What to Expect When you're Expecting a Soft Launch

Adam Telfer
Product Lead, Wooga
@adamwtelfer

Wooga

Available on the App Store

ANDROID APP ON Google play

DIAMOND
DASH

Jelly
Splash

Pearl's
Peril

FUTURAMA

WARLORDS
BETA

What to expect when Soft Launching?

Soft Launches are Inexpensive

Learn & Validate based on Numbers

Grow your game into a hit

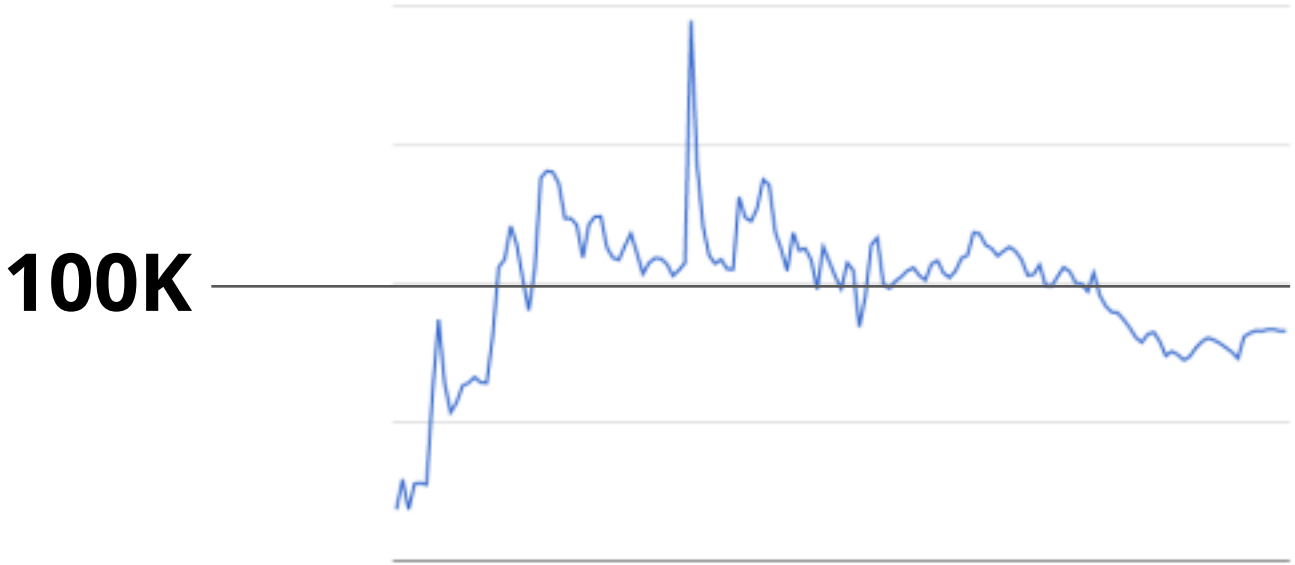
Launched in 2011

Soft Launches are Inexpensive

Learn & Validate based on Numbers

Grow your game into a hit

New Players/Day



Soft Launches are Inexpensive

Learn & Validate based on Numbers

Grow your game into a hit

DAU

1M

Soft Launches are Inexpensive

Learn & Validate based on Numbers

Grow your game into a hit

Top Grossing for 4+ years

Soft Launches are l nsive

Learn & Vali ed on Numbers

our game into a hit

True!

2011 ▶▶ 2016

TETRIS

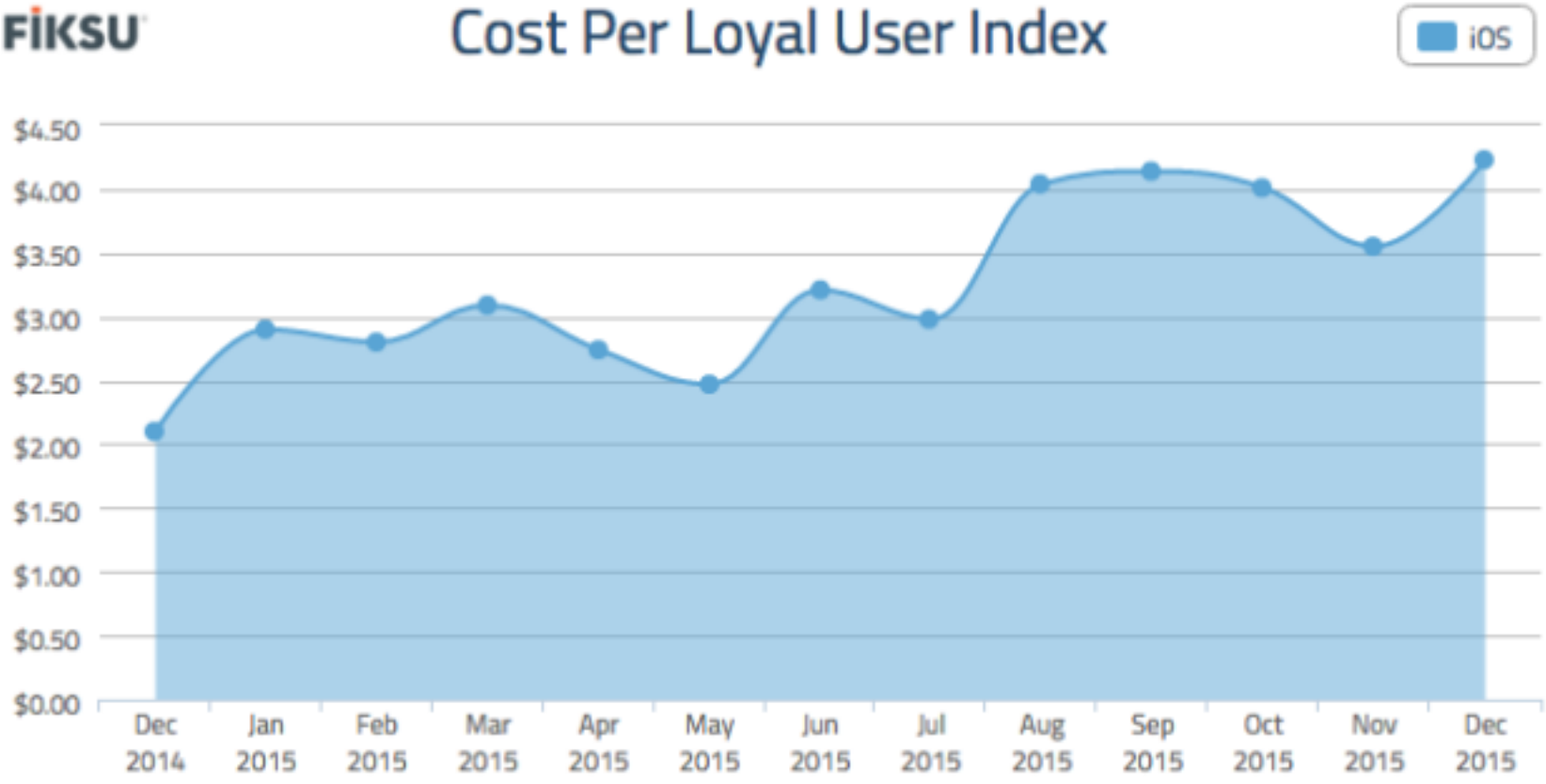
QUARTZ

CAN'T GIVE 'EM AWAY

Most smartphone users download zero apps per month

FIKSU

Cost Per Loyal User Index



ONE MILLION DOLLARS

AGENT
ALICE

Committed to Global Launch date before Soft Launch

LTV was far lower than Expectation

Soft Launches

are more important than ever

But what can I expect when Soft Launching in 2016?

