



In it for the long run: Sustaining mobile hits over years

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Product Lead at Wooga





Global launch

5+ years



Production time

Live time





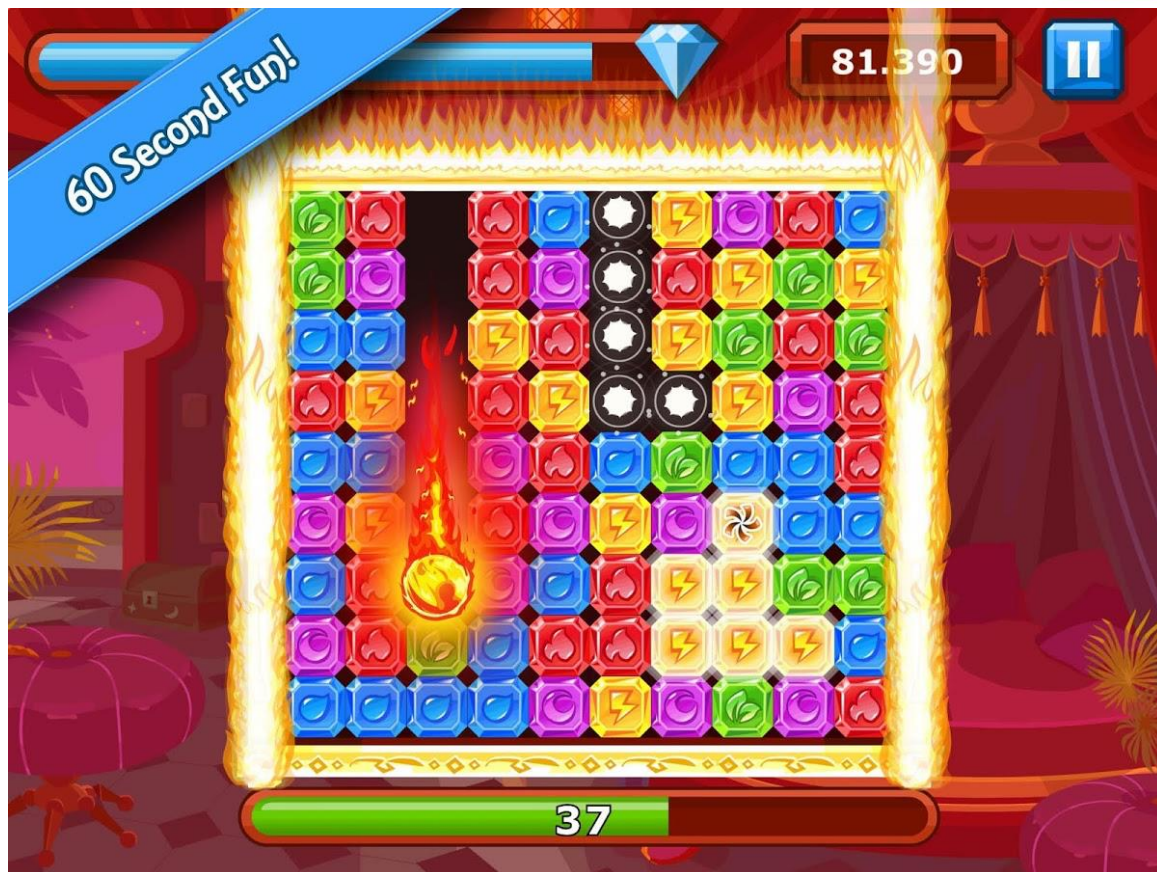
The 4 key pillars

1. Big features
2. Events
3. Content & frequency
4. Smart automation

About myself...



