

Making Money on Google Play



John McGuire
Google Play Games

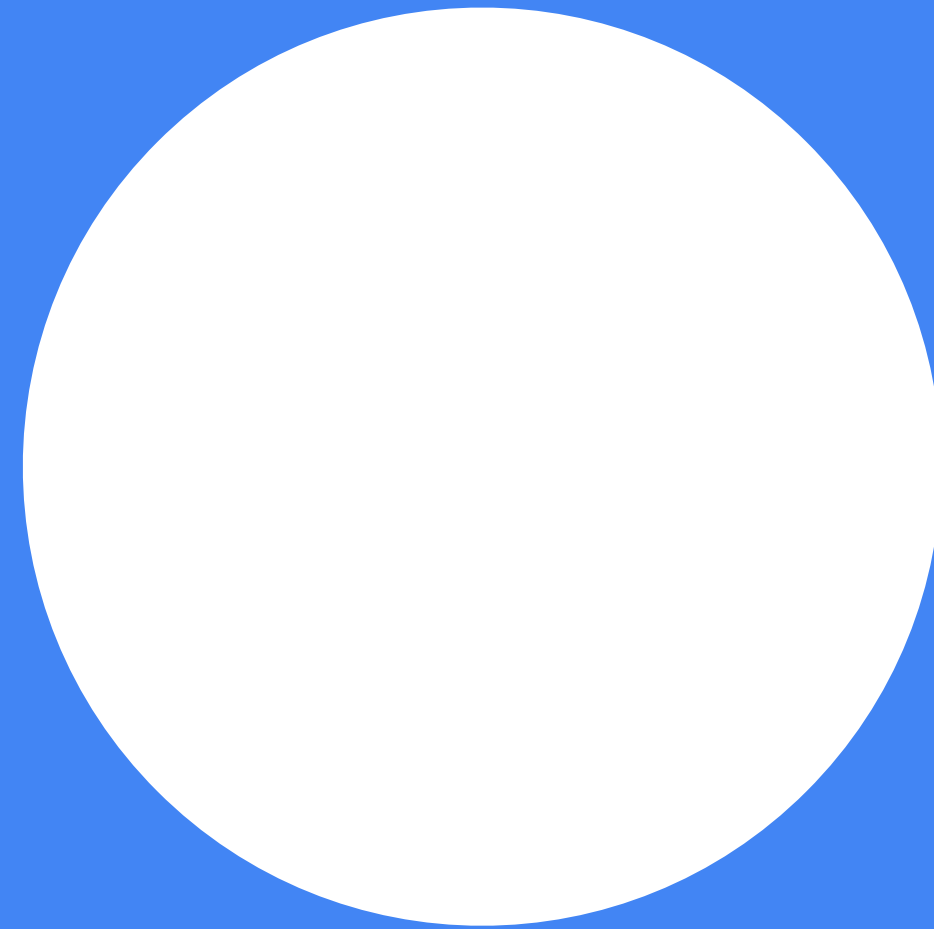
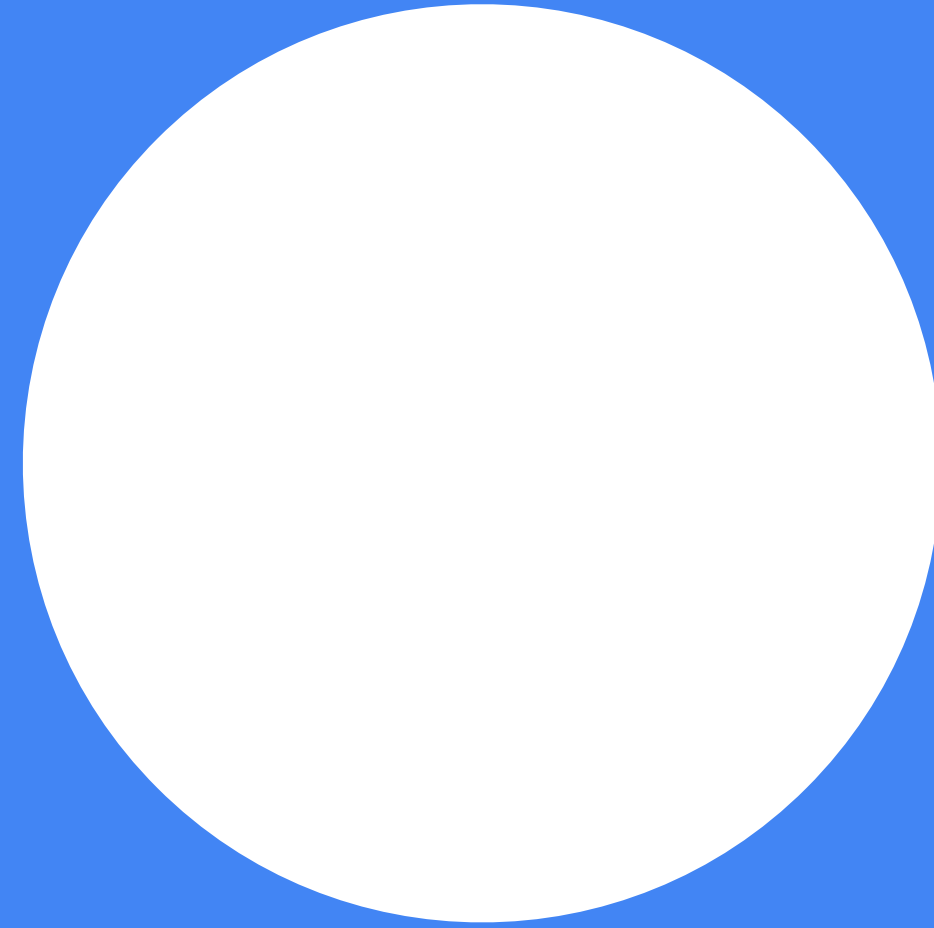


