



Succeeding on Mobile with Premium Games

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Head of Studio
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UBISOFT®



1998 - 2012



SQUARE ENIX®

2012-now



ENTER A WORLD OF ASSASSINATION

HITMAN™

2011-2013



SQUARE ENIX



April 2014



June 2015



August 2015



August 2016





Our approach:

Make an amazing game in order to maximize potential of discovery & keep player engaged with your game to bring more organic downloads.

- 1. DISCOVERABILITY***
- 2. LONG TERM ENGAGEMENT***

DISCOVERABILITY

QUALITY

QUALITY ALLOWS
FEATURING

FEATURING
GENERATES APP
STORE PAGE
VIEWS

Editors' Choice



11,000,000



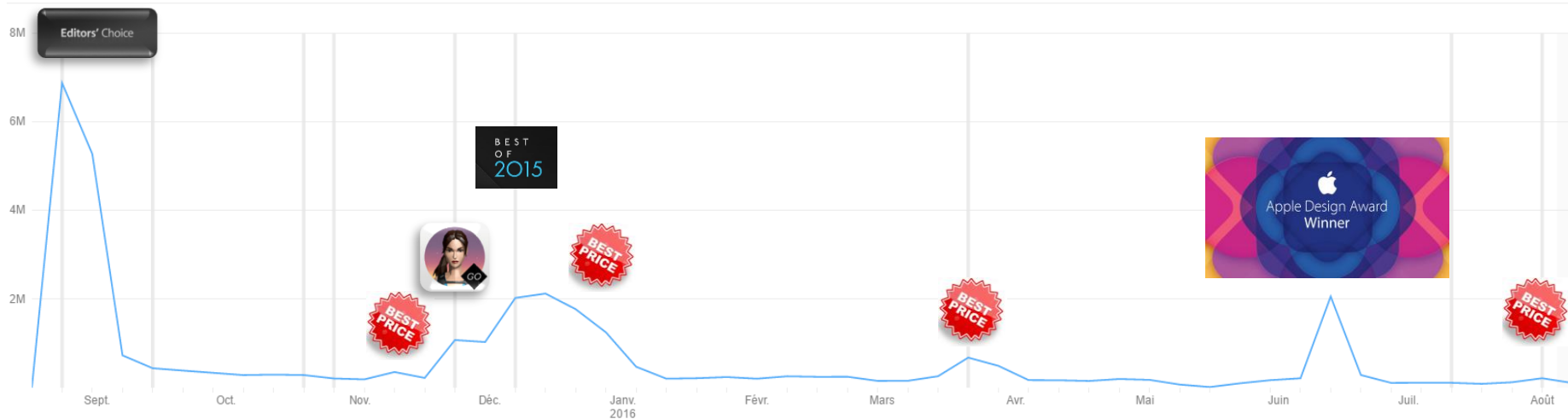
7,500,000



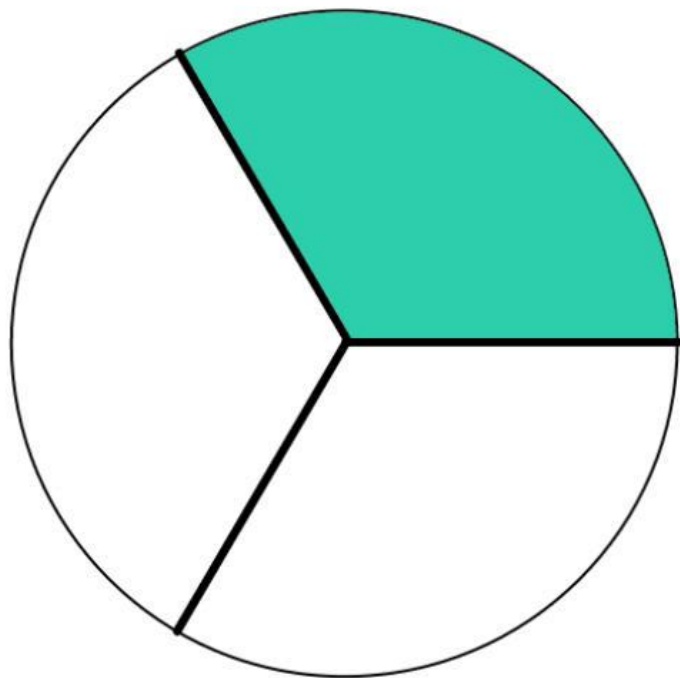
APP STORE PAGE VIEWS (WEEKLY)

