



Big Bucks for
BITS AND BYTES

A holistic approach to F2P monetization



Lecture
OVERVIEW

Speaker Details

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Gameforge Productions



What to Expect

Monetization in F2P Games

A few current approaches

A look at the user experience

A bag of tips and advice



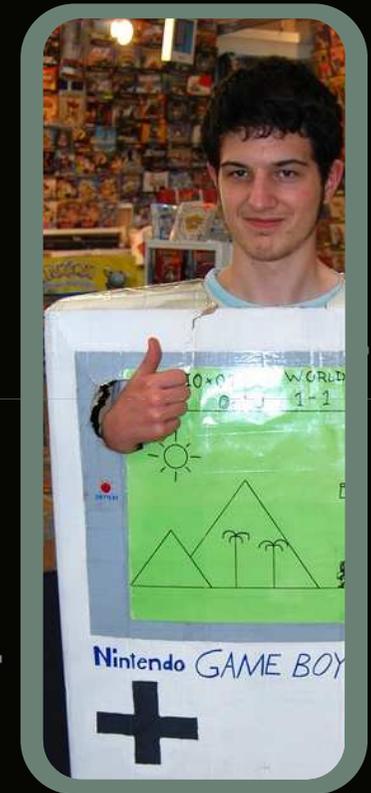
Presentation Goals

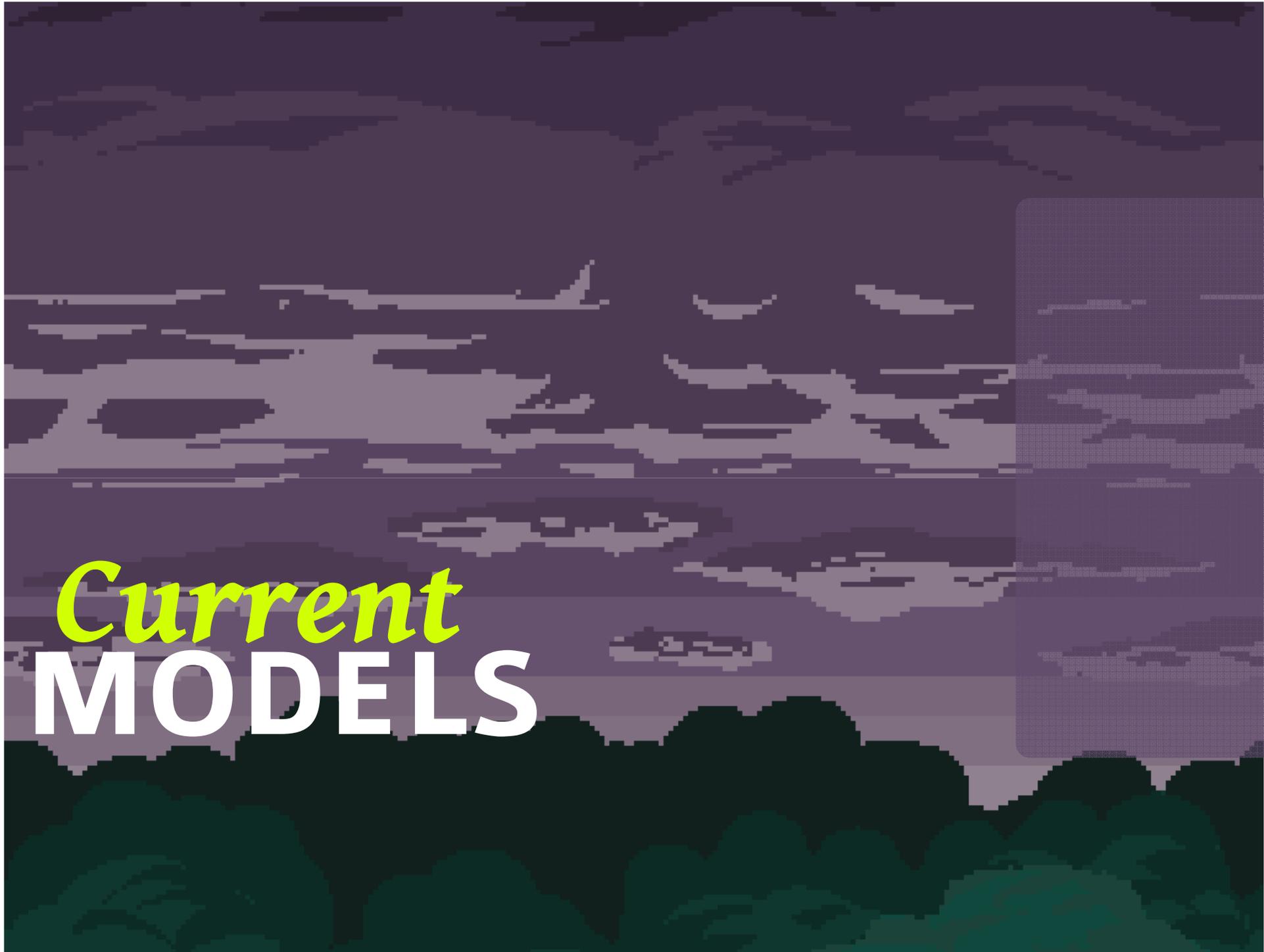
My goals are...

