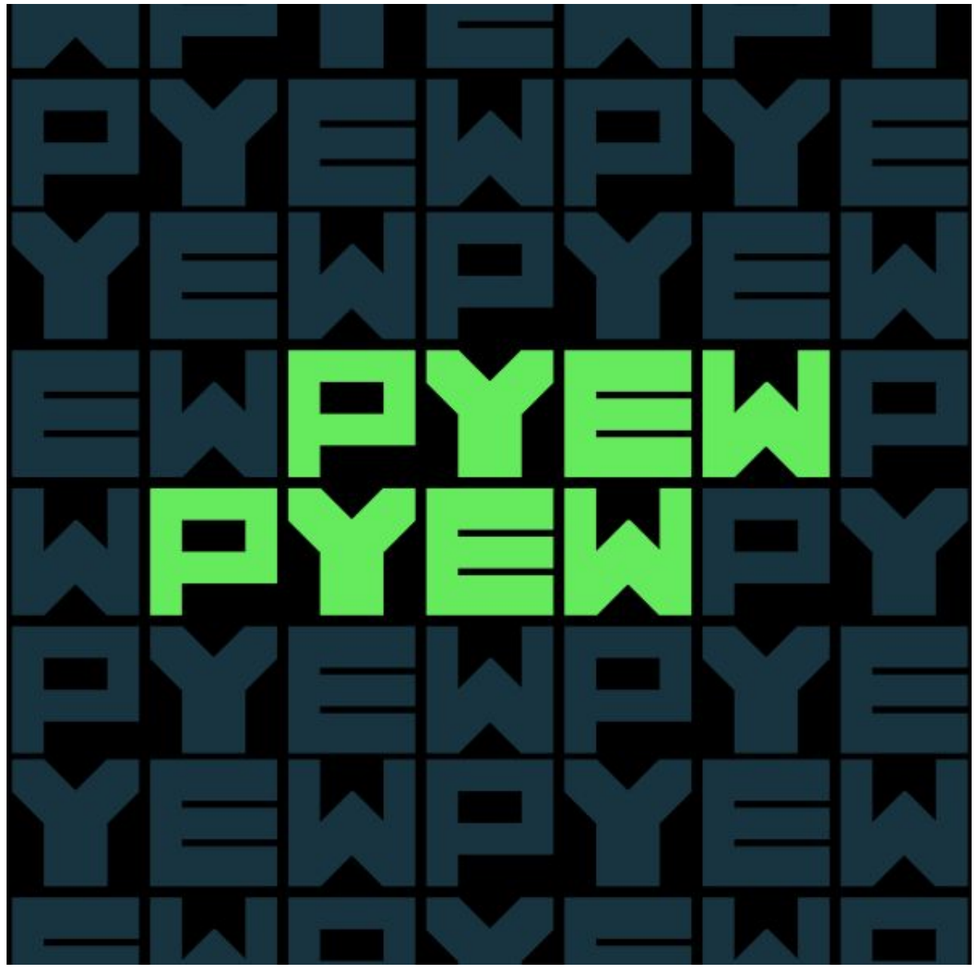
Who you?



