

# Hey!

# You should play this!

Jussi Laakkonen  
CEO & founder, Applifier

*"This is the most  
promiscuous app  
audience in the  
history of mankind"*



**Bing Gordon**

VC @ Kleiner Perkins

Ex-Chief Creative Officer / EA

Connecting  
the Casual

(CC) Steve Lacey



## Request for Permission

CityVille is requesting permission to do the following:



### Access my basic information

Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.



### Send me email

CityVille may email me directly at  
· [Change](#)



### Post to my Wall

CityVille may post status messages, notes, photos, and videos to my Wall



CityVille



By proceeding, you agree to the [CityVille Terms of Service](#) and [Privacy Policy](#) · [Report App](#)

Logged in as

· [\(Not You?\)](#)

Allow

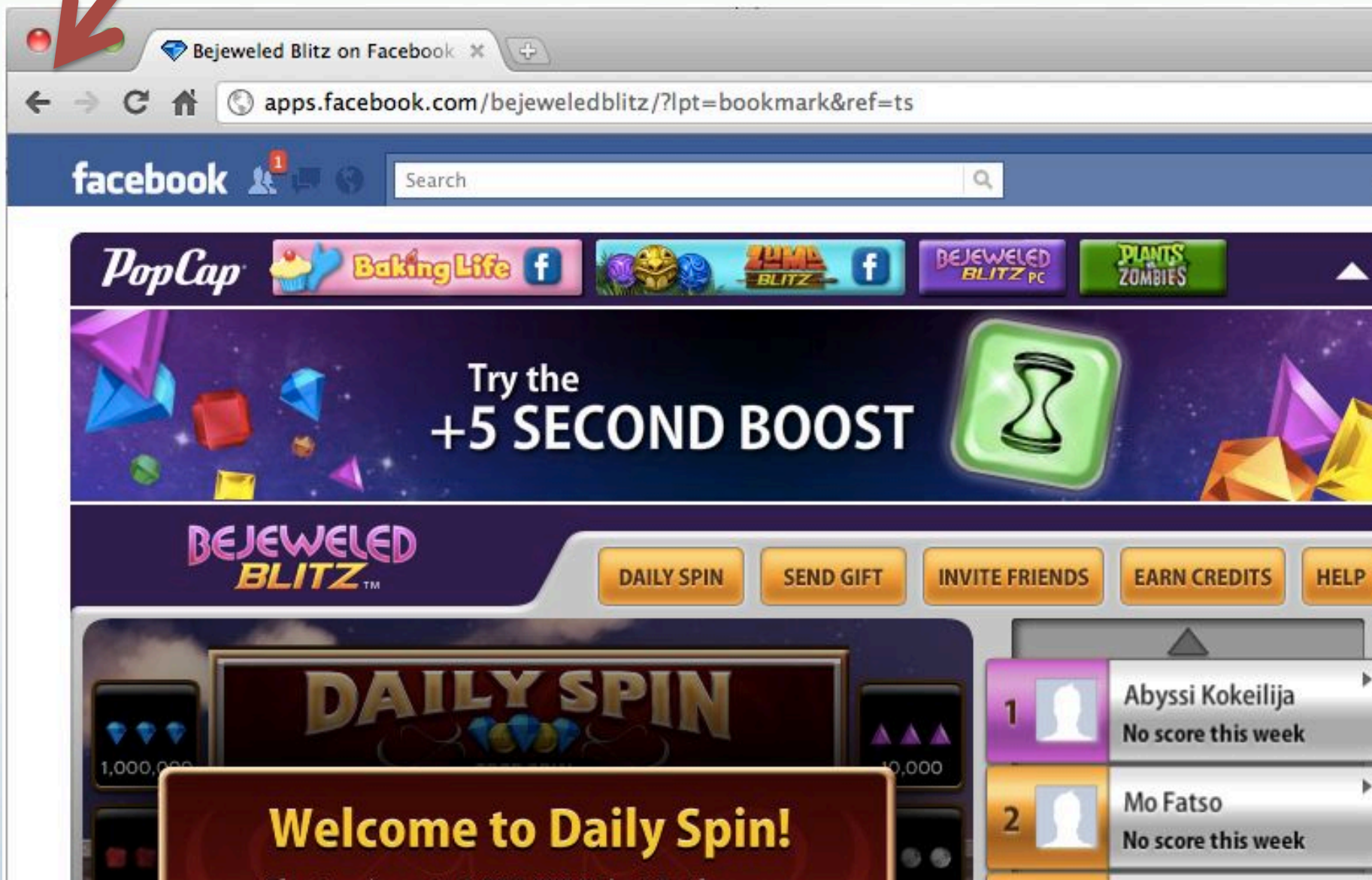
Don't Allow



Available on the  
**App Store**



# The enemy



The screenshot shows a web browser window with a single tab titled "Bejeweled Blitz on Facebook". The address bar displays the URL "apps.facebook.com/bejeweledblitz/?!pt=bookmark&ref=ts". The Facebook interface includes a search bar and a navigation bar with links to "PopCap", "Baking Life", "ZUMA BLITZ", "BEJEWELED BLITZ PC", and "PLANTS ZOMBIES". A large banner advertises a "+5 SECOND BOOST" with a green hourglass icon. Below the banner, the "BEJEWELED BLITZ" logo is visible, along with buttons for "DAILY SPIN", "SEND GIFT", "INVITE FRIENDS", "EARN CREDITS", and "HELP". The "DAILY SPIN" section features a large "DAILY SPIN" title and a "Welcome to Daily Spin!" message. On the right, a leaderboard shows the top two players: "Abyssy Kokeilija" and "Mo Fatso", both with "No score this week".

