

GDC SUMMIT, MARCH 2016

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**WHY, HOW AND WHERE TO SOFT  
LAUNCH YOUR MOBILE GAME**

## WHO AM I?

- ▶ I've marketed hundreds of casual and mid-core games and worked with a number of great mobile game developers

**ROVIO**

ProSiebenSat.1 Games

*PopCap*

**supersolid®**

**WARGAMING.NET**  
LET'S BATTLE

**LKWD**  
LOCKWOOD

*Mind  
Candy*

**JAGEX**  
GAMES STUDIO

**Hutch**

**FLARE**  
GAMES

**EightPixelsSquare**

**CREATIVE  
ASSEMBLY™**

*Delinquent*

**ANOTHER  
PLACE**

**MAG**  
interactive



# → WHY SOFT LAUNCH?

WHERE TO SOFT LAUNCH?

HOW TO SOFT LAUNCH

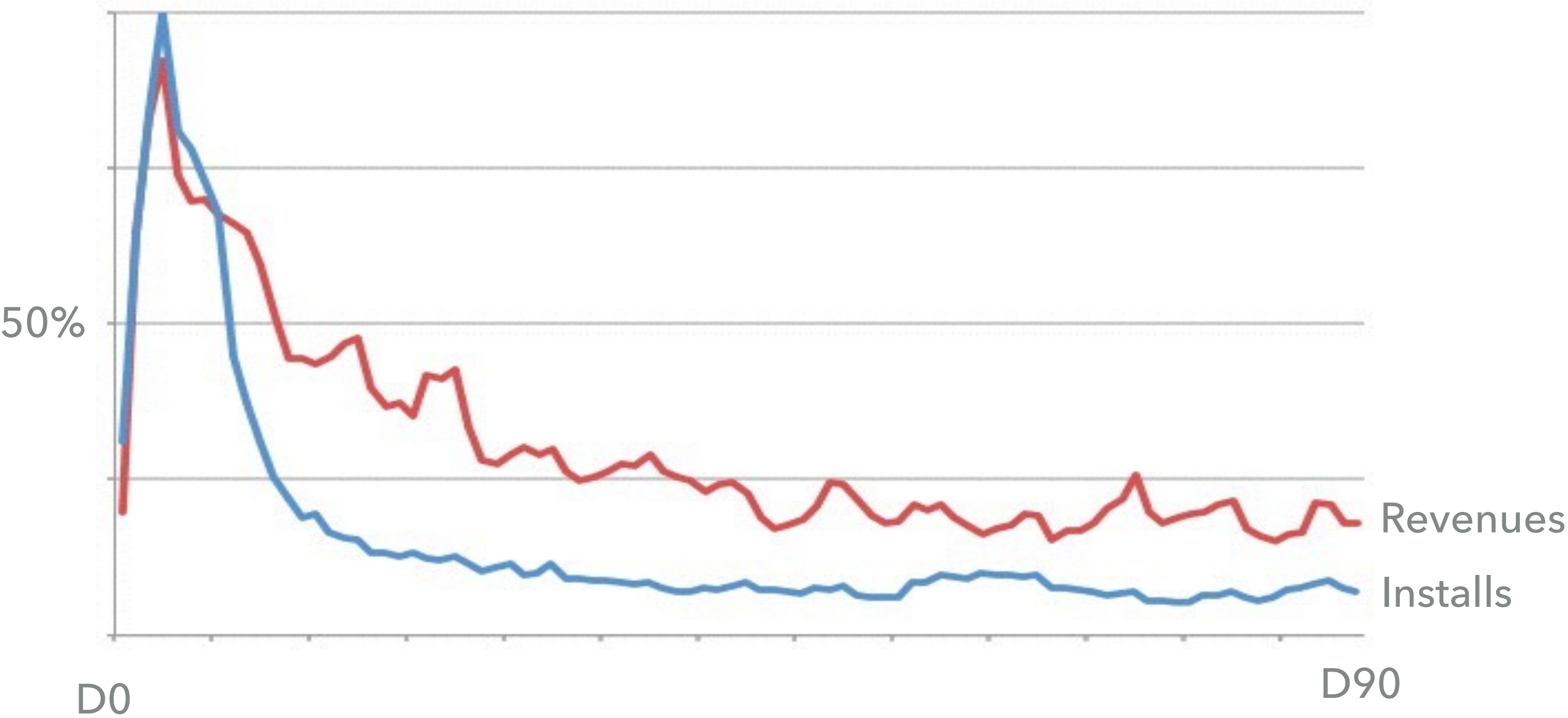
## WHY SOFT LAUNCH?

- ▶ You only have one launch opportunity and you want to have everything in place for that date
- ▶ You want to know upfront where you stand and what effort you should put into the global launch
- ▶ You don't want to follow the same pattern that the majority of mobile game developers follow, which looks like this:



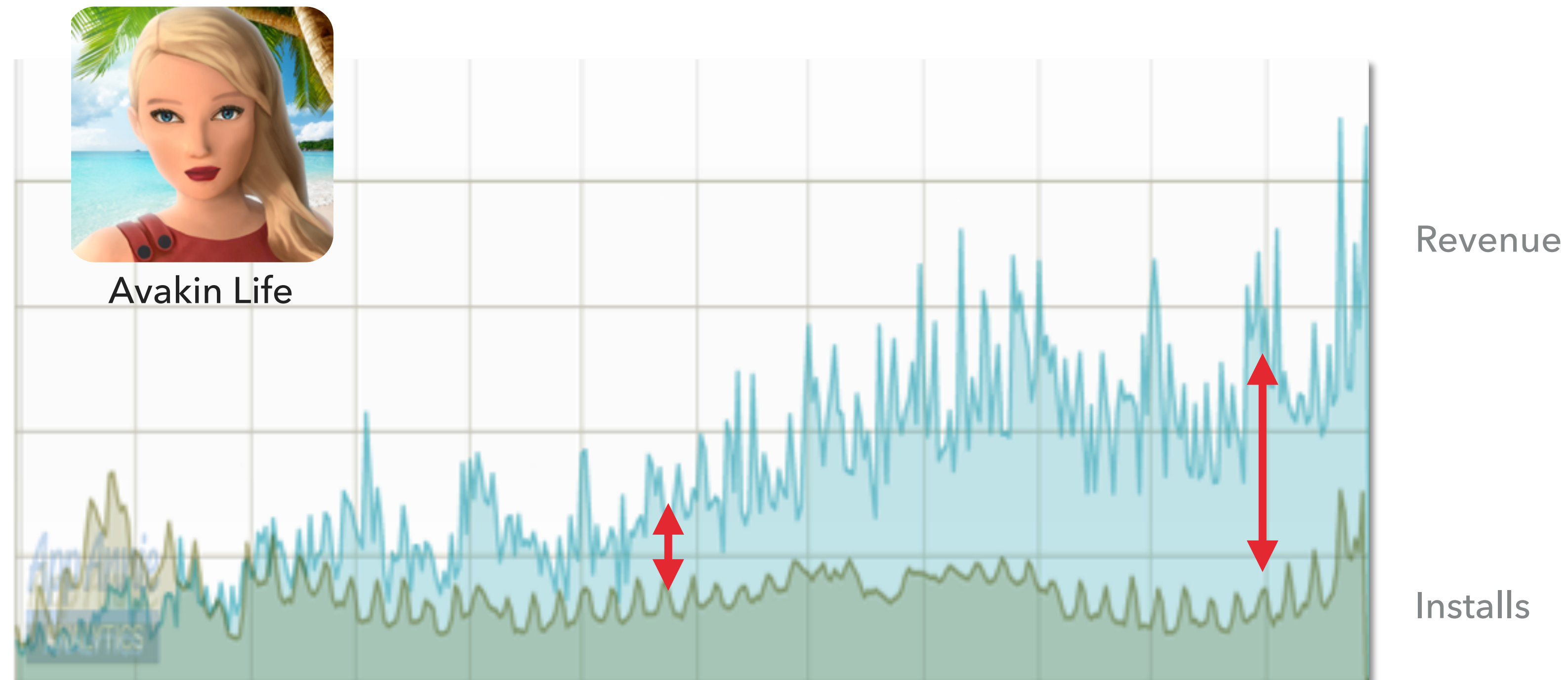
# WHY SOFT LAUNCH?

Revenues and Installs as % of the MAX (post feature)



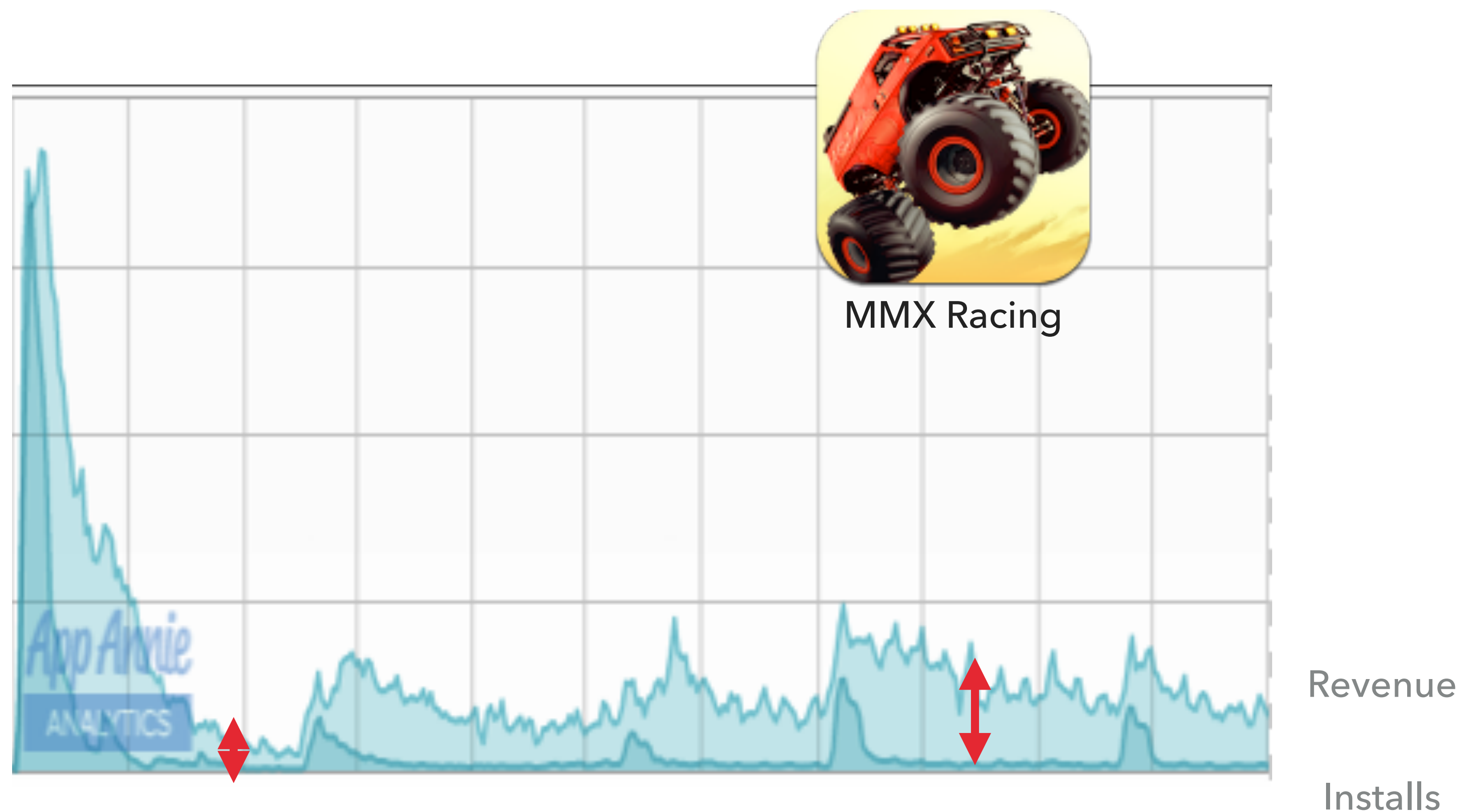
## WHY SOFT LAUNCH?

