



GDC MOBILE
SUMMIT

Mobile Game Launch Best Practices: Working with the Platforms

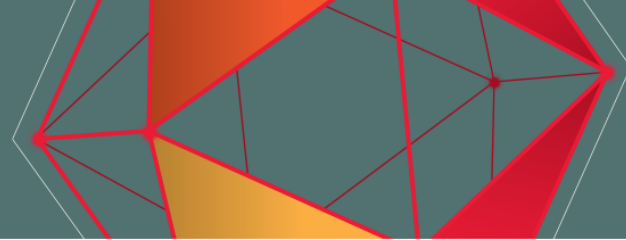
Kevin Flynn
Co-Founder, Mobile Game Partners

GDC

GAME DEVELOPERS CONFERENCE® | MARCH 19-23, 2018 | EXPO: MARCH 21-23, 2018 #GDC18



UBM



Bio



Kevin Flynn
Co-Founder
Mobile Game Partners

About Me

Co-founder of Mobile Game Partners, bringing years of experience and contacts in the mobile gaming industry to the table in helping independent game developers world-wide.

Experience:



Mobile Game Partners

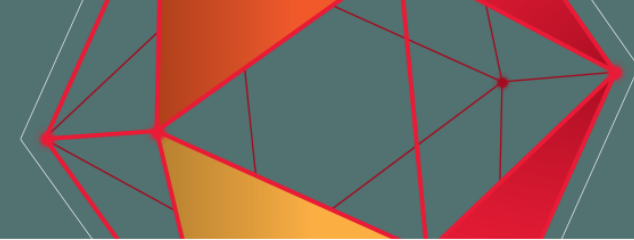


CROWDSTAR



Our Clients:

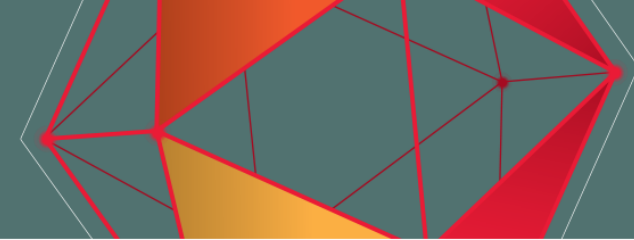




High Level View

- History of Platform Features
- What is Featuring Today
- Differences Between Google & Apple (*and others!*)
- Best Practices on Platform Relationships

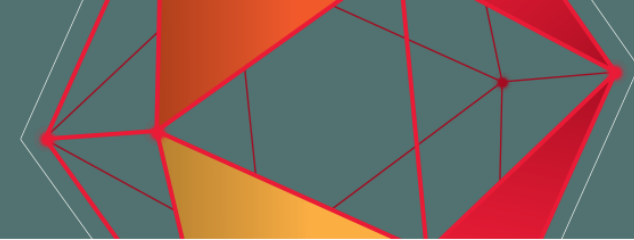




Popular Misconceptions of the Platforms

- Apple doesn't care as much about metrics (and Google only cares about them)
 - Each platform evaluates many different facets of each game
- Google features are done by algorithm
 - Google uses algorithms to assist the placement of games they have picked
- If you don't get featured, your launch has failed
 - Launch is one step of a very long journey
- Featuring will guarantee your success
 - Many games even with Editor's Choice have failed within months
- What worked in the past will work today

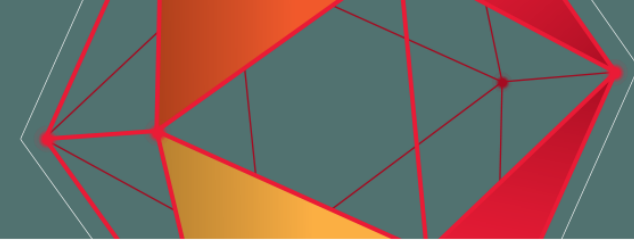




History of Featuring

- Featuring was increasingly effective until it peaked around 2012
 - Editor's Choice results
 - Holiday results
 - "Other" results
- Make or break vs. nice to have
- Apple featuring greatly outperformed Google until 2017
- Store ranks & effects on organic traffic
 - Increase per "step" up

