GDC MOBILE SUMMIT

Mobile Game Launch Best Practices: The ABC's of Soft Launching your Game

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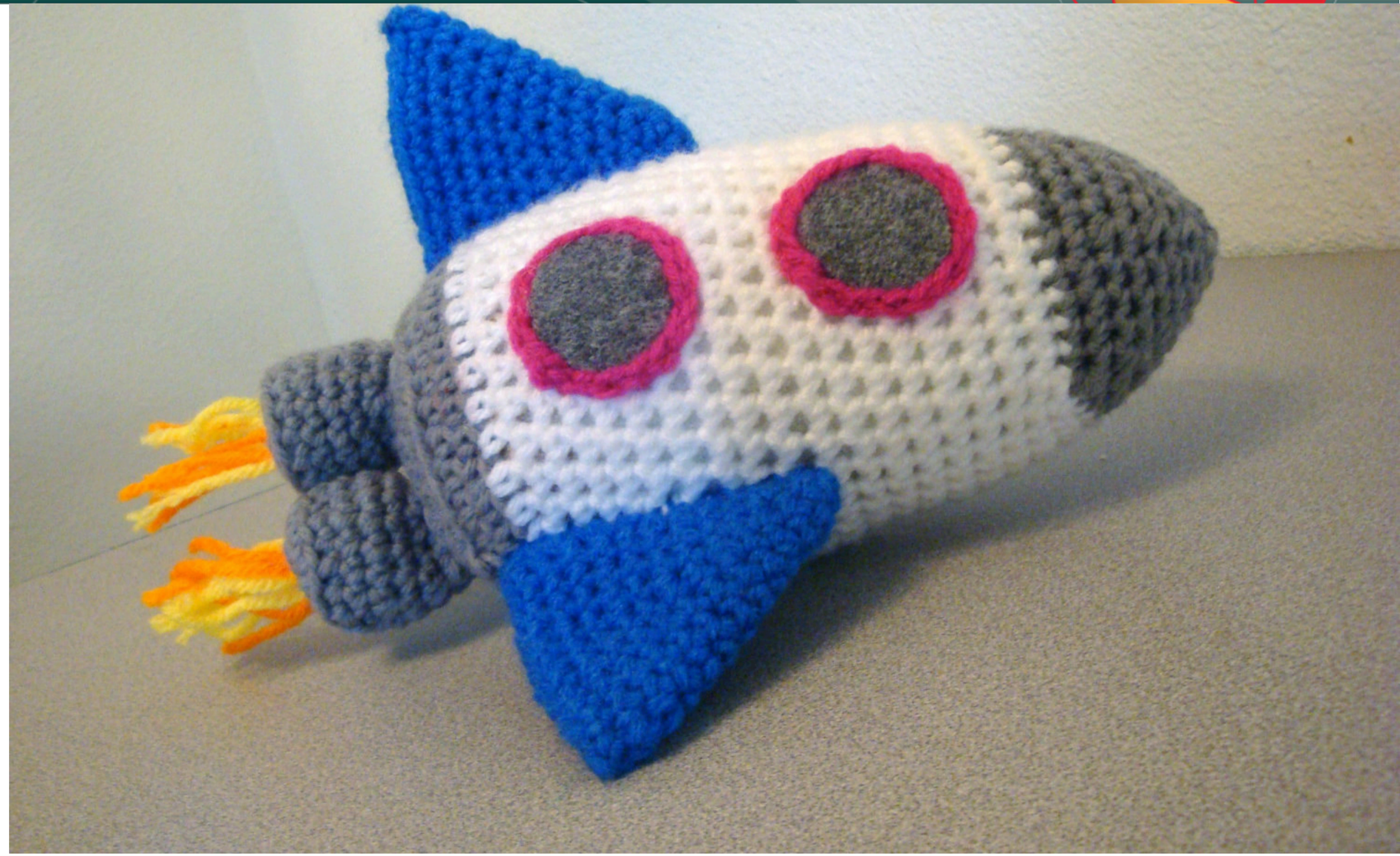
GDC GAME DEVELOPERS CONFERENCE® | MARCH 19-23, 2018 | EXPO: MARCH 21-23, 2018 #GDC18