Bejeweled Blitz on Facebook

apps.facebook.com/bejeweledblitz/?!pt=bookmark&ref=ts

facebook

Search

PopCap

Baking Life

ZUMA BLITZ

BEJEWELED BLITZ PC

PLANTS ZOMBIES

Try the  
**+5 SECOND BOOST**

BEJEWELED BLITZ™

DAILY SPIN

SEND GIFT

INVITE FRIENDS

EARN CREDITS

HELP

DAILY SPIN

Welcome to Daily Spin!

1 Abyssy Kokeilija  
No score this week

2 Mo Fatso  
No score this week

# The enemy



**Trivial to try & switch.**

**Gazillion games.**

**How do you stand out?**

**Can you turn  
the enemy to a friend?**

**Distribution**

**App stores**

**Social**

**Advertising**

**Cross promo**

**Brand**

**Press**

**Viral**

**Organic**



Lots of traffic, scalable, predictable, doable

**Distribution**

**App stores**

**Social**

**Advertising**

**Cross promo**

# Advertising

Pay upfront as long as  $\text{cost} < \text{LTV}$

## First party

Best targeting options  
Most users available  
Stable  
Most expensive

Facebook ads

Apple & Google should  
make this as easy as FB

## Third party

Limited targeting  
Limited inventory  
Fluctuating quality  
Lot cheaper  
More flexible pricing/deals

Lifestreet Media  
AdMob  
Flurry  
Applifier

## Managed

Outsource the buying

Nanigans  
AdParlor  
Fiksu

## Incentivized

Banned on iOS. Android?  
Lower quality users  
Scalable

TapJoy

# Distribution

## No upfront risk, revenue share of LTV

### Distributors

- Non-exclusive
- Revshare of referred users
- No IP transfer
- Incremental revenue

- Applifier
- Openfeint
- Affiliate networks

### Portals/platforms

- Exclusivity varies
- Revshare on currency
- No IP transfer
- Integrated user experience
- Custom development
- Social sharing

- Mobage
- Papaya
- Kongregate

### Publishers

- Timed / full exclusivity
- Revshare on everything
- IP transfer (full/limited)
- Development funding (?)
- “Full service”
- Custom development

- 6waves
- RockYou
- Chillingo, Playfish / EA

# Social

## Free distribution through social network

### Facebook, Google+

Social sharing, invites

Virality is limited

K-factor < 0.3

Limited usefulness for iOS  
& Android – expect to  
improve

Maximize it. It's free.

### iOS

GameCenter = social 0.5

But it's free, use it.

Openfeint

Feature leader, big audience

Leverage it, it's free.

### Android

What social? =)

Openfeint

Feature leader, good start

Leverage it, it's free.

# App Stores

## If you win the lottery

### iOS

Pure awesomeness to get featured. Chances? Lousy.

Simple TOP list algorithm  
→ Use scalable sources to get to TOP list

Expect Apple to fix this

Genius?

### Android

Pure awesomeness to get featured. Chances? Better

Black box TOP listings  
Much harder to “game”