- 7+ years in the mobile gaming industry
- Live games expertise



2009-Today







2013-Today

Jelly
Splash



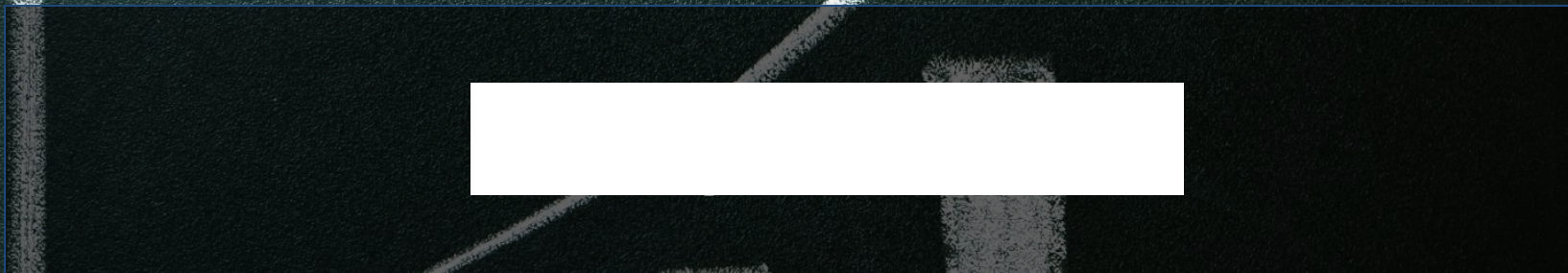


Wooga










4 key pillars

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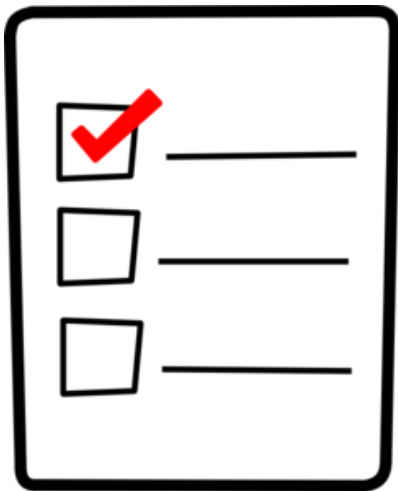
2014

Grossing		
▲1		Candy Crush Saga King
▲1		Clash of Clans Supercell
▼2		Game of War - Fire Age Machine Zone, Inc.
		Hay Day Supercell
▲1		Pet Rescue Saga King
▲5		Minecraft: Pocket Edition Mojang
▼2		MARVEL War of Heroes