Designers: Ideas and approaches

Companies: Increased revenue

Users: Better experience



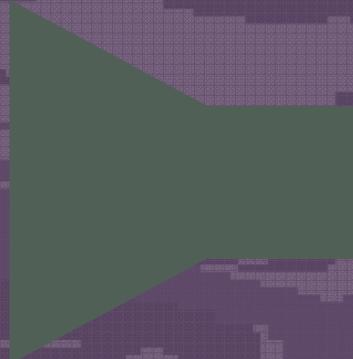


Current MODELS

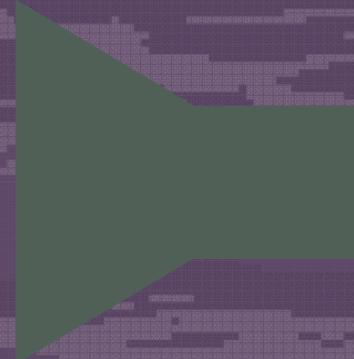
Lifetime Overview



Visitor



User

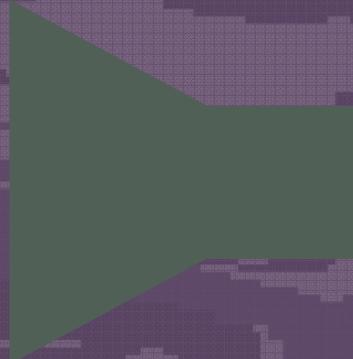


Payer

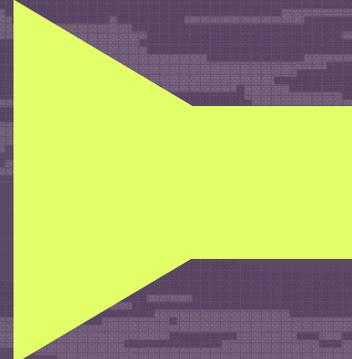
Lifetime Overview



Visitor



User



Payer

The Simple Approach



User

+

?

