



GDC MOBILE
SUMMIT

Mobile Gaming and the Retention Rhetoric

Martine Spaans

CEO of Tamalaki Publishing

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





Who is Martine Spaans

- 10 Years Online Game Industry experience
- Owner @ Tamalaki Publishing
 - Hidden Object, Match-3, Simulation
 - More than 100 mobile game releases
- Business Development @ FGL





Casual Games have Changed

"Easy to Learn, Hard to Master"



"I can quit any moment, but I want to play for hours"



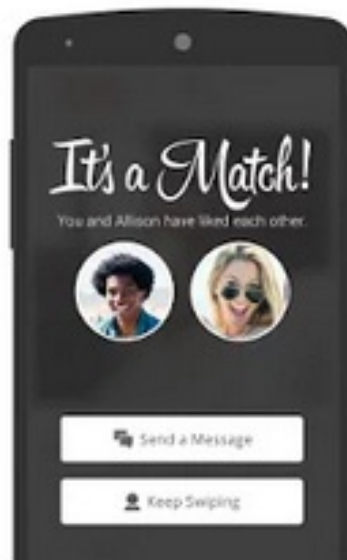
Tinder finds interesting
people around you...



Anonymously like or pass
on each suggestion



If two people happen to
like each other...





Retention:
What's New?

