

Balancing Revenues with User Experience

Free-to-play lessons from the new mobile leaders

Intro



Chartboost 
Director Europe

1999 Online



2001 Mobile



2006 Browser f2p



2009 iOS p2p



2011 Mobile f2p

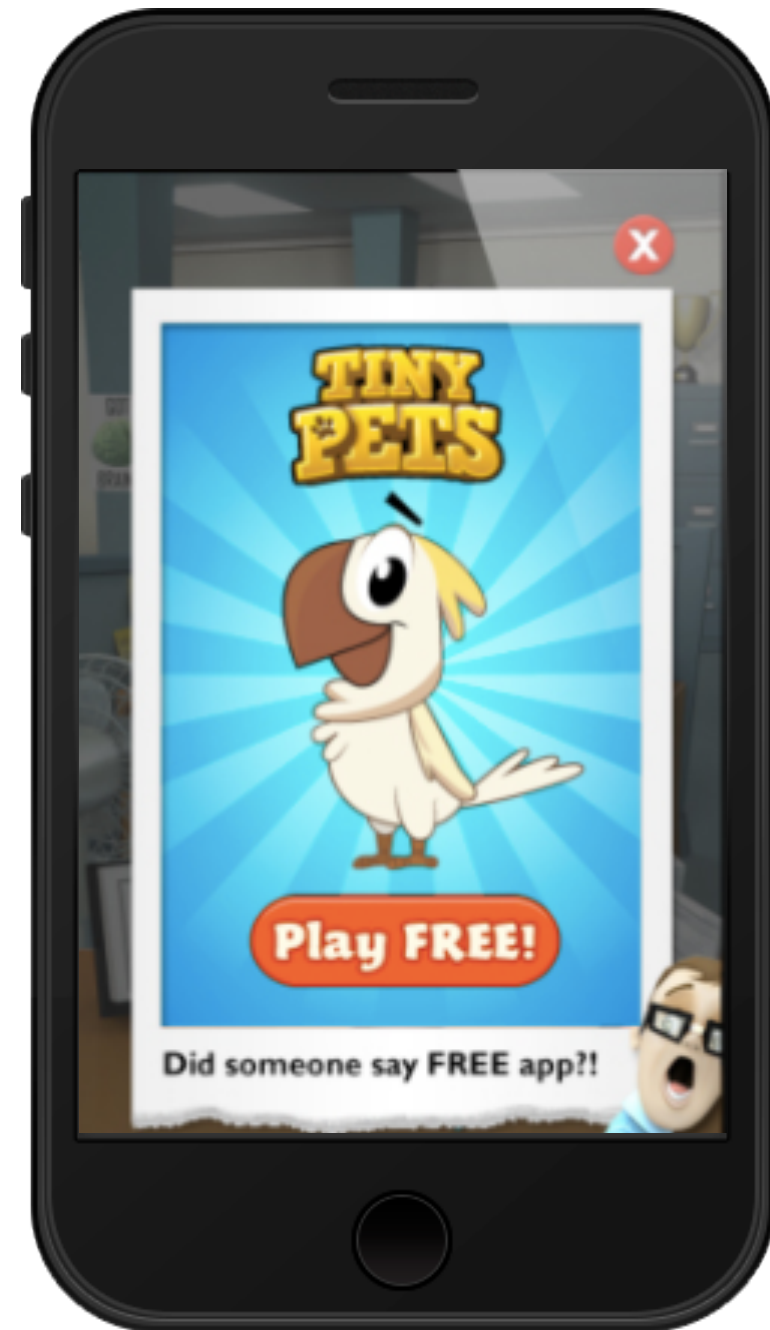


ex



The Advertising Model

Engaging Formats



Placement and frequency



Date	App Name	Ad Location	OS	CTR Delivered
2013 Aug	My Horse	Default	iOS	9.77%
2013 Aug	My Horse	post_muck	iOS	11.94%
2013 Aug	My Horse	post_paddockcare	iOS	8.28%
2013 Aug	My Horse	post_groom	iOS	12.34%
2013 Aug	My Horse	post_treating	iOS	13.73%
2013 Aug	My Horse	post_feed	iOS	12.14%
2013 Aug	My Horse	post_launch	iOS	9.49%



