









Cross Platform Promotion

Sebastian Kriese







Wooga:
Games for everyone

A large group of approximately 280 people, identified as Woogas employees, are posed in a modern office space. They are arranged in many rows, filling the room. The office has a casual, creative atmosphere with various decor elements like colorful pendant lights (yellow and green), a large film reel on the wall, and a bar area with yellow stools on the right. Some individuals are wearing shirts with the Woogas logo, a stylized 'w' inside a circle. The text '280 Woogas' is overlaid at the bottom in a large, white, bold font with a dark blue outline.

280 Woogas

The background of the image is a solid dark purple. Scattered across this background are numerous small, white, stylized human figures. Each figure is composed of a circle for the head and a rounded rectangle for the body, with a small shadow beneath it. They are distributed in a way that suggests a large crowd, with some appearing in the foreground and others receding into the background.

**50 million monthly
players**

An aerial photograph of a city at sunset. The sky is filled with orange and yellow clouds, with the sun low on the horizon. In the foreground, there are several large, modern buildings with glass facades. A tall, slender tower with a spherical top is visible on the left side of the image. The city streets are visible below the buildings, with some traffic and green spaces. A large, white, stylized text overlay is centered in the image.

=15x



3

LEARNINGS

1

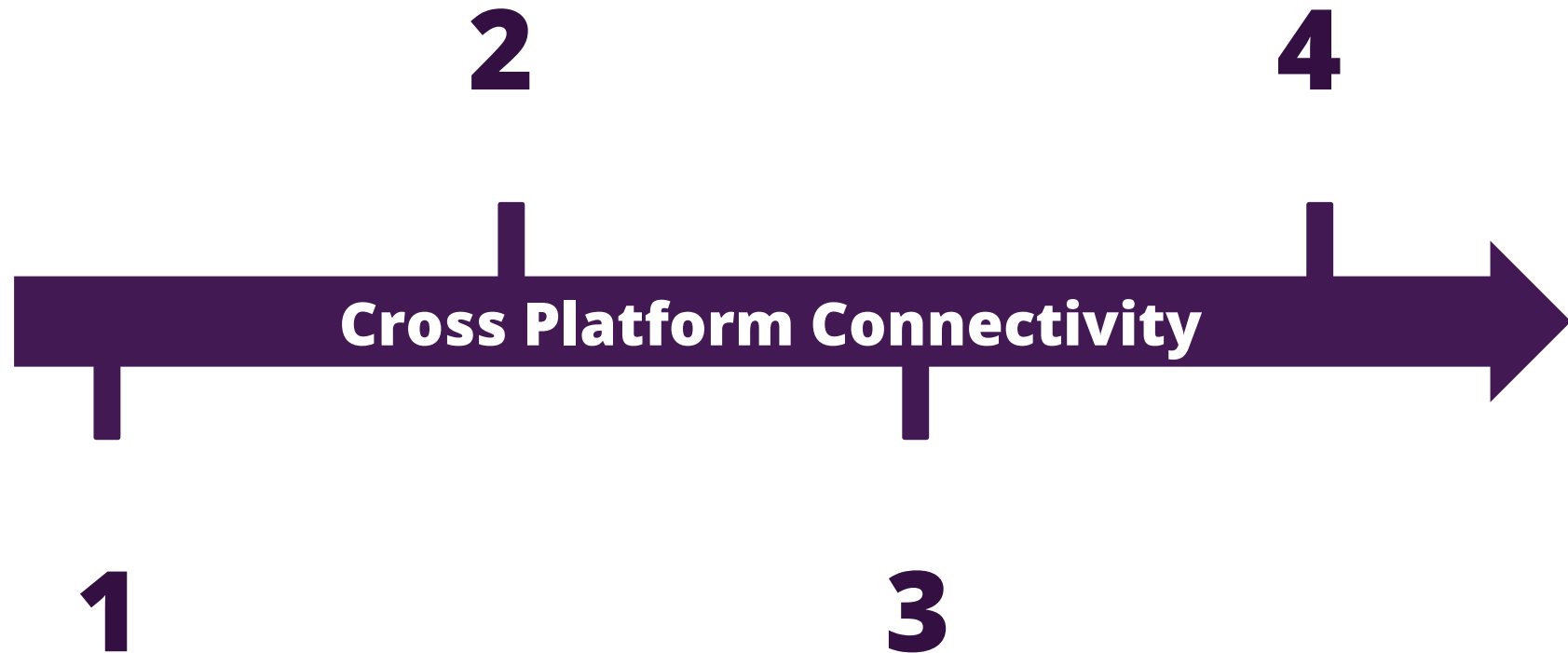
**UNDERSTAND
CROSS PLATFORM**



Now

2 years

Only 34 million consoles sold last year



2

4

Cross Platform Connectivity

3



No Transfer

IP Transfer



4

Cross Platform Connectivity



3

No Transfer

IP Transfer



4

Cross Platform Connectivity



No Transfer



Partial Transfer



Starting from scratch?

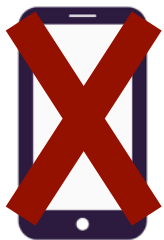
IP Transfer



Fully Synchronized



Cross Platform Connectivity



No Transfer



Partial Transfer

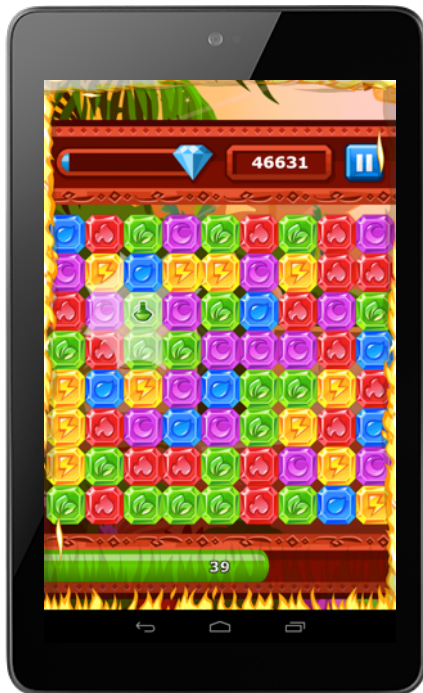


How to keep all versions in sync?

