



# Forget CPI: Dynamic Mobile Marketing

Heather Gainer  
Marketing Manager, User Acquisition Kongregate



# Heather Gainer

- Marketing Manager, User Acquisitions
- 6 years Marketing: Mobile, Web & Email

# The Basics

- CPI = Cost Per Install
  - Not Consumer Price Index
- Performance Marketing
- LTV = Lifetime Value
- $CPI < LTV$

# Table of Contents

- Test Markets vs Global Launch
- Key Performance Indicator (KPI)
- What the Networks are doing well

The GDC logo is positioned at the top center of the slide. It features the letters 'GDC' in a bold, white, sans-serif font. The logo is partially overlaid by a dark blue triangular shape that points downwards. The background of the slide is a teal color with a subtle gradient and some geometric patterns, including thin white lines and small square icons in the corners.

GDC

# Idle Frontier: Test Markets vs Global Launch

A large, stylized pink triangle with a gradient from light pink at the top to a darker pink at the bottom, pointing upwards, serves as a background for the footer text.

**GAME DEVELOPERS CONFERENCE**  
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# The Game

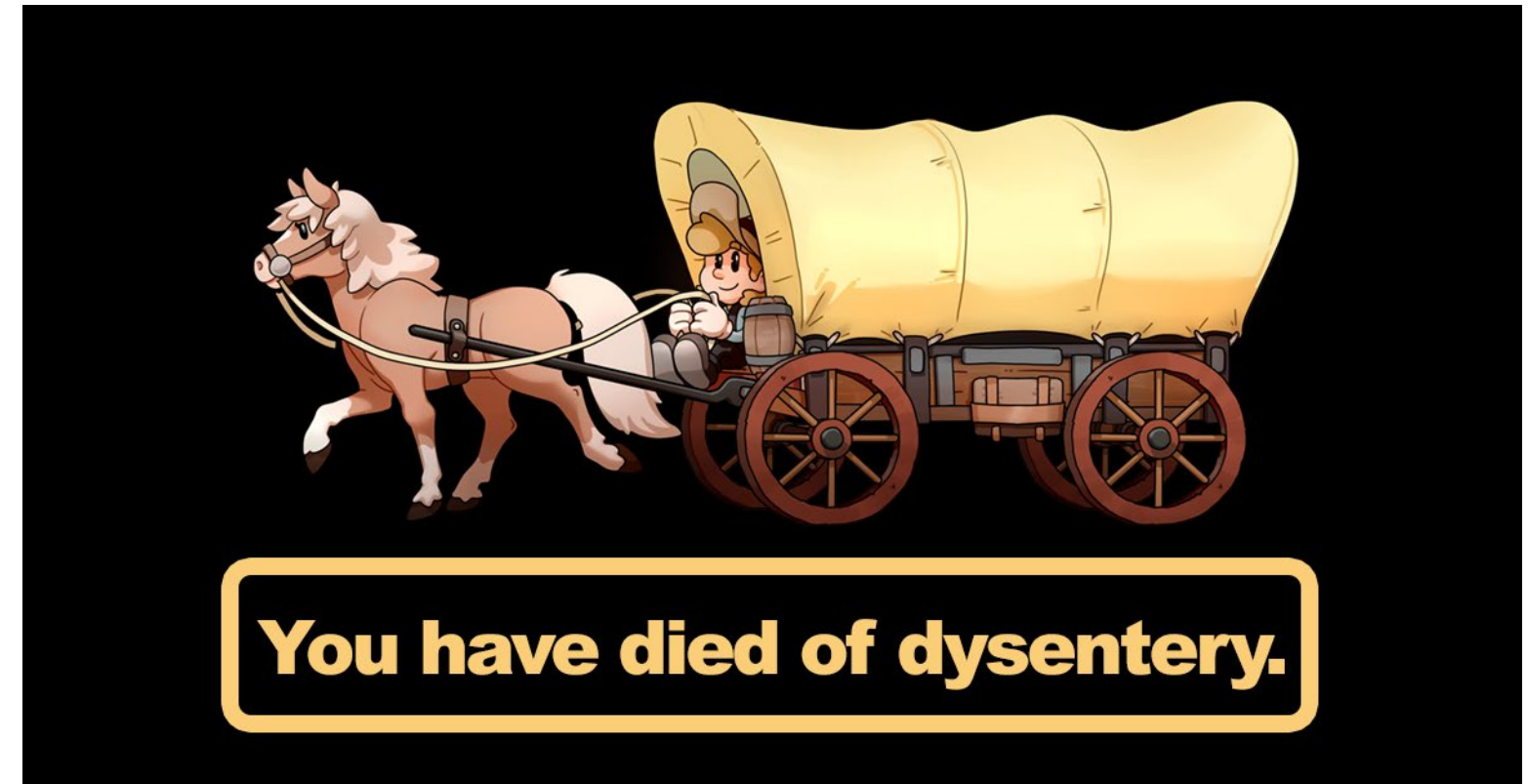
- In-house developer team, Ultrabit
- Casual Idle/Clicker
- Frontier Theme
- Launch Globally July 25<sup>th</sup> 2019





# Test Markets: More than just stability

- Measure early engagement
  - FTUE, retention, buyer %
- Answering is it marketable?
  - The answer is part of the problem



# Test Markets vs Global Users

- Test Market Users:
  - Limited # Country
  - Low OS & Devices
  - Very little targeting or data to target with
  - Keep costs low
- Global Launch Users:
  - All Countries
  - High OS & Devices
  - Precise Targeting
    - Takes time and data to qualify



# Idle Frontier in Test Markets

- Average CPI: \$1.61 (DK, FI, NL, NO & SE)
  - Almost no targeting other than geo and minimum OS.

# Global Launch

- July average CPI: \$4.80 (US)
- August CPI: \$6.26 (US, AU, CA & UK)
- September CPI: \$6.17 (World Wide)



The GDC logo is positioned at the top center of the slide. It consists of the letters 'GDC' in a bold, white, sans-serif font. The letters are set against a dark blue, diamond-shaped background that is part of a larger geometric design. The overall background of the slide is a vibrant teal color, decorated with thin white lines forming a large 'X' shape and several small white squares and diamonds scattered throughout.

