



# Flutter Post-mortem

Cultivating a niche for free-to-play success

**Tim Nixon**

Director, Runaway



## Background



37 years in documentary television



Factual entertainment has many powerful brands in television

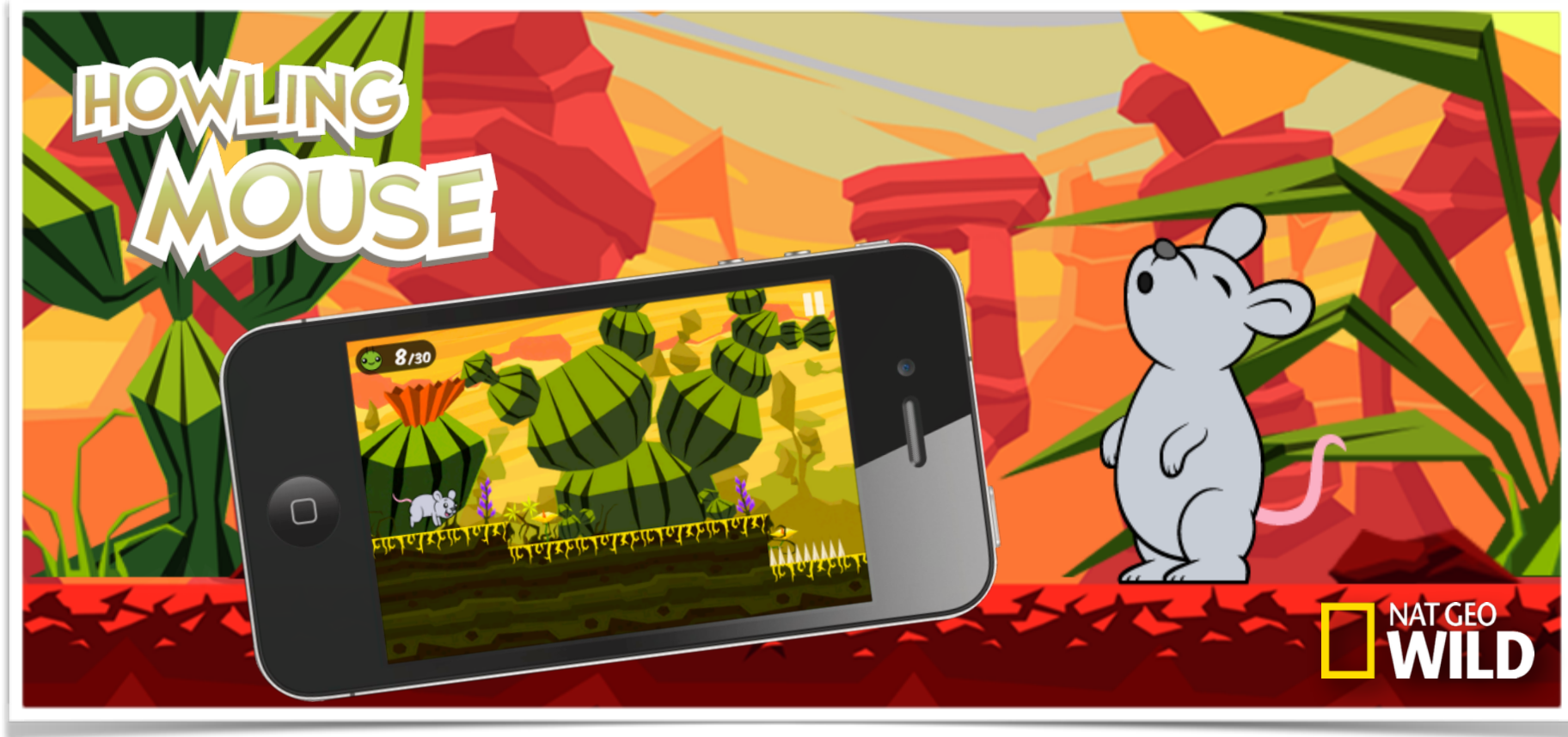




A butterfly game hadn't been done well

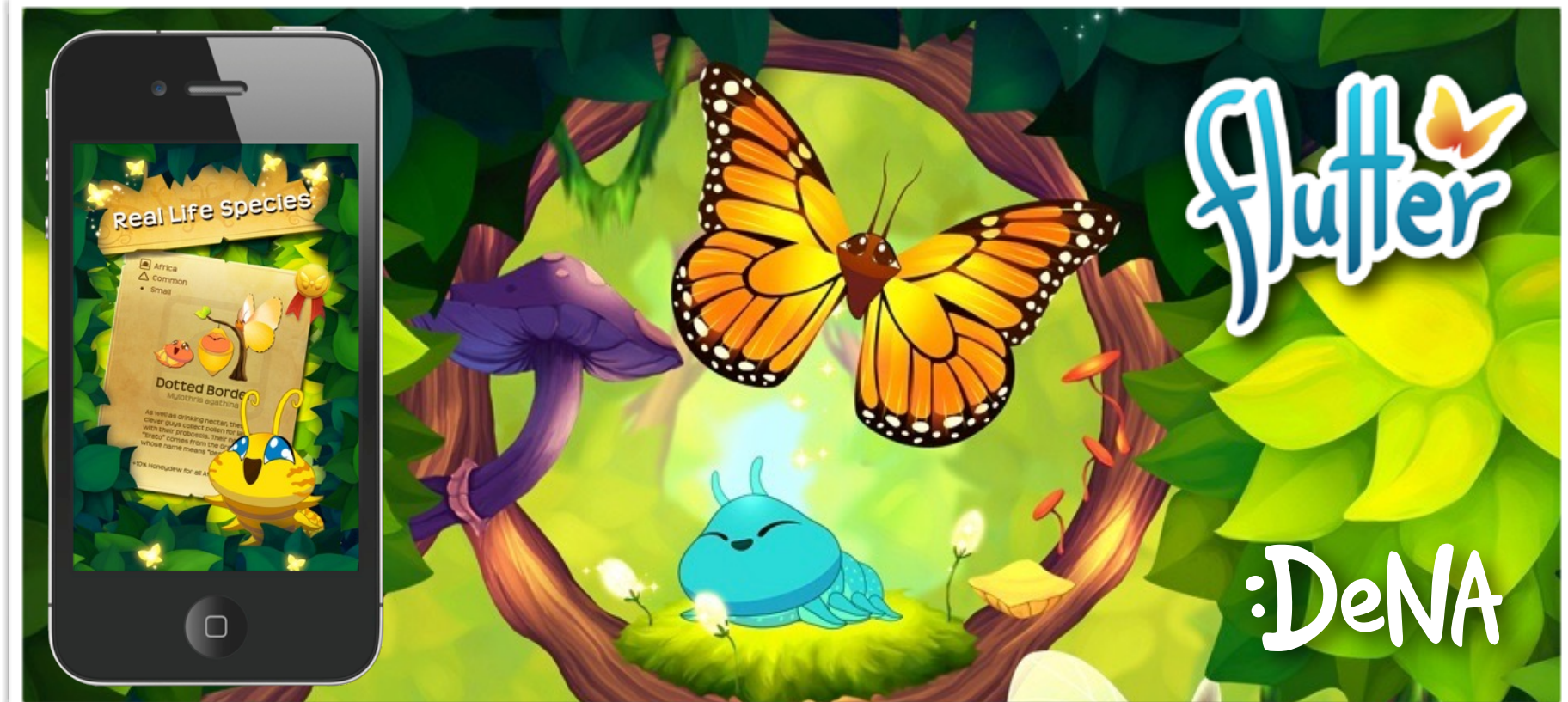


Learning how to blend factual content with gameplay



Great ratings, great conversion, poor economy