Casey Yano

Co-Founder / Game Developer

devs@megacrit.com


PYEW
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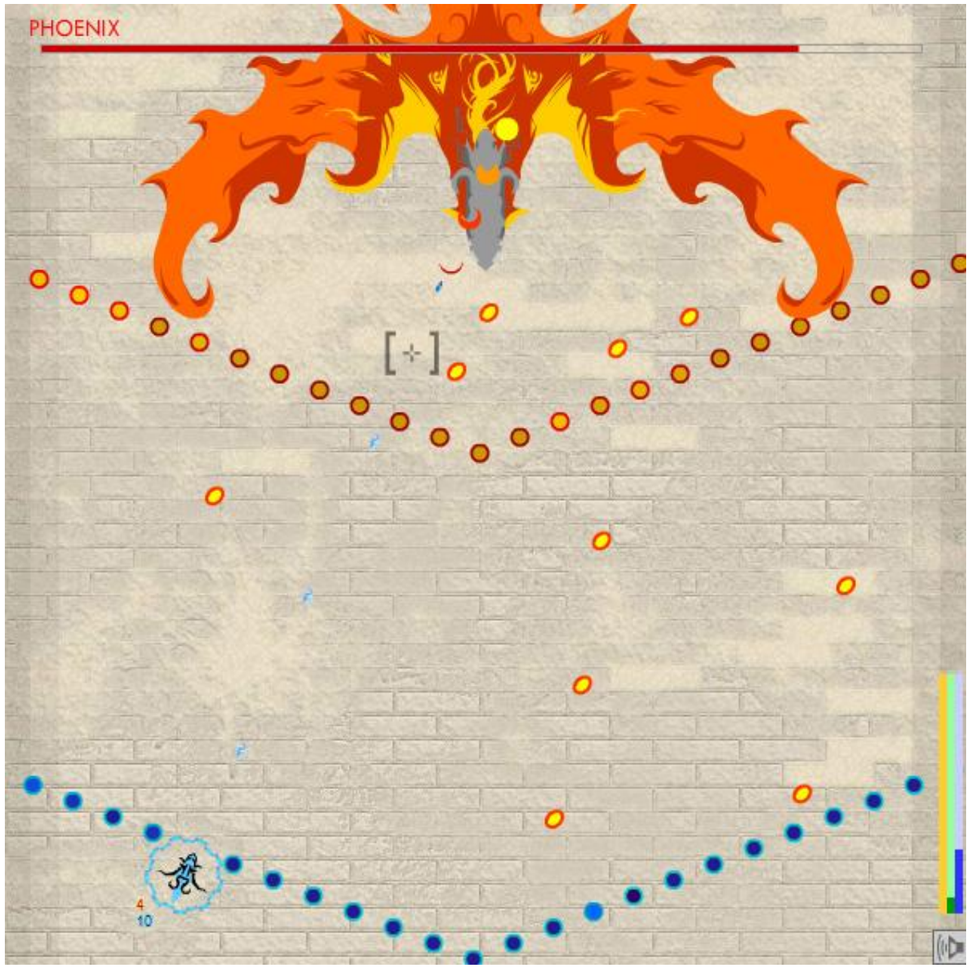

PHOENIX

What's Slay the Spire?

Early Access rogue-like deck-building game

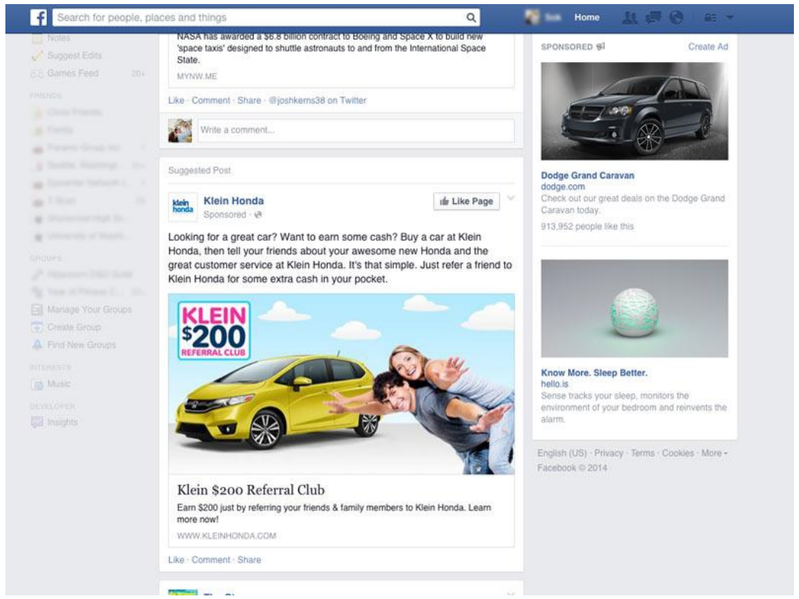
99%!!!

Slay the Spire
We fused card games and roguelikes together to make the best single player deck builder we could. Craft a unique deck, encounter bizarre creatures,
99% of the 4,025 user reviews in the last 30 days are positive
RECENT REVIEWS: Overwhelmingly Positive (4,025)
ALL REVIEWS: Overwhelmingly Positive (20,867)
RELEASE DATE: Nov 14, 2017

What's Marketing? (1 of 2)

"Marketing refers to the activities of a company associated with buying and selling a product or service. It includes advertising~~, selling and delivering products to people.~~"

