



Travis Chen



Creative Director

SCOPELY







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SCOPELY

A two man game dev team out of New Zealand...

ANTONY BLACKETT

Programmer / Designer

CORIE GEERDERS

Artist

Incredibly talented, innovative and nimble

Allow them to do what they do best. Make great gaming experiences.

The Partner & Publisher Collaboration

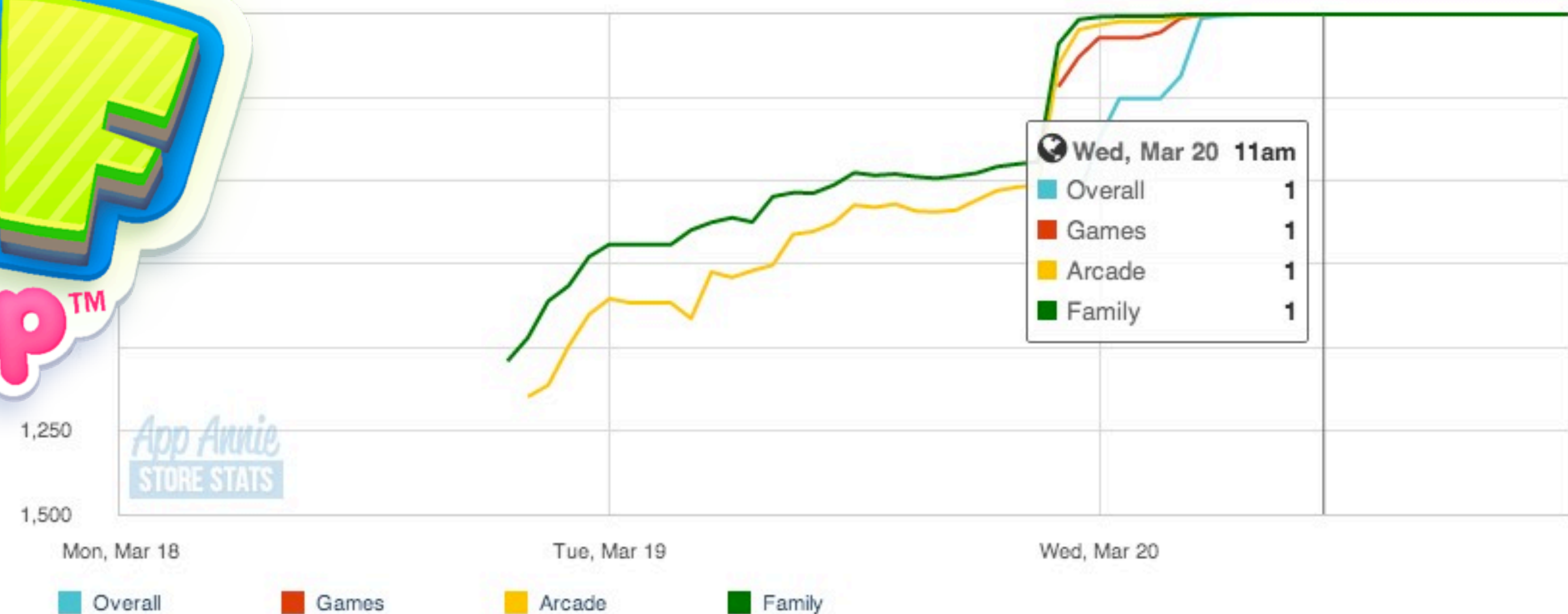
SCOPELY can help empower a small team

- ★ Server Back-End
- ★ Multiplayer Tech
- ★ Product Management
- ★ Analytics
- ★ User Acquisitions
- ★ App Store Optimization
- ★ And more...



#1 Game in 50 COUNTRIES

#1 Overall App in the US in < 24 hours!



320,000+

User Ratings Averaging



United States

(226671)
(76096)
(17655)
(2289)
(2056)

Fun Fact!

Mini Golf MatchUp was one of the fastest reviewed games in the App Store's history with over 100,000 reviews in its first week. Again, average 4 and 1/2 Stars.