Rapid iteration on  
Android Market

### Facebook, Google+

FB killed the app directory  
Google+ 's future unclear



# Cross promotion

## Free distribution through sharing traffic

### Own portfolio

Superb economies of scale

User LTV = LTV(game) \* N

Costs = Cost(user) \* 1

Need many successful games

Only for biggest companies

### Cross promo network

Improved economies

User play other games anyway

No costs

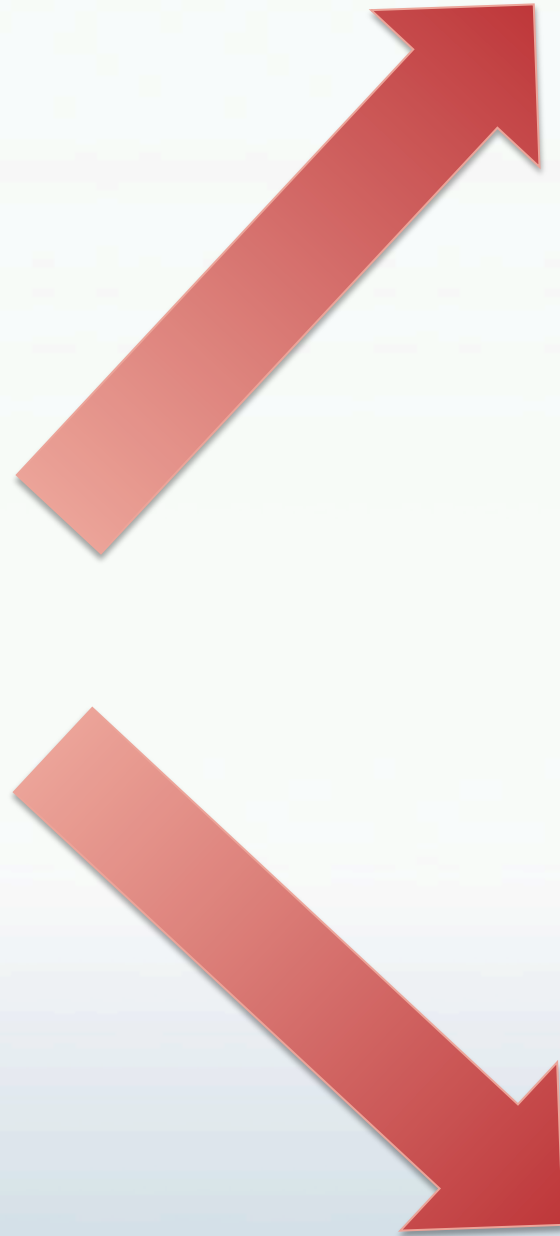
One game is enough

Anybody can use it

Incremental to all other user acquisition

**Ad prices**

**Virality**  
(if any)

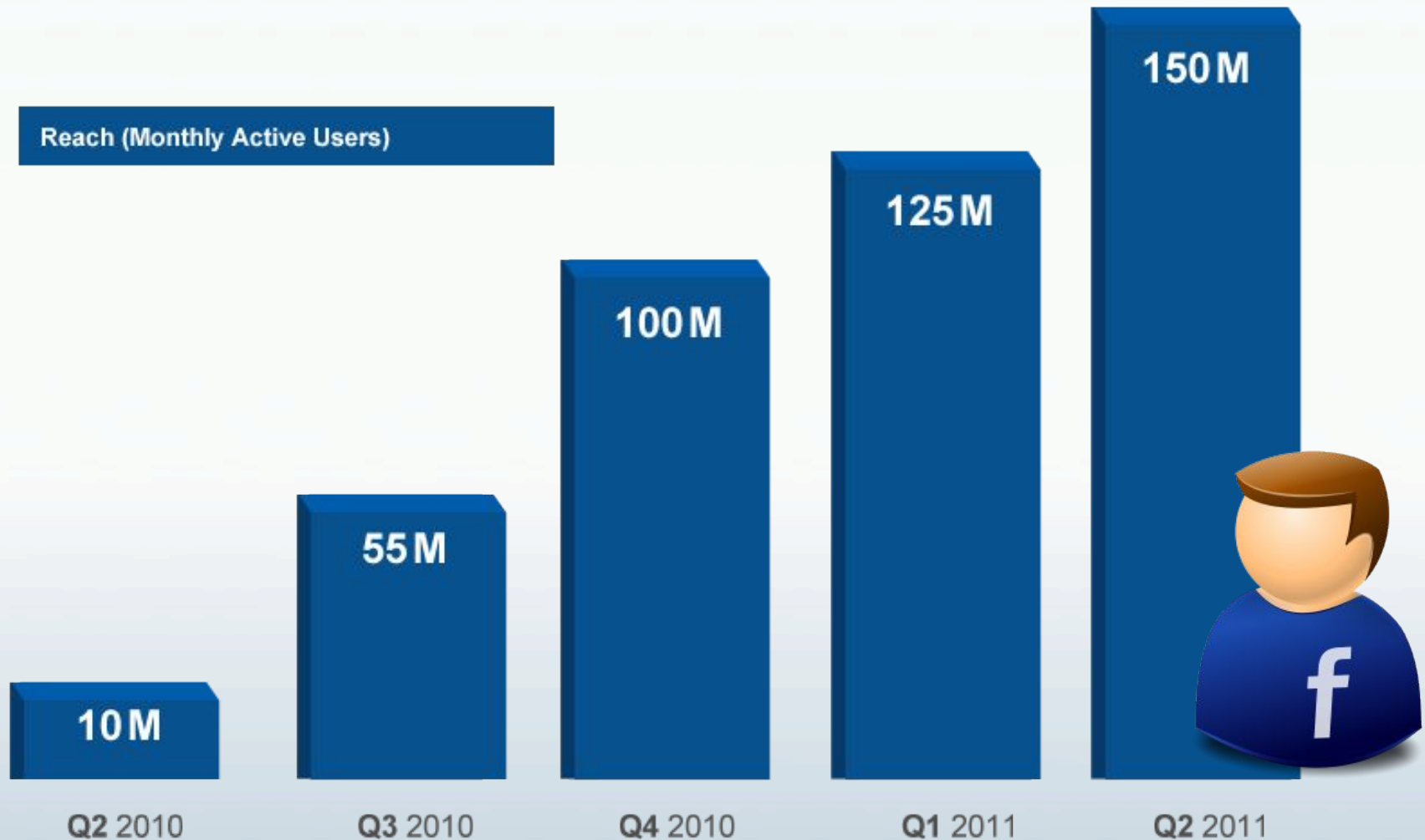


# Get new users for free

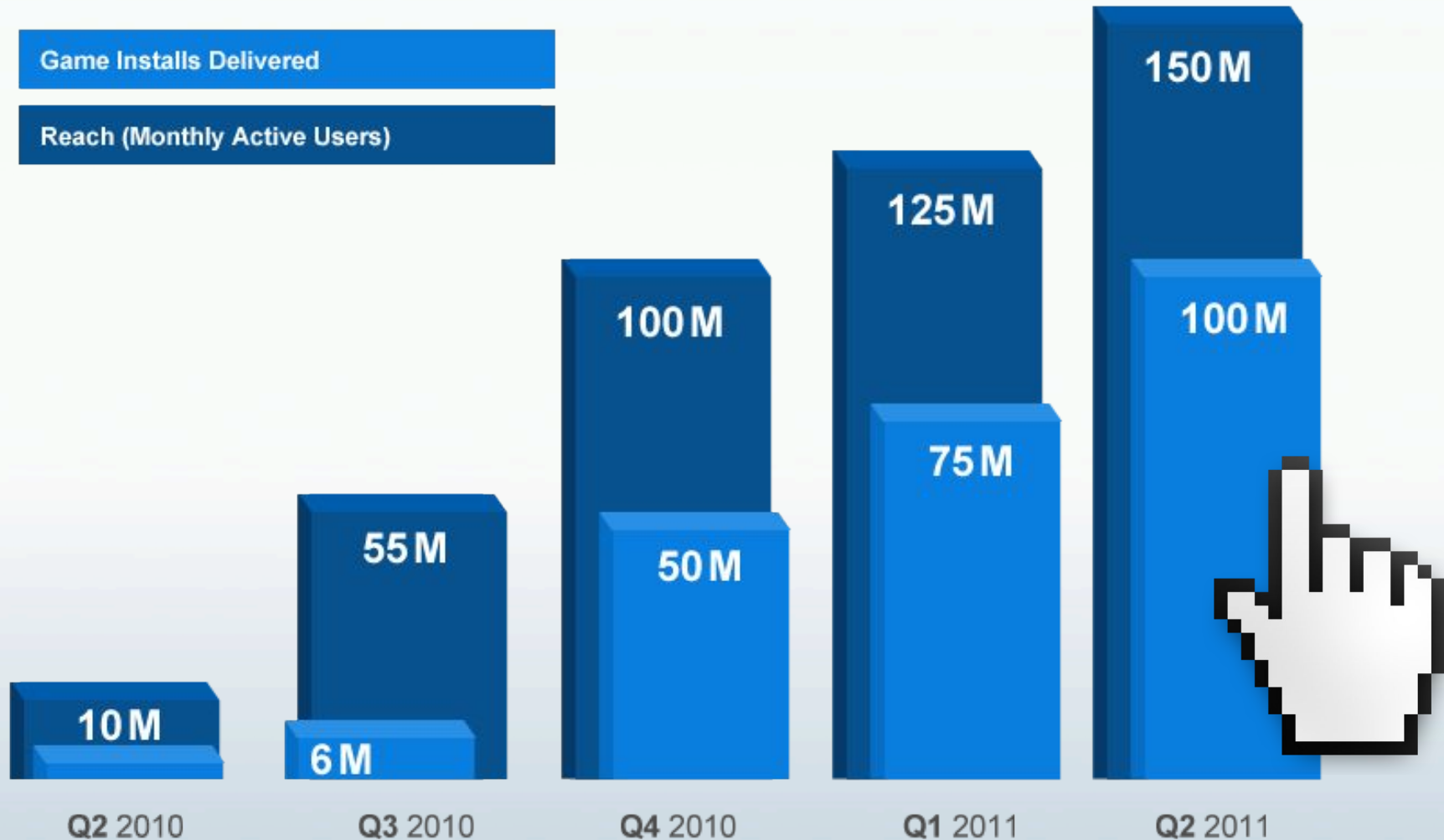


Hey, you like games.  
How about some more?

