

# 7 Years 1 Game

## Lessons from the Trenches

**Greg Balajewicz**

Cofounder, BDA Entertainment

@GregBala

Greg.B@BDAEntertainment.com



**GAME DEVELOPERS CONFERENCE™ EUROPE**  
CONGRESS-CENTRUM OST KOELNMESSE · COLOGNE, GERMANY  
AUGUST 3-4, 2015

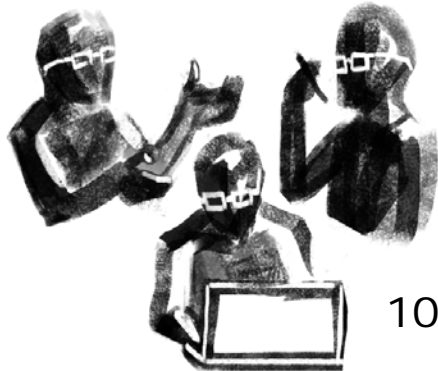


# Realm of Empires

Hardcore MMORTS



2008



10 person team



2013



2015



7 years

Over 1 million gamers served



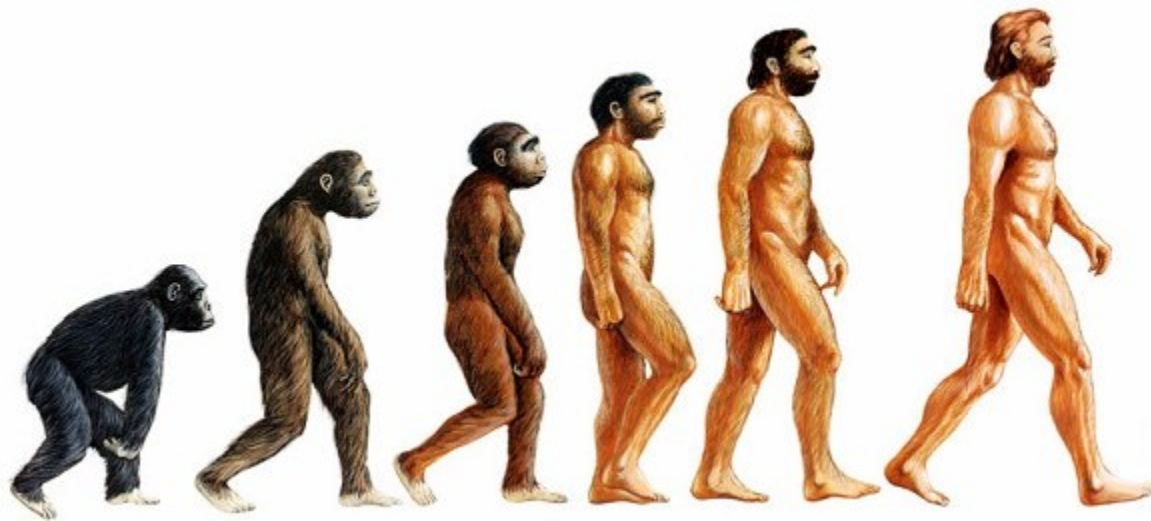
# About the game

- 80 distinct worlds
- When you lose, you're out!





# Our journey through time





# IN THE BEGINNING...

Unlimited invites  
Incentives invites

~~Unlimited invites~~  
~~Incentives invites~~



2008

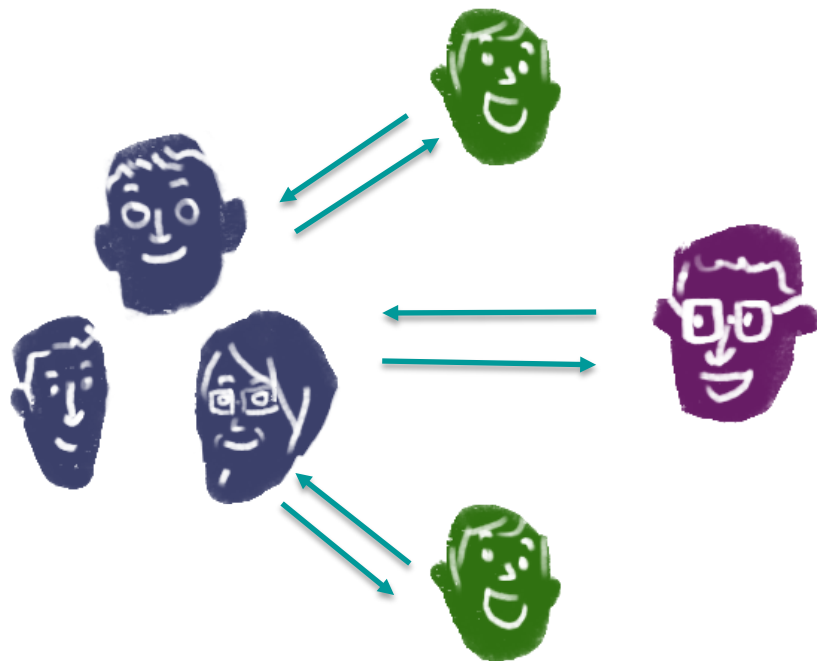
2009 ...



