Wooga

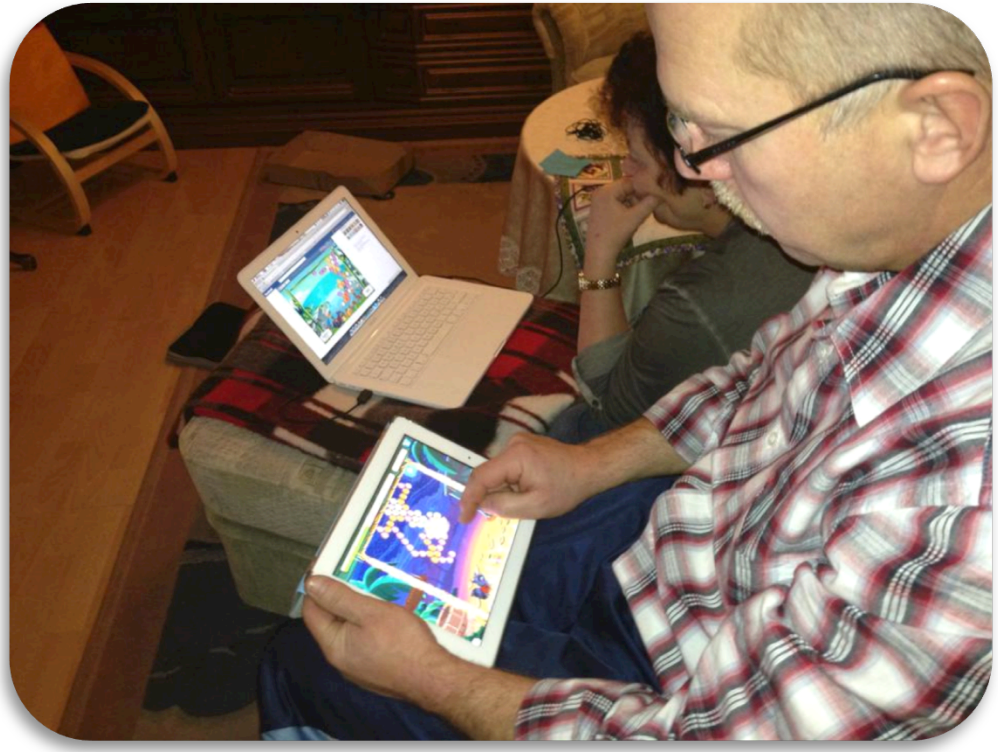
SECRET of EVERMORE
SUPER NINTENDO

This is a video game.
Don't you see?
We are characters in a
video game!
93/93

SECRETS
SECRET of EVERMORE
AUTHORIZED POWER PLAY GUIDE
Full-color book. Over 1,000 Game Screens
SIMON HILL
FOR THE BEST-SELLING GAME FROM
SQUARESOFT