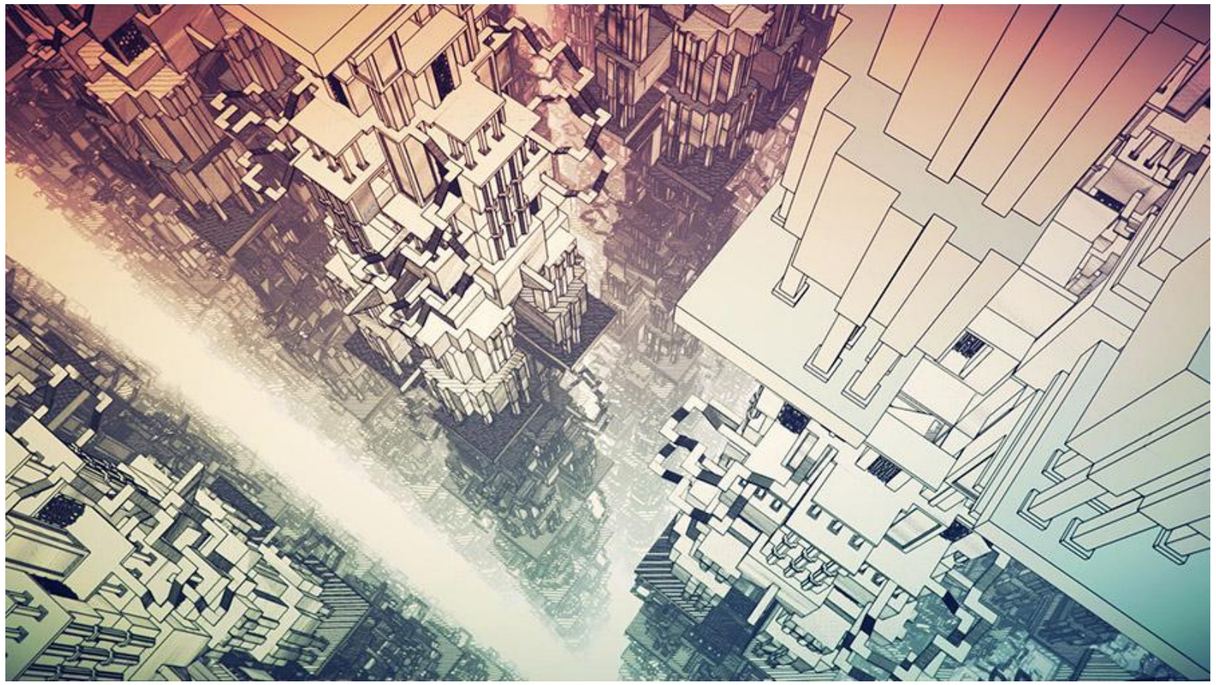
What's Marketing? (2 of 2)



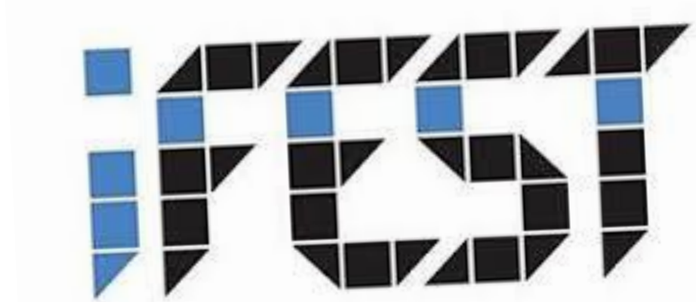
Pre-Early Access

2 years of “Silent” development

Social Media, It's Not Working!?



Festivals! Conventions!