Cross-promotion: Explore specific locations to promote your own content

Ongoing optimization



Example report: Apps Advertised by Get Set Games

Apps	Impressions	Clicks	Installs	Money Earned	CTR	i-rate	eCPM
	1,604,485	181,403	4,275	\$6,505	11.3%	2.4%	\$4.05
	1,566,964	148,267	7,859	\$10,049	9.5%	5.3%	\$6.41
	1,300,644	152,719	30,189	\$42,265	11.7%	19.8%	\$32.50
	1,135,991	195,393	10,586	\$14,820	17.2%	5.4%	\$13.05
	760,534	73,276	3,467	\$5,686	9.6%	4.7%	\$7.48
	756,662	76,706	1,332	\$1,982	10.1%	1.7%	\$2.62
	713,960	62,967	2,822	\$7,902	8.8%	4.5%	\$11.07
	697,408	90,443	3,292	\$477	13.0%	3.6%	\$0.68
	467,286	48,067	2,280	\$2,407	10.3%	4.7%	\$5.15
	437,384	64,717	909	\$318	14.8%	1.4%	\$0.73
	434,573	65,432	2,805	\$5,610	15.1%	4.3%	\$12.91
	336,212	31,471	1,402	\$1,562	9.4%	4.5%	\$4.65
	4,218,186	507,329	24,416	\$20,787	12.0%	4.8%	\$4.93
	14,430,289	1,698,190	95,634	\$120,370	11.8%	5.6%	\$8.34

A network is a powerful asset



A network is a powerful asset

Outfit7
fun delivered.