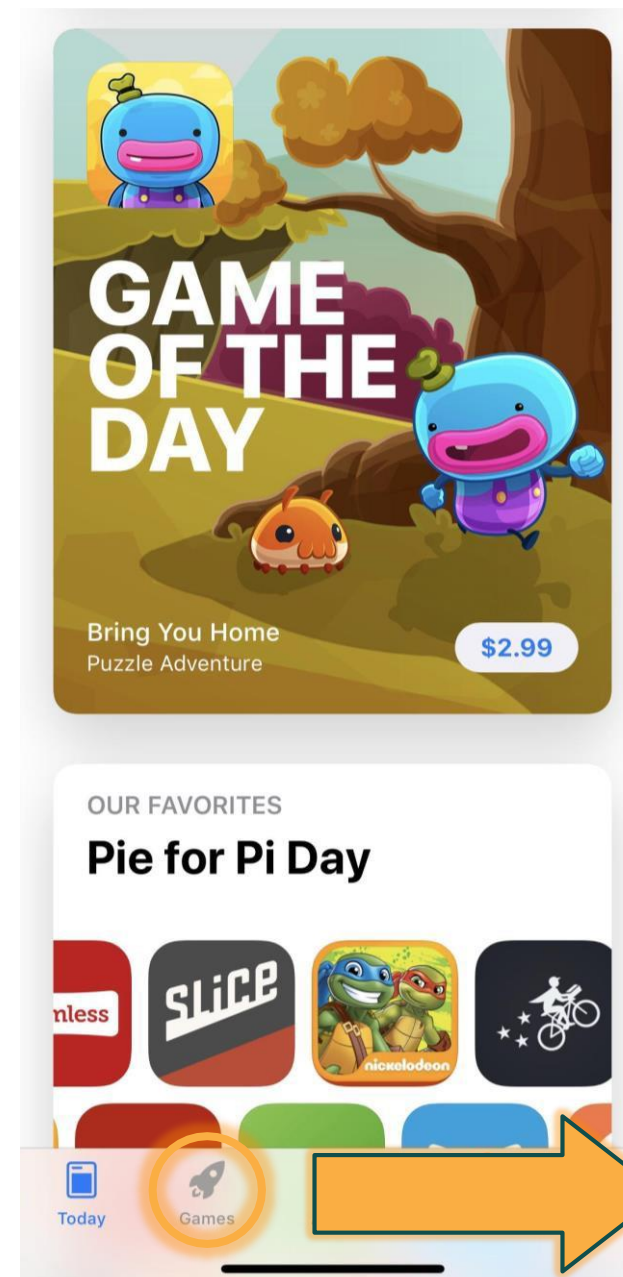




Featuring Today (Apple)



- iOS 11: Daily updates, more curated
- Games specific tab
 - New Games
 - What We're Playing
 - Apple Tech Specific (*iPhone X, Metal, AR*)
 - Editorial
 - Pre-Orders
 - Updates
- Less emphasis on Top Charts
- Editor's Choice vs. Game of the Day
- Stories



Games



NEW GAME

The Bonfire: Forsaken Lands
High-risk home design



New Games We Love

[See All](#)



The Sims™ Mobile
Play with life.

GET

In-App Purchases



The Bonfire:
Forsaken Lands
Build, survive and discover.

