



# **Checkmate: Cross-Platform Development Tips to Make You King**

Katherine de León



Hi. I'm  
Katherine.





I run  
production  
at GSN  
Games.









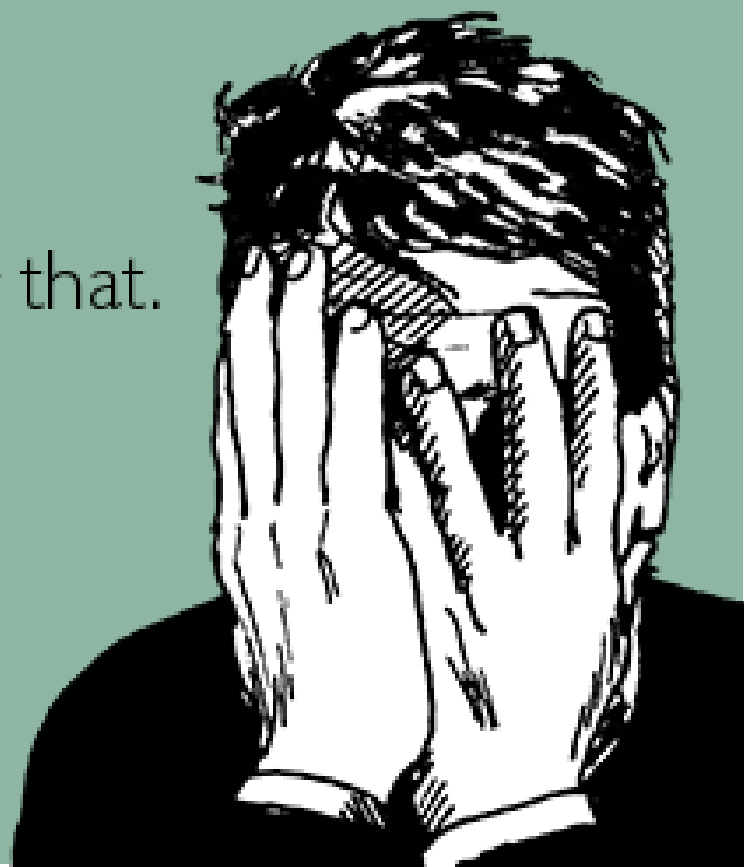






That moment you  
realize...

there is no app for that.



som<sup>ee</sup>cards  
user card



# What We're Going To Talk About

1. Team
2. Market Sizing
3. Go-To-Market Strategy
4. User Acquisition
5. Technology
6. Data Analysis
7. Development, Distribution, and Iteration Strategies

**Your Team Is Your  
Biggest Advantage**









**realscientists**

@realscientists



Follow

For my PhD dissertation, I studied how crabs sniff. (I bet you didn't even know that crabs sniffed, turns out they do!)

*Classic*



**SLOTS**

**loading...**





A close-up comic book panel of a woman with blonde hair. She has a thoughtful or slightly sad expression, with her hand near her chin. The background is a solid blue color.

OH, JEFF...  
I LOVE  
YOU, TOO...  
BUT...