Optimized for different screen sizes



56 gems
smartphones

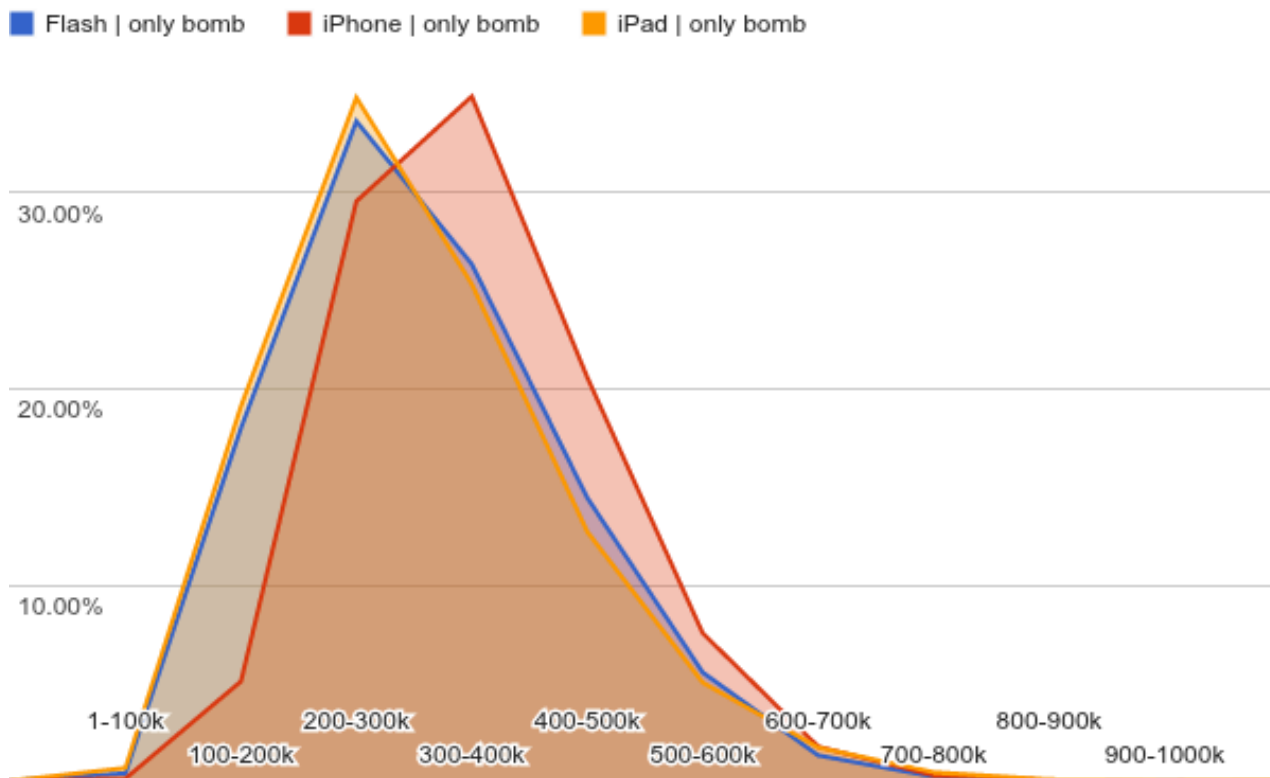


72 gems
7" tablets



90 gems
8.9 and 10" tablets

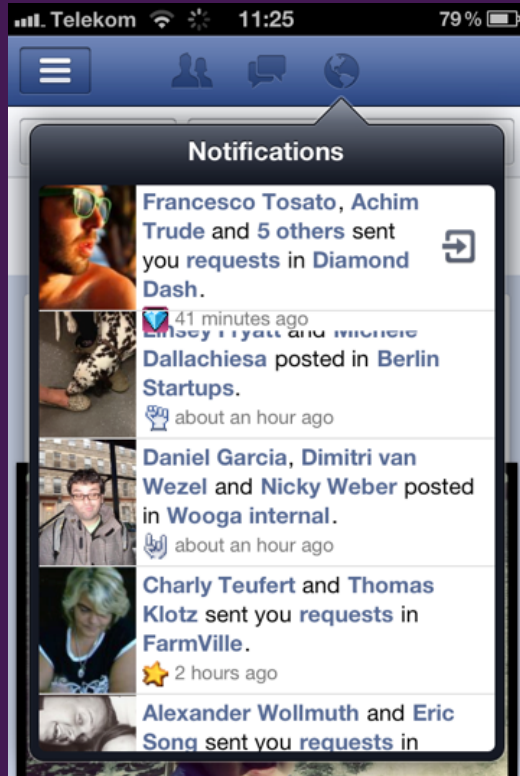
Score Balancing



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

The image displays three horizontal banners for mobile games, each with a 'FREE' label in the top-left corner and a play button icon in the bottom-left corner.














