



Shoestring Soft Launch: Low Budget, High Value Launch Strategy

Tom Kinniburgh
Mobile Free to Play



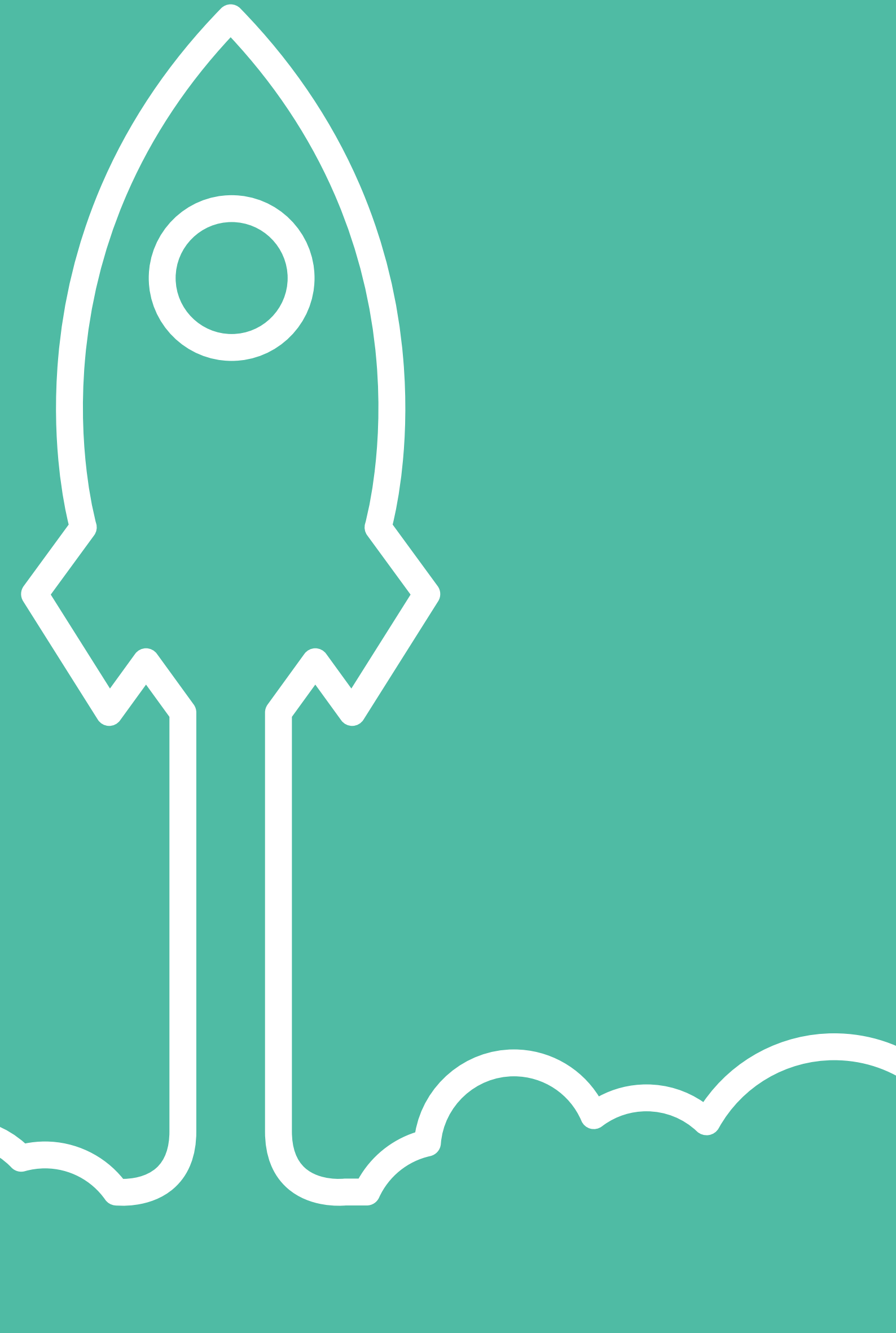






Why learn from a launch?

**When you can
Soft Launch?**



My Experience



chillingo



Wooga



GameAnalytics

mobile
free
to
play

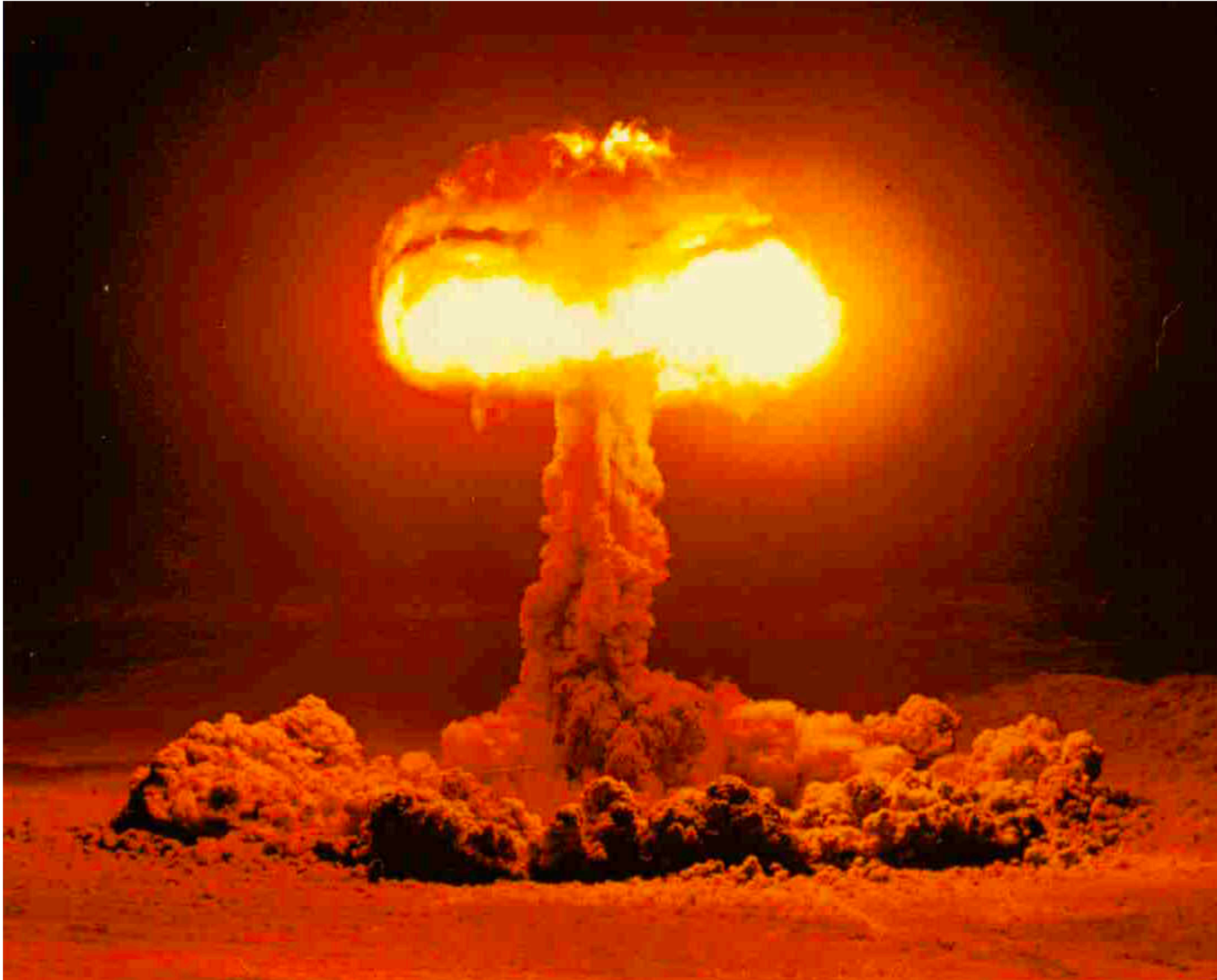
How

Shoe String Soft Launch

Tom Kinniburgh Shoe String Soft Launch



Maximum Bang



Minimum Bucks



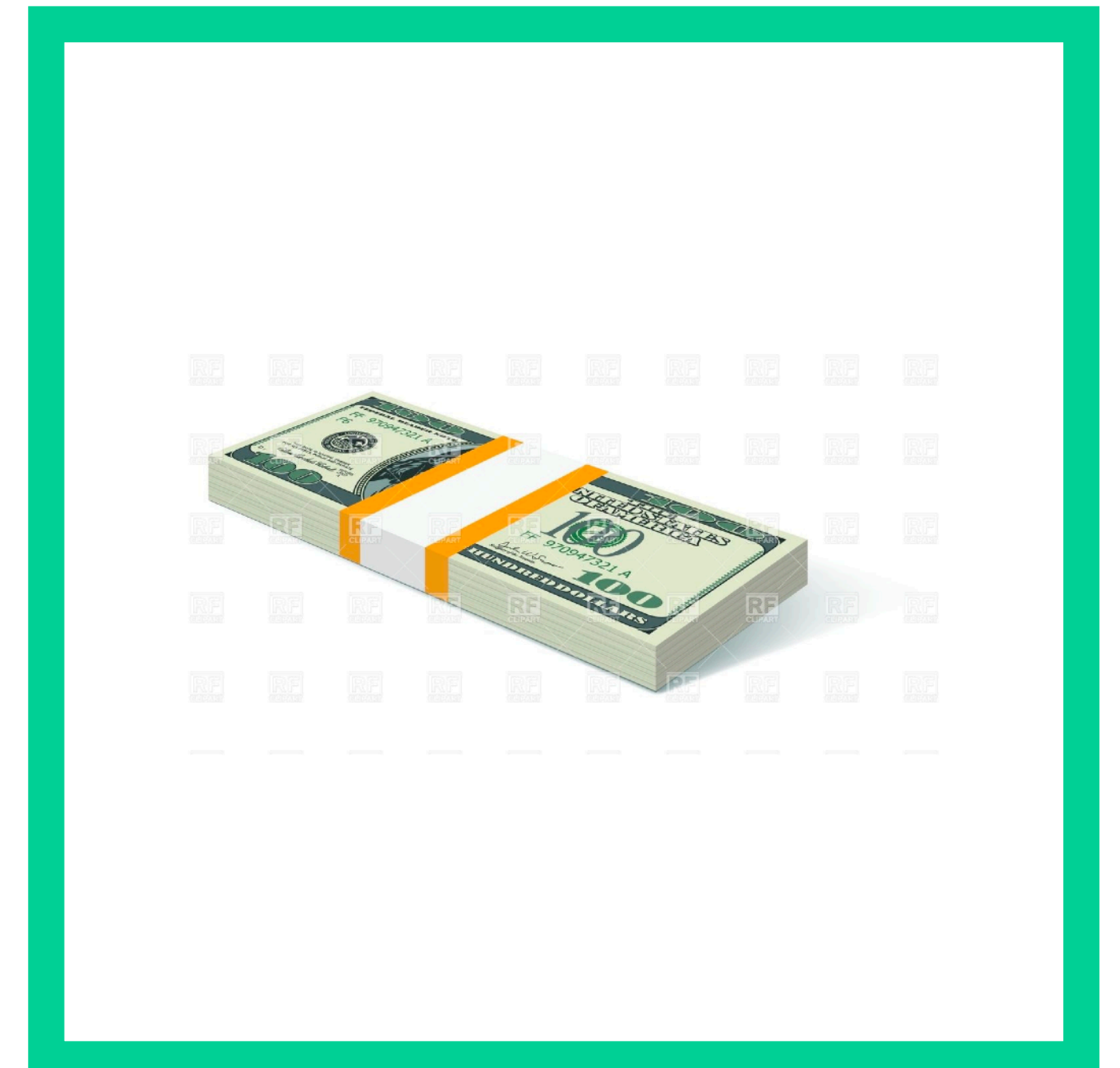
\$100,000+



\$10,000



\$2,000



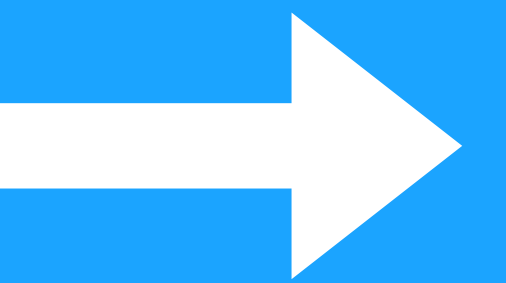


Outline

- **Definition of a Soft Launch?**
- Before you Soft Launch
- Running a Soft Launch

Outline

- **Definition of a Soft Launch?**



- **What?**

- **When?**

- **Why?**





A quiet launch in a
restricted area

#MFTP

Quiet

Don't announce
Don't communicate



Restricted

Non-primary GEO

Beta Testing
Platform



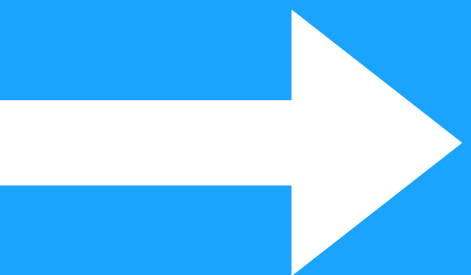
Outline

- **Definition of a Soft Launch?**

- What?

- **When?**

- Why?



Fast



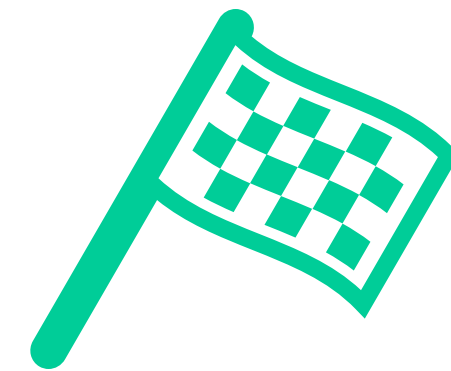
When is
my
game
ready?



