



**MOBILE**  
— S U M M I T —

# Marketing Stories: Multiplayer Soft Launch

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**GDC**

**GAME DEVELOPERS CONFERENCE**

MARCH 18–22, 2019 | #GDC19

# Hi, I'm Peter!

- In mobile since 2011
- Founder of AppAgent
- 50+ apps and games
- [www.appagent.co/blog](http://www.appagent.co/blog)



# Topics

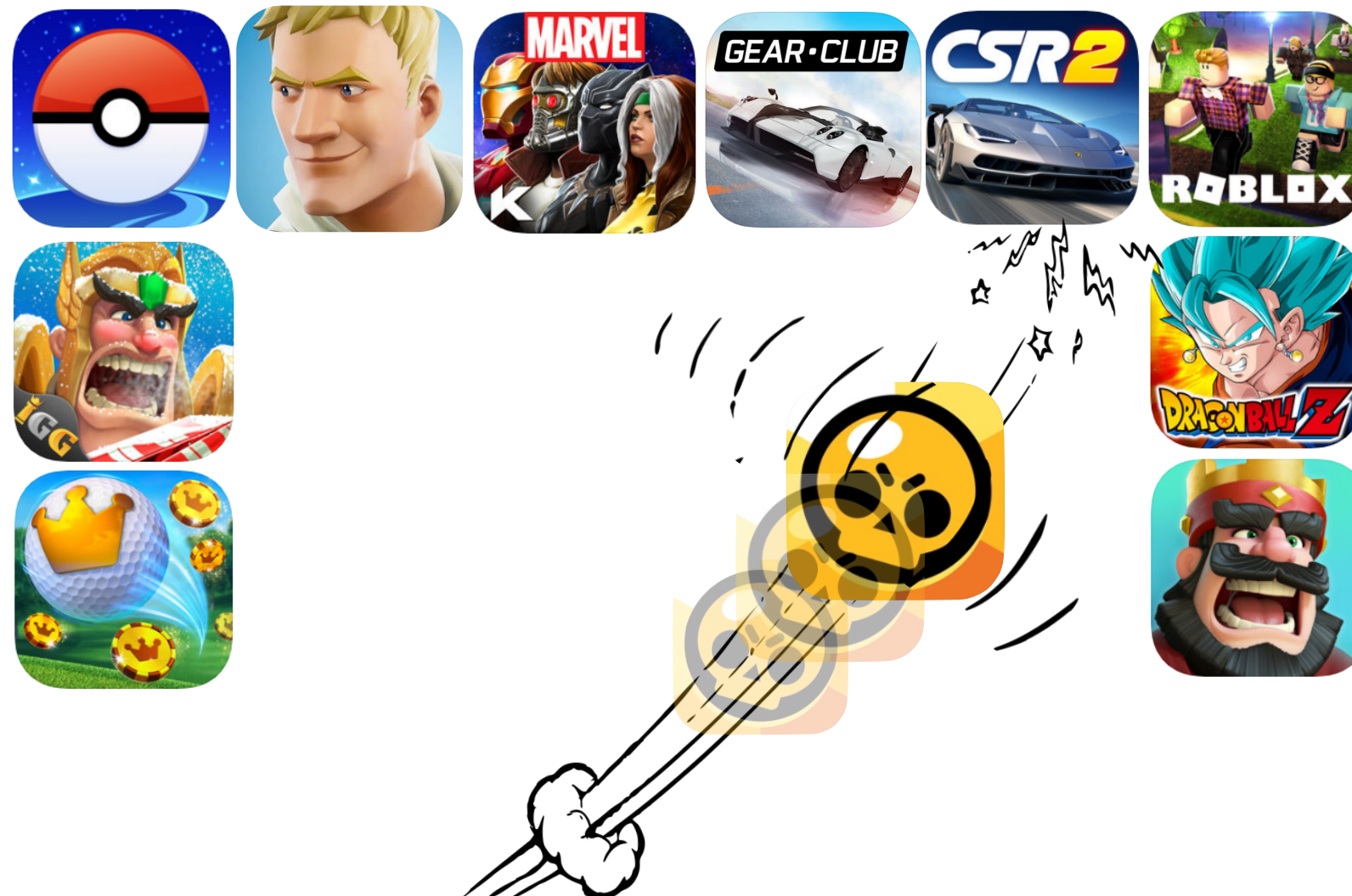
1. Why this talk and who contributed
2. The basics of soft launching
3. Specifics of multiplayer in the technical / retention / monetization stage
4. Six main takeaways