33,624,667 Vues page produit

Ligne ▾ Semaine ▾

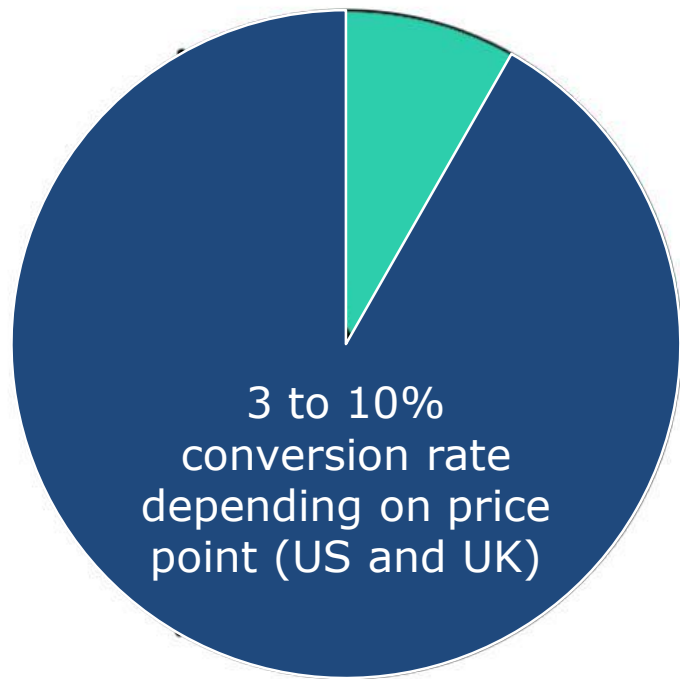






60 to 69 % of players
won't pay for a
game.*

*internal survey conducted
in UK & US



=



DISCOVERABILITY

IP





≠



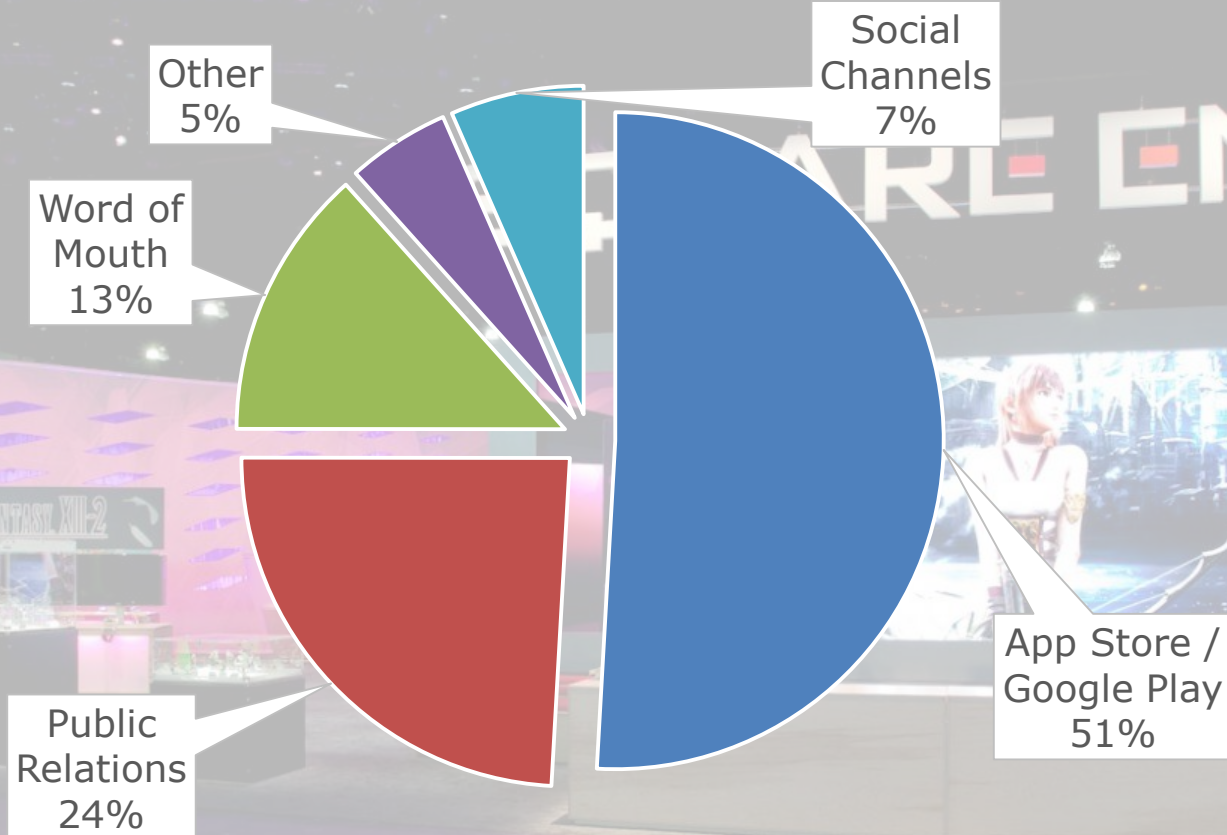
Despite the lower price point, do not expect all of your console fans to go mobile.