A network is a powerful asset

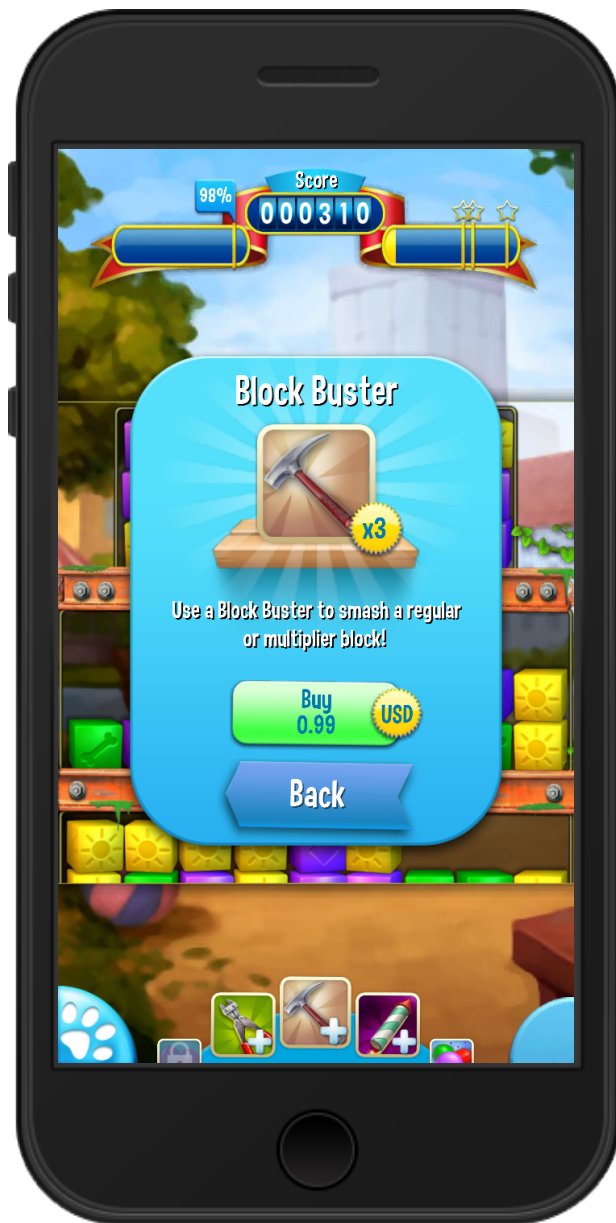




2

The IAP leaders

Integration with Gameplay



Consumables when you need them

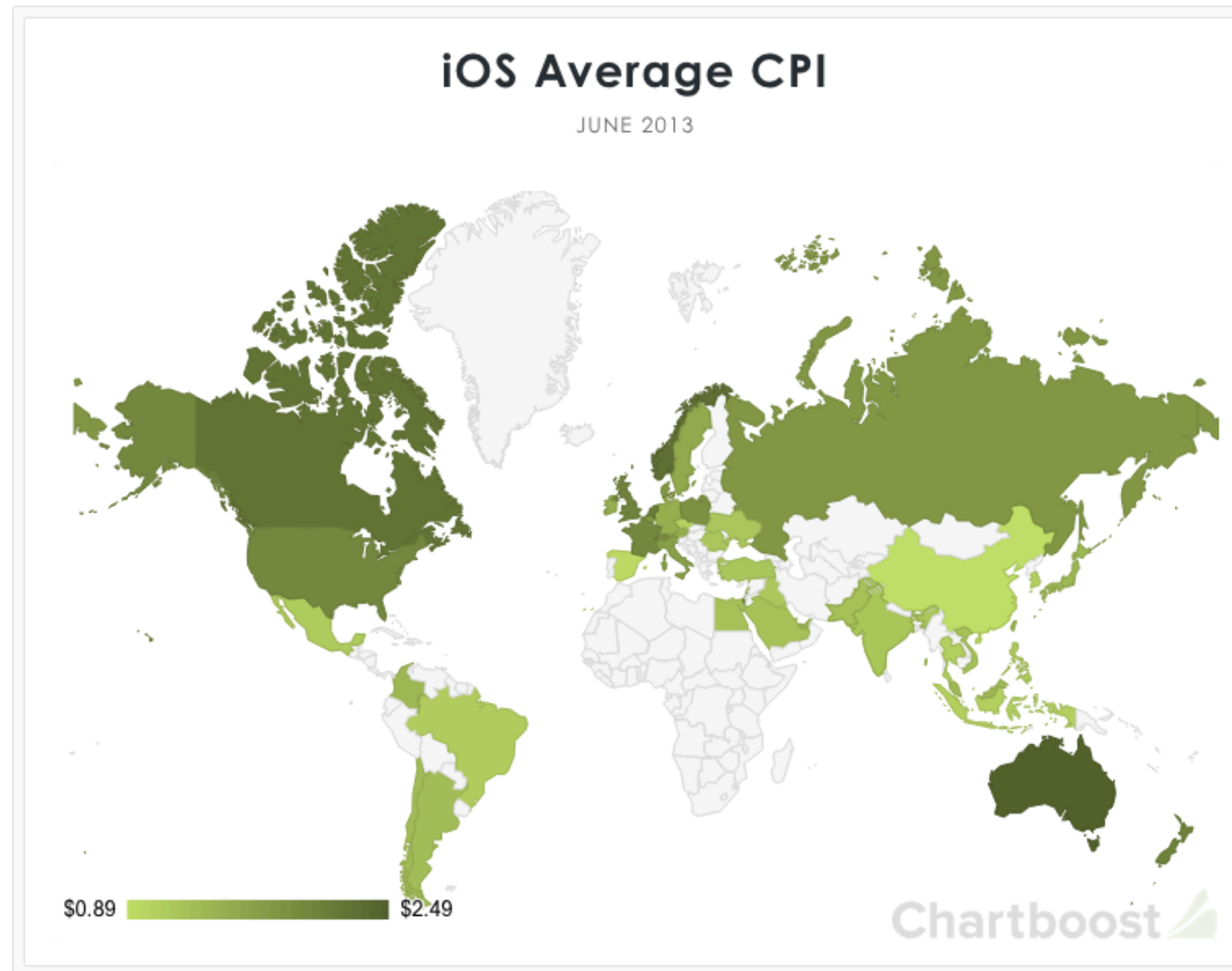