**Core
Gameplay**



**Monetization /
Meta Game**

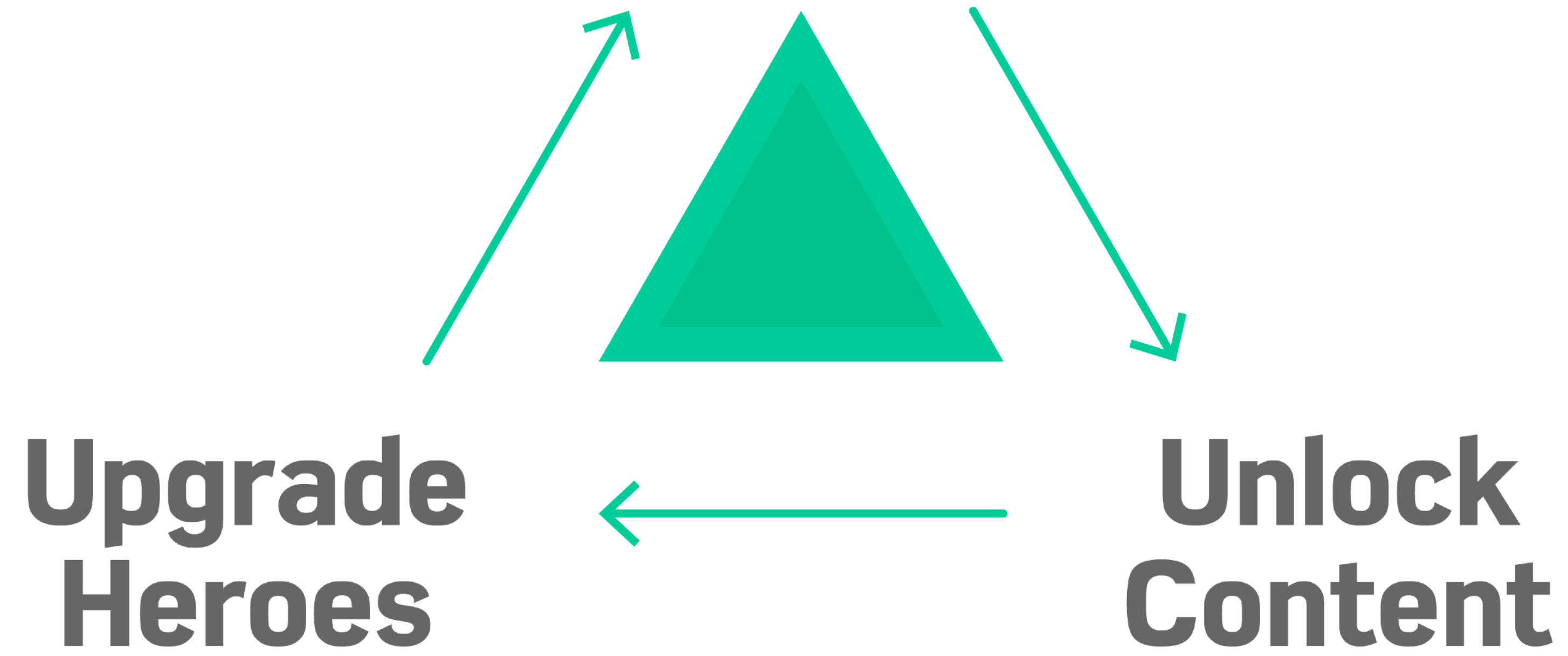


**30 Days of
Content**



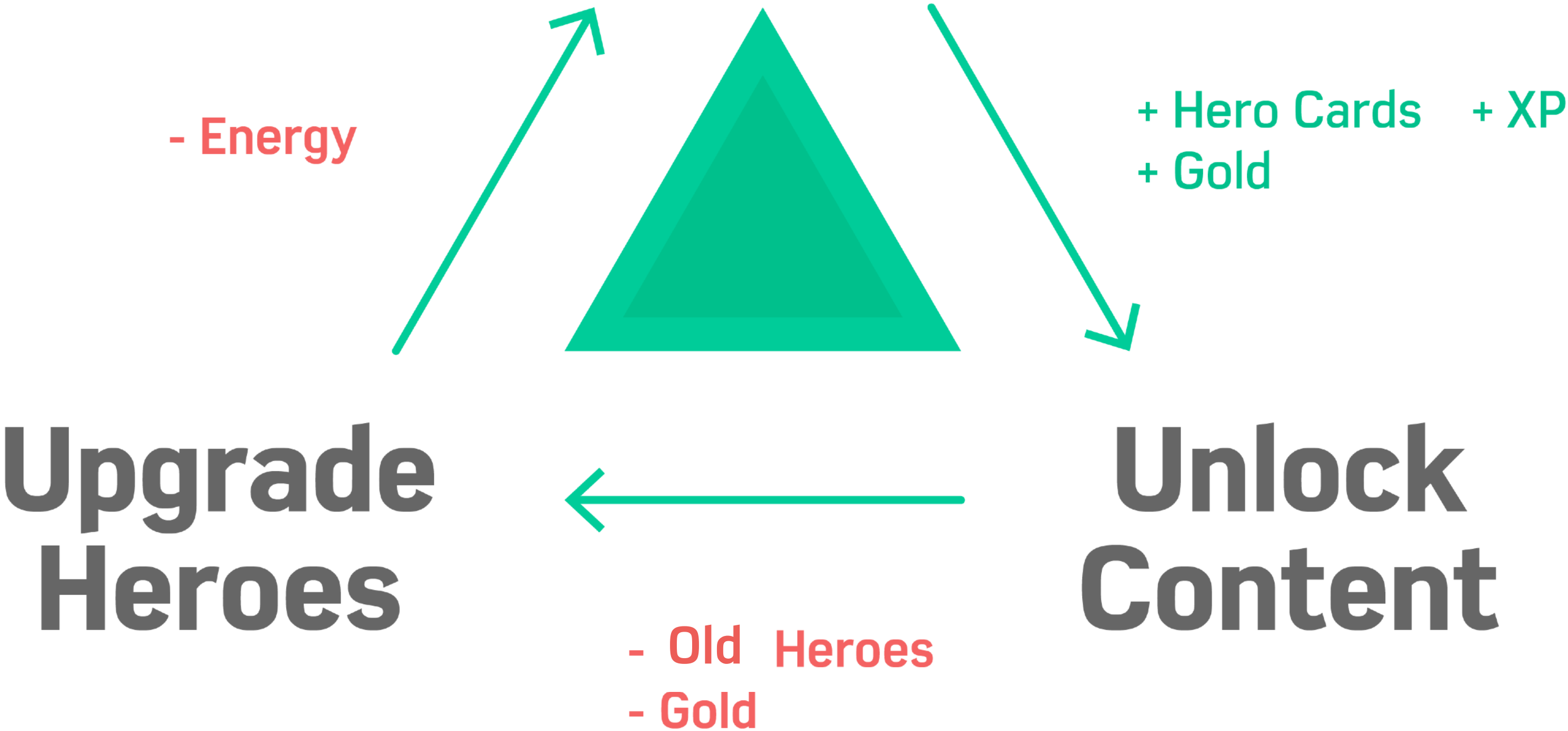


Kill Monsters





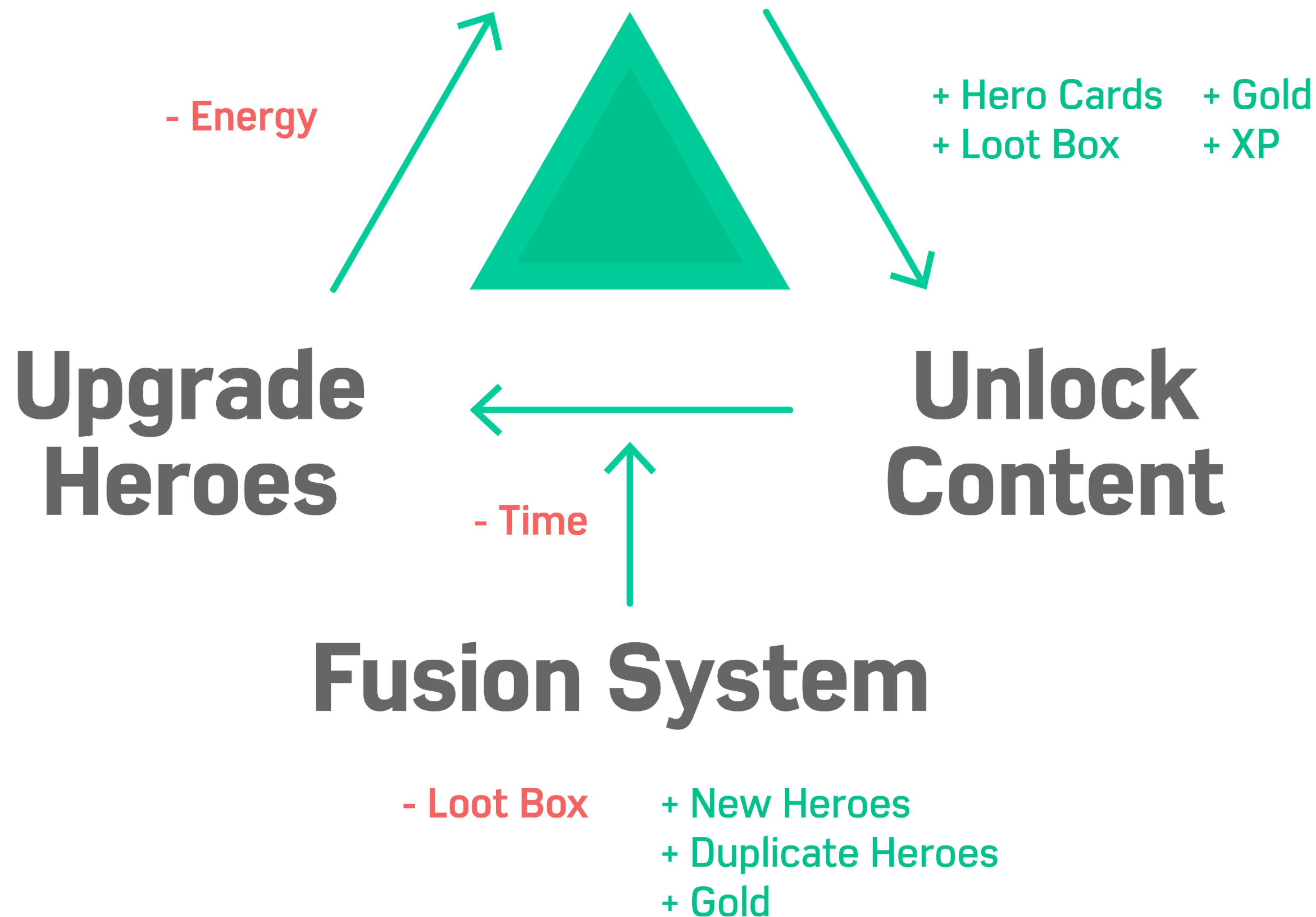
Kill Monsters



#MFTP

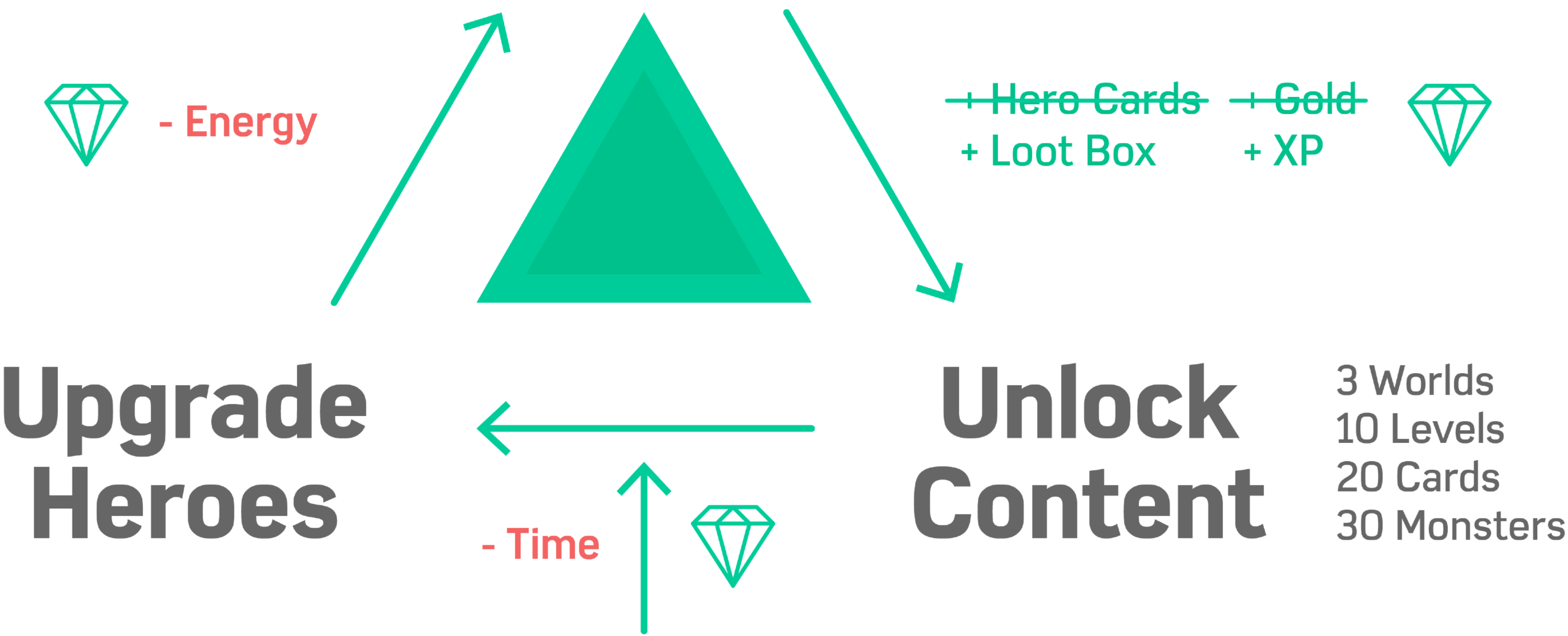


Kill Monsters





Kill Monsters



Fusion System

- Loot Box
- + New Heroes
- + Duplicate Heroes
- + Gold

#MFTP



SL Sanity Check

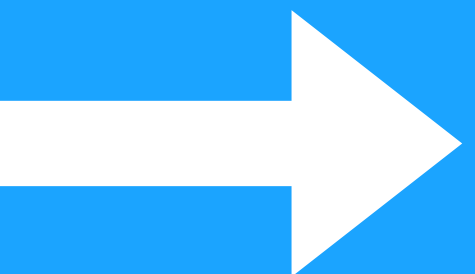
1. Do I feel the game is fun?
2. Do I have a clear first purchase?
3. Is my branding clear?



Outline

- **Definition of a Soft Launch?**

- What?
- When?
- **Why?**



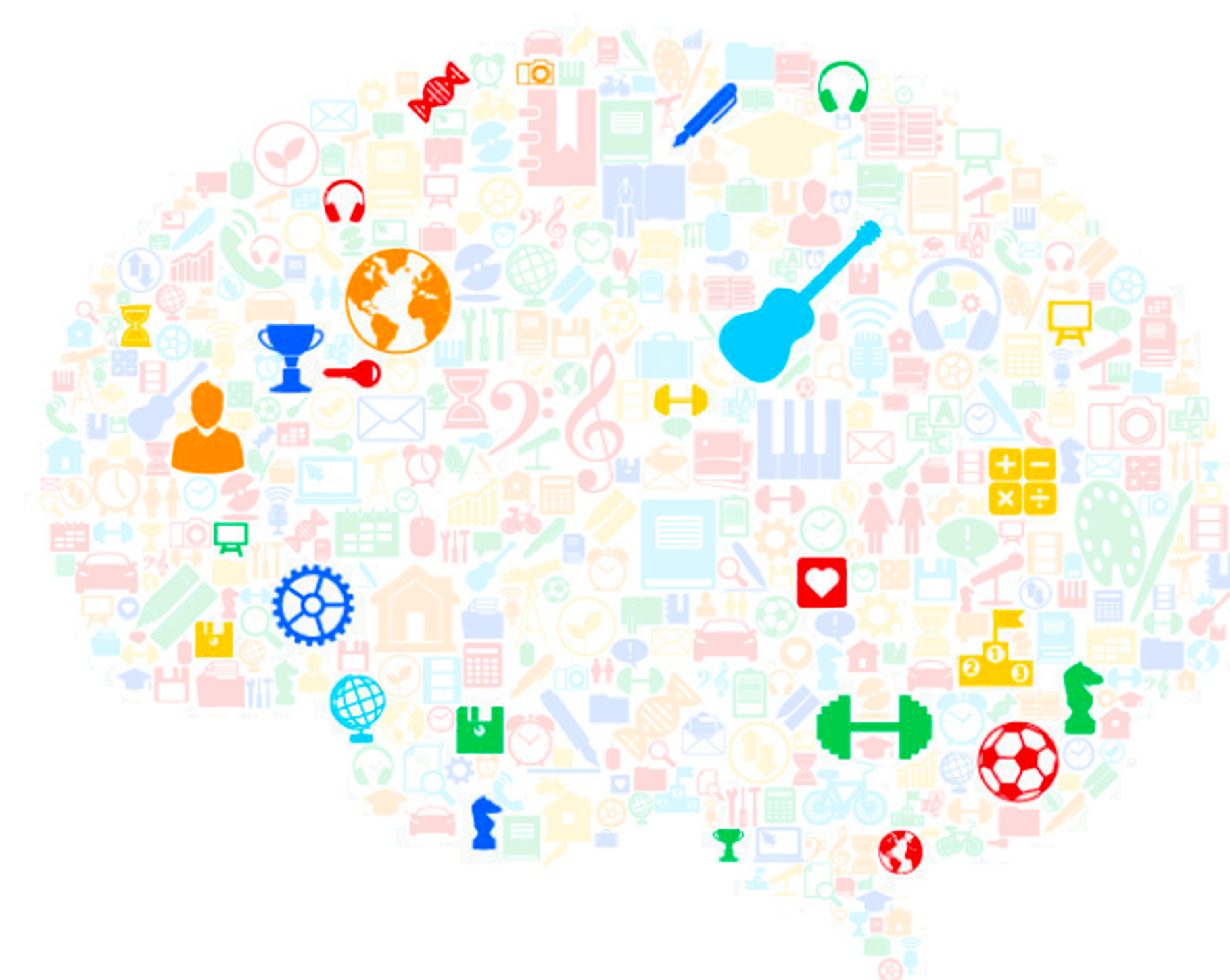


Spend Money

=



Get Data



Lowest Spent

Valuable Data

Costs



	Backend / Analytics	Video / Creative	Marketing	Sum
Before you launch	0	\$500	\$200	\$700
Shoestring SL	\$50	\$50	3X (\$400)	\$1300
				\$2,000 Total

Lowest Benchmarks

30-40%	D1
15-20%	D7
8%	D30

Conversion Rate > 1.5%

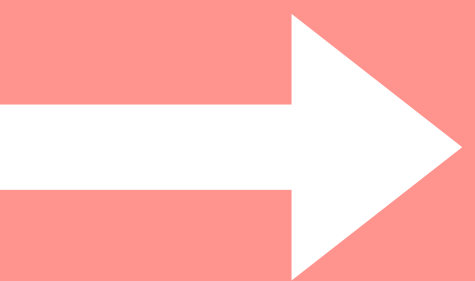


Outline

- Definition of a Soft Launch?
- **Before you Soft Launch**
- Running a Soft Launch

Outline

- **Before you Soft Launch?**



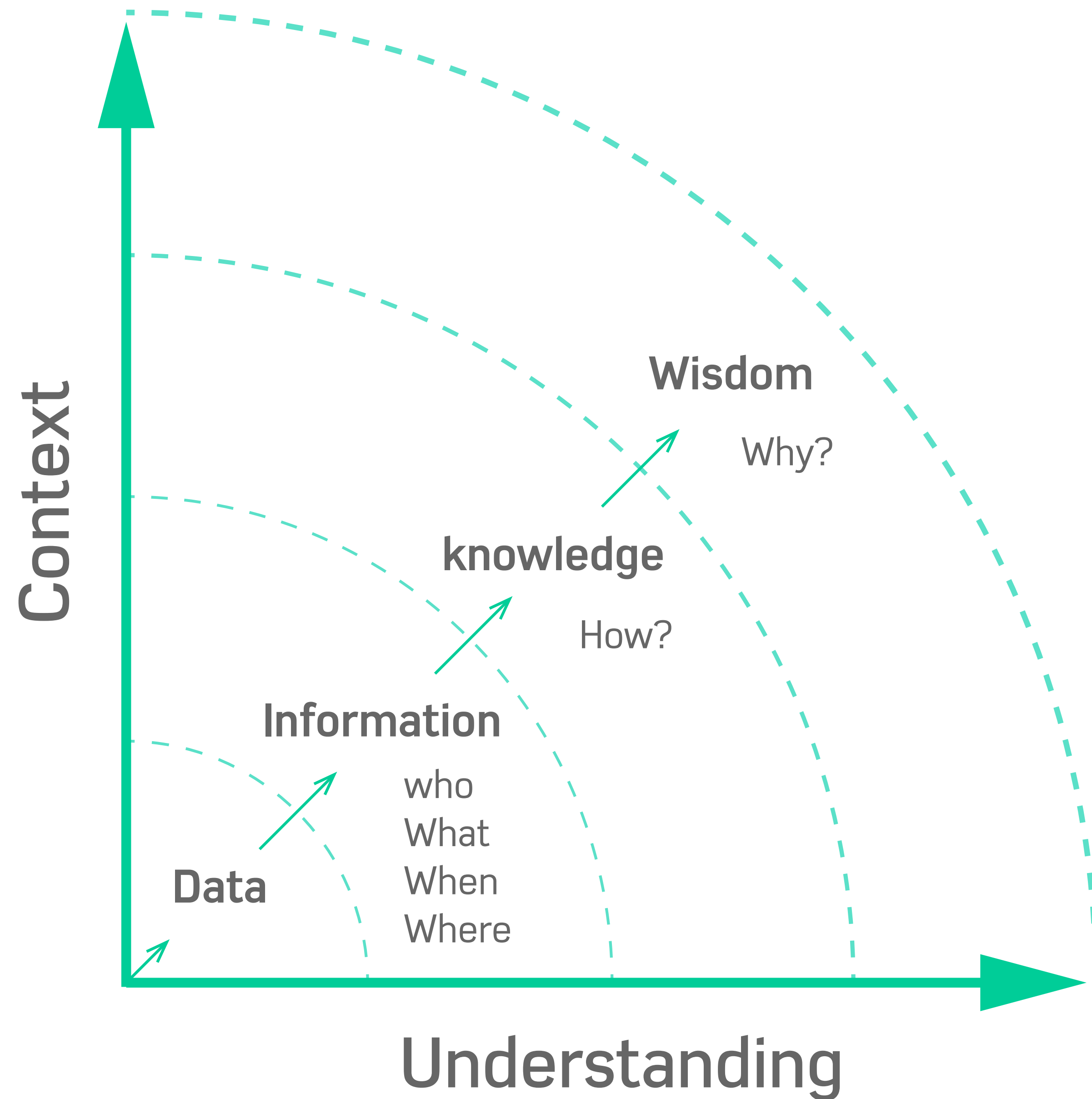
- **AARRRR + GQM**
- KPI / Dashboards
- Audience / Location





Data, Data, Data

#MFTP



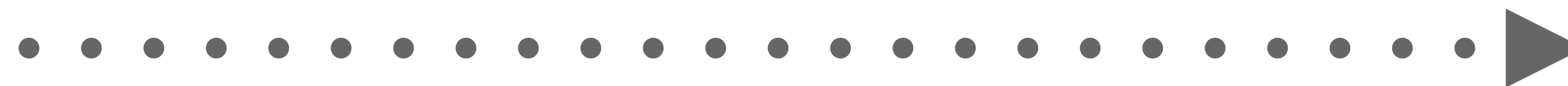
Minimum Viable Tracking

Lowest number of events to get the most information.



Tracking Plan

Player Progression



Activation

Activity

Retain

Revenue

Refer



Conversion Rate



Activation



Revenue

CR > 1.5%



Follow the Money



G O M

#MFTP



Goal + Question + Metric

#MFTP

Goal

Get more
players to level 5



Question

When do most players leave?

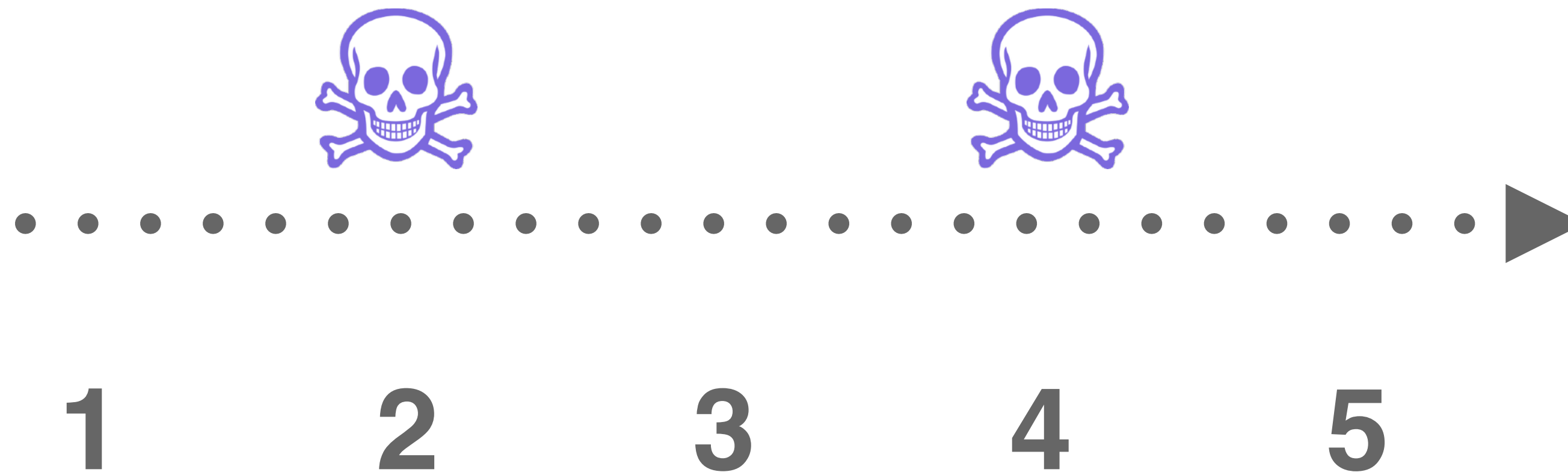
Does dying affect churn?



Metric

What is my measure of success?