Long term retention=> Missions



+

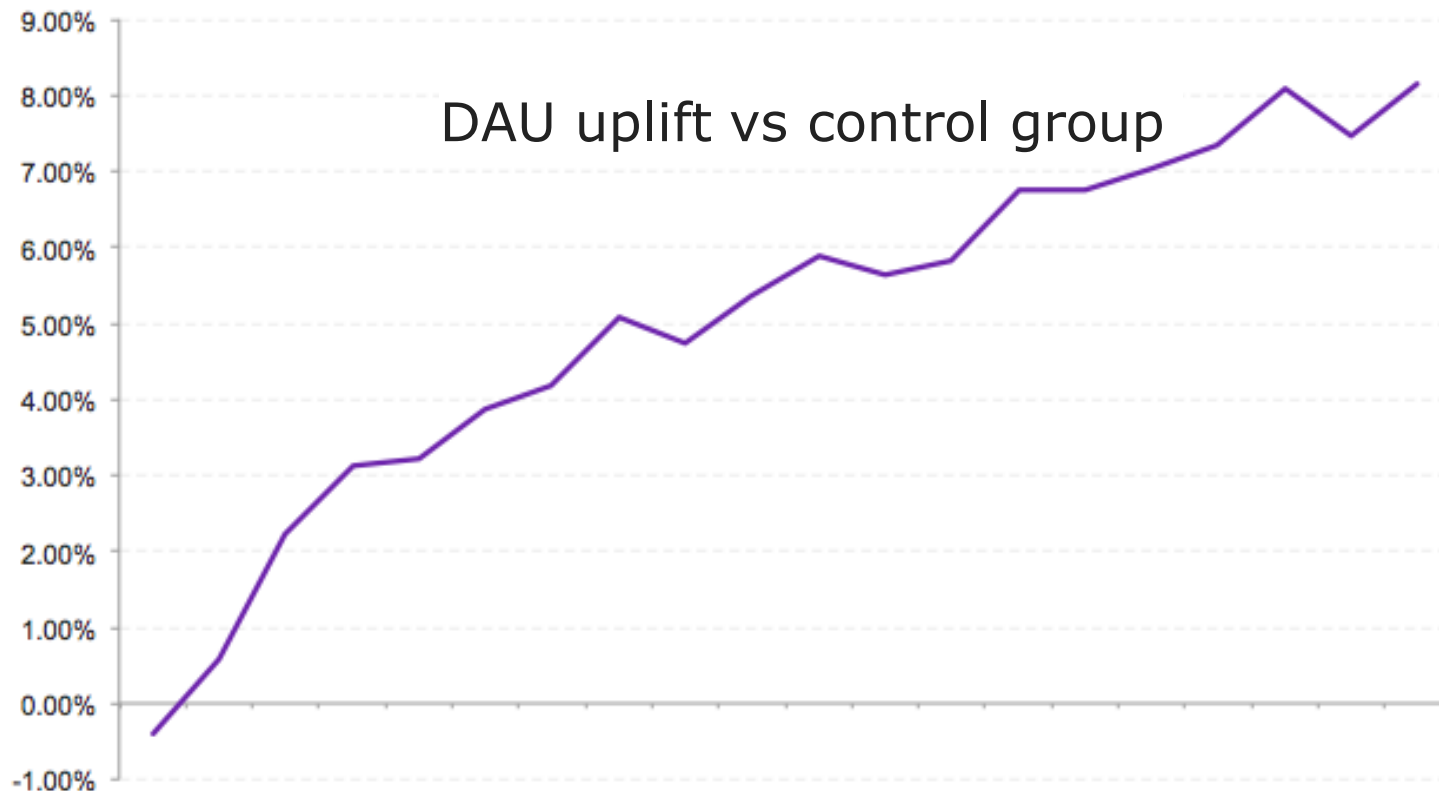


Is it fun enough?

7 bonus levels in Diamond Dash



Was it worth the risk?



Key facts

- 3 months development
- Parallel development
- **+5%** DAU
- **+8%** 60-days retention %
- **+42%** revenues

Coop feature => Team Battle



Key facts

- 4 months development
- First coop' feature in a puzzle game
- **+10%** DAU
- **+60%** revenues

Search Store

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iPhone iPad

FOOTBALL FEVER
Apps, Games and More

DIAMOND DASH
New Missions Added

WIMBLEDON
Official App

Best New Apps

Musement - Tours,...	Facetune	Garmin viago™	Sparks - Express it in seconds wi...	The Championships...	Samba - Video Messaging with...	Wayne Rooney's Soccer Training	Adobe Kuler	Fireman Sam - Fire & Rescue
Travel Free	Photo & Video 2,69 €	Navigation 0,99 €	Photo & Video Free	Sports Free	Photo & Video Free	Sports 4,49 €	Utilities Free	Games 2,69 €

iPhone
All Categories

QUICK LINKS

- About In-App Purchases
- Parents' Guide to iTunes Games
- Kids
- Newsstand
- Editors' Choice
- App Collections
- Game Collections
- Apps Made by Apple
- Purchased
- Send iTunes Gifts

Fish Water!
App of the Week

GAMES

FORMULA 1 APP

NEW TO THE App Store?

GAME COLLECTIONS

Takeaways

- Taking risks pays off
- But, minimize that risk
- Test, playtest, a/b test
- Leverage marketing opportunities
- 1-2 times per year

Big features have big impact

4 key pillars

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Don't miss an opportunity





Example 1: double XP

- 3-5 days of development
- **+50%** revenues



Example 2: empowered boosts

- 1week of development
- **+30%** revenues



Example 3: Tower v1

- 1 month development
- ++ participation rate
- ++ replay value
- + monetization
- +/- cannibalization in activity