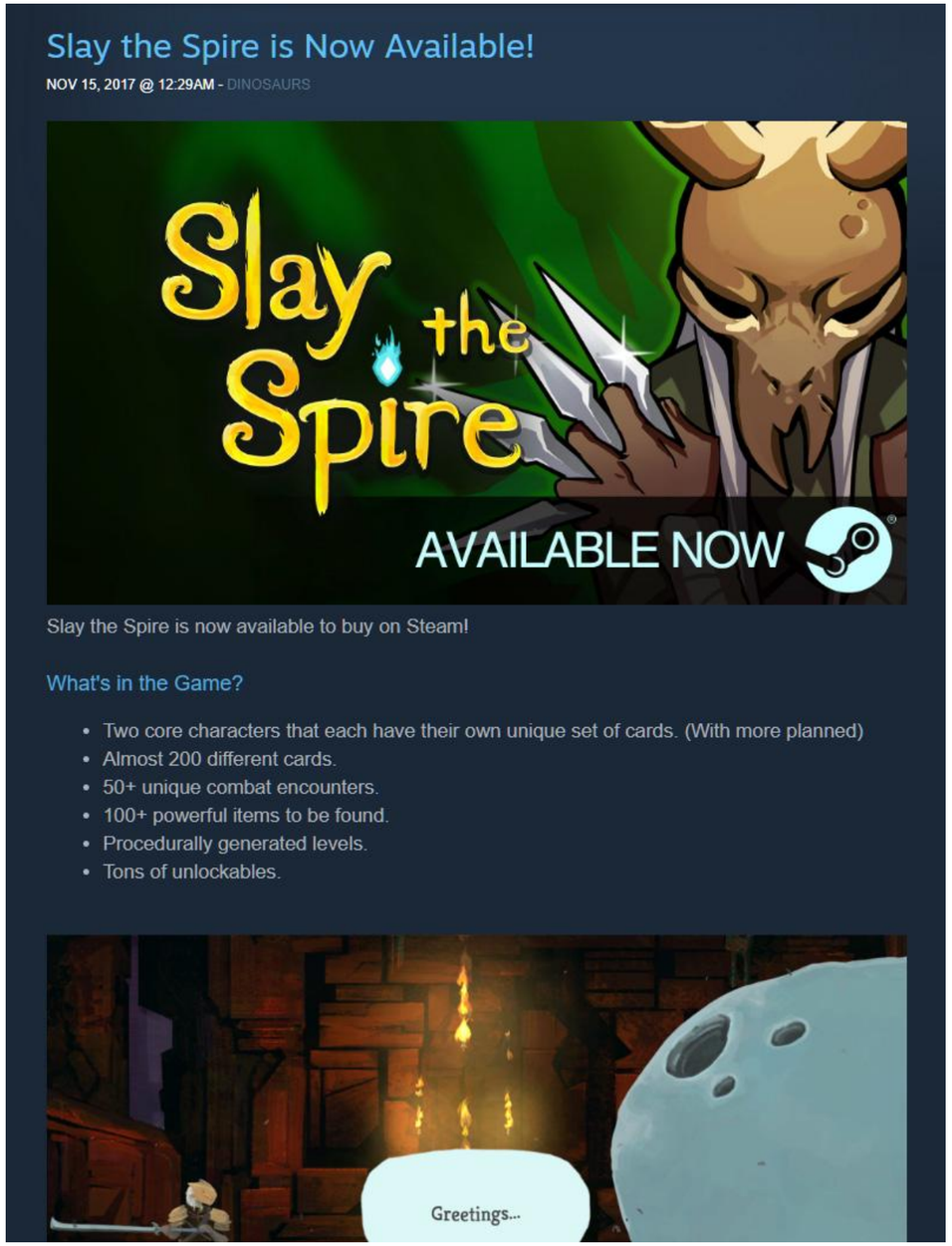
living computers
museum + labs

Trailers for Card Games: Impossible?

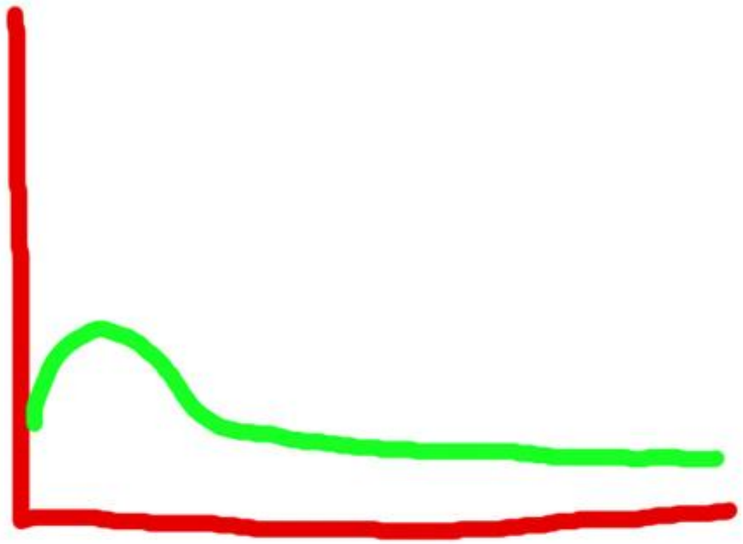
Cold Calls (E-mails)

keyMaiLer

Early Access Release Day!!!