- Top Banner (Diamond Dash):** Features the game title 'DIAMOND DASH' with a diamond icon. The text 'PLAY DIAMOND DASH ON YOUR PHONE NOW!' is centered. Below it are two buttons: 'Get it on your iPhone' (with an iPhone icon) and 'Get it on Google Play' (with an Android icon).
- Middle Banner (Diamond Dash):** Features the game title 'DIAMOND DASH' with a diamond icon. The text 'SEND YOURSELF AN SMS TO DOWNLOAD IT' is centered. Below it are three input fields: a country dropdown menu showing 'Germany (+49)', a 'Prefix' field, and a 'Phone number' field. To the right is a green button labeled 'Get SMS »'.
- Bottom Banner (Monster World):** Features the game title 'Monster World' with a cat character icon. The text 'SEND YOURSELF AN SMS TO DOWNLOAD IT' is centered. Below it are three input fields: a country dropdown menu showing 'Germany (+49)', a 'Prefix' field, and a 'Phone number' field. To the right is a green button labeled 'Get SMS »'.

35k

Text messages
in 5 countries

3

MEASURE

Name		Install Rate	Avg Retention				14D
			1D	2D	3D	7D	
All Ad Users		2.0%	46.2%	51.8%	56.0%	44.1%	27.6%
▼ Ad Network 1	 	6.5%	75.0%	75.0%	50.0%	25.0%	25.0%
▼ Ad Network 2	 	10.5%	72.6%	61.8%	56.0%	44.1%	27.6%
▲ wooga	 	10.4%	72.9%	56.5%	52.2%	50.0%	32.6%
▼ js_cm	 	10.4%	72.9%	56.5%	52.2%	50.0%	32.6%
▼ moxli	 	10.4%	72.9%	56.5%	52.2%	50.0%	32.6%
▼ product_page	 	10.4%	72.9%	56.5%	52.2%	50.0%	32.6%

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

EXPLORE

Bubble Island

PLAY NOW!

W Wooga

Jelly Splash

Diamond Dash

Bubble Island

Pearl's Peril

Monster World

Fantastic Forest

Kings Bridge

Like

25K

Jelly Splash

Jelly Splash



EXPLORE

Bubble Island

PLAY NOW!

W Wooga

Privacy Policy | User Agreement | Support

Your Apps

See All



Other Games

More



Sponsored

Create Ad

The Tribes



Das BESTE Spiel auf Facebook! SPIELE GLEICH LOS!

Play Now · Florian Steinhoff und Jens Begemann played The Tribes.

[Angriff & Sieg]



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

New game!



[Play Free!]

Play Now · 100,000 people played Mahjong 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!

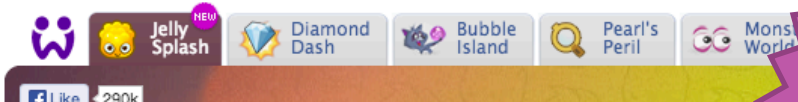
Jelly Splash · App Privacy · App Terms · Report

Englis Chat (101)