Blending our niche with publisher economy insight

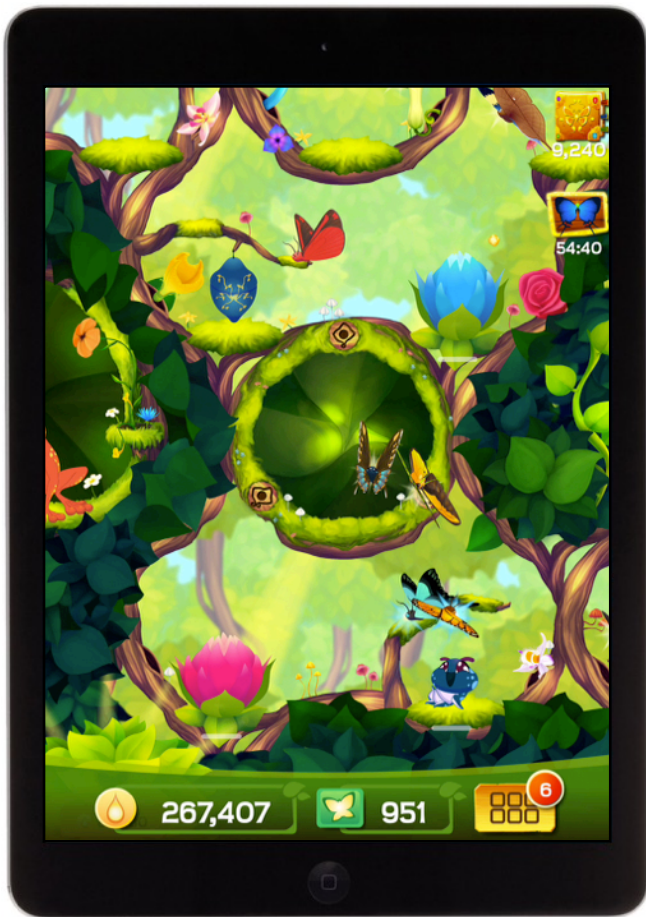
New

Flutter





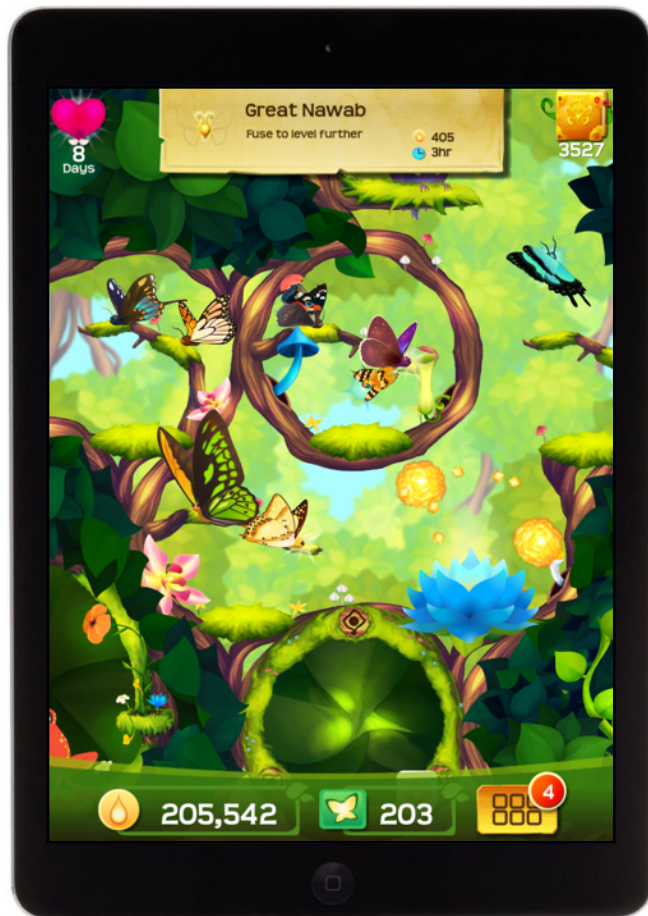
## Flutter In-Depth



## What do I do?

- Collect real butterfly species
- Raise through their lifecycle
- Expand environment
- Complete goals and missions
- Help friends





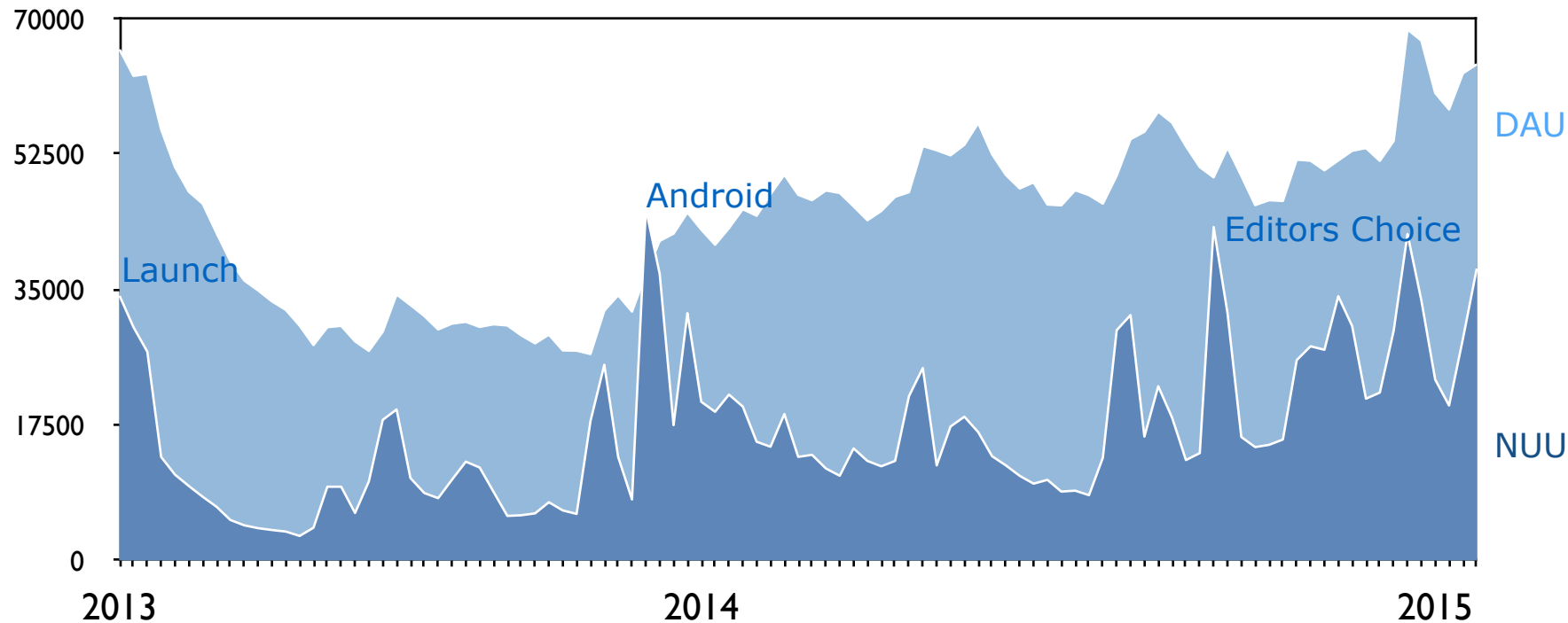
## Key Performance Stats

- 2 years live
- 2 million downloads
- 4 million gross revenue
- 2 x Return on Investment