First 2 Weeks



Slay the Spire

Other Games

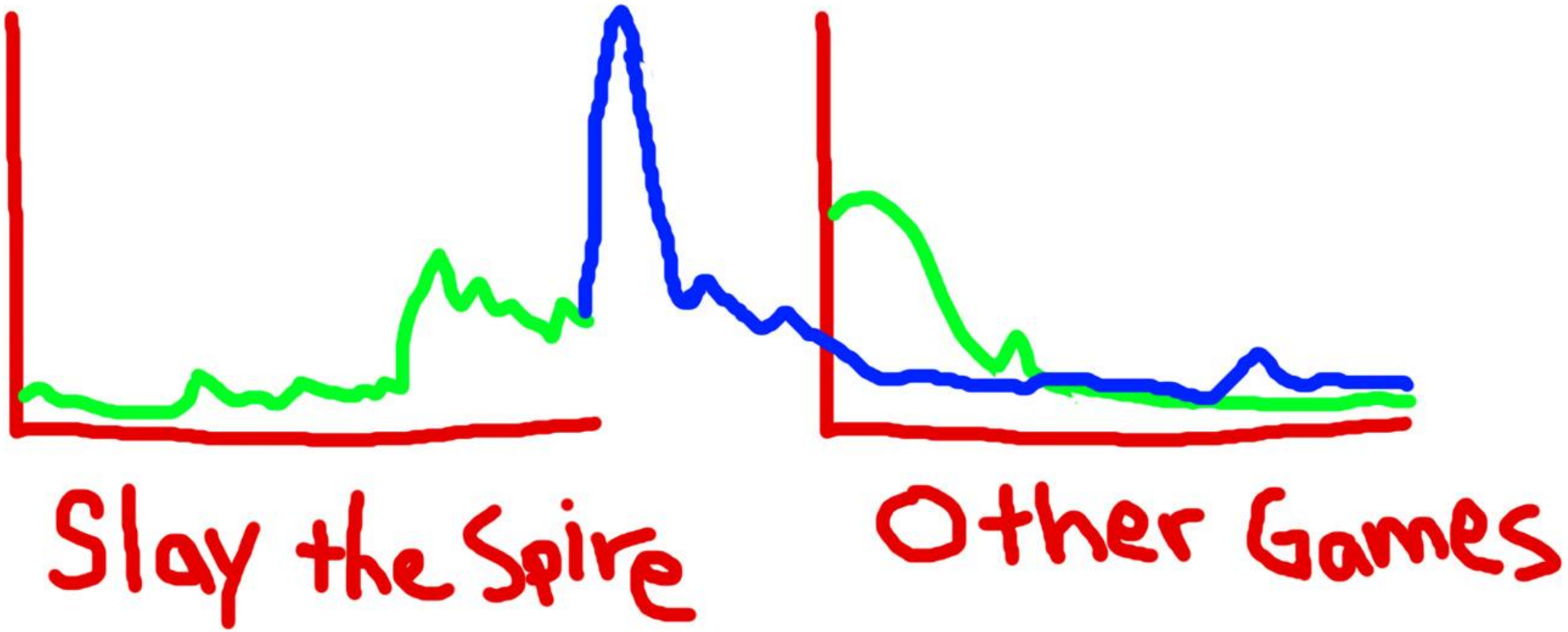
What were we doing?

- Weekly updates
- Beta Branch
- Fixing bugs
- Redesigning Cards
- More Relics
- Act 3 (our last level) wasn’t completely done

"Keymailer is great. 5/5"

-Casey Yano

First 3 Months



On Streamability...

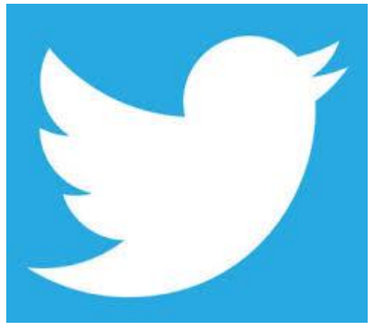
"Twitch is great. 5/5"

-Casey Yano

"Marketability: The ability of a ~~commodity~~ ***video game*** *to be sold or marketed."*

“The Product Sells Itself.”
(the dream)

Weekly Updates?!