# **Understanding and Sizing Your Market**





















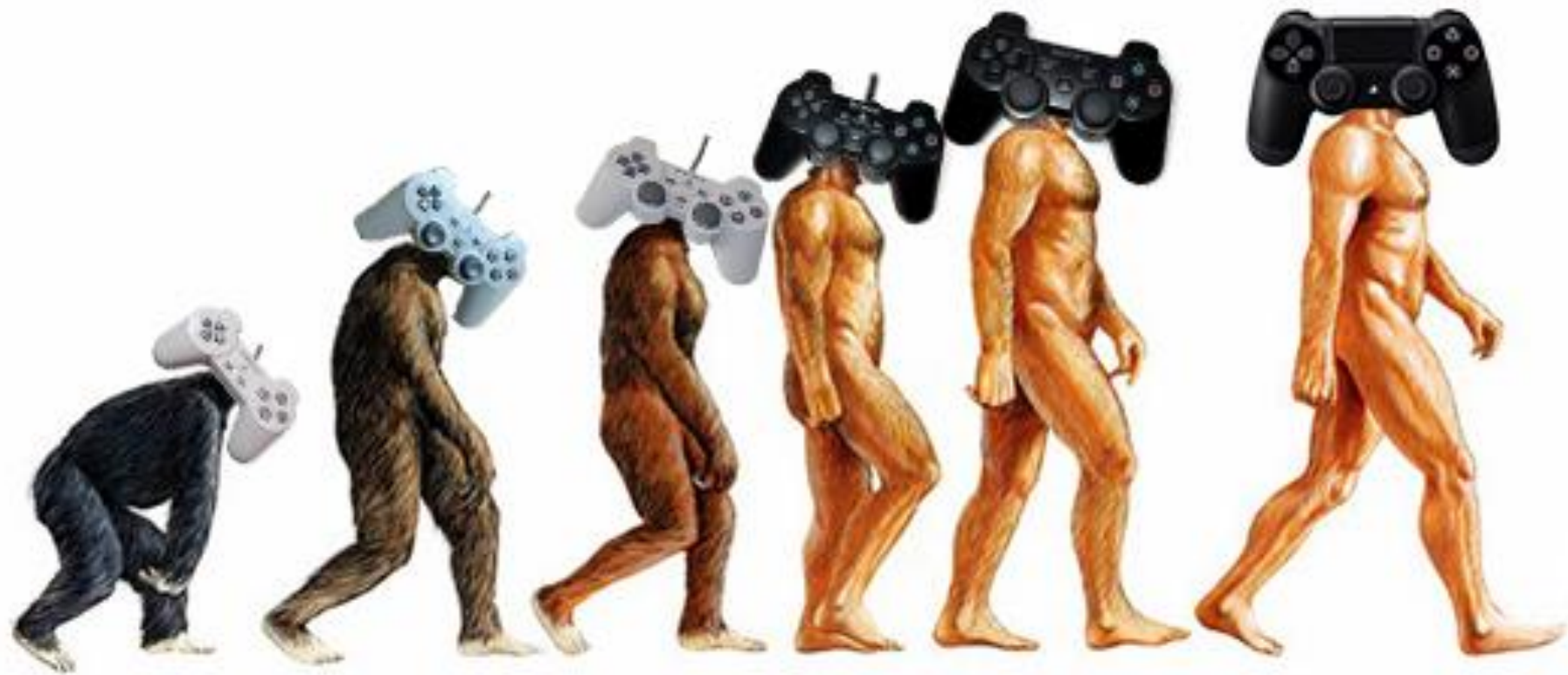


Not deeply understanding your players is the biggest barrier to cross-platform development.

Understand:

- Who your players are on every platform
- What they care about
- How they are different