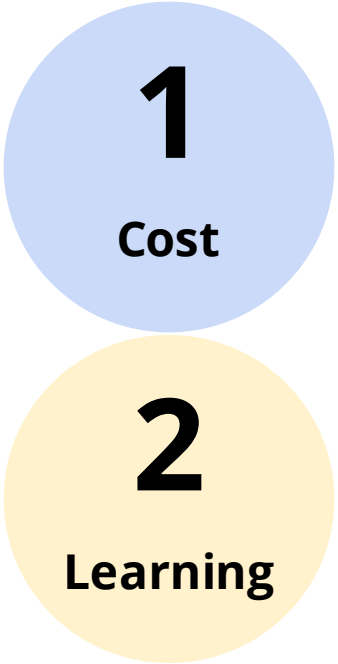
Soft Launches are Inexpensive

Learn & Validate based on Numbers

Grow your game into a hit

Learn & Validate based on Numbers

Grow your game into a hit



Grow your game into a hit

1
Cost
2
Learning
3
Growth

How much does a SL cost?

$283,000

5 months
(Marketing Only)

$250,000

5 months
(Marketing Only)

Cost = CPI x DNU x Days

Cost = **CPI** x DNU x Days

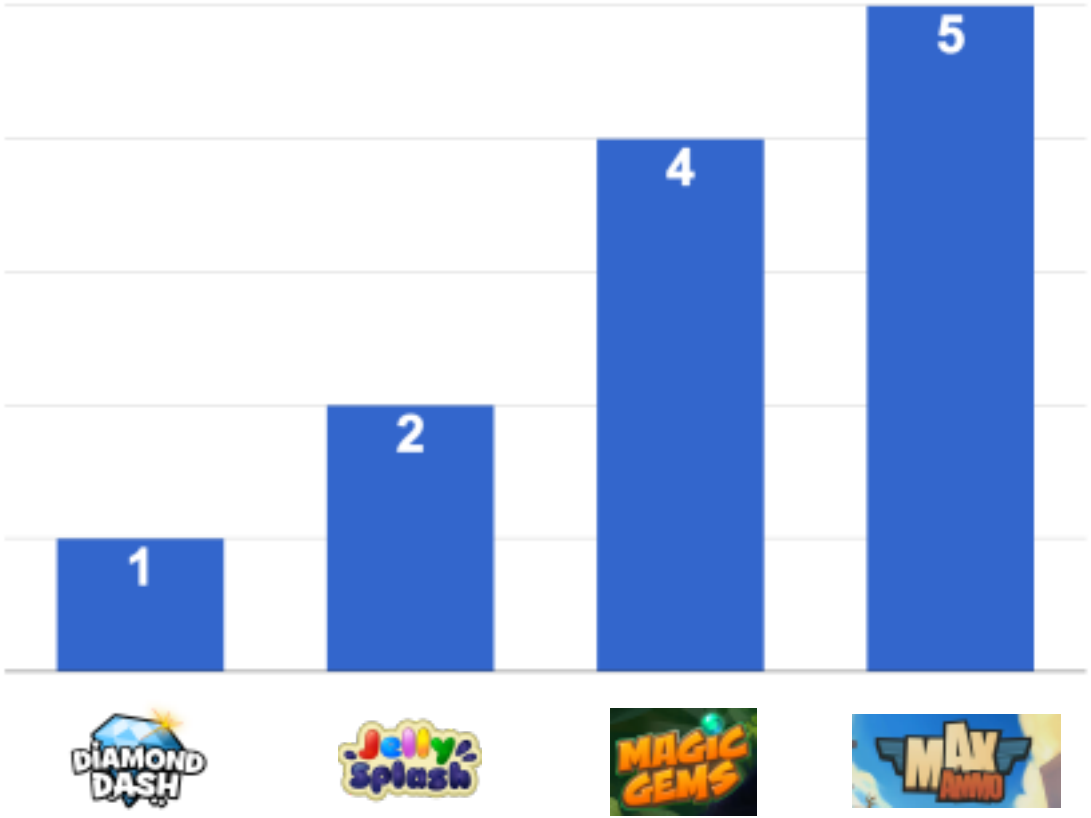
Cost Per Install

Cost = CPI x **DNU** x Days