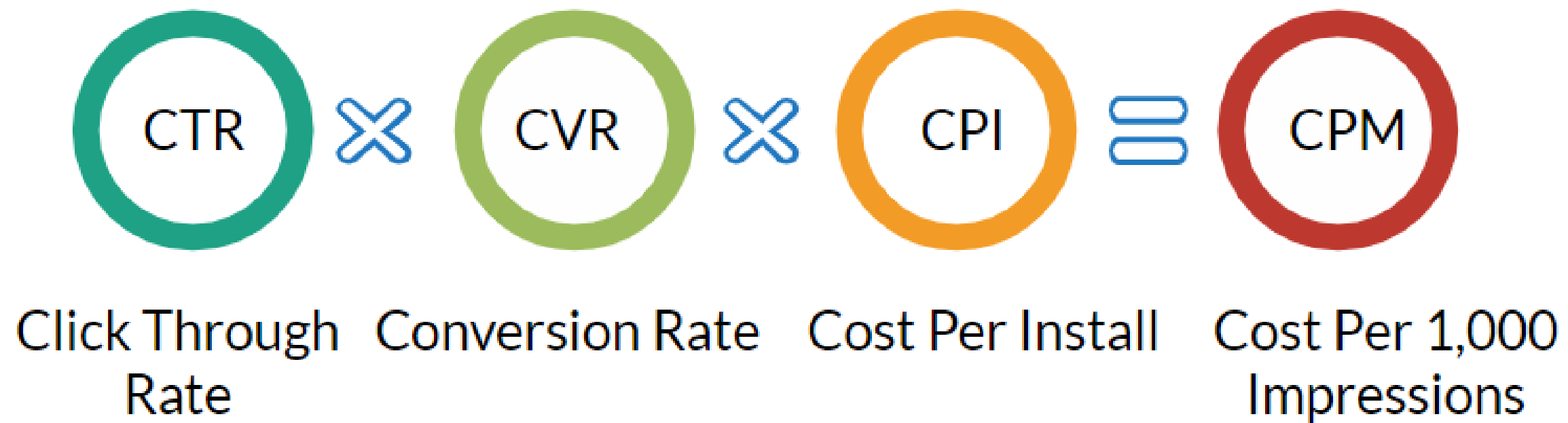
# Key Performance Indicator (KPI)

A large, stylized pink and red triangle is located at the bottom center of the slide, serving as a background for the conference information.

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# Everything backs into CPM

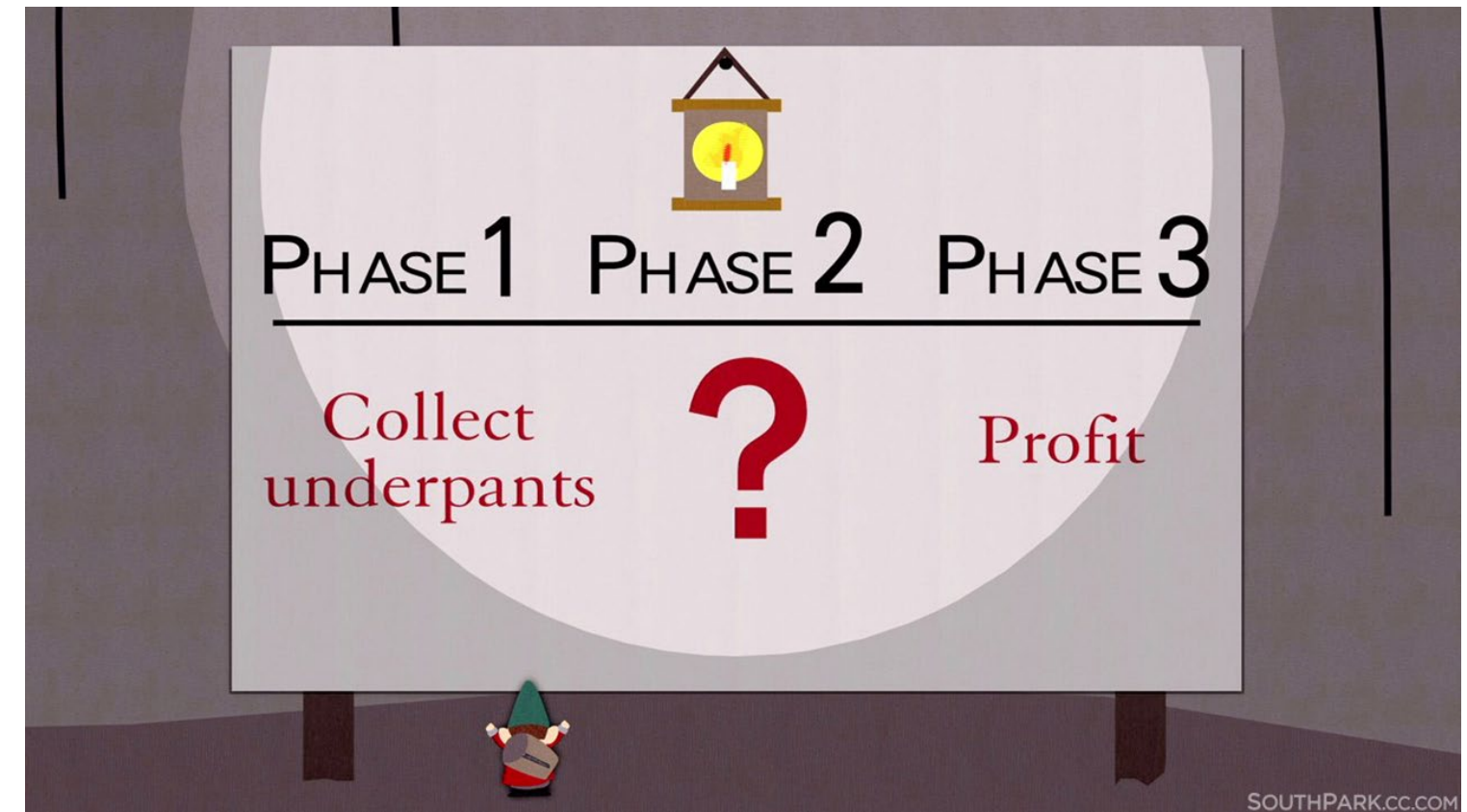


# The marketplace is not static

- Source
- Available Inventory (feature traffic?)
- Who am I bidding against
- Time of year, day of the week, time of day...
- Etc...