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



Top

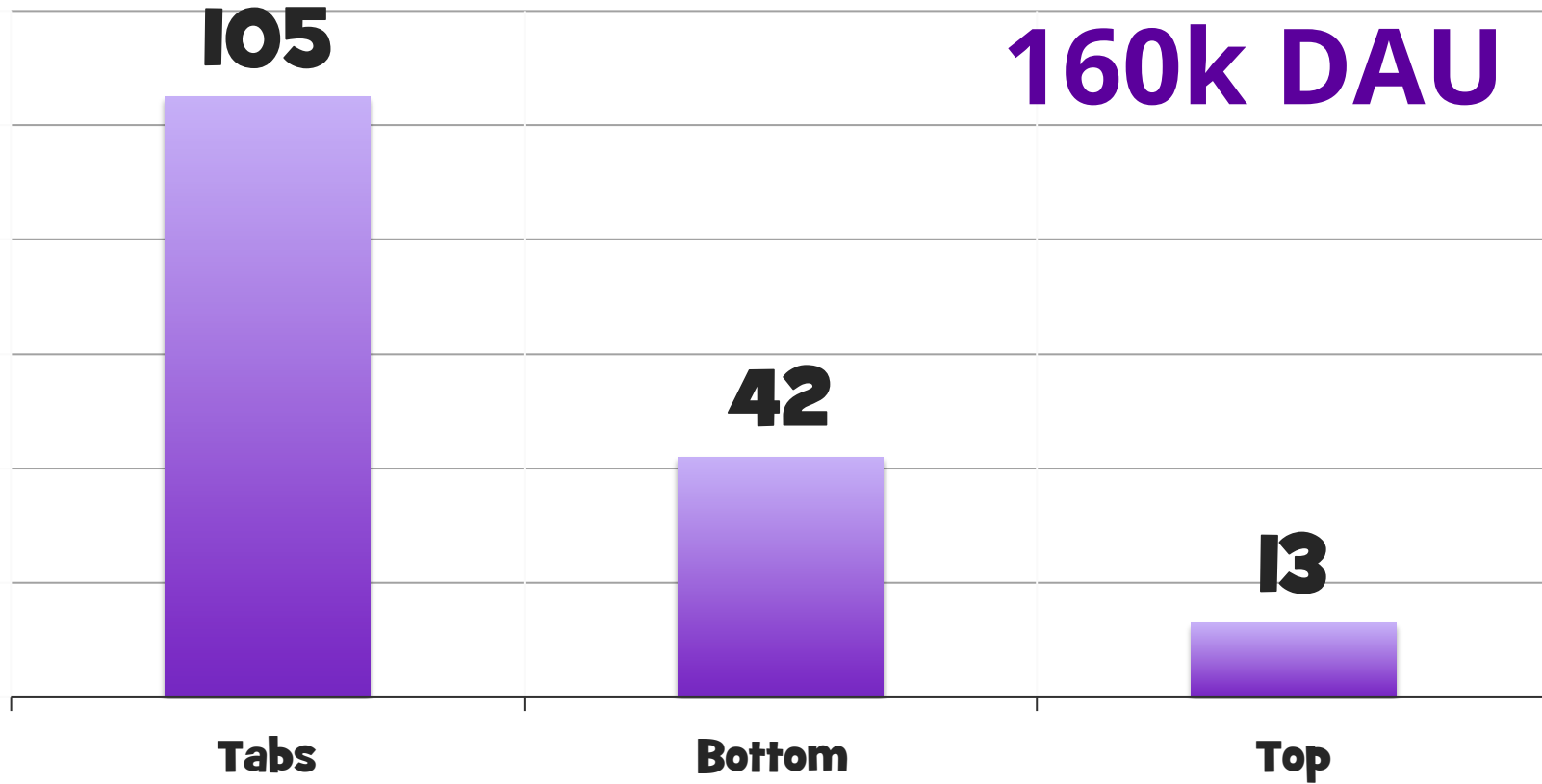


Tabs



Bottom

20m
Impressions
/Day





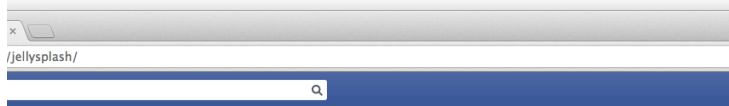
0.21%



1.70%

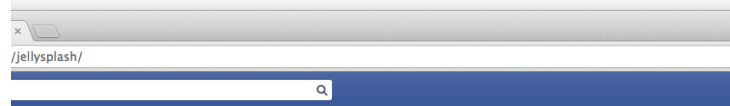


0.51%



[Privacy Policy](#) | [User Agreement](#) | [Support](#)

=cross&kt_st1=&kt_st2=top&kt_st3=creative2&kt_type=



[Privacy Policy](#) | [User Agreement](#) | [Support](#)

=cross&kt_st1=&kt_st2=top&kt_st3=creative2&kt_type=

VS.