=



Payer

The Simple Approach



User

+



Product

=

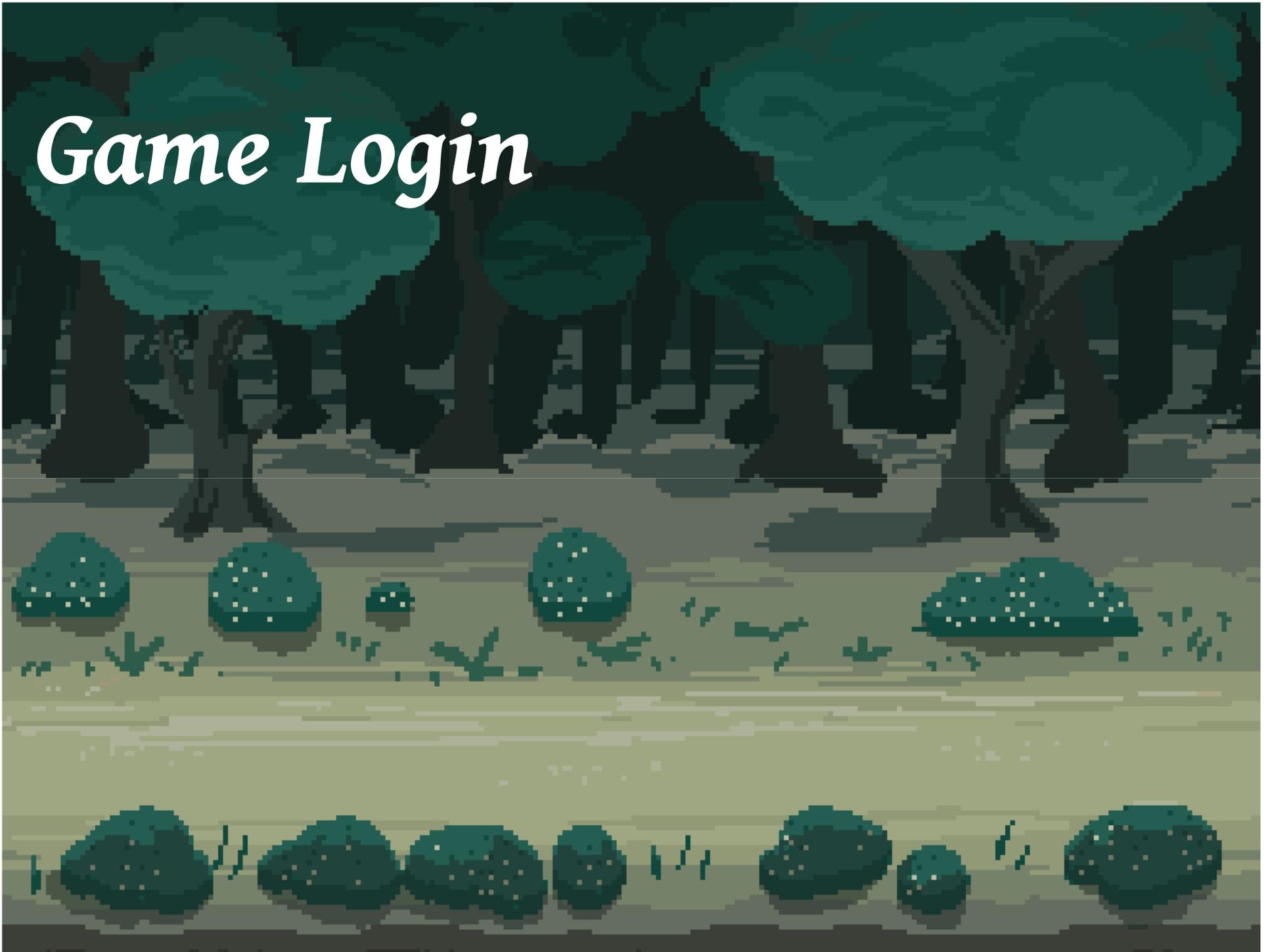


Payer



Worst Case
USER STORY

Game Login



Game Login



Mary Johnson

Game Login



Big Mick

Game Login

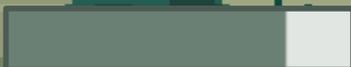


ShadowBlade666





New Item





+15 DMG

A pixel art illustration of a forest scene. In the center, a white speech bubble contains the text "On Sale!". To the left, a purple-skinned character with long hair and a sword stands on a path. To the right, a golden arrow points to a tombstone. The background features large green trees and a grey ground with small bushes.

On Sale!

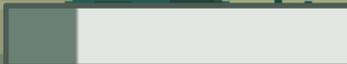
A pixel art illustration of a forest scene. In the center, a white speech bubble with a drop shadow contains the text "On Sale!". To the left, a character with long purple hair, wearing a pinkish-purple outfit and holding a sword, stands on a path. To the right, a brown, rounded tombstone is partially buried in the ground, with a golden arrow pointing down into it. The background is filled with dark green trees and bushes. In the bottom left corner, there is a small grey and white rectangular UI element.

On Sale!