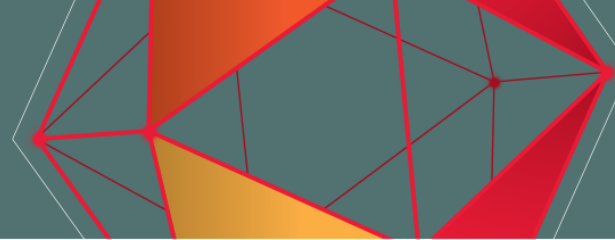
\$3.99



Monster Merge
Grow Your Monster
Collection

GET

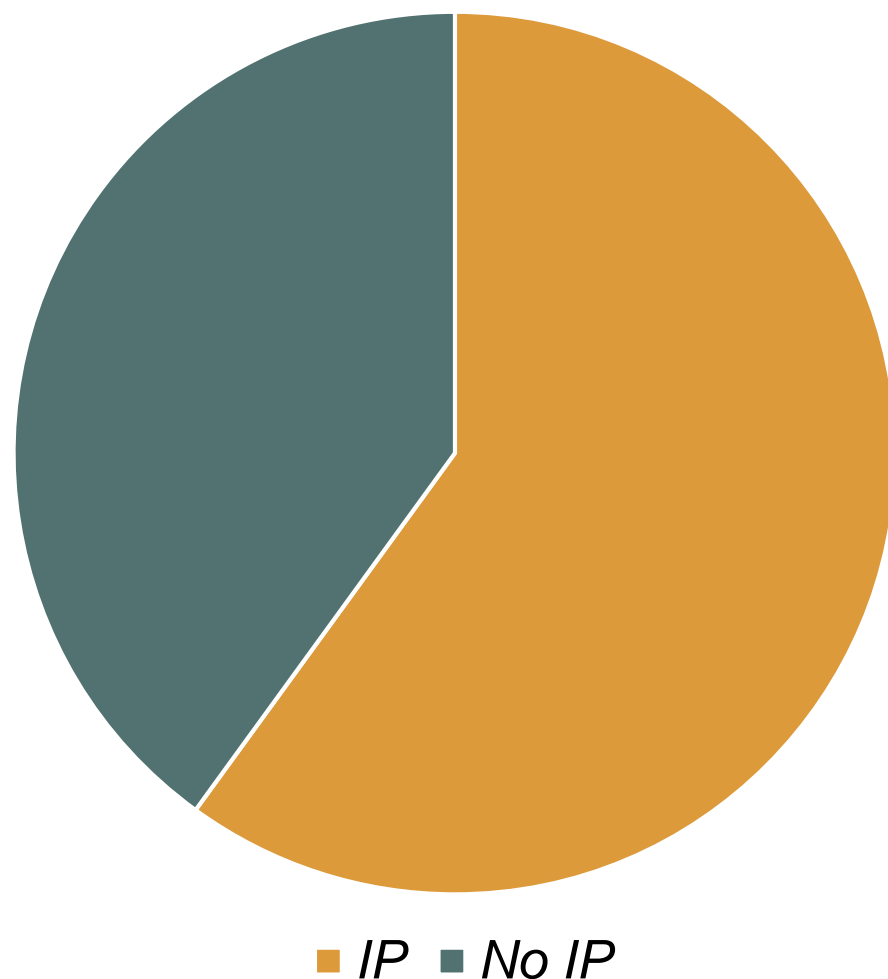




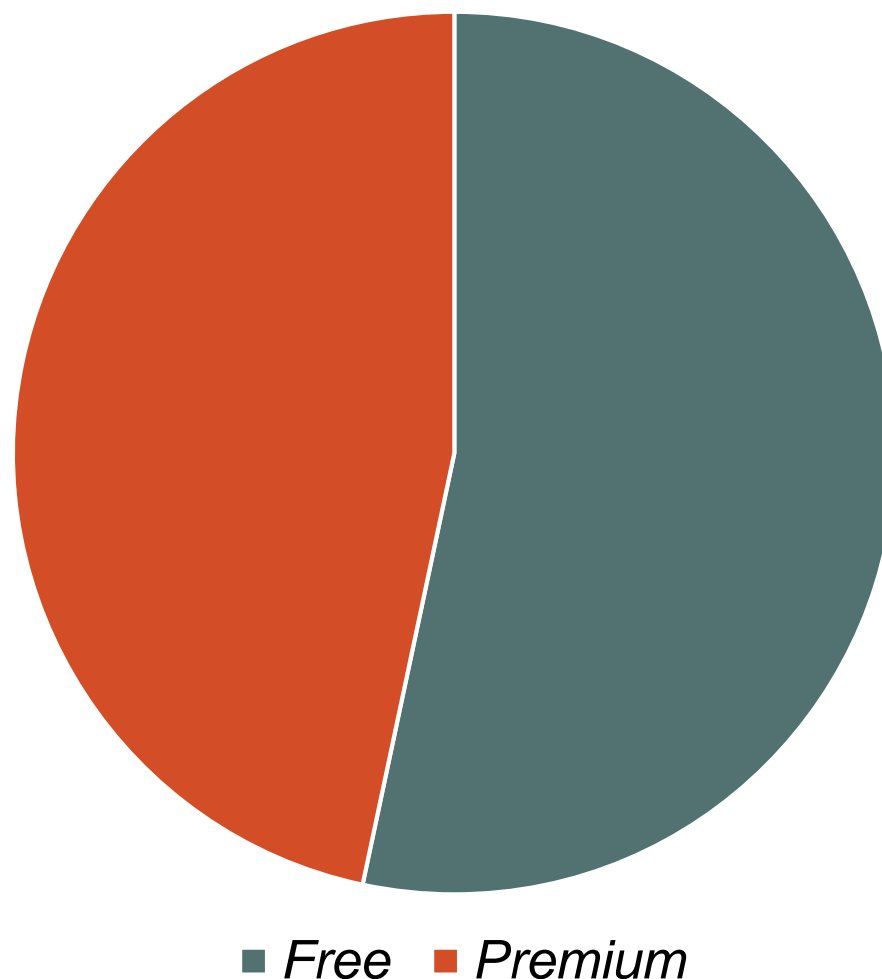
Who Gets Game of the Day On Apple?