# What Metrics should I focus on?

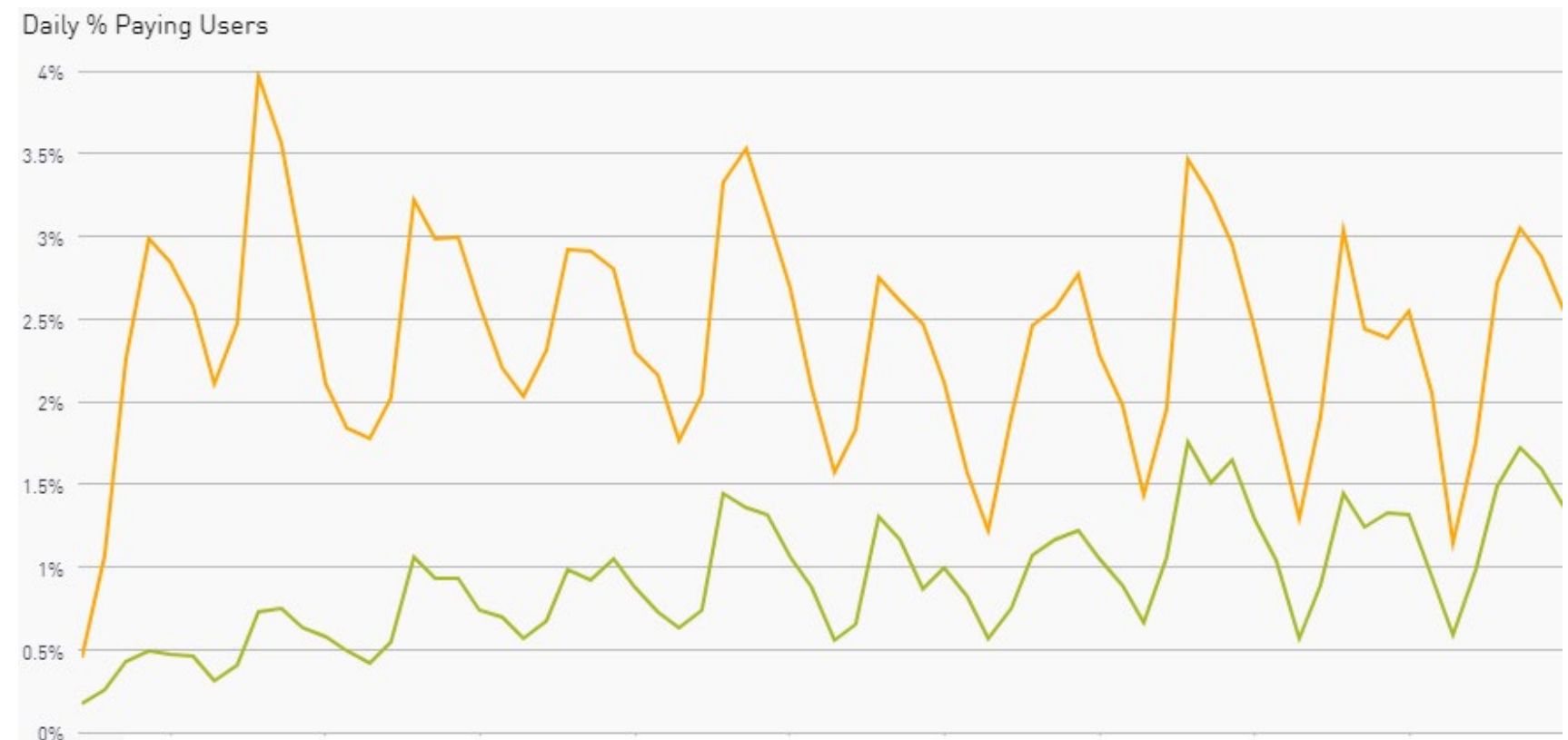
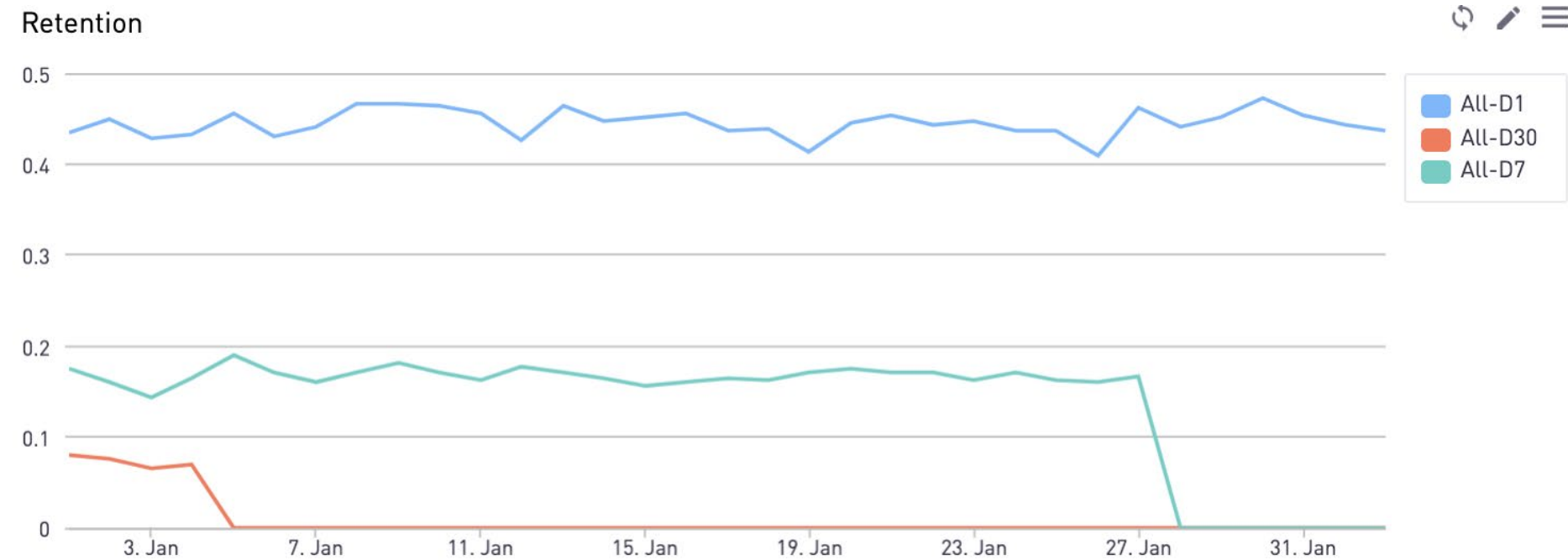
- Profit!
  - Early downstream metrics
  - Long term predictions