DISCOVERABILITY

PRESS

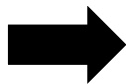
SQUARE ENIX



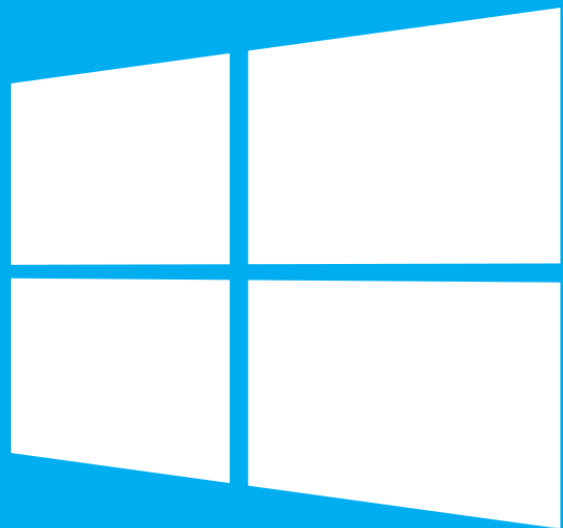


DISCOVERABILITY

NEW PLATFORMS



Your business model allows for easier translation to other mediums.



Windows 10

DISCOVERABILITY

BUNDLES

Introducing Bundles



Cut the Rope for iPhone - Value...
3 Apps

\$3.99

In-App Purchases



Disney Princess Play Pack
4 Apps

\$7.99

In-App Purchases



Angry Birds: Ultimate...
4 Apps

\$1.99

In-App Purchases



Ultimate Productivity...
4 Apps

\$19.99

In-App Purchases



Where's My Puzzle Pack?
3 Apps

\$4.99

In-App Purchases



Toca Toy Box
4 Apps

\$6.99

In-App Purchases



Nick Jr. Let's Learn!
6 Apps

\$14.99

In-App Purchases



Kumobius Volume 1
3 Apps

\$5.99

In-App Purchases