30% of players reach level 5 by D7

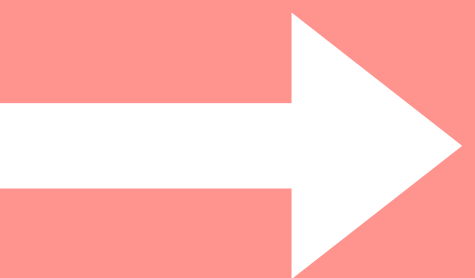


AARRR + GQM = Data Plan

Outline

- **Before you Soft Launch?**

- AARRR + GQM



- **KPI / Dashboards**



- Audience / Location

One KPI to rule
them all...





Battles per Day



Event Complete %

KPIs



- **CPI = Market Resonance**
- **Session per day = Engagement**
- **CR = Desirability**
- **ARPU = Desire x Value**

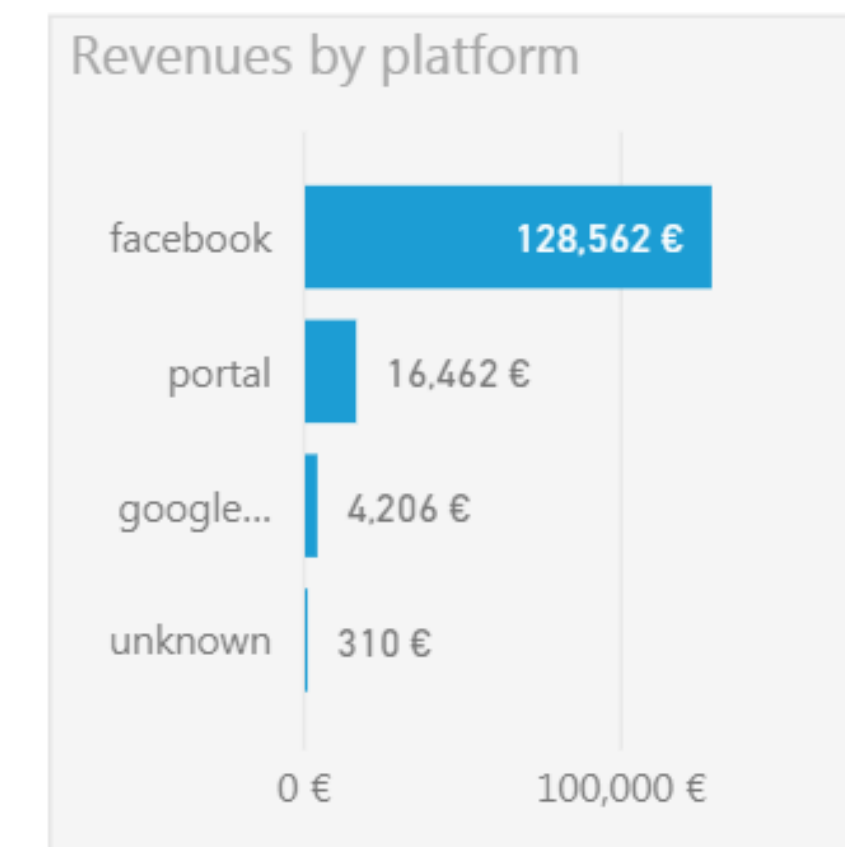
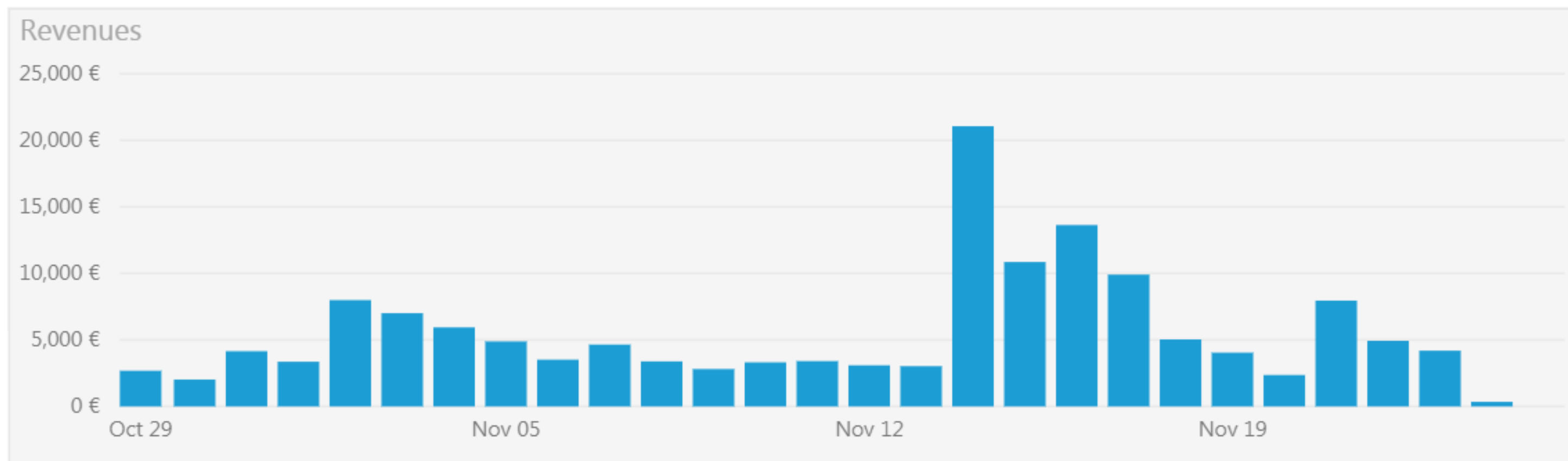
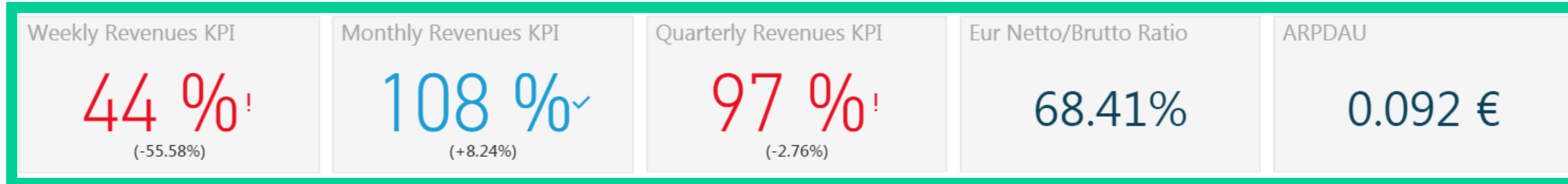
BI Tools



looker

CHARTIO

Good Dashboard

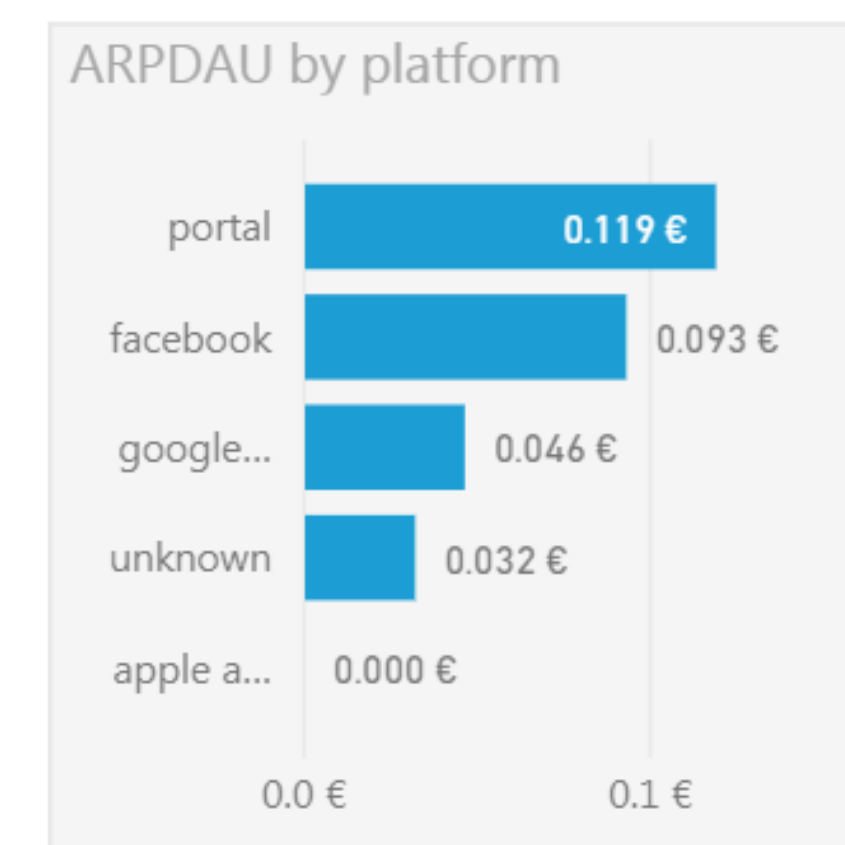
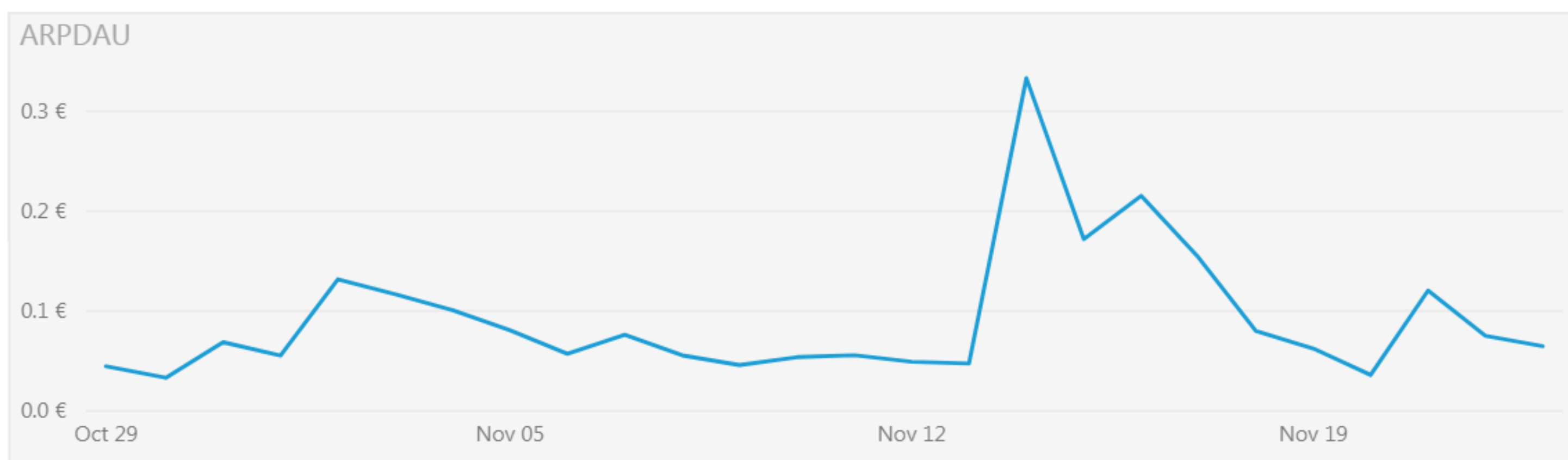


platform

- ☐ amazon
- ☐ apple appstore
- ☐ facebook
- ☐ google play
- ☐ portal
- ☐ unknown

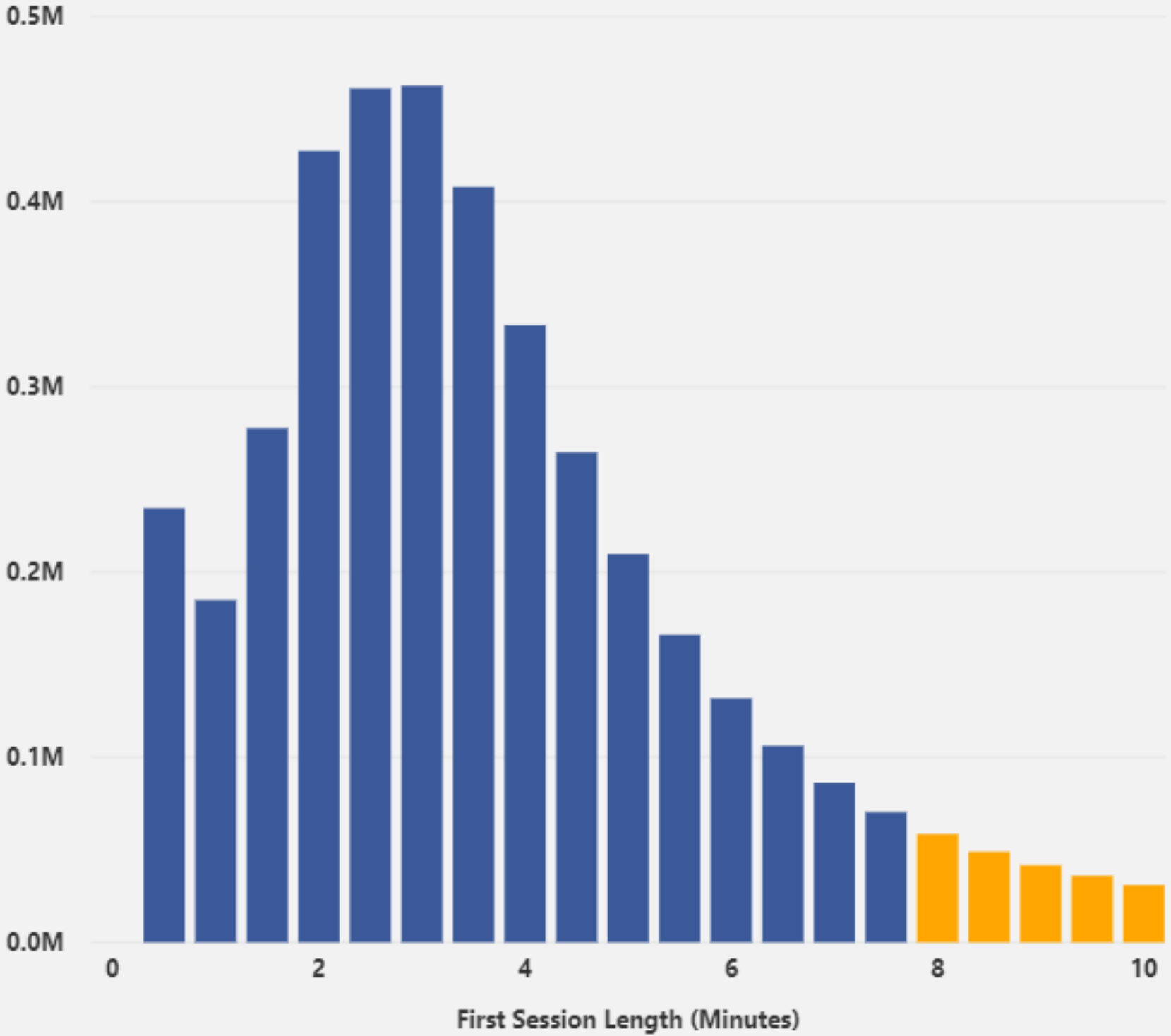
source

- ☐ invited
- ☐ marketing
- ☐ viral

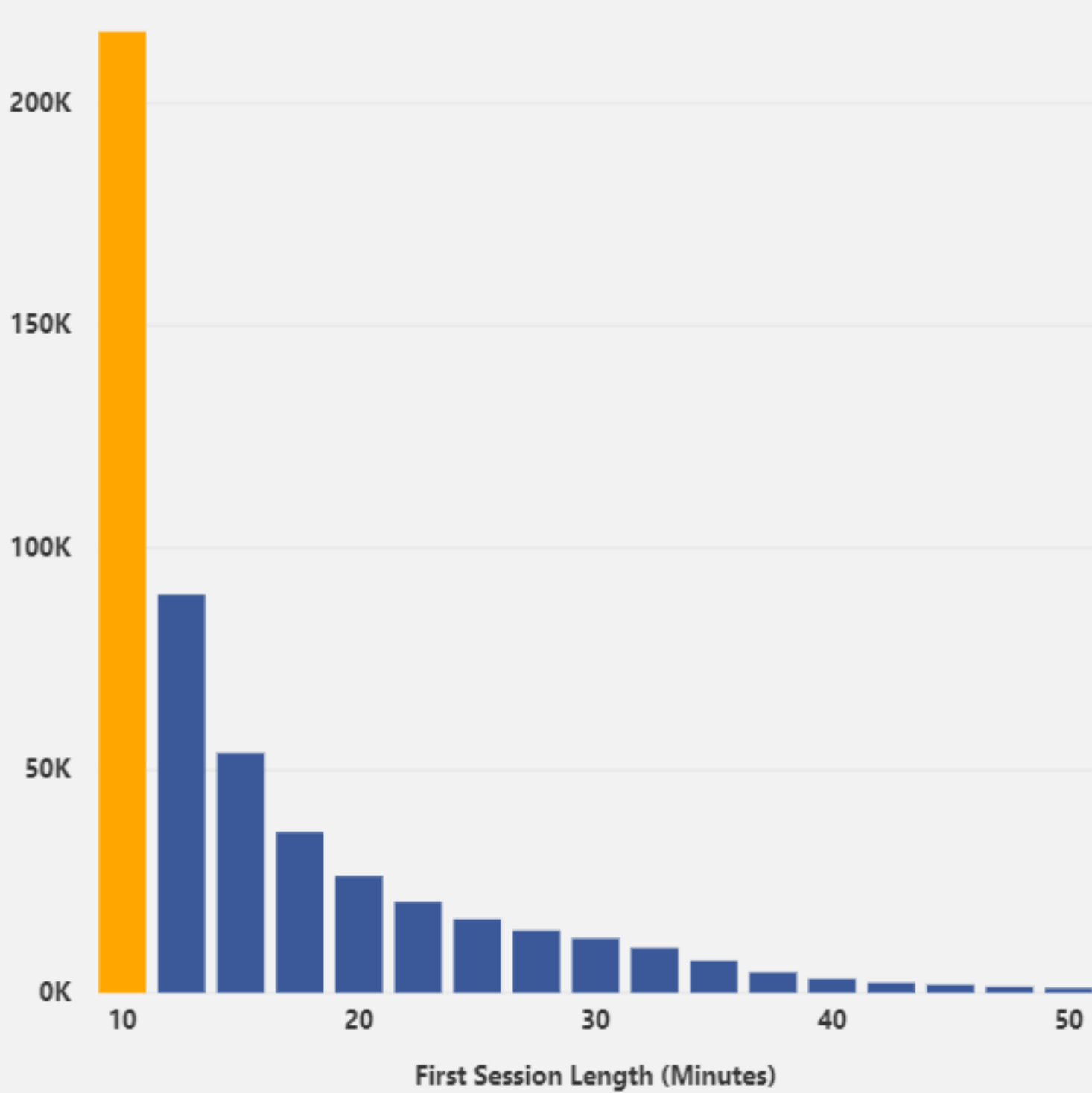




Players Count by First Session Length



(scaled)



1.50

Min First Session Length (0...

2.00

First Session Length 1st Qu...

3.50

First Session Length Median

5.00

First Session Length 3rd Qu...

8.50

Max First Session Length (0...