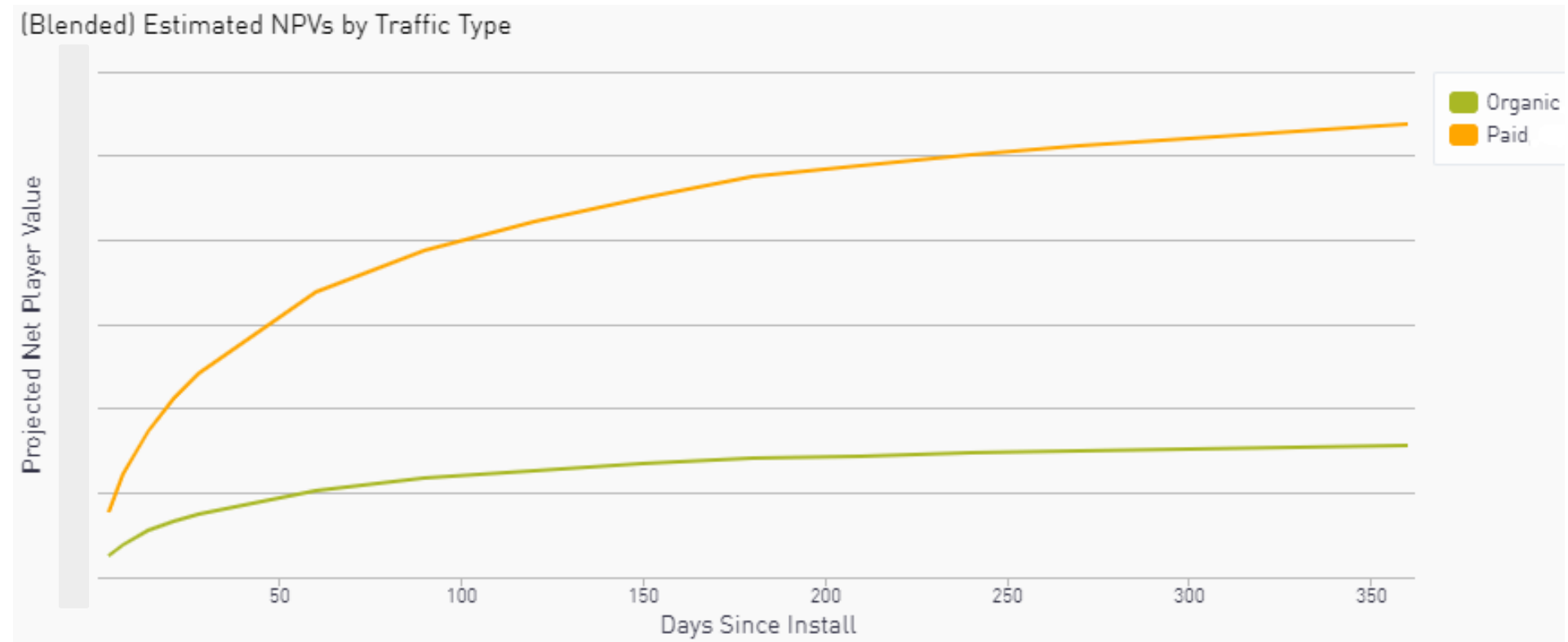
# Early Indicators

- Retention:
  - D1, D3, D7 & beyond
- Revenue:
  - D7 Buyer %, D7 ROAS



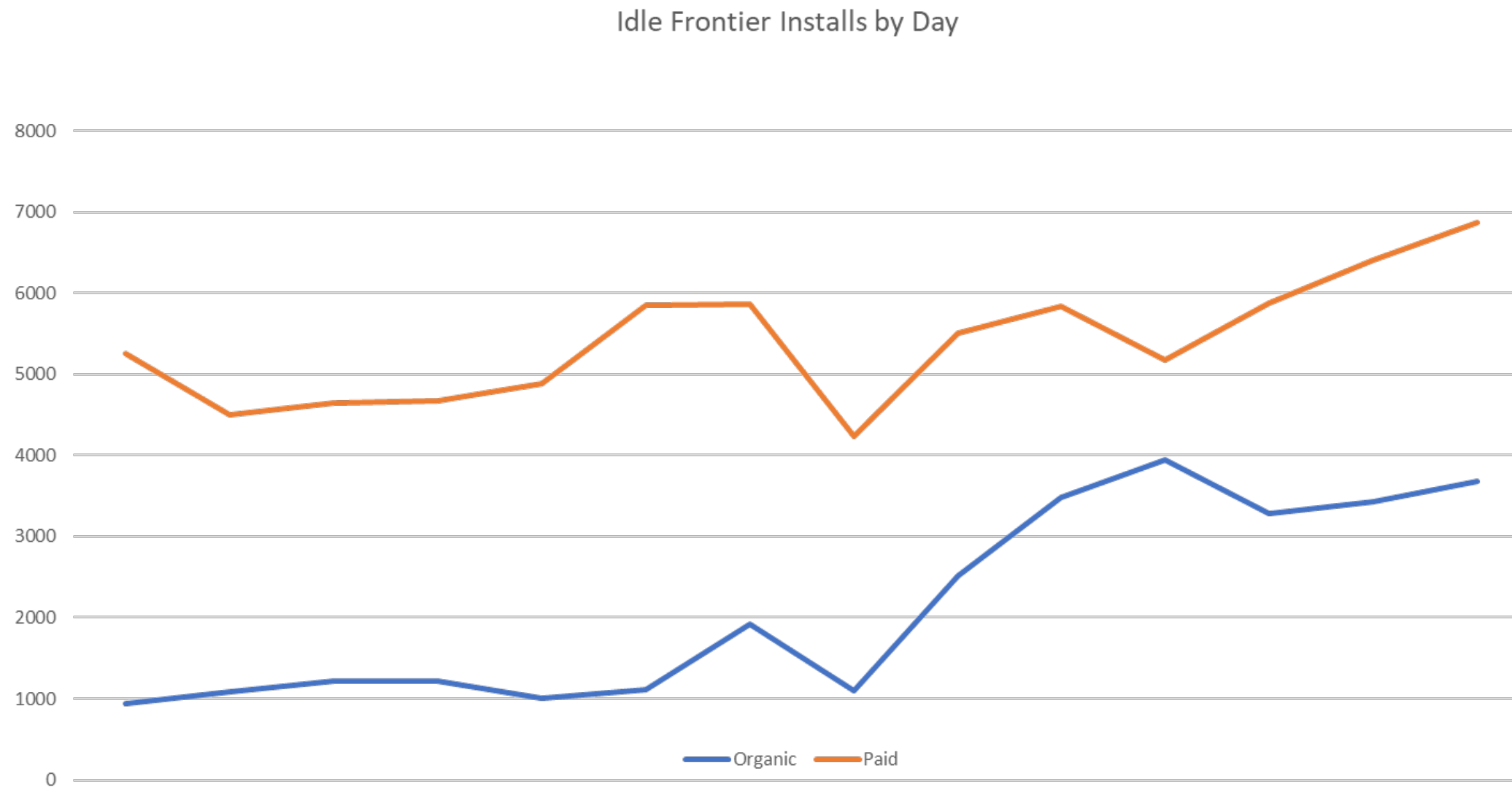
# Lifetime Value

- LTV isn't very descriptive
- We call it DX eNPV
  - Includes Net IAP + Ad Rev
  - Set by date: D30, D180, D360, etc.