Pixite Photo Kit
5 Apps

\$7.99

In-App Purchases



Modern Combat Pack
3 Apps

\$9.99

In-App Purchases



Tinybop Explorers 1 & 2
2 Apps

\$4.99

In-App Purchases



League of Evil Trilogy
3 Apps

\$3.99

In-App Purchases

DISCOVERABILITY

LOCALIZATION

MOBILE GAMES LOCALIZATION



MOBILE GAMES LOCALIZATION



Localized

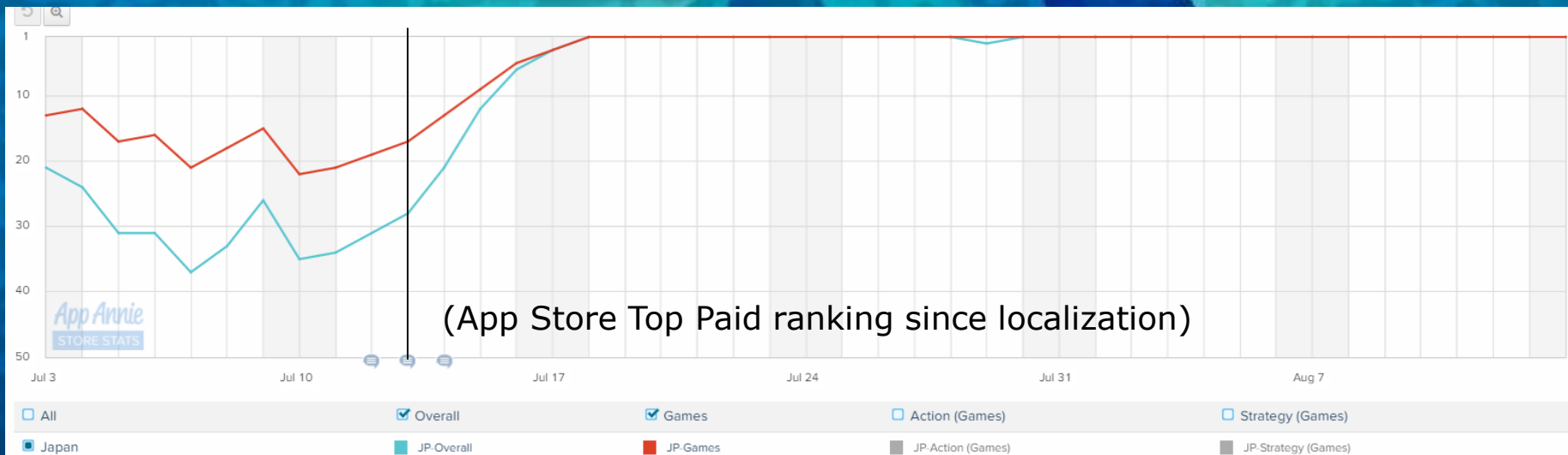
Not localized



iOS : 16% vs 6,5% of revenue

Android: 8,4% vs 5,5% of revenue (w/o China)

MOBILE GAMES LOCALIZATION

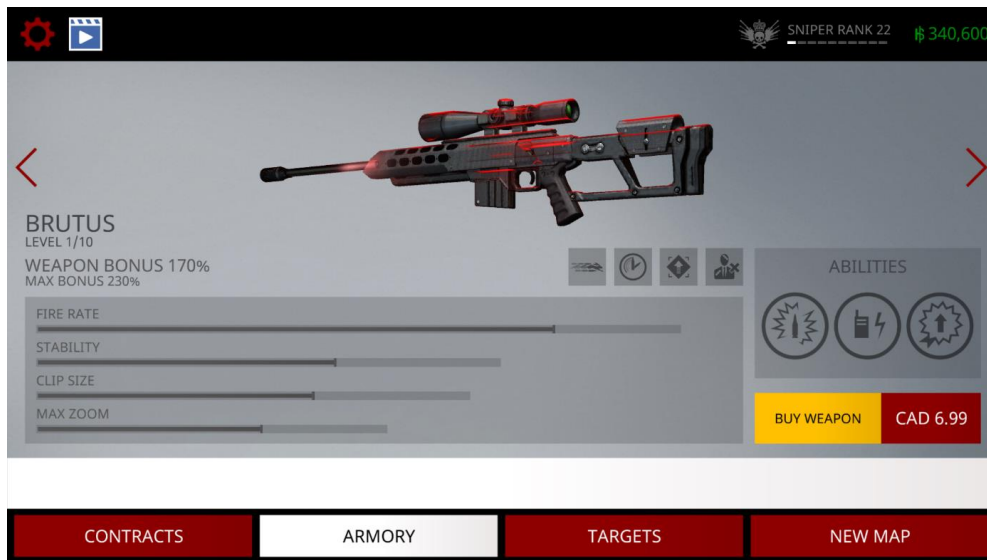


1. *DISCOVERABILITY*
2. ***LONG TERM ENGAGEMENT***

LONG TERM ENGAGEMENT

IN-APP PURCHASES

3x average
retention for
players that have
bought iaps



Find ways to convert your players to iaps without going « evil » (timers, paywalls, etc)!