Registration Date

7/1/2017

10/31/2017

Registration Platform

- ☐ (Blank)
- ☐ amazon
- ☐ apple_appstore
- ☐ data_error
- ☐ facebook
- ☐ google_play
- ☐ nortal

Source

- ☐ MKT
- ☐ Viral

Payer*

- ☐ 0
- ☐ 1

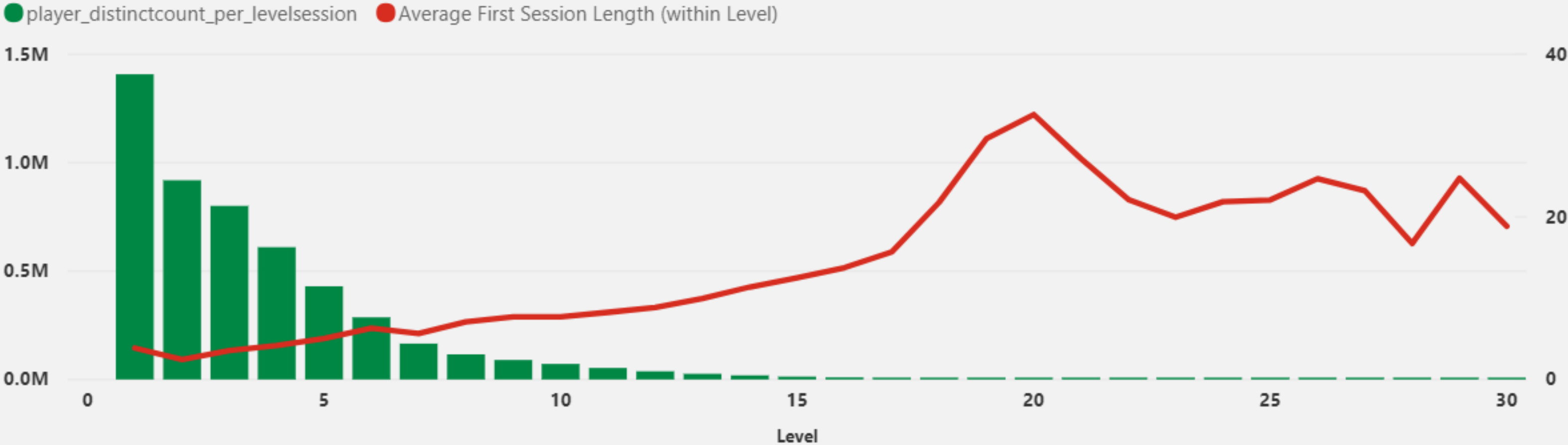
Registration Device

- ☐ (Blank)
- ☐ data_error
- ☐ desktop
- ☐ mobile

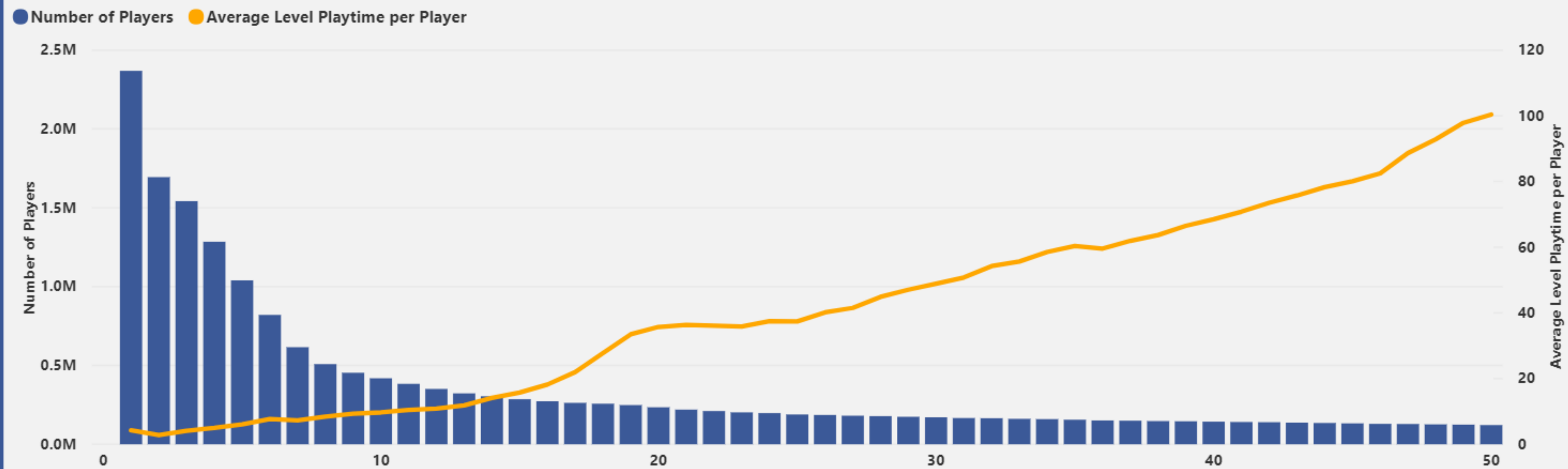
* Historically - with respect to level at that time



Players count by Level



Number of Players and Average Level Playtime per Player by Level



Registration Date

7/1/2017

10/31/2017

Levelup Date

7/31/2017

11/20/2017

Registration Platform

- ☐ (Blank)
- ☐ amazon
- ☐ apple_appstore
- ☐ data_error
- ☐ facebook
- ☐ google_play
- ☐ nortal

Source

- ☐ MKT
- ☐ Viral

Payer*

- ☐ 0
- ☐ 1

Level

0

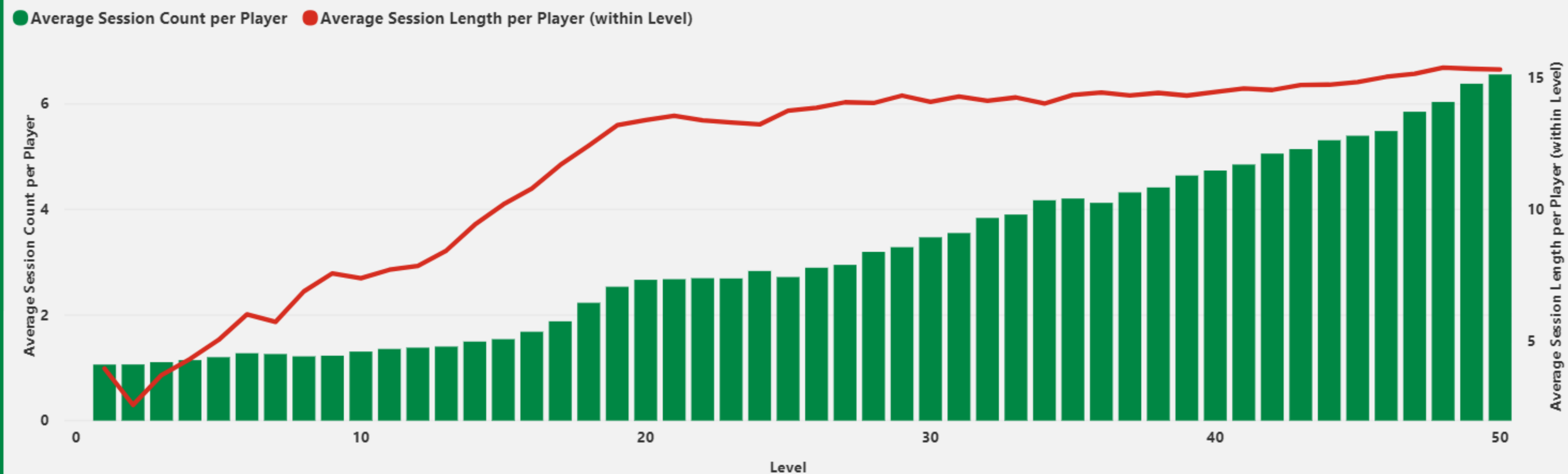
50

Registration Device

- ☐ (Blank)
- ☐ data_error
- ☐ desktop
- ☐ mobile

* Historically - with respect to level at that time

Average Session Count per Player and Average Session Length per Player (within Level) by Level



Outline

- **Before you Soft Launch?**

- AARRR + GQM
- Tracking / Events

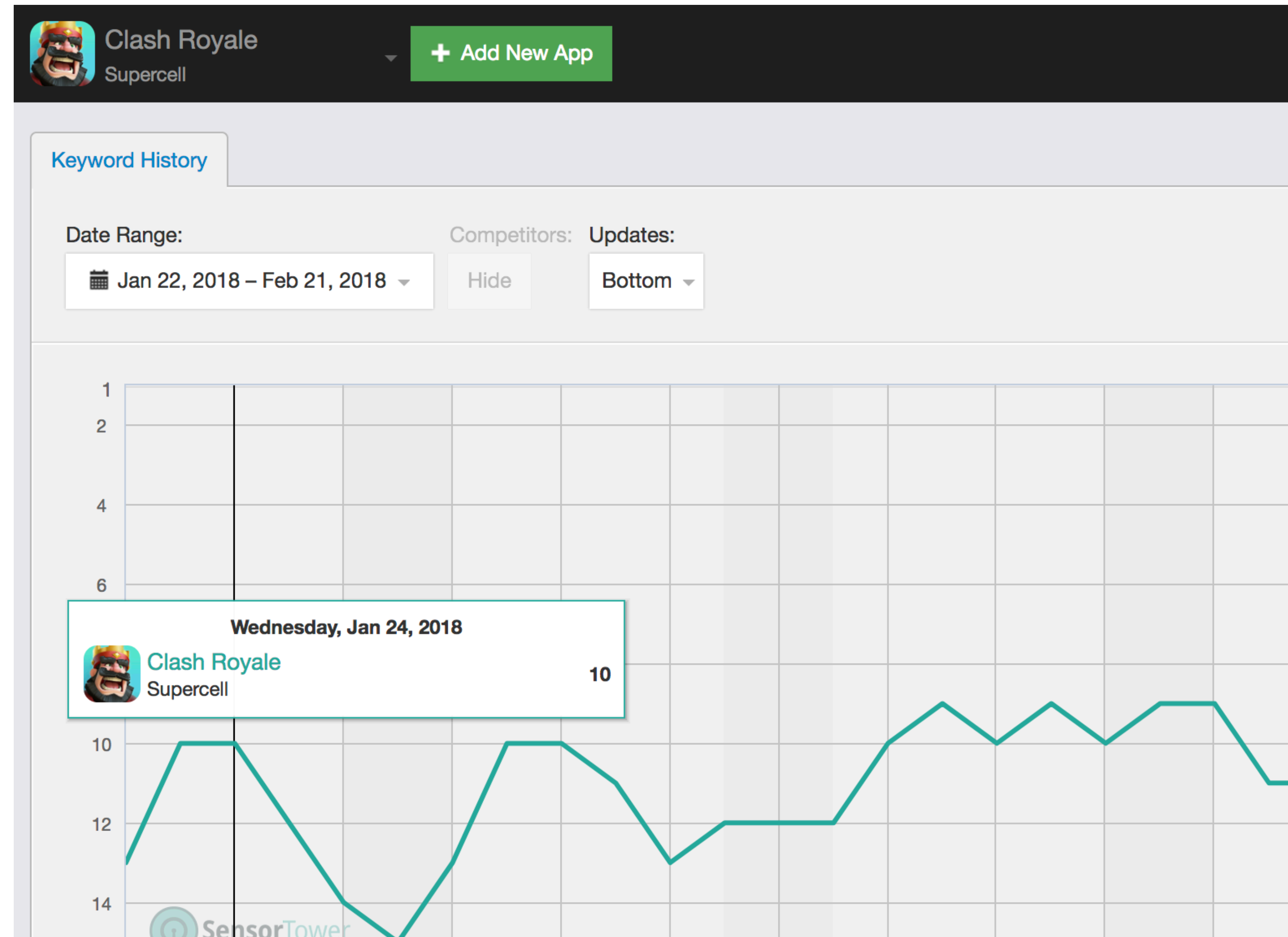
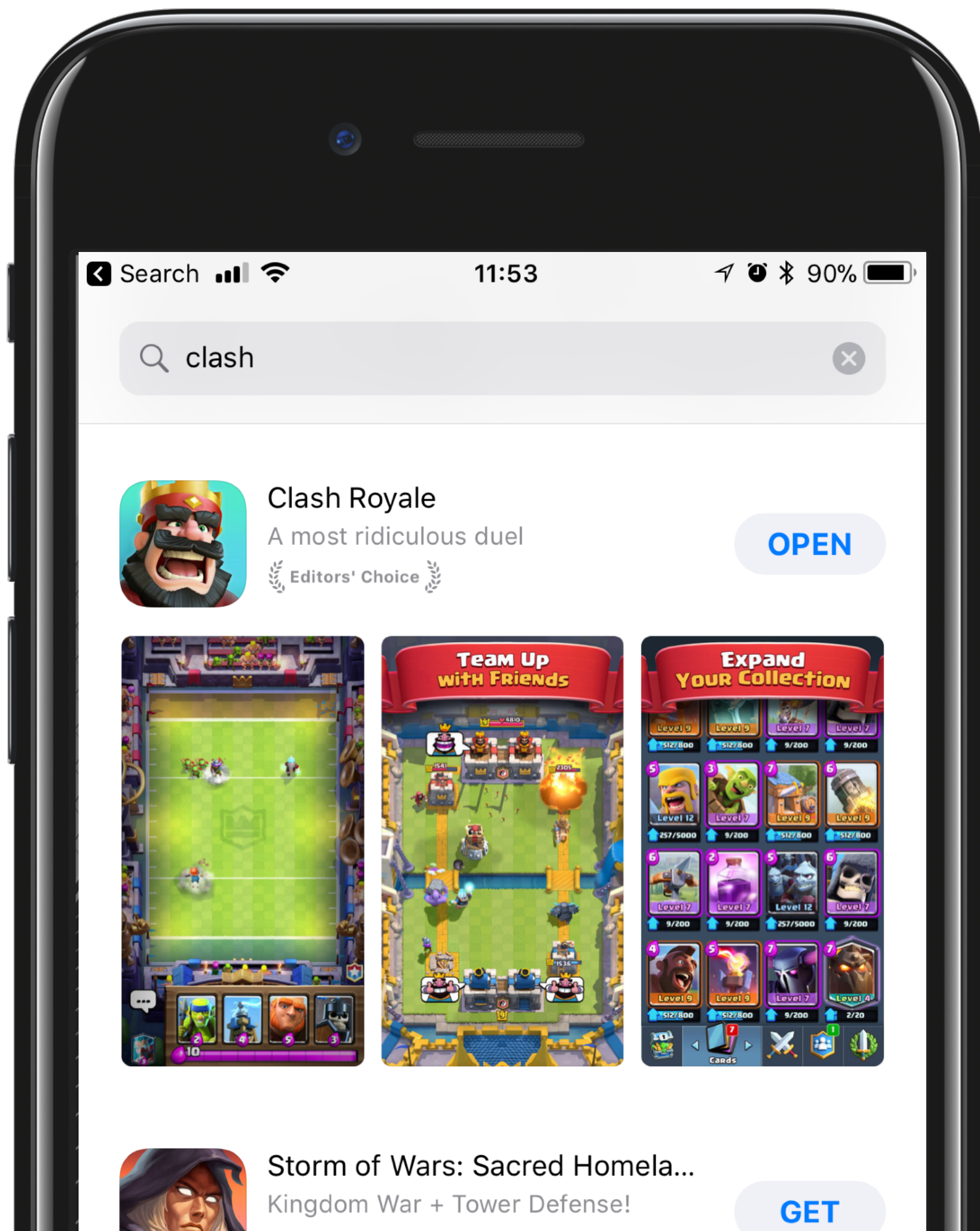
→ • **Audience / Location** ←



Where do my
fans live?

#MFTP

Find Competitors





● Clash of Clans

Mobile game

● Clash Royale

Mobile game

● Hay Day

Mobile game

+ Add comparison

Worldwide ▼

Past 12 months ▼

All categories ▼

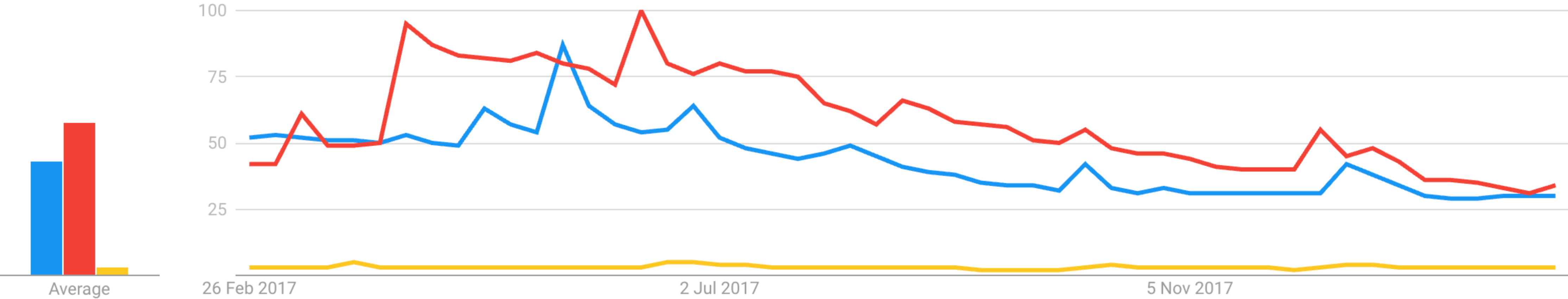
Web Search ▼

Interest over time ?

↓

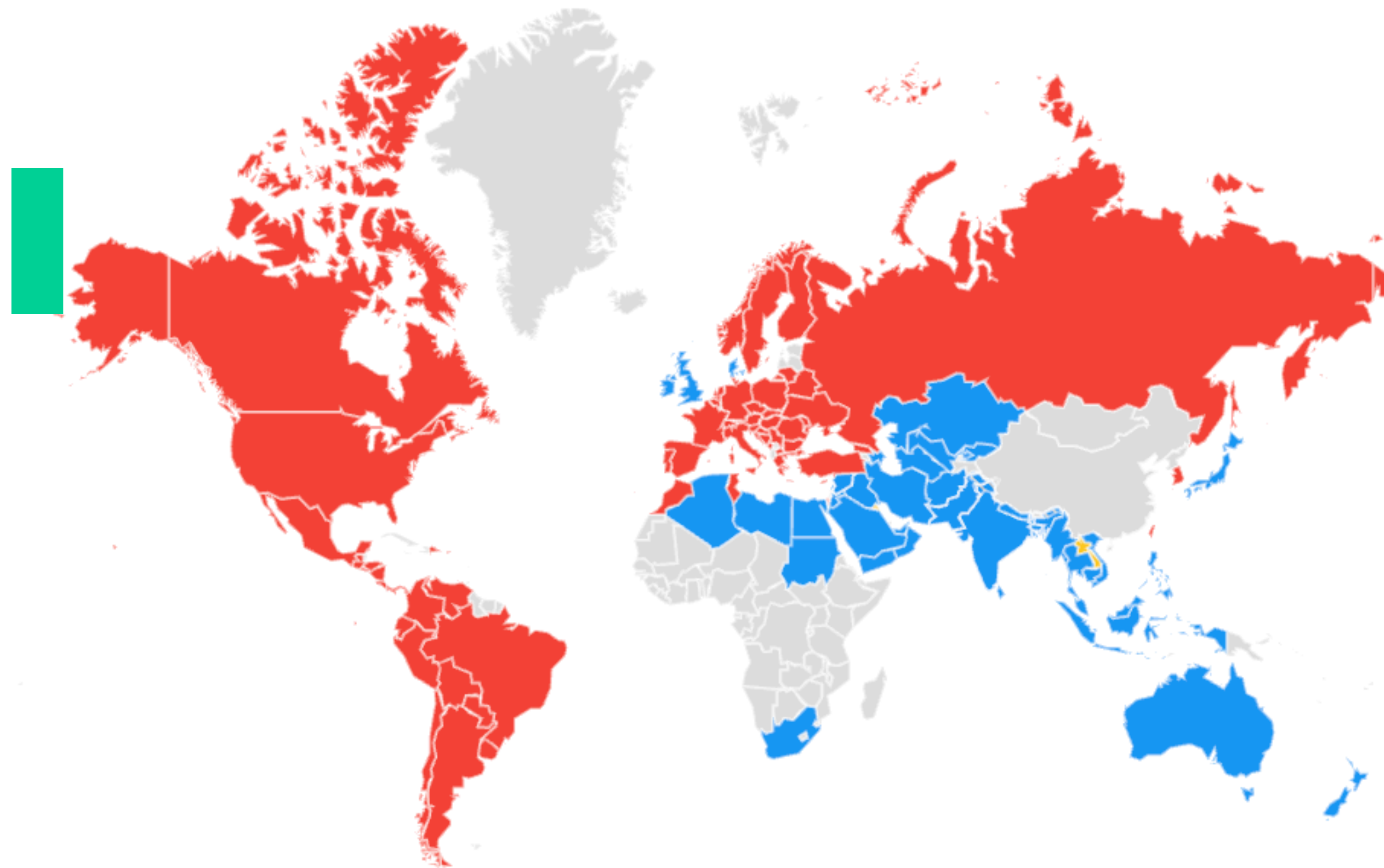
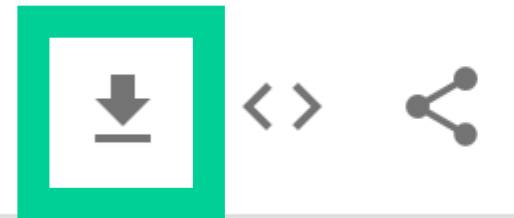
<>