# K-factor

- “Free” Organic installs we get from paid

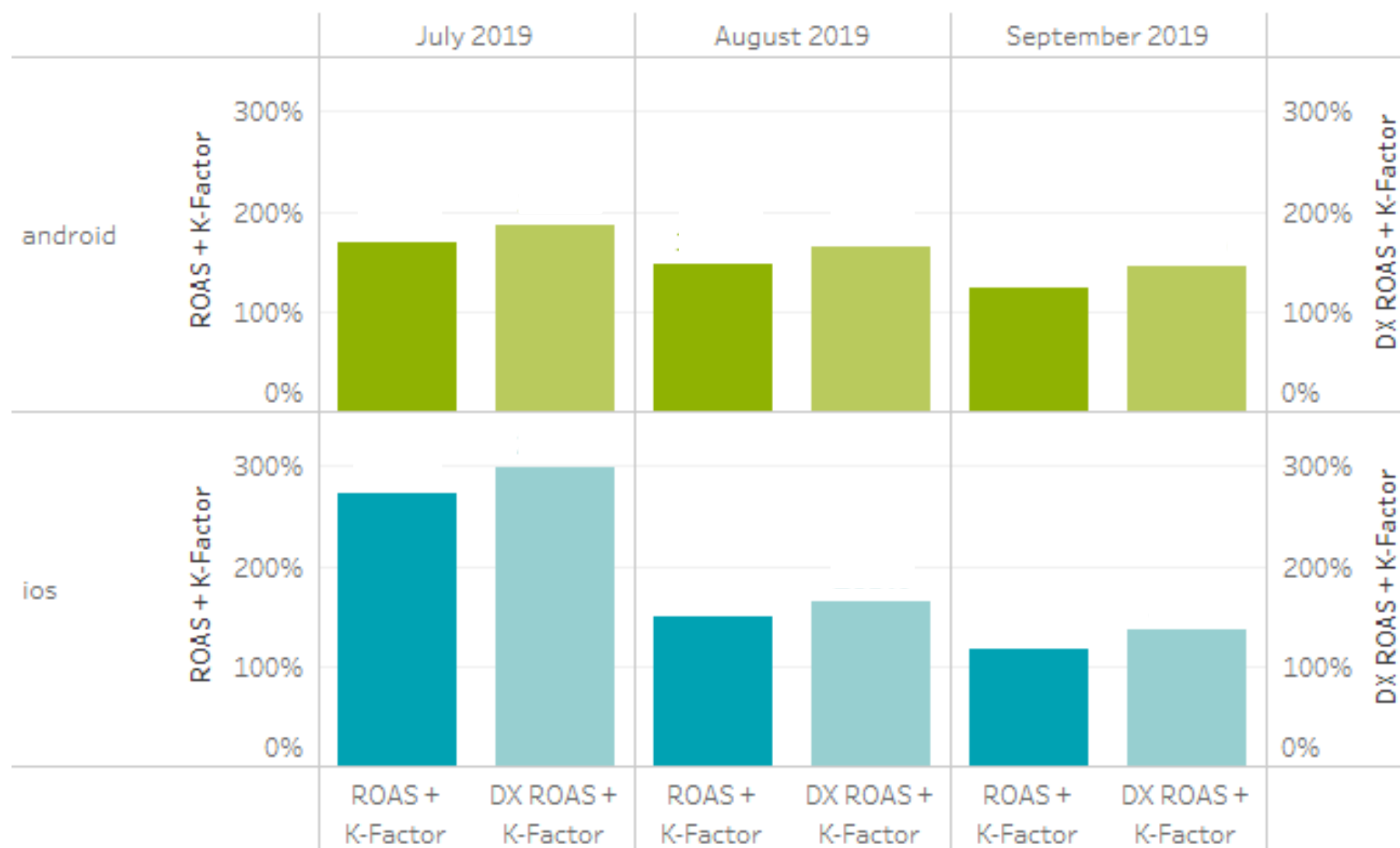




# Actual Revenue vs Projected Revenue

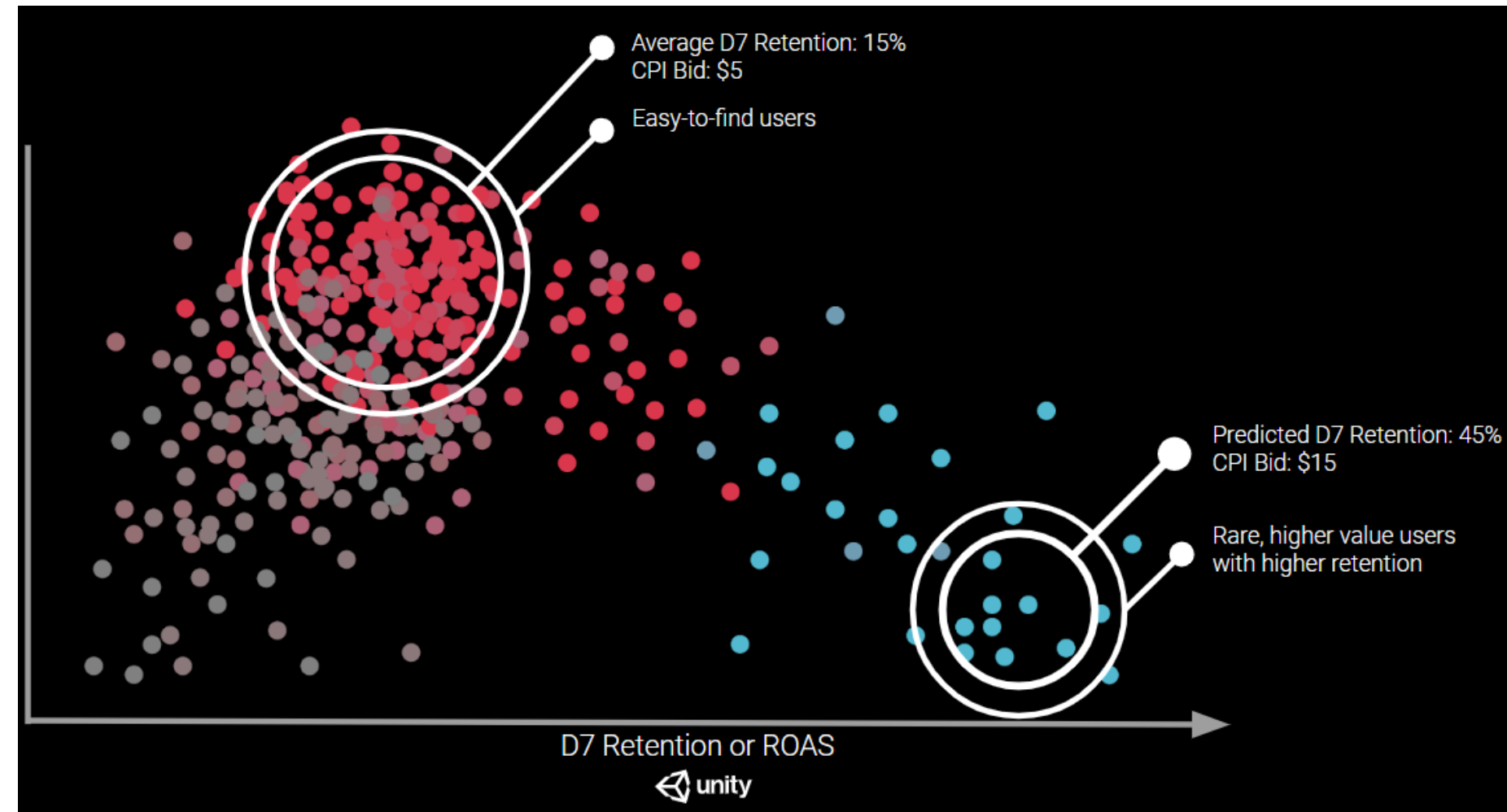
- ROAS = Return on Ad Spend (net rev/total spend)
- D360 ROAS = eNPV = LTV... a rose by any other name.

K-Factor Lifetime vs. DX



# You get what you pay for

- More granular targeting