Adjusted to the user profile



Menus designed for conversion

Understanding the user value

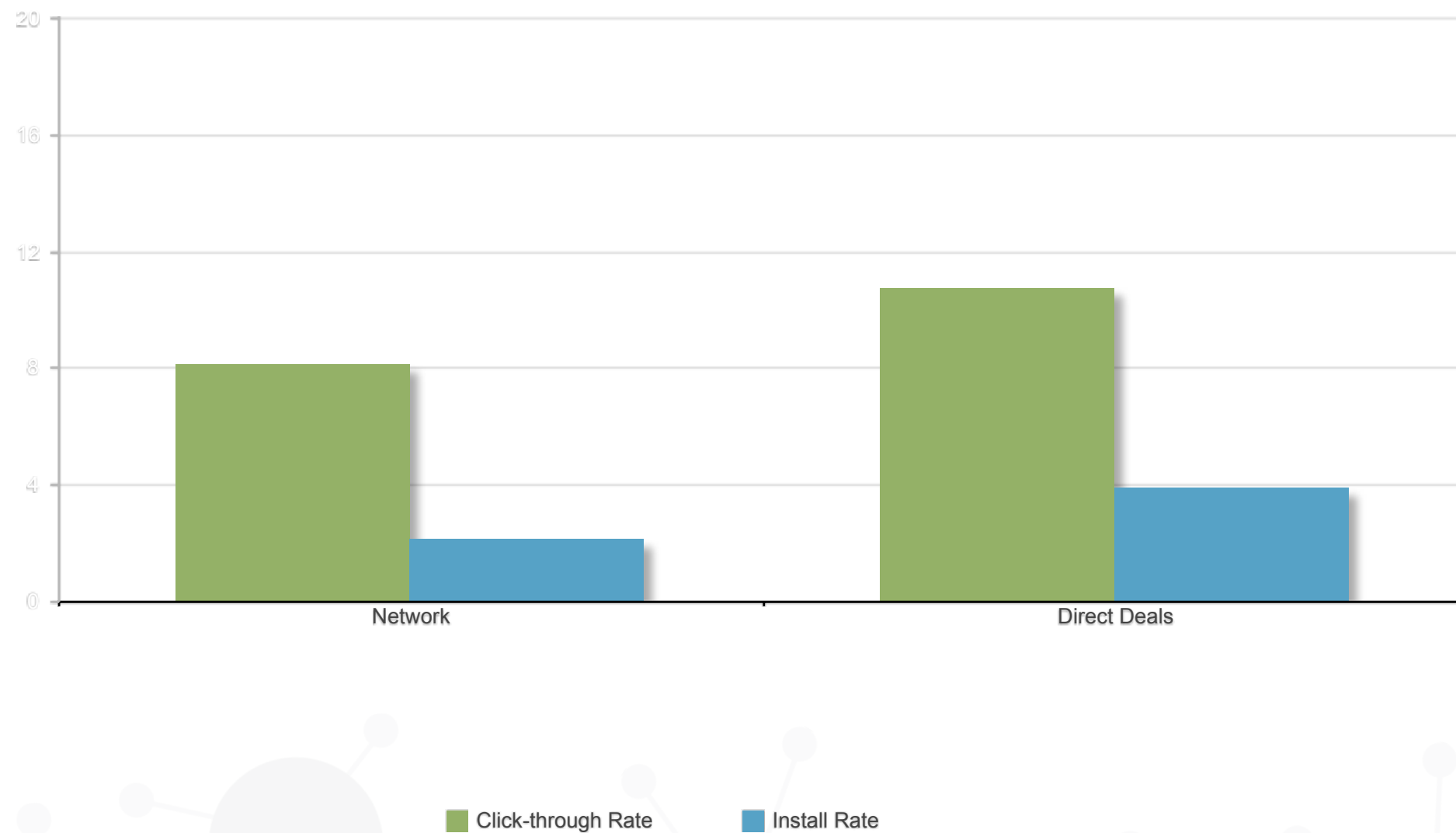


Source: <https://www.chartboost.com/insights/ios-cpi-by-country>

Direct Campaigns