10,000,000+

Downloads in its first month...

1,000,000,000+

Holes Played!

Game Design

What Worked & What Didn't

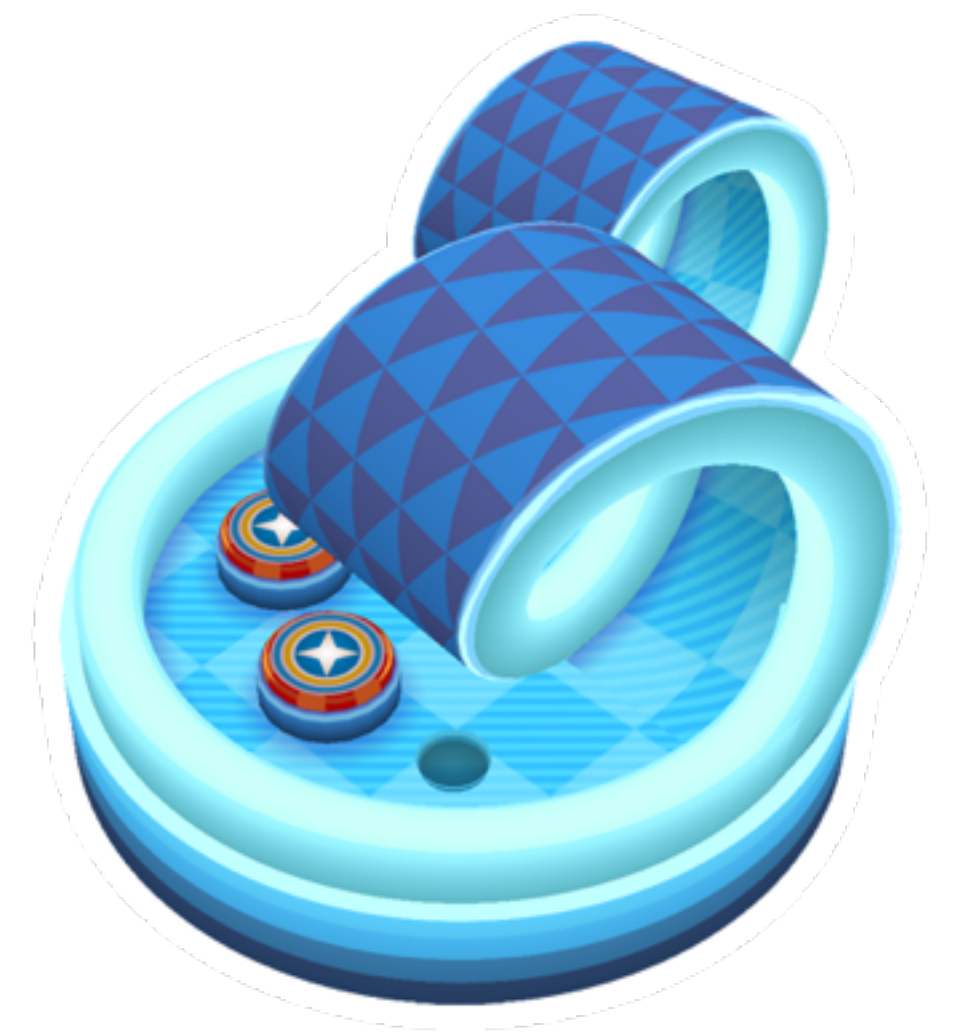




TEST Release

Limited release to “Allies”

AU, NZ, UK, CA



- ★ Use to Test Theories and set baseline key metrics like ARPDau, D1 Retention, D7 Retention and Organic Growth
- ★ Use analytic data to help inform design. That said, numbers won't design the game for you.
- ★ With Mini Golf, we were able to test the game with over 50,000 real world users in Test Markets.
- ★ Be open to new ideas and allow for quick iteration.
- ★ LISTEN TO YOUR PLAYERS!