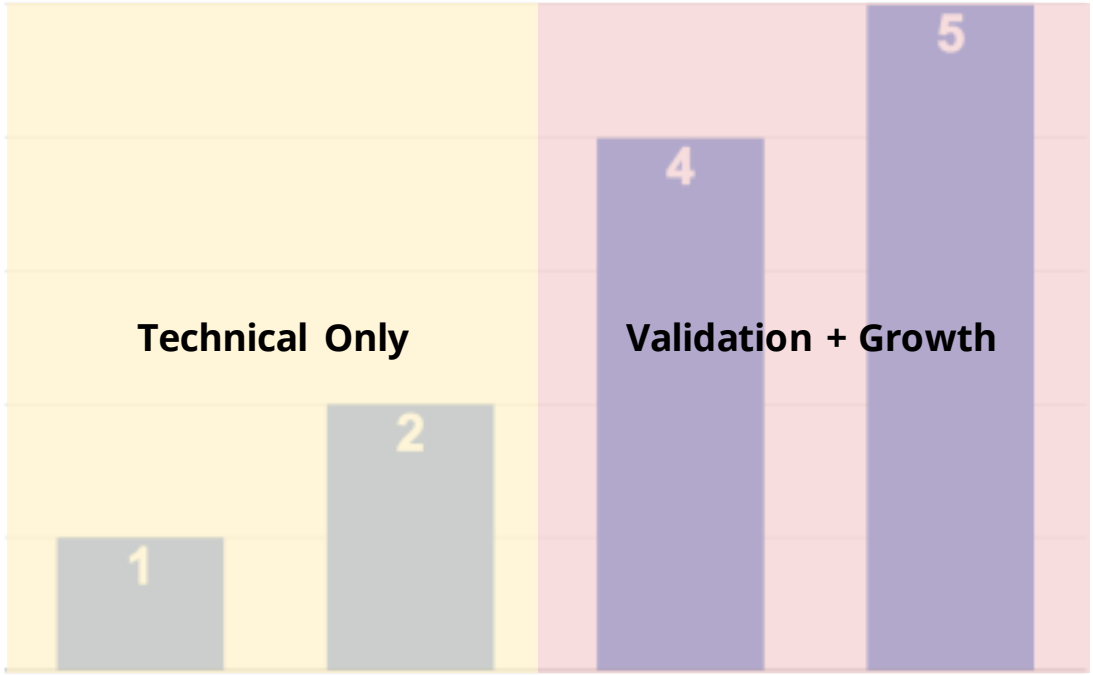
Daily New Users

Cost = CPI x DNU x **Days**

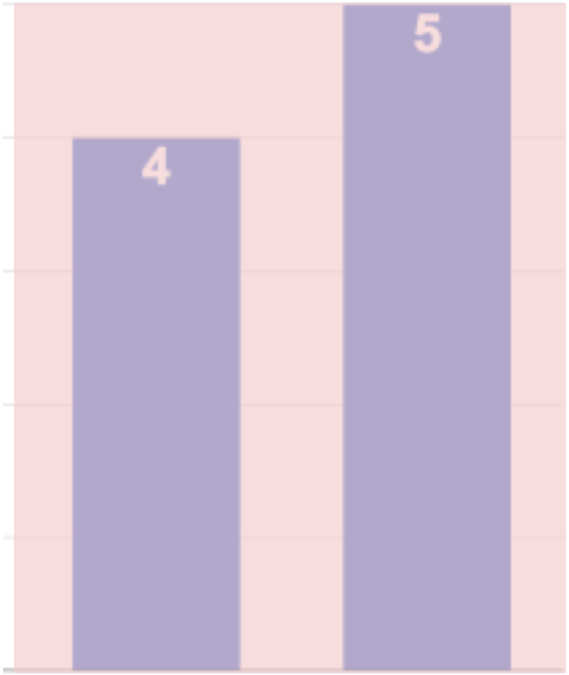
How long you Soft Launch


1
2
4
5
DIAMOND DASH
Jelly Splash
MAGIC GEMS
MAX AMMO
2011
2013
2014
2015

Cost Learning Growth



2011 2013 2014 2015



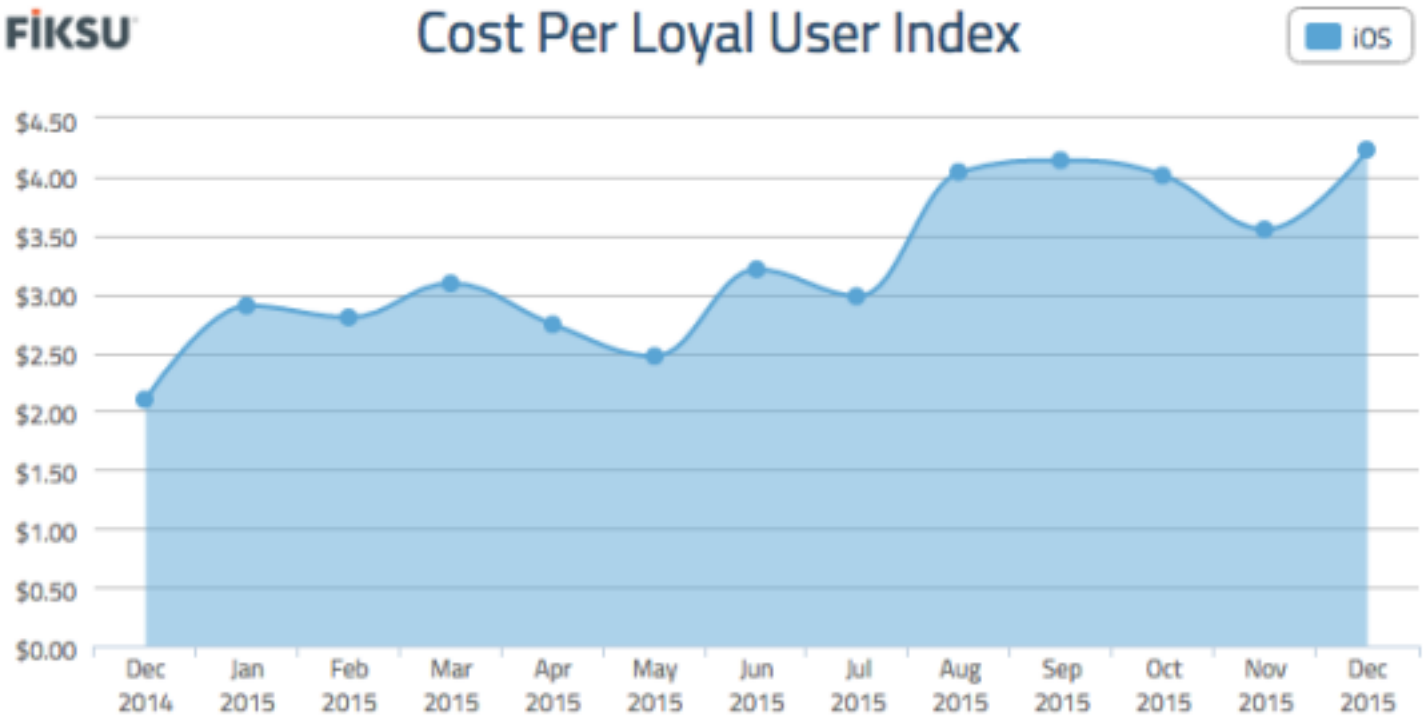
2014 2015

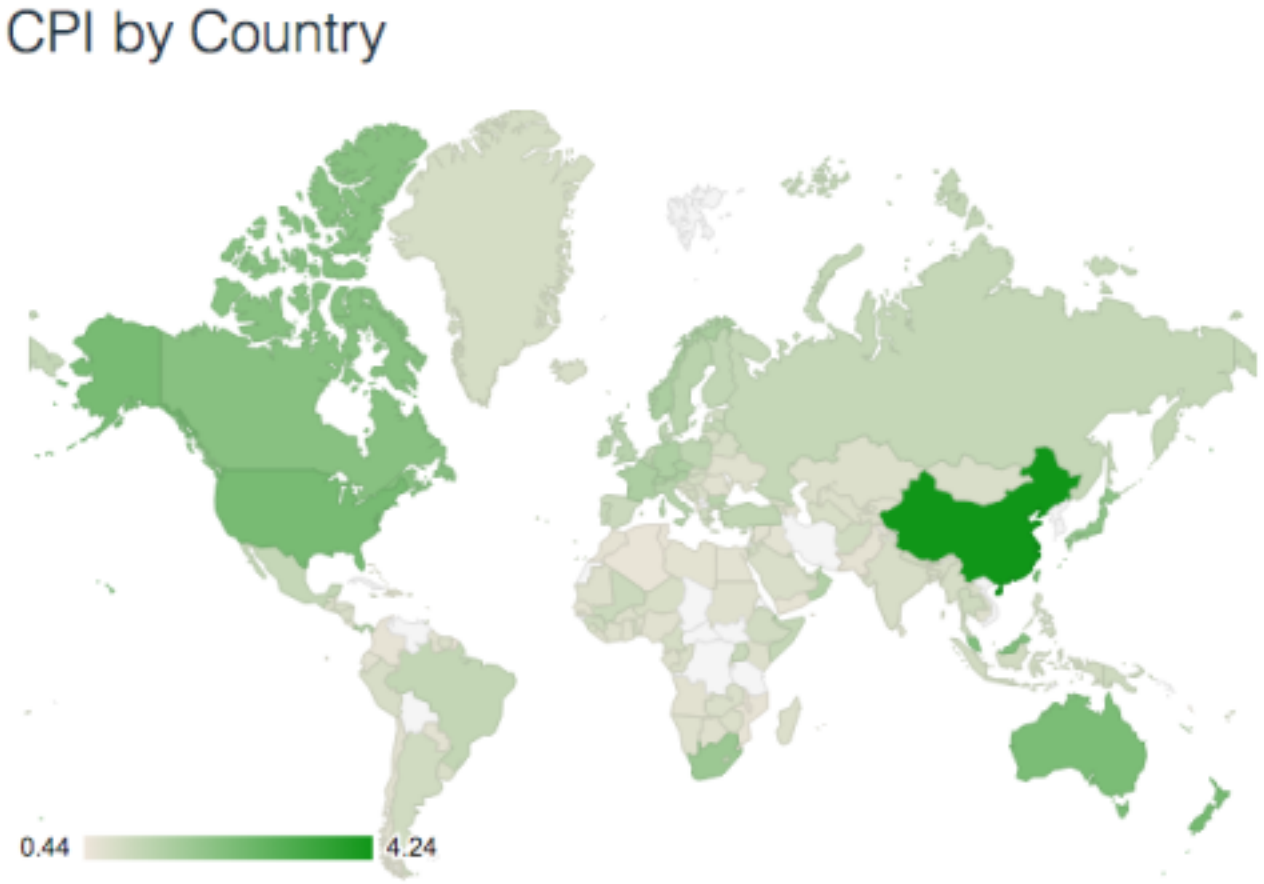
Cost = CPI x DNU x Days

A Proper Validated Soft Launch will cost 4-6 months at your CPI

How do we make this affordable?