# The Most Popular Sports In The World

1	Soccer	4.0 Billion Fans	Real-time PvP, 11 vs 11
2	Cricket	2.5 Billion Fans	Real-time PvP, 11 vs 11
3	Field Hockey	2 Billion Fans	Real-time PvP, 11 vs 11
4	Tennis	1 Billion Fans	Real-time PvP, 1 vs 1 or 2 vs 2
5	Volleyball	900 Million Fans	Real-time PvP, 6 vs 6

<https://www.worldatlas.com/articles/what-are-the-most-popular-sports-in-the-world.html>



















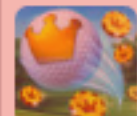


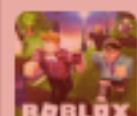












Multiplayer is the ~~next~~  
**big thing** on mobile

# 7/10

The top grossing games in the US App Store are multiplayer

1 =		<b>Candy Crush Saga</b> King FREE +	 
2 =		<b>Fortnite</b> Epic Games FREE +	 
3 ▲ 4		<b>Clash of Clans</b> Supercell FREE +	 
4 ▲ 4		<b>DRAGON BALL Z DOKKAN B...</b> BANDAI NAMCO Entertainm... FREE +	 
5 ▼ -2		<b>Pokémon GO</b> Niantic, Inc. FREE +	 
6 ▼ -2		<b>Toon Blast</b> Peak Games FREE +	 
7 ▼ -1		<b>Golf Clash</b> Playdemic FREE +	 
8 ▼ -3		<b>Roblox</b> Roblox Corporation FREE +	 
9 ▲ 7		<b>Game of Thrones: Conquest™</b> Warner Bros. FREE +	 
10 =		<b>Homescapes</b> Playrix Games FREE +	 