30 Random Days (*Outside of Holidays & Events*)

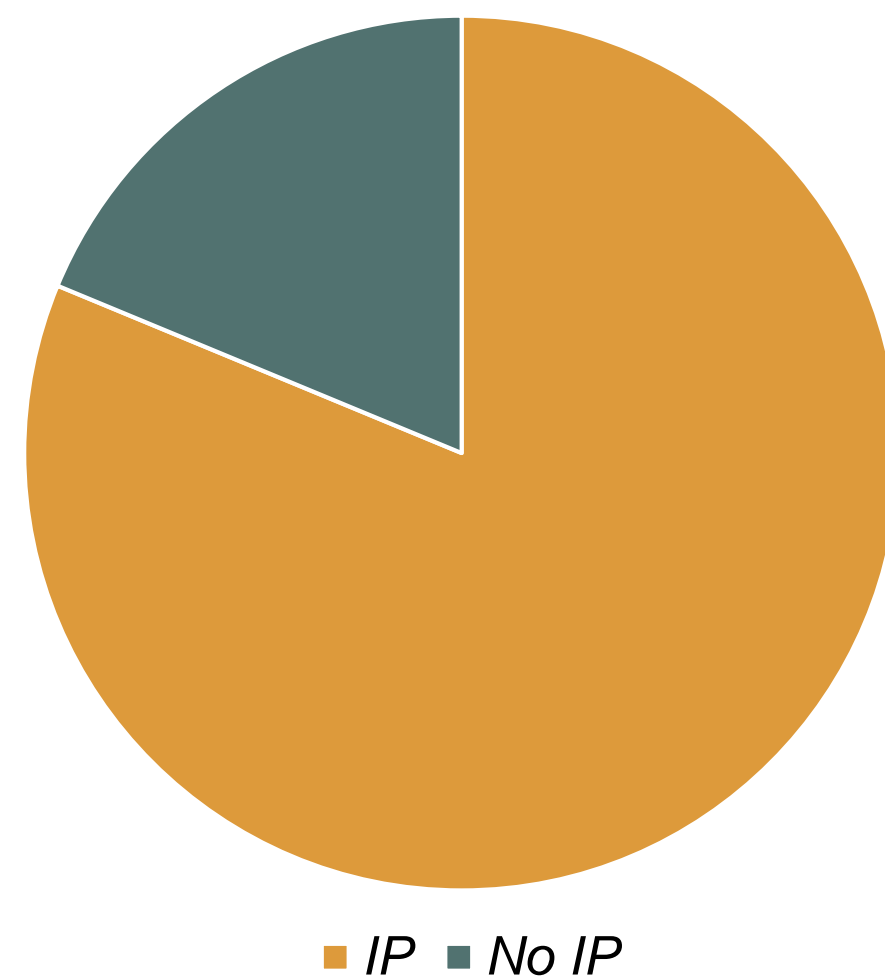
Features with vs. without IP

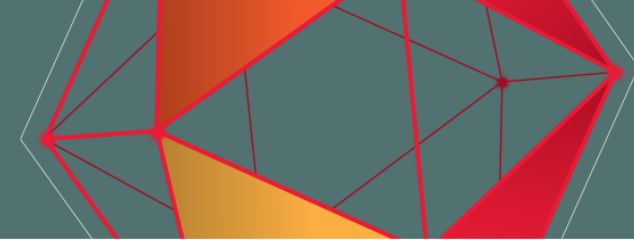


Features Free vs. Premium



Free to Play Features with vs. without IP

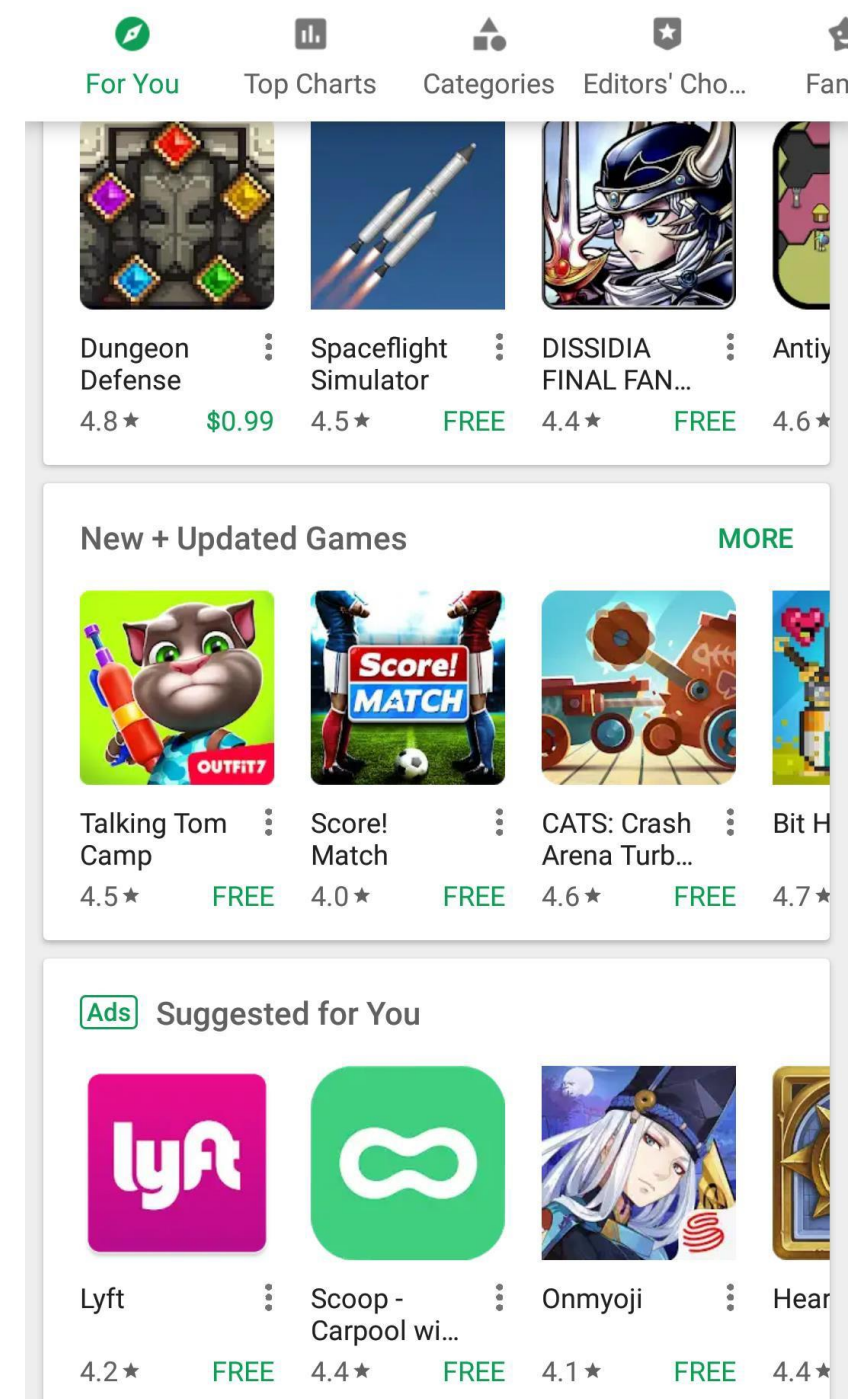


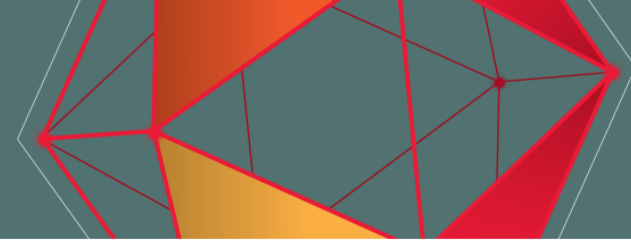


Featuring Today (Google)

Google Play

- Most important difference: New + Updated
- Placement of Features
- Early Access/Pre-reg
- Why Updates Are Important
 - When to talk about update featuring
 - What do they look for?
- Holiday & Special Events
- Google Feedback





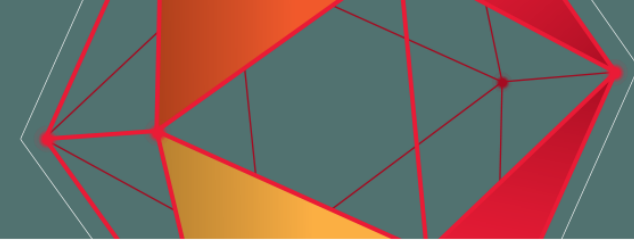