Mass Audience: 1 Billion+ Active Devices



3 out of 4

Android users are
playing Games





\$7,000,000,000

Today

Play Games:
Player Analytics

Best Practices

Alpha Beta Testing
Pre-Registration
Friendly Pricing

How to work with
Google Play

Google Play Game Services



Achievements



Leaderboards



Saved Games



Multiplayer



Game Gifts



Quests



Large Developers have learned to do three things really well:

Manage Targets

Manage their business to
daily revenue targets

Identify Hotspots

Identify and investigate
business metric hotspots

Understand players

Understand when & where
players are spending,
stalling, and churning

Big Studio

Game Developers
10 — 20

Data Scientists
1 — 3



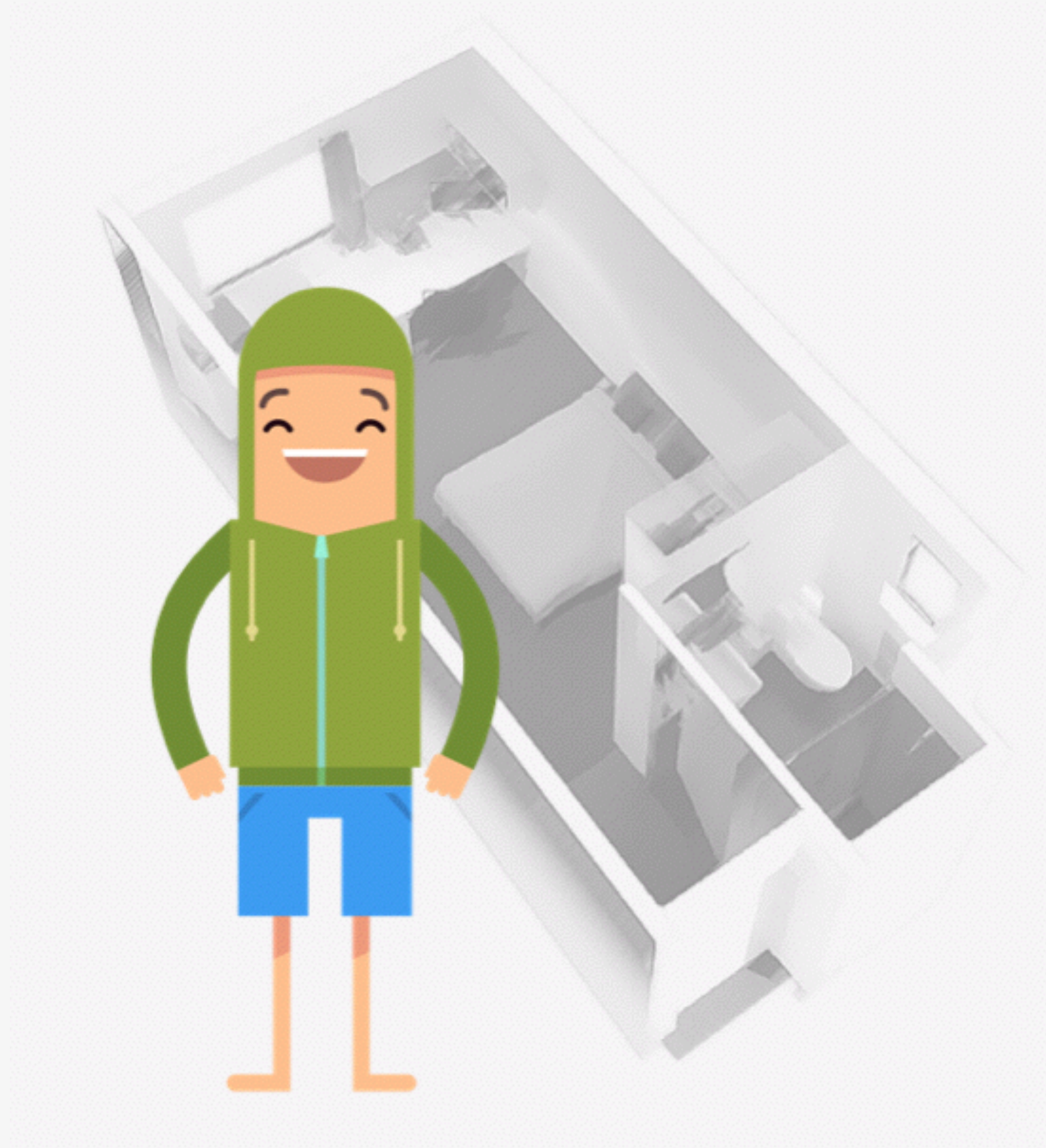
Live Operations
Team
5 — 20

Infrastructure
Support Team
5 — 10

You

I build games
85%

I love data
10%

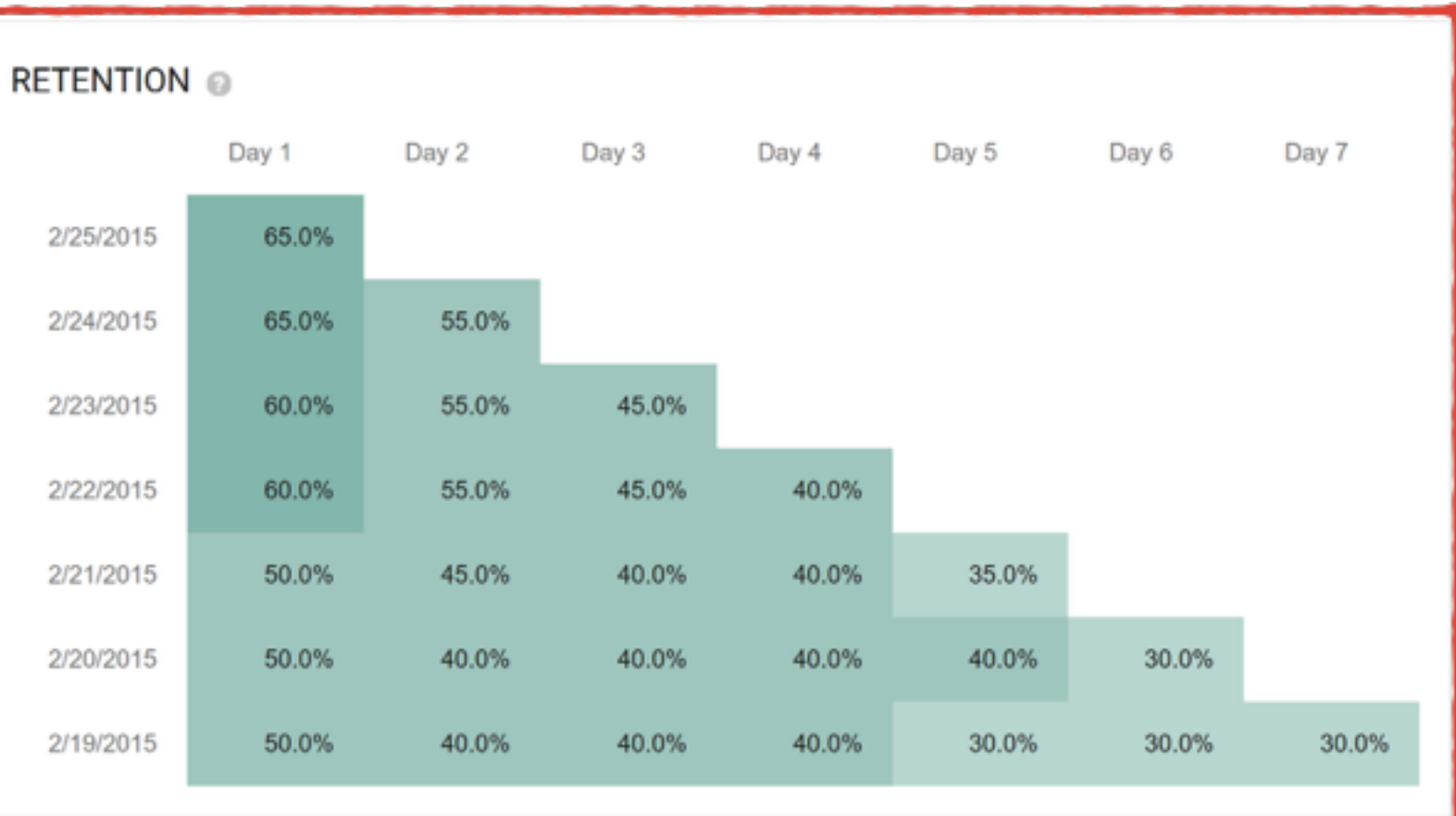
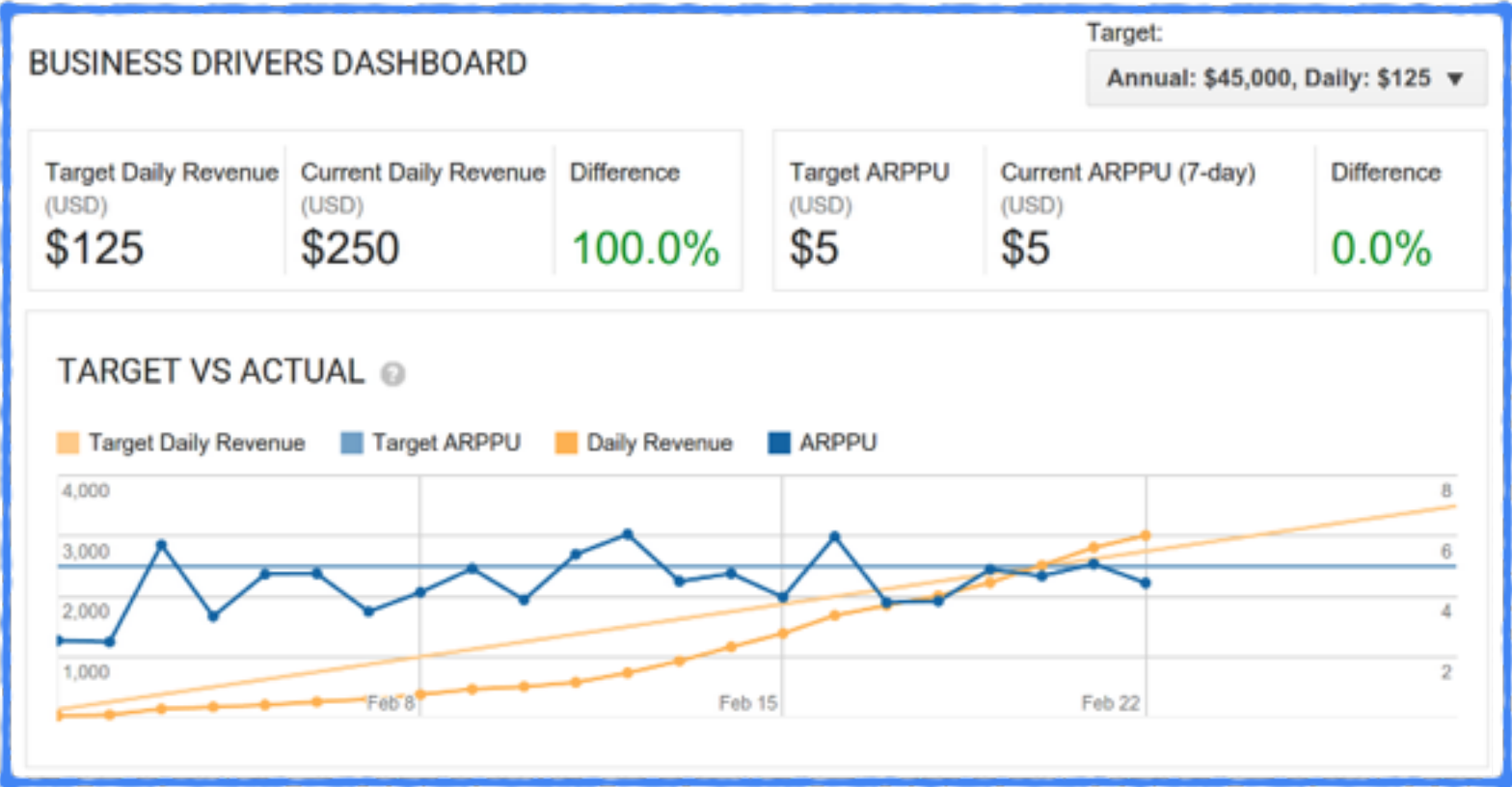