Priori Data, Feb 27, 2019

# AppAgent markets 4 live games in the soft launch



PAYDAY: Crime War



Glowing Gloves



War Alliance



Duel: Puzzle Wars



# Thanks to wonderful contributors!



Jeremy Gross  
**Emerald City Games**



Matej Lancaric  
**BoomBit**



Milos Endrle  
**Geewa**



Pavol Stofko  
**Miniclip**



Pascal Clarysse  
**Eden Games**

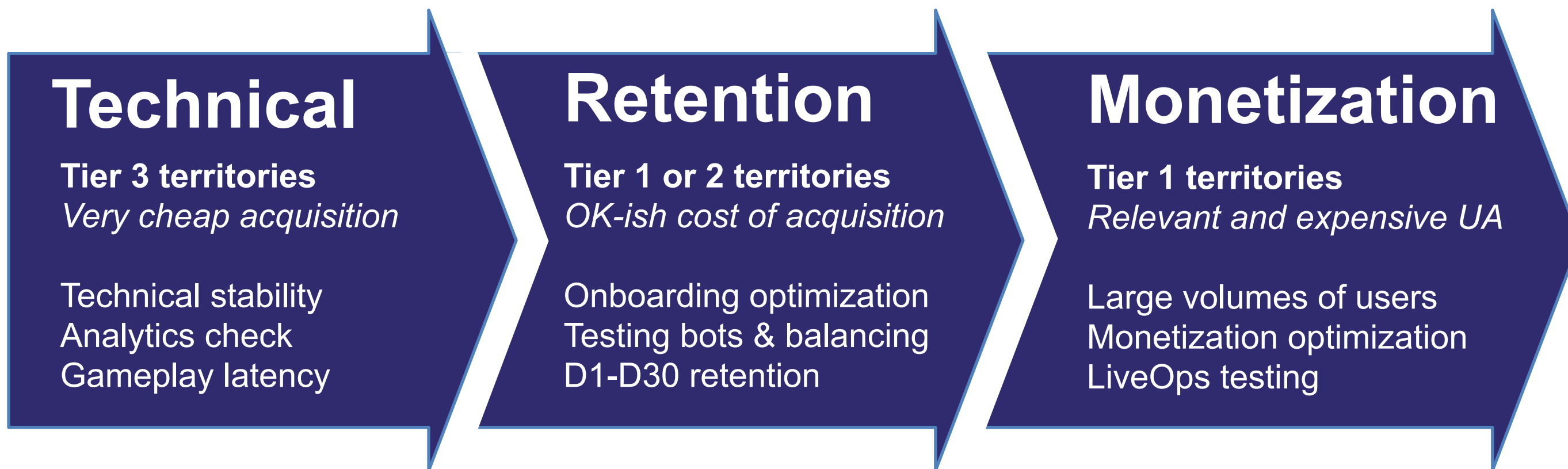


Anton Morozov  
**Nitro Games**



# The basics: the 3 stages of the soft launch

# The 3 stages of the soft launch from a product perspective



# The 3 stages of the soft launch from a marketing perspective

## Technical

Tier 3 territories