UBM

2017

CATS
CRASH · ARENA · TURBO · STARS
20
zeptolab

SOFT LAUNCH

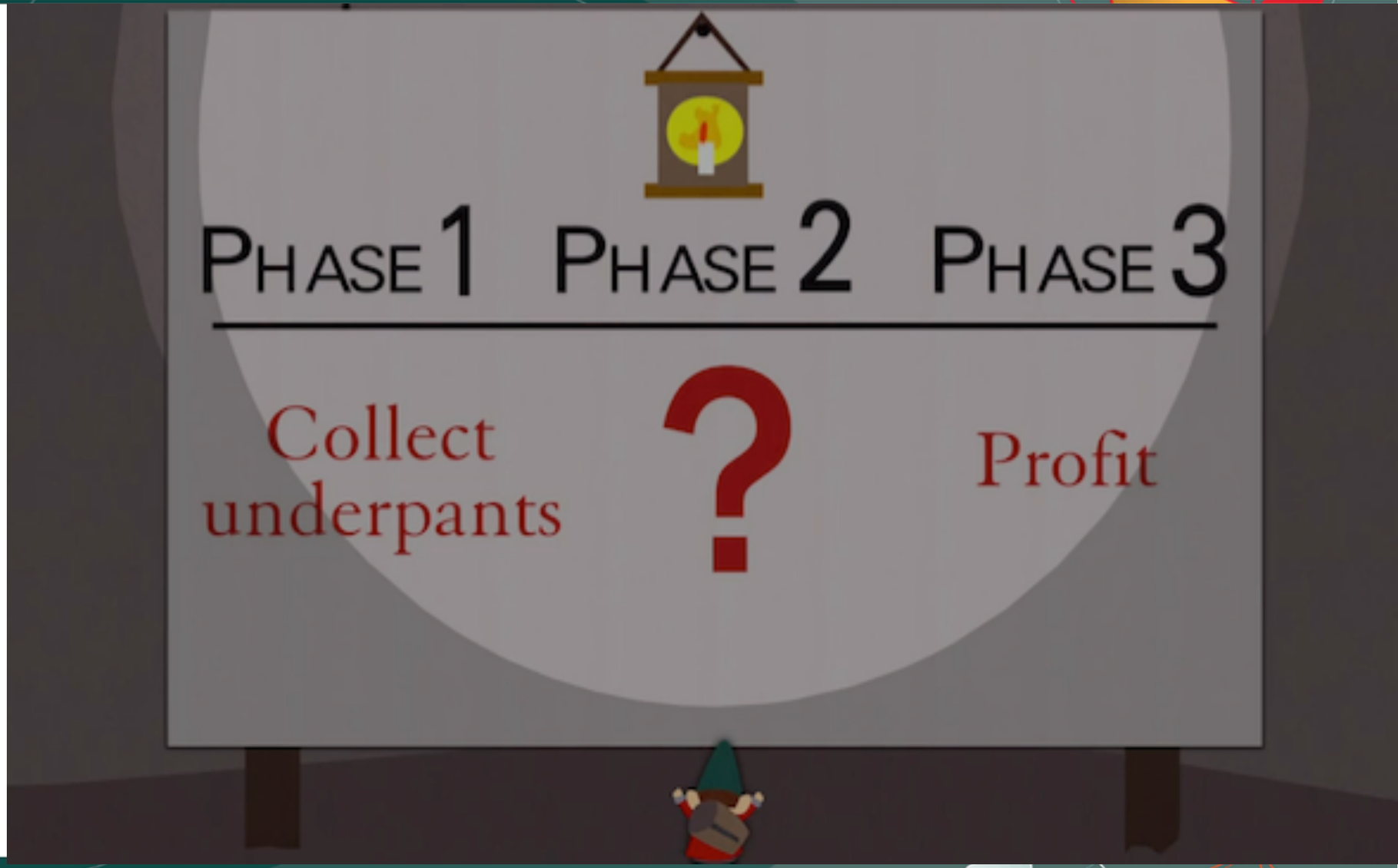


LTV > CPI

LIFETIME VALUE

COST PER INSTALL

PHASES



1. GETTING FIRST RESULTS
2. GROWING YOUR METRICS
3. PREPARING FOR GLOBAL

SOFT LAUNCH PHASES

14 MONTHS

9 UPDATES

1. GETTING FIRST RESULTS
2. GROWING YOUR METRICS
3. PREPARING FOR GLOBAL