If your game works?
or...
will be a hit?


FIKSU
Cost Per Loyal User Index
iOS
$4.50
$4.00
$3.50
$3.00
$2.50
$2.00
$1.50
$1.00
$0.50
$0.00
Dec 2014
Jan 2015
Feb 2015
Mar 2015
Apr 2015
May 2015
Jun 2015
Jul 2015
Aug 2015
Sep 2015
Oct 2015
Nov 2015
Dec 2015

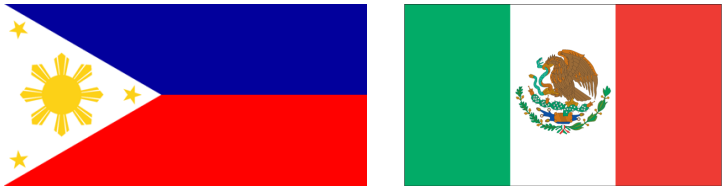


source: Fiksu

Soft Launch Stages

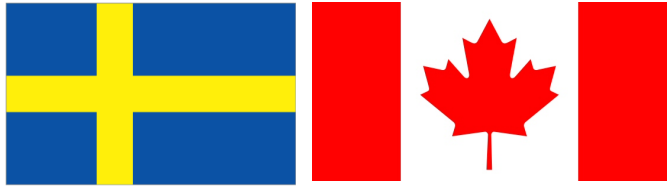
1

- “B” Countries
  - Low CPI
  - Technical



2

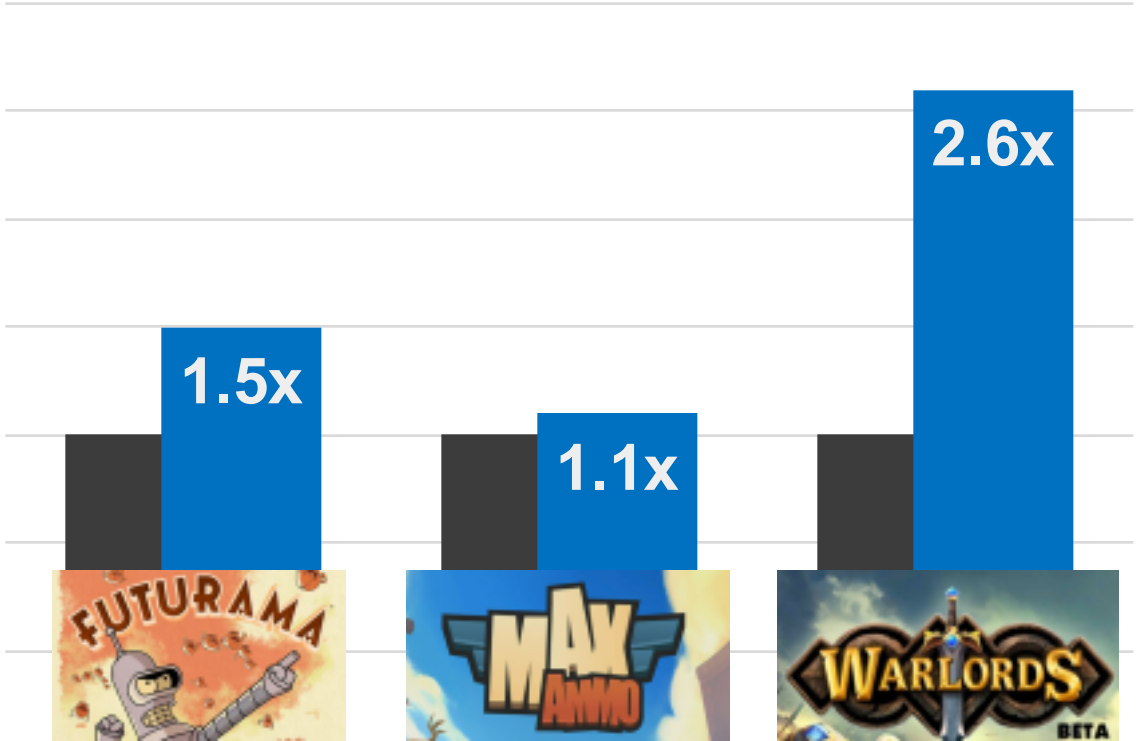
- “A” Countries
  - LTV > CPI
  - Validation



Why can’t I use B Countries predict LTV ?

Change from B to A Countries

7-day Retention



How much does a Soft Launch Cost?

To properly validate your design: be prepared to soft launch for 4-6 months at your CPI.

Use B Countries only to test.