=> New currency systems

Takeaways

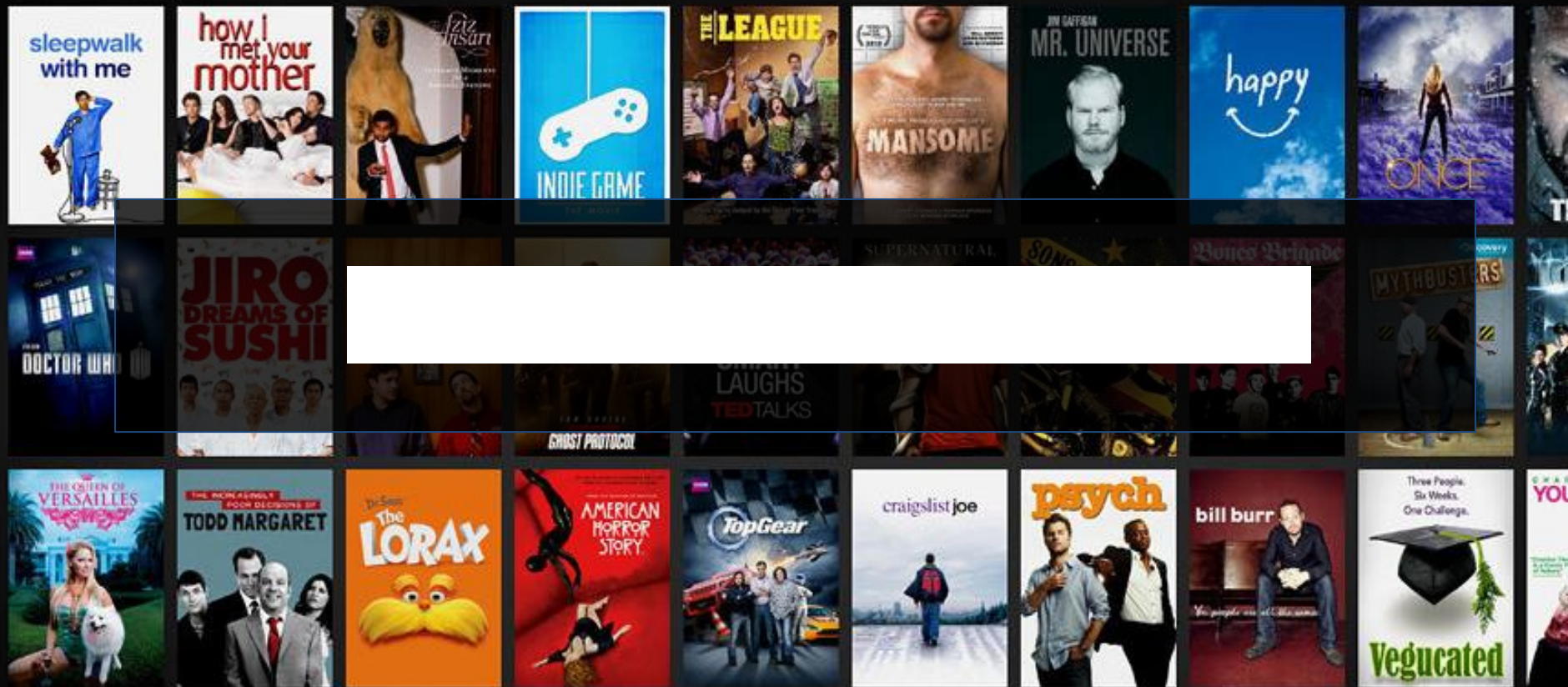
- Events are very good ROI
- It supports big features development
- Risk is pretty low

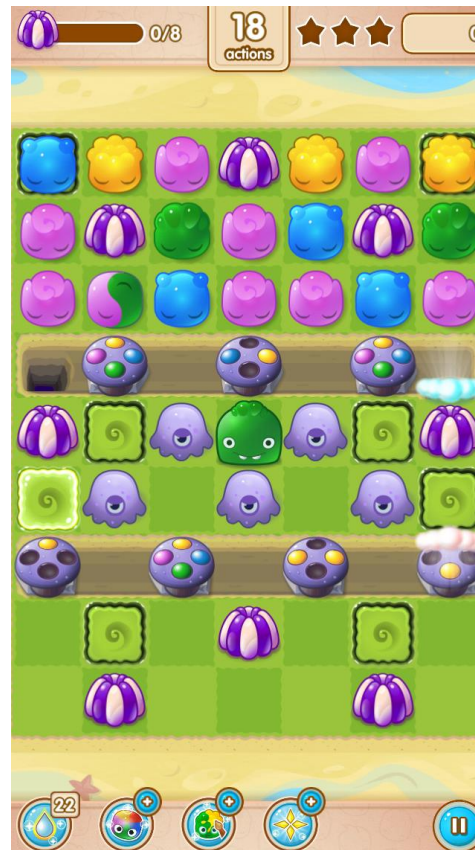
Events: good for experiments, good for Live
Ops!