- ▶ Games, that are successful see a different pattern:



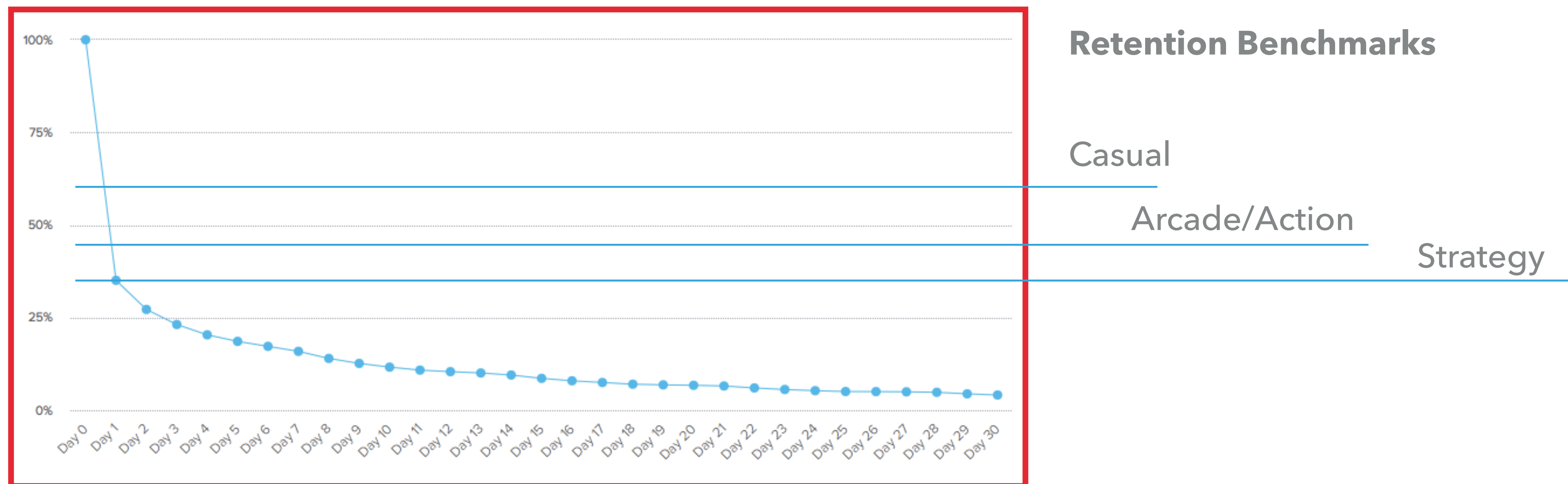
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## WHY SOFT LAUNCH?

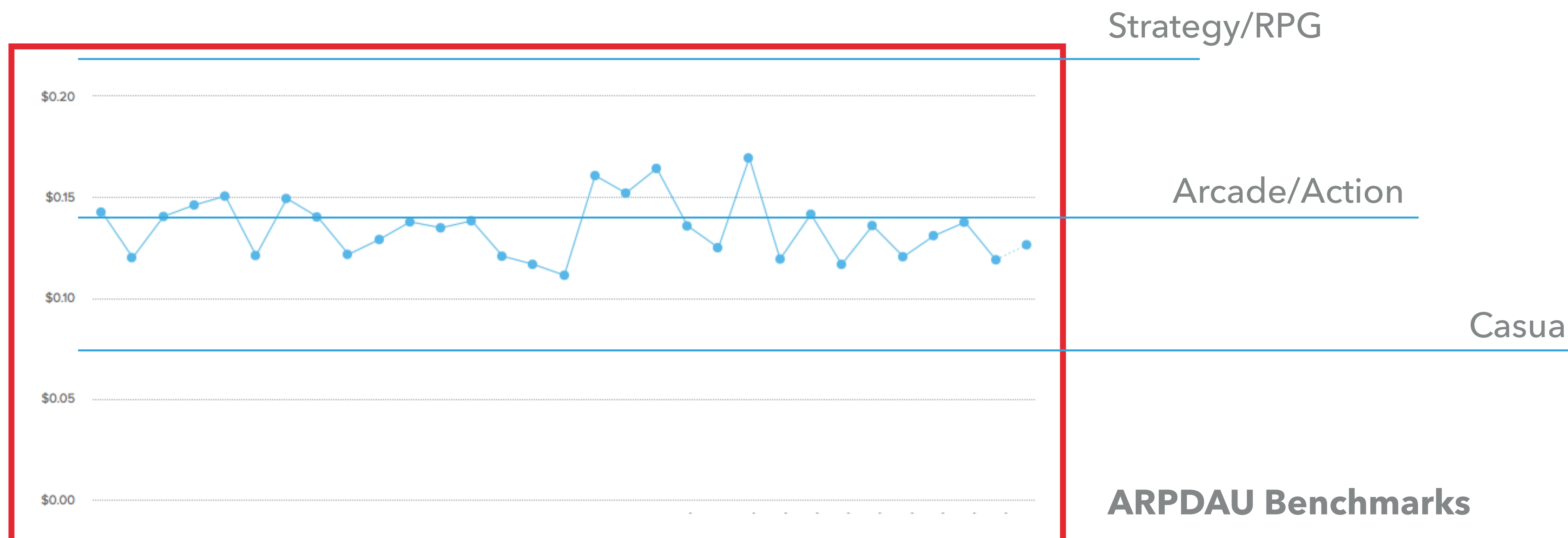
- ▶ You want to understand your key metrics against a benchmark