1
Cost
2
Learning
3
Growth

2

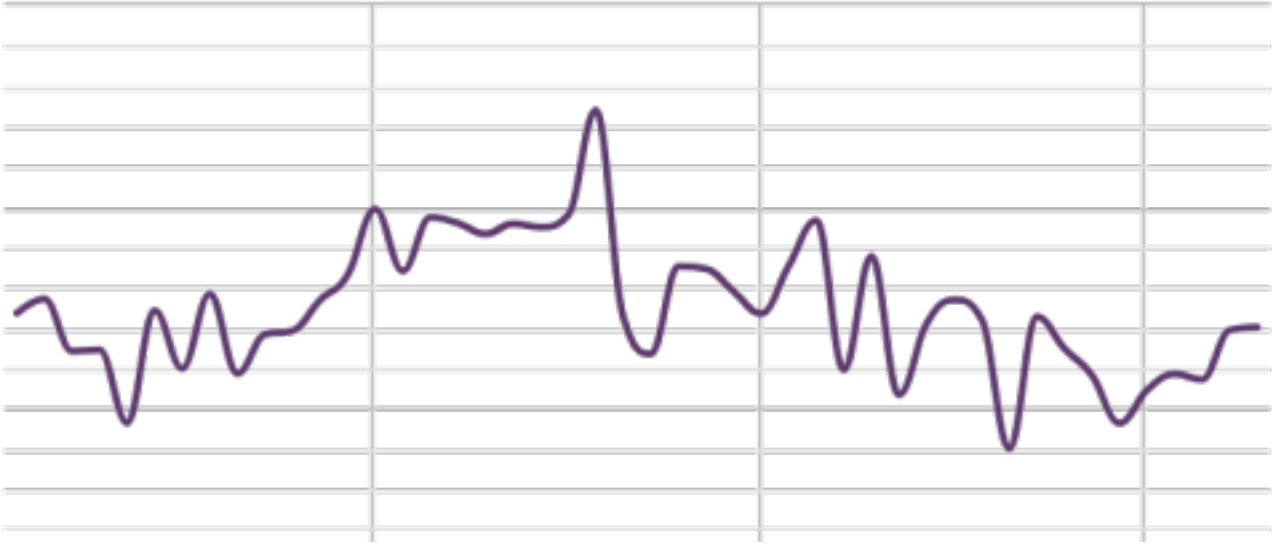
Learning

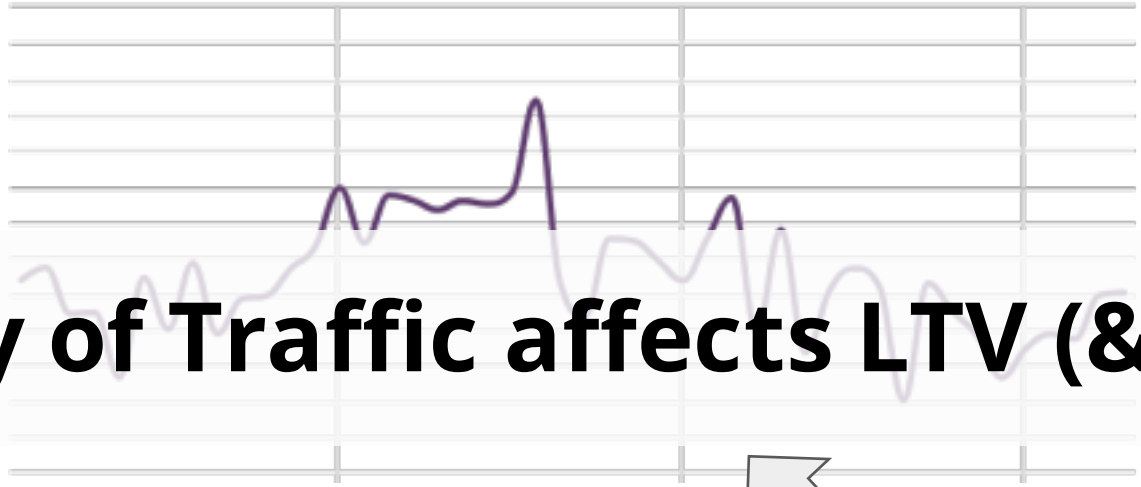
How easily can I see the impact of my changes?

NEW
FEATURE!

1d Retention by day

1d Retention by day

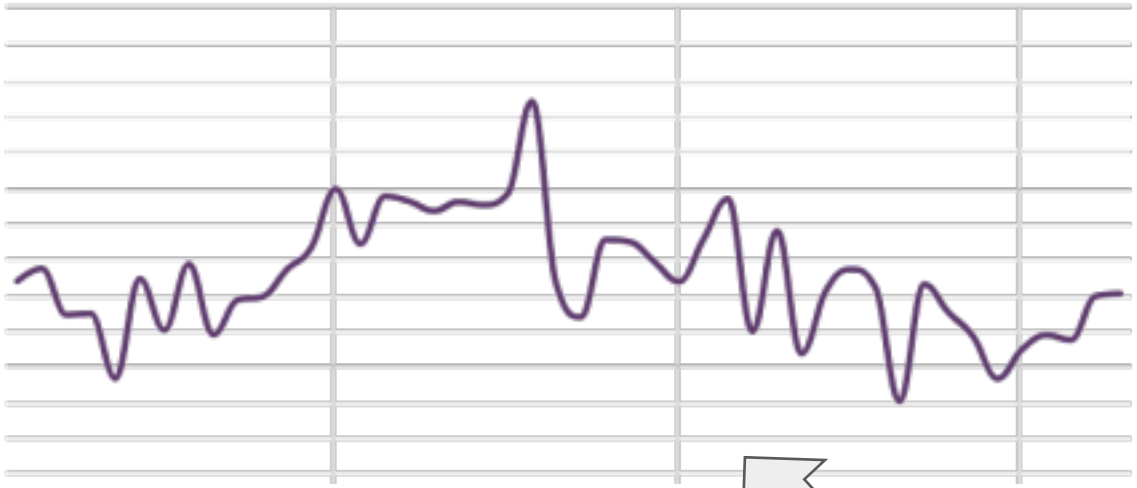




Quality of Traffic affects LTV (& KPIs!)

	Partner A	Partner B
	60%	40%
	1day	1day

To Properly Validate,
You need many partners!



NEW
FEATURE!

A/B Test all the things!!!

A/B Testing Needs:

DAU or Time

How easily can I see the impact of changes?

Marketing Mix influences your KPIs.

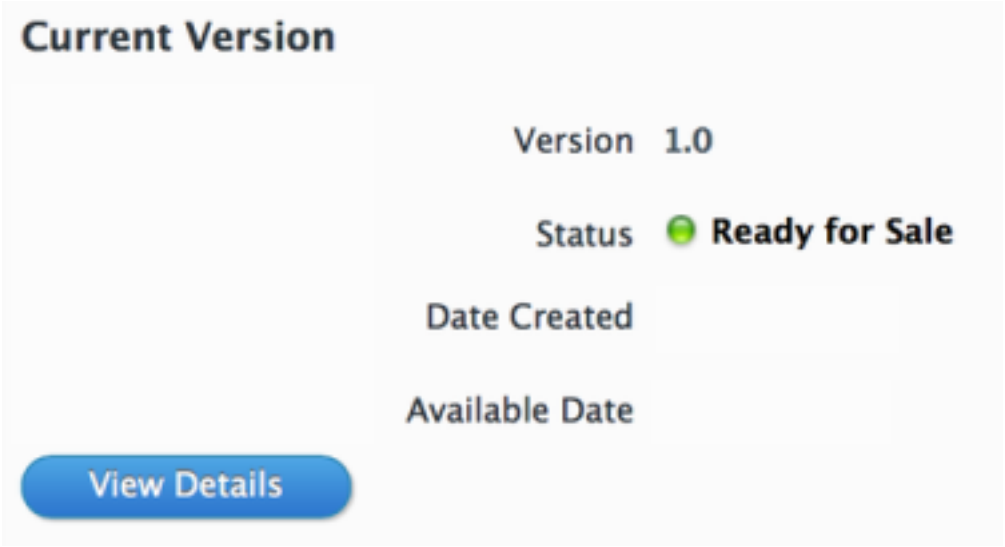
Learning the real impact of changes is difficult & time consuming.