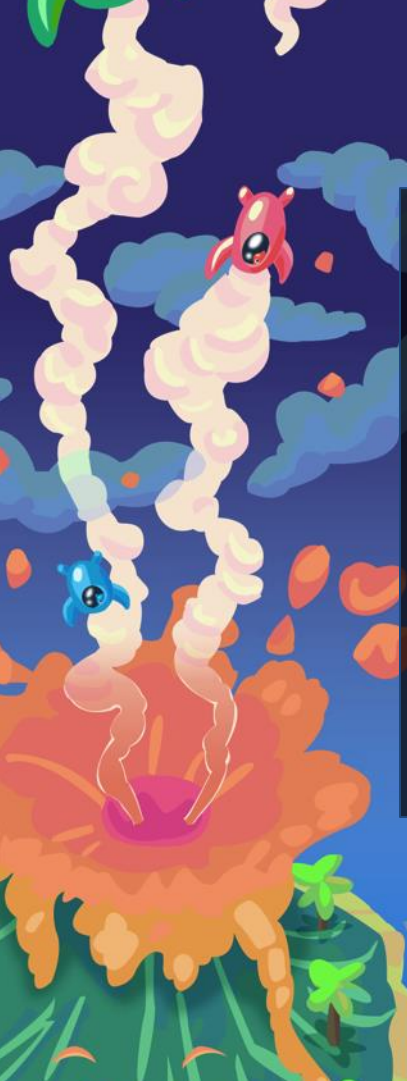
4 key pillars

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New Releases











Live Ops development

- 20 new levels every 2 weeks, dynamically
- 1 event live per week
- Bug fixes
- Staff: 3 level designers, 2 artists, 2 devs



Feature development

- 1 big feature per semester
- 1 new event developed per month
- Game revamp (UI, new user funnel...)
- Technical refactoring
- Staff: 1 game designer, 2 artists, 3 devs



Takeaways

- Ensure a viable content pipeline
- From the launching day!
- Think of parallel development

Release often, but release well

4 key pillars

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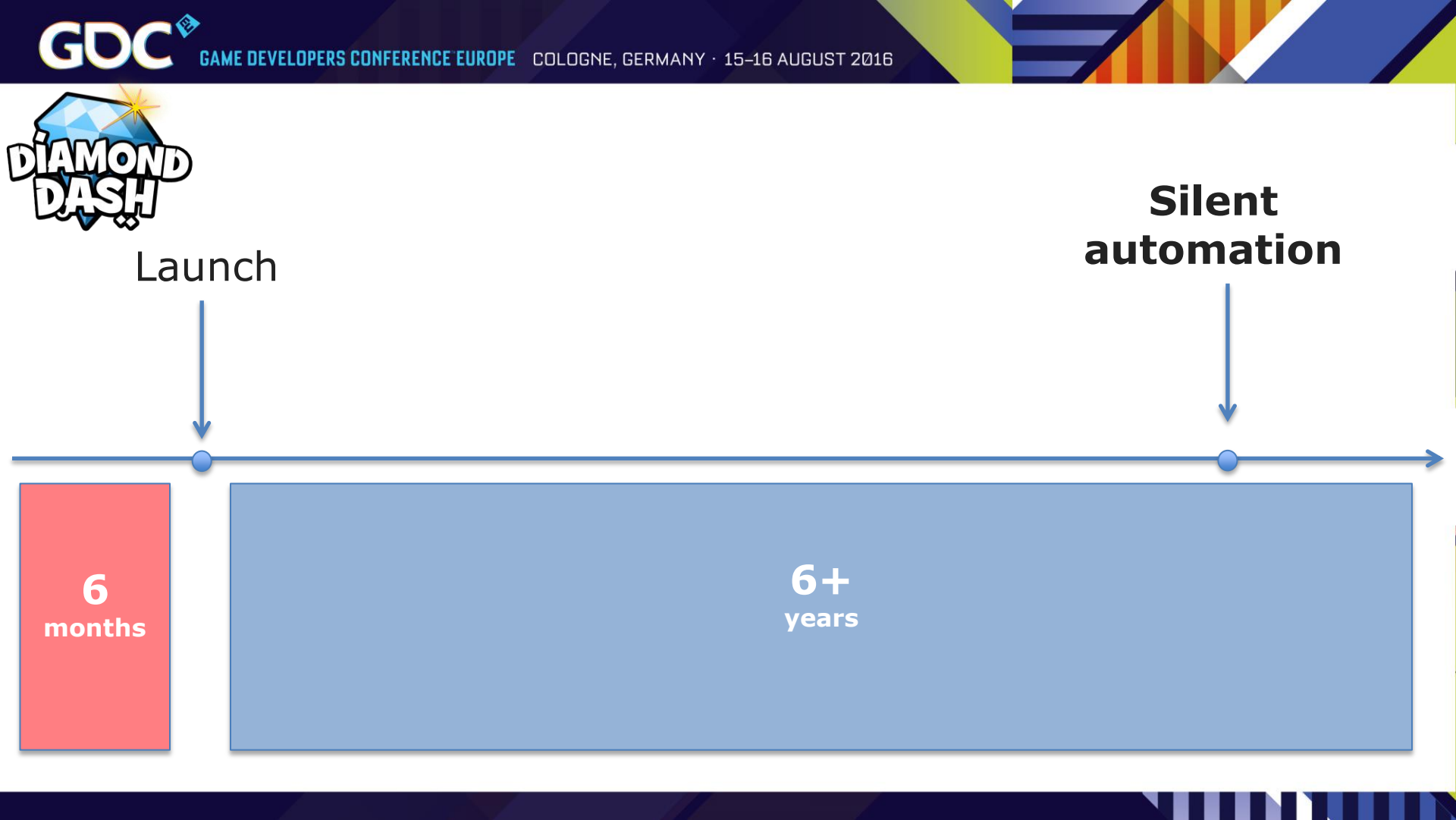