- Beyond the install:
  - Dynamic CPI
  - “Qualified Users”



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# The Networks

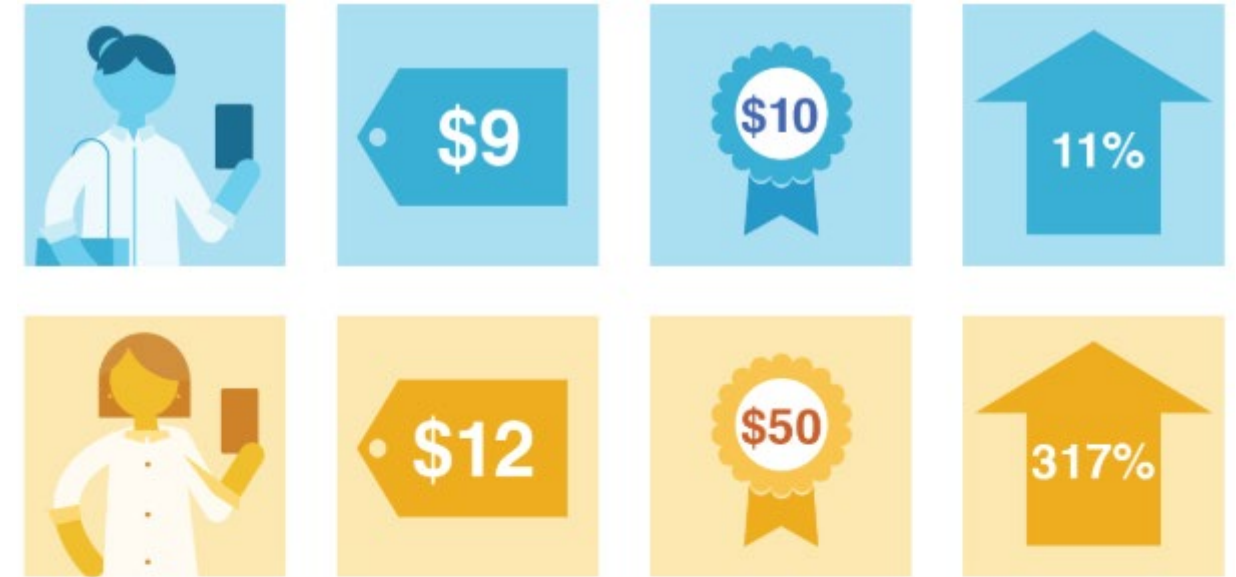
A large, pink, upward-pointing triangle is located at the bottom center of the slide. It has a slight gradient and is partially overlaid by the text.