Cross Platform Promotion

Sebastian Kriese



Wooga:
Games for everyone

280 Woogas

50
million monthly
players

=15x

NEW
Jelly Splash

DIAMOND DASH

NEW
Pearl's Peril

3

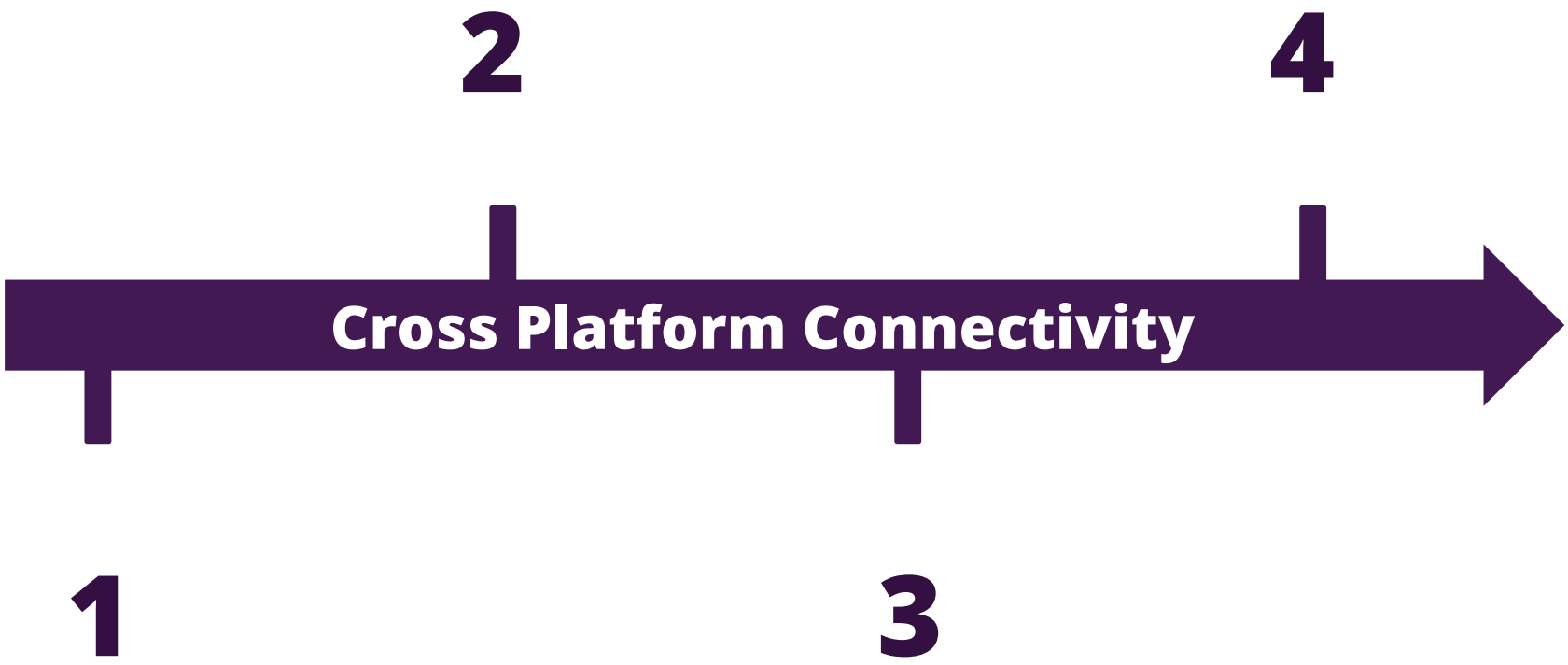
LEARNINGS

1

UNDERSTAND CROSS PLATFORM

Now 2 years

Only 34 million consoles sold last year


2
4
Cross Platform Connectivity
1
3

2

4

Cross Platform Connectivity

No Transfer

3

IP Transfer

4

Cross Platform Connectivity

3

No Transfer

IP Transfer

4

Cross Platform Connectivity

No Transfer

Partial Transfer

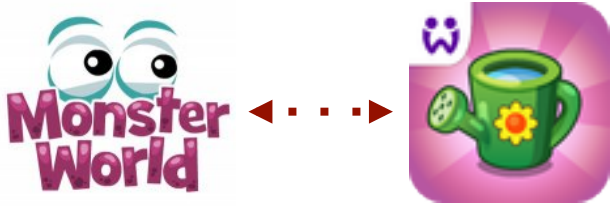
Starting from scratch?

IP Transfer

Fully Synchronized

Cross Platform Connectivity

No Transfer

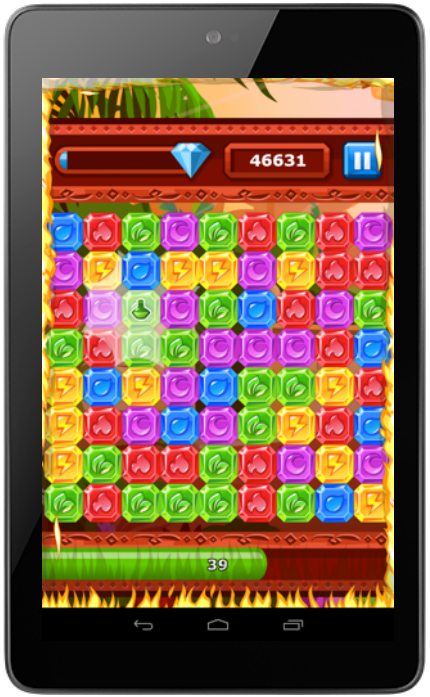


Partial Transfer

How to keep all versions in sync?

