

Acquisition for F2P Games on the Web



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- Kabam

Free to Play Model: Benefits

- **Grown in Industry**
 - F2P grew 45% year/year*
- **Conversion for Kabam Games**
 - No downloads required
 - No initial cost
 - Players can have a great experience without paying



Free To Play Model: Challenges

- **Intrinsically more challenging acquisition model**
 - Revenue is delayed and not guaranteed
- **Not every player will pay**
 - For mid-hard core games, top paying customers can make up a significant portion of revenue
- **ROI doesn't happen immediately**
- **Defining Payback thresholds**
 - What ROI timeframe is your business comfortable with?

Importance of Content

- Acquisition cannot be successful without awesome games with consistent new content



What Else Do You Need?

Data Infrastructure and Tracking

- Marketing Channels and spend
- Campaign Codes
- Install/Registration dates
- Revenue events and everything else
 - Sub-channel tracking
 - Dashboards
 - ROI Growth
 - Retention rates
 - LTARPU



Web Tracking Data Flow

- Web is easy with well defined processes
- Google Analytics campaigns aren't enough for complex applications
- Tie user's acquisition behavior with spend behavior

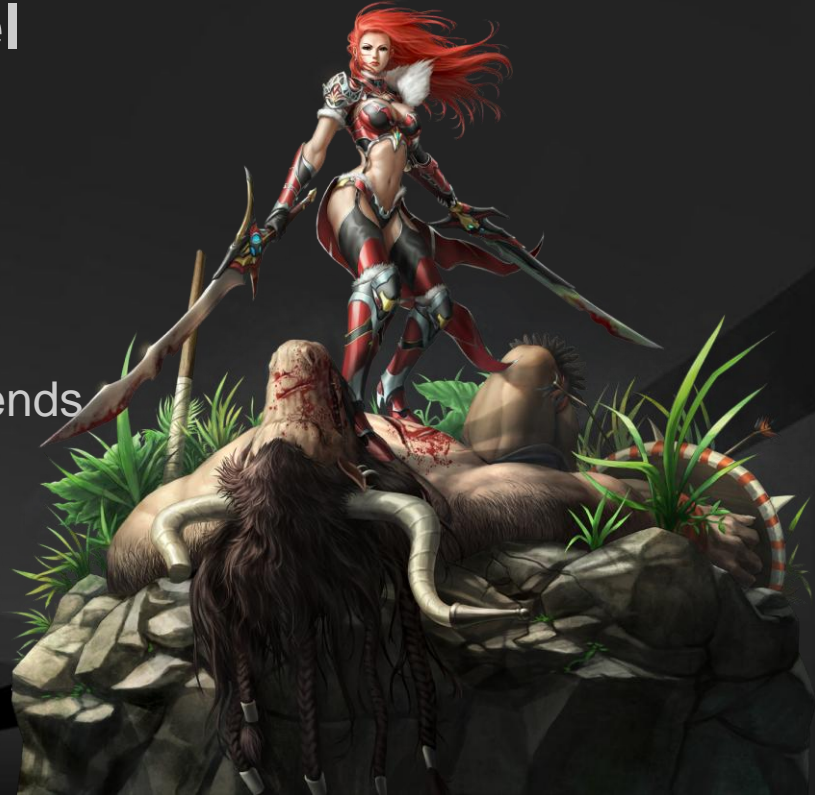
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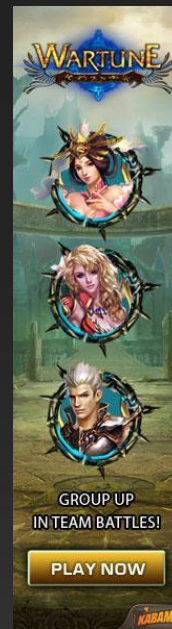


Three Pillars of User Acquisition

- **Testing the acquisition funnel**
 - Ads Landing Pages Game
- **Testing traffic sources**
 - Allocate a test budget to consistently try new sources and stay ahead of trends
- **Optimizing Current Traffic**
 - Use data to scale



Testing the Acquisition Funnel: Ads



18% lift at 99% confidence

Testing the Acquisition Funnel: Landing Pages

Animated:

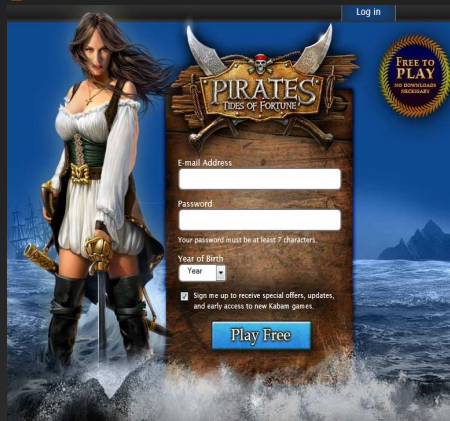


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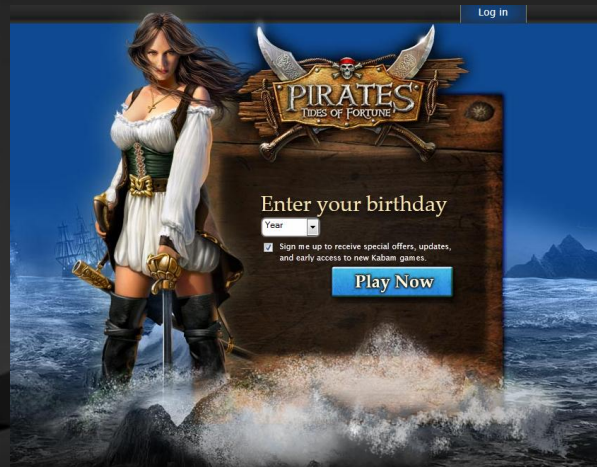
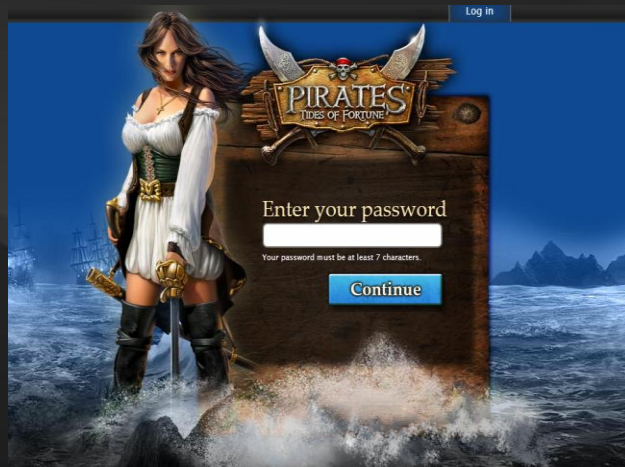
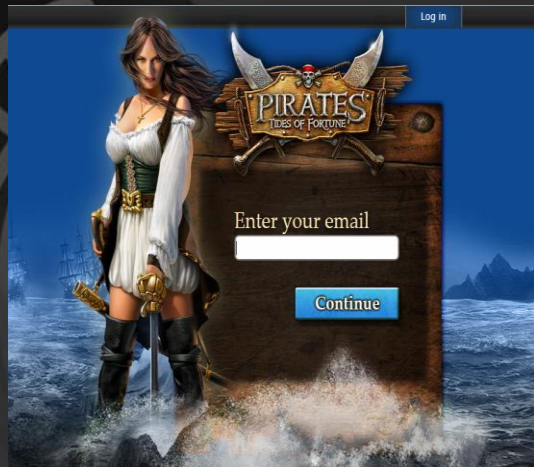


Lost by 4% across the board

Testing the Acquisition Funnel: Landing Pages



120% Lift

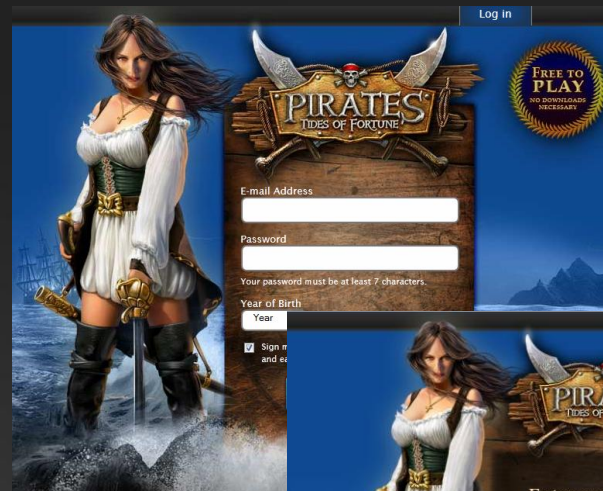


Testing the Acquisition Funnel: Full Funnel

Ads: 64% Lift



Landing Page: 120% Lift



184% Total Lift

Optimization Evolution

Design team comes up with new themes



Control

Next Series:



Testing New Traffic Sources

- **What is your current traffic mix?**

Much like Kabam has diversified on to multiple platforms, there is also robust channel diversity

- **Be able to ride a wave of new trends**
- **Have to decide which traffic mix makes the most sense for your business**