- 30k players
- 5 min avg session
- 20% bounce
- 75% played <5 min



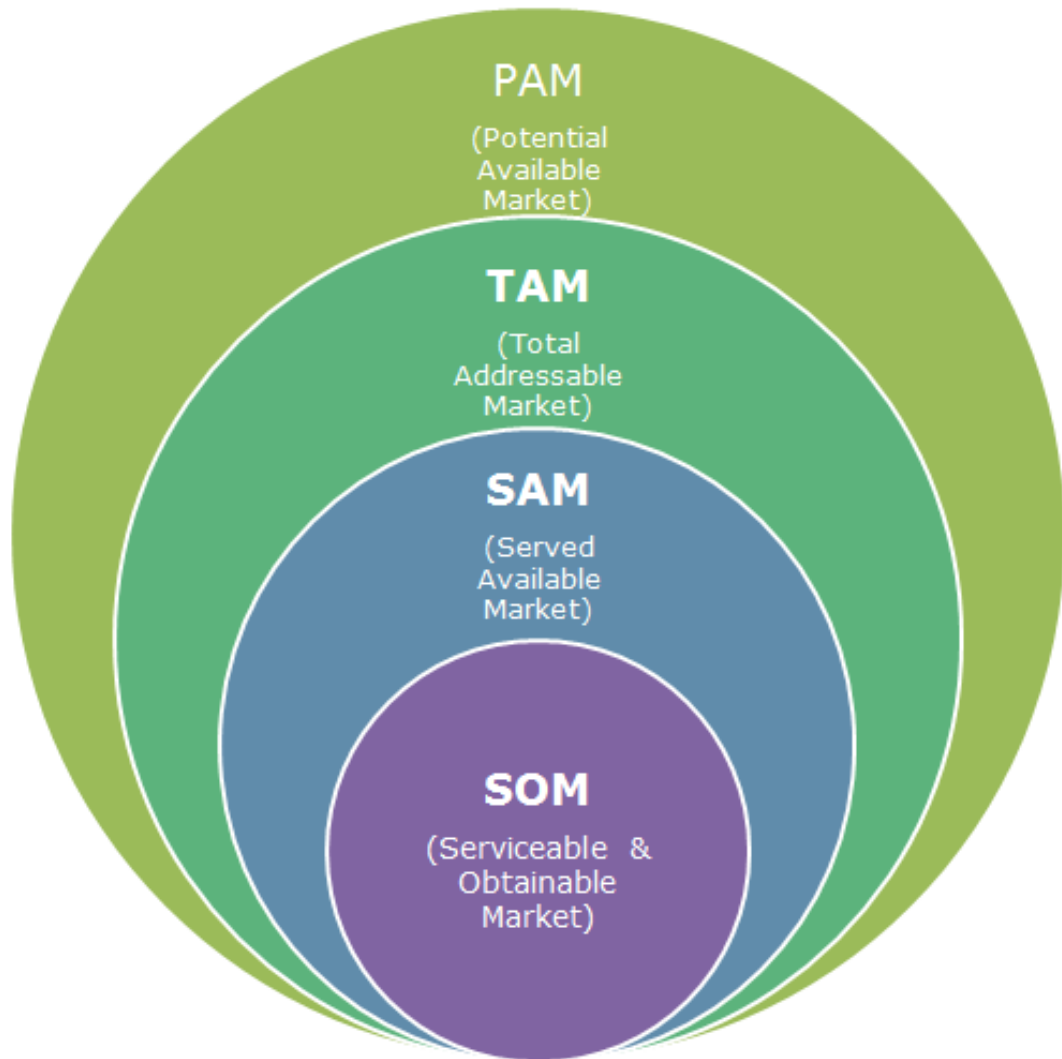












# Example TAM and SAM Sizing

TAM - 188M US gamers generate \$38B annual revenue

SAM - 7.5M [target demographic] or 4% of the TAM so  $SAM = \$38B * 4\%$  or \$1.52B



# Example SOM Sizing 101

## Assumptions:

- 40% of [target demographic] prefer to play on mobile
- 60% of [target mobile demographic] prefers to play on Android
- Can only attract 5% of those people

So SOM =  $\$1.52\text{B} * .4 * .6 * .05$  or \$18.24M

# Example SOM Sizing 101

You can do this math on your own or you can pay a research company to provide this data to you.

**No matter how you get it, knowing your SOM is key to making intelligent business decisions.**



# **Go-To-Market Strategy**







- 27 minute avg session
- 80% played for >5min
- 25% finished all 18 levels (session >60 minutes)









# Quality is key to discoverability on mobile



## GSN Casino - Deal or No Deal Slots, Wheel of Fortune Slots, Video Bingo and more!

by [GSN](#)

Platform: Android

Rated: [Mature](#)

★★★★☆ (1,437 customer reviews)

Price: **\$0.00**

Sold by: Amazon Digital Services, Inc.

**Available *instantly* for your Android device**

Offers [in-app purchases](#)

### Get this app

Download the Amazon Appstore

[Continue](#)

[How buying works](#)

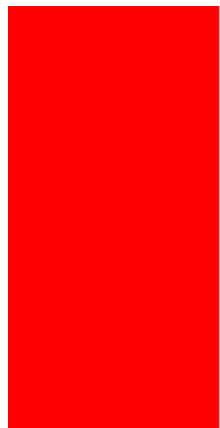
[Redeem a gift card or promotion code & view balance](#)

[Add to Wish List](#)

Share [Email](#) [Facebook](#) [Twitter](#) [Pinterest](#)



## Soft launch by locale



# User Acquisition



**Available**  
**5star-properties.com**





A



B



C



A



B



C



A



B



C





# A



# B



# C





Search Engine Marketing



Facebook ads



Mobile ads

# CAUTION



## THIS IS SPARTA



growth hacking...

**Say what!?**



[Web](#)[Images](#)[Maps](#)[Shopping](#)[More ▾](#)[Search tools](#)

About 21,500,000 results (0.21 seconds)

### [Wheel of Fortune - Official Site](#)

[www.wheeloffortune.com/](http://www.wheeloffortune.com/) ▾

Get rewarded for watching Wheel, check out all the ways to play, and vote for Vanna's best look. It's all happening on **WheeloffFortune.com**! Visit the site today.