Optimized for different screen sizes

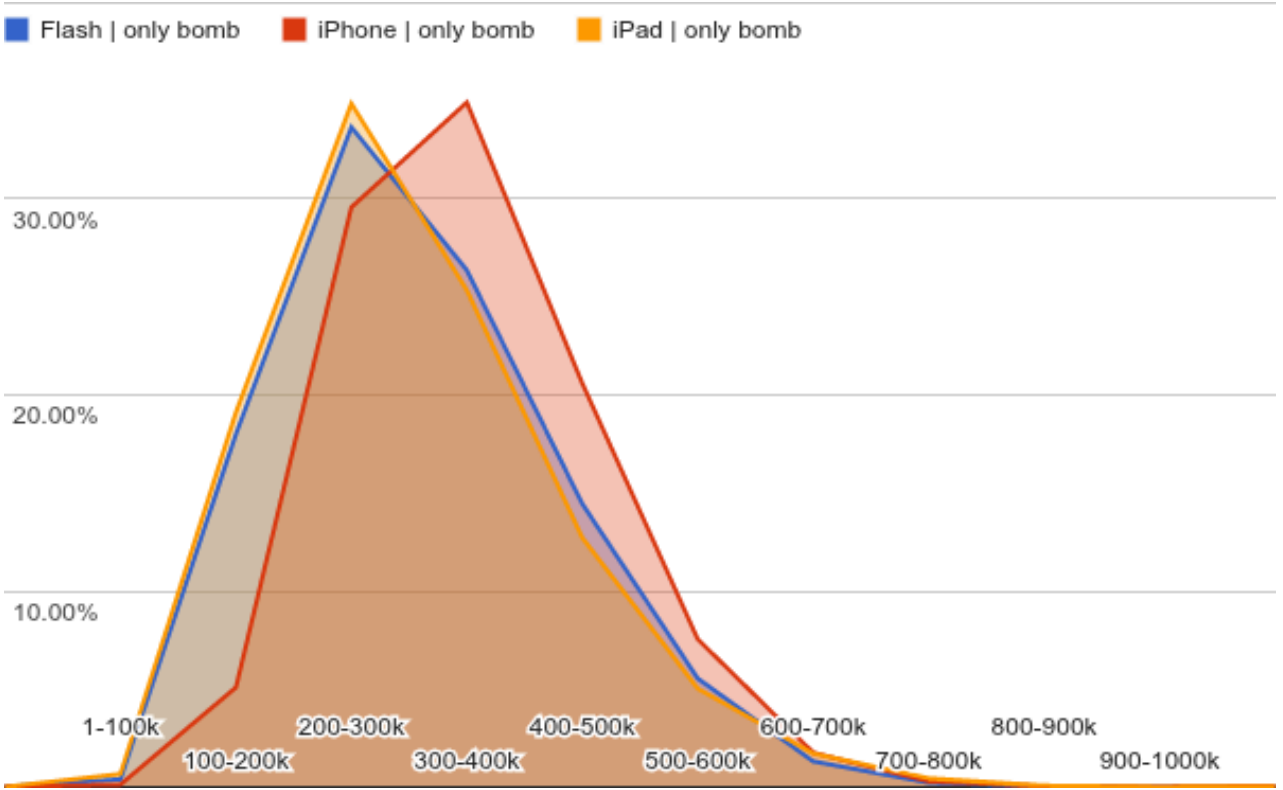
56 gems
smartphones



72 gems
7” tablets

90 gems
8.9 and 10” tablets

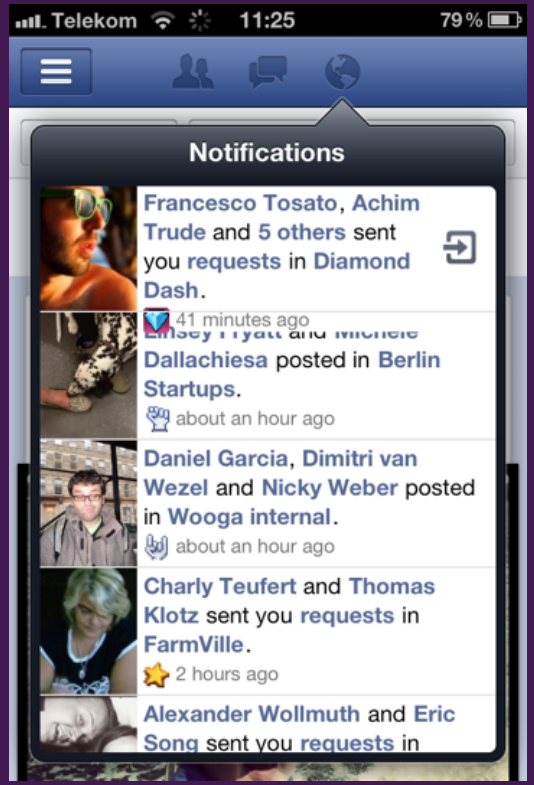
Score Balancing



2

BE CREATIVE

Facebook: Requests



1.9 mio

visitors come each month from Facebook

Monetization

8x

Logged in players are 8x more likely to spend money

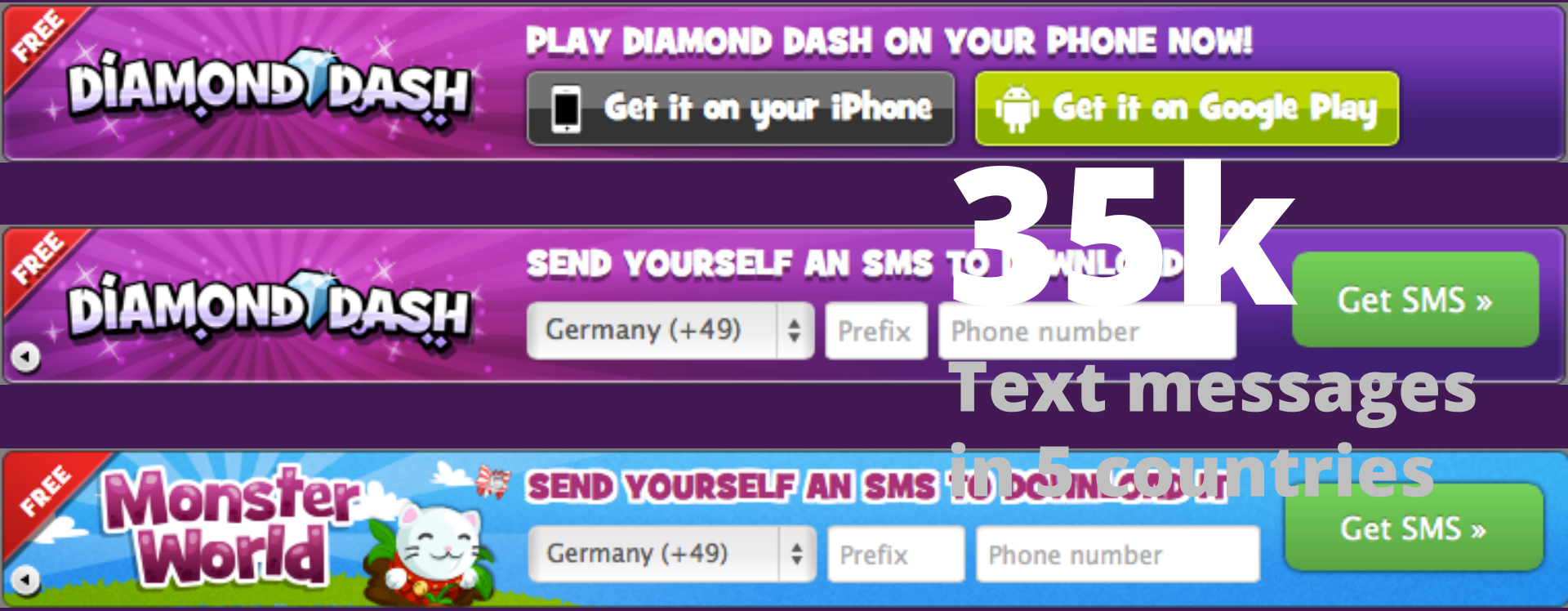
Deep Integrations

Mobile Cross Linking

2.7x

higher conversion

Interactive SMS Banner



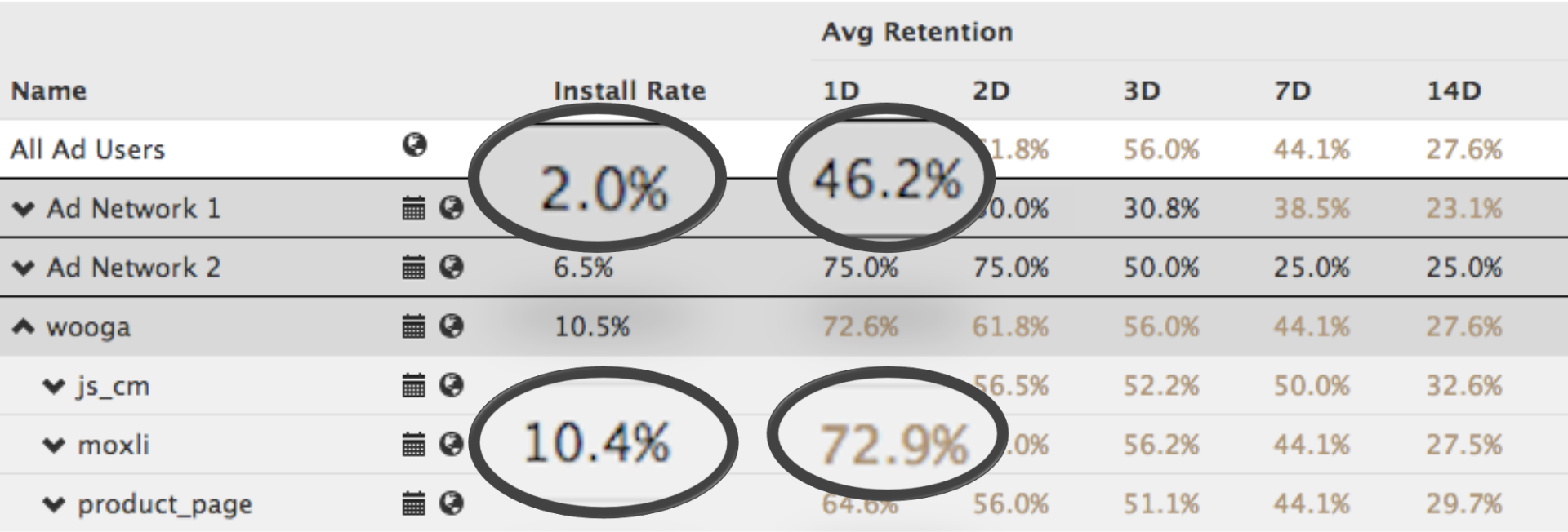
35k

Text messages

in 5 countries

3

MEASURE



Name	Install Rate	Avg Retention 1D	2D	3D	7D	14D
All Ad Users	2.0%	46.2%	1.8%	56.0%	44.1%	27.6%
Ad Network 1			0.0%	30.8%	38.5%	23.1%
Ad Network 2	6.5%	75.0%	75.0%	50.0%	25.0%	25.0%
wooga	10.5%	72.6%	61.8%	56.0%	44.1%	27.6%
js_cm			56.5%	52.2%	50.0%	32.6%
moxli	10.4%	72.9%	.0%	56.2%	44.1%	27.5%
product_page		64.6%	56.0%	51.1%	44.1%	29.7%

See All Tests

Airheads Jump

- ? Kill trigger and tutorial test
- = Difficulty
- = Faster second session

Bubble Island

- ? Level Set Randomizer 2
- ? Colour Splash Pricing
- ? Rare Cannon
- ? Adventure Mode Removal
- \+ Bundling Offers
- ? Diamonds
- ? Top Banner Visibility
- \+ new payment system
- \- Level Set Randomizer
- ? Background Randomizer
- \+ Diamond Package Price Test
- \+ Boost Upgrade
- \- FF & KB Tabs
- \+ Pearl's Peril Crosslinking Tabs

show more

Bubble Island iOS

- ? Facebook Log In
- ? Grape Shot
- ? Colour Splash pricing
- \+ Plasma Boost Price

Diamond Dash