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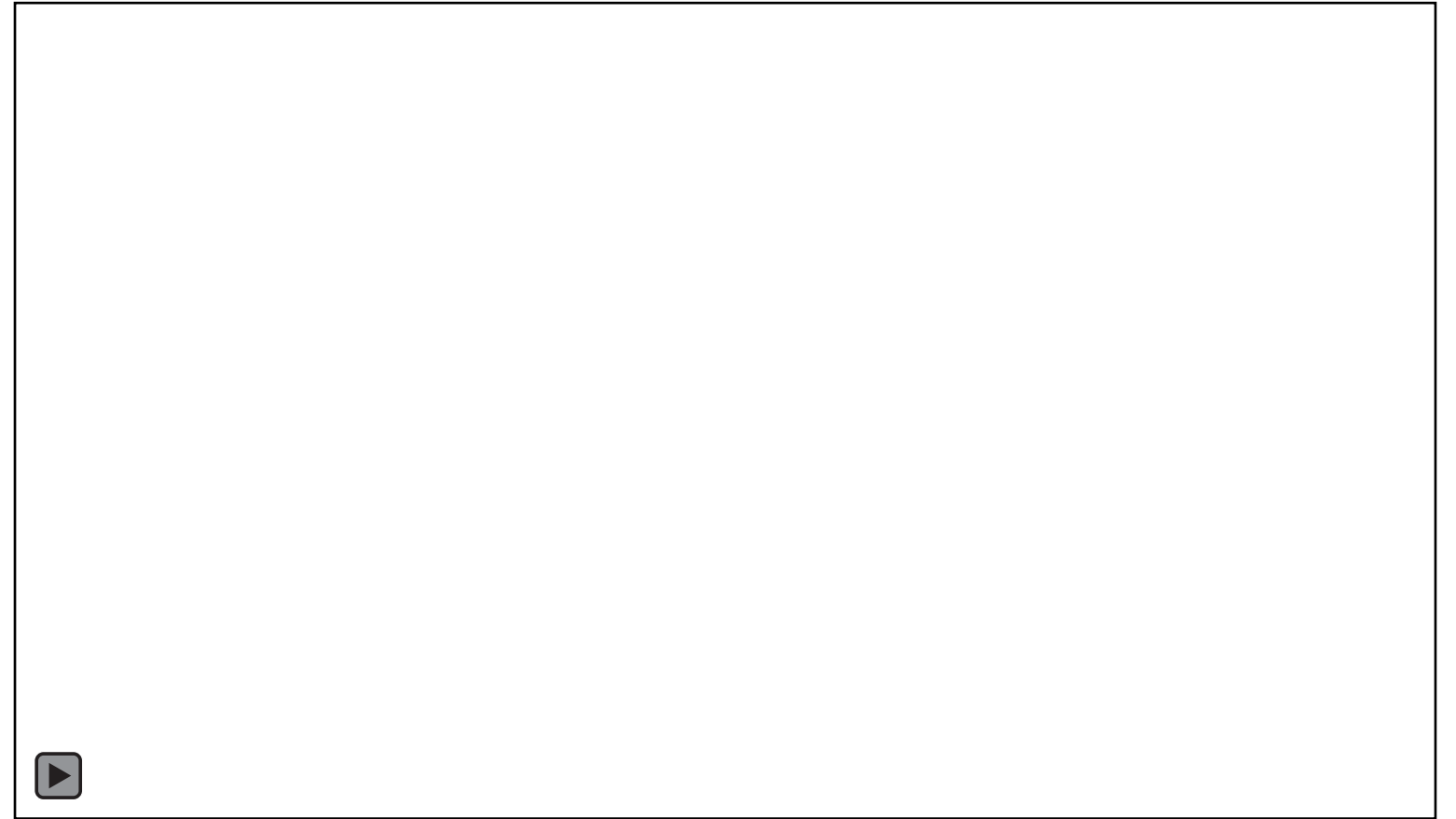
# Facebook Value Optimization (VO)

- The Social Network
- Making the most use of all Facebooks user level data!
- Pro-tip: don't set a minimum ROAS



# Google Ads In-App Actions

- The Search Network
- Purchase as your “Action”
- Pro tip: Use Firebase
  - 10 purchases per day for 3 weeks. Buyer 2% = minimum 10,500 installs.
  - \$30K just to learn



# IronSource

- Rewarded Video network
- Predictive analysis & continuous auto-adjustment.
- Ad Revenue + IAP Revenue = better ROAS bidding!