Performance by Campaign Type

Chartboost Platform, May 2013



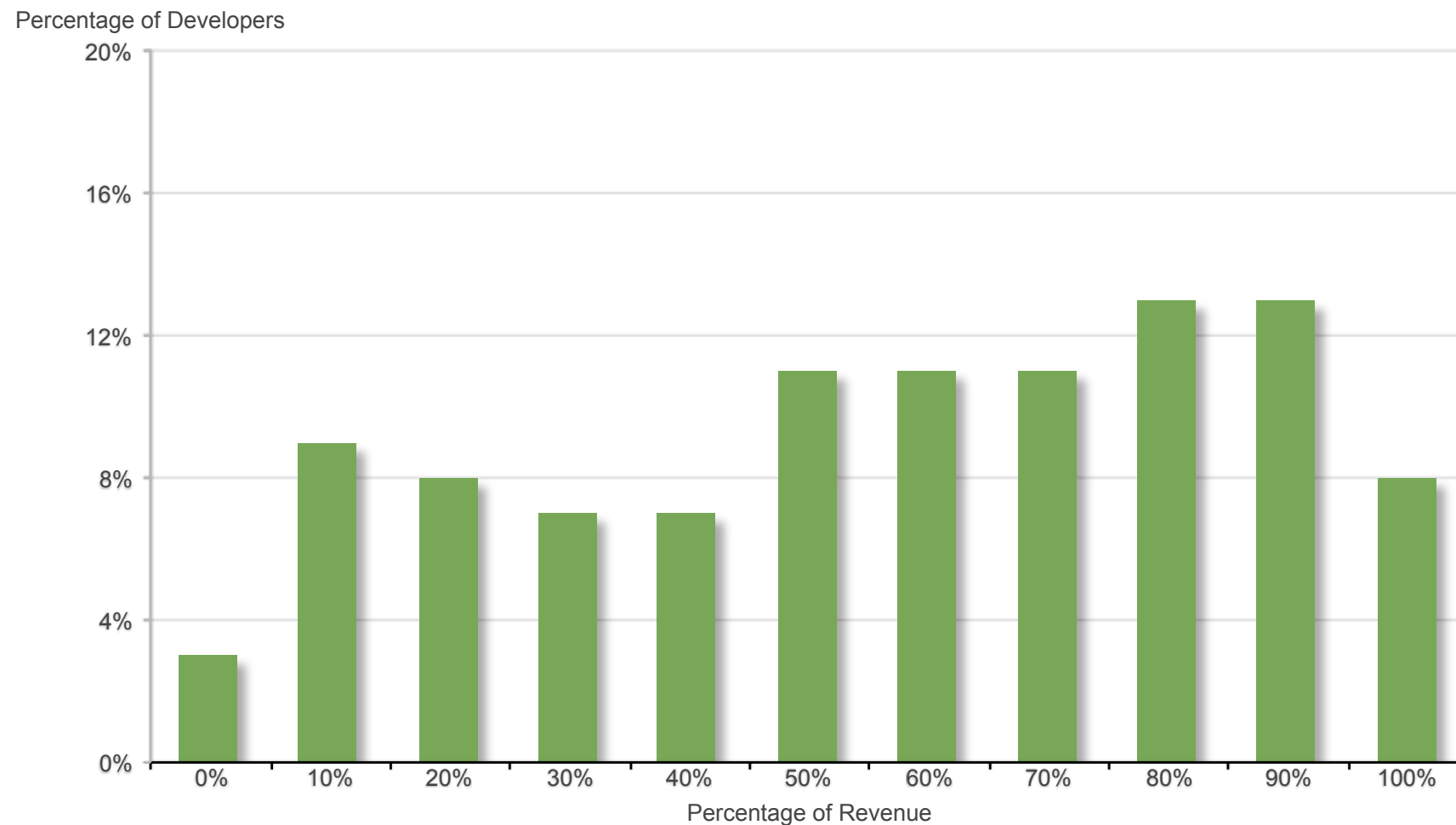


3

Trends today

Advertising still majority

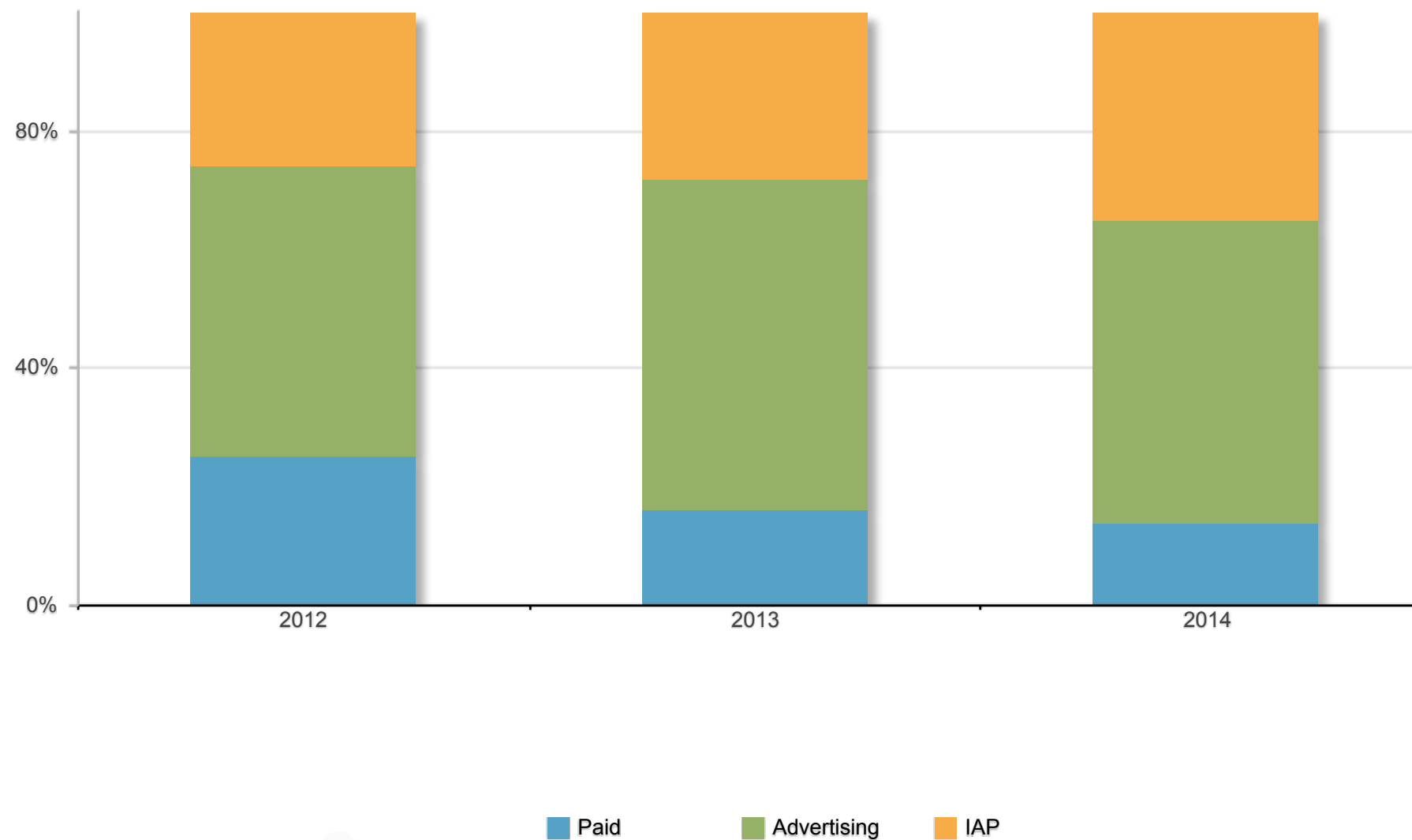
Approximate the % of revenue from advertising from all your games?



Chartboost developer survey July 2013, 237 responses.

...but IAP is growing

Average revenue breakdown for a developer



Chartboost developer survey July 2013, 237 responses.