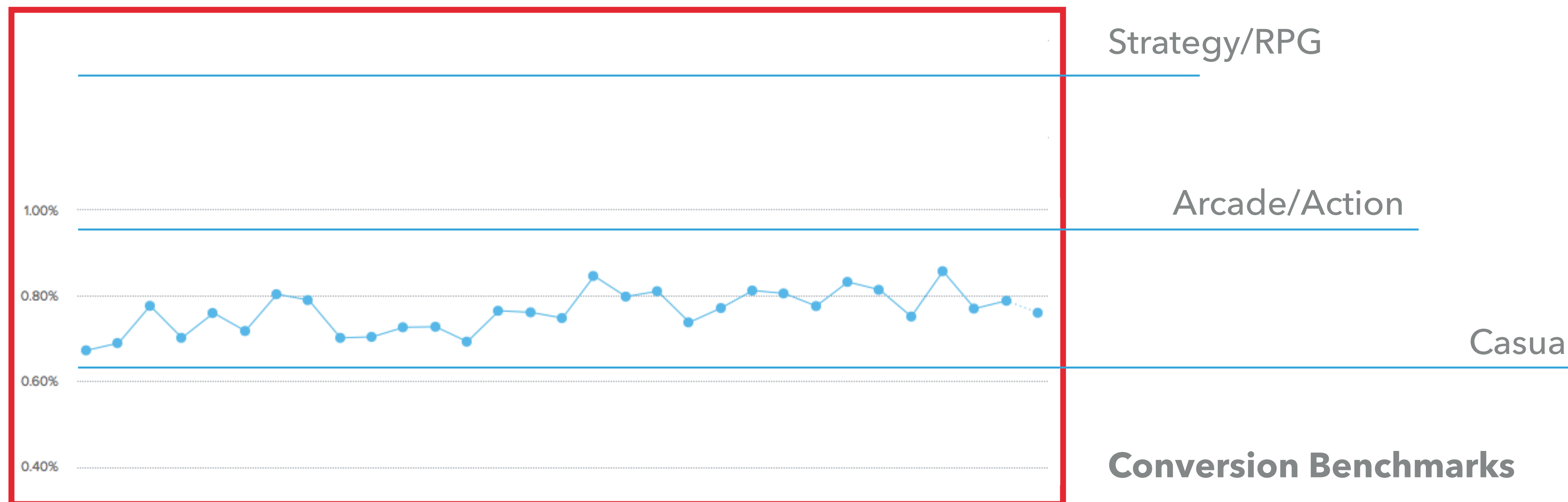
## WHY SOFT LAUNCH?

- ▶ You want to understand your key metrics against a benchmark



## WHY SOFT LAUNCH?

- ▶ You want to understand your key metrics against a benchmark



## WHY SOFT LAUNCH?

- ▶ should a premium game soft launch?



Crashlands 9+

Butterscotch Shenanigans, LLC >

Details **Ratings and Reviews** Related

Customer Ratings

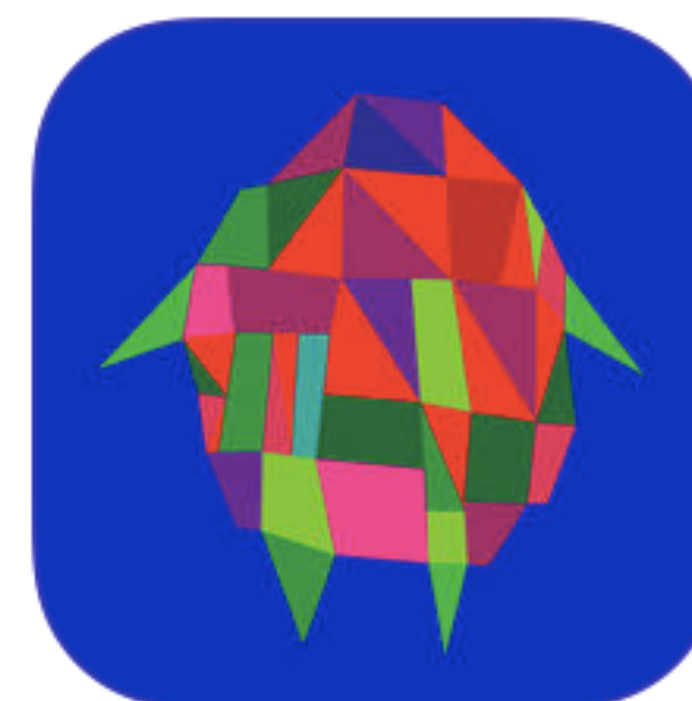
Current Version All Versions

Average Rating ★★★★★

Click to Rate ★★★★★

+ £3.99 Buy ▾

This app is designed for both iPhone and iPad



Dreii 4+

Etter Studio GmbH >

Details **Ratings and Reviews** Related

Customer Ratings

Current Version All Versions

Average Rating ★★★★★

Click to Rate ★★★★★

+ £2.99 Buy ▾

This app is designed for both iPhone and iPad



WHY SOFT LAUNCH?