**Campaign Optimization**

3571065 RV Playable - Run Rabbit - Android - US, UK, CA, AU, NZ

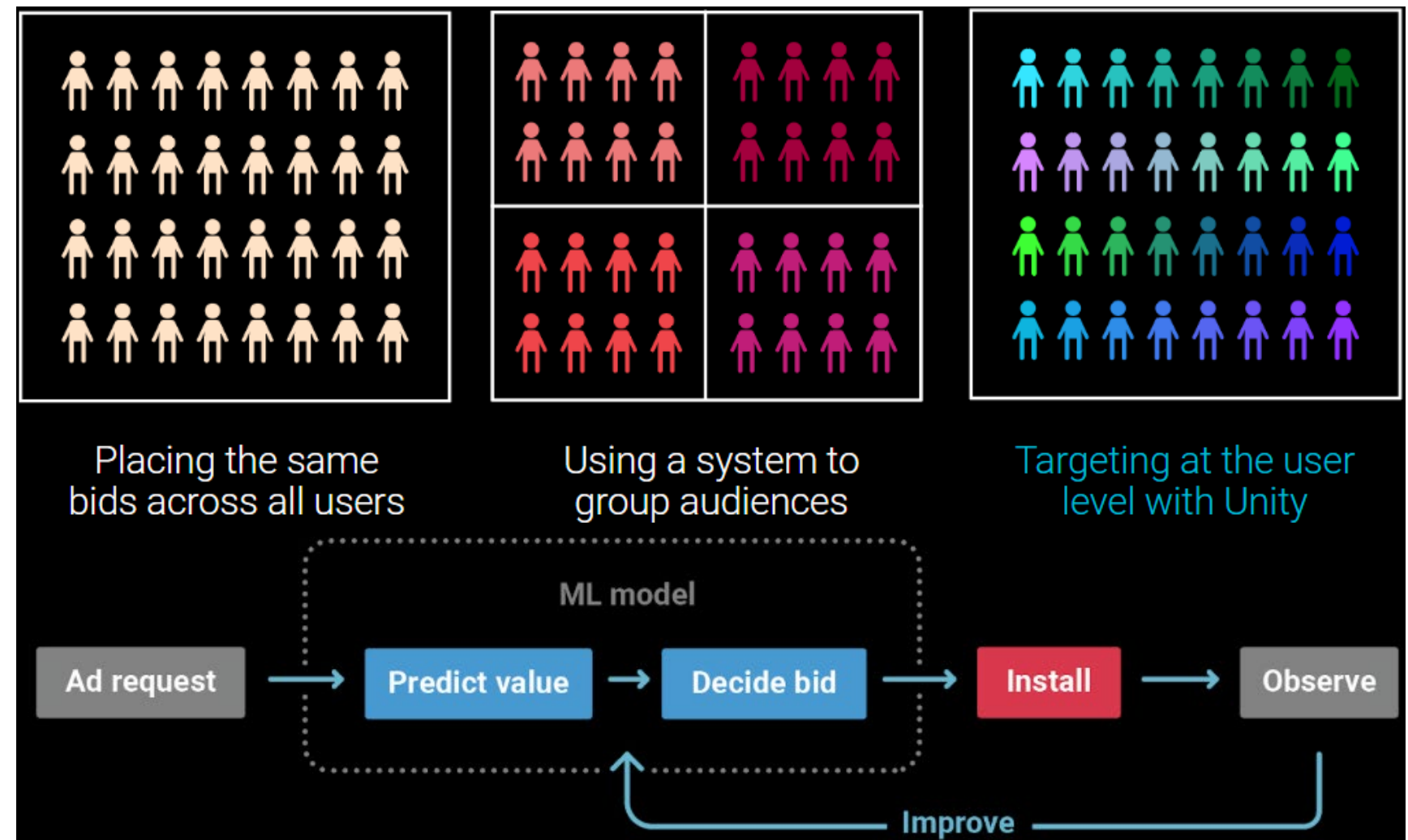
United States

1 Aug 2018 - 30 Sep 2018

Application	Bid	Impressions	Installs	Spend	D7 Ad Rev.	D7 IAP Rev.	D7 Total Rev.	D7 ROAS
162071: Luna Park Empire	\$1.14	1,795,050	18,727	\$18,125.48	\$4,146.49	\$1,906.84	\$6,053.33	33.40%
157019: Easter Egg Hunt	\$1.36	789,461	8,429	\$10,731.98	\$2,870.71	\$2,127.57	\$4,998.28	46.57%
162603: Hit The Clown	\$0.52	1,651,179	18,948	\$10,119.84	\$1,754.55	\$1,555.14	\$3,309.69	32.70%
173855: Talking Cat	\$0.73	1,099,651	17,234	\$9,959.91	\$2,466.45	\$1,126.68	\$3,593.13	36.08%
160389: Gold Rush	\$1.12	1,159,403	11,726	\$7,127.95	\$1,632.75	\$659.39	\$2,292.14	32.16%
47468: Racing Bonanza	\$1.31	609,451	5,078	\$5,049.28	\$929.26	\$799.08	\$1,728.34	34.23%
69751: Carnival Rush	\$1.02	305,401	6,047	\$4,494.54	\$1,122.52	\$1,016.90	\$2,139.42	47.60%
164421: Petting Corner Empire	\$0.96	375,582	6,887	\$4,344.52	\$987.70	\$709.08	\$1,696.78	39.06%
153949: Snake vs. Falafel	\$1.23	146,224	1,510	\$2,315.87	\$302.46	\$133.85	\$436.31	18.84%
101977: Laguna Story	\$2	204,219	1,107	\$1,911.40	\$536.66	\$224.72	\$761.38	39.83%
14066: Cupcake Rush Saga	\$0.81	168,007	1,337	\$1,673.87	\$315.19	\$178.79	\$493.98	29.51%
9613: Super Solitaire	\$2.02	112,088	1,302	\$1,469.30	\$300.56	\$103.86	\$404.42	27.52%
156827: My Talking Monster	\$0.42	67,389	1,863	\$1,423.60	\$171.57	\$78.88	\$250.45	17.59%

# Unity

- Rewarded video network
- User level targeting
  - Needs at least 10 purchases, but more is better.
- Pro Tip: set a realistic ROAS target and don't blacklist or whitelist.





# Moloco

- Demand Side Platform (DSP)
- Real Time Bidding (RTB)
- Machine Learning with human monitoring.



# MOLOCO

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# Summary

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# Forget CPI: Bid Deeper

- Retention
- Purchases
- ROAS



# My point is...

- CPIs don't really matter as much anymore.
- Use bidding strategies that make sense for your game.

# Questions?

- Contact me via Kongregate.com username: Heather
- Want to work with Kongregate? Email [BD@Kongregate.com](mailto:BD@Kongregate.com)