- ? Happy Hour
- ? Friend Diamond
- ? Video Ads
- ? New High Score List
- ? New Boost Shop
- = Achievements
- = New FB Payments - New Paye
- = Cheat Prevention
- \+ Top Banner Visibility
- = New FB Payments - Giftcard
- = New FB Payments
- \- Subscription with Black Hole
- = New Loading Screens
- \+ Lucky Gem
- = Color Splash Price

show more

Jelly Splash on Facebook

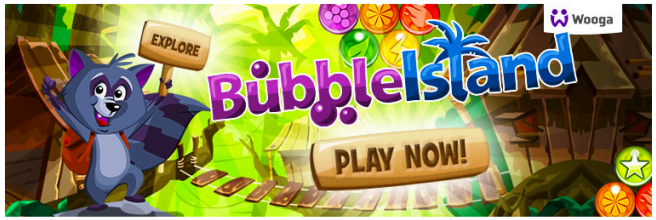
apps.facebook.com/jellysplash/

Jelly Splash

Home 12 Johannes

Jelly Splash | Diamond Dash | Bubble Island | Pearl's Peril | Monster World | Fantastic Forest | Kings bridge

Like 290k



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https://apps.facebook.com/bubbleisland/?ref=cross&kt_st1=&kt_st2=top&kt_st3=creative2&kt_type=

Your Apps See All

Other Games More

Sponsored Create Ad

The Tribez

Das BESTE Spiel auf Facebook! SPIELE GLEICH LOS!

Play Now · Florian Steinhoff and Jens Begemann played The Tribez.

[Angriff & Sieg]

Probiere das Scharfschützengewehr und stürze dich in den Kampf. Es macht süchtig!

New game!

【Play Free!】

Play Now · 100,000 people played Mahjongg Dimensions Blast.

Neues Monsterspiel!

Du wurdest ausgewählt, vor allen anderen Monster Legends zu spielen – jetzt auf Facebook!

Achtung: macht süchtig!

Baue dein Fantasy-Reich! Teilnahme ab 21+ 【SPIELE】

Play Now · 1,000,000 people played Stormfall: Age of War.

Jack Wolfskin SALE

zalando-lounge.de

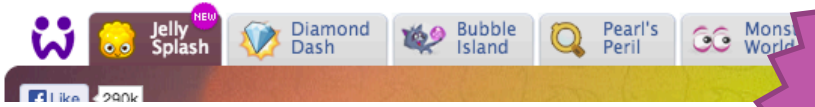
Jack Wolfskin bis zu -55% reduziert in der Zalando Lounge! Jetzt hier klicken !