I manage contractors
1%

I monitor Compute
Engine
4%

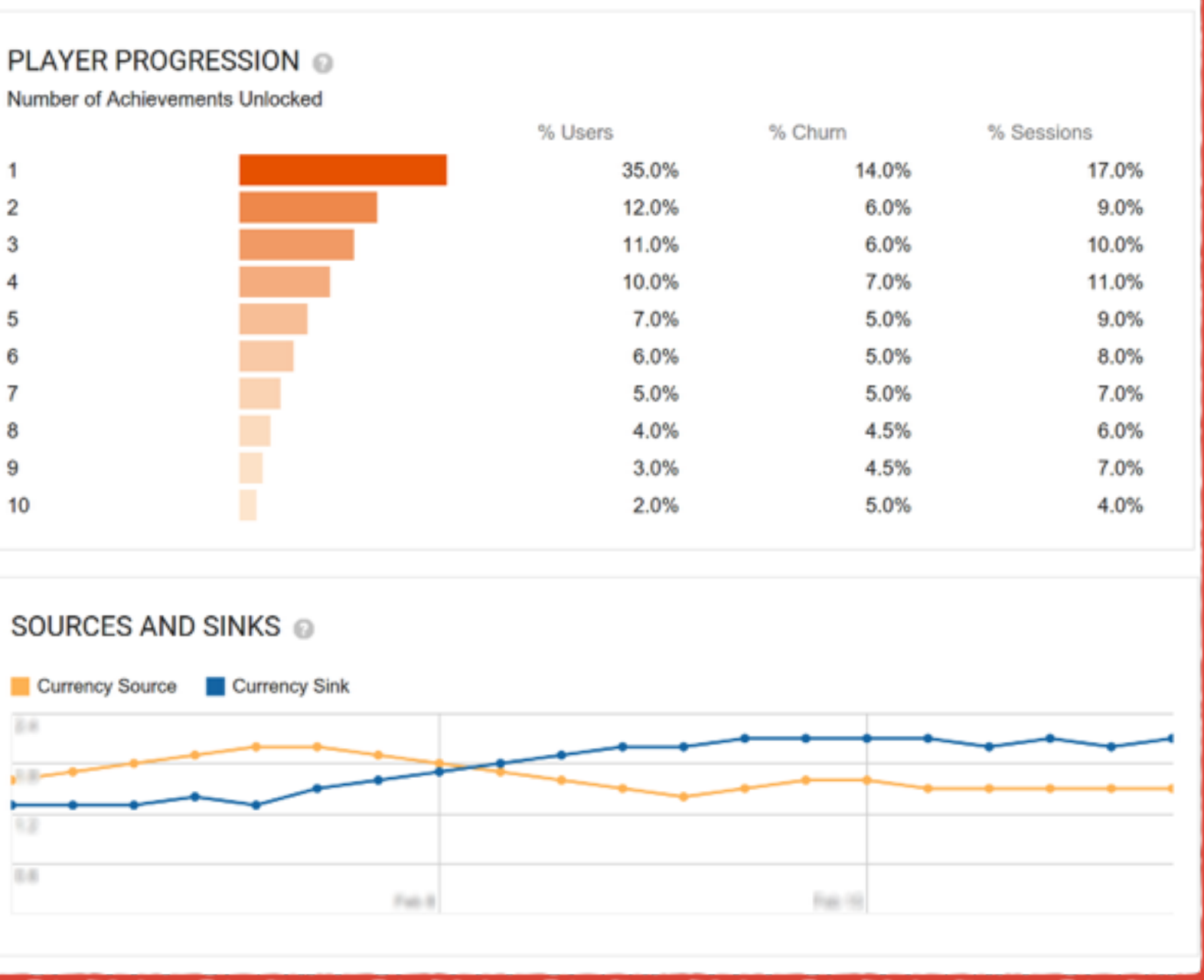
Announcing: Play Games Player Analytics

Manage
Targets

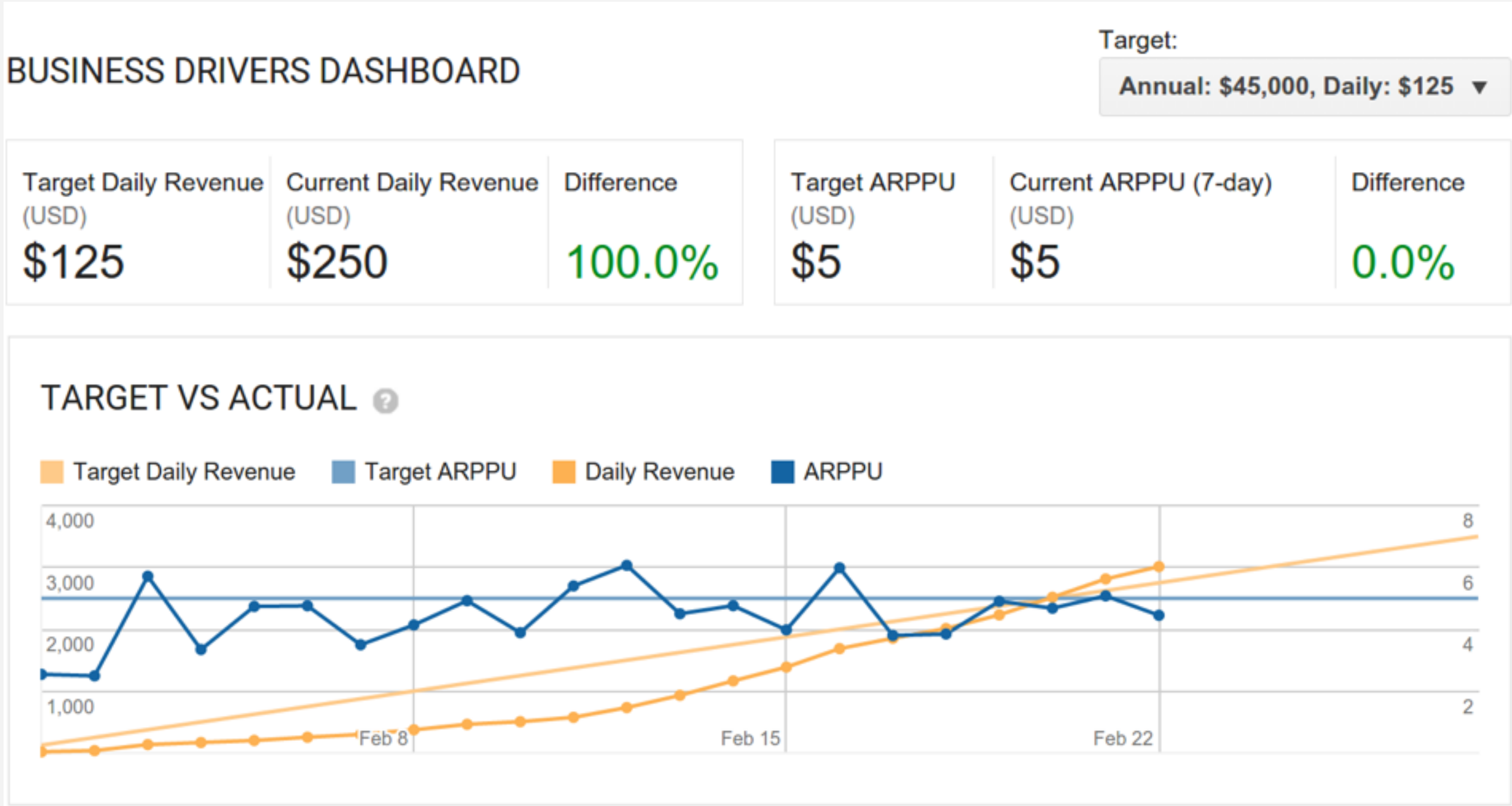


Understand
players

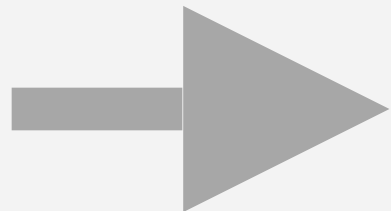
Identify
hotspots



Manage targets