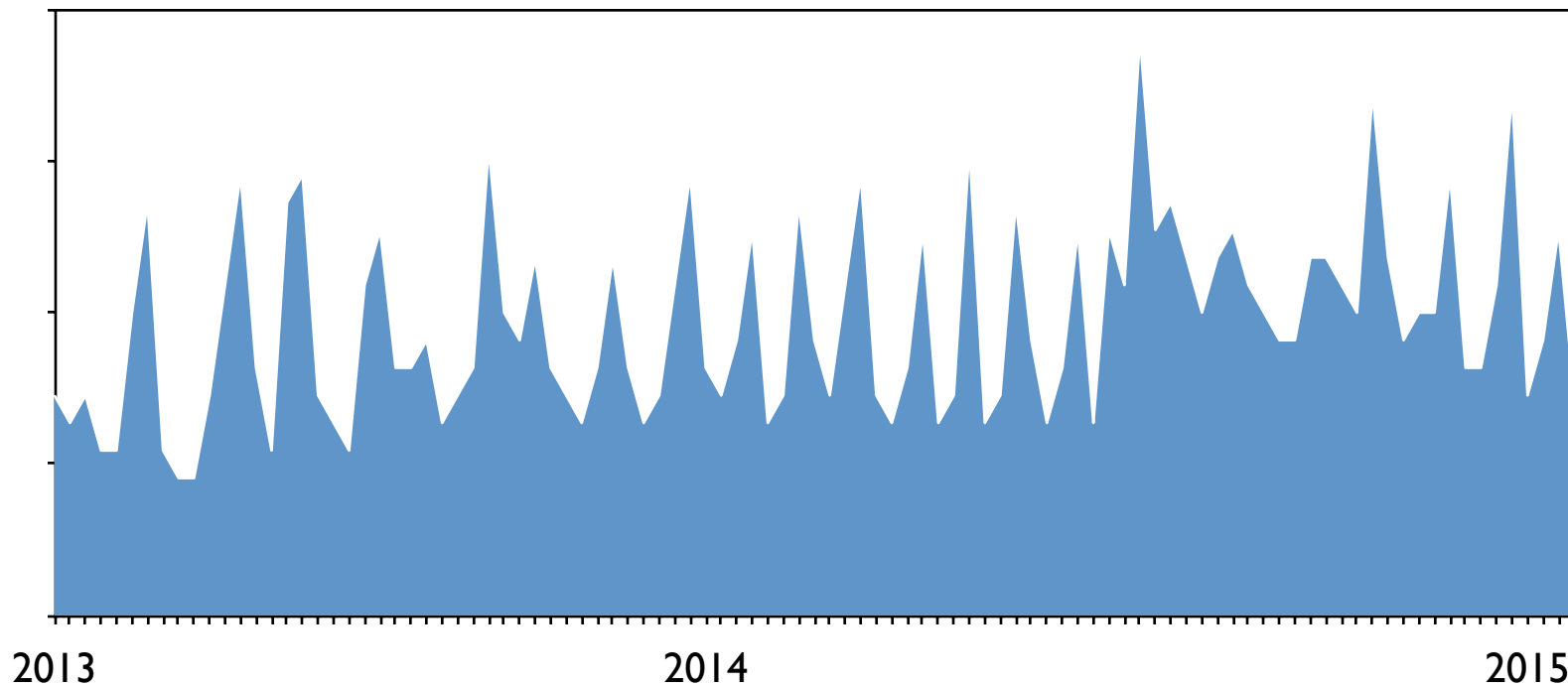


# Daily Active Users



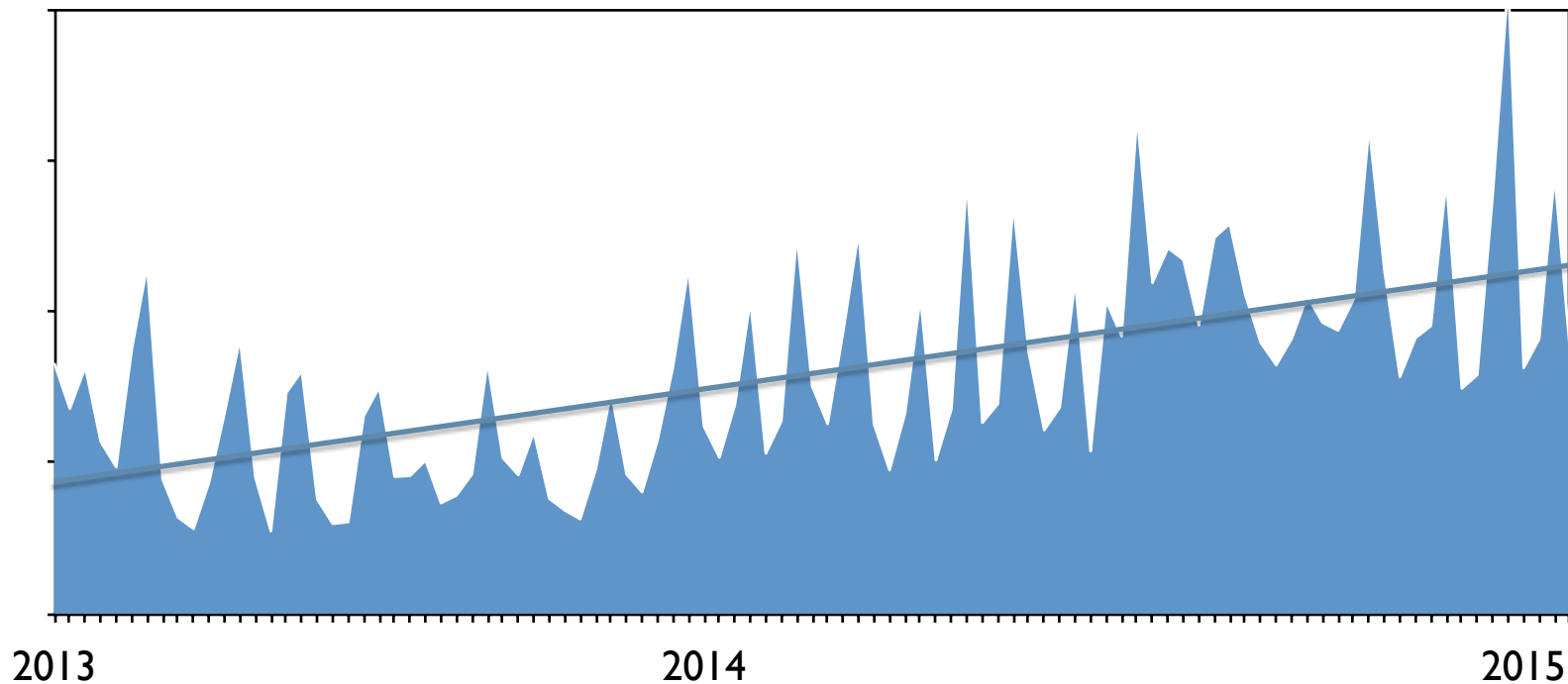


## Average Revenue Per User





## Developer NET Revenue



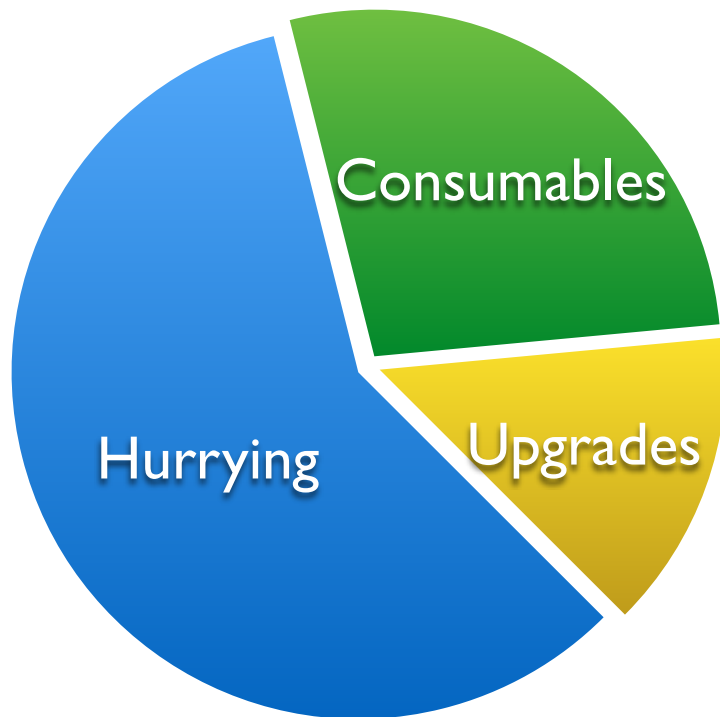


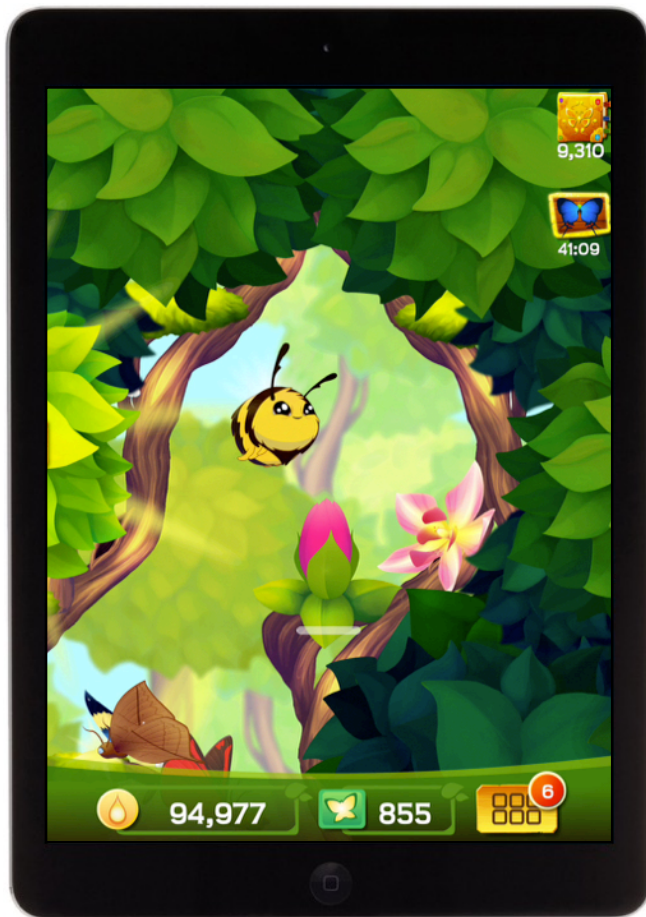
## What Do People Buy?

- Hurrying
- Flowers to attract butterflies
- Gacha currency