TEST Release

Key Findings & Fixes



Game length too long, resulted in many dead games

★ Decrease game length from 9 to 5 holes

Low comprehension of game mechanic during tutorial

★ Completely revamped tutorial and spread out into multiple parts

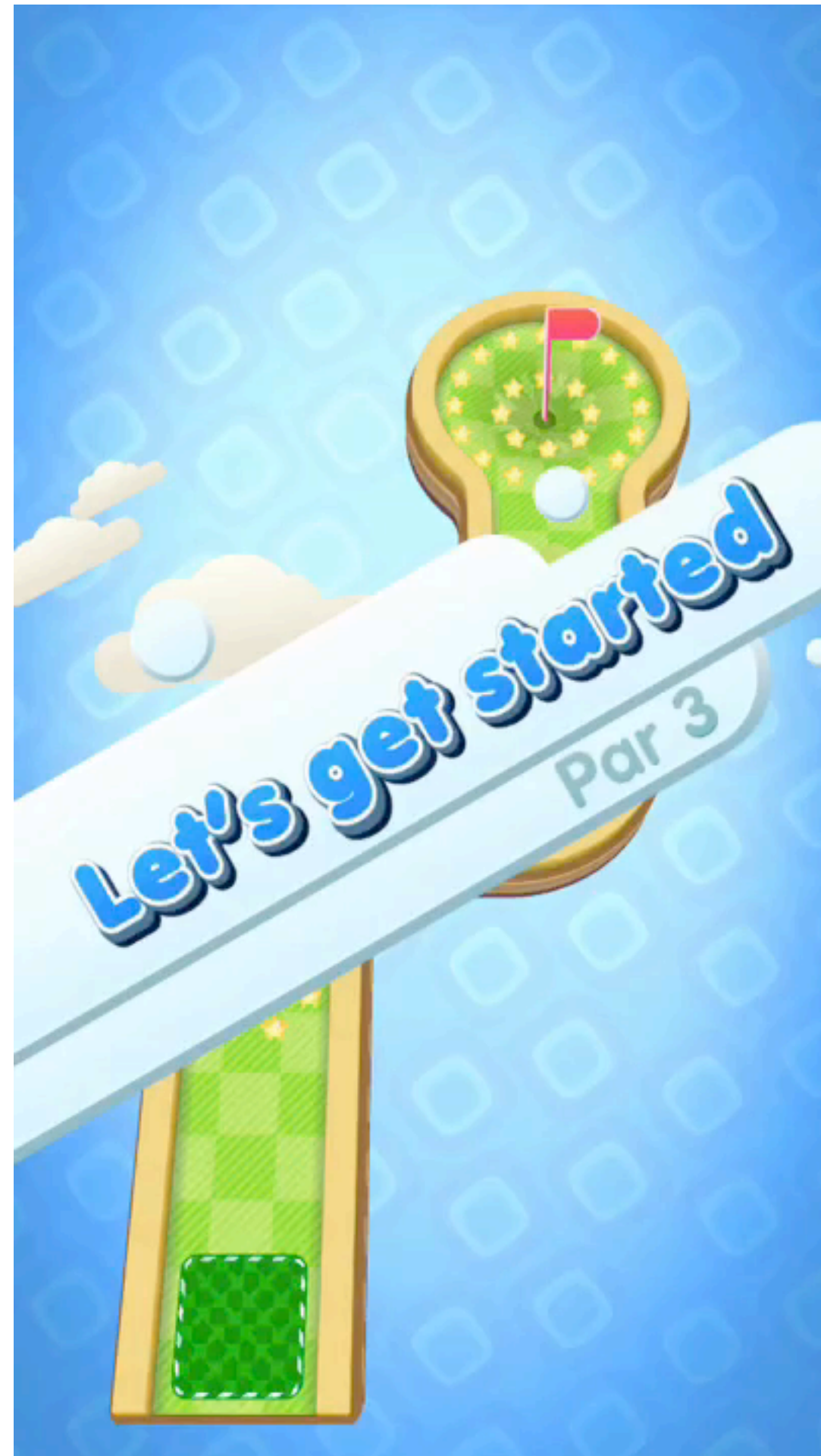
For those that did comprehend flick mechanic, we still saw a high drop off rate on specific holes.