Then, track daily progress towards your monthly revenue targets



Target: **Select target** ▼

Annual: \$36,000,000, Daily: \$100,000

Annual: \$18,000,000, Daily: \$50,000

Annual: \$9,000,000, Daily: \$25,000

Annual: \$3,600,000, Daily: \$10,000

Annual: \$1,800,000, Daily: \$5,000

Annual: \$360,000, Daily: \$1,000

Annual: \$270,000, Daily: \$750

Annual: \$180,000, Daily: \$500

Annual: \$90,000, Daily: \$250

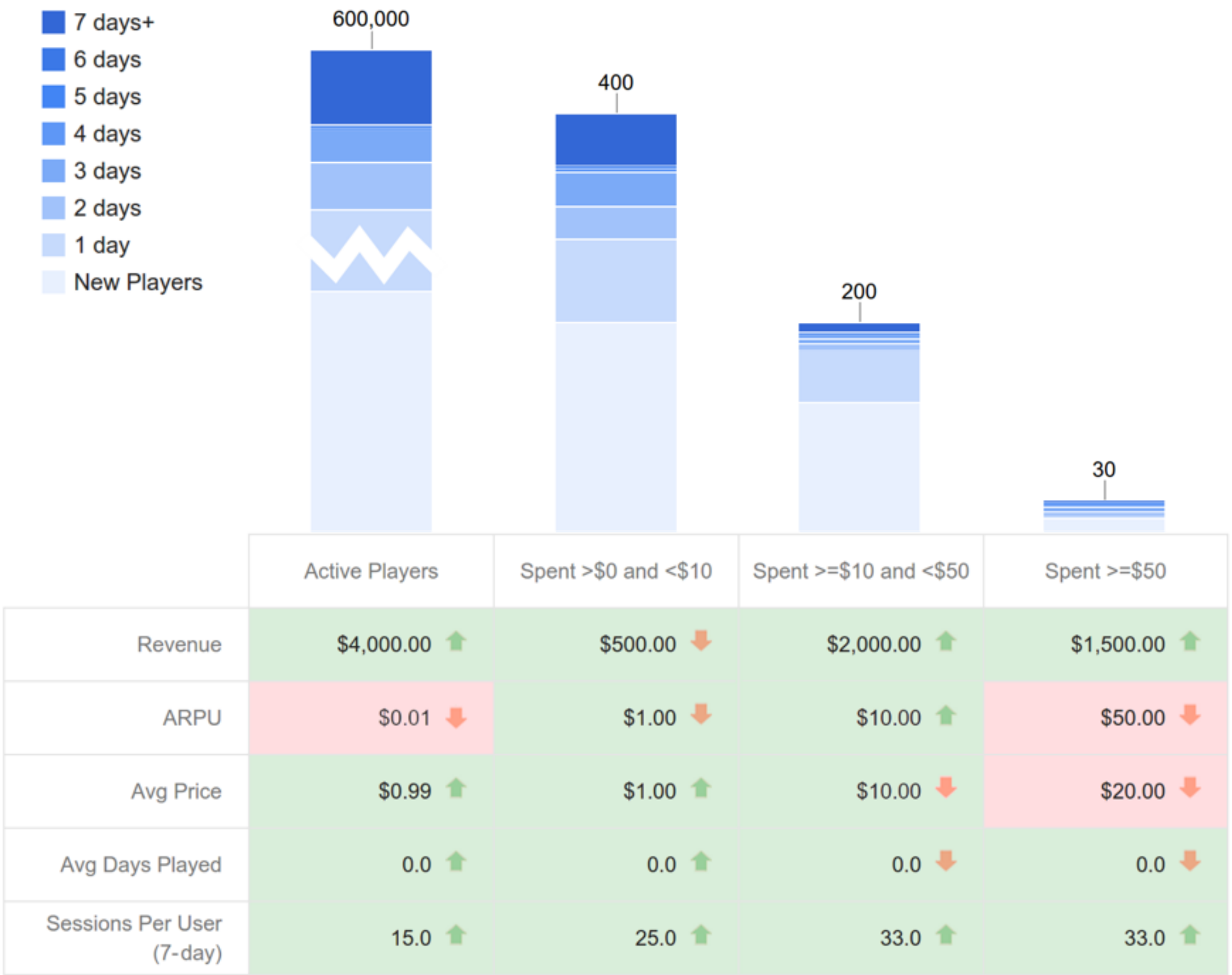
Annual: \$45,000, Daily: \$125

Start by setting your annual / daily revenue target

Identify hotspots

Identify and drill down into problem areas

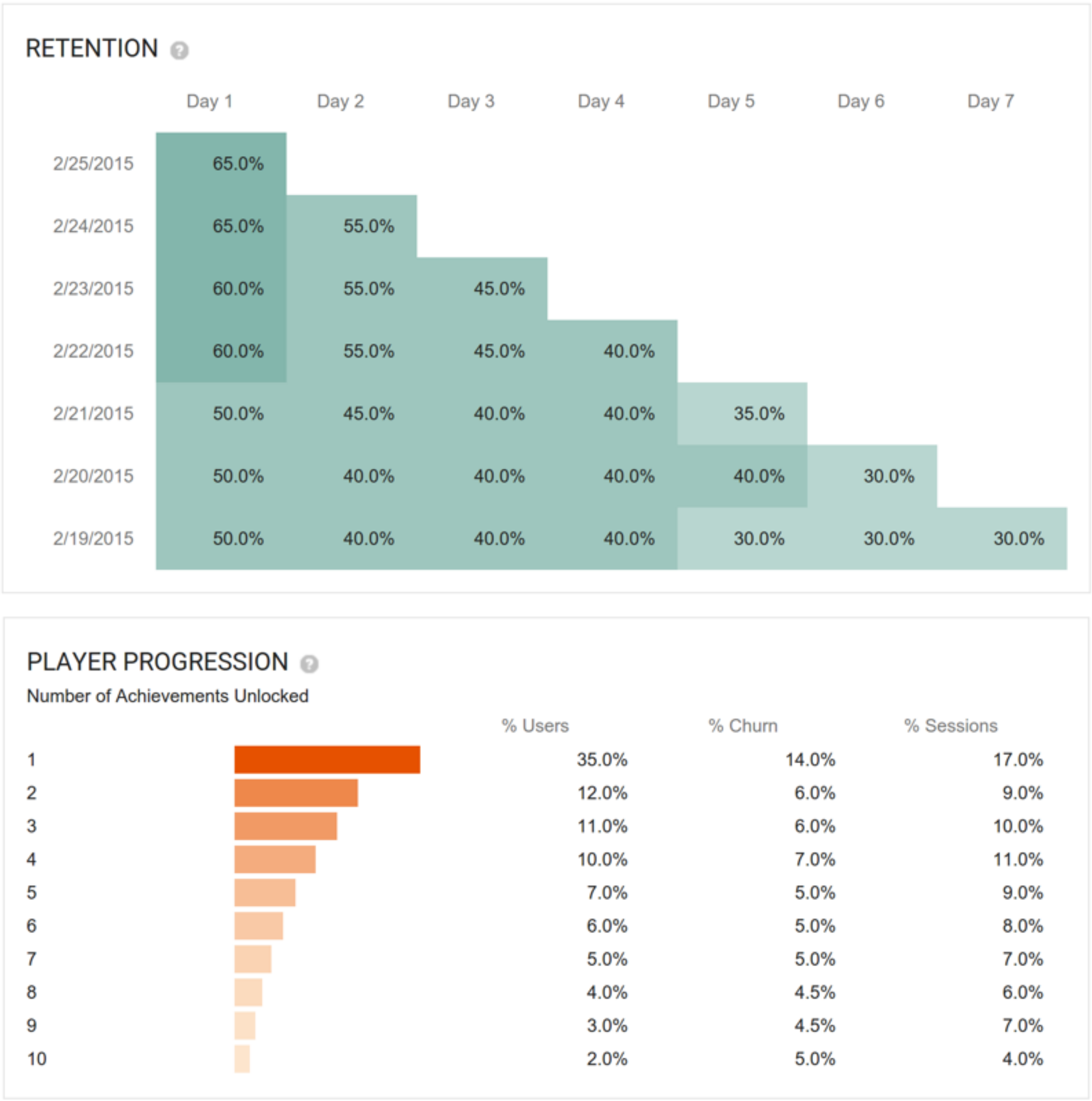
BUSINESS DRIVERS ?