- Upgrades & Helpers



## Flutterbucks Spend





## Bumble Bee Helper

- \$8 premium upgrade
- Pay wall for casual
- Cheap for hardcore

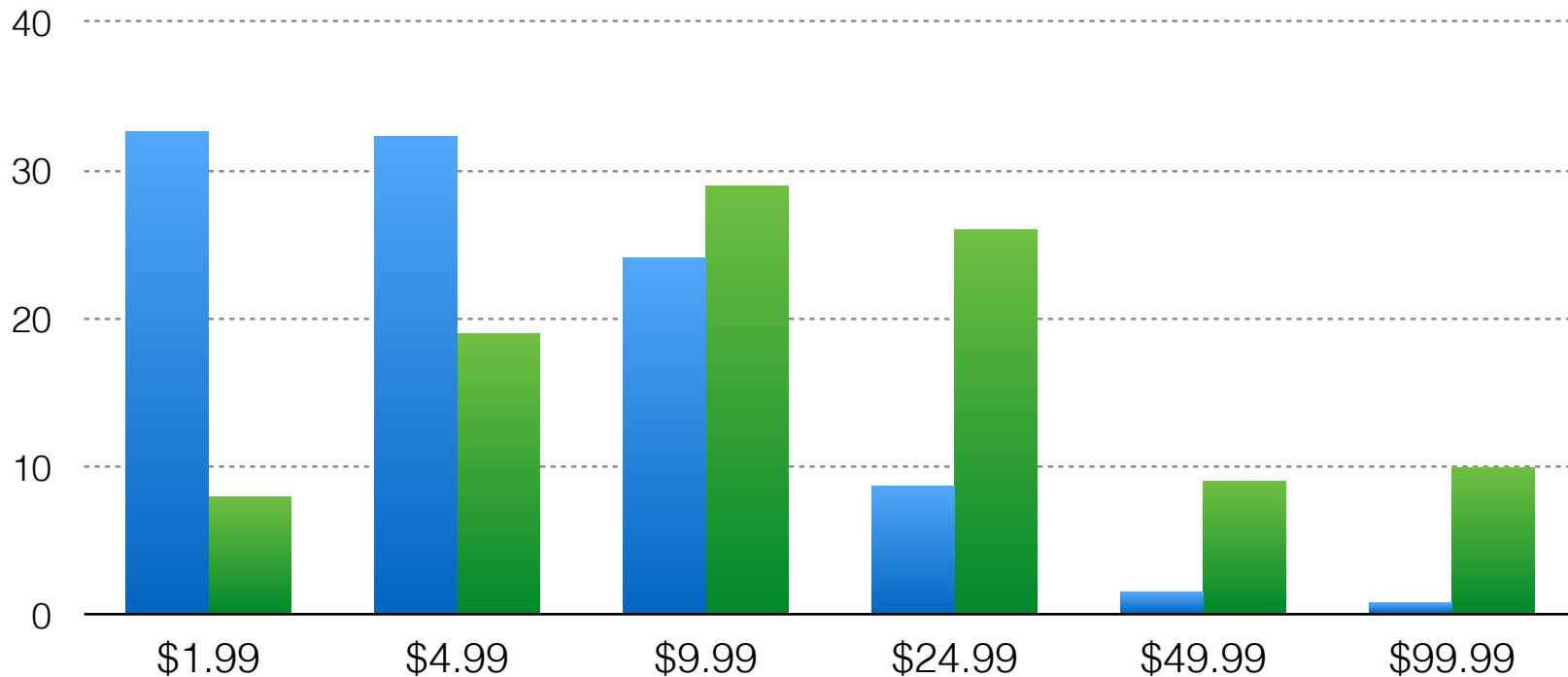


## Freemium Continuum

- Everything can be earned
- Full spectrum of spend
  - What you can afford
  - When you can afford it
- Engagement = value