3 MONTHS
2 UPDATES

SOFT LAUNCH PHASES

TUTORIAL

SHORT TERM GOALS

LONG TERM GOALS

PREMIUM CONTENT

TUTORIAL

SHORT TERM GOALS

LONG TERM GOALS

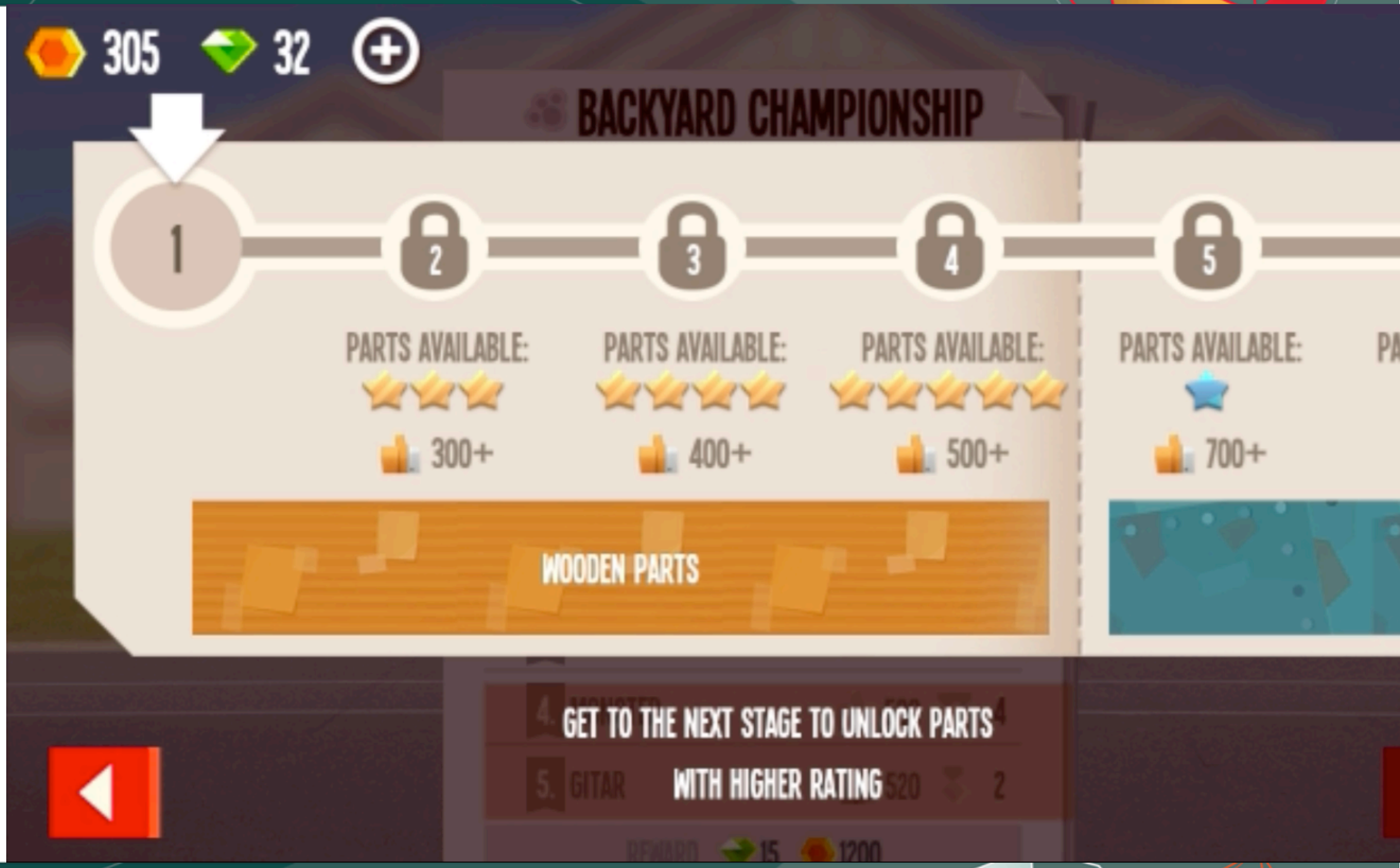
PREMIUM CONTENT

TUTORIAL

SHORT TERM GOALS

LONG TERM GOALS

PREMIUM CONTENT

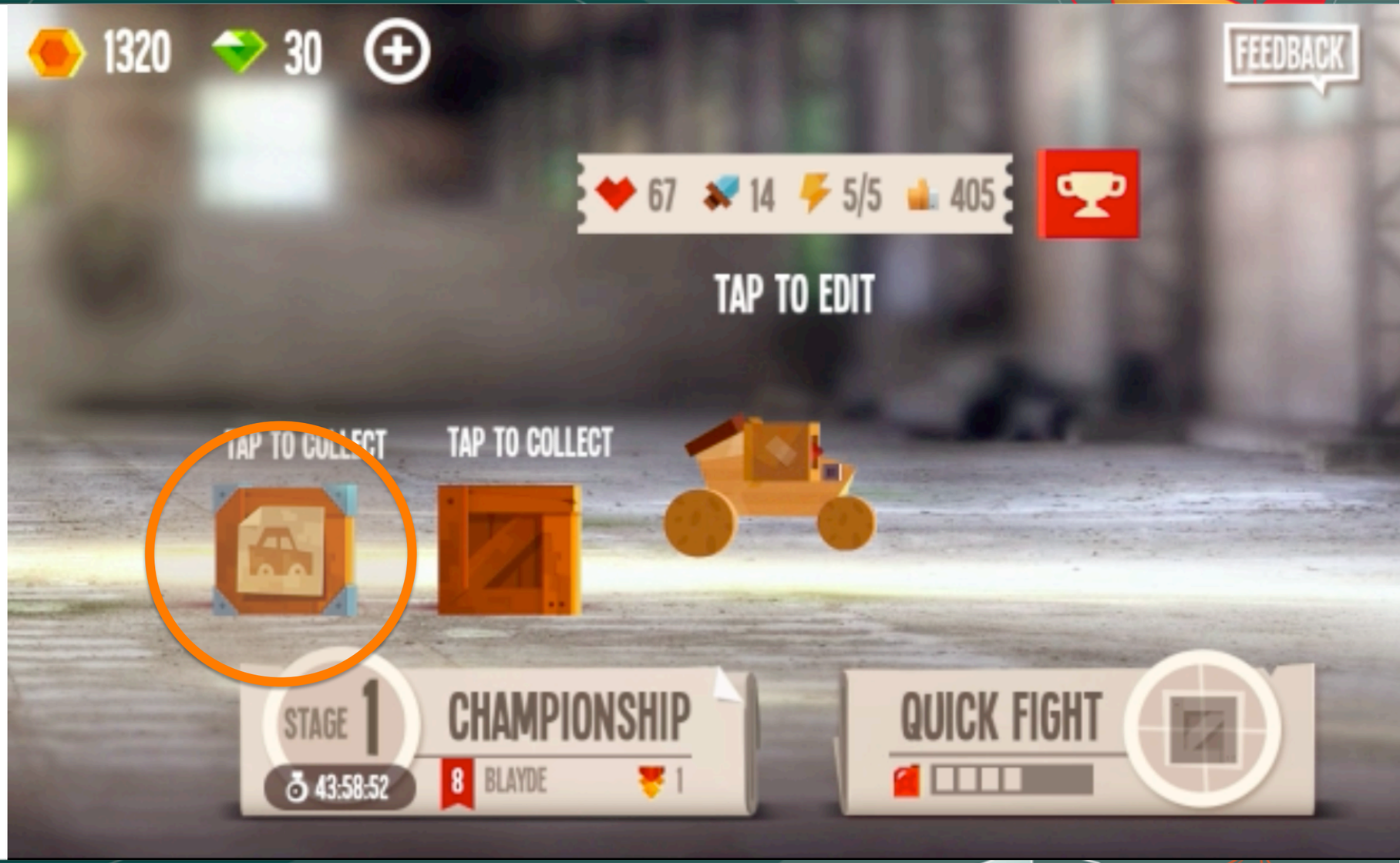


TUTORIAL

SHORT TERM GOALS