Launch

**Silent
automation**

**6
months**

**6+
years**





Sales

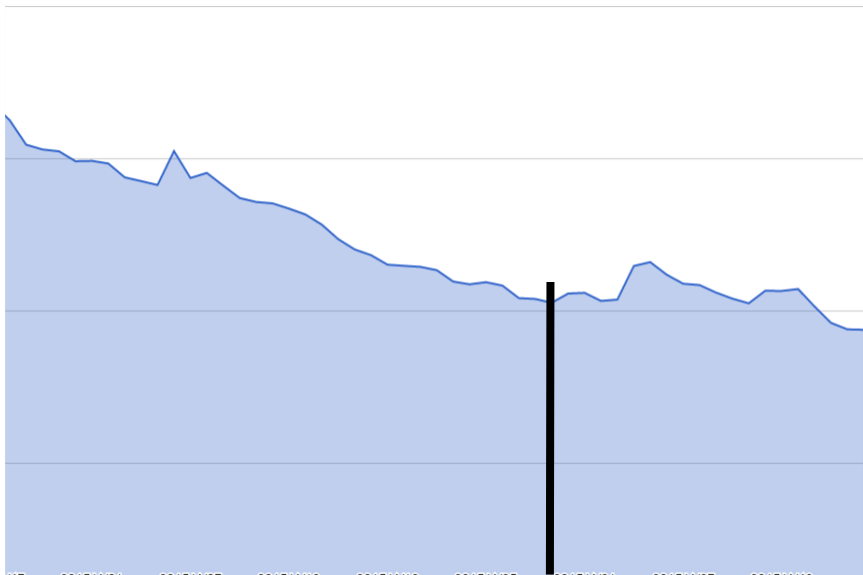


Events

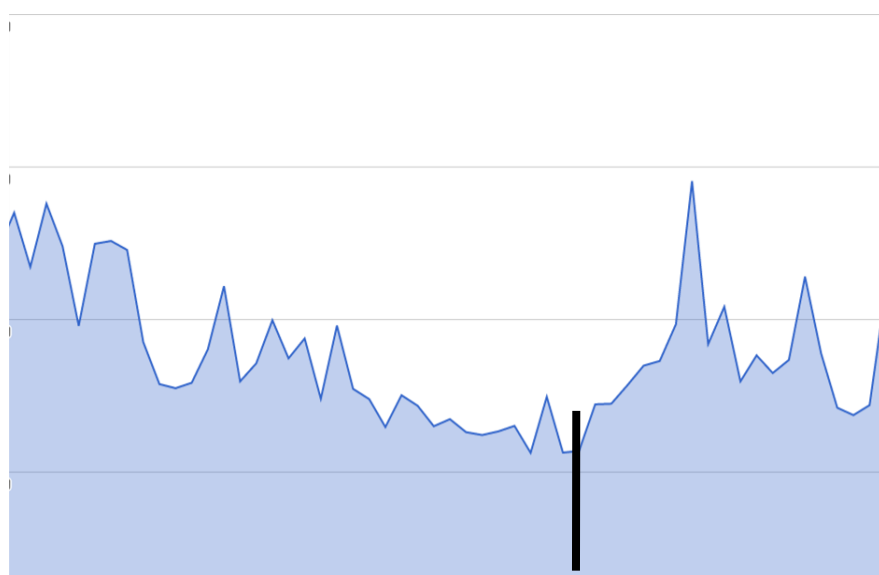
13 event types



DAU



REVENUES



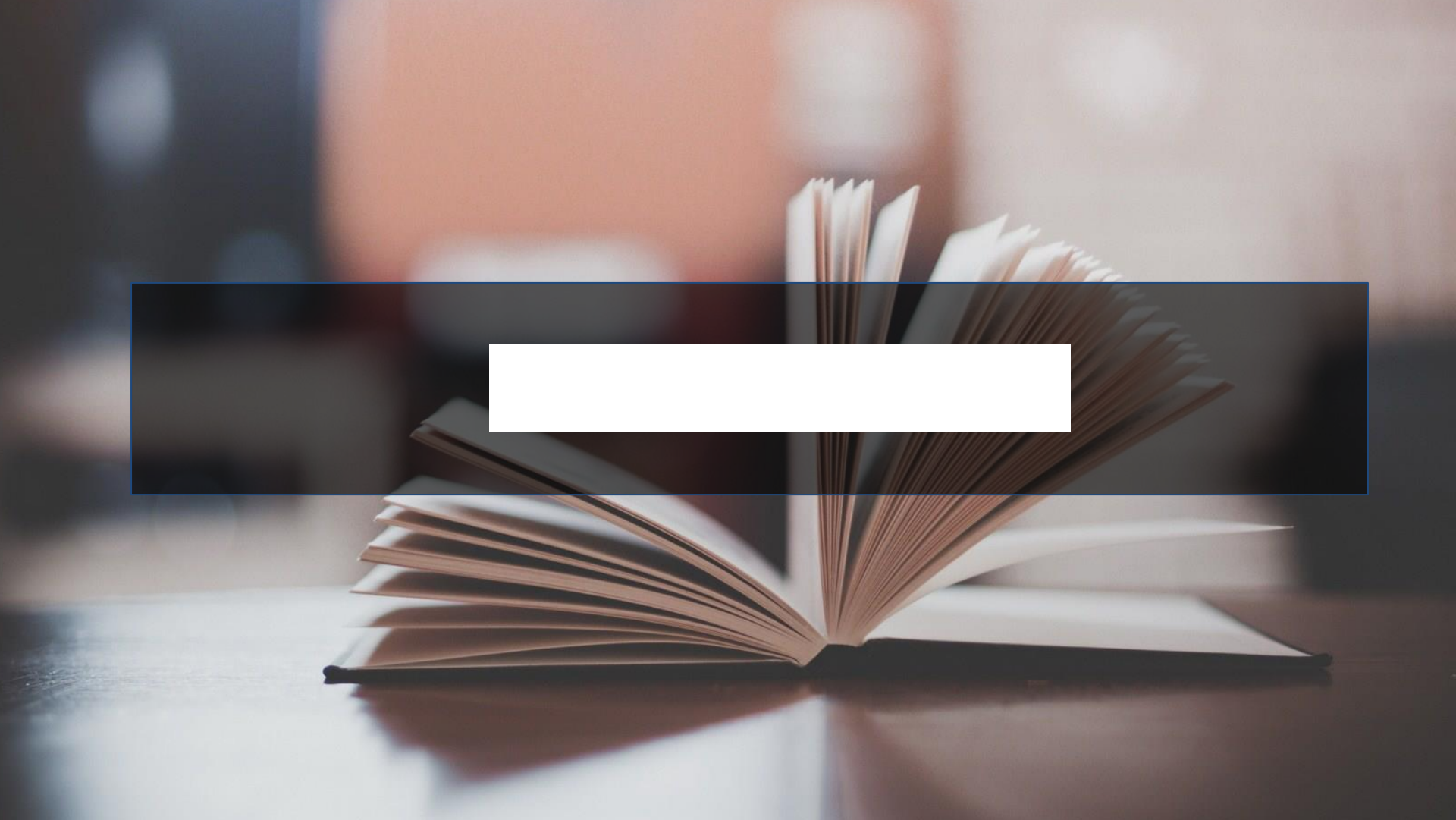
What else?

- Continuous support of operations
- Store updates
- 1 person, part-time
- Scheduling tool

Takeaways

- Think about scalability and flexibility
- Automate processes and content
- Plan a scheduling tool for events

Game automation doesn't mean the end



4 recipes for successful Live games

- Stabilize the Live operations
- Look for big growth opportunities
- Make the most of events
- Embrace automation













Thank you!

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