## Revenue Contribution from Packs





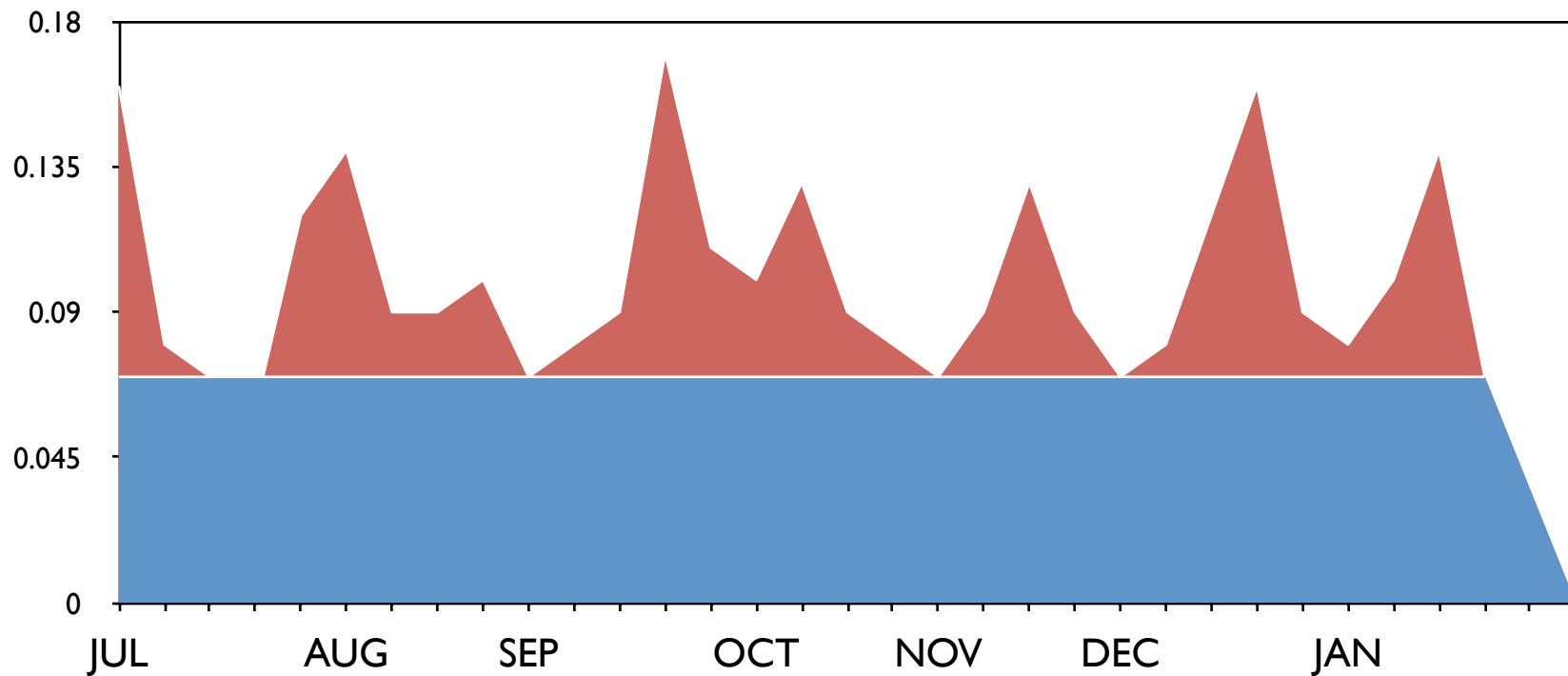


## Events

- Limited butterfly set
- Time pressure
- Increases engagement
- Makes the world feel alive