Launch



# 1 to 1 Player communication





# 1 to 1 Player communication

- You do it!
- Hire from player community

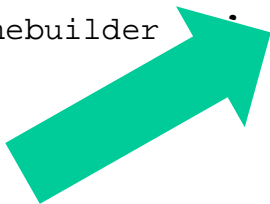




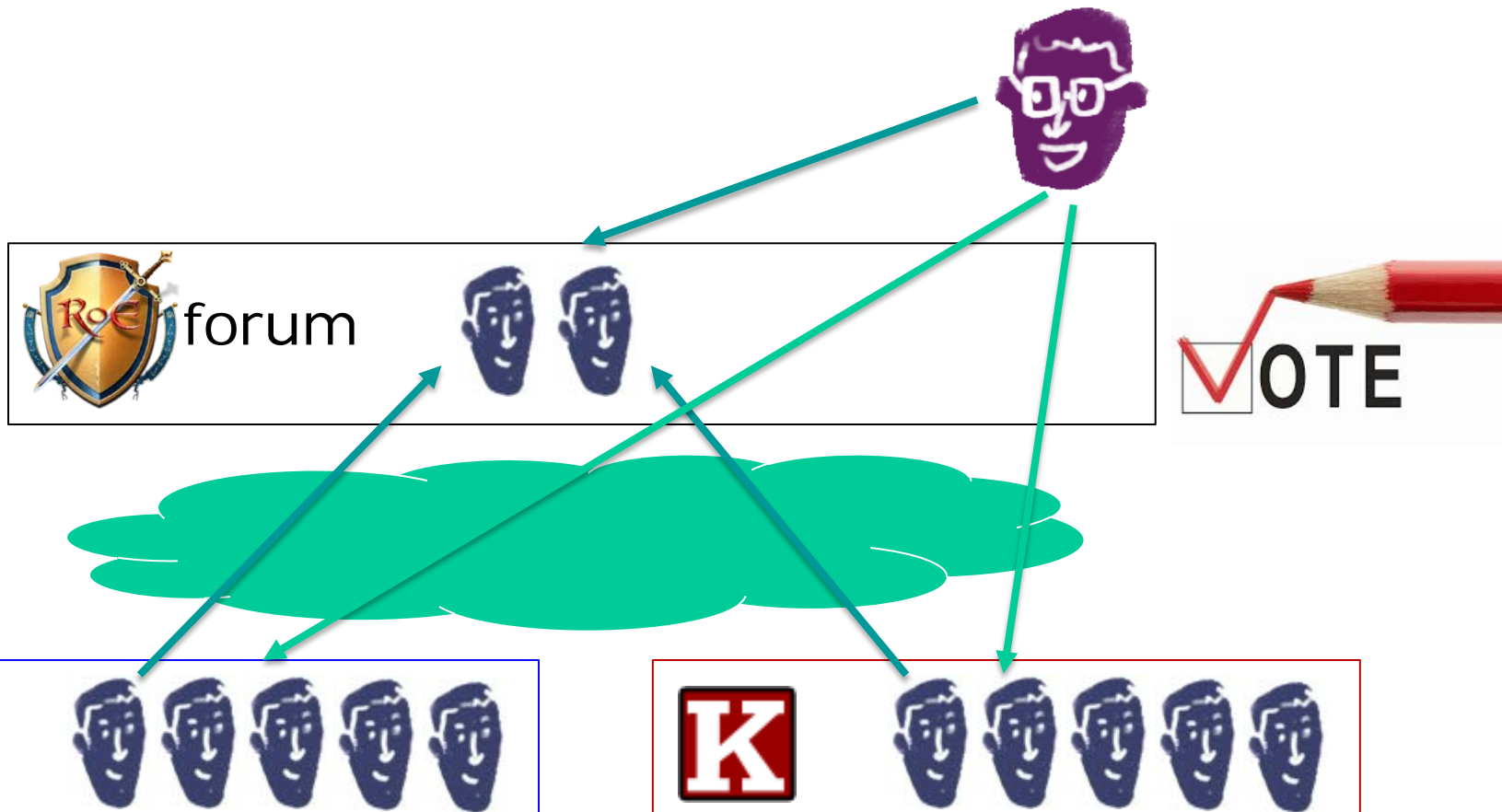


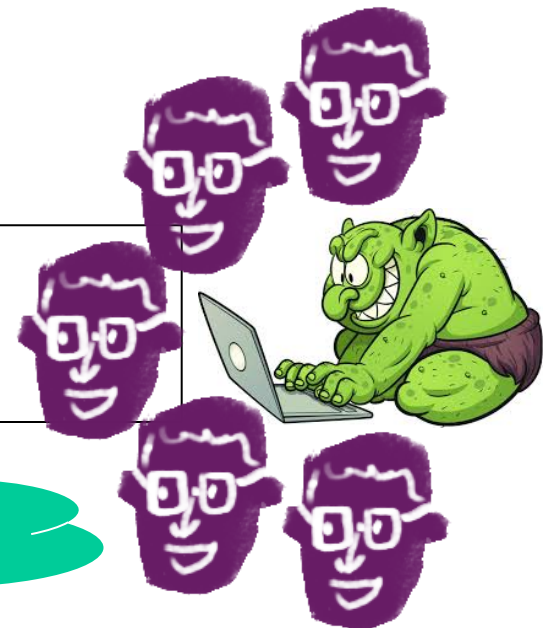
# 1 to 1 Player communication

bobthebuilder : why the facebook user have much advantage over us?  
BDAEntertainment: we started off on FB and that platform has some features that others don't. Not in our control :-(  
: but we will be building as much of that stuff as we can...  
bobthebuilder : put some free stuff over here too  
misterx : BDA i really like this game (= 10/10  
BDAEntertainment: we'll do our best! we just launched here though :-)  
BDAEntertainment: Thanks! misterx  
misterx : np! i mean i really like it lol  
bobthebuilder : **you are the dev or just the PR guy?**











# From Free to \$2.50

Official Blog for **Realm of Empires**, a true MMORTS on Facebook

## Changes to premium features based on your feedback

Many of you have expressed your displeasure at our recent game update with regards to the features in RoE. As many of you know, there is no such thing as a "free" game. Games must be financed whether it be through advertising or by the players themselves.