1
Cost
2
Learning
3
Growth

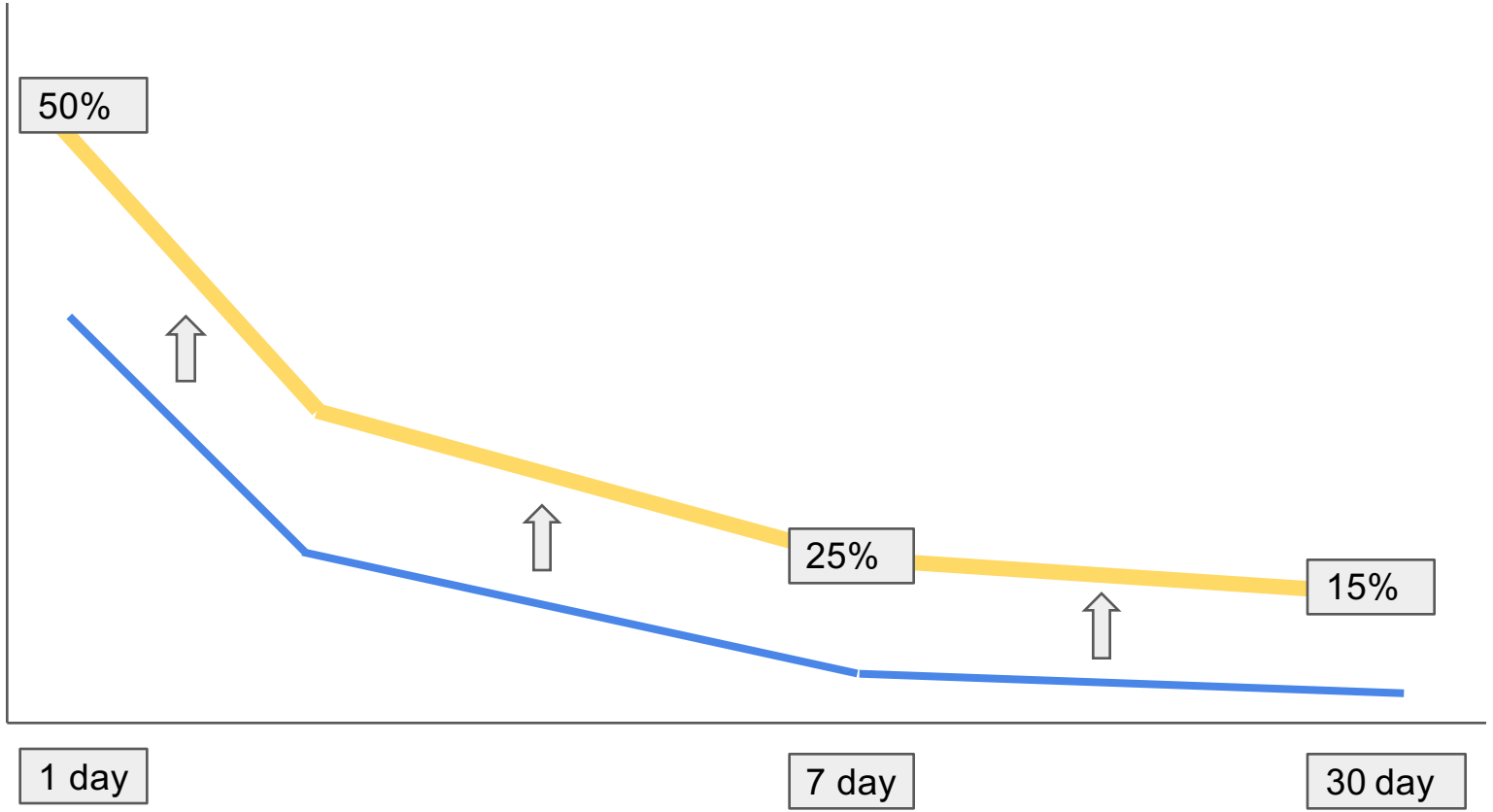
3

Growth

How much can you grow KPIs during SL?


Current Version
Version 1.0
Status Ready for Sale
Date Created
Available Date
View Details

MEH


50%
25%
15%
1 day
7 day
30 day

How much can a game grow during SL?

Retention **Monetization**

How much can a game grow during SL?

Retention **Monetization**

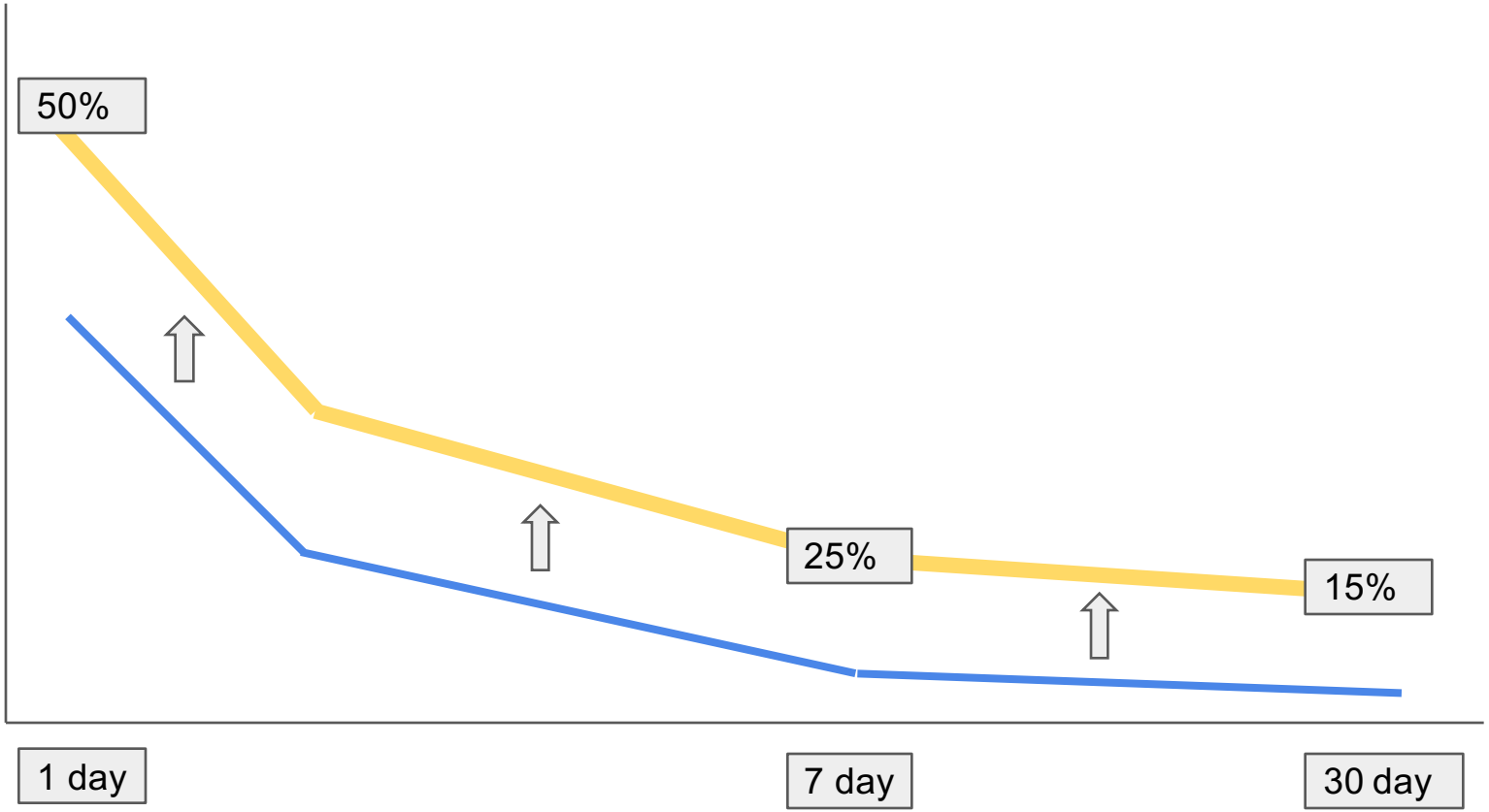
In the first 6 months,
How much does Retention grow?