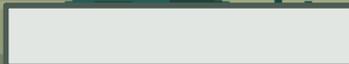
Payment



Payment



Shop



Shop



Holistic Model

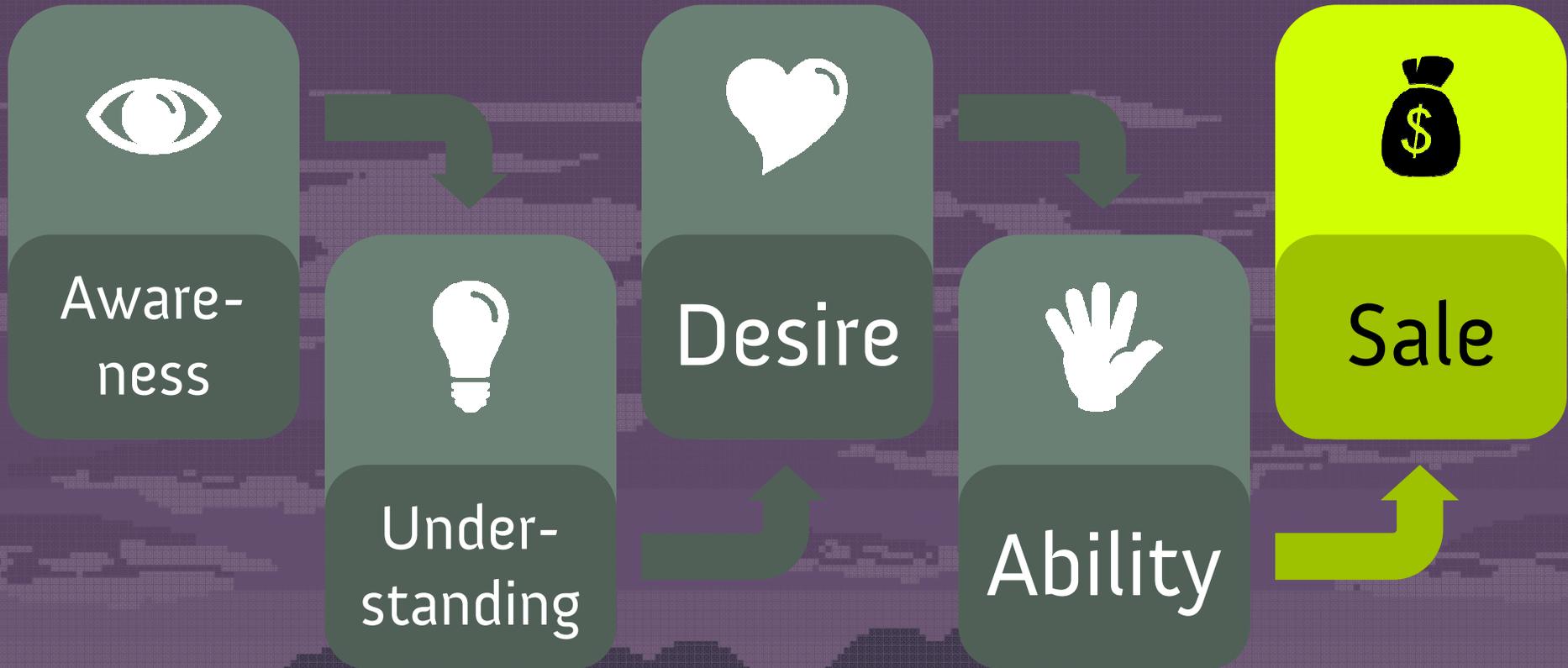
Extended approach

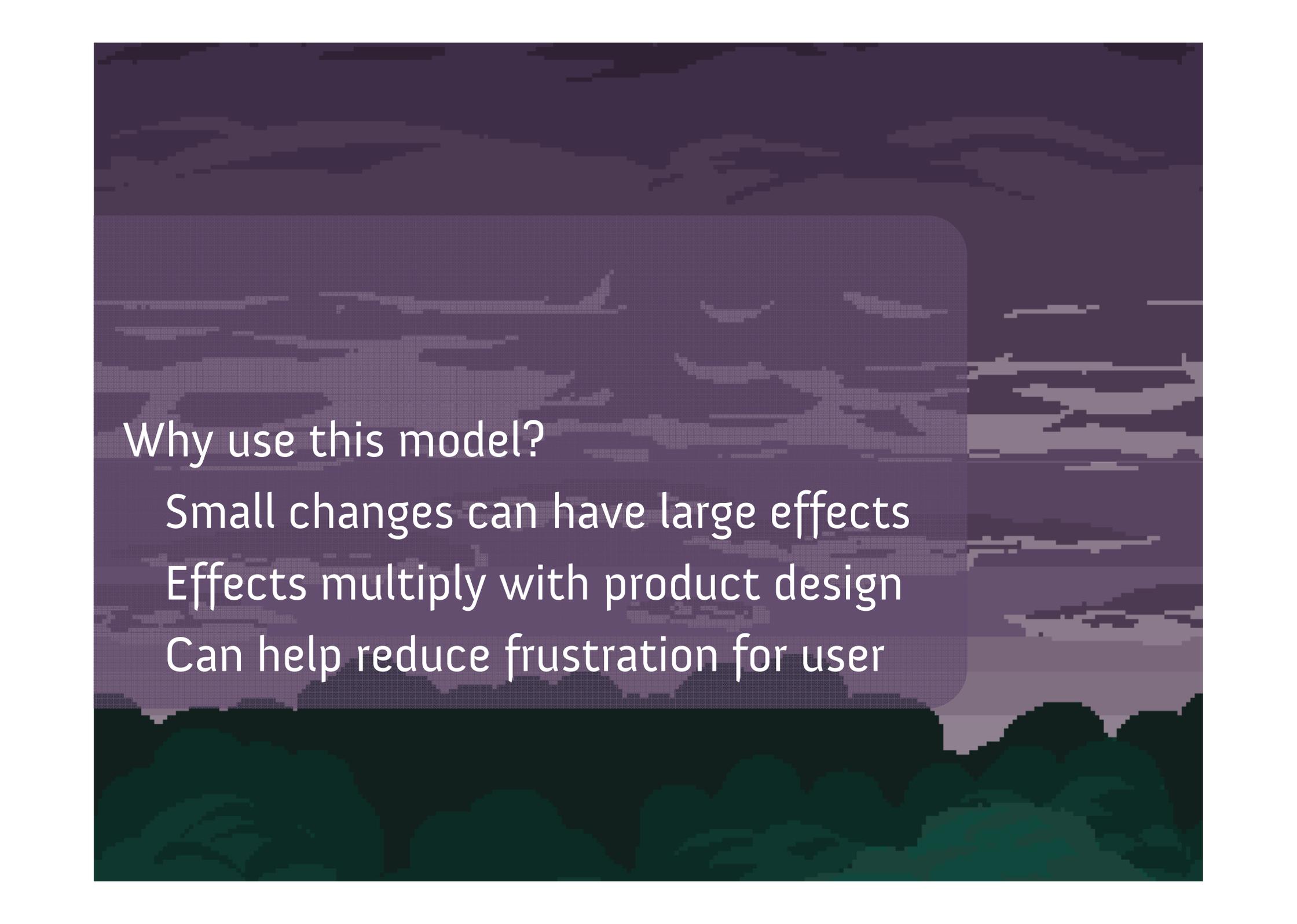
Be aware of entire process

The steps every user goes through

Make it as easy for players as possible

5-Steps





Why use this model?