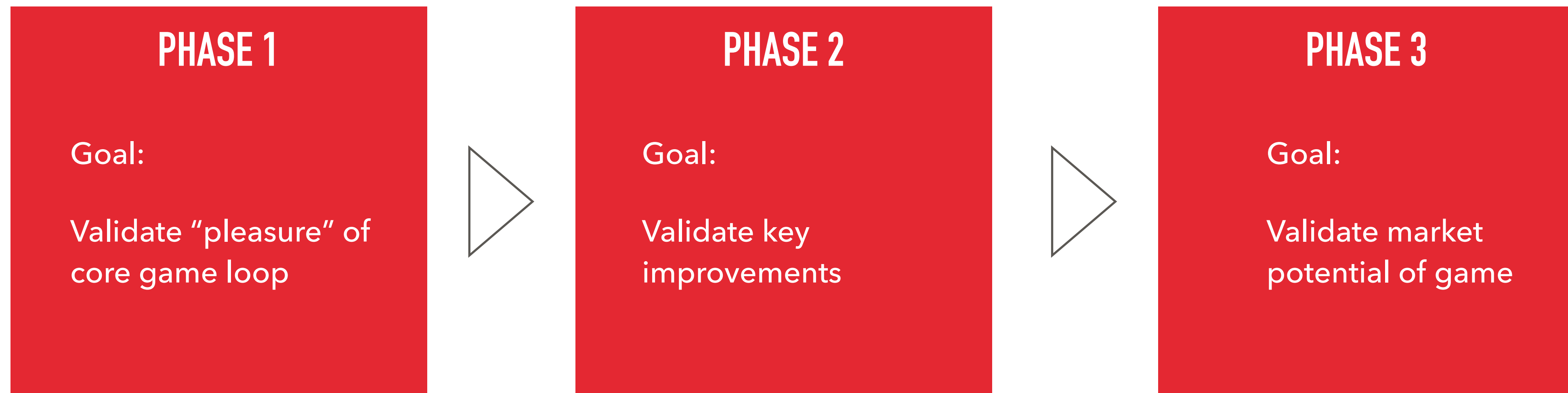
➔ **HOW TO SOFT LAUNCH**

WHERE TO SOFT LAUNCH?



## HOW TO SOFT LAUNCH

- ▶ Best Practice - How to conduct a soft launch



# HOW TO SOFT LAUNCH

► Best Practice - Where to get people



## HOW TO SOFT LAUNCH

- ▶ Best Practice - How many users do you need?

$$n = \frac{\hat{p}(1 - \hat{p})z^2}{ME^2}$$

n = size of sample

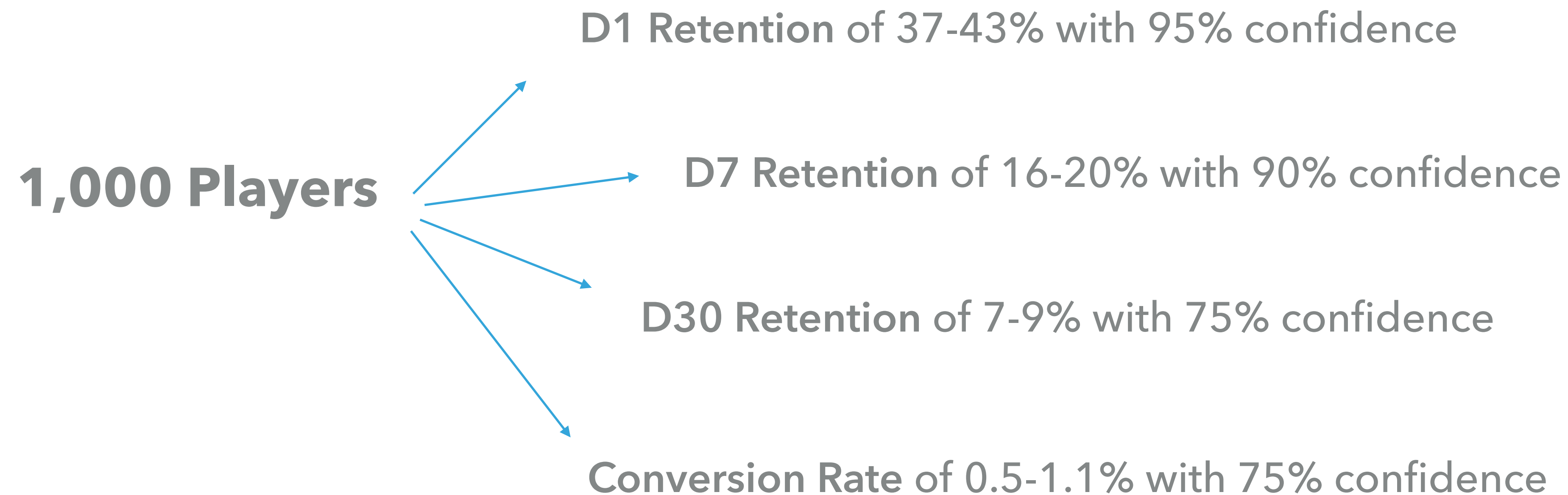
p = expected percentage of players (e.g. 36.4% D1 retention)

z = z-score ( a fixed score that is based on confidence)

ME = margin error (describes a range, e.g. +/- 5%)

## HOW TO SOFT LAUNCH

- ▶ What can 1,000 players already tell you about your game?