Focus action on specific segment of users

Understand Players

Find out *where* players are getting stuck using the Player Progression Report



Find out *when* players are churning using the new user Retention Table



BombSquad

Eric Froemling

I build games

85%

I love data

10%



I manage
contractors

1%

I monitor Compute
Engine

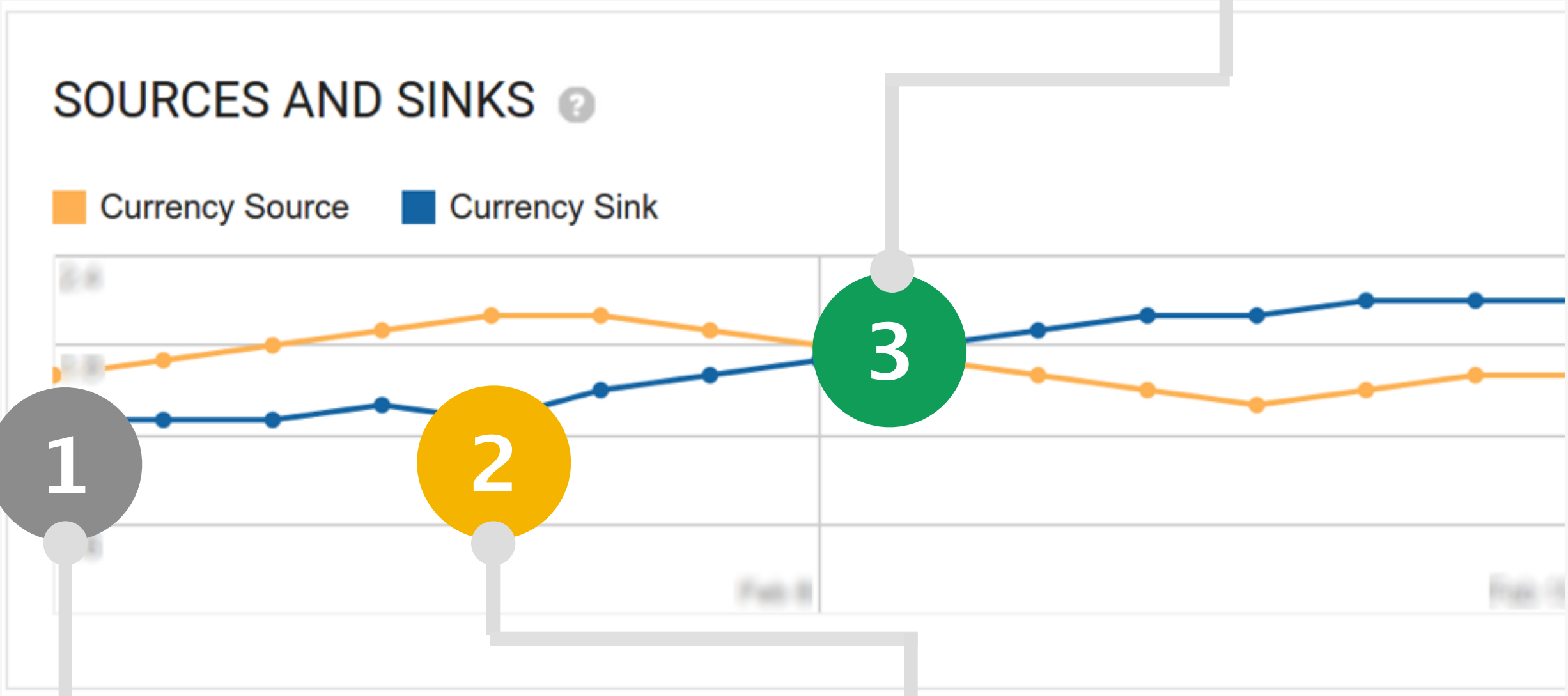
4%



Sources and Sinks Report

Average Tickets earned
Average Tickets Spent

Rate of tickets used now exceeds tickets earned



Eric identified that he was giving out too many tickets

He made changes to cost of items & rates tickets were earned

Impact

ARPU

+140% ARPU

ARPPU

+67% ARPPU

“Player Analytics has helped me home in on BombSquad’s shortcomings, right the ship, and get to a point where I can financially justify making the games I want to make.”



Eric Froemling

Play Games: Player Analytics Re-cap

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How to work with
Google Play

Alpha Beta Testing



Beach Buggy Racing (Vector Unit)



Basics of Alpha Beta

Two available tracks

Invite-only group

Feedback through Google Groups

Players can't rate or review

Beach Buggy Racing (Vector Unit)



Learnings

Choosing Your Audience

Set Expectations Early

Be Open-minded to Feedback

“Google Play beta
testing has
become part of
our workflow”
- Vector Unit



Pre-Registration Components

Basic

Notifications and Rewards

Common

Referral System

Advanced

Community Events



Pre-Registration: Examples

KONAMI

事前登録キャンペーン 実況プロ野球

事前登録でもらえる!!