Small changes can have large effects

Effects multiply with product design

Can help reduce frustration for user



Advice and
METHODS



New Item

Awareness

Make product visible

Player needs to be aware of existence

Danger of being too intrusive



Awareness methods

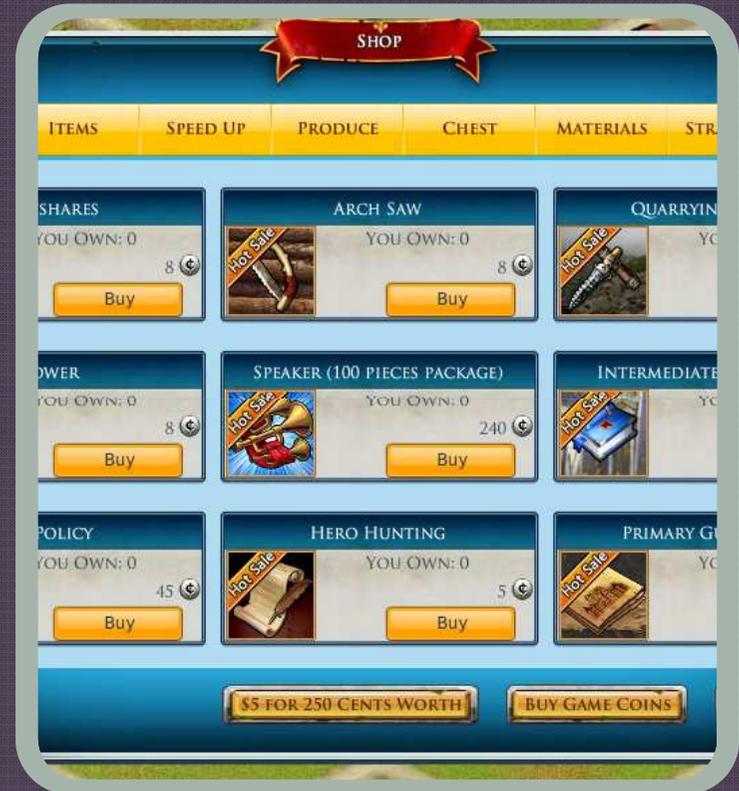
Shop

Advertising

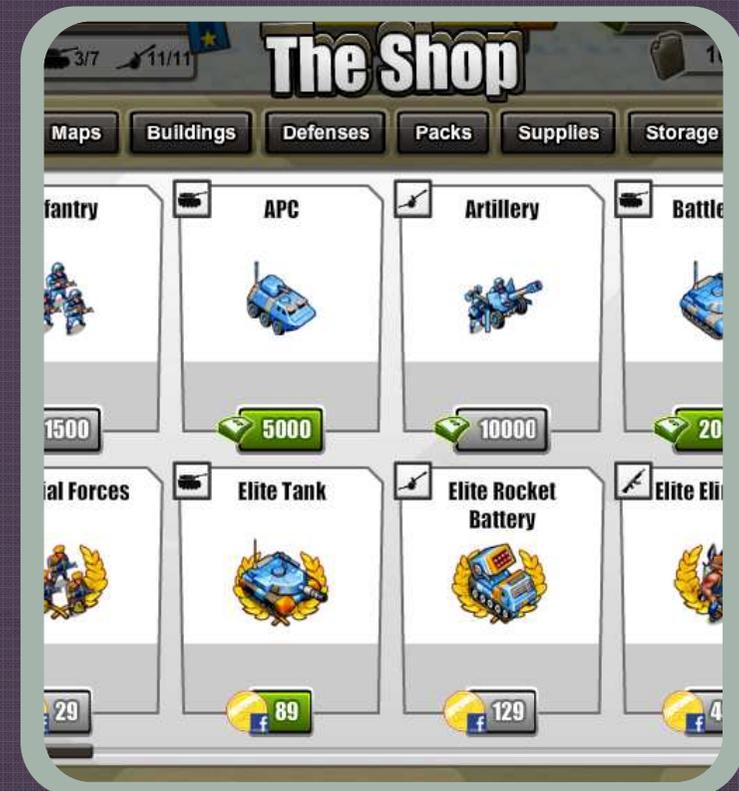