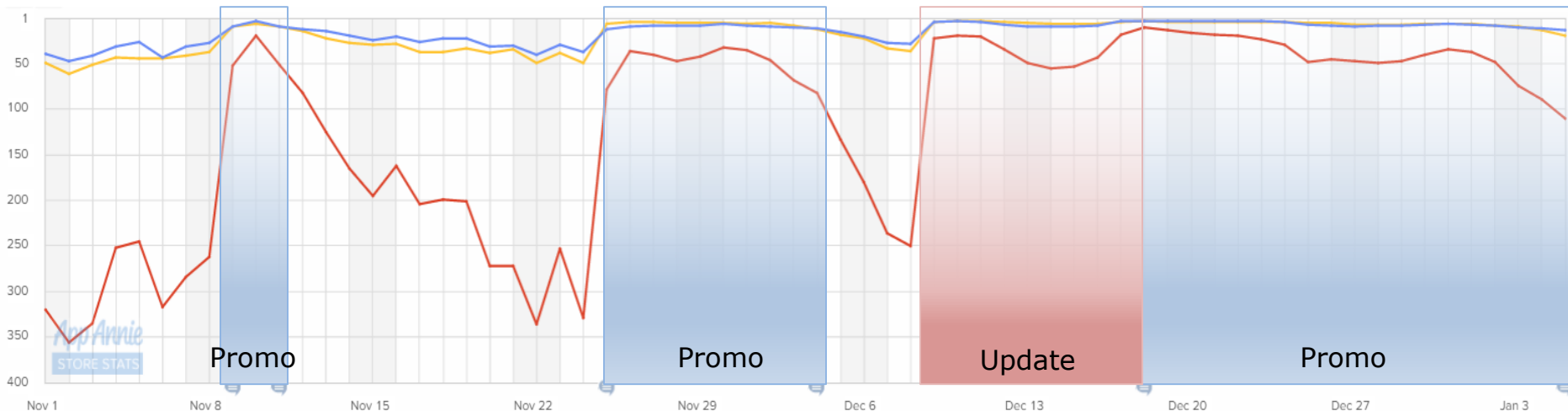


LONG TERM ENGAGEMENT

PRICE PROMOTIONS



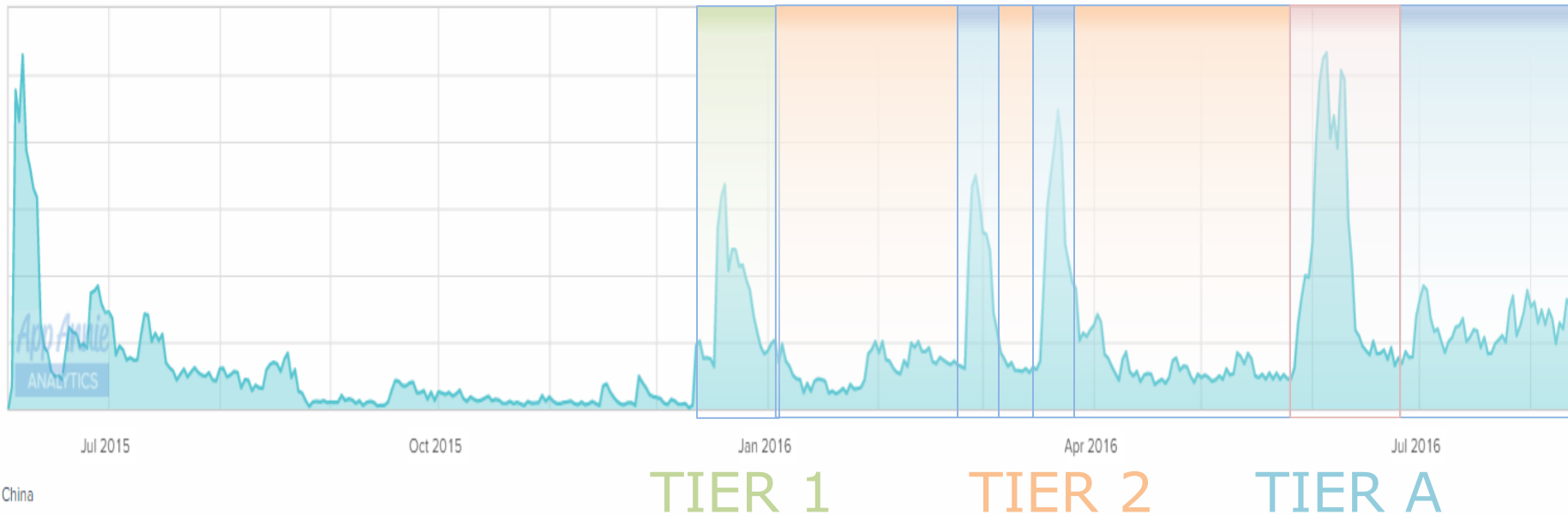
US PAID RANKING (iPhone daily)