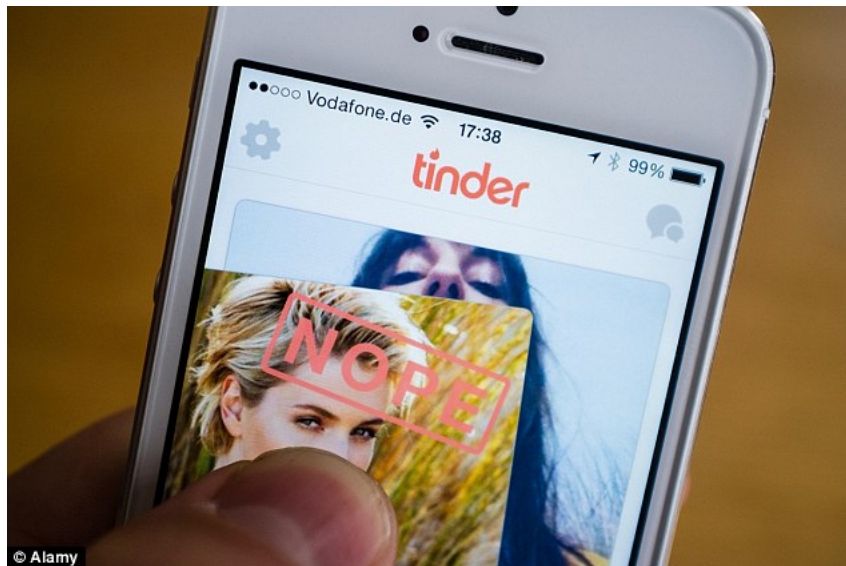


Engagement:
I like this game

Immersion:
I want to complete this game



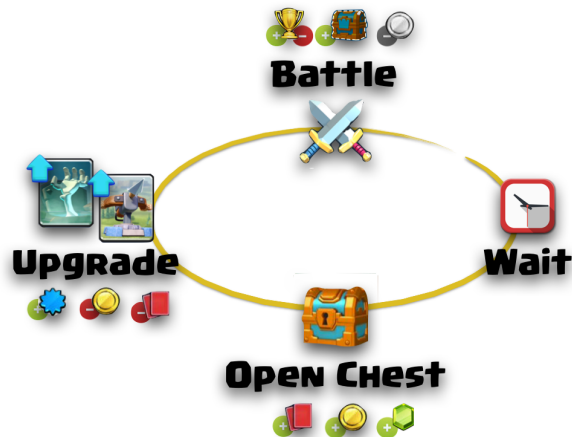
Engagement: I Like this Game





Engagement: I Like this Game

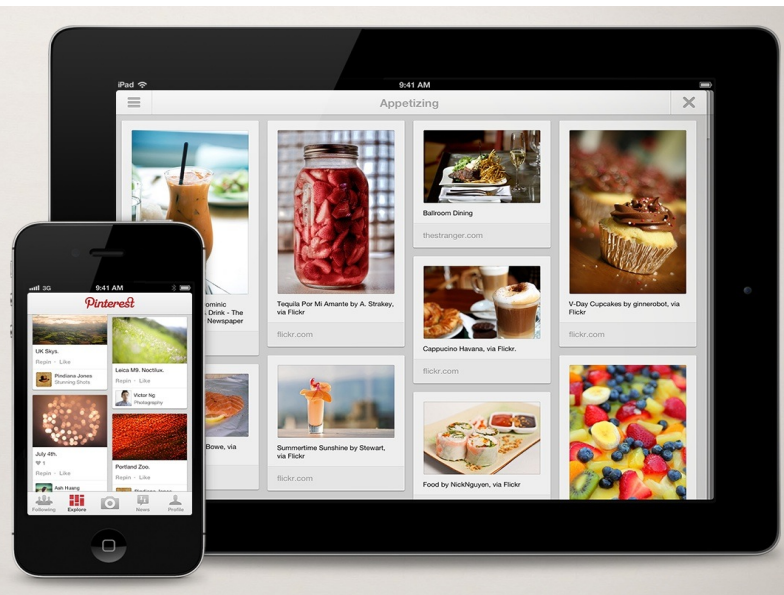
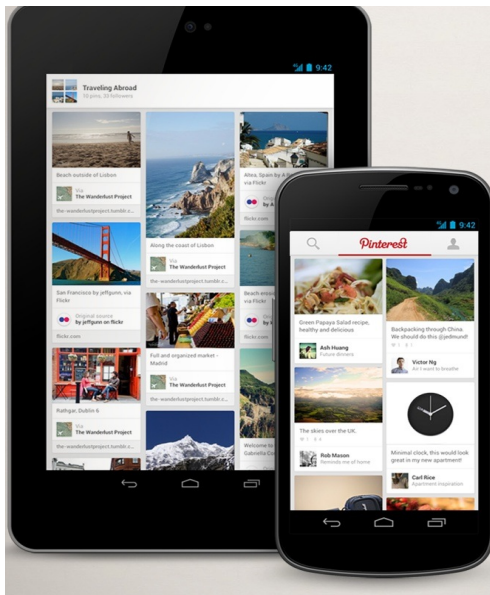
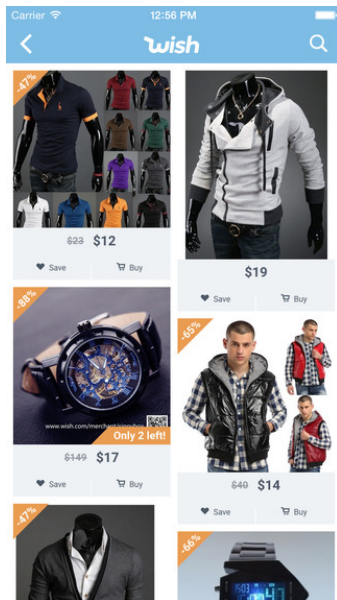
Core Loop







Immersion: I want to Complete this Game





Immersion: I want to Complete this Game





Immersion: I want to Complete this Game



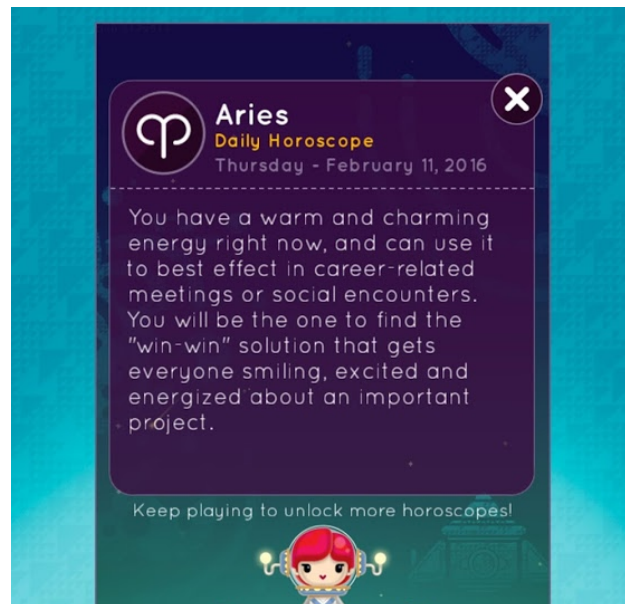


Retention: What's New?





Retention: What's New?





Retention: What's New?