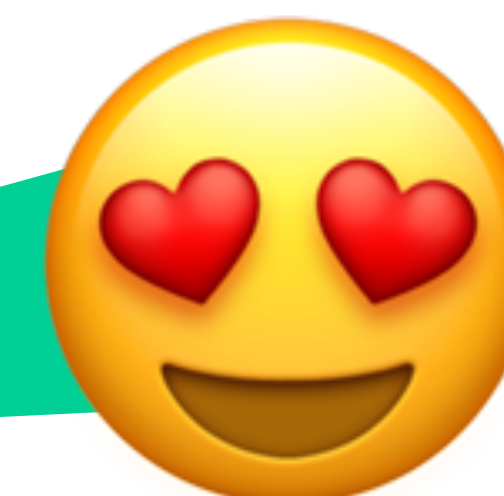
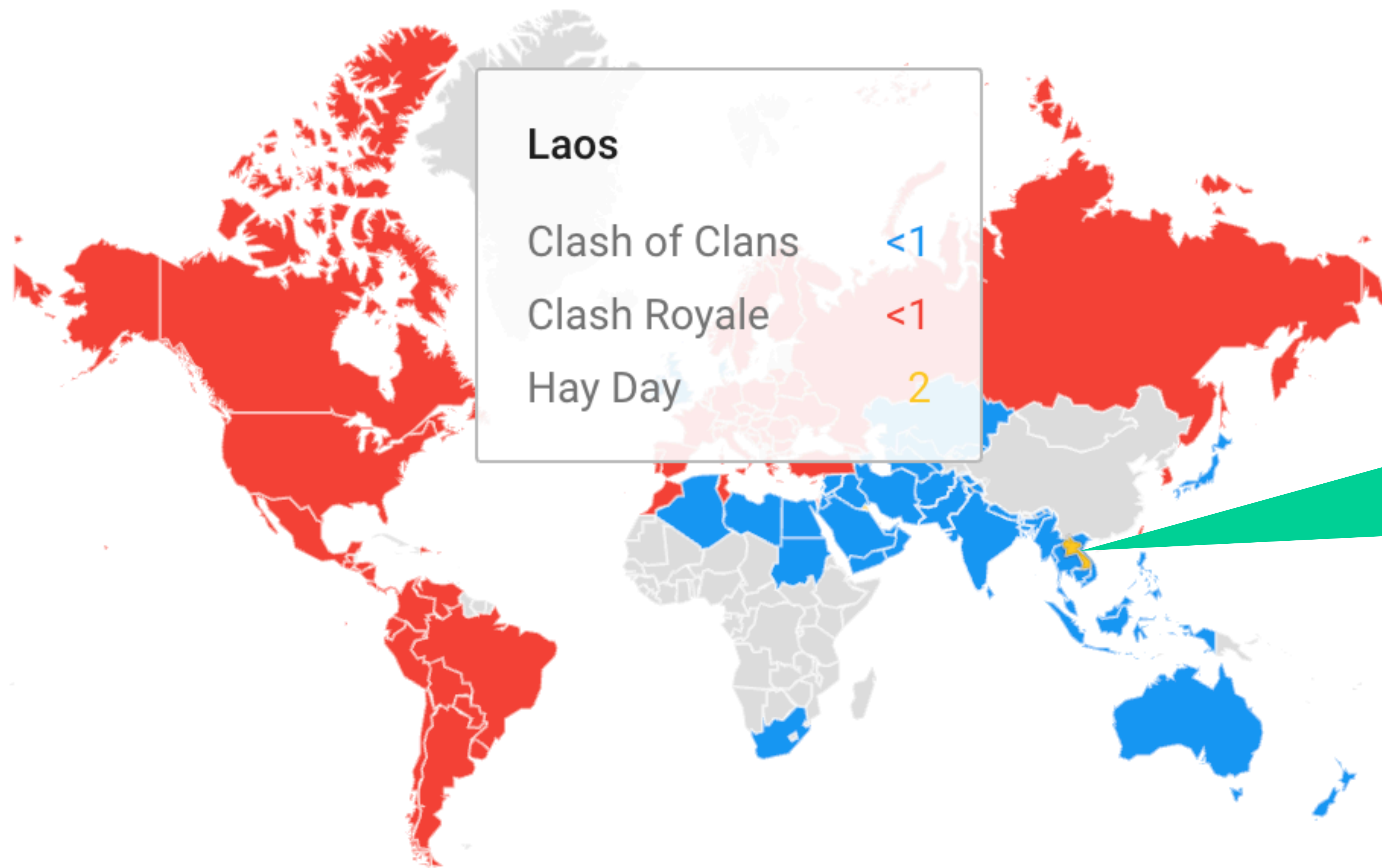
🔗



Export to CSV

Interest by region ?

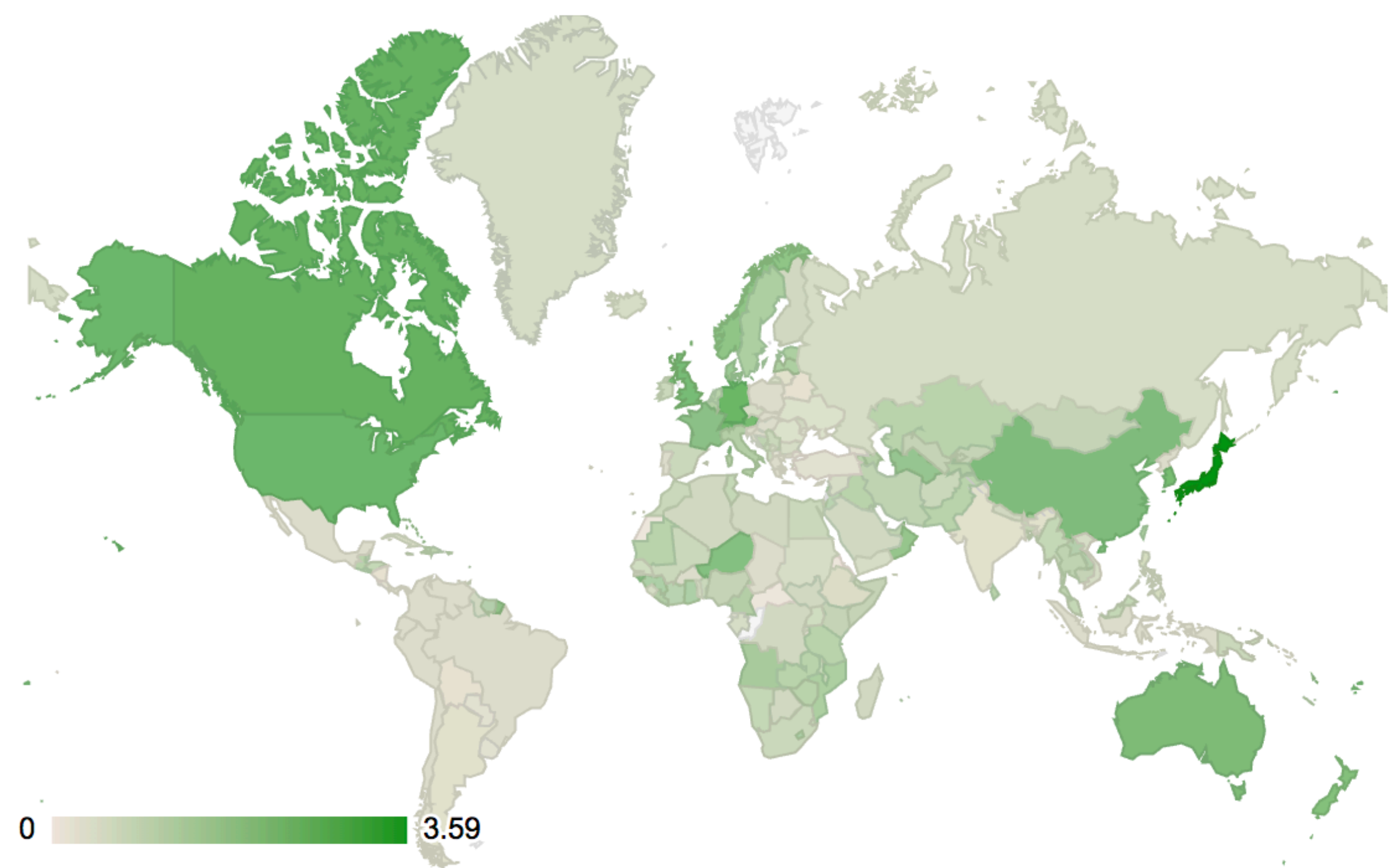




CPI Insights

Cost Per Install Data Based On Our Global Network

CPI by Country



Top 10 CPI by Country

Country	iOS
Japan	\$3.59
Northern Mariana Islands	\$2.64
Canada	\$2.20
Saint Vincent and The Grenadines	\$2.19
Germany	\$2.09
United States	\$2.07
Switzerland	\$1.99
Korea Republic of	\$1.90
American Samoa	\$1.90



What are my fans like?

#MFTP

FB Audience Insights

mobile
free
to
play

Custom Audience

ADDITIONAL ENTRIES

180 day webvisitor

+ Custom Audience

Top Cities	Top Countries	Top Languages
Countries	Selected Audience	
Finland	4%	<div></div>
Slovakia	1%	<div></div>
China	1%	<div></div>
Sweden	2%	<div></div>

Page Likes			
Facebook Pages that are likely to be relevant to your audience based on Facebook Page li			
Page	Relevance <i>i</i> ▼	Audience	Fac
PocketGamer.biz	1	381	7.4K
Casual Connect	2	449	13.7
GameAnalytics	3	197	18.3
Pocket Gamer	4	238	23.5

Limitations of Demographics

Behavior + needs
vary
within segments



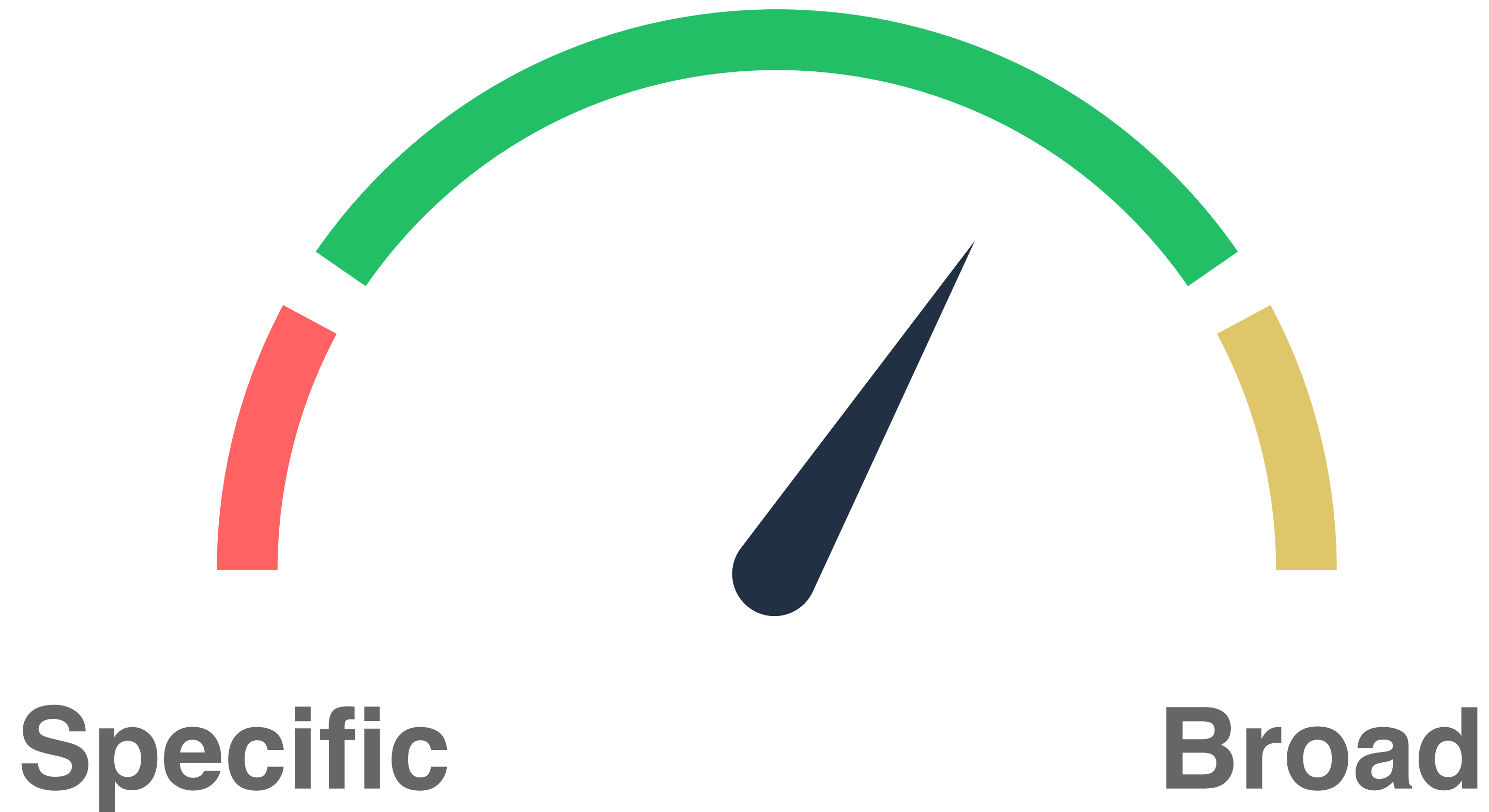
Ozzy Osbourne



Prince Charles

Male	Very Wealthy	Real Estate Owner
Born in 1948	Spends Winter Vacation in the Alps	Married for the second time
Grew up in		
2 Children	Success in	Likes

Audience Size



\$0!

#MFTP

Costs

	Backend / Analytics	Video / Creative	Marketing	Sum
Before you launch	0	\$500	\$200	\$700
Shoestring SL	\$50	\$50	3X (\$400)	\$1300
				\$2,000 Total

Video Ads - Be where gamers are

Top 12 Rewarded Video Providers for Mobile Apps

 Fyber

 receptiv



 unity ADS

 AdMob

 mopub

 APPROVIN

 ironSource

 Chartboost

 Tapjoy

 Vungle

 ADCOLONY

[Top 12 Rewarded Video Networks](#)

iMovie Cut Key Action



0 mins

30 mins

9 Gibbon

497/580

10 Gibbon

590/590

10 Gibbon

494/590

11 Gibbon

560/600

-97



Edit or Freelance



INVITED

Wow-How Studio

2D & 3D, Motion graphics, VR / AR and Illustrations, game art

\$1,000.00

\$100k+ earned

92% Job Suc

✉ Sent 2 hours ago:

Cover letter - Dear Tom, We can help!!!With pleasure! Breathtaking m
and video content. Would you be able to provide me with more det.



Relevant agency member

Alex I. Video Production, 2D Animation, 3D Animation, Moti

Most Useful

BEST

Specific



16:9
Full Landscape



1:1
Square
(Instagram and
Facebook Feed)



4:5
Vertical
(Instagram and
Facebook Feed)



2:3
Vertical
(Facebook only)



9:16
Full Portrait/Vertical
(Instagram Stories
and Facebook Feed)

Icon and Name Testing (\$200)

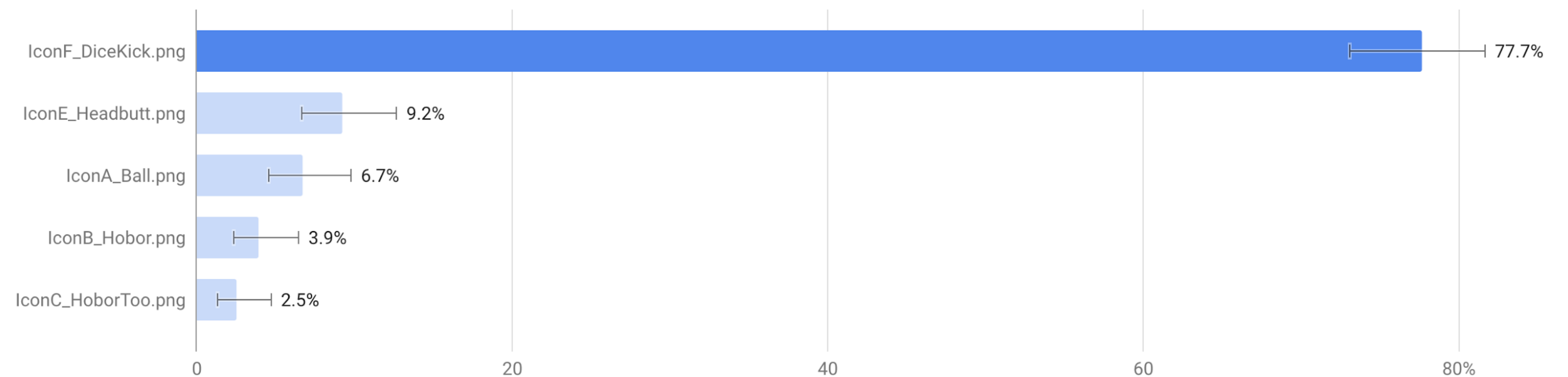


consumer
surveys

Dice Soccer City:

A new mobile game called **Dice Soccer City** is launching. Which icon best represents this game?

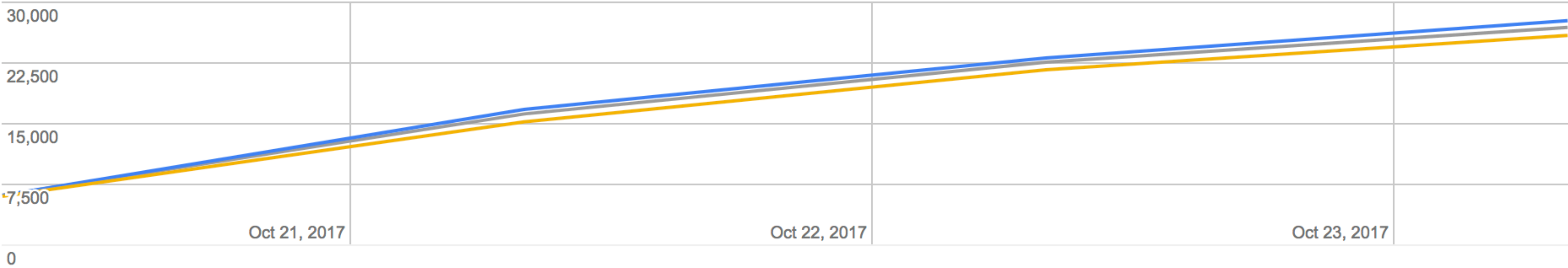
358 respondents ⓘ





Metric Installs on active devices ▼

The number of active devices on which each variant of the application is currently installed, scaled up to compensate for the different audience levels.