## HOW TO SOFT LAUNCH

- ▶ Check out [pilotsoftlaunch.com/sample](https://pilotsoftlaunch.com/sample)

### Pilot



## Sample Size Calculator

PILOT gives you everything you need to run your soft launch.

#### CHOOSE YOUR GOAL i

Day 1 Retention

Day 7 Retention

Day 30 Retention

Conversion Rate

#### EXPECTED RATE i

36 %

#### MARGIN ERROR i

5 %

#### CONFIDENCE i

95 %

**YOU NEED 355 PLAYERS FOR YOUR TEST**

## HOW TO SOFT LAUNCH

- ▶ Best Practice - How to use surveys for player feedback

difficulty

fun

controls

experience

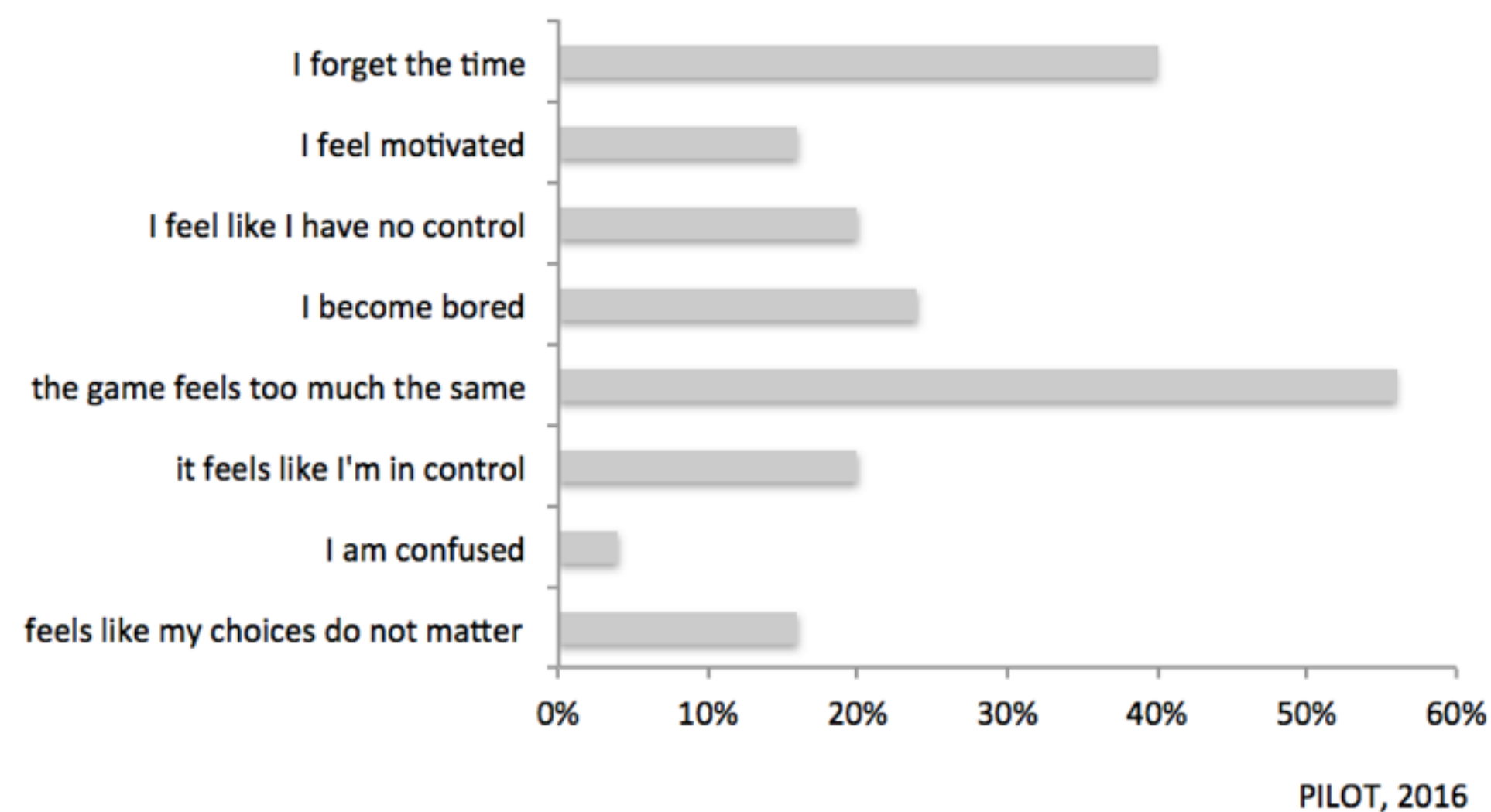
net promoter score

## HOW TO SOFT LAUNCH

- ▶ Best Practice - How to use surveys for player feedback

### FUN

#### In this game I feel

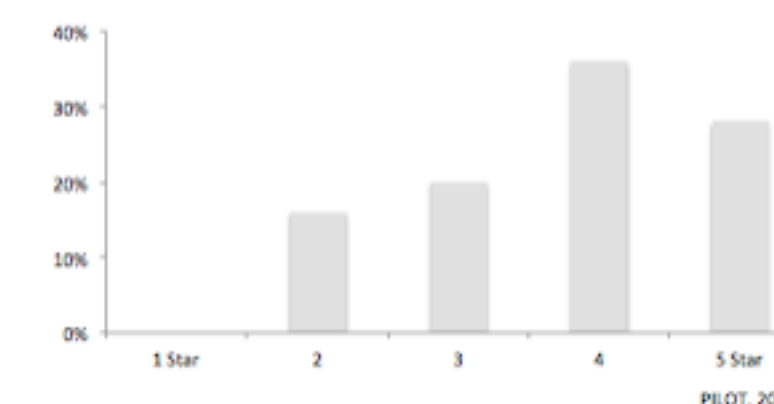


Average Rate

**3.76**

Current rate: 3.5 - 4  
Benchmark: 4.5

#### How enjoyable is the game?



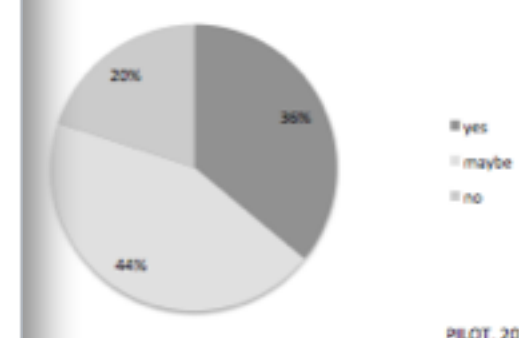
#### Comments:

The game mechanic doesn't feel unique and overall fun factor is only slightly above average. Lack of variety and no sense of progress reduce delightfulness and there are hardly any surprises. Graphical level of detail and characters are basic.

Pilot

### WORTHY

#### Would you recommend this game to a friend?



Currently hardly any incentive to invite a friend which made the 44% to share. Due to the limits in fun and a loss of the brand the challenge should be the main share (However due to the progression there is no challenge possible).

Pilot





WHY SOFT LAUNCH?  
HOW TO SOFTLAUNCH

➔ **WHERE TO SOFT  
LAUNCH?**



## WHERE TO SOFT LAUNCH?

Look at the right markets that

- ▶ have high affinity of genre
- ▶ are cost efficient
- ▶ are a language fit
- ▶ meet the OS and device requirements