Jelly Splash · App Privacy · App Terms · Report

English

Chat (101)

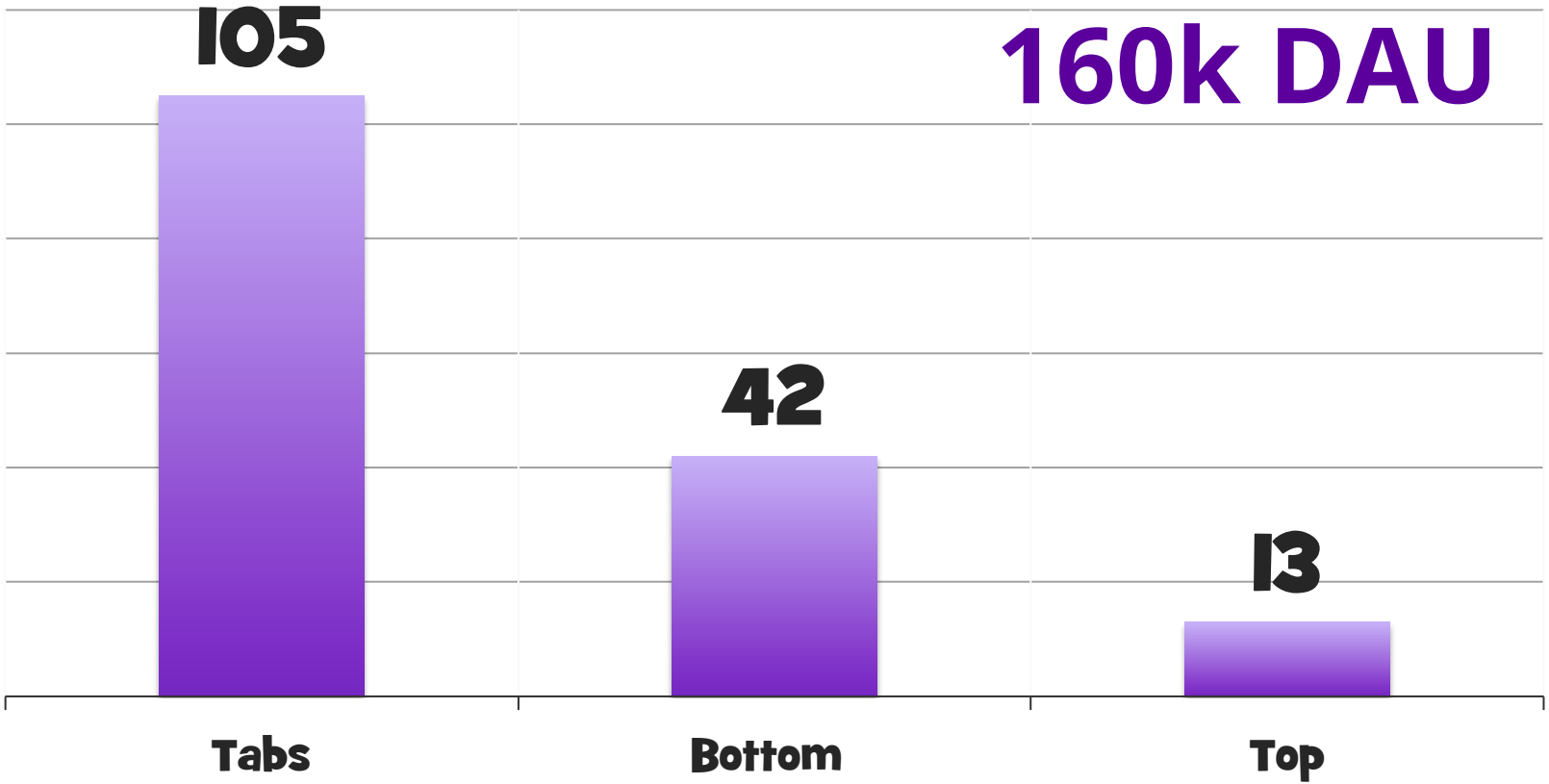
Top



Tabs

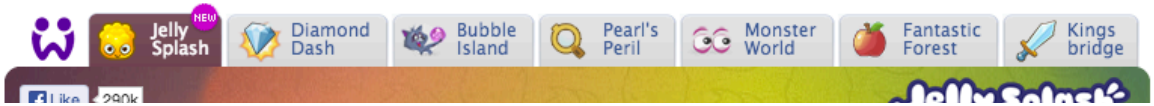
20m Impressions /Day

Bottom


105
42
13
160k DAU
Tabs
Bottom
Top

EXPLORE
BubbleIsland
PLAY NOW!
Wooga

0.21%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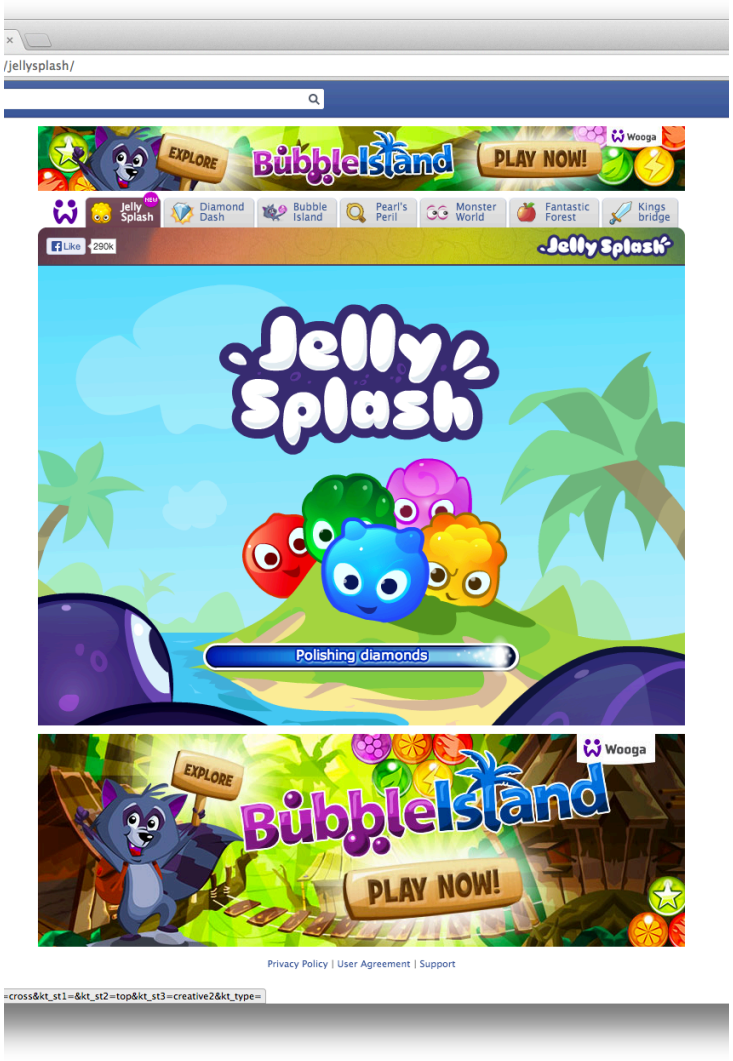
NEW
Diamond Dash
Bubble Island
Pearl's Peril
Monster World
Fantastic Forest
Kings bridge