Variants		Audience ?	Current Installs ?	Scaled Installs ?	Performance ?	
					90% Confidence Interval	
Current Version		34.0%	9,143	26,891		
icon 2		33.0%	9,156	27,745	+0.6%	+6.3%
icon 3		33.0%	8,551	25,912	-6.1%	-0.7%

Costs

	Backend / Analytics	Video / Creative	Marketing	Sum
Before you launch	0	\$500	\$200	\$700
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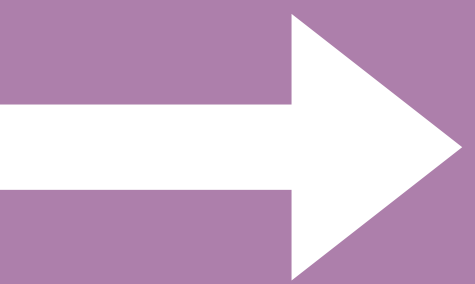


Outline

- Definition of a Soft Launch?
- Before you Soft Launch
- **Running a Soft Launch**

Outline

- **Running a Soft Launch**



- **Bursting**

- Analyzing

- Critical Descisions



Goal



Learn

Burst

#MFTP

Bursting



#MFTP



Signals, Signals, Signals

#MFTP



Prototype

Development

Global
Release



Prototype

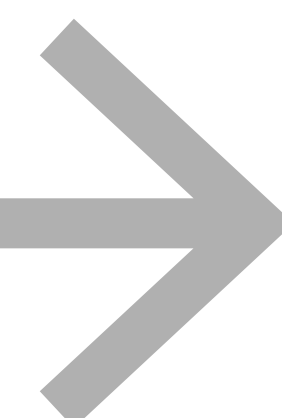
Development

Global
Release



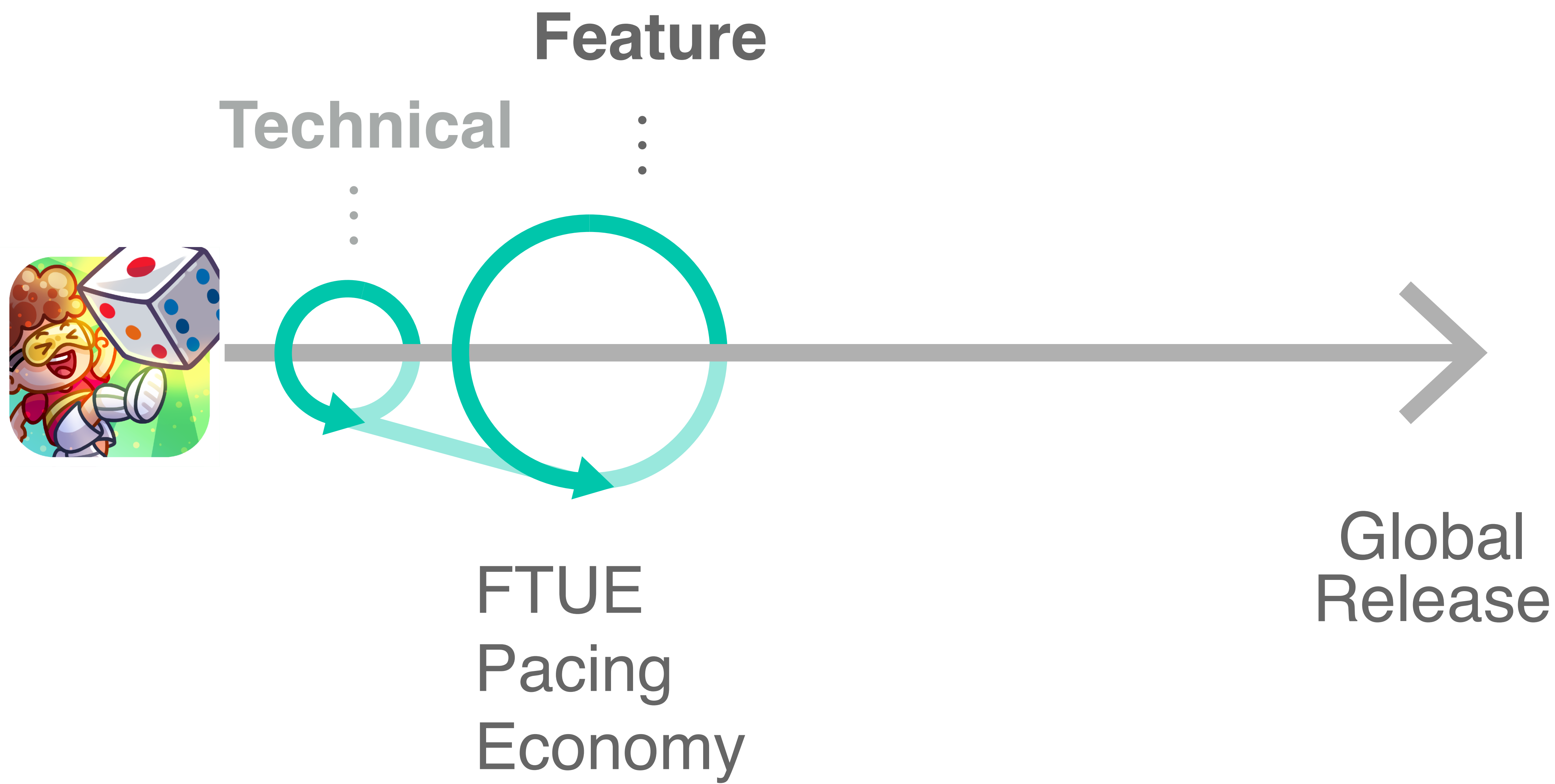
Technical

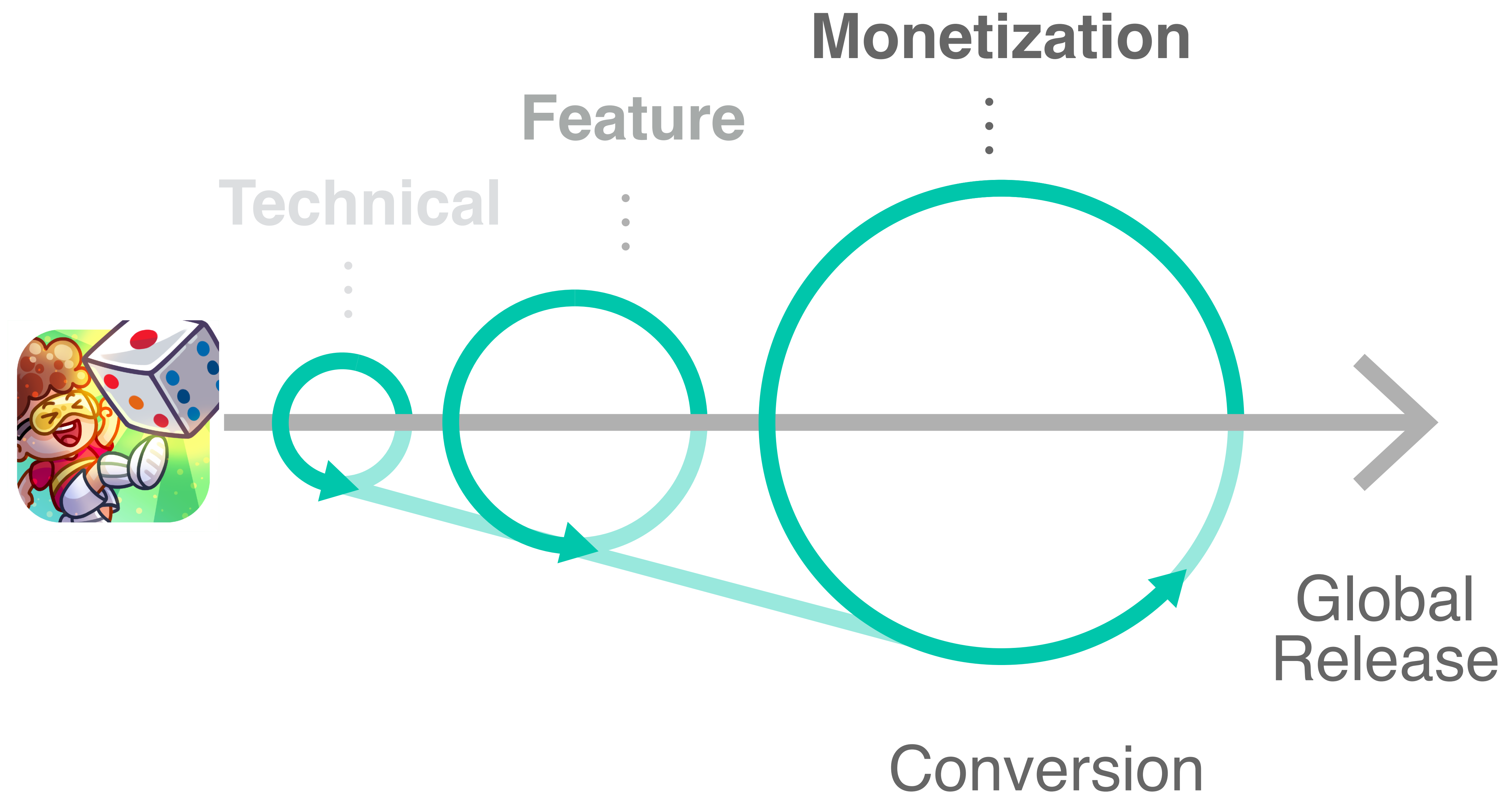
⋮



Marketing
PvP
Bugs

Global
Release





Limitations



Accuracy

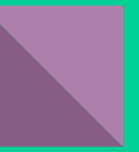


Scale

Lowest Benchmarks

30-40%	D1
15-20%	D7
8%	D30

Conversion Rate > 1.5%



FB Configuration

business.facebook.com

facebook for business

Email or Phone

jonesmancilla@gmail.com

Password

.....

Log In

☐ Keep me logged in

[Forgot your password?](#)

[Overview](#)

[How it works](#)

[FAQ](#)



Business Manager

Manage your ad accounts, Pages, apps and the people who work on them

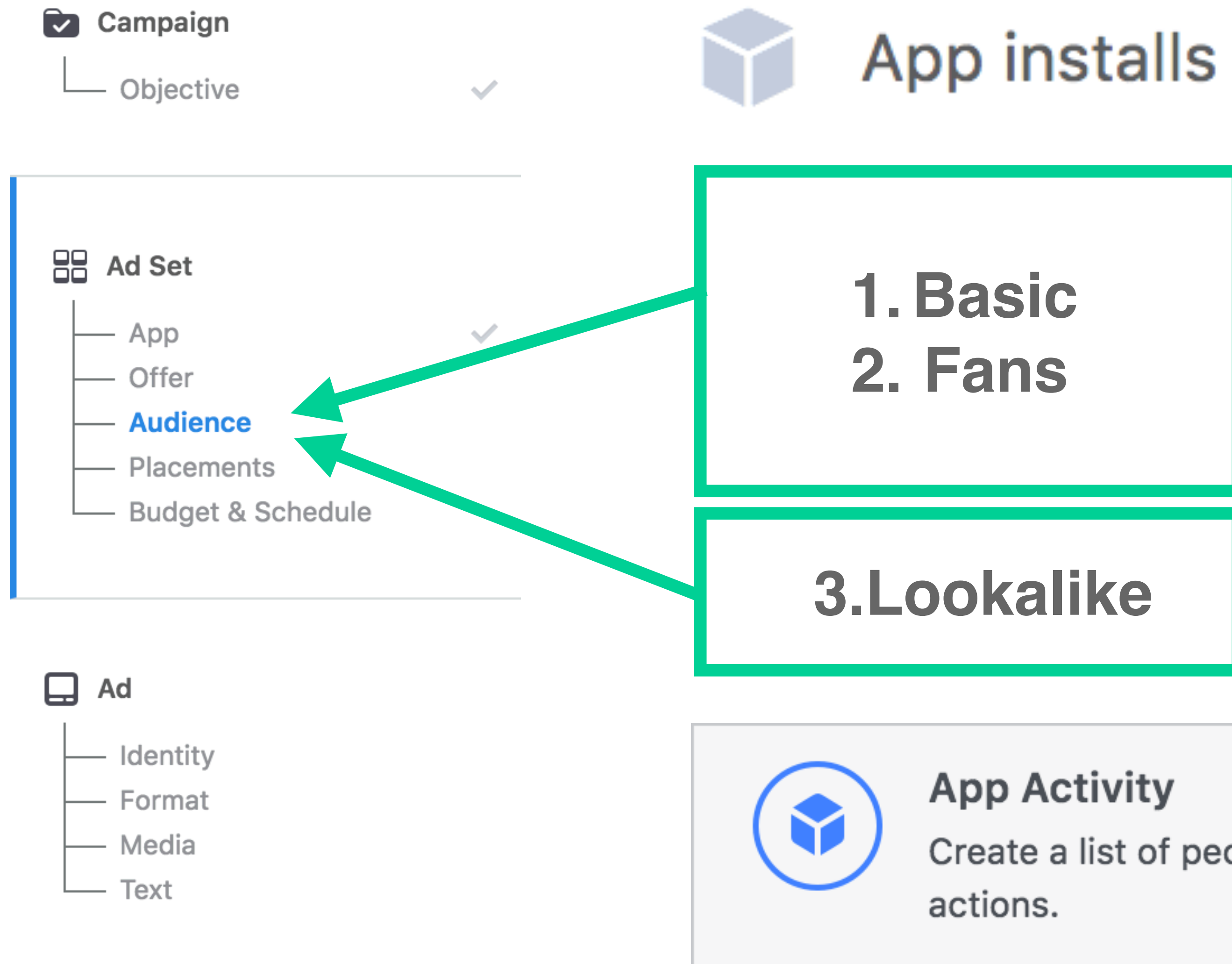


Everything in one place

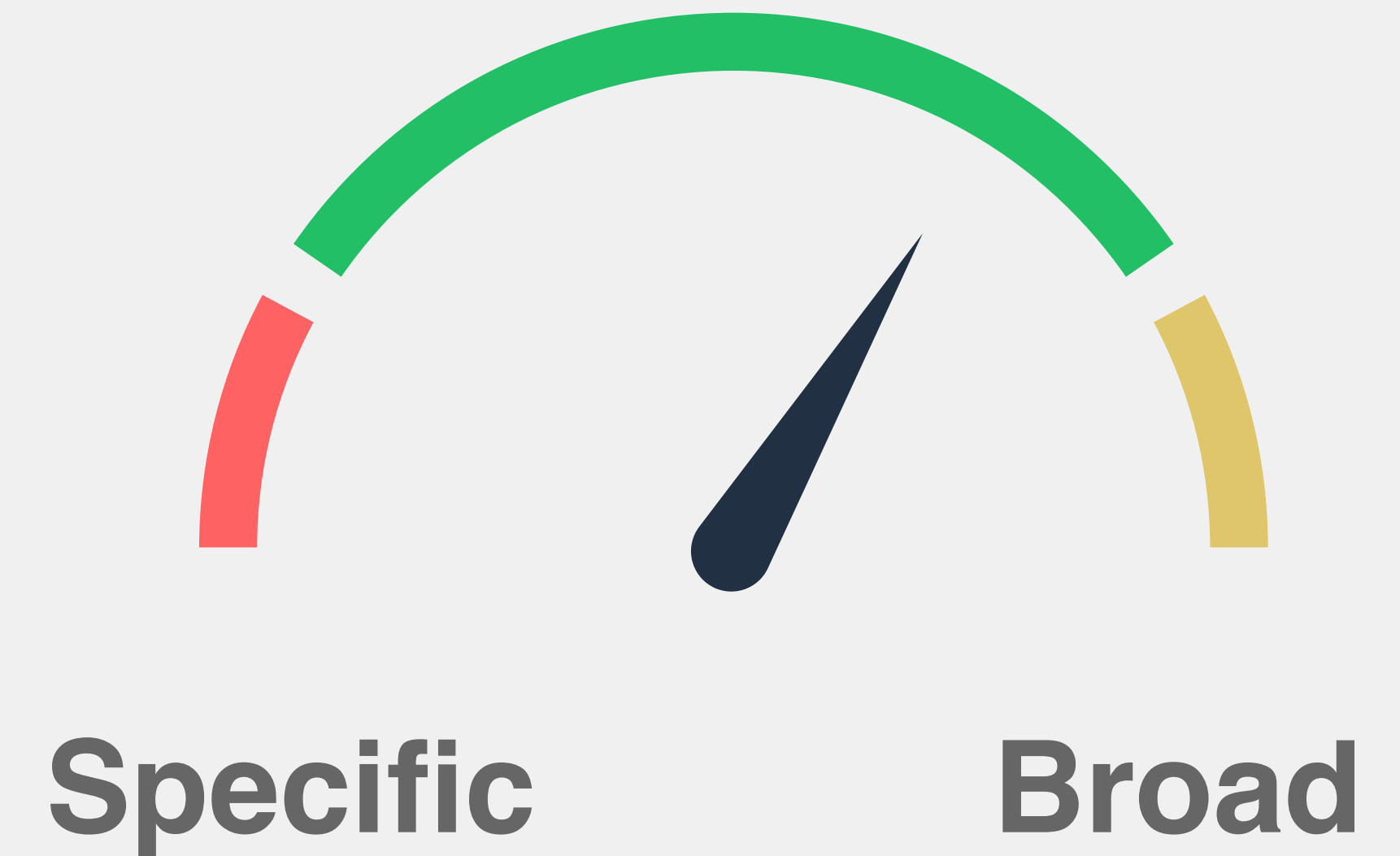
Work faster and better

Increased control

FB Audience



Audience Size



App Activity

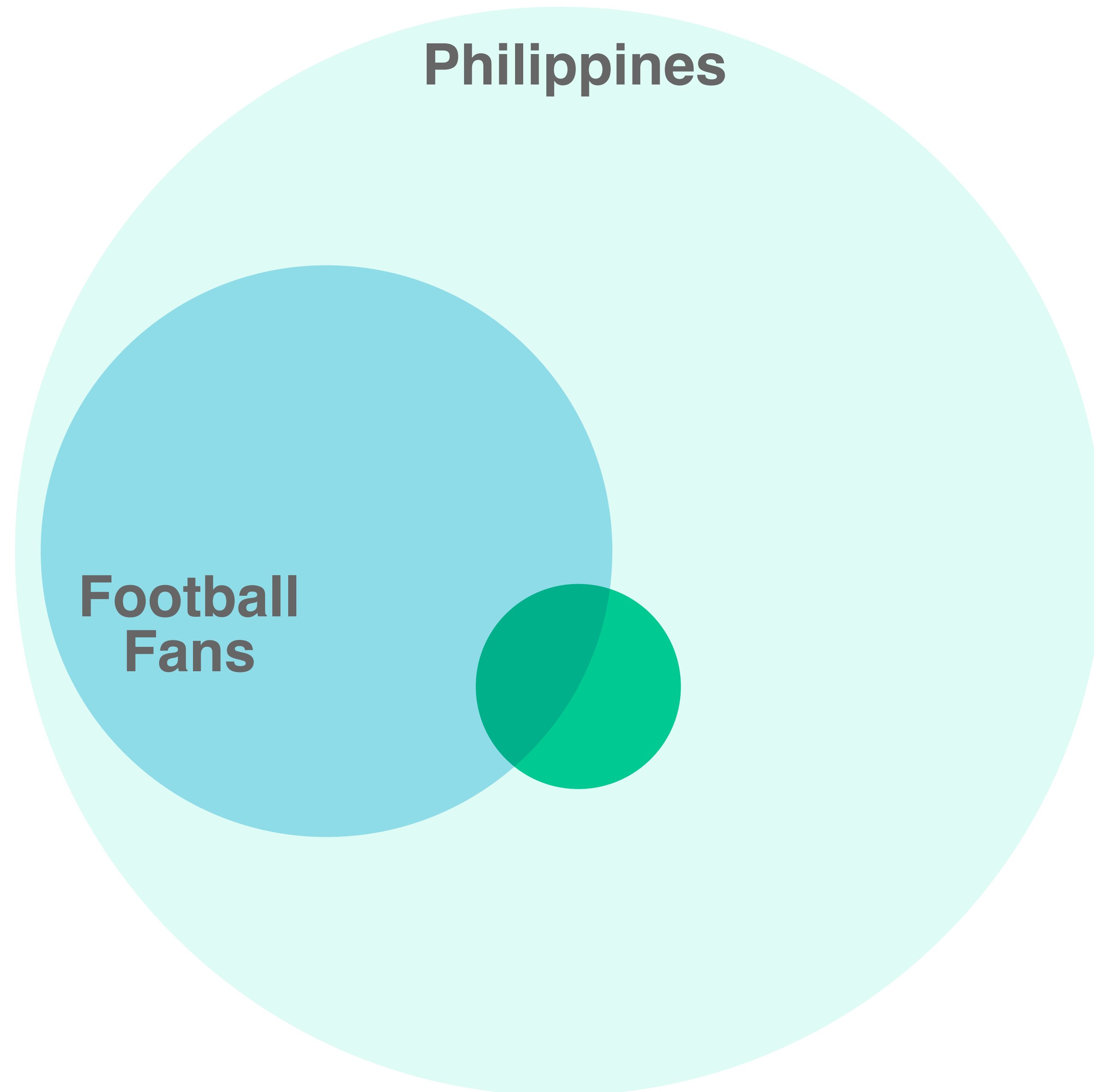
Create a list of people who launched your app or game, or took specific actions.