☐ All☐ Overall☒ Games☒ Puzzle (Games)☒ Strategy (Games)☒ United States☐ US-Overall☒ US-Games☐ US-Puzzle (Games)☐ US-Strategy (Games)



CHINA - REVENUE

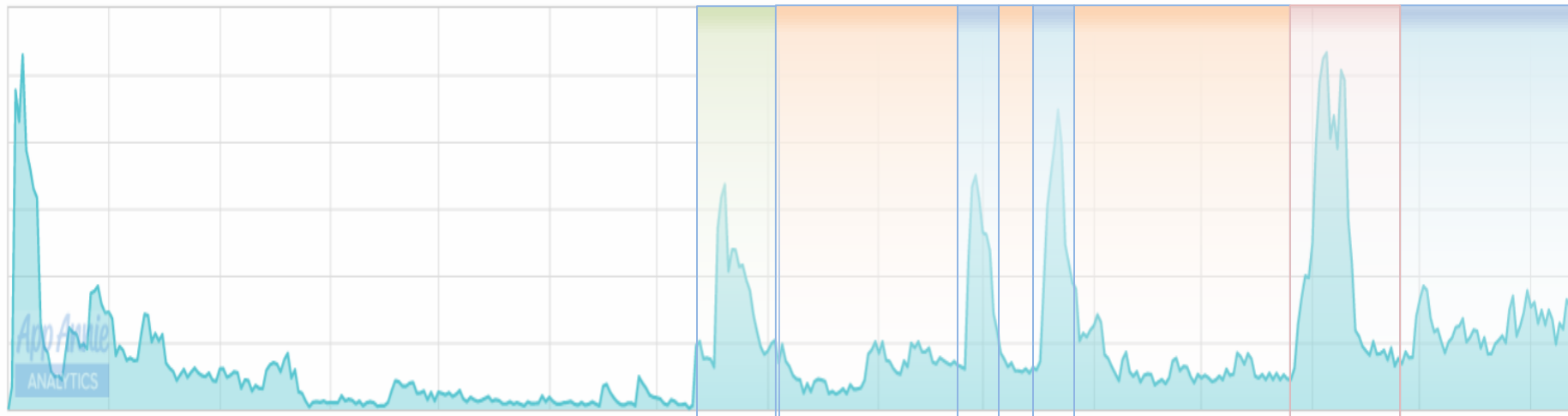
(iPhone/iPad daily)





CHINA - REVENUE

(iPhone/iPad daily)