1.3 pp / month

0.5 pp / month

0.5 pp / month

1.5 pp / month


50%
25%
15%
1 day
7 day
30 day

Jelly Splash
LAUNCHED
AUG 2013
LIVE

1.3pp / m

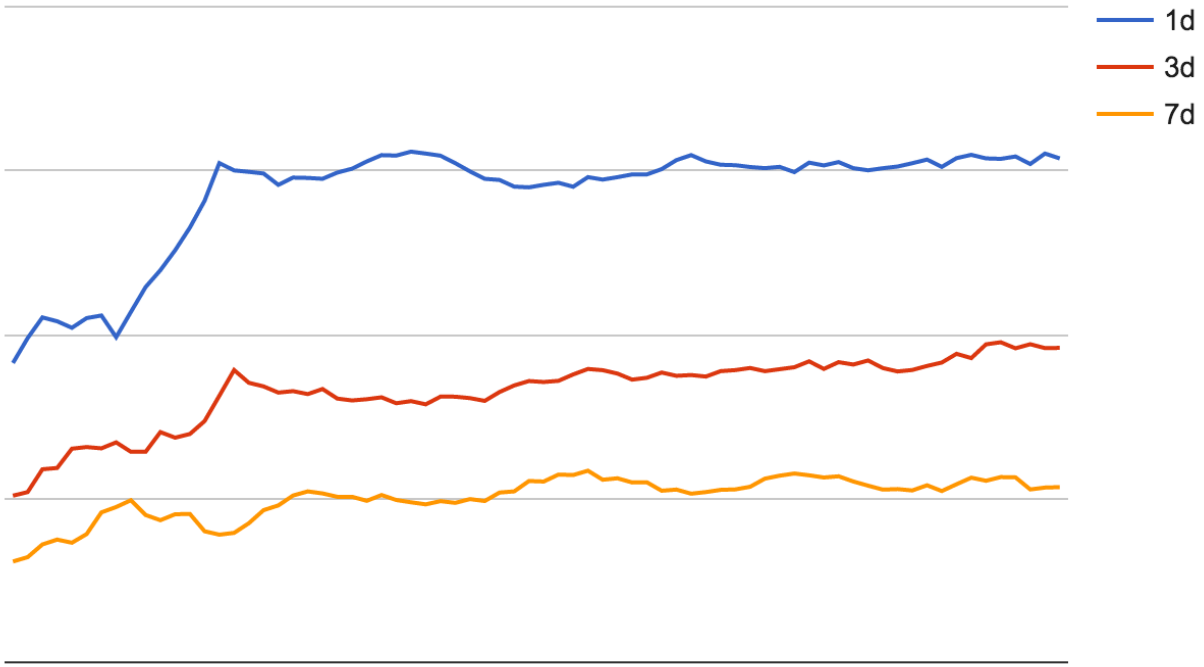
0 nth

pp / month

1.5pp / month

Average!

CRAZY KINGS


1d
3d
7d

No Impact on Retention.

So what does change retention?

2

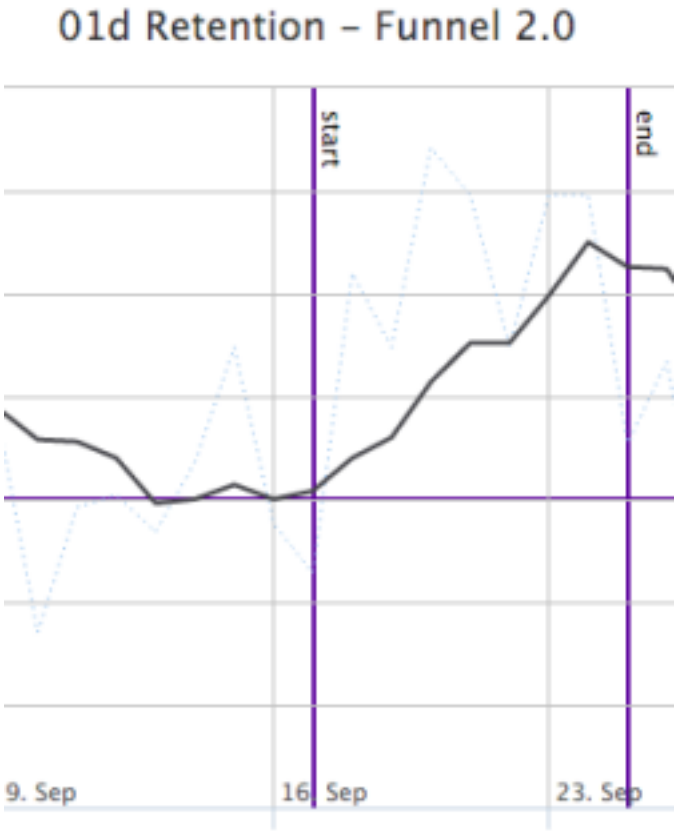
3

Like 54k
Jelly Splash
full
41
8
0
You
40
38
37
39
36

So what does change retention?