## Event ARPDAU Impact





# Flutterbucks Spend



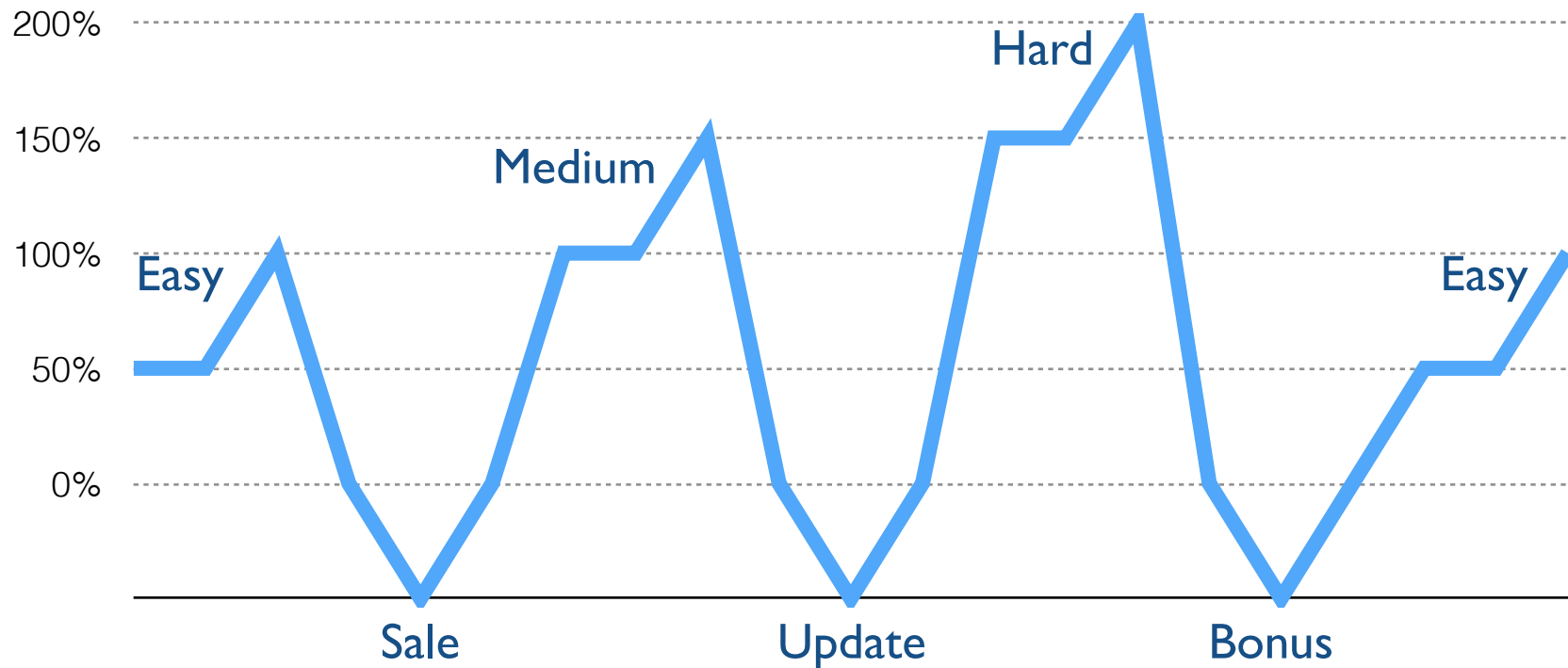


## Variables

- Event length
- # of species
- Special abilities
- Cadence



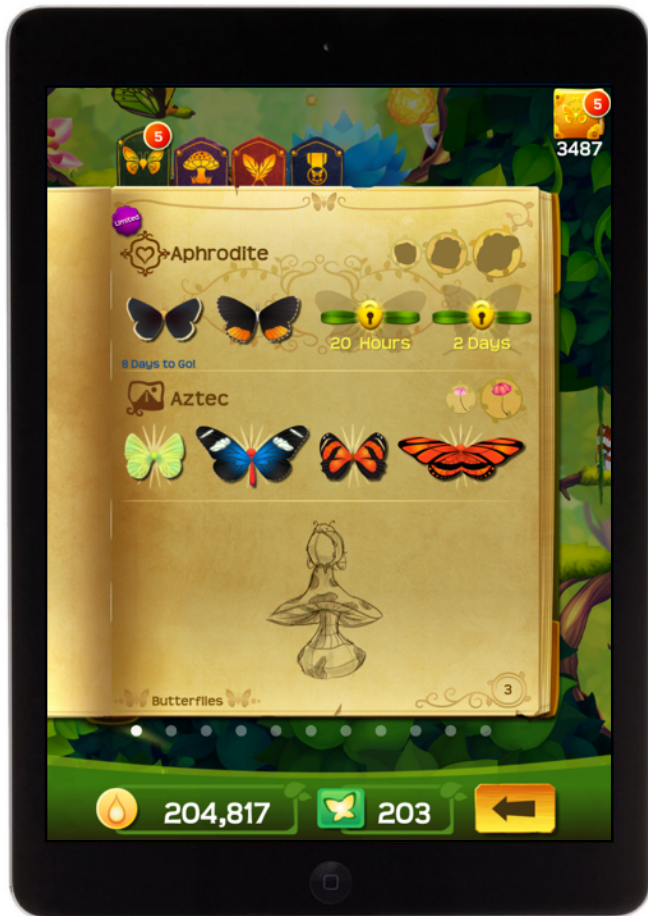
## Cadence of Event Pressure Points





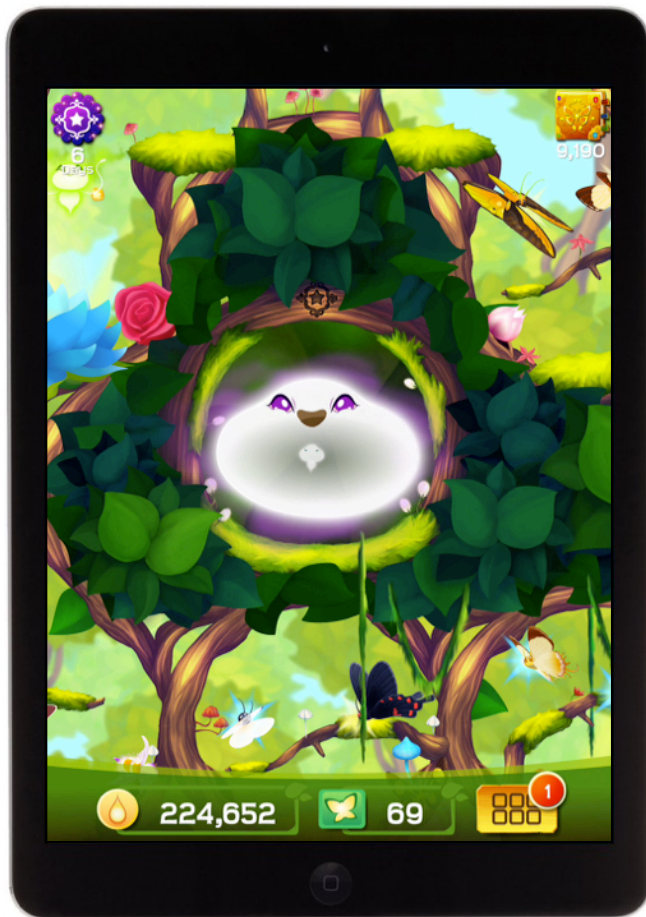
## Stretch Goals

- Incentivize heavy engagement
- Super decoration
- Butterfly mutation
- Range of “completion”



## Paced Unlock

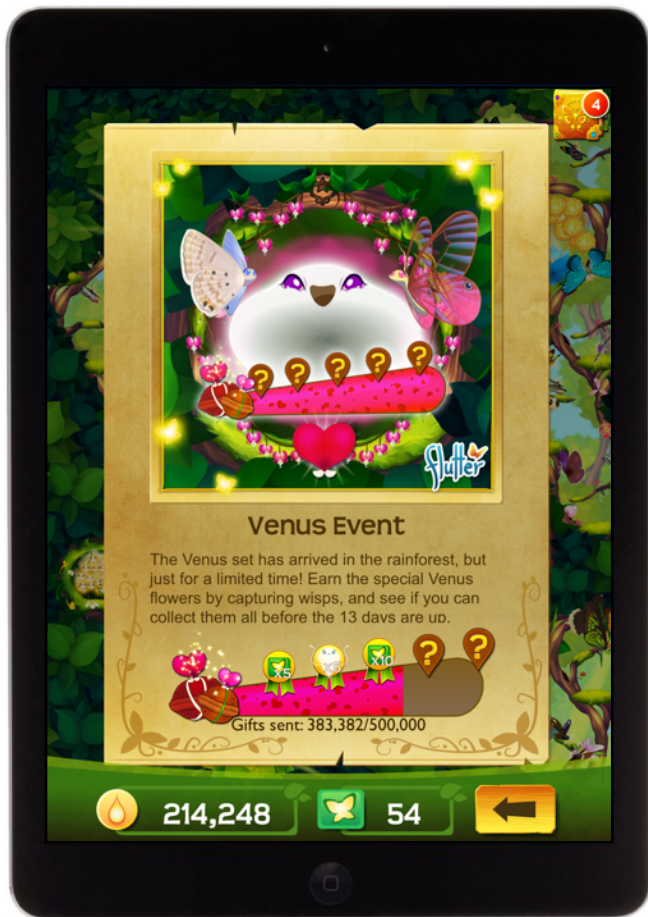
- Space out excitement
- Event feels more active
- Harder final species