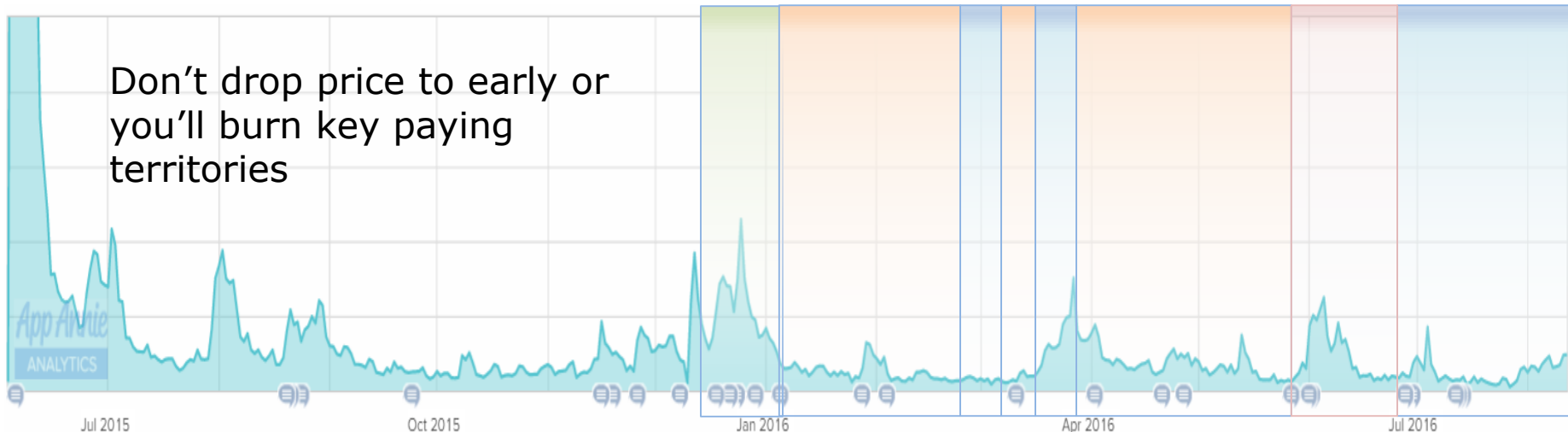


Tier	CANADA	MEXICO	AUSTRALIA	NEW ZELAND	CHINA	INDONESIA	INDIA	RUSSIA
Tier 1	\$1.39	\$17.00	\$1.49	\$1.49	¥6.00	Rp 15ribu	Rs 60	75 p.
Alternate Tier A	\$0.99	\$5.00	\$0.99	\$0.99	¥1.00	Rp 3ribu	Rs 10	15 p.



US - REVENUE (iPhone/iPad daily)

Don't drop price to early or
you'll burn key paying
territories



United States

TIER 1

TIER 2

TIER A

LONG TERM ENGAGEMENT

UPDATES



Shard of Light update (Nov 2015)

- 15% new players in the week of the update.
- 65% reactivated users.



POST UPDATE (reactivation)

- Reactivated close to a millions churned players including 50,000 payers*
- In-app purchase revenue following the update:
 - New players = 50% (ARPPU 7\$)
 - Continuing user = 25% (ARPPU 18\$)
 - Churned users = 25% (ARPPU 16\$)

*Payers = iaps



POST UPDATE (retention)

Retention per player type



App Store > Games > SQUARE ENIX INC



Lara Croft GO

SQUARE ENIX INC >

Editors' Choice

Details

Ratings and Reviews

Related

Game Center

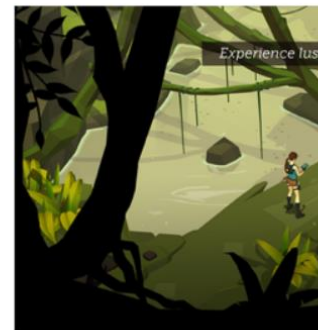
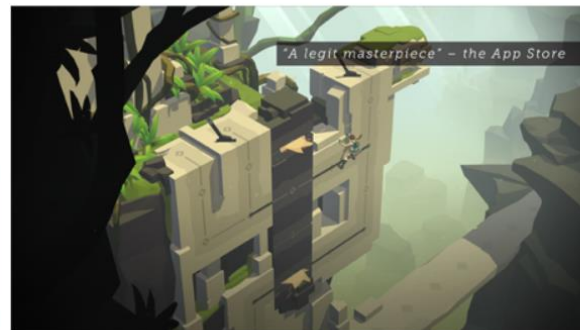
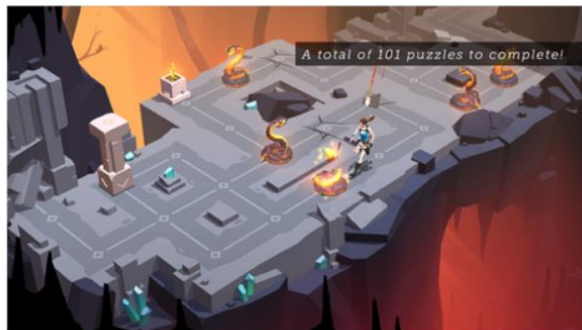