LONG TERM GOALS

PREMIUM CONTENT



1. GETTING FIRST RESULTS

2. GROWING YOUR METRICS

3. PREPARE FOR GLOBAL

8 MONTHS

4 UPDATES

SOFT LAUNCH PHASES

INSTANT UPGRADES

UNIQUE PARTS

FAST PROGRESSION

ENDGAME

INSTANT UPGRADES

UNIQUE PARTS

FAST PROGRESSION

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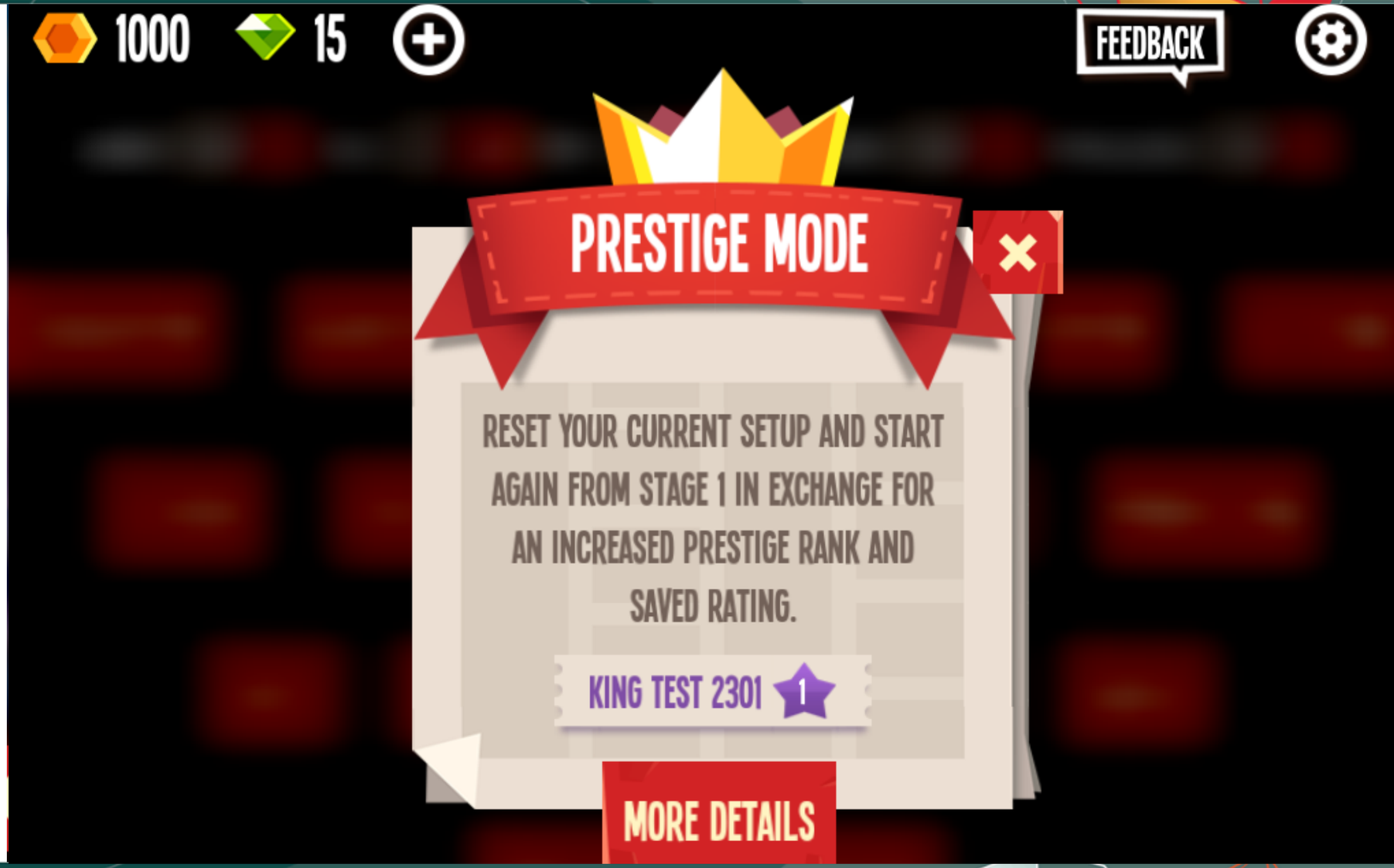