Like
290k

1.70%

EXPLORE
BubbleIsland
PLAY NOW!
Wooga

0.51%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Fantastic Forest
Kings bridge
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Jelly Splash
Polishing diamonds
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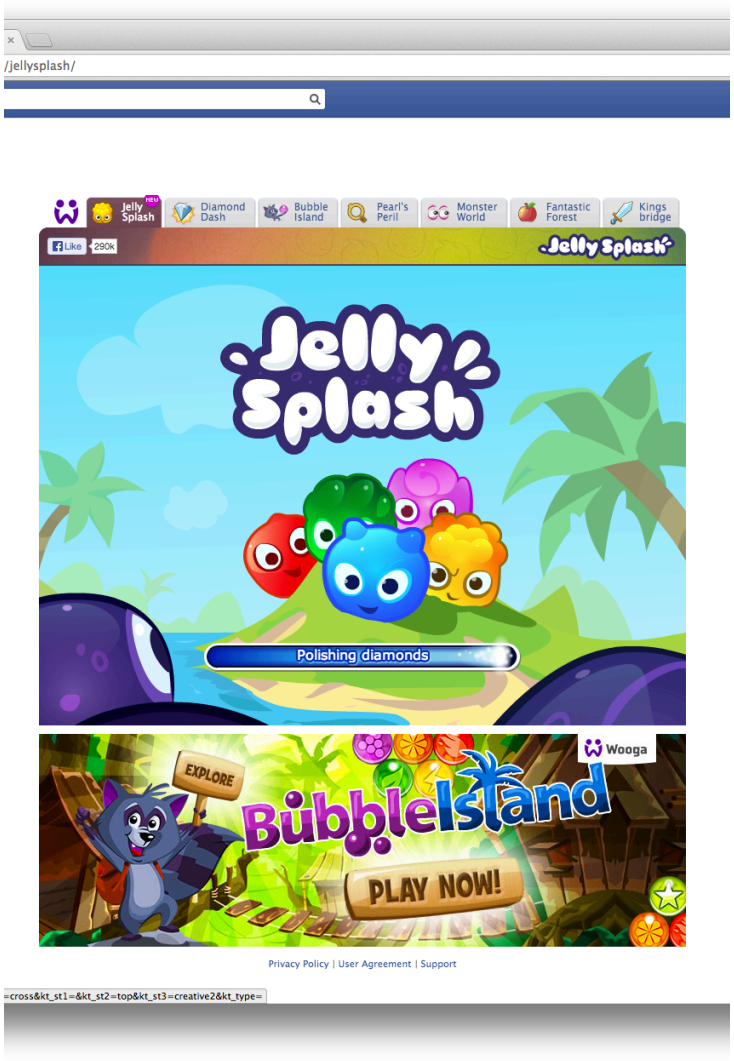
VS.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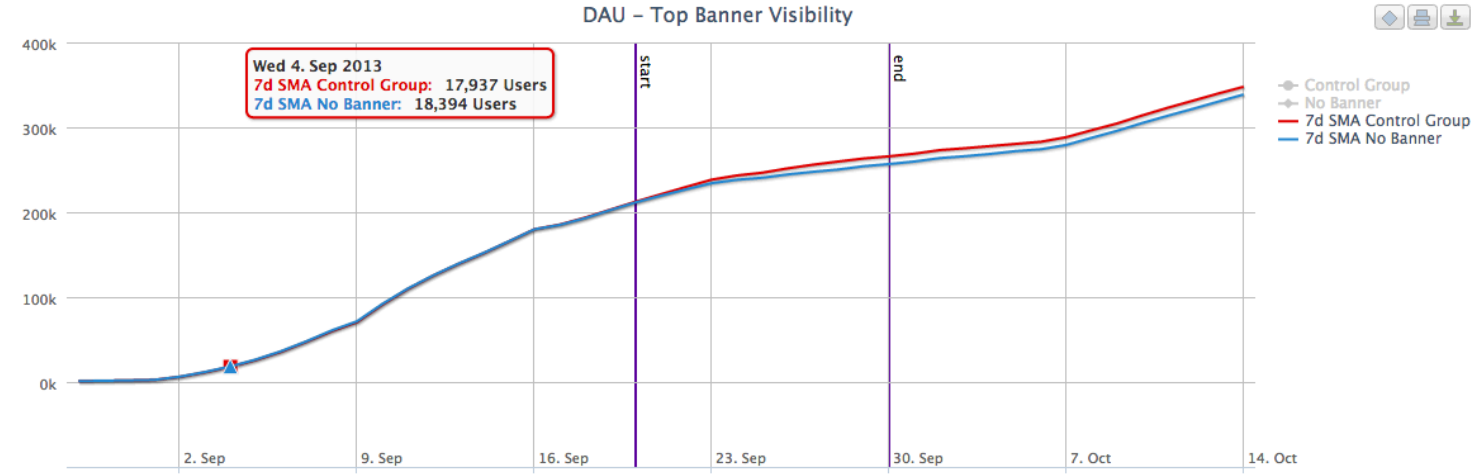
JS - Top Banner Visibility