★ Common pattern of difficult flick angles for these holes. Changed mechanic from flick to pull-and-release.

Holes were overall too hard. Par was a great hole for most players.

★ Rethought hole design. Encouraged quicker holes with hole-in-one opportunities. Err towards player

Tutorial



TEST Release

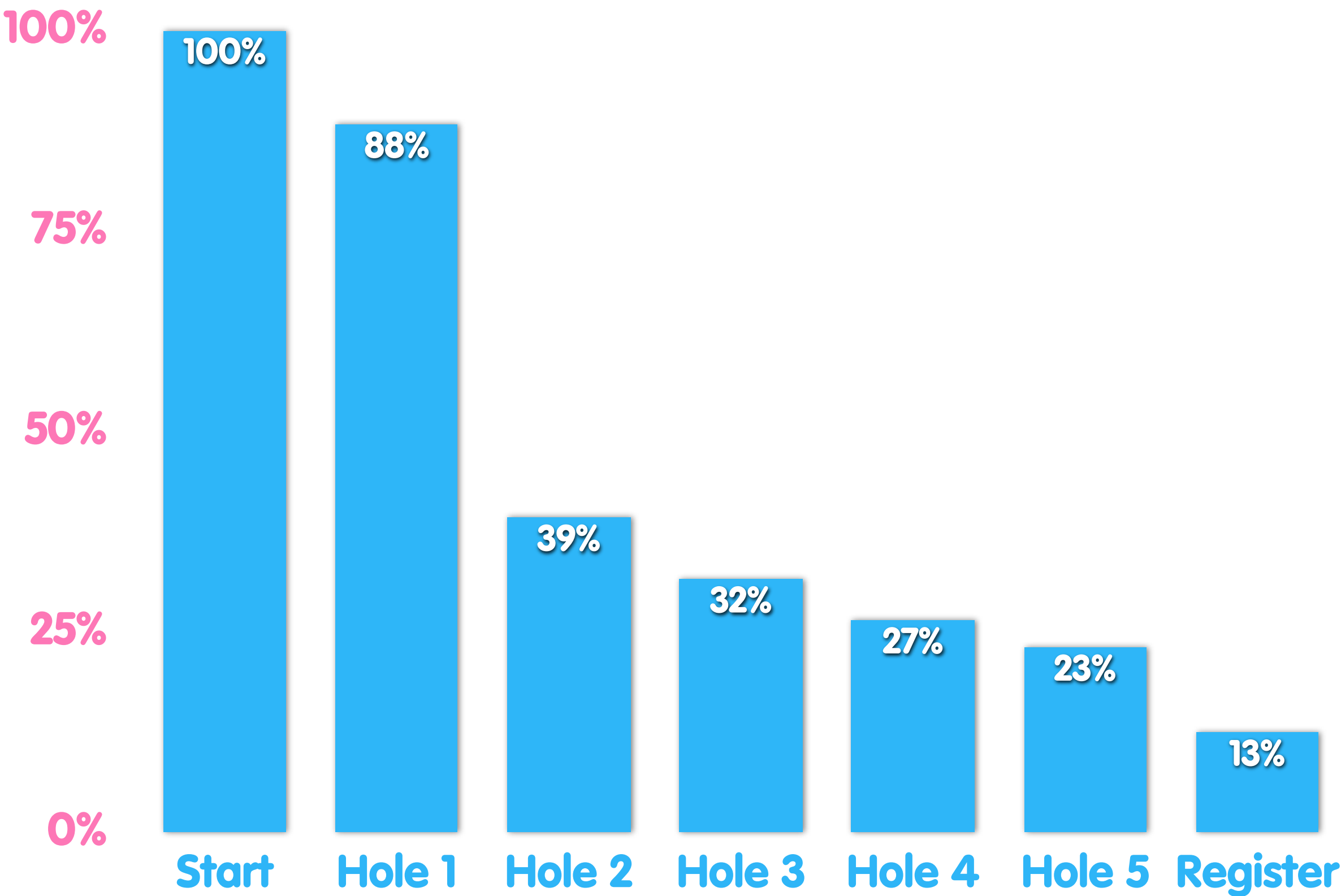
Tutorial



GLOBAL Release

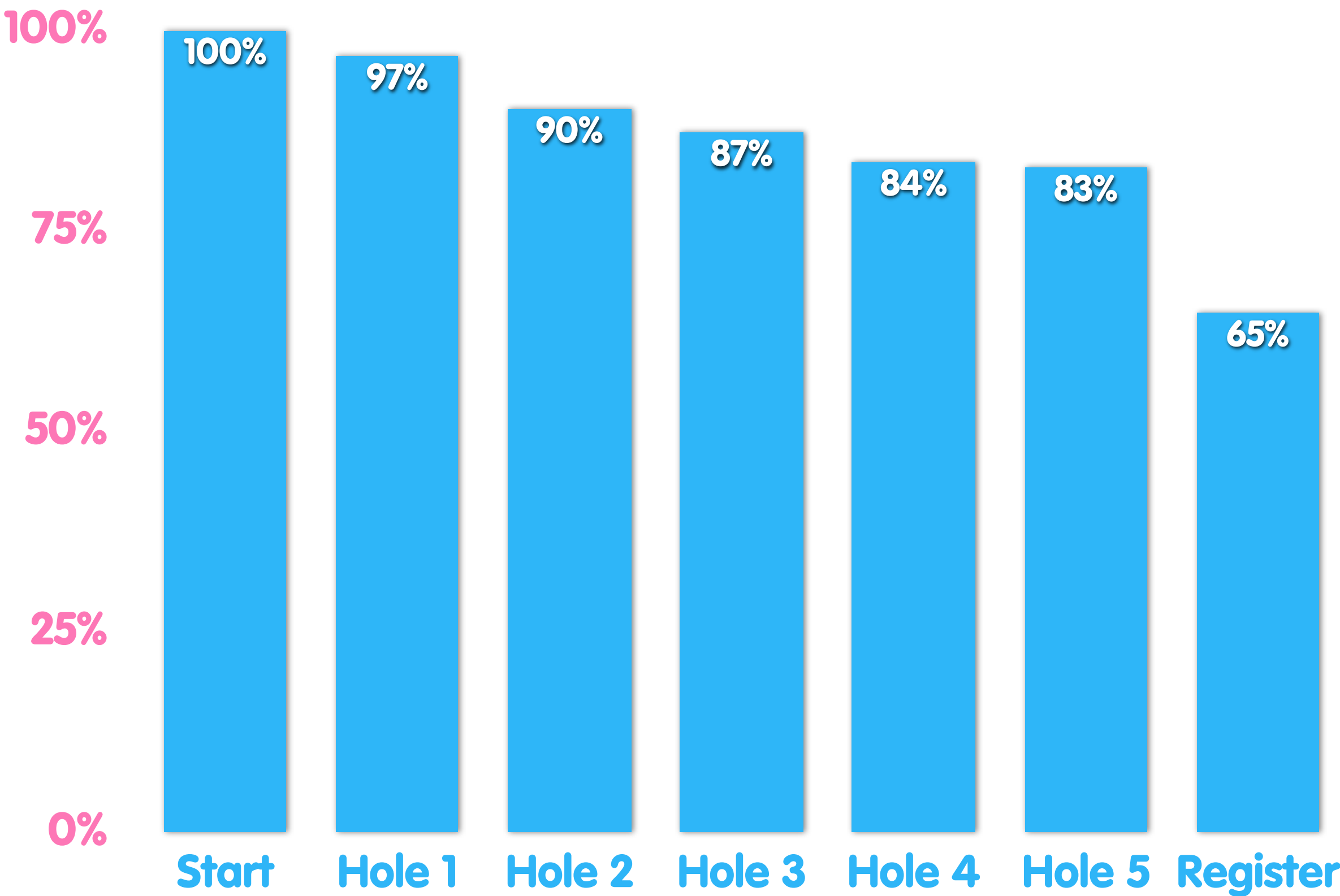
TEST Release

23% Completion
13% Registration



GLOBAL Release

83% Completion
65% Registration



Global numbers are from same country of TEST RELEASE

TEST Release

23.1% D1 Retention

6.7% D7 Retention

139.8% Improvement in D1 Retention

385.1% Improvement in D7 Retention

Improvements to Play Mechanic, New User Experience and Tutorial not only helped us bring more players into the game but also significantly improved retention keeping them there for longer.