登録合計数に応じて
もらえるアイテムが
どんどん増える!

受付期間: 2014年10月22日(水) ~
配信日前日 23:59まで

iOSで登録 >

Androidで登録 >

最新! もらえるアイテムリスト

• 万能パワドリンク x1

登録者数	特典内容
今ココ! 1万人	万能パワドリンク
3万人	万能パワドリンク + イベキャラ 早川あおい (レア)
5万人	万能パワドリンク x2 + イベキャラ 早川あおい (レア) + 調子MAXドリンク + ダイジョーブの成功手形
10万人	万能パワドリンク x3 + イベキャラ 早川あおい (レア) + 調子MAXドリンク x2 + ダイジョーブの成功手形 + 天才の入部届

[万能パワドリンク/使うと病氣と怪我が回復し、更に体力も小回復]
[イベキャラ早川あおい(レア)/サクセス中で使用できるイベントキャラ]
[調子MAXドリンク/選手全員の調子が絶好調になる]
[ダイジョーブの成功手形/ダイジョーブ博士の手術が必ず成功する]
[天才の入部届/必ず天才以上の選手が育つ]

iOSで登録 >

THE HUNGER GAMES:
PANEM RISING

THE OFFICIAL MOBILE GAME FOR
THE HUNGER GAMES: MOCKINGJAY - PART 1

Lead the rebellion in this all-new Role-Playing Card Collection game!
Receive an exclusive FREE Katniss card when you pre-register now:

email address

birth year ▼

If you already have a Kabam.com account, please enter the same email address here that you used for your Kabam.com account.

By giving us your email address you agree to receive news and information about The Hunger Games: Panem Rising before the game is released. In addition to pre-launch event information, you will also receive important launch instructions once the game has been released. Signing up for pre-launch news and information does not add you to the Kabam database. You can unsubscribe from these messages at any time through the footer in the email. Please read Kabam's privacy policy [HERE](#) to understand more about how Kabam handles your information.

SUBMIT

COMING IN NOVEMBER!

Friendly Pricing



Friendly Pricing Example

\$4.99



Pricing

Make them friendly

\$0.99

€0.99

¥100

1,000₩

\$4.99

€4.99

¥500

5,000₩

\$9.99

€9.99

¥1,000

10,000₩

\$19.99

€19.99

¥2,000

20,000₩

Today

Google Play
Game Services:
Player Analytics

Best Practices

How to work with
Google Play

We're ready
to help



Bob Meese
US



Yoshitsugu Hirotaka
JP



Regina Chamma
BR



Kyunghwan Min
KR



Koh Kim
US



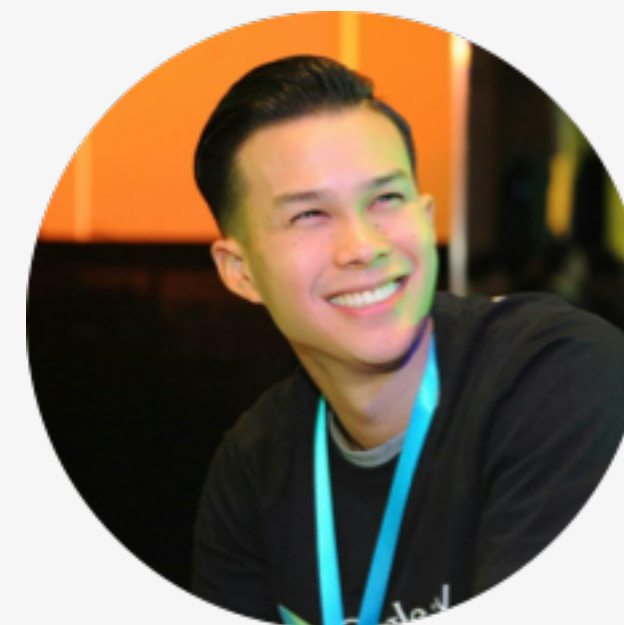
Cliff Samaniego
US



Matteo Vallone
EMEA



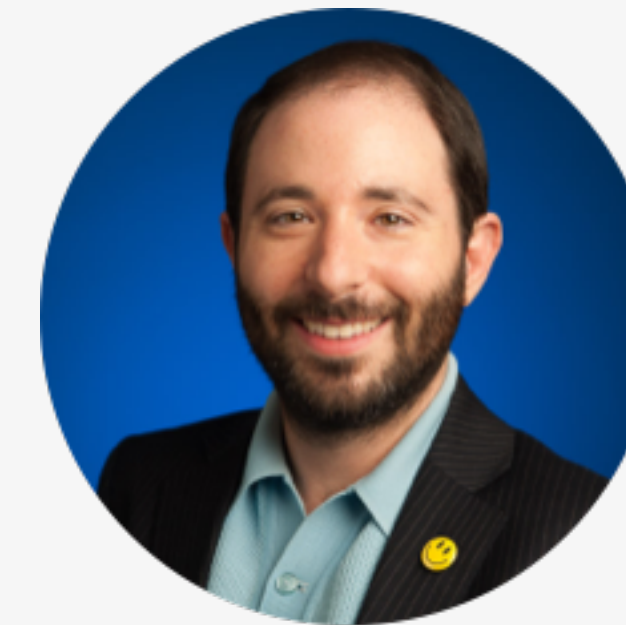
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Kevin Chiao
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Jamil Moledina
US



Adam Gutterman
US



Leon Zhao
CN



Drew Smith
US



Chongsa Kim
KR



Markus Nuotto
US



Dmitri Martynov
RU



Iris Chen
JP

g.co/play/gamesBD

Thank you!



John McGuire

#gdc2015