Description | Summary | Bookings | DAU | Average Sessions | DAU New Users

DAU

Daily Active Users

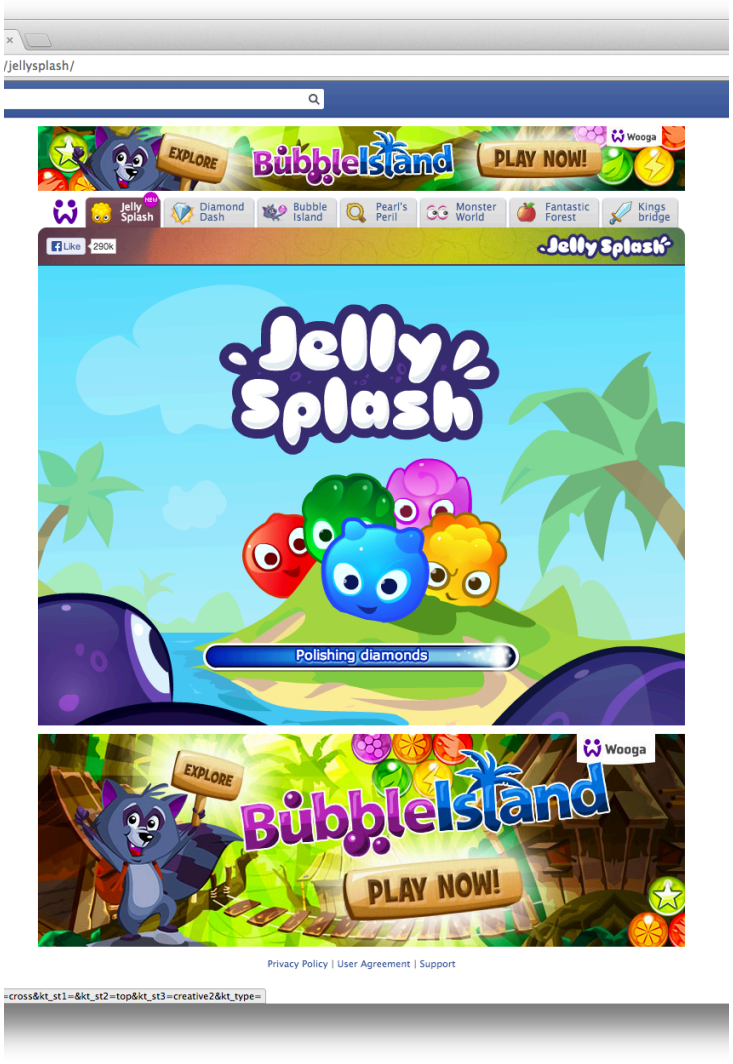
This report is normalized. All values are scaled up to show how the numbers would look like if the test/control group would include 100% of our players.



Tip: Zoom in by clicking and dragging mouse from start to end in the graph. Show or hide groups by clicking on them in the legend.

Significances

Comparison	95.0%	99.0%	99.5%
No Banner vs Control Group	= (Beta: estimated days to go = 5)	=	=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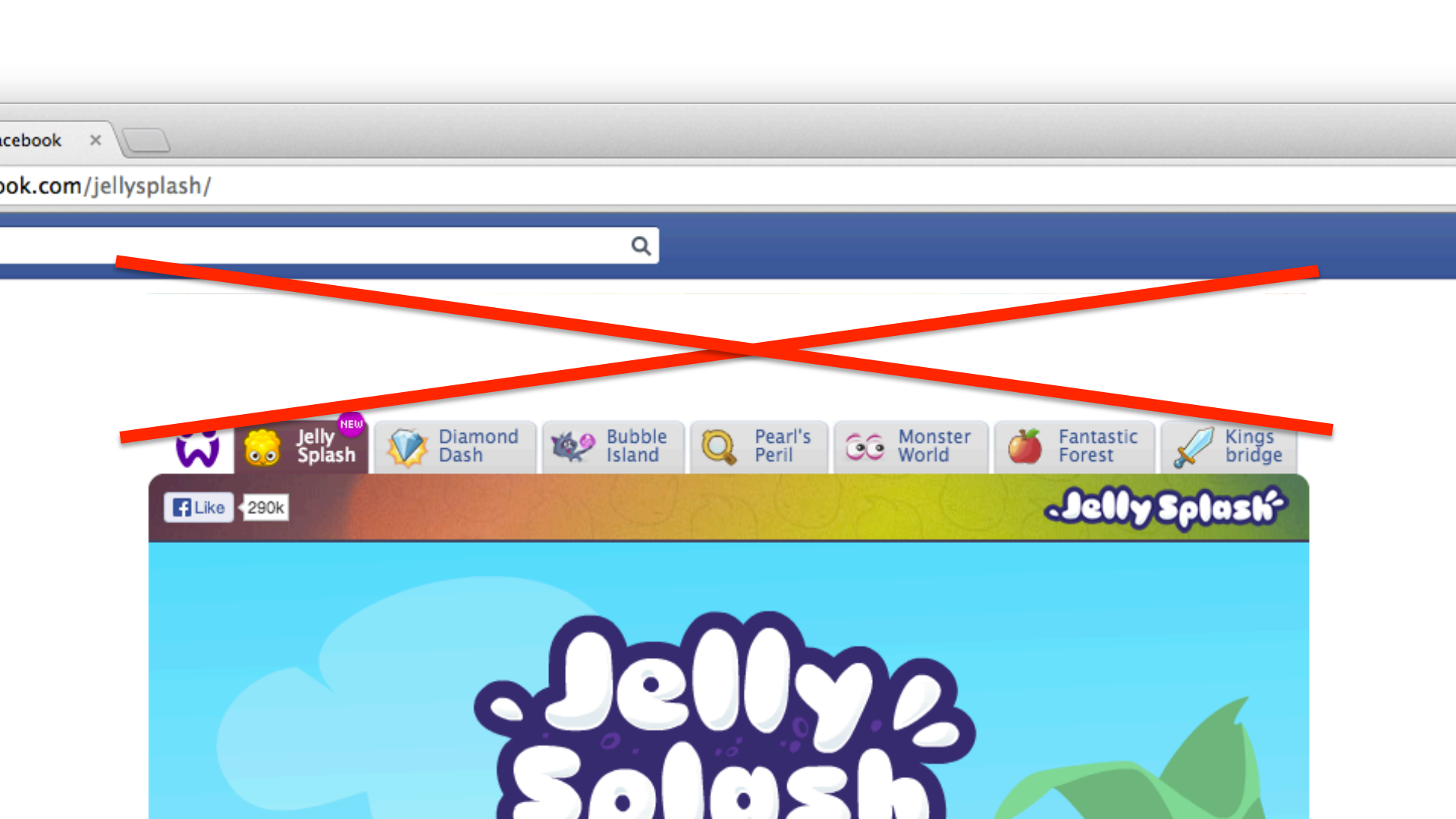
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1