#### [Wheel of Fortune \\$5k Every Day](#)

Every weeknight, Wheel of Fortune reveals one lucky Wheel ...

#### [So Many Ways To Play!](#)

Get rewarded for watching Wheel, check out all the ways to play ...

#### [Sweepstakes](#)

Wheel of Fortune \$5K Every Day PLUS II Sweepstakes. Wheel ...

#### [Video](#)

Take a step behind the lens with Wheel's set photographer ...

#### [Show Guide](#)

I'm watching contestants ring in the New Year from lucky Las Vegas ...

#### [Downloads](#)

Twitter skins are a fun way to personalize your Twitter ...

[More results from wheeloffortune.com »](#)

### [Wheel of Fortune \(U.S. game show\) - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Wheel\\_of\\_Fortune\\_\(U.S.\\_game\\_show\)](http://en.wikipedia.org/wiki/Wheel_of_Fortune_(U.S._game_show)) ▾

**Wheel of Fortune** is an American television game show created by Merv Griffin. The show features a competitive format where contestants earn money by solving word puzzles.

### [Play Wheel of Fortune® and More Free Game Show Games - GSN ...](#)

[www.gsn.com/games/free/wheel/](http://www.gsn.com/games/free/wheel/) ▾

Play **Wheel of Fortune®** online and spin to win! Find other game show games and more free online games at GSN.



## Games by GSN

5,230,298 likes · 18,885 talking about this

✓ Liked

Play Game



### App Page

Welcome to the Games by GSN app – your number one source for FUN on Facebook!