Attribution tracking check  
FB Analytics check  
KPIs & 1st LTV model

## Retention

Tier 1 or 2 territories

USP and testing ads  
Store conv. optimization  
Targeting testing

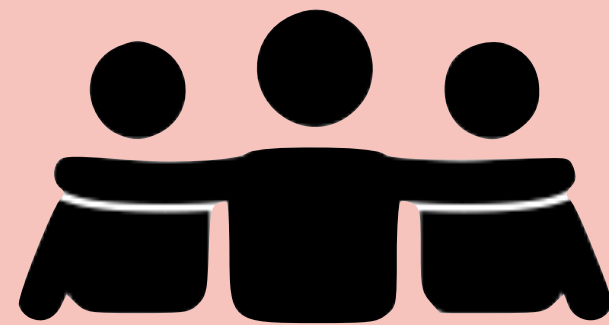
## Monetization

Tier 1 territories

Testing more channels  
Influencers pilot  
Growth model building

# The specifics of soft launching multiplayer games at the technical stage

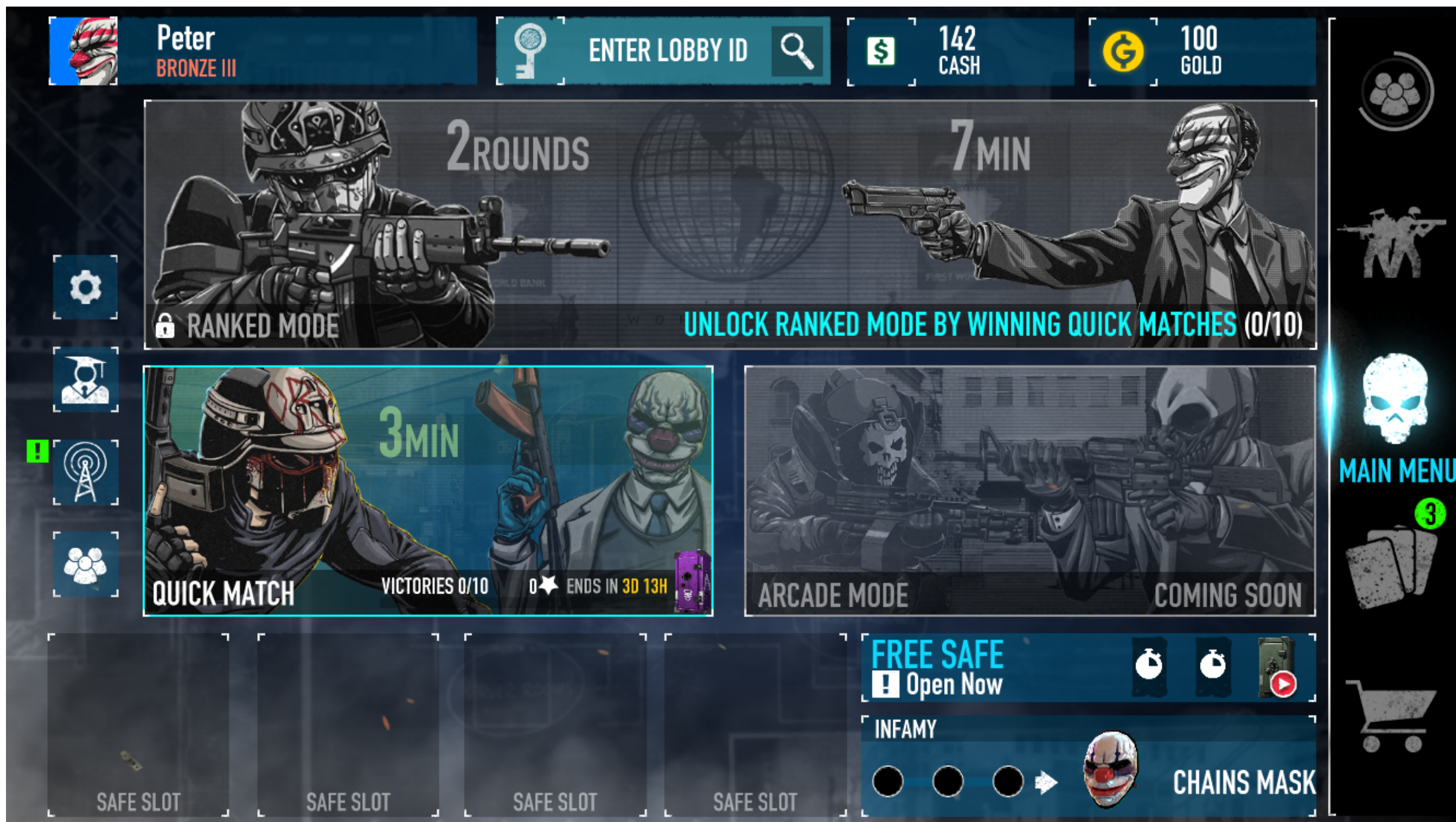