## Capture Mechanic

- Wisp character
- Attempt or guarantee
- Hurry wisp production



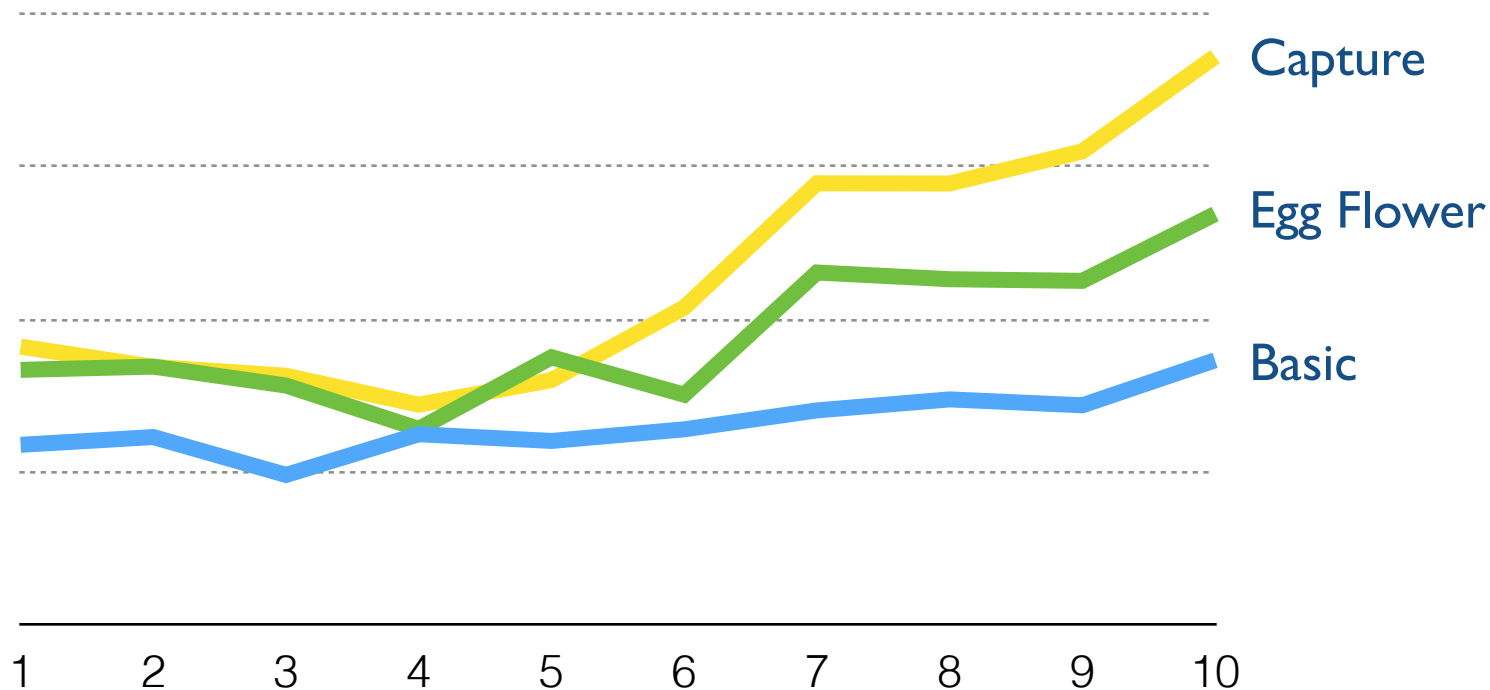


## Theming Events

- Link with real world holiday
- Environment theme
- Icon change
- Community goals



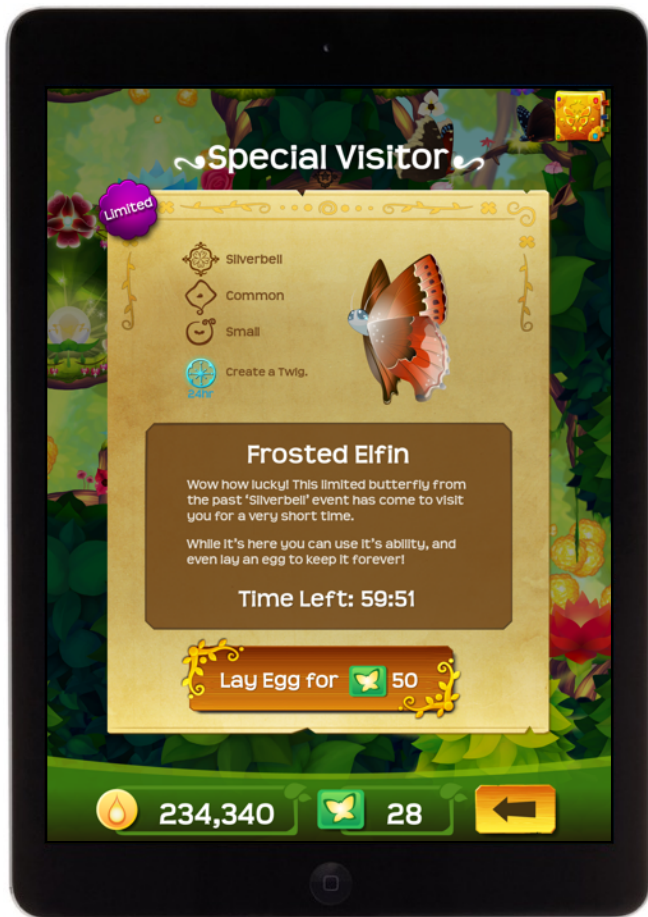
## Benefit of Event Evolution (ARPD AU)





## Event Mistakes

- Server issues
- Over-powered rewards
- Over-complication of spend
- Re-running event

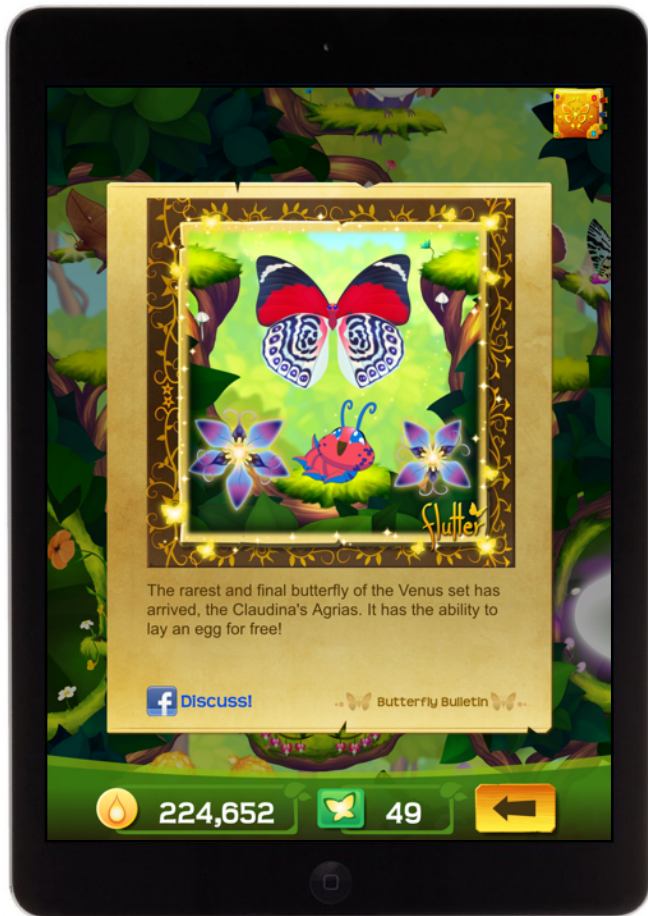


## Visiting Butterflies

- Utilize event content
- Value for free and payers
- Enhances event mystique
- 1.5x baseline revenue