About



Photos



5.2m

Likes




FAQ





Instagram


2



1  Slotomania - FREE Slots Games ★★★★★ (18) **+ FREE**

2  Big Fish Casino - Free Slots, Black... Games ★★★★★ (774) **+ FREE**

3  GSN Casino - Wheel of Fortun... Games ★★★★★ (4,403) **+ OPEN**


4  Poker by Zynga Games ★★★★★ (2,490) **+ FREE**

5  Bingo Bash - Free Bingo Casino Games ★★★★★ (146) **FREE**


1  GSN Casino - Wheel of Fortune Slots, Deal or... Games ★★★★★ (4,403) **+ OPEN**

2  Hit it Rich! - Free Casino Slots Games ★★★★★ (3,636) **FREE**

3  DoubleDown Casino - FREE Slots, Blackjack... Games ★★★★★ (774) **+ FREE**

4  Bingo Bash HD - Free Bingo Casino Games ★★★★★ (438) **FREE**

5  Slotomania HD - FREE Games ★★★★★ (14) **FREE**

6  Big Fish Casino - Free Slots, Blackjack, Roulet... Games ★★★★★ (774) **+ FREE**

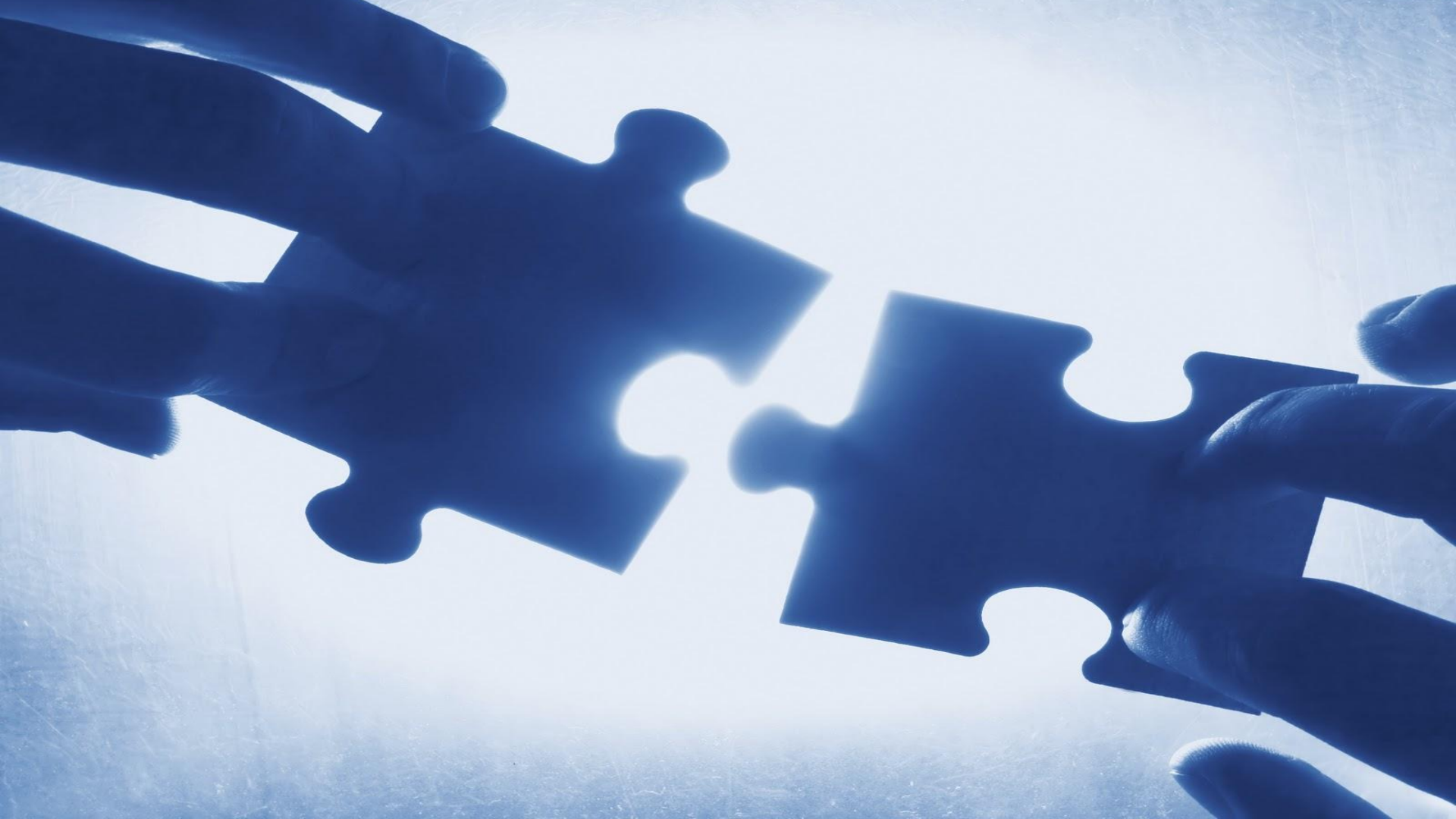
7  myVEGAS Slots Games ★★★★★ (214) **+ FREE**

8  Bingo Blitz - FREE Bingo + Slots Games ★★★★★ (329) **+ FREE**

9  Bingo Blitz - FREE Bingo + Slots Games ★★★★★ (329) **+ FREE**











Or, log in with...



Need an Account?







Katherine de L

12,975,115,205



Diamond Royale Slots is now live on GSN.com! Rule the reels and go for a supersized jackpot.







[Login](#) | [Create an Account](#)



THIS AIN'T YOUR  
MOMMA'S GAME SHOW



GAME SHOW NETWORK PRESENTS

Mind of a  
**MAN**



PREMIERES  
WEDNESDAY 8/7c

Home



Cash Games

All Games

My GSN

Prizes

Player News

TV Shows



Casino

**Casino Games!**  
Your jackpot could be waiting!

**Now on-the-go!**







# Technology






Web



Mobile



# GSN Games Tech Approach

- Slots and Bingo engines in each technology
- Games rewritten to and from mobile and web: Unity  Flash
- Art and sound reused across all platforms but enhanced for mobile, sometimes degraded for web







# **Data Analysis**









# Actions speak louder than page views.

The most **advanced analytics platform** ever for mobile and the web.



## Segmentation

The most flexible way to slice and dice your data. And it's real time.



## Funnel Analysis

The most flexible, easy-to-use, and beautiful way to improve your conversions.



## Retention

Visitor retention is the best way to tell how valuable your application is.



## Integration

It takes less than 10 minutes and is incredibly simple.

**TRY IT FOR FREE**

## Case studies: Why our customers love us.



### Data precision

Mixpanel helps the leading creator of



### Power of segmentation

Mixpanel helps a competitive video



# ***Sixpack***

Sixpack is a language-agnostic ab testing framework

<http://sixpack.seatgeek.com/>

or go straight to the source

<https://github.com/seatgeek/sixpack>









112,009,418



PAYLINES

BET/LINE

TOTAL BET

SPIN

AUTO  
SPIN



# DIAMOND ROYALE SLOTS







PAY TABLE

# DEAL OR NO DEAL™

BALANCE

33,488



DEAL  
OR  
NO DEAL

WILD



DEAL  
OR  
NO DEAL



WILD



BET PER LINE x15

100

Beat the banker  
in BRAND NEW slot!