# Works for publishers



# Users want games

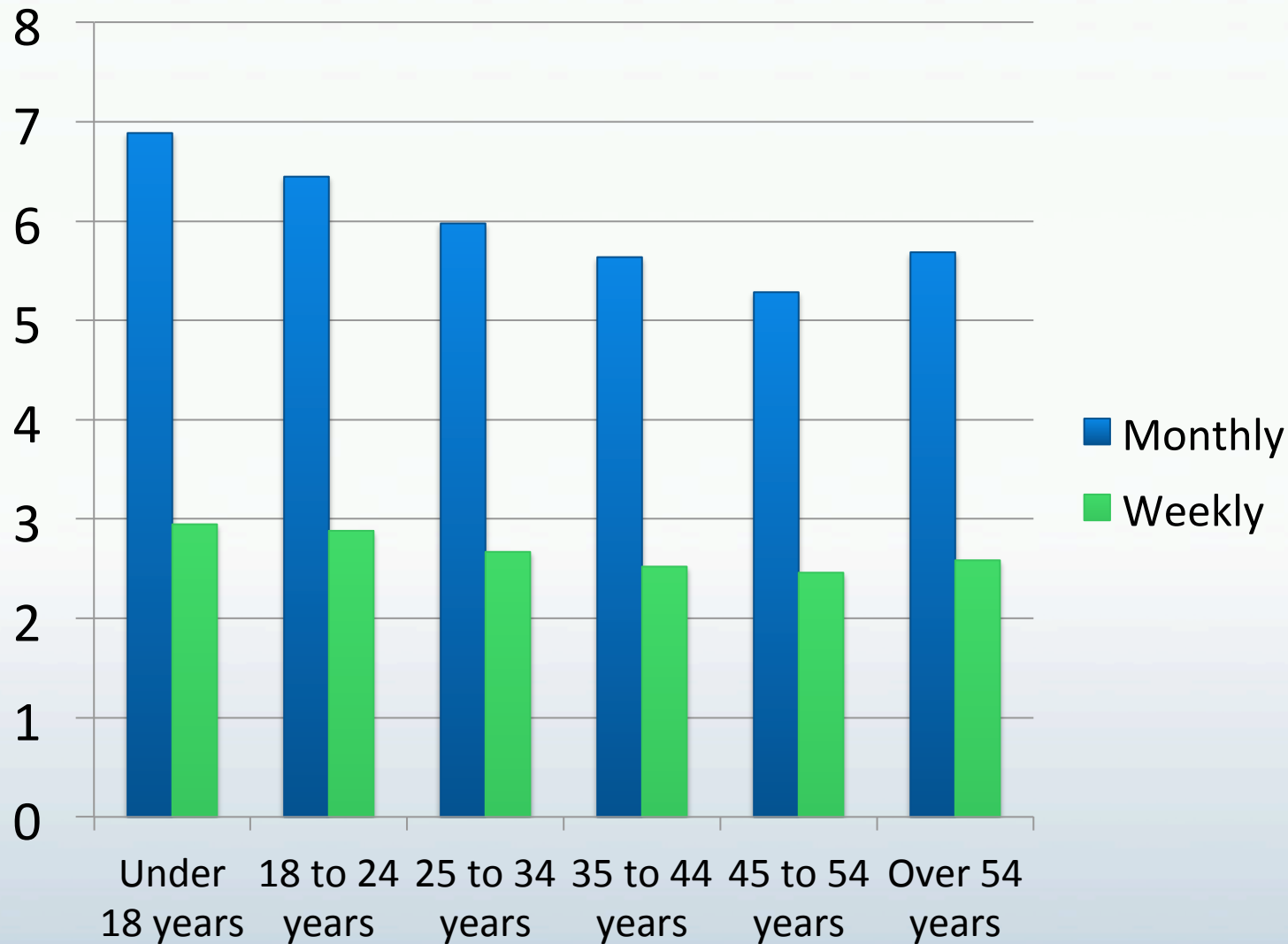




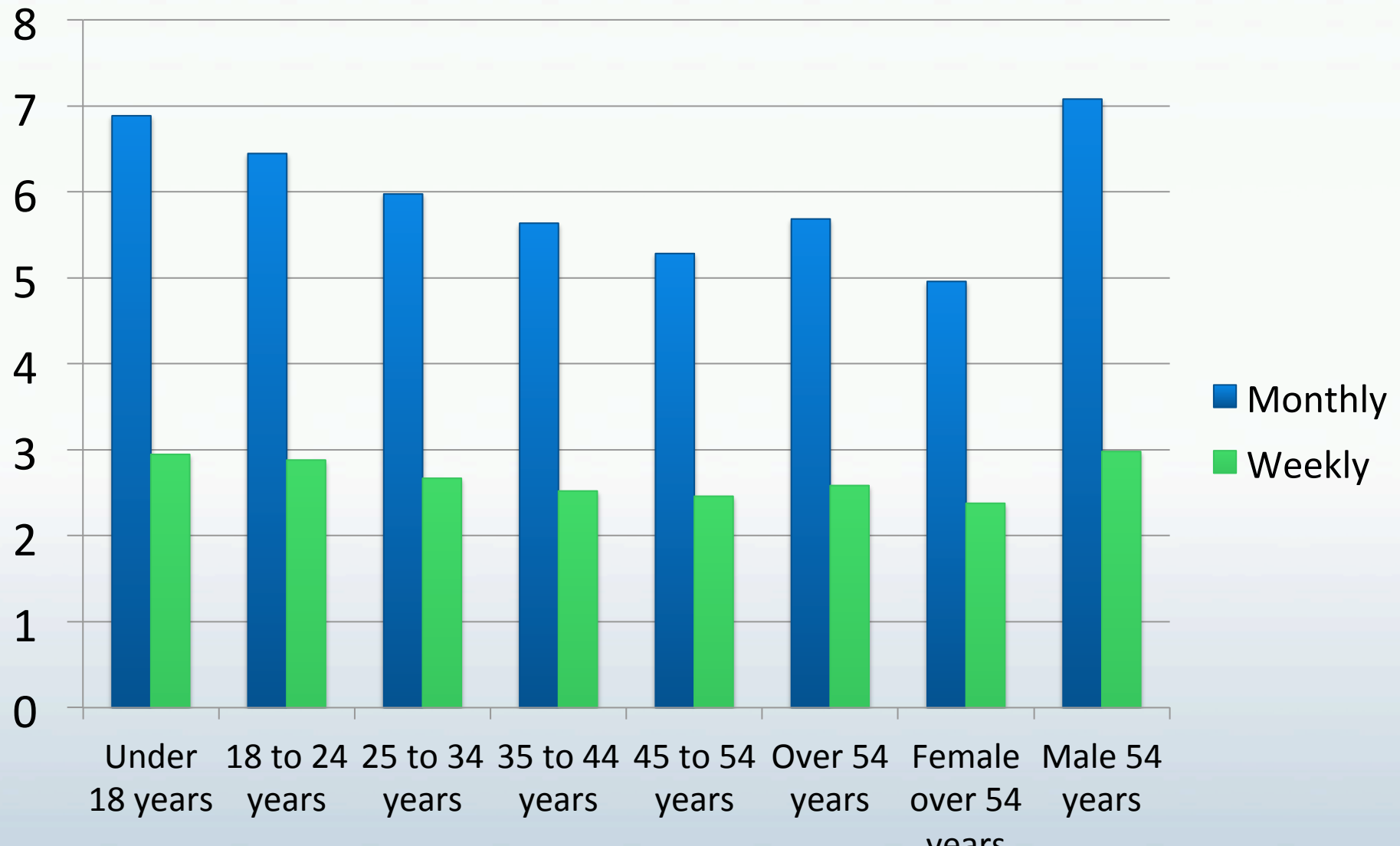
# Average 6 games / month



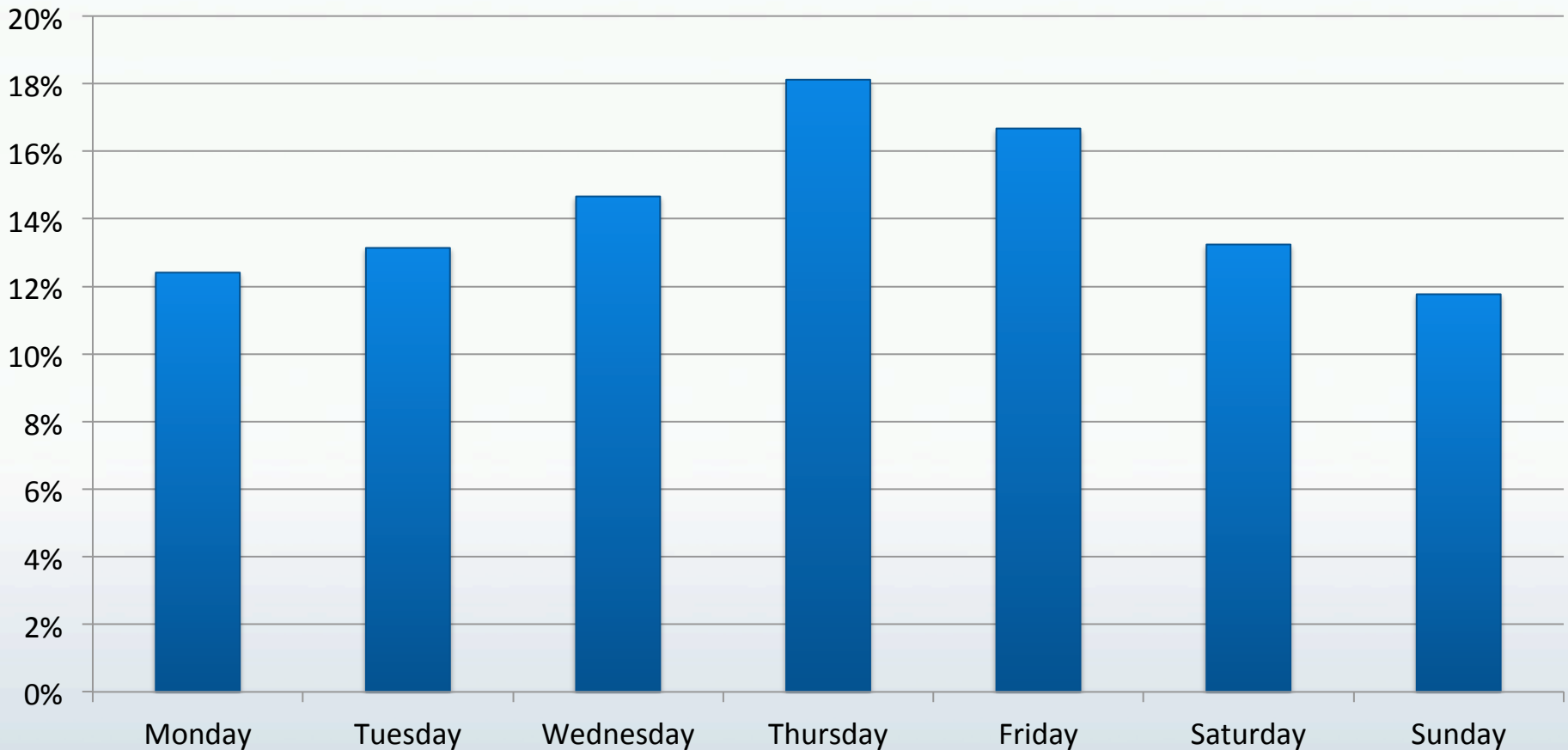
# Younger = more games



# Old men with time to spare?



# More people try new games Thursday-Friday



Note: % of new users per weekday of total new users over a week.  
Days are UTC.