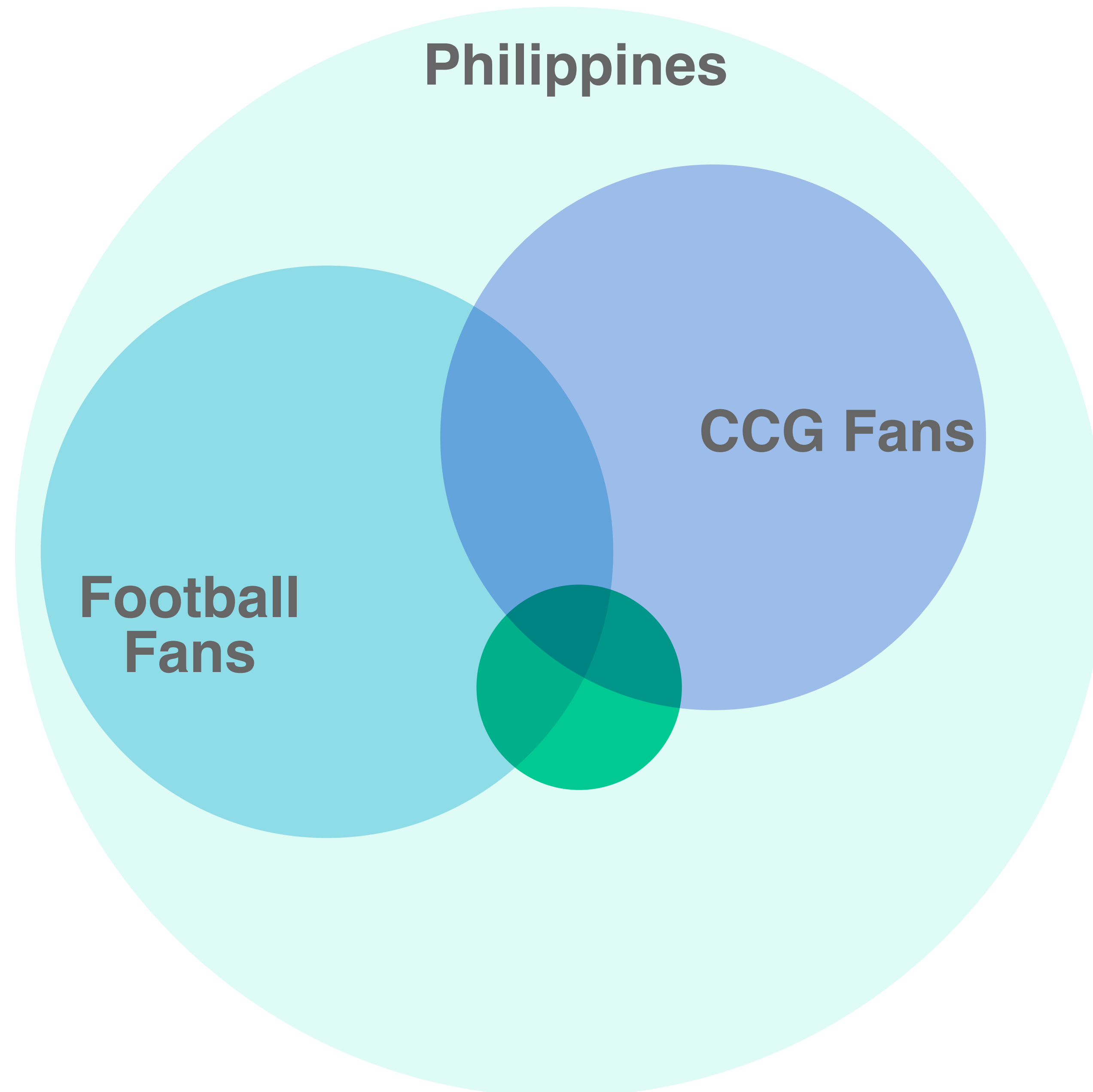
Philippines

**Dice
Soccer
Fans**



**Dice
Soccer**







Lookalike

FB Placements

☒ Campaign

└─ Objective ☒

☒ Ad Set

├─ App ☒
├─ Offer
├─ Audience
├─ Placements
└─ Budget & Schedule

☒ Ad

├─ Identity
├─ Format
├─ Media
└─ Text

Platforms

▼ Facebook	<input type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input type="checkbox"/>
In-Stream Videos	
Right Column	
Suggested Videos	<input type="checkbox"/>
▼ Instagram	<input type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	<input type="checkbox"/>
▼ Audience Network	<input type="checkbox"/>
Native, Banner and Interstitial	<input type="checkbox"/>
In-Stream Videos	
Rewarded Videos	<input checked="" type="checkbox"/>
▼ Messenger	<input type="checkbox"/>
Home	<input checked="" type="checkbox"/>
Sponsored Messages	



Schedule Ads

Budget ⓘ

Lifetime Budget ▾

£300.00

£300.00 GBP

Schedule ⓘ

Start



Mar 2, 2018



5:00PM

End



Apr 2, 2018



9:00AM

(London Time)

Your ad will run until **Monday, April 2, 2018**.

You'll spend up to **£300.00** total.

Ad Scheduling ⓘ

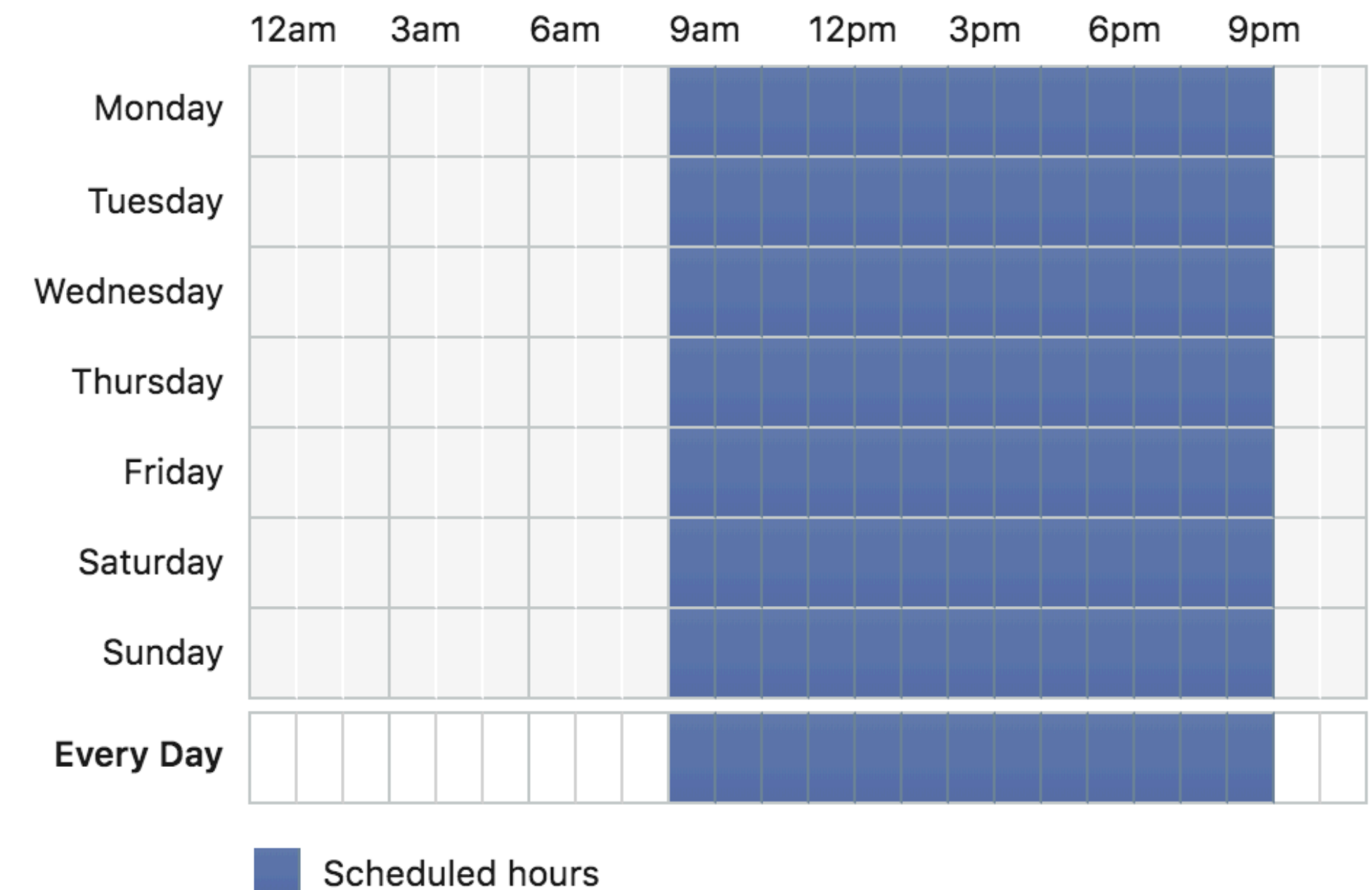
☐ Run ads all the time

☒ Run ads on a schedule

Use viewer's time zone ▾

... on the time zone of the person seeing it.

For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.



Optimize App Events



Optimization for Ad Delivery



App Events ▼

Select App Event



Purchase

Conversion window



7 days after clicking ▼

Bid Amount



☒ Automatic - Let Facebook set the bid that helps you get the most purchases at the best price.

☐ Manual - Set your desired cost per purchase



When You Get Charged



Impression

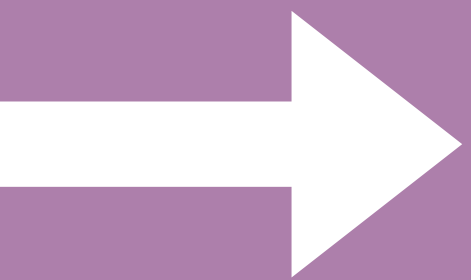
Outline

- **Running a Soft Launch**

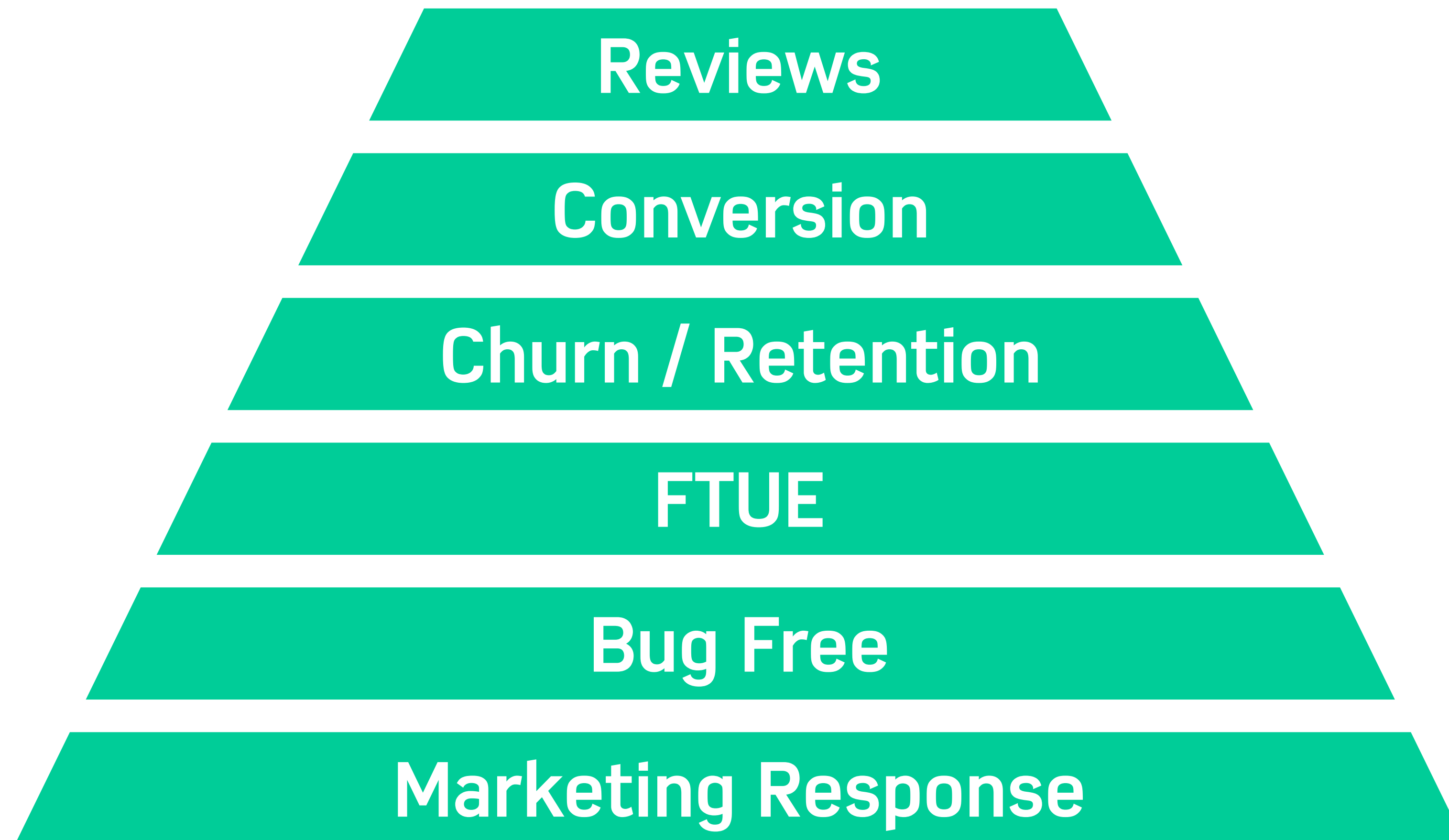
- Bursting

- **Analyzing**

- Critical Decisions



Signals of Strength



Customize Columns


Create

Duplicate

Edit

Preview

Create Rule

	Ad Name		Results	Reach	Cost per Result	Amount Spent	Releva Score	Mobile App Installs	3-Second Video Views	Video Percentage Watched	Video Average Wat...	Action
<input type="checkbox"/>	 Emoji Carousel – Soccer		93 Mobile A...	9,743	\$0.39 Per Mobil...	\$36.25	8	93	1,773	46.63%	2	2,88
<input type="checkbox"/>	 Slow City Gif – Soccer		409 Mobile A...	28,244	\$0.48 Per Mobil...	\$196.23	9	409	6,892	45.89%	3	11,09
<input type="checkbox"/>	 Vertical Video – Soccer		45 Mobile A...	3,951	\$0.90 Per Mobil...	\$40.42	8	45	942	13.49%	4	1,29
	► Results from 3 ads ⓘ		547 Mobile A...	37,563 People	\$0.50 Per Mobil...	\$272.90 Total Spent		547 Total	9,607 Total	43.06% Average	3 Average	15,25 Tot

Columns: TK SL

Performance (Default)

Delivery

Engagement

Video Engagement

App Engagement

Carousel Engagement

Performance and Clicks

Cross-Device

Offline Conversions

Targeting and Creative

Messenger Engagement

✓ TK SL

Customize Columns...

Set as Default

Reset Column Widths

Creative Review

Create

+ Duplicate

Edit

↺

↻


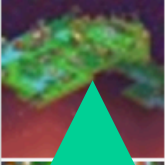

🗑

👤

↔

PreviewCreate Rule

Columns: TK SL ▾

	Ad Name	⚠	Results	Reach	Cost per Result ▾	Amount Spent	Releva Score	Mobile App Installs	3-Second Video Views	Video Percentage Watched	Video Average Wat...	Actions	CTR (All)	CPM (Cost p...
<input type="checkbox"/>	 Emoji Carousel – Soccer		93 Mobile A...	9,743	\$0.39 Per Mobil...	\$36.25	8	93	1,773	46.63%	2	2,838	1.66%	\$3.72
<input type="checkbox"/>	 Slow City Gif – Soccer		409 Mobile A...	28,244	\$0.48 Per Mobil...	\$196.23	9	409	6,892	45.89%	3	11,094	2.82%	\$6.14
<input type="checkbox"/>	 Vertical Video – Soccer		45 Mobile A...	3,951	\$0.90 Per Mobil...	\$40.42	8	45	942	13.49%	4	1,295	2.14%	\$8.90
	▶ Results from 3 ads ⓘ		547 Mobile A...	37,563 People	\$0.50 Per Mobil...	\$272.90 Total Spent		547 Total	9,607 Total	43.06% Average	3 Average	15,227 Total	2.51% Per Imp...	\$5.90 Per 1,000 ...

Best Creative

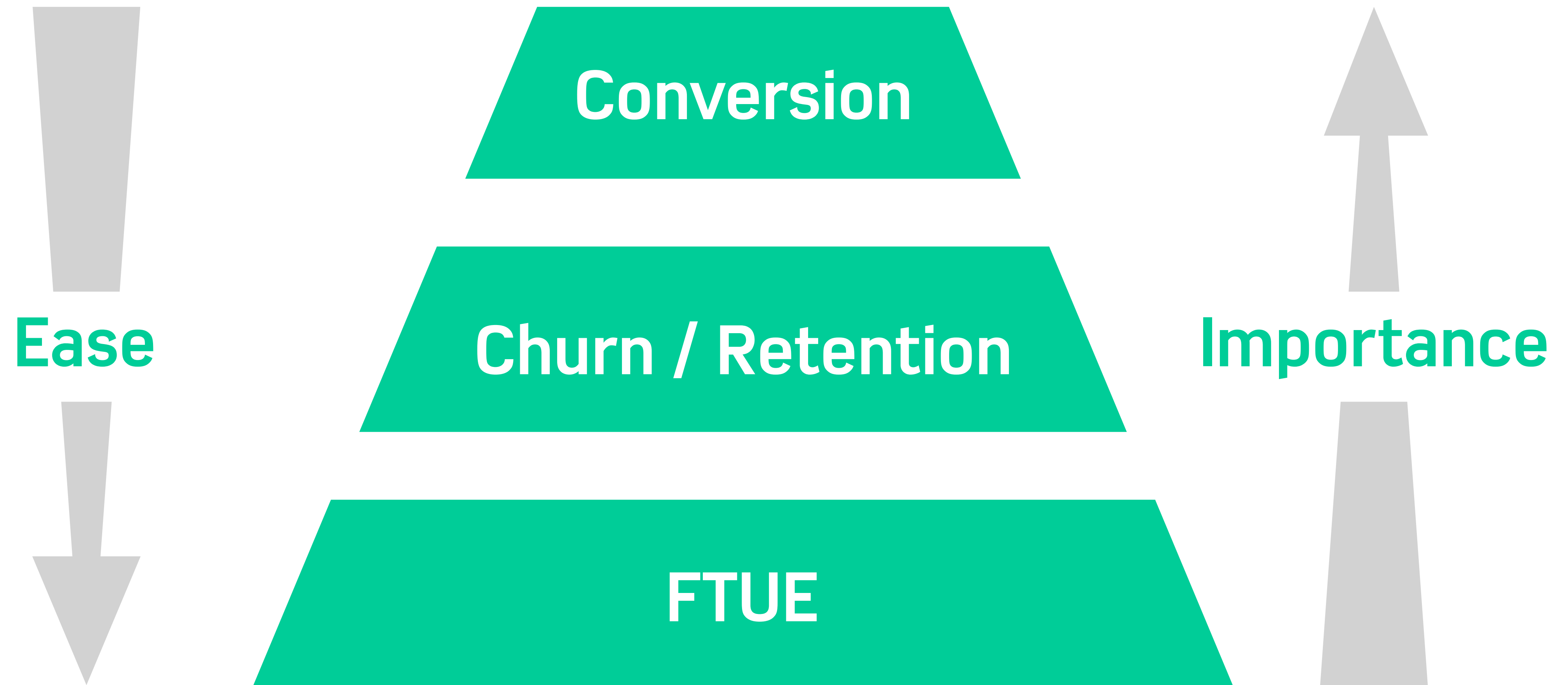
Performance

Desirability



Crashes Kill Games

Game Design



Reviews

4.661

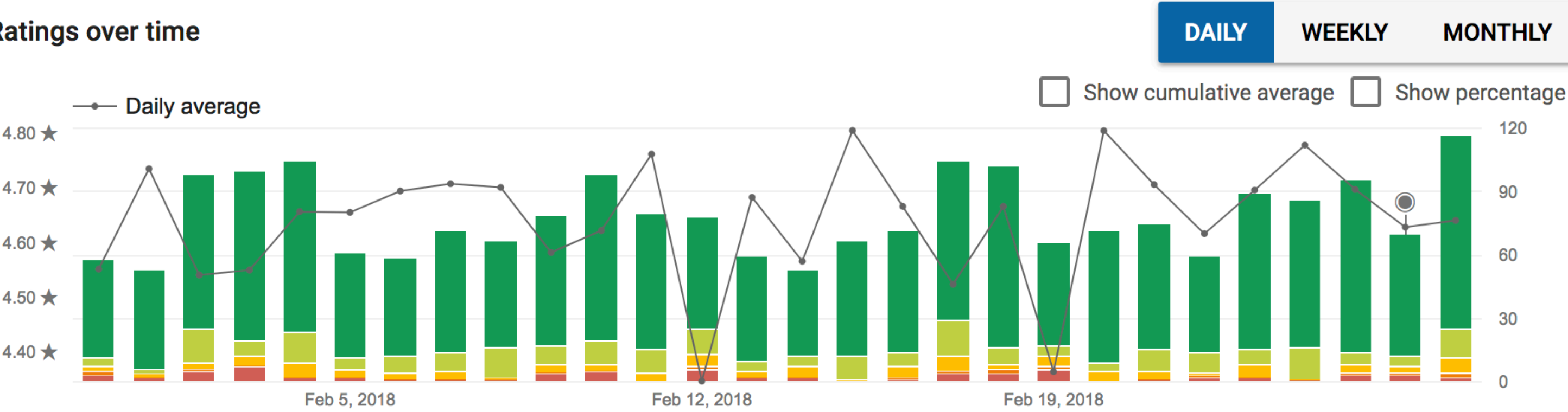
★★★★★



Total ratings
18,772

Ratings with reviews
9,436

Ratings over time



Edgars Pūcēns 3 Dec 2017 at 13:59 0 1

★☆☆☆☆
Hate when games don't have exit button or doesn't exits with Phone back button and have to force close it.