Optimizing Current Traffic

- **Starts with Data**

- Having a data setup to properly track metrics that are necessary for evaluating the success of your business

- **Leverage existing players for lookalike audiences**

- For Kabam, meaningful metrics are inherent to F2P
 - 1D, 7D and later ROI
 - 1D, 7D and later Retention
 - DAU and ARPU

These help you optimize current traffic



Other Traffic Sources



The Healthy Mix

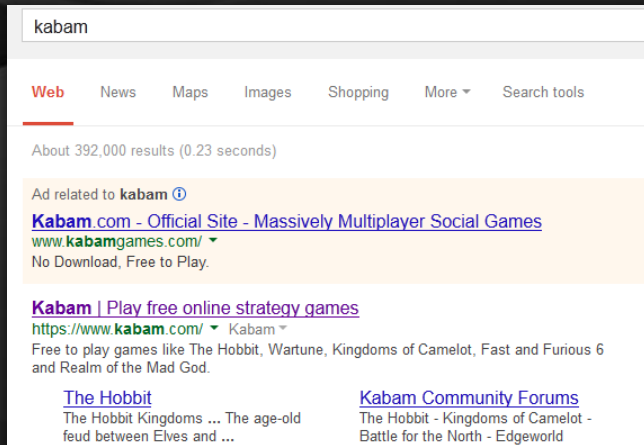
 ORGANIC

 PAID

 SOCIAL

Showing up to your own Party

- Conduct an audit of your brand terms
- Where do you fall for SEO?
- Where do you fall for Social



A screenshot of a Google search for the term "kabam". The search bar at the top shows "kabam". Below the search bar, there are tabs for "Web", "News", "Maps", "Images", "Shopping", "More", and "Search tools". The search results show "About 392,000 results (0.23 seconds)". The first result is an advertisement for Kabam.com, titled "Kabam.com - Official Site - Massively Multiplayer Social Games" with the URL "www.kabamgames.com/". Below the ad, there is a link to "Kabam | Play free online strategy games" with the URL "https://www.kabam.com/". The description for this link says "Free to play games like The Hobbit, Wartune, Kingdoms of Camelot, Fast and Furious 6 and Realm of the Mad God." At the bottom, there are two more links: "The Hobbit" and "Kabam Community Forums".

kabam

Web News Maps Images Shopping More Search tools

About 392,000 results (0.23 seconds)

Ad related to kabam ⓘ

Kabam.com - Official Site - Massively Multiplayer Social Games
www.kabamgames.com/
No Download, Free to Play.

Kabam | Play free online strategy games
<https://www.kabam.com/> Kabam
Free to play games like The Hobbit, Wartune, Kingdoms of Camelot, Fast and Furious 6 and Realm of the Mad God.

[The Hobbit](#)
The Hobbit Kingdoms ... The age-old feud between Elves and ...

[Kabam Community Forums](#)
The Hobbit - Kingdoms of Camelot - Battle for the North - Edgeworld



A screenshot of the Facebook page for "Kingdoms of Camelot". The page header shows the Facebook logo, the name "Kingdoms of Camelot", a search bar, and navigation links for "Home", "Like", "Follow", "Play Now", and "Message". The main cover image is a fantasy illustration of a knight in armor standing in front of a large, ancient stone structure with a dragon's head. Below the cover image is a profile picture of the game's logo. The page name "Kingdoms of Camelot" is displayed, followed by "1,021,917 likes · 889 talking about this". Below this, there are four tabs: "App Page", "Photos", "Likes", and "Events". The "App Page" tab is selected, showing a button to "Download on the App Store" and "GET IT ON Google Play". The "Photos" tab shows a small image of the game's interface. The "Likes" tab shows a thumbs-up icon and "1m". The "Events" tab shows a star icon and the game's logo.

Kingdoms of Camelot

Like Follow Play Now Message

Kingdoms of Camelot

1,021,917 likes · 889 talking about this

App Page Photos Likes Events

The Mobile Tide

- **Moving mobile**
 - Web is dead? \$27BN in revenue in 2013*
- **While producing impressive revenue, PC segment is diminishing**
 - 68% of gamers play on a PC, down from 72% the year before
 - People replacing desktops with tablets
 - Mobile to grow 35% in 2014

*From Newzoo 2013 Global Games Market Report

*PC data from NPD Group's 2013 Online Gaming Report

Benefits of Web

- **A/B testing and funnels**
- **No platform fees**
- **Multiple distribution points**
- **Perfect tracking**

These are still developing for mobile

Thank You – Come Play with Us!

Come Play with Us