Kill All the Bugs!

reddit SLAYTHESPIRE comments show images (2)

16

[BETA][BUG] The amount of poison on enemies doesn

submitted 5 months ago by JustACookie

I used poisoned stab to apply poison and when I was fightin
the Guardian (and probably other enemies?) doesn't decreas

12 comments source share save hide give award spam remove appr

all 12 comments navigate by

sorted by: best set as suggested sort enable contest mode make announcement

save content policy formatting help

[–] caseyyano DEVELOPER 19 points 5 months ago

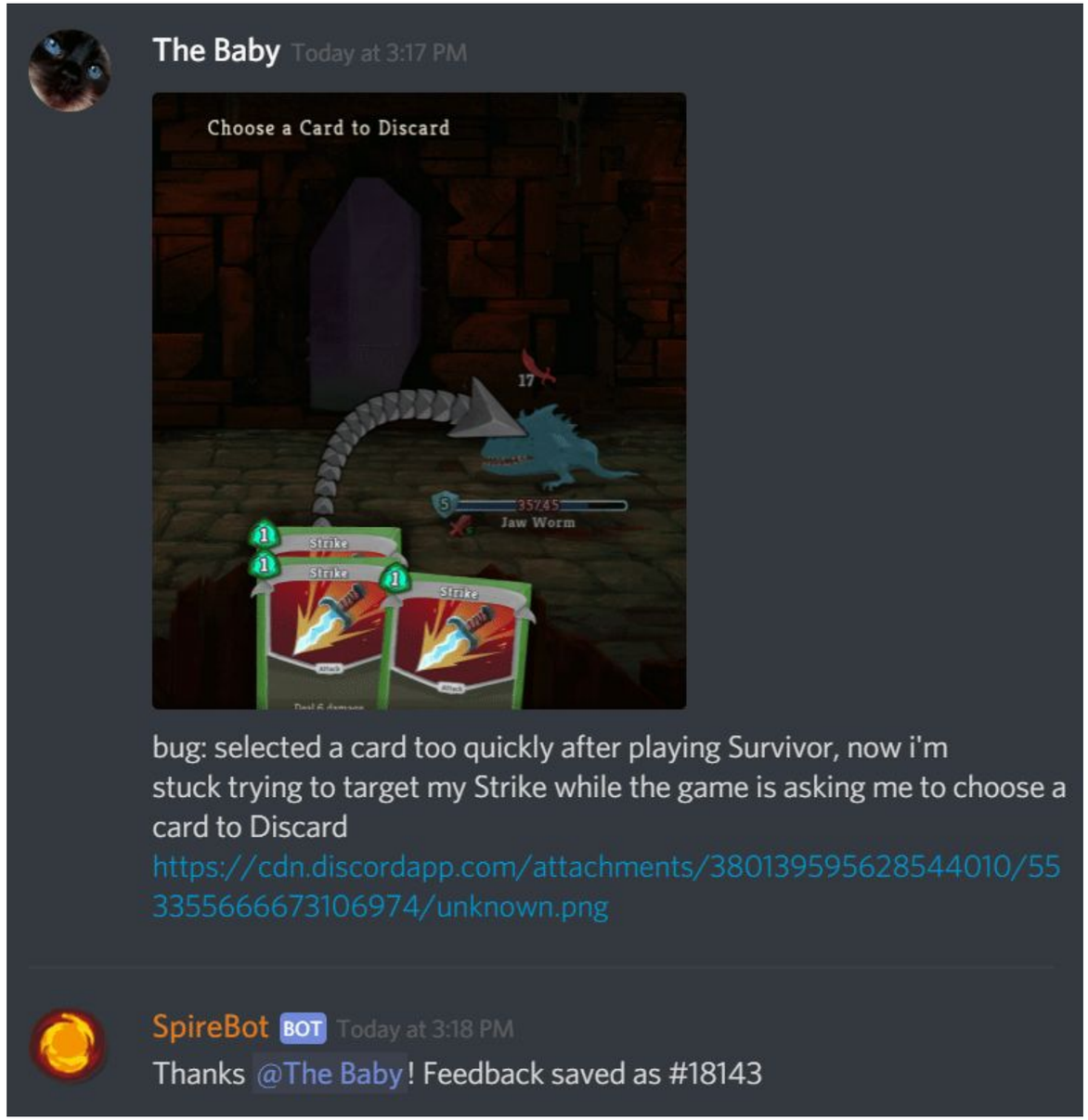
oops! Fix should be out in about 20 mins

permalink source embed save save-RES edit disable inbox replies delete spam re

[–] JustACookie [S] 3 points 5 months ago

Thanks!