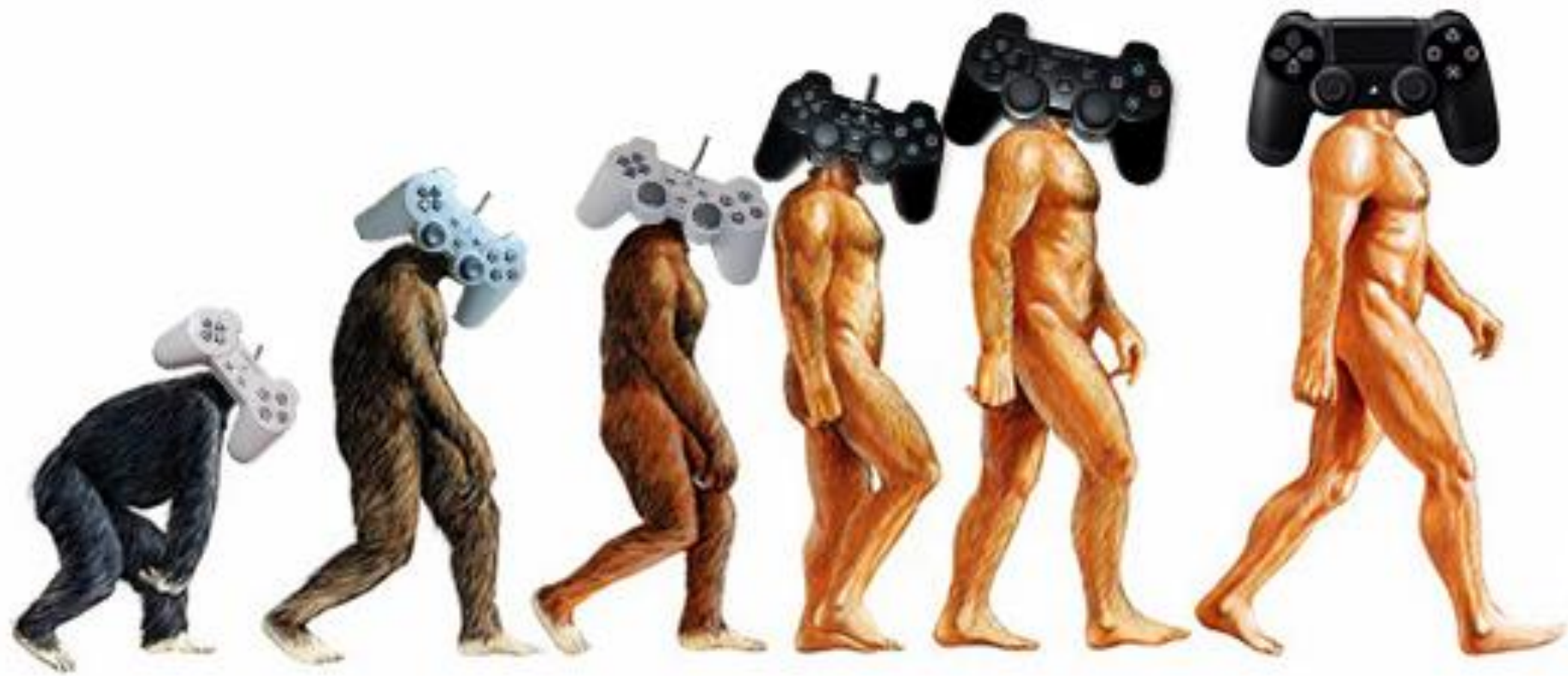
SPIN





# **Development, Distribution, and Iteration Strategies**







valentine.deviantart.com













# VIDEO BINGO

Take home a  
Token Jackpot!

