

You're not alone: A Backend Tech Solution Survey

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% of titles in top 10 in 2015 for more than 12 months

Movie Industry

0%



0%



0%



Game Industry

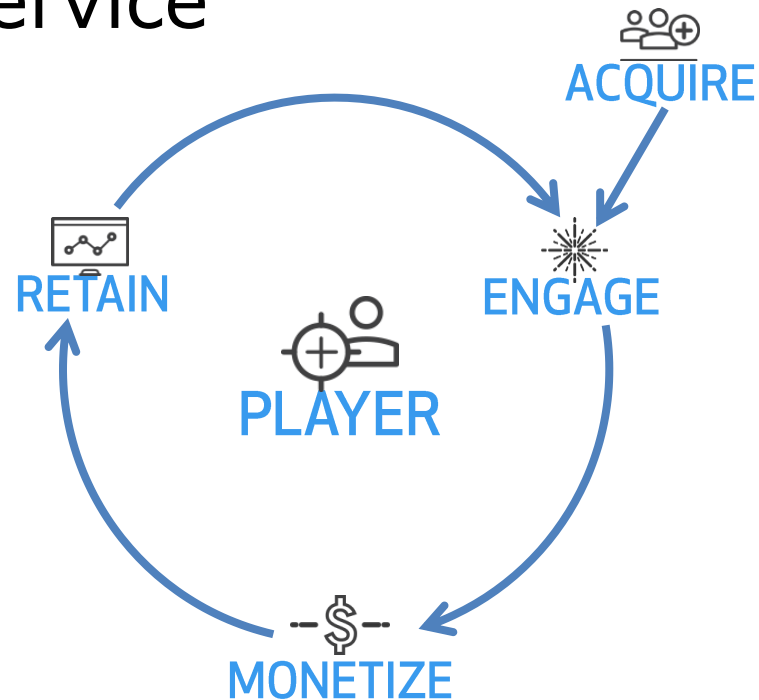
80%

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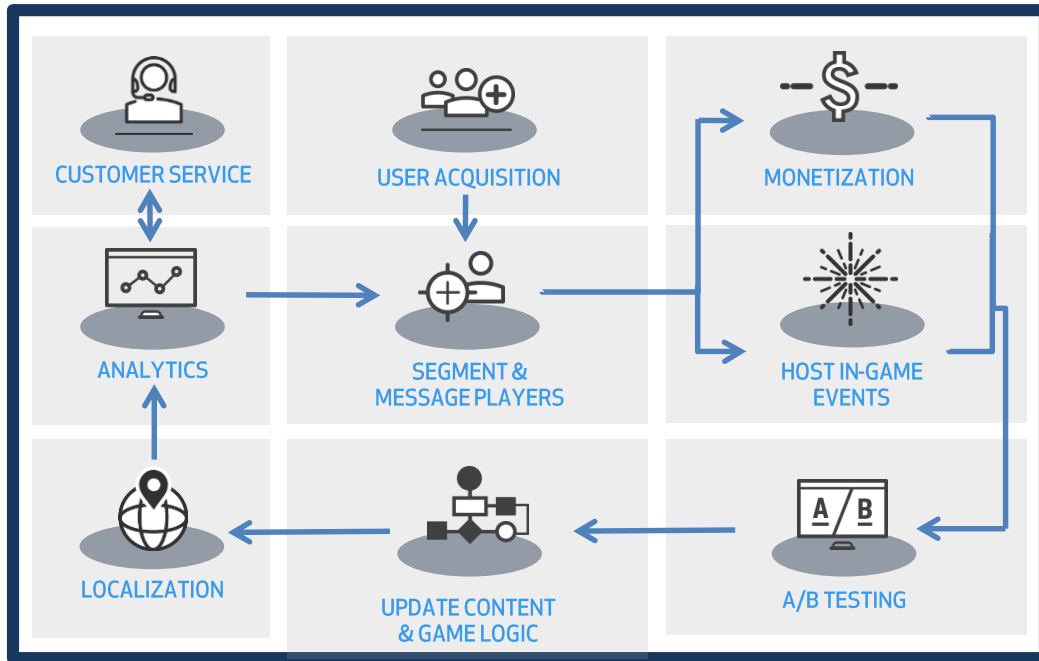
The promise of games-as-a-service

- Puts the player at the center.
- Boosts **retention** and **engagement** through continual content updates.
- Boosts **revenue** by building and monetizing relationships with players.



The reality of games-as-a-service

- Putting player at center is hard
- Requires many moving pieces that must communicate seamlessly.
- Lots of technologies to integrate together



Representative services

- A/B Testing
- Advertising
- Analytics
- Attribution Tracking
- Backend-as-a-Service (BaaS)
- Community
- Consulting
- Content Management
- Customer Service
- Distribution
- Dynamic Pricing
- eSports
- Fraud Detection / Security
- Game Engine
- Localization
- Messaging
- Multiplayer
- Payment & Billing
- Social

A/B Testing

What it is:

Run tests to optimize game performance based on real player behavior.

What it helps:

- Retention
- Engagement
- Monetization

Often combined with:

- Messaging

Example companies:

leanplum



STOREMAVEN

swrve™

nudge

Advertising

What it is:

Sell ads to advertisers; buy ads targeting players likely to play your game. Many price models (CPM, CPC, CPI), formats, and sources.

What it helps:

- User acquisition (new installs)
- Monetization (sales, events, ad-sales)
- Retention (re-targeting)

Often combined with:

- Attribution, analytics, optimization

Example companies:

Analytics

What it is:

Measure what is going on inside your game, to gauge success and determine how to improve it.