# Retention in multiplayer games is made by the PvP experience



**Avoid fragmenting the audience with new worlds, new maps, too many modes**

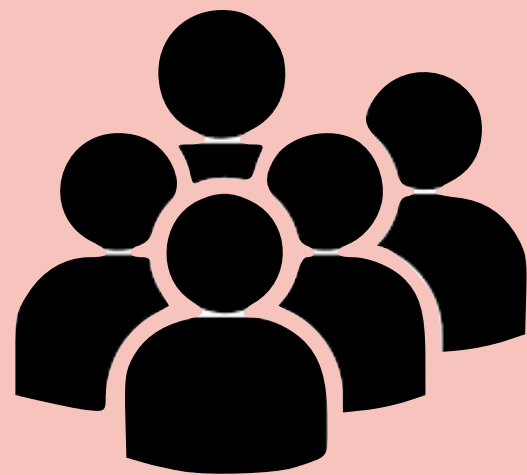






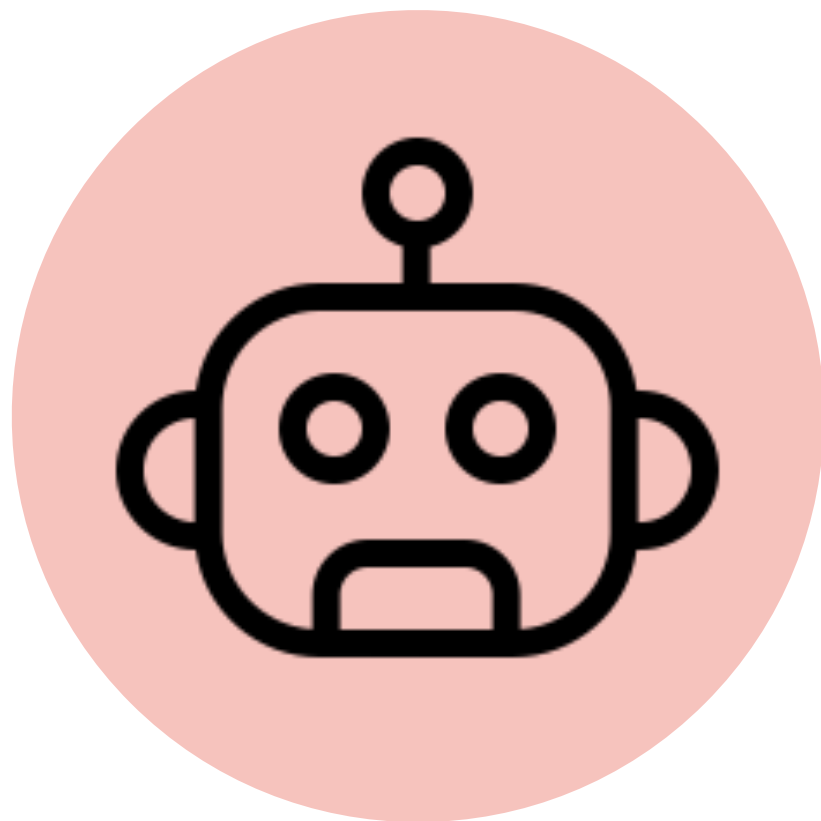


# The specifics of soft launching multiplayer games at the retention stage



# Liquidity\* is king!

\*having enough active players

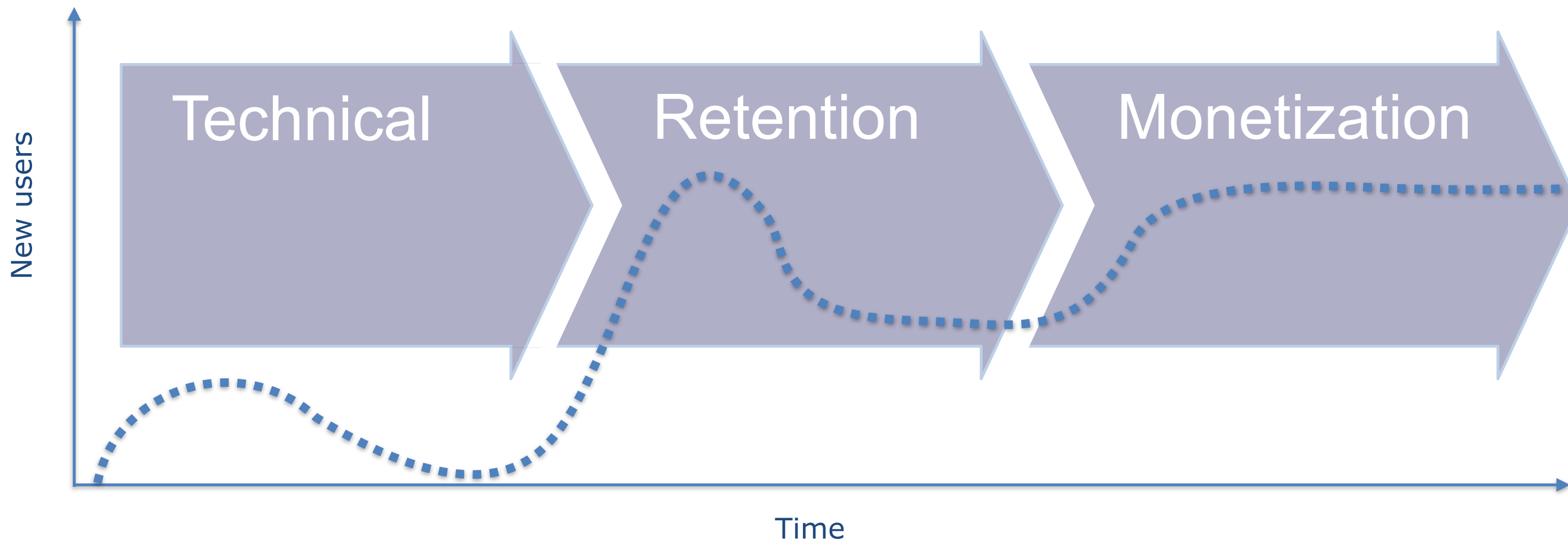


# Bots

- Experienced players will always notice
- Used for FTUE (lets the player win, D1 retention↑)
- Transition from bots to real players
- Variation in game play (different styles, randomness)
- The quality of the bot directly correlates with the marketing budget