Embedded products

Other players

Shop



Mixing premium with non-premium
Non-payer sees products
Products are comparable
Makes premium transparent



Increase visibility of shop

Don't hide the option

Lead player into it

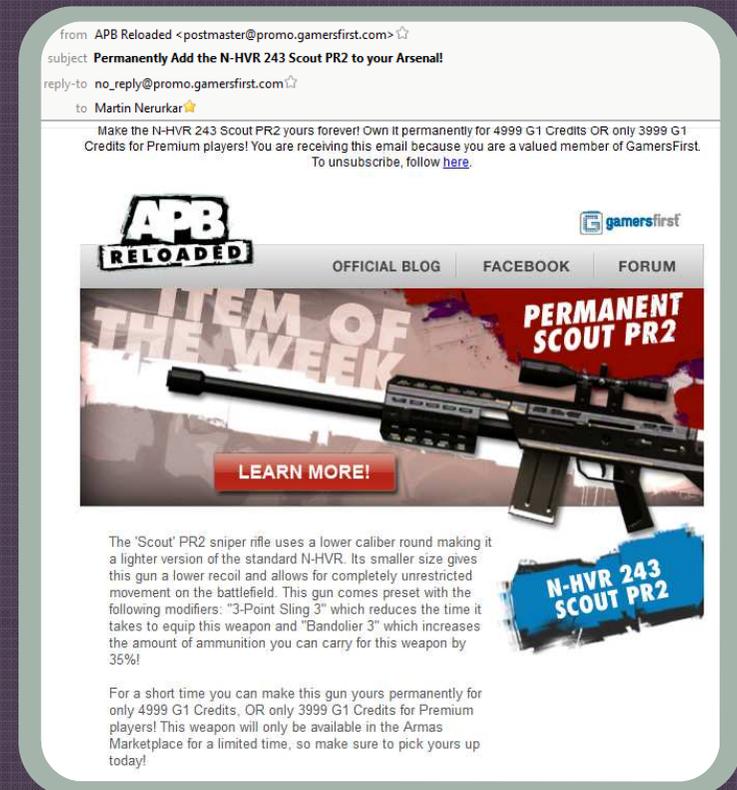
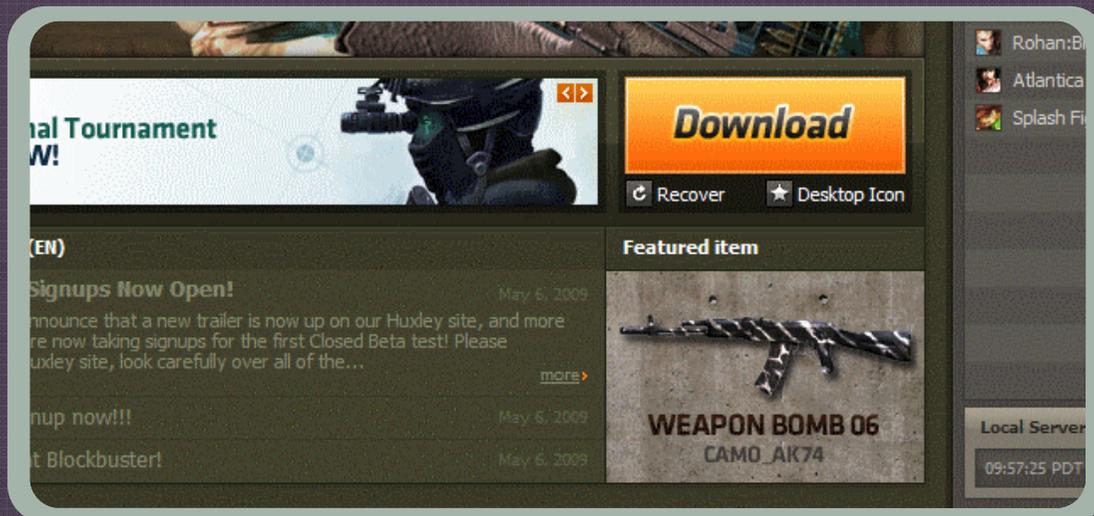
Highlight to attract attention