# Tips for high performing ads

Clear value proposition

Brand

Faces

Colors

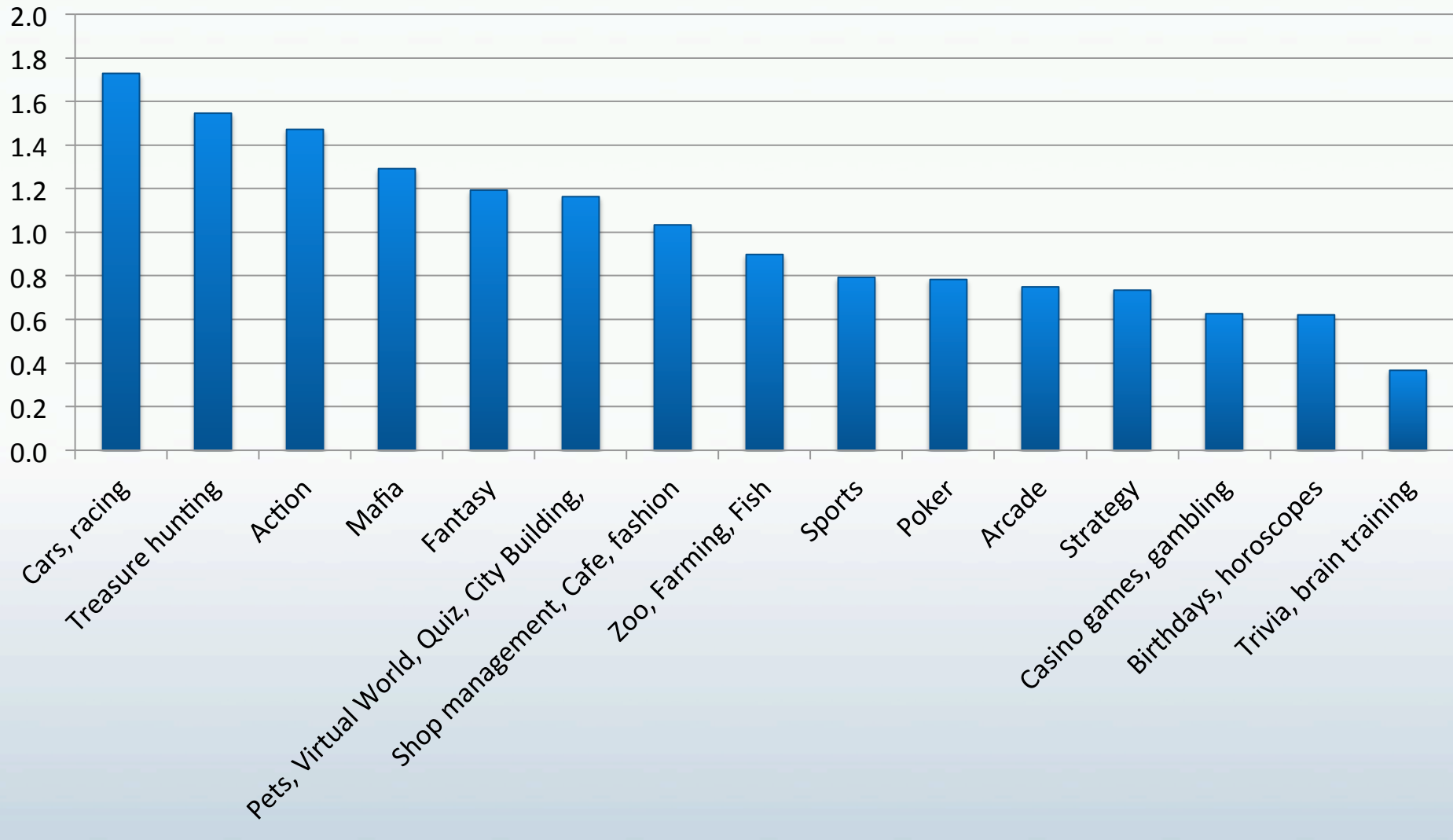
Unexpected

Freshness



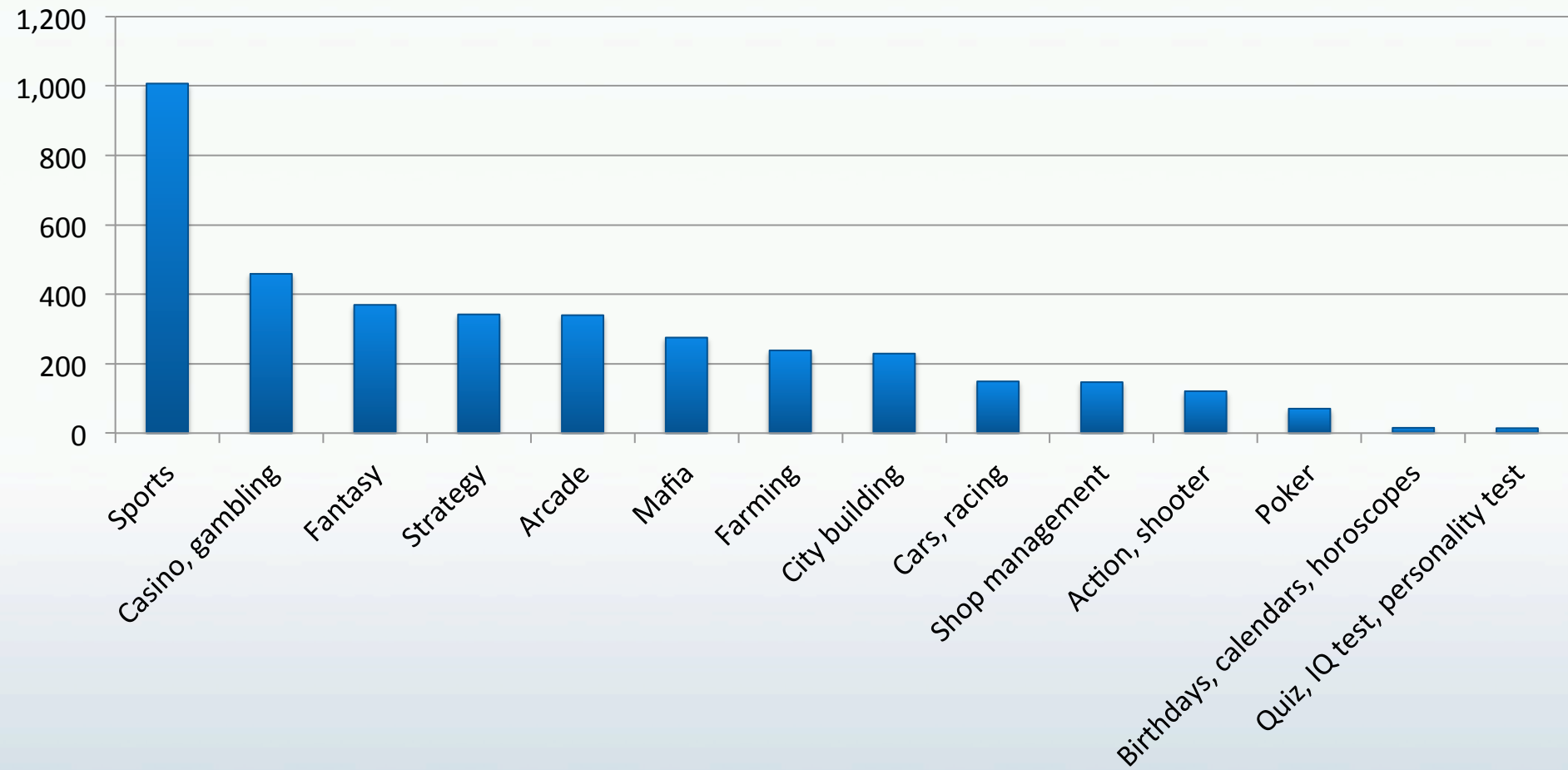
# Genres with best ad CTR

(compared to average CTR)



# Most addictive genres

(average # of sessions per game in genre)



Note: # of sessions is internal metric, not directly same as game sessions  
Data may be skewed due to certain games reloading pages often

# 1. Metrics

Don't fly blind

Double down on best channels

## **2. Diversity**

Don't rely on one channel  
Experiment

# 3. Scalable

Put your resources  
into channels that scale

Play the lottery,  
but don't depend on it



## **4. Own or outsource**

Either dedicate real resources  
or get a publisher  
It's a marathon

## **5. Think big**

Leverage success to new titles

Build a portfolio or borrow one  
with cross-promotion

# Get new users for free



 iPhone



**applifier** )))

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