permalink source embed save save-RES parent spam remove report give a

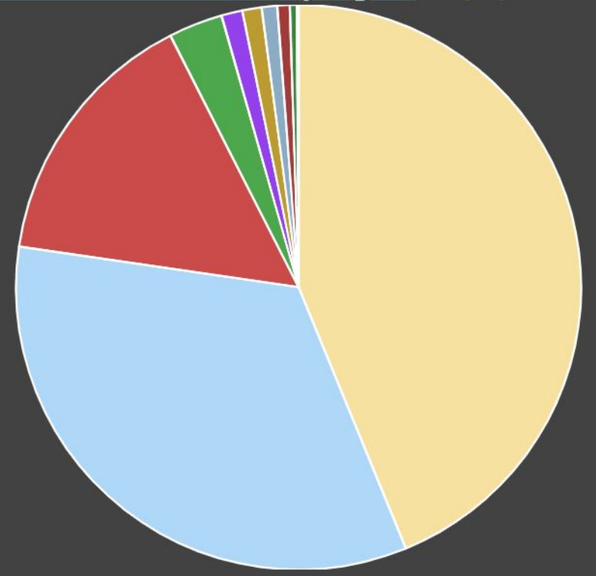


User Experience (UX) Design

Less Words Good

Localization (1 of 2)

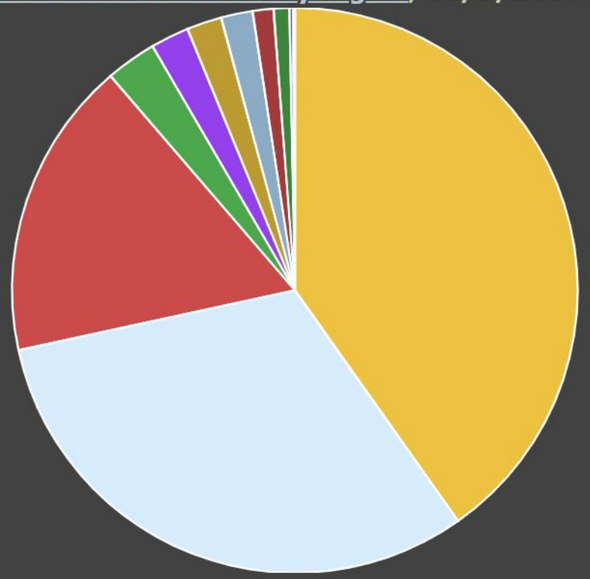
Sales and activations by region, 12/1/2017 to 1/1/2018



Country	Units	Percent of Units	Mac Units	Linux Units
China	22,161	43%	849	30
United States	14,579	28%	940	86
Canada	2,670	5%	145	12
United Kingdom	2,383	5%	119	13
Germany	1,553	3%	38	26
Australia	1,356	3%	91	10
Sweden	623	1%	25	6
Netherlands	575	1%	24	4
Russian Federation	513	1%	16	8
Norway	452	1%	11	10
Other	4,647	9%	185	46
Total	51,512		2,443	251

Localization (2 of 2)

Sales and activations by region, 12/1/2018 to 1/1/2019



Country	Units	Percent of Units	Mac Units	Linux Units
China	25,806	30%	893	21
United States	23,558	27%	1,251	184
Korea, Republic of	4,457	5%	49	1
France	4,107	5%	142	46
Canada	3,775	4%	181	30
Japan	3,273	4%	93	5
United Kingdom	3,066	4%	127	26
Germany	2,496	3%	65	45
Russian Federation	2,253	3%	63	16
Australia	1,557	2%	94	10
Other	12,699	15%	410	133
Total	87,047		3,368	517

Hardware Compatibility
(play it your way!)

- MacOS (4%) + Linux (0.5%)
- 15% of users have <4GB RAM
- 5% of users have <2Ghz CPU speed
- 13% of users run the game at 1366x768 resolution
- Controller Support

~The Future~

Play it on all the things!
(there's no escape)

...and Thank YOU for Playing!

Q&A