Advertisement



Ads can be used in many locations
Loading screen, launcher, website...
Can be obnoxious
Can break immersion



Ad space needs to remain interesting
Mix in regular game infos
Refresh content frequently
Can be personalized with special offers



Awareness recap:
Advertising
Shop





+15 DMG

Understanding

Explain product functionality

Makes benefit to player clear

Some items are more intuitive than others



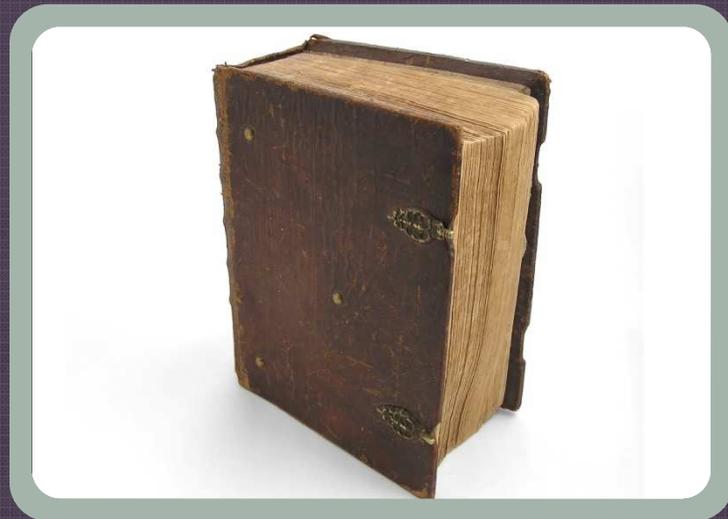
Understanding methods

Tutorial

Demo products

Help text

Tutorial



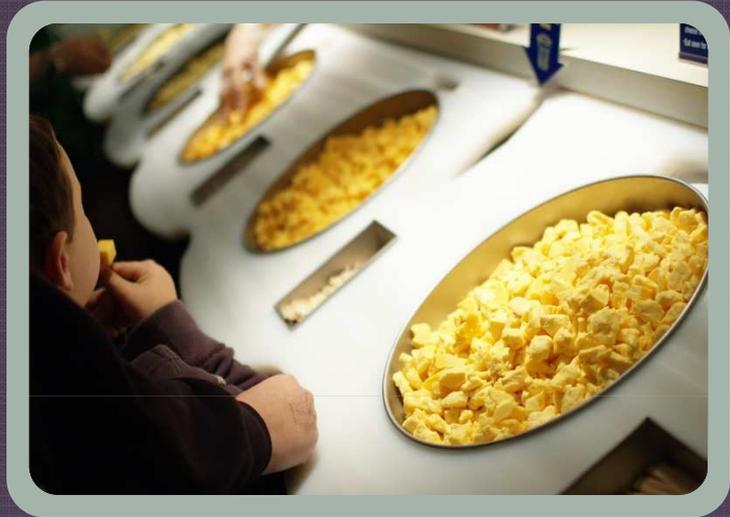
Can explain complex context

Requires significant work

Useful for very desirable items



Demo Products

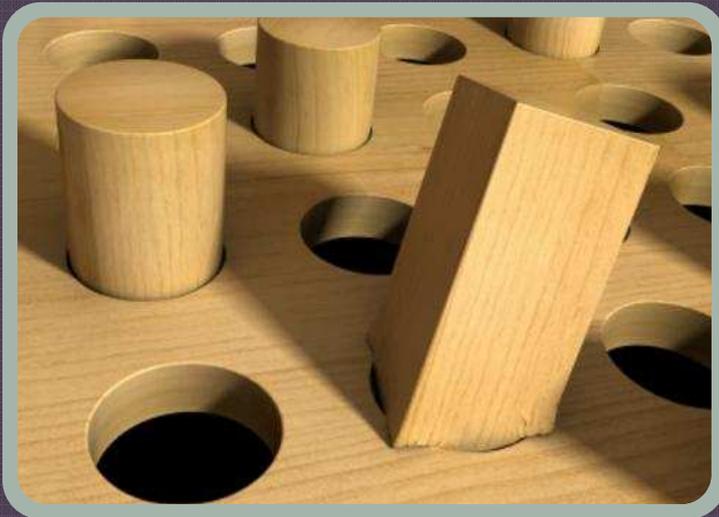


Is very effective

Player is aware of existence

Using item makes its value well understood

High desire items can give a taste



Understanding recap:
Tutorial
Demo products





On Sale!