Similarities & Differences Between Different App Stores



Google Play

<i>Heavily Curated</i>	<i>Curated with Algorithms</i>
<i>Story/Art Driven</i>	<i>Metrics Driven</i>
<i>Small Team</i>	<i>Larger Team</i>
<i>More Premium</i>	<i>More Free To Play</i>
<i>New Game Skewed</i>	<i>New & Updated Equal</i>
<i>Less Downloads, More Monetization</i>	<i>More Downloads, Less Monetization</i>
<i>Updates Based on Features</i>	<i>Updates Based on Metric Gains</i>
<i>Daily Changes</i>	<i>Thursday Reset</i>





Best Practices – What Are the Platforms Looking For?

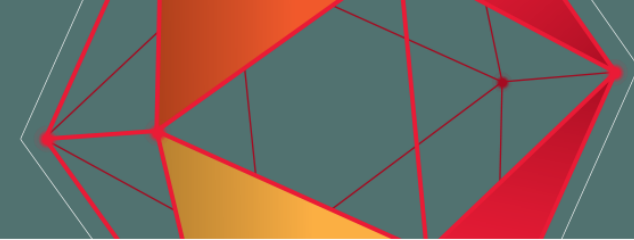
Games are graded on a huge variety of factors

- Gameplay quality
- Uniqueness
- Platform tech
- Metrics (Apple Metrics vs. Google metrics)
- Marketing plan (can the game survive on it's own?)
- Roadmap

Importance of factors changes constantly

- What are the platforms trying to show off?





Best Practices – How Does The Process Work?

*(12 weeks+ out) Initial
Pitch – High Level/Trailer*

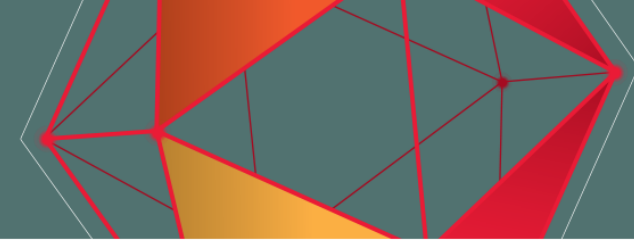
*(4 weeks out)
Presentation/Submission
To Platforms*

*(12 weeks post)
Pitch for Update
Featuring*

*(8 weeks out) Soft
Launch
Metrics/Roadmap*

*(Launch Week)
Turn Game Live &
Cross Fingers*

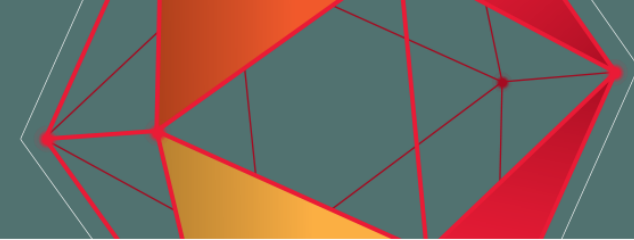




What to submit?