3

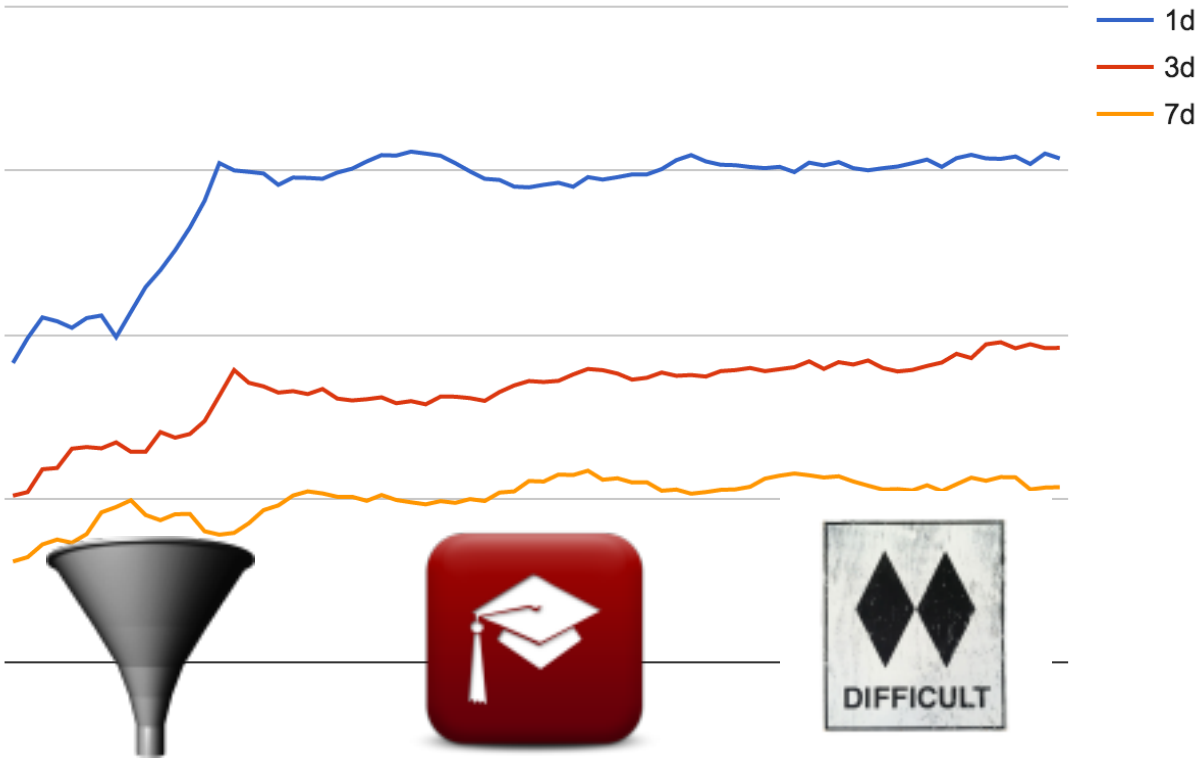
GOGGLES
CAT
HAT
GUITAR


01d Retention – Funnel 2.0
start
end
9. Sep
16. Sep
23. Sep

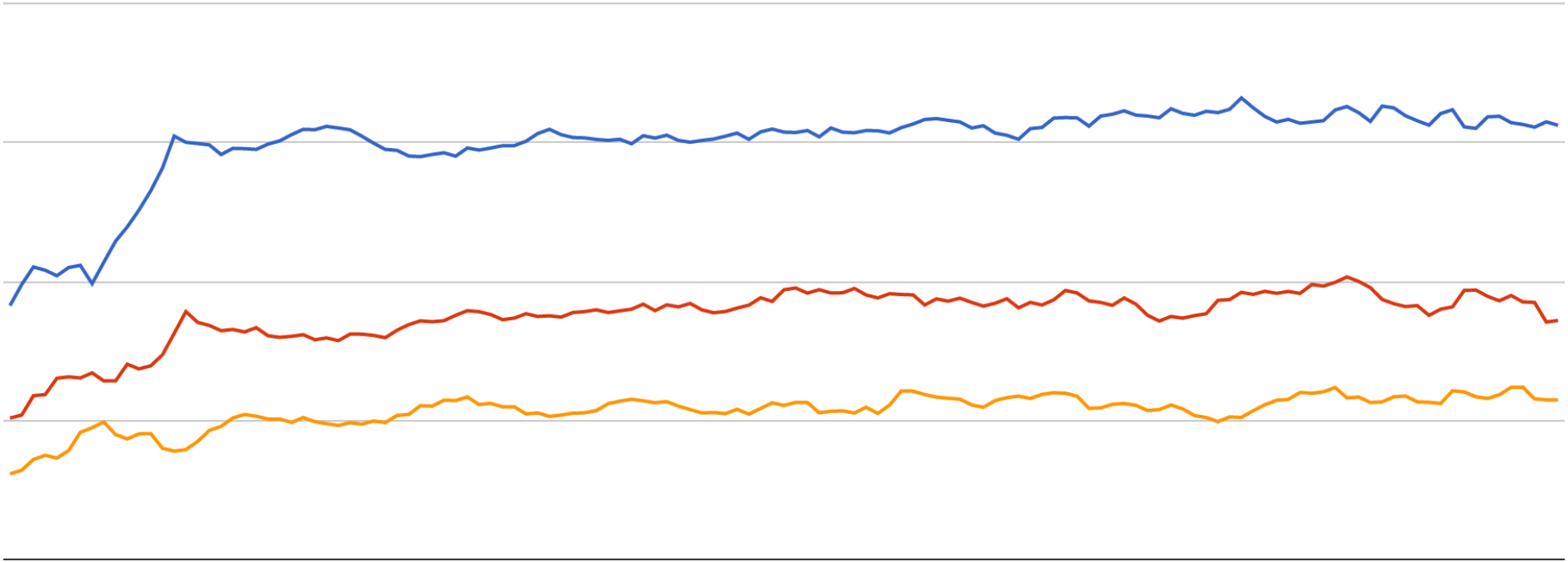
So what does change retention?

3/3
4/5
1818
Cards
Avatar
Quests
Friends
Tournament
Bestiary
Shop

Cost Learning Growth

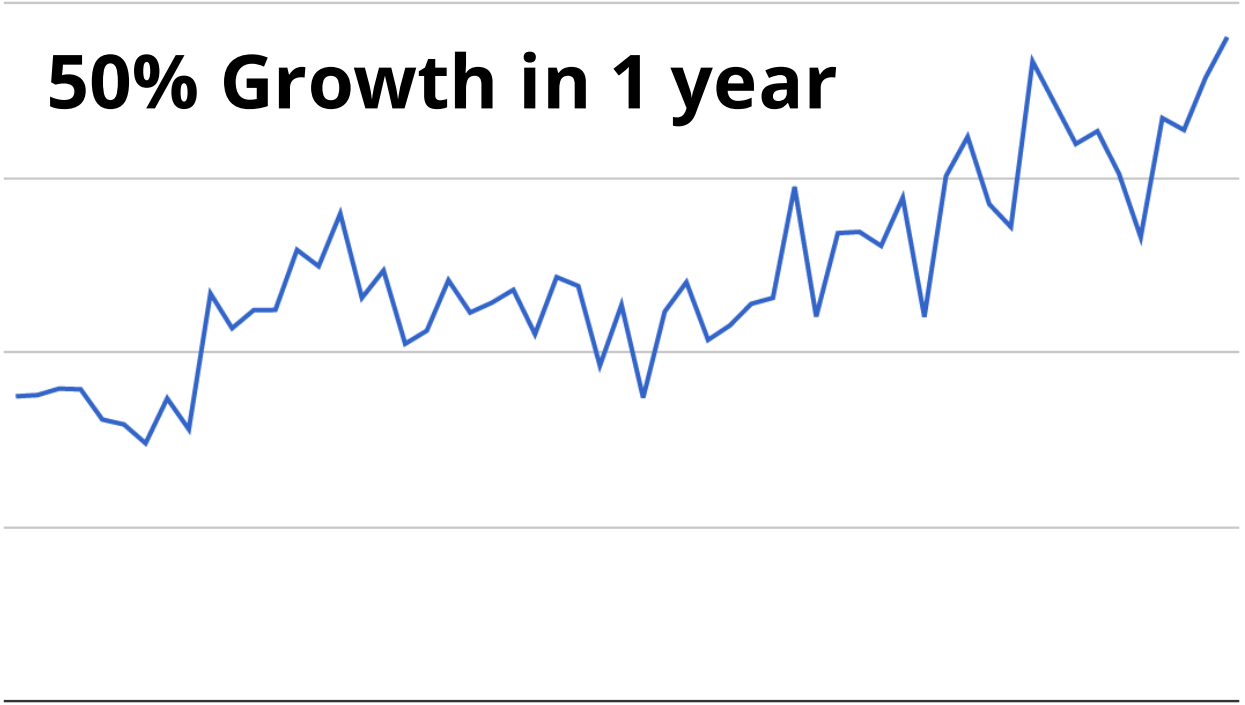


Cost Learning Growth



How much can a game grow during SL?

Retention **Monetization**



*From Soft Launch through Post-Launch

Pearl's Peril

Events

Sales

Seasonal Content

How much can my game grow during SL?

Retention is difficult to improve.

Monetization can improve, long after launch.

1

Cost

2

Learning

3

Growth

Soft Launches are Inexpensive

2

Learning

3

Growth

Soft Launches are Inexpensive

Learn & Validate based on Numbers

3

Growth

Soft Launches are Inexpensive

Learn & Validate based on Numbers

Grow your game into a hit

Validation isn’t Cheap

Learn & Validate based on Numbers

Grow your game into a hit

Validation isn’t Cheap

Real Learnings are difficult

Grow your game into a hit

Validation isn’t Cheap

Real Learnings are difficult

Growth is slow

The Takeaway?

Soft Launches won’t save your game.

Soft Launches will save your company.

Questions?

slides & synopsis:
mobilefreetoplay.com

ask me later:
@adamwtelfer