Desire

Increase value of product

Value only perceived

Mostly based on functionality
and artificial scarcity



Desire methods

Events

Price

Virtual physicality (items)

Duration

Events



Types of limitation

Limited number

Limited sale duration

Limited availability



Pfau	Löwe	Löwin
		
AUSVERKAUFT	nur 2.340 übrig	nur 4.199 übrig
Füttern in: 1 Tag Ertrag: 75 XP: 32/45	Füttern in: 3 Tagen Ertrag: 233 XP: 110/140	Füttern in: 2 Tage Ertrag: 181 XP: 70/120
 Kaufen	 25 Kaufen	 20 Kaufen

Very effective

Limited special/unique items

Limited payment bonuses

Limited ingame discounts



Advantages of artificial scarcity

Increased perceived value

Reduced time for judgement

Feeling of missing out

The image displays a collection of promotional banners for a sale. The banners are arranged in a grid-like fashion. The top row features four banners, each with a different product and discount: a space-themed item (-75% off, \$9.99), a character in a yellow suit (-50% off, \$19.99), a character in a blue and gold outfit (-75% off, \$4.99), and a red mouth with white teeth (-75% off, \$3.75). The bottom row features three banners: a grey cube-like object (-75% off, \$3.74), a central banner with the text 'TODAY'S DEALS NEW DEALS EACH DAY' and 'TIME REMAINING FOR TODAY'S DEALS 20:29:41', and a banner with a blue horse and a purple top hat (-60% off, \$7.99). The banners are set against a dark background with a subtle pattern.

Pricing



Price is closely linked to value

Free products are seen as worthless

High prices create a feeling of quality

High prices reduce availability



The screenshot shows the Amazon.com interface for a jewelry product. At the top, it says "amazon.com" and "Hello, Martin Nerurkar. We have recommendations for you. (Not Martin?)". Below that are navigation links for "Martin's Amazon.com", "Today's Deals", "Gifts & Wish Lists", and "Gift Cards". A search bar contains the word "Jewelry". A category menu below the search bar lists "Jewelry", "Diamonds", "Gemstones", "Silver", "Gold", "Pearls", "Wedding & Engagement", and "Jewelry Classics". The main product listing is for a "Canary & White Diamond 18k Two-tone Gold Vintage Antique Style Engagement Ring". It features a large image of the ring, a "Be the first to review this item" button, and a price of "\$41,070.00". The status is "In Stock" and it is shipped and sold by "Firenze Jewels, Inc.". Below the product listing, there is a section for "Special Offers and Product Promotions" with a bullet point for "Six-Month Financing": "Make any purchase on Amazon totaling \$149 or more using the Amazon Card. Interest will be charged to your account from the purchase date if not paid in full within 6 months. Minimum monthly payments required. 1-Click and phone orders not eligible. See restrictions."



Prices are relative

Products are bargain only compared to others

Keep in mind the prices of all products

Look at the prices of your competitors



Adjusting prices later on is difficult

Start with high prices (careful!)

Test your prices as soon as possible

Add new, better items and remove old



Desire recap:

Events

Price



Payment



Ability

Easy access to product

Step 1: Payment

Step 2: Shopping

Relevant for first payers



Ability methods

Payment Options

Starting Bonus

Shop Design

Payment Options



Get Facebook Credits

 **Buy Facebook Credits**
Current Balance: 0 Credits · [Terms Apply](#)

How many credits would you like to add to your account? USD

- 50 Credits for \$5.00 USD
- 105 Credits for \$10.00 USD 5% bonus
- 550 Credits for \$50.00 USD 10% bonus
- 1,120 Credits for \$100.00 USD 12% bonus
- 2,360 Credits for \$200.00 USD 18% bonus

Paying with PayPal · [Change](#) Cont

Provide variety

Countries favor different methods

Weigh options based on revenue

The screenshot shows a payment selection interface for a product named 'Ambrosia'. It is divided into two main sections, labeled '2' and '3'.

Section 2: Top payment methods (10 Ambrosia free)

- PayPal
- Credit Card (with VISA logo)
- paysafecard
- Direct Debit (with a green checkmark)
- Instant bank transfer (with giro pay logo)
- Moneybookers
- Bank transfer
- ClickandBuy

Summary/Order Details:

- Offer: 100 Ambrosia
- Bonus: + 10 Ambrosia
- Payment method: Direct Debit
- Price: 9.99 €

Section 3:

- 100 + 10 Ambrosia for 9.99 €
- Shopping cart icon and arrow

Starting Bonus



Starting hard currency

Player will take a look at products

Wrong spending can be frustrating



Ability recap:
Payment Options
Starting Bonus



Shop







Lecture
TAKEAWAY

Wrapup



Five steps to...

...improve

...be more profitable

...create a smoother experience



The
END

Questions?

Available for hire or contract

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