Models are merging



The circle of life

Develop

Launch

Learn



What developers need in a mixed economy

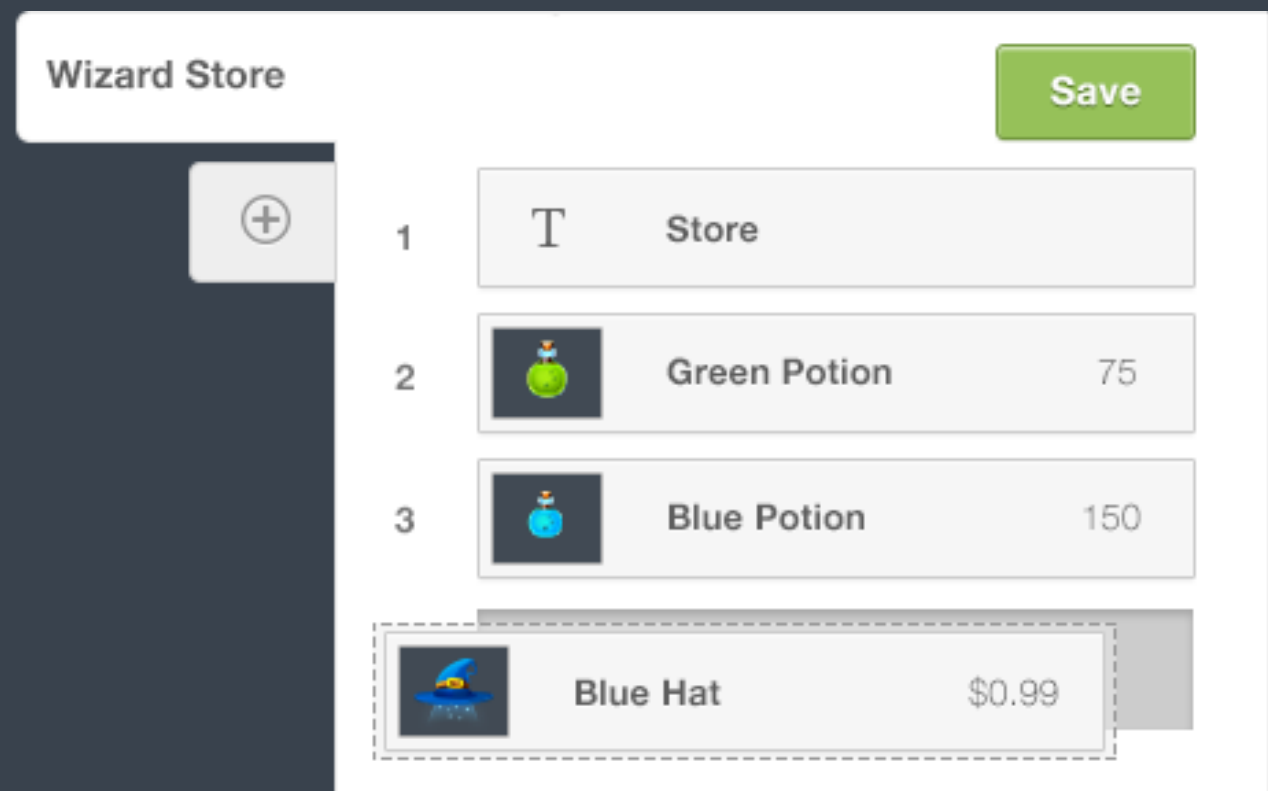
Data & Transparency to learn

Flexibility to make changes

Willingness to iterate

The Chartboost Store

the backend to power your in-app purchase store



Platform tools

“We’re a small team, and building a backend service to provide the flexibility to make updates on the fly wasn’t something we ever considered before. We’re already thinking differently about building our games going forward.”

— Gavin Bowman, *Retro Dreamer*

Chartboost University

Applications now open!

Courses & mentorship from experts
in mobile gaming

\$4k per team to cover flight and
hotel, with no strings attached!

Oct 11-18th in SF

Apply at chartboost.com/university



Danke schön!

Ilya Goossens
Director Europe

ilya@chartboost.com

Chartboost 