**PLAY NOW!**

| B I N G O    |    |    |    |    | 43      | 60     | 75     | G  |
|--------------|----|----|----|----|---------|--------|--------|----|
| 12           | 24 | 43 | 60 | 75 | 4       | 54     | 74     | 50 |
| 10           | 17 | 44 | 54 | 74 | 51      | 70     | 4      | 74 |
| 15           | 28 | ★  | 51 | 70 | 46      | 73     | 70     |    |
| 5            | 30 | 37 | 46 | 73 | 56      | 64     | 73     |    |
| 2            | 26 | 42 | 56 | 64 | 00      | 000    | 000    | 64 |
| Bingo        |    |    |    |    | 4,000   | 000    | 000    |    |
| Double       |    |    |    |    | 20,000  | 000    | 000    |    |
| Triple Bingo |    |    |    |    | 100,000 | 00,000 | 00,000 |    |

The screenshot displays a video bingo game interface. At the top, a large bingo card is shown with numbers 1 through 75. The top row is highlighted in orange. Below it, three smaller bingo cards are visible, each with a different set of numbers. To the right of the cards is a 'Bonus Numbers!' section with three empty slots. In the top right corner, a coin counter shows '17,927,020'. Below the counter are 'End Game' and 'Pause II' buttons. On the right side, there is a 'Speed' control with 'Faster' and 'Slower' buttons. A large wheel of fortune is positioned in the bottom right, with the number '31' highlighted. The background features a colorful, stylized landscape with a windmill and a sun.

| B | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| N | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 |
| G | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 |
| O | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 |

| B  | I  | N  | G  | O  |
|----|----|----|----|----|
| 12 | 16 | 31 | 46 | 67 |
| 1  | 28 | 41 | 47 | 63 |
| 8  | 21 | ★  | 50 | 70 |
| 11 | 20 | 39 | 57 | 74 |
| 14 | 25 | 40 | 60 | 64 |

| B  | I  | N  | G  | O  |
|----|----|----|----|----|
| 4  | 21 | 40 | 53 | 68 |
| 3  | 29 | 36 | 49 | 72 |
| 5  | 16 | ★  | 52 | 67 |
| 13 | 25 | 43 | 59 | 65 |
| 14 | 26 | 34 | 55 | 69 |

| B  | I  | N  | G  | O  |
|----|----|----|----|----|
| 5  | 17 | 33 | 57 | 73 |
| 13 | 27 | 32 | 49 | 70 |
| 7  | 28 | ★  | 48 | 71 |
| 14 | 18 | 34 | 54 | 69 |
| 3  | 29 | 45 | 58 | 75 |

Speed  
Faster  
Slower



WELCOME TO



The First Game Is On Us

**Play Now!**







Send Candy Canes



Send your lucky friends a gift of some goodies

\* You may receive up to 5 gifts a day

Recommended Friends

Type a friend's name to search...

Select Max Friends

- ☒ Aaron Brashears
- ☒ Alex Hurliman
- ☒ Alex Sample
- ☒ Amy McAfee DeCoria Rice
- ☒ Anita Rafferty

Send Gifts

Recruit all the reindeer by Jan 6th for 1,000,000 tokens!

3 Days Left!

CLOSE X





We have cohort tested 100+ changes to Video Bingo on Facebook. We have updated our mobile and GSN.com versions twice.



# DIAMOND ROYALE SLOTS





# DEAL OR NO DEAL SLOTS



CHOOSE YOUR CASE TO START



**In Summary**



Hire generalists



who like change



# Understand your players



# on every platform



A comic book illustration showing Iron Man in his red and gold suit kneeling on a metallic floor. He is looking down at the fallen Captain America, who is lying on his back with his iconic shield on his chest. The shield is heavily damaged and covered in blood. Iron Man's expression is one of sadness and regret. A speech bubble from Iron Man reads, "It wasn't worth it." The scene is set in a dark, industrial environment with metallic walls and floor. The text "THE END" is visible in the bottom right corner of the illustration.

**It wasn't worth it.**

Base your  
cross-platform  
strategy on  
the SOM  
analysis



# Think about how you are going to grow before you build



Be flexible with your cross-platform development strategy



On web, ship early and keep working



On mobile, ship after you achieve base quality





Don't be a hero



Use proven data tools



You can develop,  
distribute, and iterate on  
a primary platform



or pick a platform based  
on the opportunity





Iterate  
everywhere





Now you know all about cross-platform game development. Go party like a rockstar.



# Questions

If more questions

Then [kdeleon@gsn.com](mailto:kdeleon@gsn.com)

Or @kdel