1. GETTING FIRST RESULTS

2. GROWING YOU METRICS

3. PREPARING FOR GLOBAL

- 3 MONTHS
- 3 UPDATES

SOFT LAUNCH PHASES

MONETIZATION TWEAKS

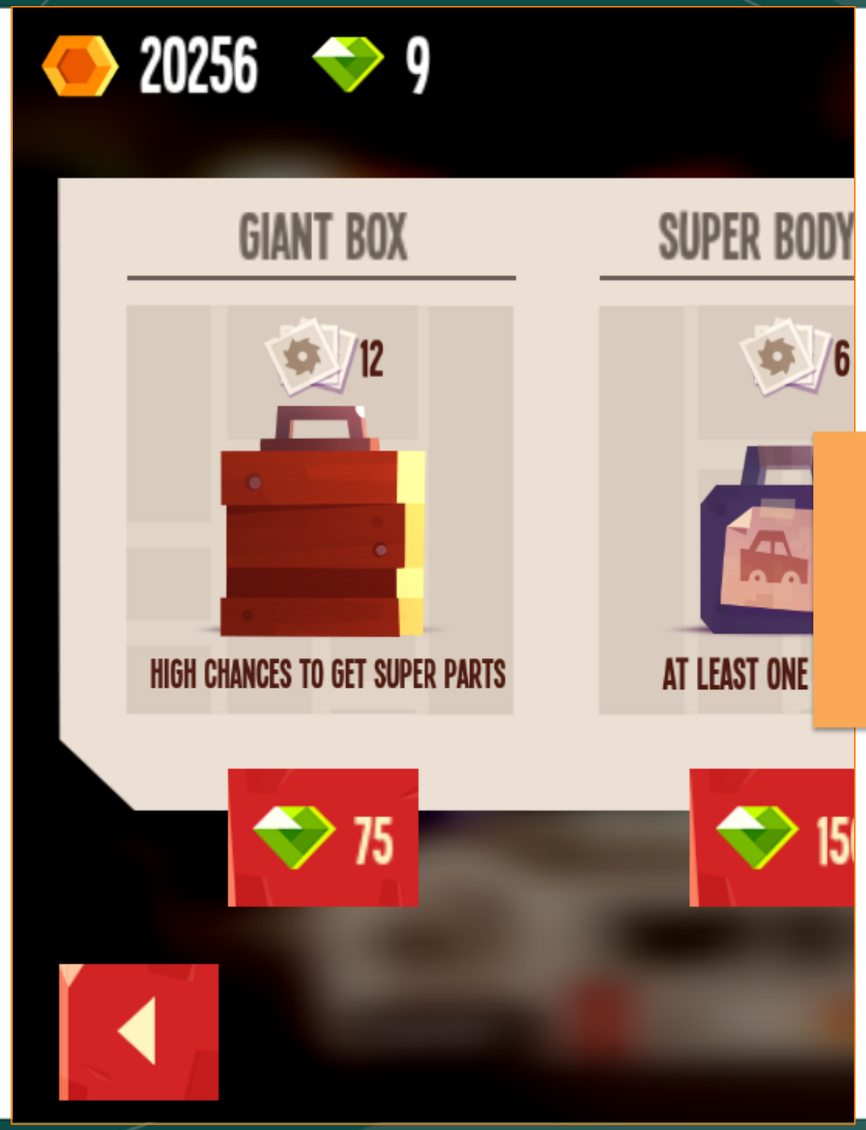
SHOP IMPROVEMENTS

ADS OPTIMIZATION

MONETIZATION TWEAKS

SHOP IMPROVEMENTS

ADS OPTIMIZATION