Device: [Galaxy A3\(2017\) \(a3y17lte\)](#)

App version: 6 (1.2.5)

OS: Android 7.0



10 Sep 2017 at 13:15 0 0

★☆☆☆☆
Auto-translated from Italian - [show original review](#)
TOO MANY HACKER! ARE EVERYWHERE! EVEN THE TIME TO REMOVE
MILLION !! PUT A BAN FOR HACKERS

Device: [Galaxy Grand Prime \(grandprimevelte\)](#)

App version: —

Signals of Strength

Signals inform
next cycle

\$\$\$\$ = Clearer signals

Reviews

Conversion

Churn / Retention


FTUE

Bug Free

Marketing Response


Pick Best / Fix Worst

Suggested App



The Tiger
Sponsored · 🌐

Enter the Jungle! 🐾 Come and play online with

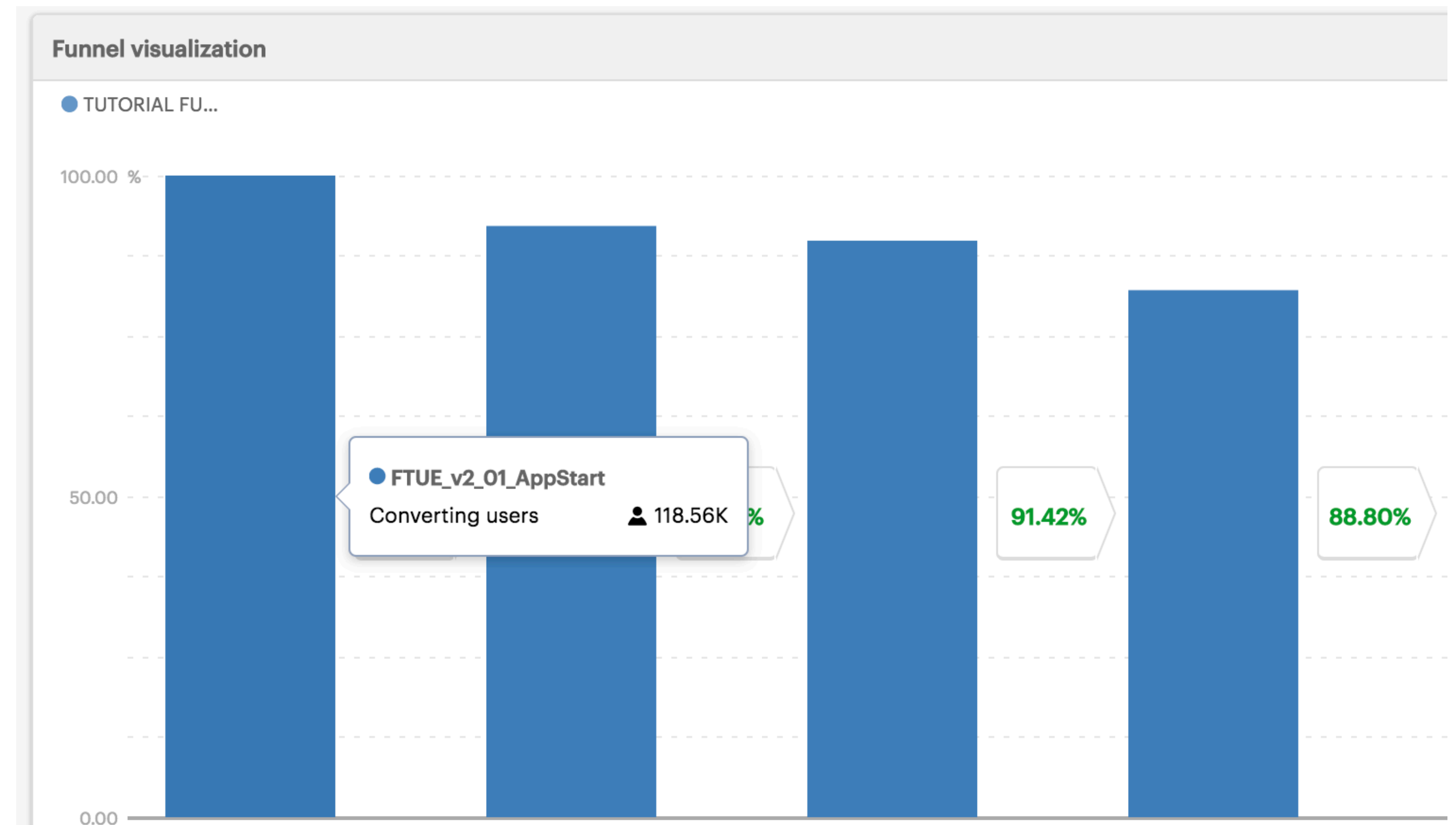


THE TIGER
ONLINE SIMULATOR

MULTIPLAYER RPG
FOR MOBILE

Join the Hunt! [INSTALL NOW](#)

👍 Like 💬 Comment ➦ Share



GQM

- **Did I get valid data?**
- **Was my Question answered?**
- **Did I reach my goal?**

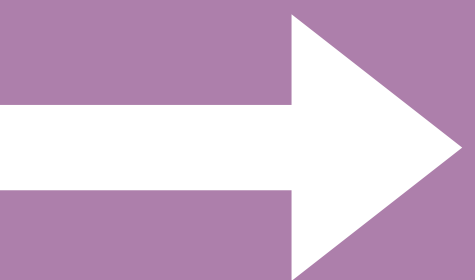
Move Forward

- **Crash rate $< 0.001\%$**
- **FTUE Complete $> 70\%$**
- **Ad CTR $> 1.5\%$**
- **Review Score > 4**

Outline

- **Running a Soft Launch**

- Bursting
- Analyzing



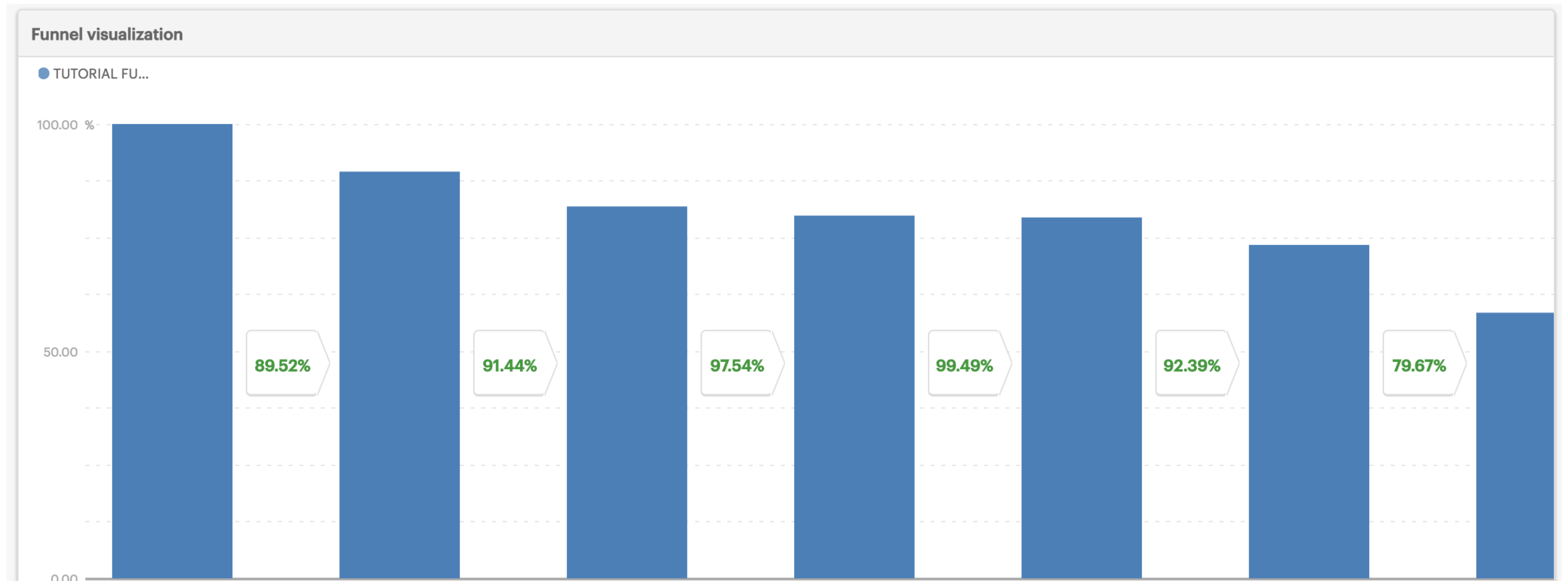
- **Critical Decisions**



Are they stuck?



FTUE - Every Second Counts



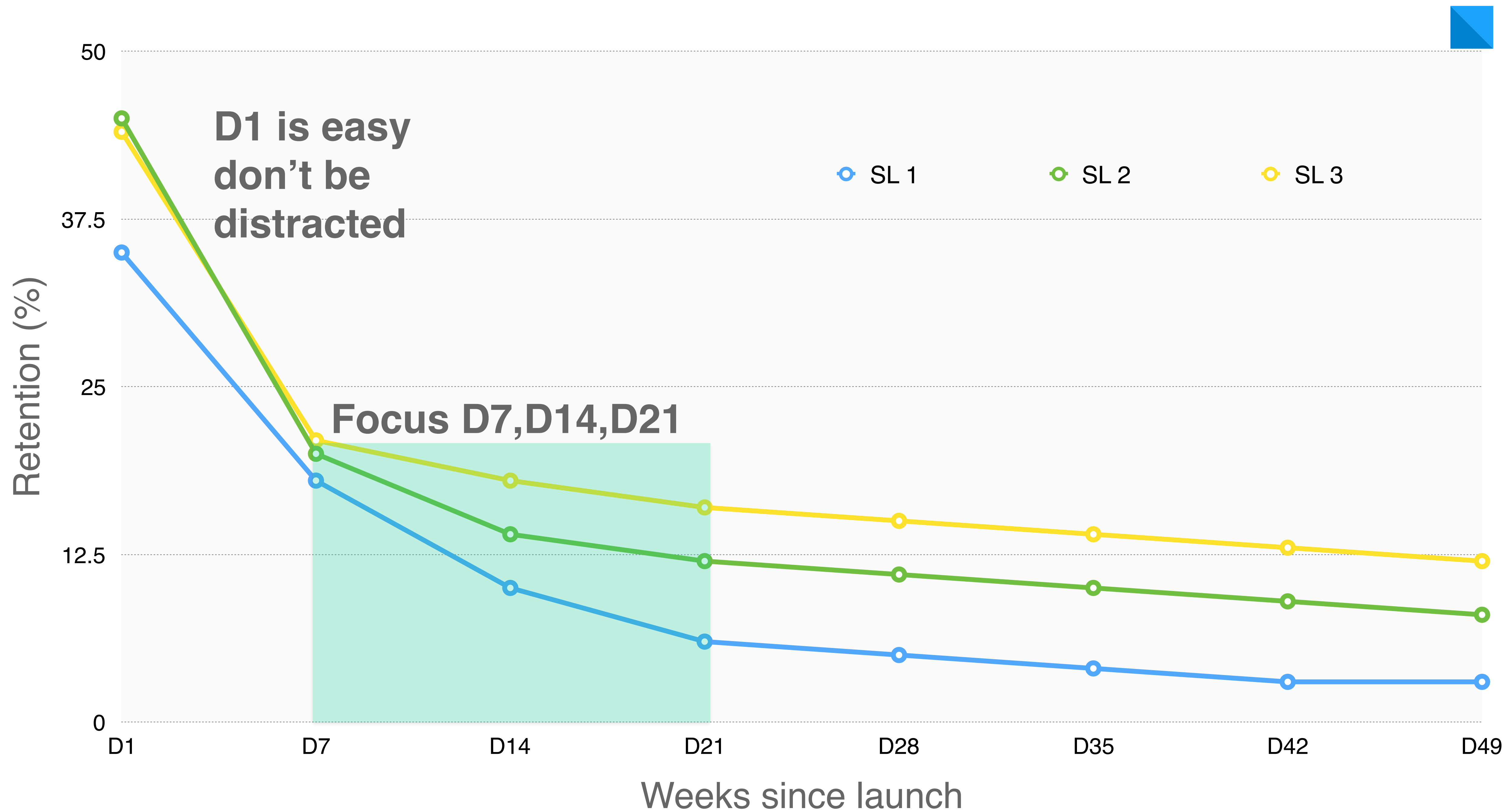
Bad Marketing = big drop in first 2 Steps.

Technical breaks = big drop in Download / Registered install

Game Boredom = slow and steady decline.



Will it Stick?



LOTR Metric tipping point?

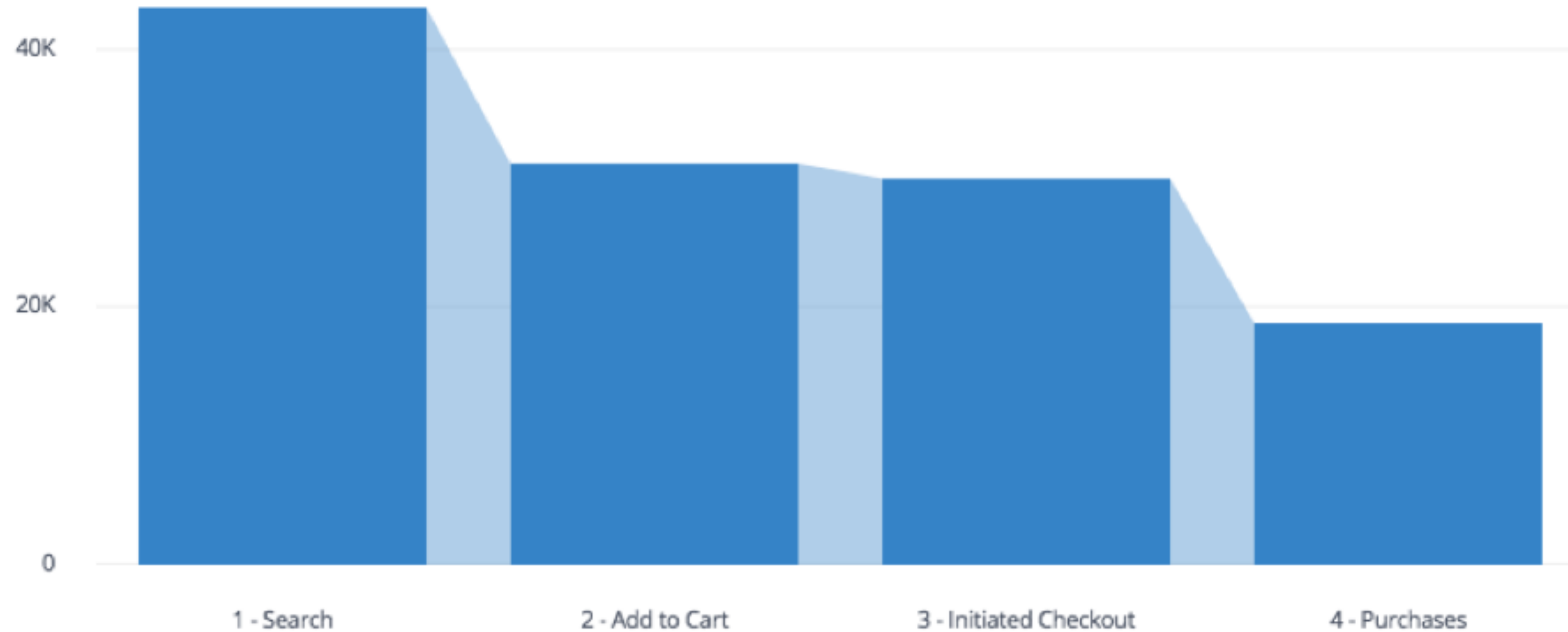




Does it Stack?

Conversion is King

Your Funnel: 43% Conversion Rate



Does it Scale?





Marketing



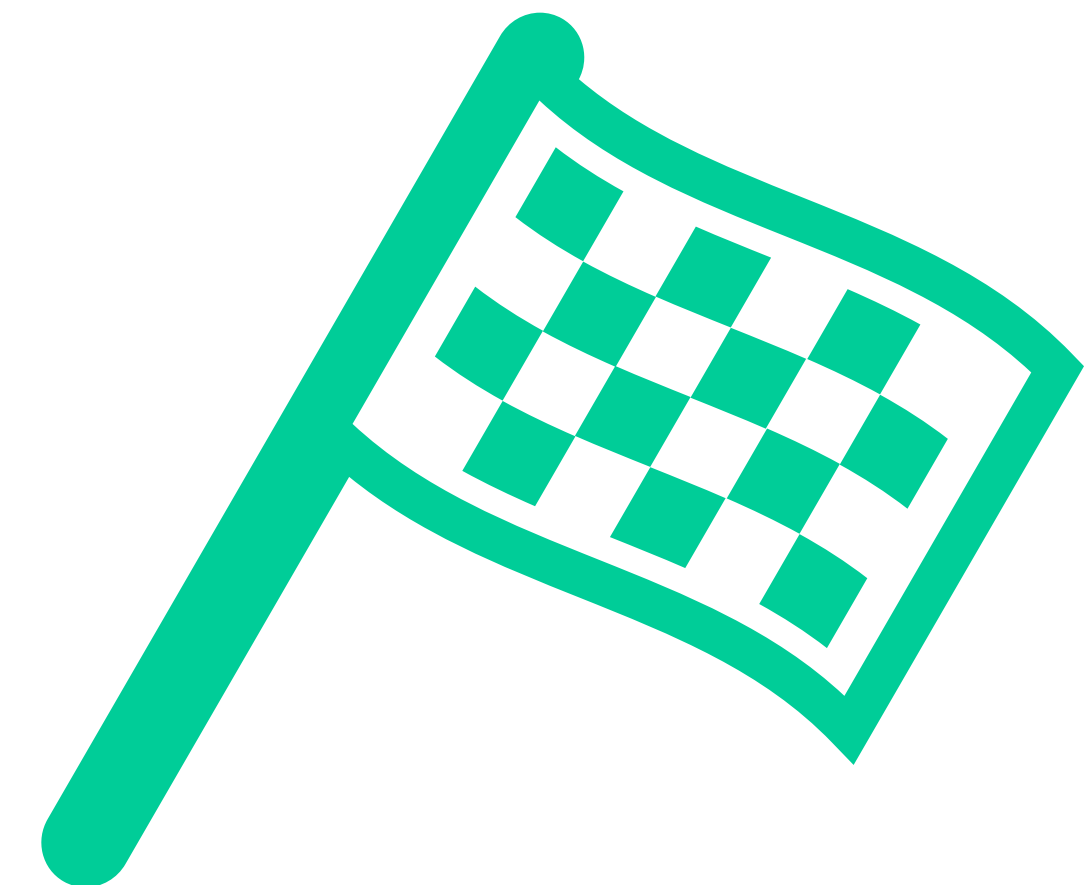
Mechanics



Economy



Content



#MFTP



Take Aways

- **ASAP + Core Loop + Monetization**
- **Data, AARRRR + GQM, Fans**
- **Bursting, Signals, Critical Decisions**

Any questions?

mobile
free
to
play

Tom Kinniburgh
Director

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#MFTP