## Nurturing Our Niche



## Player Communication

- In-game news
- Welcome screen
- Direct FB link
- Targeted push notifications



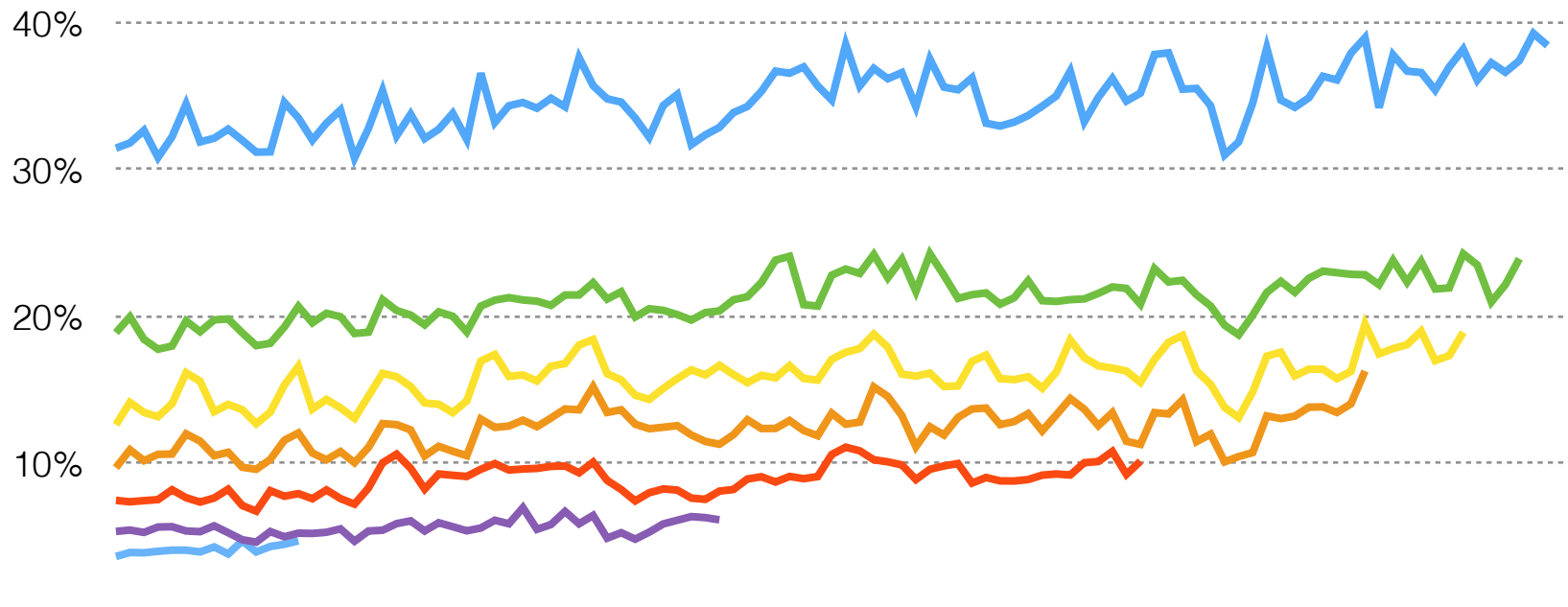
## Community

- Any contact is an opportunity
- Create true fans
- 1% are your lifeblood





## 3m Retention Trend







## Embrace Your Niche

- Scared of feeling “educational”
- Players actually wanted more!
- Facts and stories from the natural world players can share



The game exists beyond the screen



Encouraging players to engage with the natural world





Convert empathy into action

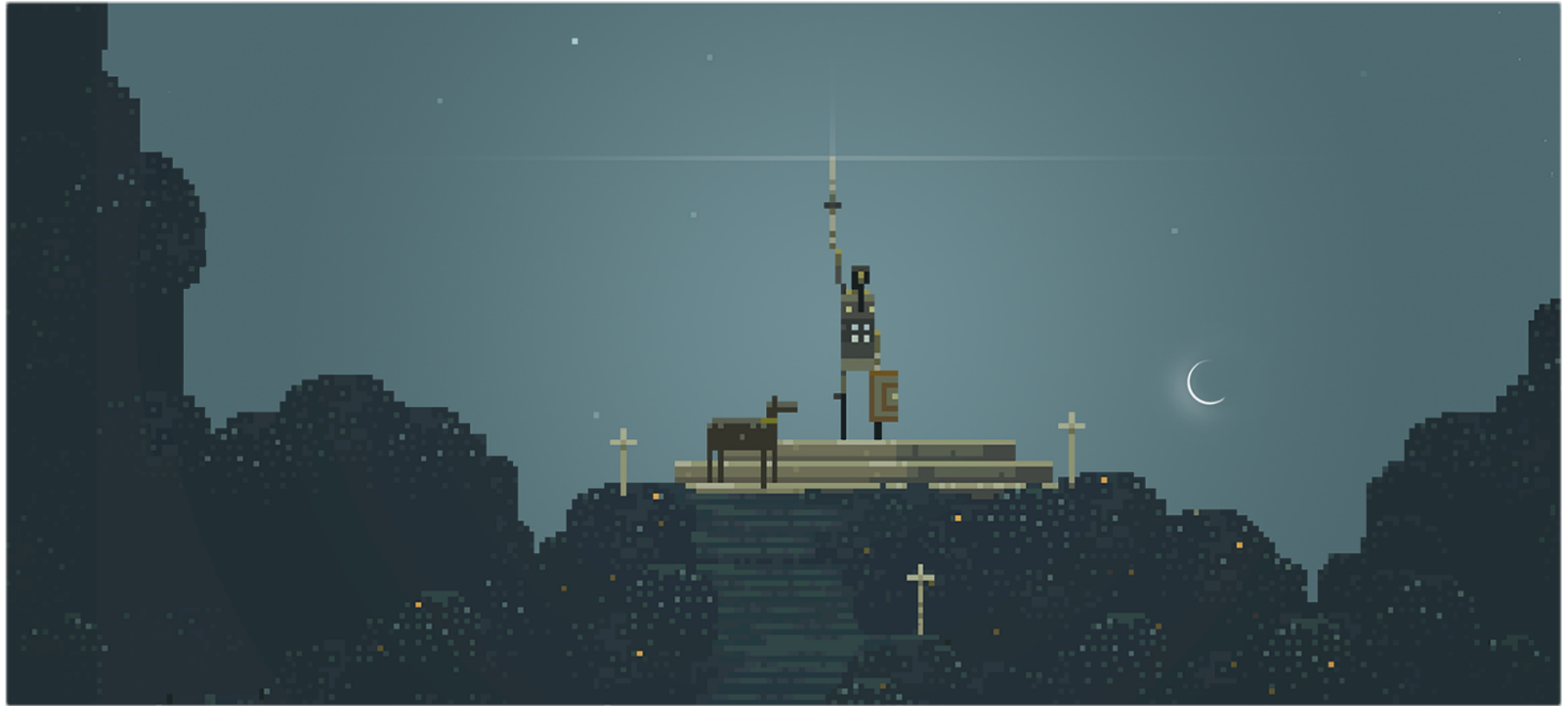


Why do players care?





Be unapologetic about who you're not for



Targeting everyone means targeting no one



Passionate fans turn into movements





What tribe are you leading?



runaway

Games Inspired by Nature



Join us!



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tim@runawayplay.com  
@nixontim