# Level of the new users over time



# How to calculate users and the budget

**Concurrent  
players**

**Daily Active  
Players**

**Volume  
of installs**

# How to calculate users and the budget for 2 vs 2 shooter game

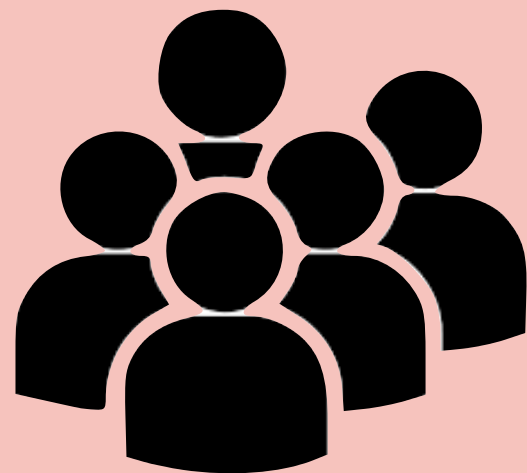
210s match + meta game  
Max waiting time less 30s  
Min matching probability 90%  
**=> 100 concurrent players**

Playtime 8 am to 11 pm  
3 sessions a day  
3 matches per session  
**=> 20 000 DAUs**

Retention 50-25-10  
Organic uplift 25%  
3 months in soft launch  
**=> 166K installs + 33K organic**