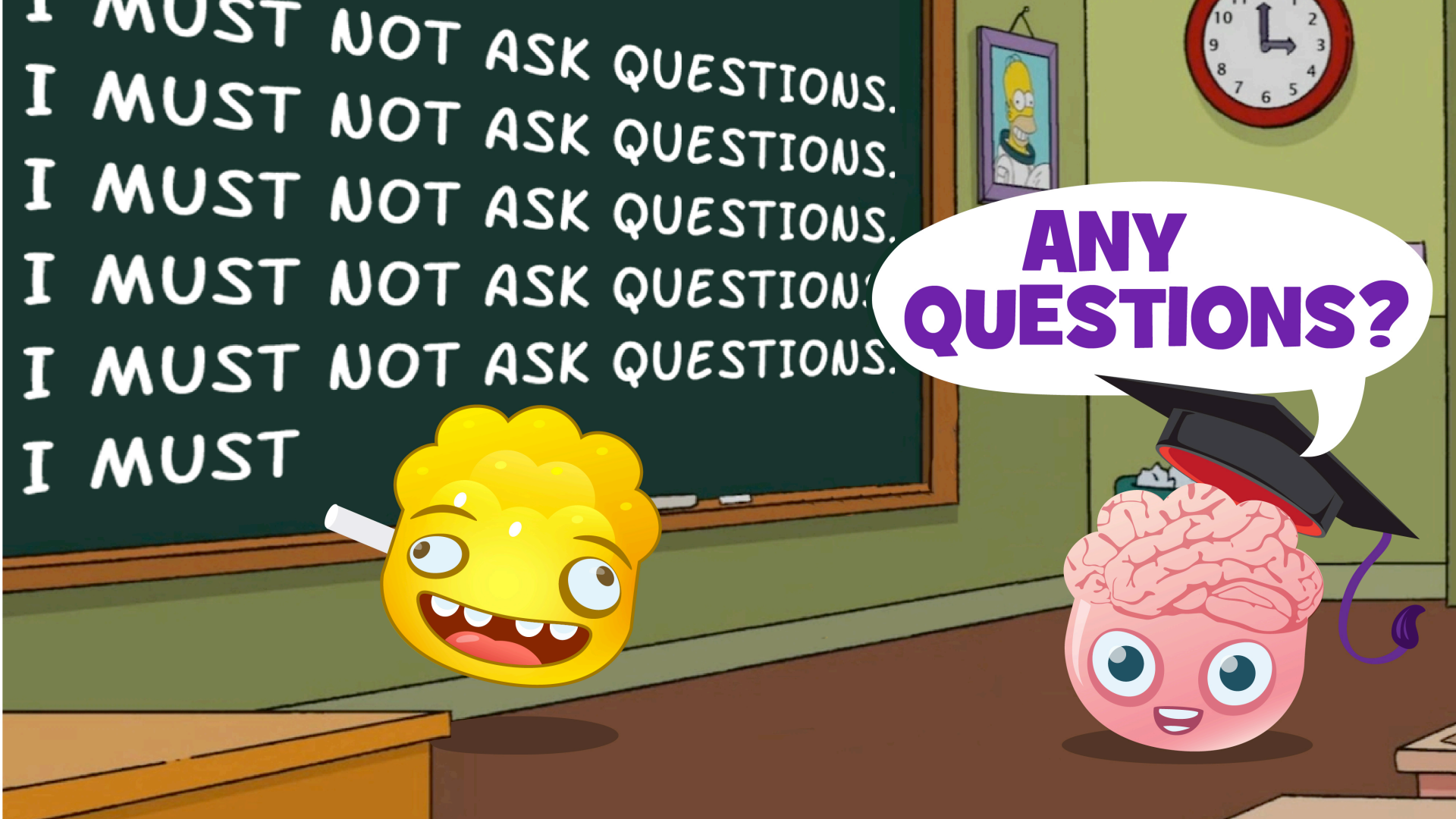
UNDERSTAND CROSS PLATFORM

2

BE CREATIVE

3

MEASURE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I MUST
ANY QUESTIONS?