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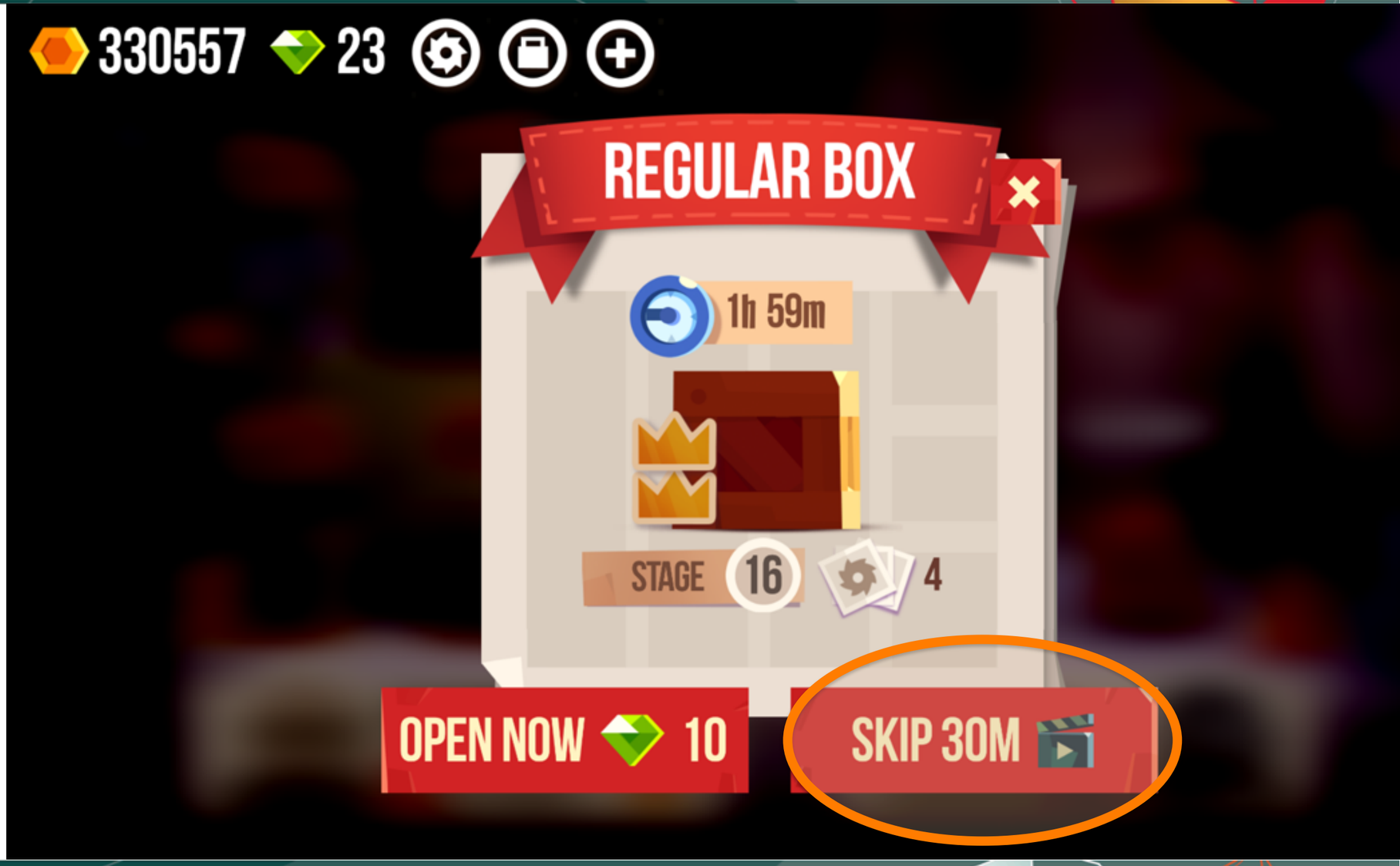
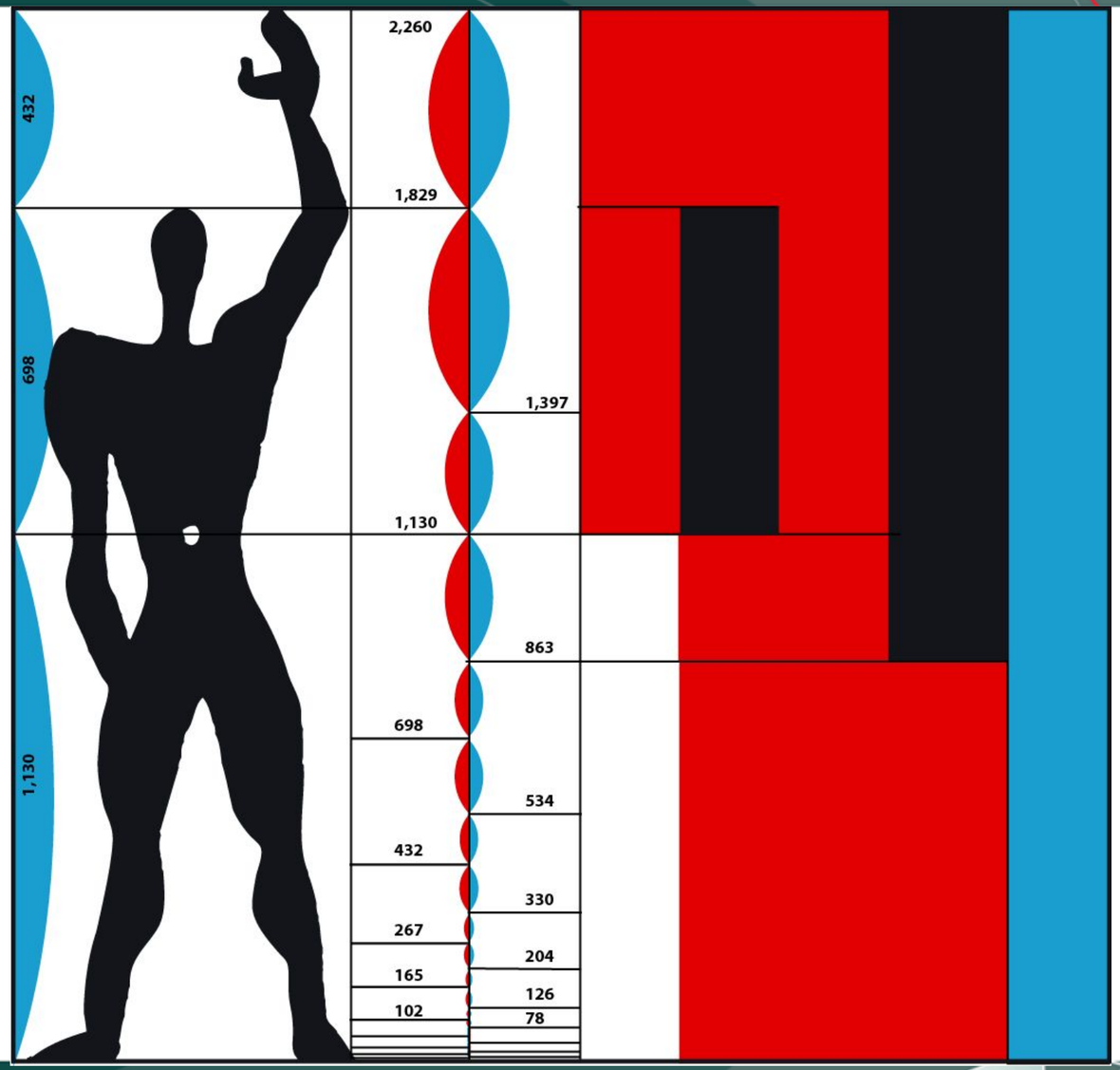


GOOD PRACTICES



1. THINK TWICE BEFORE STARTING
2. ITERATE FAST
3. RUN LOTS OF EXPERIMENTS
4. ALWAYS CHECK YOUR METRICS
5. OPTIMIZE USER ACQUISITION
6. EXPAND YOUR A/B TESTING