- Identifying Information
 - Publisher name, Game Title, App ID, F2P
- Dates (Submission/Desired Launch)
- Territories
 - The more the better!
 - China/Korea/Japan exclusions
- Content Description
 - Marketing text/bullet points/uniqueness
- Languages Supported
 - EN, FR, DE, SP, RU, IT, TR, PT-BR, NL, DA, SV, NB, JA, KO, ZH-CN, ZH-TW, ID
- Apple Specific Info
 - Game Center, Metal, Replay, 3D, iPhone X, Other
- Google Specific Info
 - Sim Ship, Package ID, Tablet Optimization
- Metrics
 - LTV, Retention, Conversion
- Marketing Information
 - Spend, Trailer, Art
 - Platform specific icons

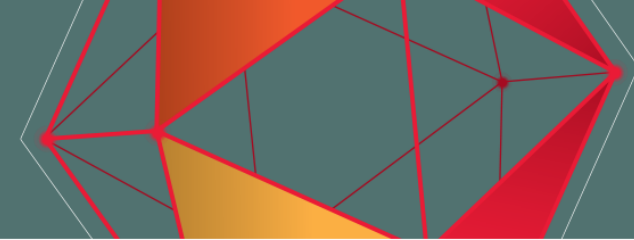




After Submission/Before Launch

- Contact With Platforms
 - Single point of contact
- Changes/Fixes
 - Common Google Fixes (Back Button, Game Services Sign-In, Permissions)
 - Maintain 4 star rating
- Art Requests
- No Response?
- No Feature?

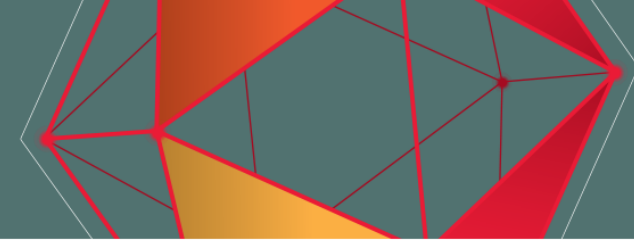




During Feature/Launch

- What to Expect: The Unexpected
- Maintain Your Rating!
 - Respond to low reviews
- Bug Fixes
- Maximize Marketing While Featured

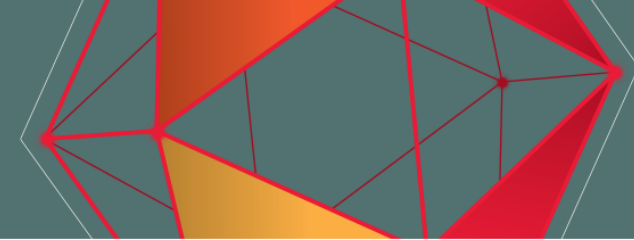




Post Launch

- Results & Featuring Traffic
- Talking to the Platforms
 - ANY featuring is a huge honor
- Start to Plan Ahead
- Update Planning
 - Listen to your players
 - Roadmap for major releases every 12-16 weeks
 - What to add?





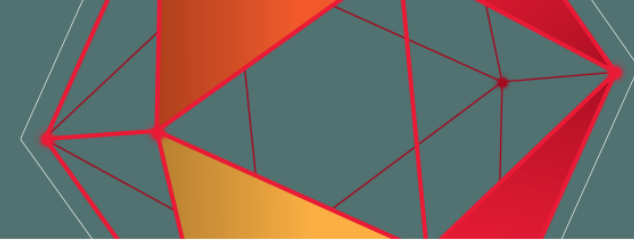
Conclusion

- Launching Games Never Goes to Plan
- Featuring No Longer Makes/Breaks Games
 - Always plan on NOT being featured
- Still a Tremendous Source of High Quality Traffic
- Building Platform Relationships





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Questions?

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