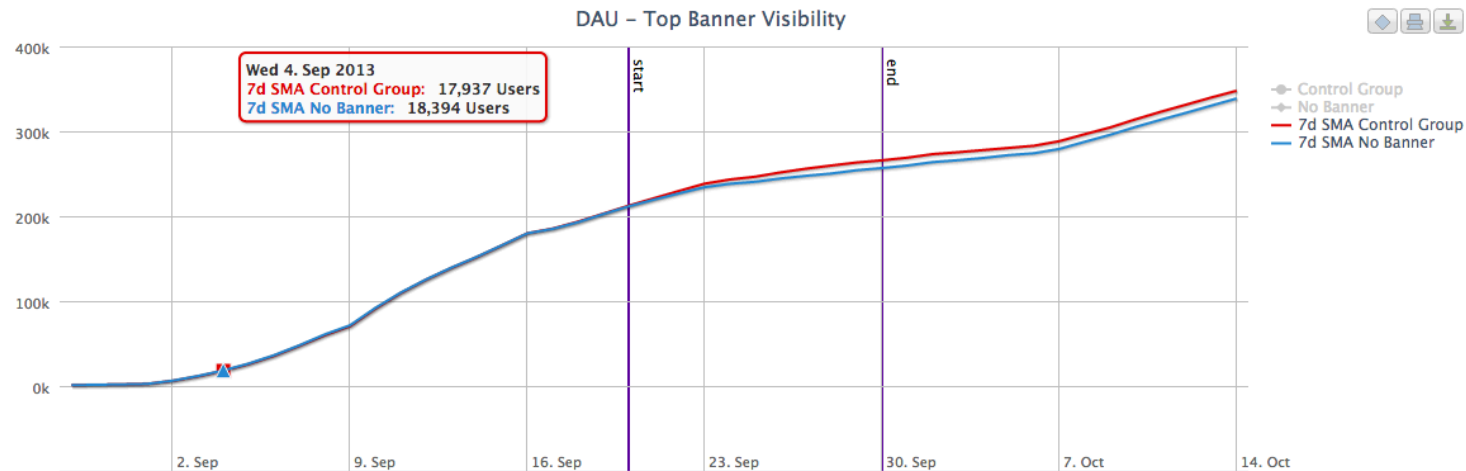
JS - Top Banner Visibility

[Description](#)[Summary](#)[Bookings](#)[DAU](#)[Average Sessions](#)[DAU New Users](#)

DAU

Daily Active Users

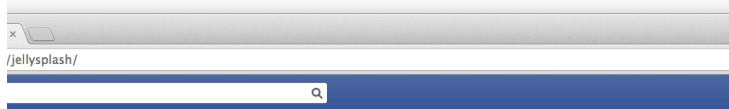
This report is normalized. All values are scaled up to show how the numbers would look like if the test/control group would include 100% of our players.



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.

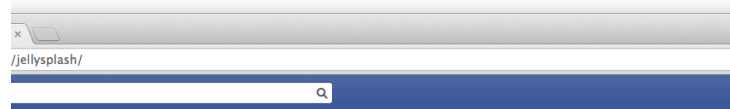
Significances

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



[Privacy Policy](#) | [User Agreement](#) | [Support](#)

=cross&kt_st1=&kt_st2=top&kt_st3=creative2&kt_type=



[Privacy Policy](#) | [User Agreement](#) | [Support](#)

=cross&kt_st1=&kt_st2=top&kt_st3=creative2&kt_type=

=

NEW
Jelly
SplashDiamond
DashBubble
IslandPearl's
PerilMonster
WorldFantastic
ForestKings
bridge

290k

Jelly Splash

Jelly
Splash

1

**UNDERSTAND
CROSS PLATFORM**

2

**BE
CREATIVE**

3

MEASURE

I MUST NOT ASK QUESTIONS.
I MUST NOT ASK QUESTIONS.
I MUST NOT ASK QUESTIONS.
I MUST NOT ASK QUESTIONS.
I MUST NOT ASK QUESTIONS.
I MUST NOT ASK QUESTIONS.
I MUST



**ANY
QUESTIONS?**