GOOD PRACTICES

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GOOD PRACTICES

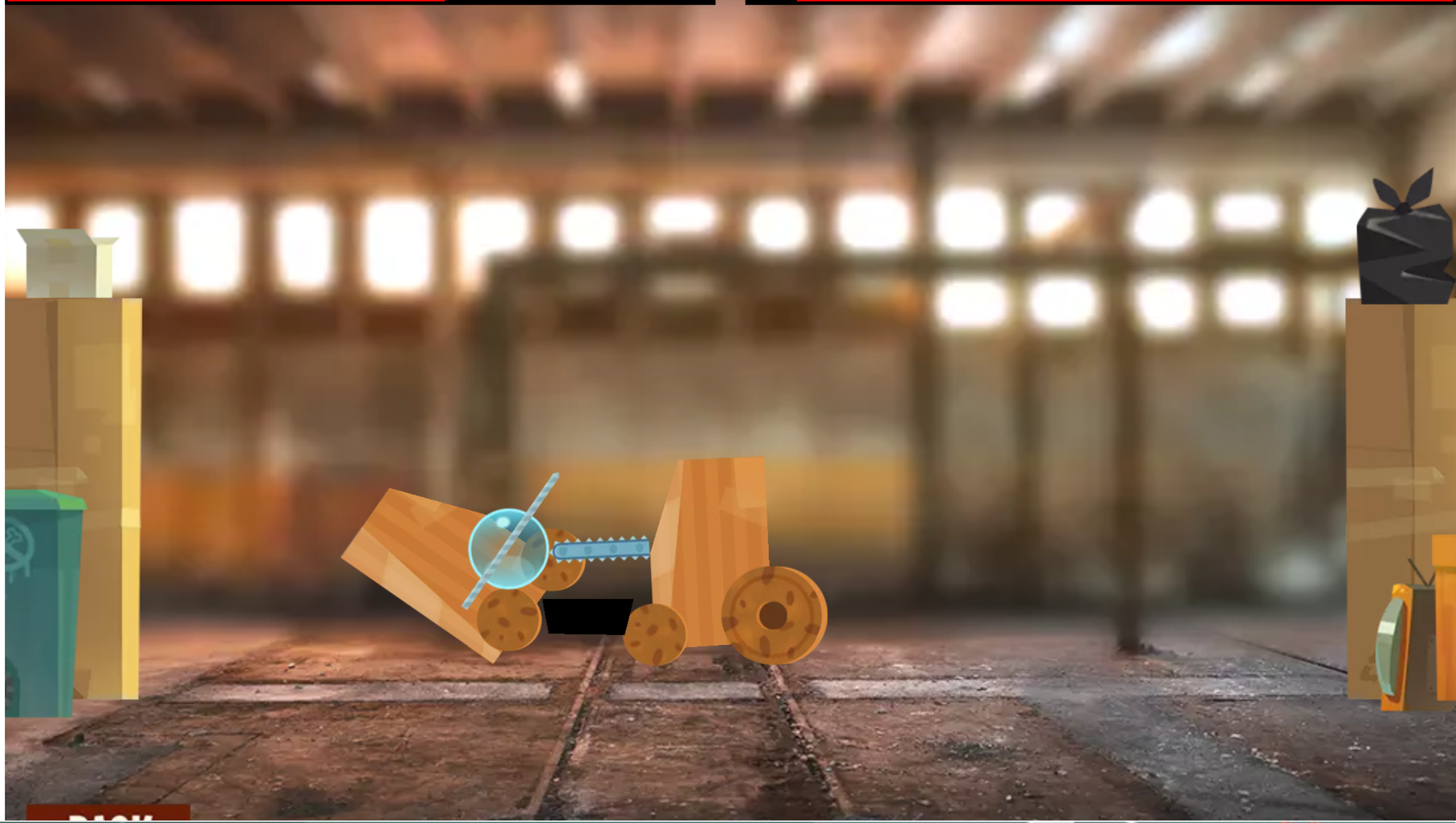
KING

DES

FUN, SCALABLE, CORE

CLEAR ROADMAP

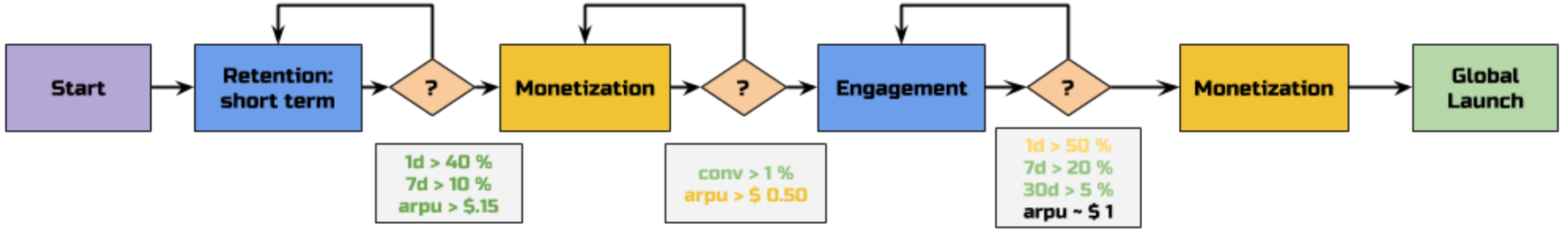
FINE UA COST



FUN, SCALABLE, CORE

CLEAR ROADMAP

DECENT UA COST



V 1.0 (Mar 11th)

V 1.1 (Mar 31st)

RETENTION
- Tutorial
- Minimap

V 1.2 (May 4th)

1-D RETENTION
- Improved upgrading tutorial and garage UI

7-D RETENTION
- Rating (global leaderboard, fight machine of any other player)
- Championship map.

ARPPU
- Global leaderboard
- Chassis premium box

V 1.3 (Jun 16th)

ARPU
- Disassembling opponent's machine in quick fights. Parts spinner.
- Toolboxes with instant upgrades.
- "Magic" items.

V 1.4 (Ago 5th)

iOS.

SHORT TERM RETENTION
- Missions.

LONG TERM RETENTION
- Autofight (Quick sessions)

ARPU & RETENTION
- Bets (Quick sessions)
- Instant promotion.