<http://realmofempires.blogspot.in/2009/02/changes-to-premium-features-based-on.html>





# From **Free** to **\$2.50** to **\$250**

...same story...

## RoE and RoE'

Since we've released realm 6, and then realm 8, and now realm 10, we've offered a different type of game play in the form of gifts, powerups and more. Based on your feedback, it's been clear that players tend to really like one style of game play and not the other. This has resulted in two distinct groups of players who have come to expect very different things out of Realm of Empires. We've tried to cater to that by offering 2 different realm types side by side, however it is getting difficult to manage. We've found that there is no good way of asking a new player to choose which style they would prefer, since a new player would not understand the differences until they've fully experienced the game.



<http://realmofempires.blogspot.ca/2010/10/realm-of-empires-roadmap.html>



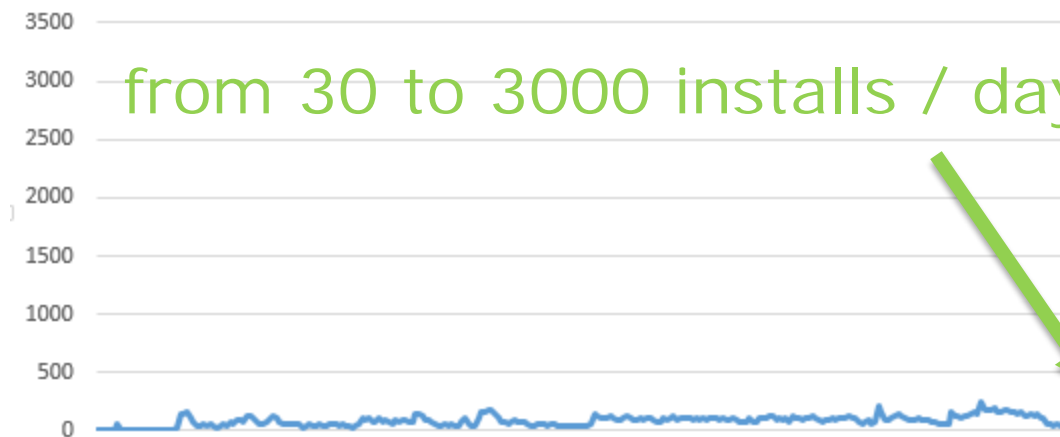
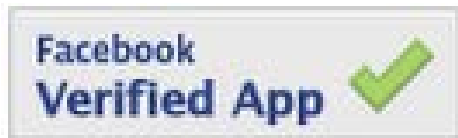
# Cost