What it helps:

- Everything

Often combined with:

- Machine learning, optimization

Example companies:

App Store Optimization

What it is:

Improve marketplace visibility; analyze competition in app stores; monitor app store performance; help with ratings

What it helps:

- User acquisition

Often combined with:

- Analytics

Example companies:App AnnieSensorTowerAPPTIMIZETHINK
GAMINGpolljoyFANCENSUS.COM

Attribution Tracking

What it is:

Determine effectiveness of ad campaigns at driving players to your game.

What it helps:

- Ad campaign ROI
- Enables certain CPI pricing

Often combined with:

- Analytics, Advertising

Example companies:The logo for TUNE, featuring the word "TUNE" in a bold, blue, sans-serif font.The logo for Kochava, featuring the word "KOCHAVA" in a bold, black, sans-serif font, followed by a red five-pointed star.The logo for Tenjin, featuring a circular icon with a stylized bird or wing shape inside, followed by the word "tenjin" in a lowercase, black, sans-serif font.The logo for Adjust, featuring a circular icon with a stylized "A" inside, followed by the word "adjust" in a lowercase, blue, sans-serif font.The logo for AppsFlyer, featuring a stylized diamond shape composed of four colored segments (blue, green, yellow, and red), followed by the word "AppsFlyer" in a lowercase, blue, sans-serif font.

Community

What it is:

Tools to help you create an engaged community of fans around your game.

What it helps:

- Engagement
- Retention

Often combined with:

- Multiplayer

Example companies:

Consulting

What it is:

Experts to help you improve one or more aspects of your game, or even operate it for you.

What it helps:

- Everything

Often combined with:

- Analytics

Example companies:

AdrianCrook

+ Associates



Mobile Game Partners

Content Management / Distribution

What it is:

Deploy new content for your game post-launch, typically without requiring an update.

What it helps:

- Engagement
- Retention
- Monetization (less so)

Often combined with:**Example companies:**

Crash Reporting / Debugging

What it is:

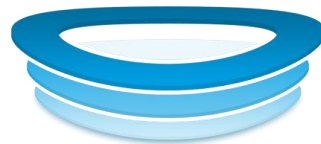
Report game crashes, and log game data to help developers debug their apps.

What it helps:

- Customer satisfaction
- Engagement
- Game performance

Often combined with:

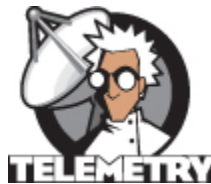
- Logging, analytics

Example companies:

HOCKEYAPP

loggly

pagerduty



BugSplat

Customer Service

What it is:

Tools to help you support your players, typically by tracking support tickets or reporting game crashes.

What it helps:

- Customer satisfaction
- Retention
- Cost of providing support

Often combined with:

- Surveys / polling, social

Example companies:

Dynamic Pricing

What it is:

Dynamically set pricing of in-game items based on player's demonstrated willingness to pay.

What it helps:

- Monetization

Often combined with:**Example companies:**The logo for Scientific Revenue, featuring the words "scientific" and "revenue" in a green, lowercase, sans-serif font. The "i" in "scientific" has a small circle above it.The logo for The Loaddown, featuring the words "THE" and "LOADDOWN" in a grey, uppercase, sans-serif font. To the left of the text is a stylized bar chart with three bars of increasing height in green, blue, and purple.The logo for sixty.io, featuring the text "ixty.io" in a dark blue, lowercase, sans-serif font. The "i" is stylized with a dot.The logo for Gondola, featuring the word "Gondola" in a large, red, sans-serif font.

eSports

What it is:

Help players compete against each other in tournaments involving your game.

What it helps:

- Awareness (user acquisition)
- Monetization
- Engagement

Often combined with:**Example companies:**

BATTLEFY



MULTIPLAY

Fraud detection / security

What it is:

Detect players attempting to cheat, steal, or otherwise behave fraudulently.

What it helps:

- Monetization
- Quality of community

Often combined with:**Example companies:**

Game engine

What it is:

Core technology used to build the player-facing, client-side component of your game.

What it helps:

- Save time, risk, cost
- Game quality, scope

Often combined with:

- Services

Example companies:

Localization

What it is:

Translate your game into other languages to increase the size of your market.

What it helps:

- Everything

Often combined with:

- Distribution help

Example companies:

Messaging

What it is:

Communicate with your players, both in-game and out-of-game.

What it helps:

- Engagement
- Retention
- Monetization

Often combined with:

- Segmentation, A/B testing

Example companies:

Multiplayer

What it is:

Tools or technologies to help your players play together. Includes synchronous and asynchronous; competitive and cooperative.

What it helps:

- Saves time, risk, cost
- Retention
- Engagement

Often combined with:**Example companies:**

Payment & Billing

What it is:

How you get paid, across multiple platforms, currencies, geographies, methods.

What it helps:

- Monetization

Often combined with:

Example companies:



Social

What it is:

Helps with engagement via social networks, including recommendations, notifications, offers

What it helps:

- Monetization
- User acquisition
- Retention

Often combined with:

- Analytics

Example companies:

Trends

- Consolidation
- Integrations / Suites
- Shift to broader apps market

Backend-as-a-Service (BaaS)

What it is:

Provides one or more of the backend services needed to run a game-as-a-service, typically as an “all-in-one” offering.

What it helps:

- Lowers cost, risk, and time-to-market
- Built-in best practices, better tools

Often combined with:

- Analytics

Example companies:

Questions?

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