## WHERE TO SOFT LAUNCH?

Draw Path - Android soft launch

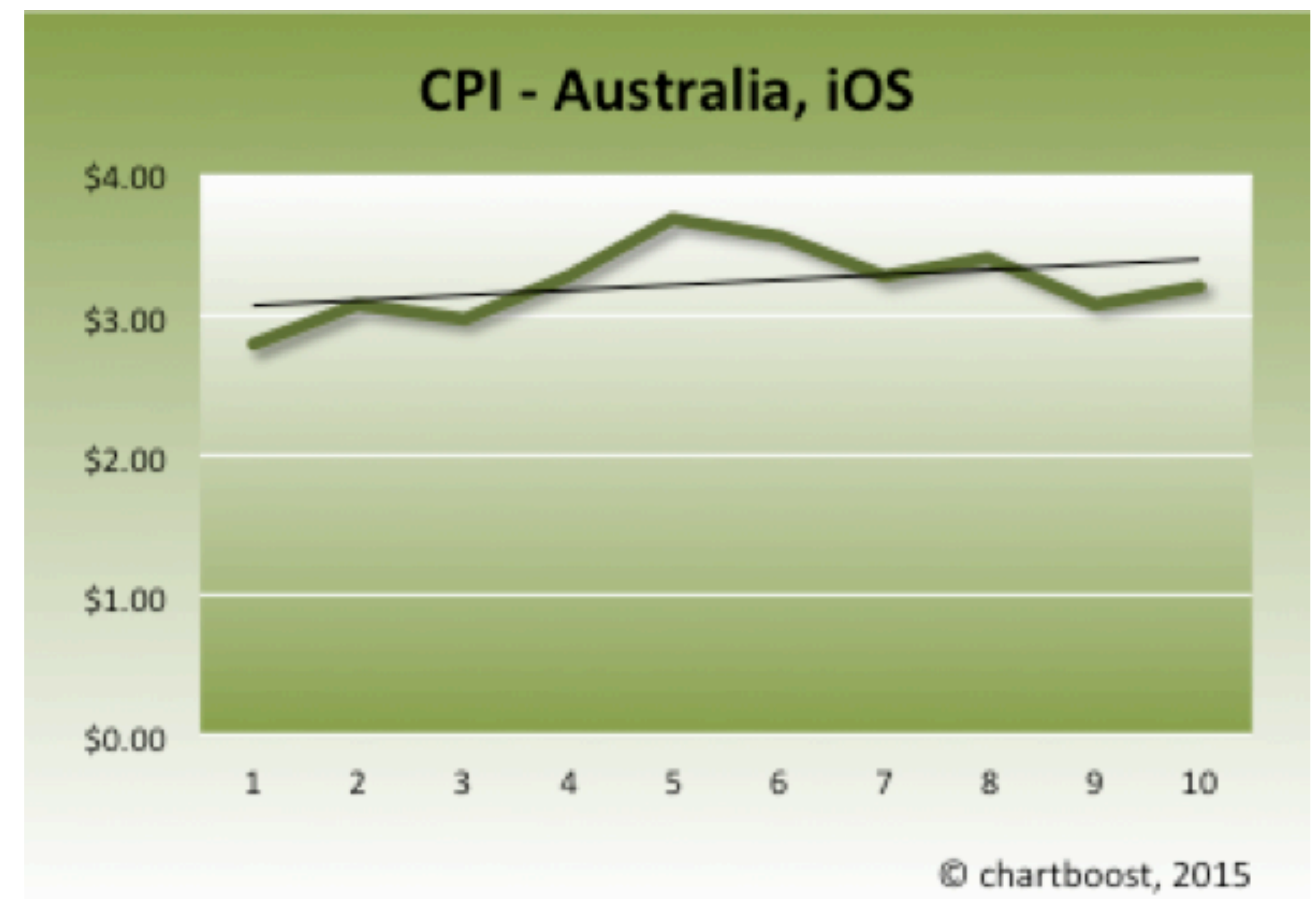
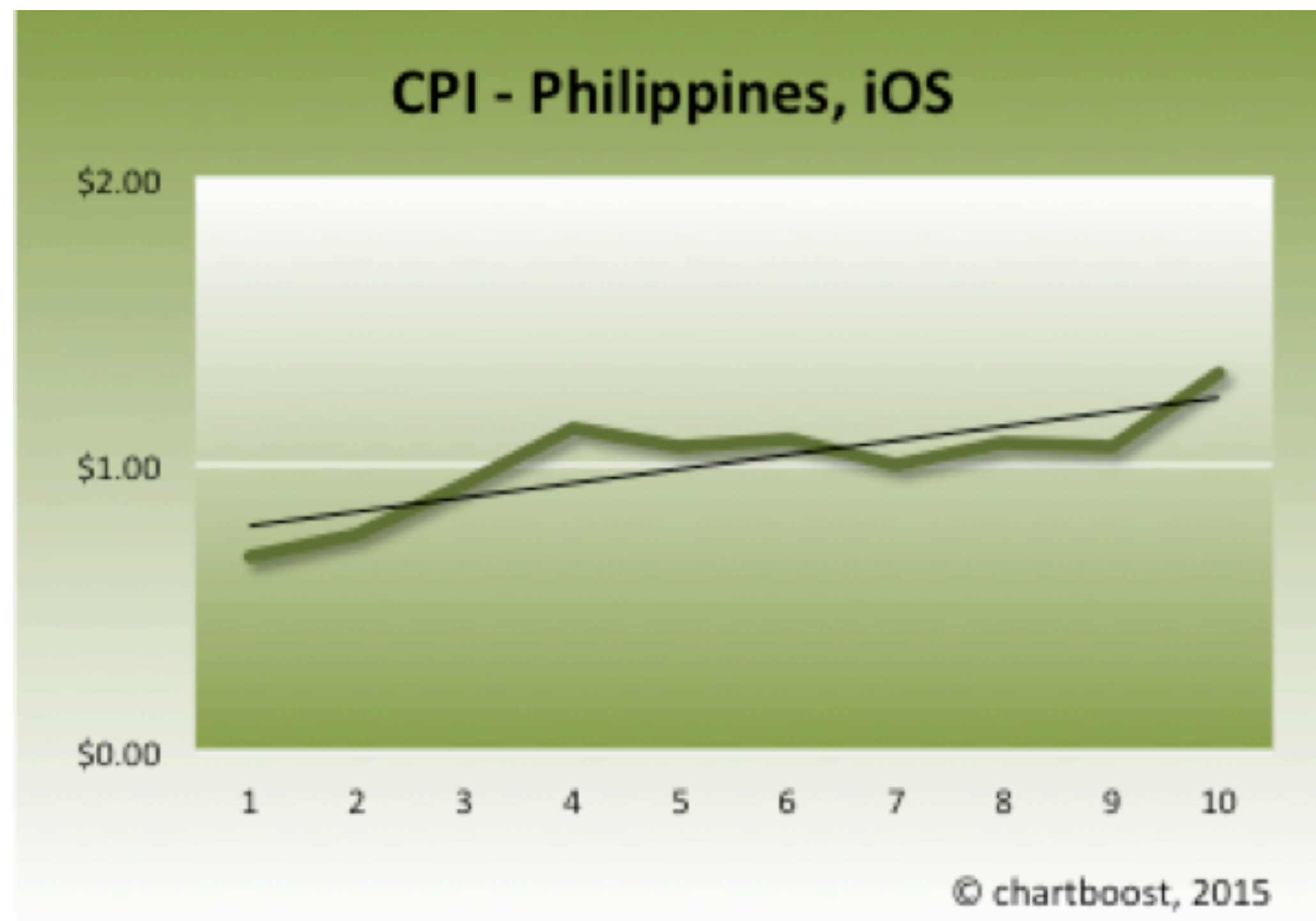


| Country            | # | In-Period Downloads | In-Period Revenues |
|--------------------|---|---------------------|--------------------|
| United States      |   | 80,569,034          | \$805,747          |
| Brazil             |   | 14,311,717          | \$27,335           |
| Russian Federation |   | 12,650,413          | \$54,253           |
| Turkey             |   | 10,862,293          | \$19,152           |
| United Kingdom     |   | 8,538,306           | \$55,956           |
| Germany            |   | 8,015,354           | \$87,426           |
| Mexico             |   | 6,756,183           | \$38,405           |
| France             |   | 6,715,338           | \$43,639           |
| Japan              |   | 5,716,051           | \$11,376,958       |
| Canada             |   | 4,327,619           | \$55,491           |
| South Korea        |   | 4,276,208           | \$720,691          |
| Thailand           |   | 4,180,236           | \$56,897           |
| Italy              |   | 4,010,008           | \$36,628           |

prioridata, 2015

## WHERE TO SOFT LAUNCH

- ▶ Check and monitor the prices: <https://www.chartboost.com/insights/>



## HOW TO SOFT LAUNCH

- ▶ Best Practice - How to conduct a soft launch



Raid HQ





**THANKS FOR YOUR ATTENTION**

@\_oliverkern\_

[www.mobilizemygame.com](http://www.mobilizemygame.com)