- ½ day / Week
- 1 week for “unwelcomed” changes





# Journey: continues





# Journey: continues







# Journey: continues



Viral hooks – 6 months

6 weeks





# Facebook Ads

- highly targeted
  - 300% ROI in 3 months
  - small inventory
- Cheap geographies – players but no \$



# Ad Agency

- Hired an agency
- \$5000 trial
  - \$566 money made...( **\$4400 loss!** )





# Journey: continues

- New Facebook Store listing
  - From 100 to 400 installs / day

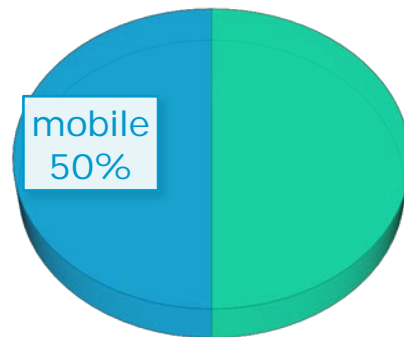




# Journey: continues

- Publisher 
  - Revenue:

\$0





## Big in South Africa. Not sure why.

by Greg Bala on 09/23/13 12:48:00 pm

Featured Post

16 comments



Share



\$ Advertising







*"Congrats! Please rate us!"*

➤ 10% conversion





*"Congrats! Please rate us! As a thank you, please accept this gift of 10 credits"*

➤ conversion 10% -> 50%!





*"Congrats! Please rate us! As a thank you, please accept this gift of 10 credits. 5 star reviews are appreciated and help us grow "*

➤ 95% of reviews 





# Case Study : **KONGREGATE**

- (soft) launched 3 weeks ago
- ~10,000 players
- COST of talking with players
  - 1<sup>st</sup> week, 2 people spent  $\frac{1}{3}$  of the day each
  - 2<sup>nd</sup> & 3rd week -  $\frac{1}{4}$  of the day each





# Results:

## KONGREGATE



Tarrock 20

Jul. 14, 2015

Seems that the dev(s) actually cares about the game this time around, which surprises me for a MMO style game on kong. Most of the time there aren't really responses to comments from developers, unless the devs have some attachment to it. Seems its mostly about fixing bugs and such so far though.

(33) - +



4.2

2,481  
RATINGS




Thank You


Greg Balajewicz

@GregBala


Greg.B@BDAEntertainment.com


MOST RECENT [\(see all\)](#)

 **buleksri** 4 Jul. 29, 2015 test (0) — +

 **thanbo** 65 Jul. 28, 2015 well... I wasted 50 buying one some days ago, I wonder if they can be refunded. (0) — +


 DEVELOPER RESPONSE FROM [BDAENTERTAINMENT](#) 10 You can contact customer support about this. :) Check under the gear icon (settings) for support information, it's pretty fast and they'll help you out. Happy gaming!


 **nextshot** 40 Jul. 27, 2015 Dev, When I started on this game, the researchers were costing 50. But I was asking a question : Why do they cost 50 if after a while all comes for free? (0) — +

 DEVELOPER RESPONSE FROM [BDAENTERTAINMENT](#) 10 The researchers were /conditionally/ free for players on Facebook. Basically, if you had friends who played the game, they acted as researchers. If you did not have friends who played the game you had to buy extras in each realm. We do not have a friends system working on Kongregate yet, so we were manually setting them to free each day because we thought that was the fairest and nicest thing to do. To make things easier for everyone, we set them to only cost 1 servant until we have friend functionality on Kong too. :)

 **alex\_dog** 8 Jul. 27, 2015 I can't play the game anymore I guess, it keeps refreshing with the "starting the windmill" logo let's me play for about a second or two and refreshes again and again. not sure what to do I guess I won't be able to play today (1) — +

 DEVELOPER RESPONSE FROM [BDAENTERTAINMENT](#) 10 Hey Alex, That sounds like a browser cache issue. Either try clearing relevant cookies or just try with a different browser. If that doesn't work, email [support@realmofempires.com](mailto:support@realmofempires.com). They will help you get back into the game.

 **admir** 28 Jul. 27, 2015 Hey dev team... I've downloaded the ios app, how to sync my account from Kongregate? There are just options for Tactica and FB... (0) — +

 DEVELOPER RESPONSE FROM [BDAENTERTAINMENT](#) 10 For /right now/ you will not be able to sync the mobile app with a Kongregate account. To make that work we will need to revise the way our log in system works, and make it so the Tactica account can connect to a Kongregate one. We're working on it, but it will probably take some time.