GLOBAL Release

55.4% D1 Retention

32.5% D7 Retention



Monetization

What Worked & What Didn't



IAP ARPDAU, Content Increase

Each time we've added a new course in Mini Golf we've seen strong IAP ARPDAU spikes. Note that the size of the spike has grown over the lifecycle of the product. The more time players are in the game, the more demand there is for new content.



IAP ARPDAU, Feature Increase

While we see huge spikes with content, long term features like the inclusion of Tournament Events and PowerUps have steadily increased the game's IAP ARPDAU (exclusive of ads)

Tournaments

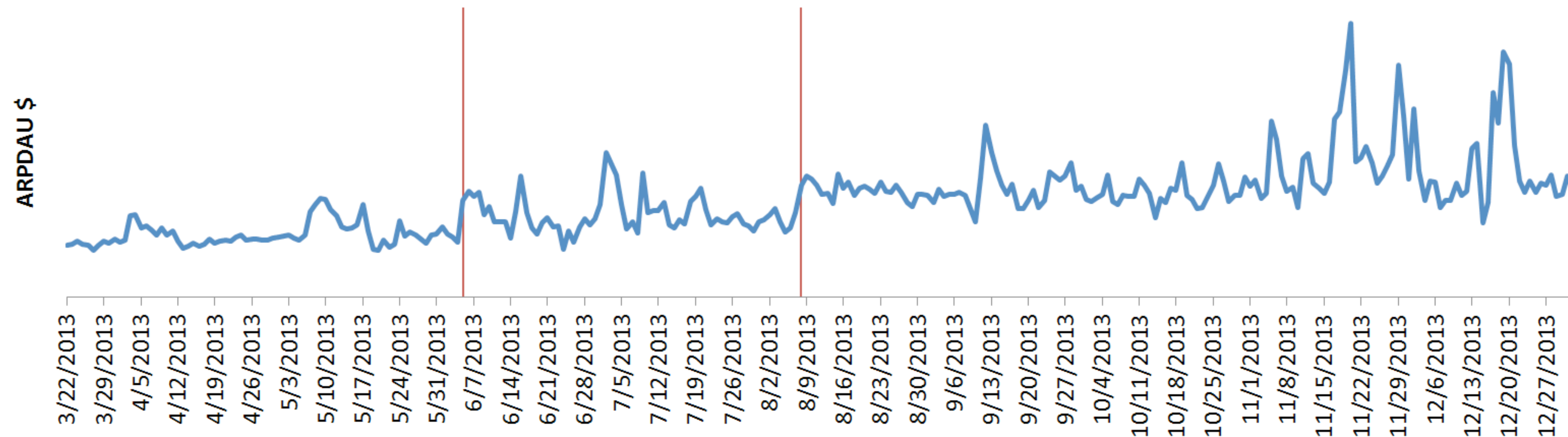
55.6% IAP ARPDAU

**Increase Over a Week
Post Tournament Feature**

PowerUps

38.9% IAP ARPDAU

**Increase Over a Week
Post Power-Up Feature**





Monetization



Key Take Aways

Content is often king. In our game, our new courses provided big lifts in revenue and also gave players reasons to stick around.

- ★ **Try to aim for consistent and predictable release schedule for NEW content. Make sure players are trained early on content value. Explore outsource opportunities early to make sure there's a plentiful supply.**

New features can dramatically improve your long-term revenue. We saw huge lifts in IAP ARPDAU upon release of Tournaments and Power-Ups.

- ★ **There's an opportunity cost in pursuing NEW features as it limits our ability to crank out new content. The key is to make sure both happen in parallel and service each other.**

Thank YOU



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