Don't hesitate to test and update/optimize your app store page to enhance conversion.

Screenshots

iPhone

iPad



Description

*** Apple's iPhone Game of the Year 2015 ***

*** Best Mobile/Handheld Game - The Game Awards 2015 ***

Lara Croft GO is a turn based puzzle-adventure set in a long-forgotten world. Explore the ruins of an ancient civilization, discover well-kept secrets and face deadly challenges as you uncover the myth of the Queen of Venom....

more

+ \$4.99 Buy

Offers In-App Purchases

This app is designed for both iPhone and iPad

★★★★★ (33)

Rating: 9+

ALSO INCLUDED IN



The GO Collection
2 Apps
\$6.99

TOP IN-APP PURCHASES

1. All Puzzle Solutions \$4.99
2. Square Enix Universe Outfit Pack \$1.99



LONG TERM ENGAGEMENT

PUSH NOTIFICATIONS

**Want to understand the
benefits of Push Notifications?**

Cancel

OK

LONG TERM ENGAGEMENT

FACEBOOK

(and other social networks)

3x average
retention for
players that are
playing with
friends





CONCLUSION

Make an amazing game in order to maximize potential of discovery & keep player engaged with your game to bring more organic downloads.

DISCOVERABILITY

- Quality
- IPs
- Press
- Other platforms
- Bundle
- Localization

ENGAGEMENT

- In-app purchases
- Price Promotion
- Updates
- Push notifications
- Social networks



How can we keep improving the success of the GO games?



The GO series aced discoverability

1. Regular and prime featuring
2. Important press coverage
3. GO's growing recognition



CHALLENGES with our GO treatment

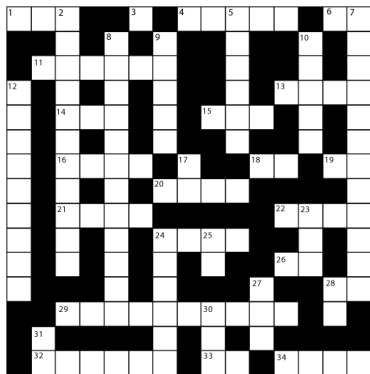
1. Limited lifespan (no replayability)
2. High development cost (and production time) of content updates
3. Limited “virality” because of the Single Player focus

SOLUTION: Make a puzzle editor





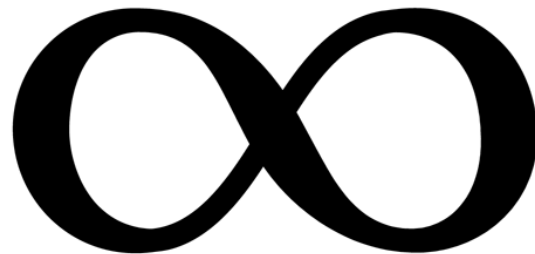
1. LIMITED LIFESPAN



Daily puzzles



External
Collaborators to
craft new puzzles



Infinite content
crafted by the
players community



2. HIGH DEVELOPMENT COSTS



Making a perfect puzzle editor take time.



3. LIMITED VIRALITY



Core players



Influencers



Mainstream

We can't plan for the game to go viral but the potential is now higher.



FINAL WORDS
It's not a recipe.
Make great games!

THANK YOU!

@DrNaud