## **\$250 000 with CPI of \$1.5**

# The specifics of soft launching multiplayer games at the monetization stage



# Influencers during a soft launch



MOBILE  
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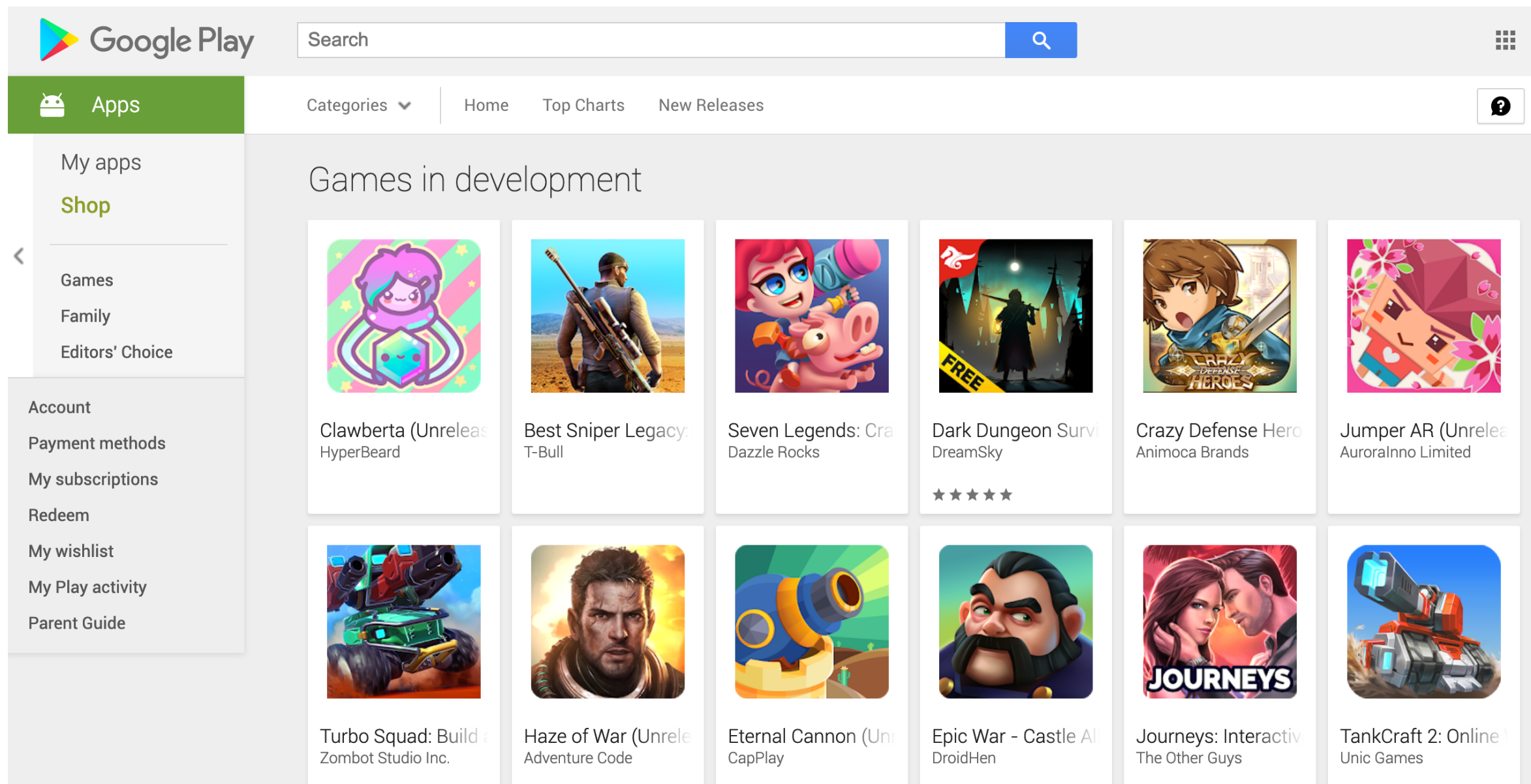
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# Google Play Early Access





# Events to boost engagement



War Robots by Pixonic (video by AppAgent): <https://youtu.be/j9f6G06GSyM>







## PAYDAY Crime War 17+

Multiplayer Coop Shooter

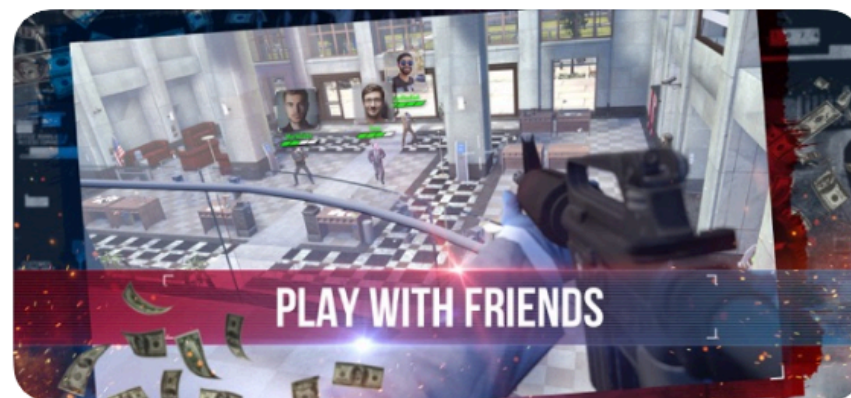
Starbreeze Publishing AB

#178 in Arcade

★★★★☆ 4.2, 67 Ratings

Free · Offers In-App Purchases

### Screenshots [iPhone](#) [iPad](#)



# 6 key takeaways for mobile marketers

# Takeaways for you

1. Secure enough money and time for the soft launch
2. The quality of bots defines your marketing budget
3. Calculate DAUs for each soft launch stage
4. Limit modes and meta game to build liquidity
5. Leverage cheaper countries, events and later also influencers to save money
6. Clearly communicate the PvP element in your ads



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