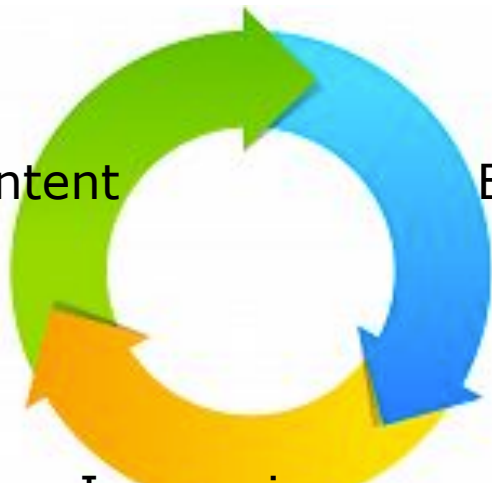




Monetisation

Retention:
Exclusive, time-limited content

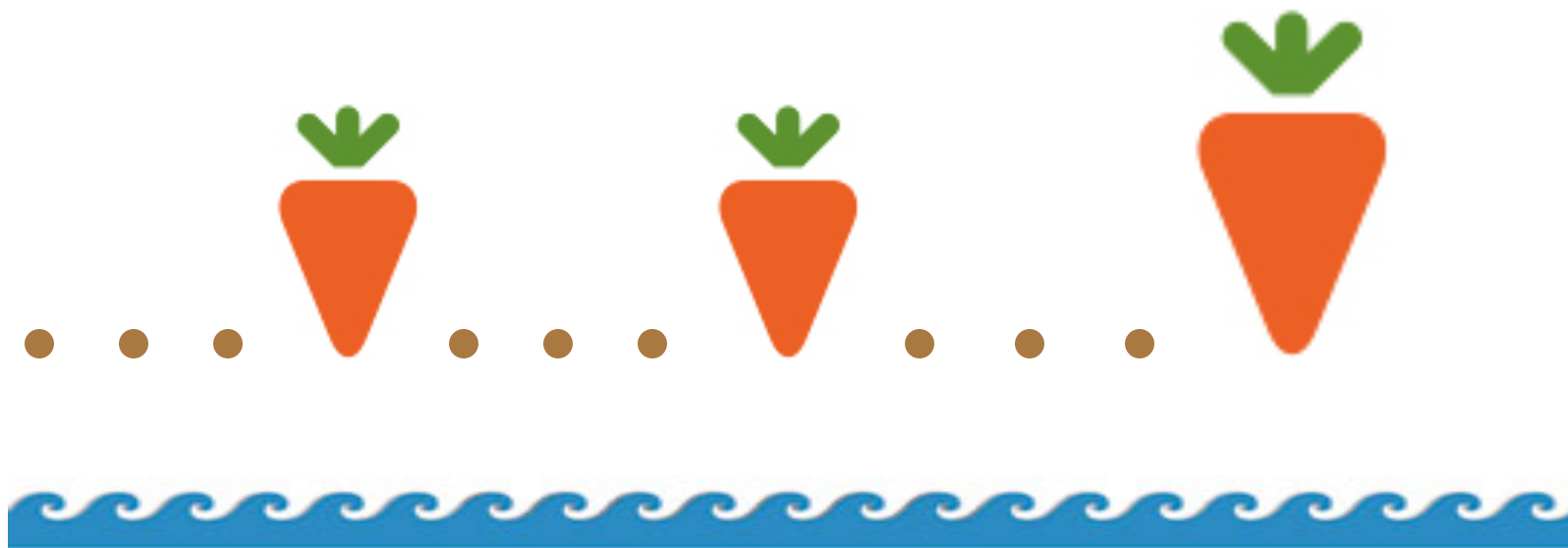
Engagement:
Boosters, Subscription



Immersion:
Unlocks, Amazon Prime, Tinder Plus, Gamehouse FunPass



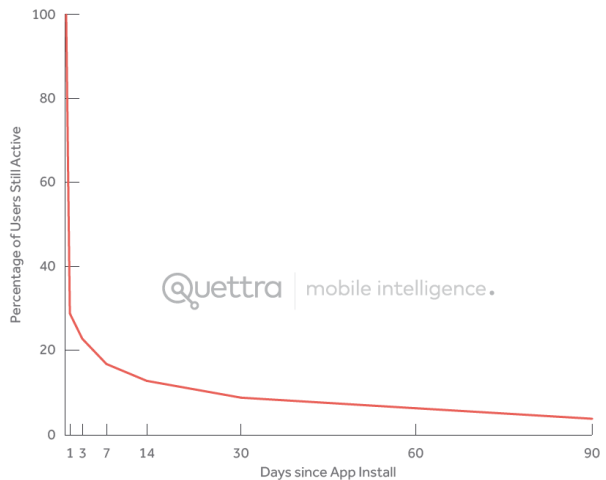
Carrots & Breadcrumbs





The Retention Rhetoric

Average Retention Curve for Android Apps





"Retention is more than a push notification or a retargeting ad campaign."

Retention is in your game design and in a proper setup of your F2P user experience."



Thank you!

Questions?

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