ARPU
- Incentivized ads

V 1.5 (Oct 21st)

SHORT TERM RETENTION
- Intro.
- Customization: Stickers.

ARPPU
- Legendary parts.
- Prestige.
- New spinners: Bonus & Slots.

V 1.5.3 & 1.5.4 (Nov)

ARPPU
- Sabotage.
- Prestige competition.

V 1.6 (Dec)

RETENTION & ARPU
- New parts
- Skills

V 1.7 (Feb)

MONETIZATION
- Teams and team competitions
- FB connection

V 1.7b (Feb)

MONETIZATION (TBD)

V 2.0 (Apr 6th)

FUN, SCALABLE, CORE

CLEAR ROADMAP

DECENT UA COST

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GOOD PRACTICES

KEEP A SMALL TEAM

GO ANDROID FIRST

CUT YOUR SCOPE

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Average App Store Review Times

iOS App Store

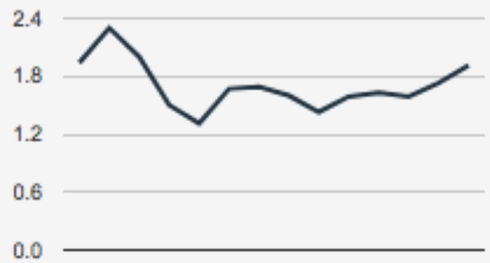
2 days

Based on 36 reviews in the last 14 days.

More Data

- Distribution Chart
- Raw Data
- Annual Trend Graph

Rolling 14 Day Trend



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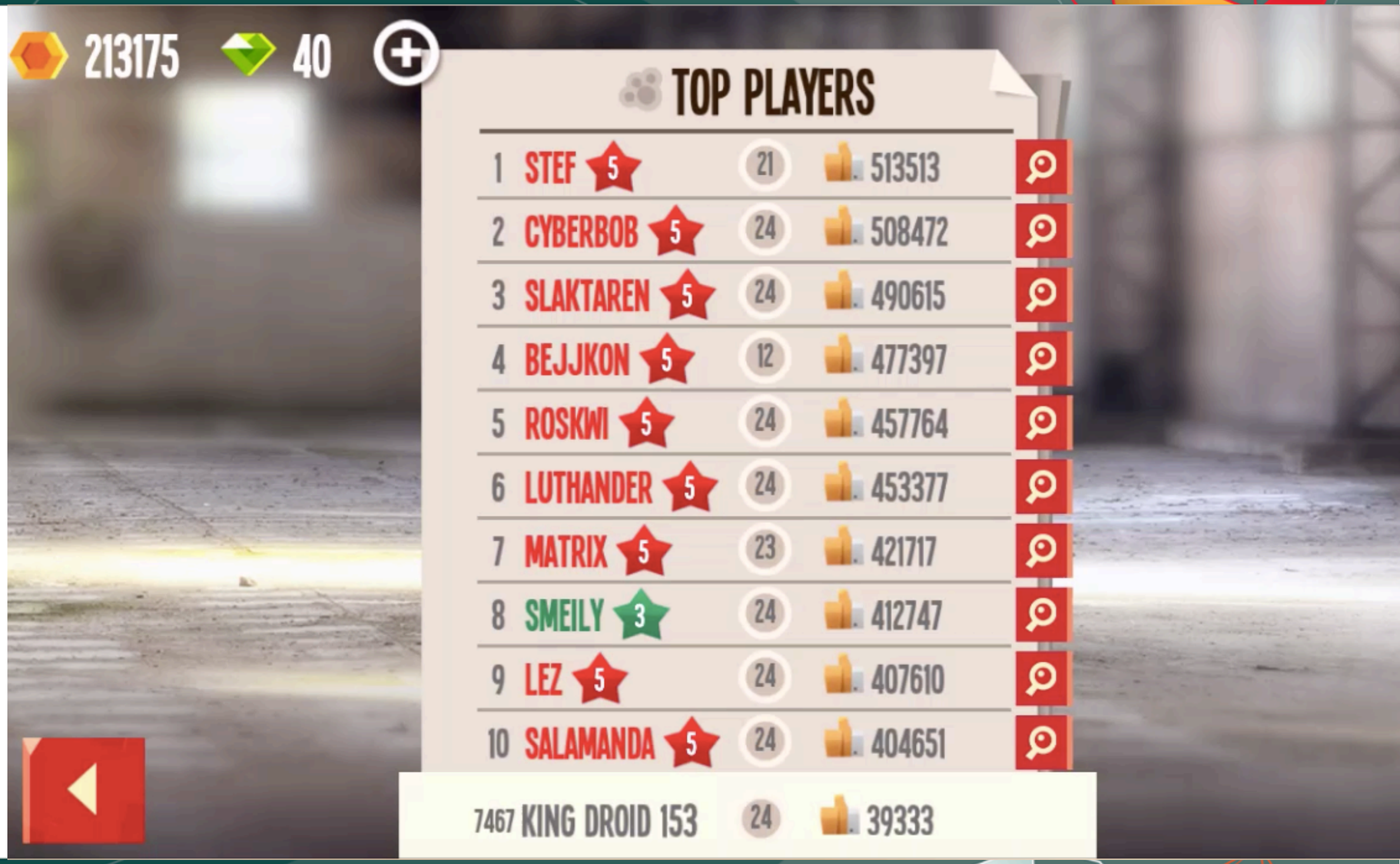

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GOOD PRACTICES

BE READY TO FAIL

KILL FEATURES

TEST BIG CHANGES

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TEST BIG CHANGES

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GOOD PRACTICES

SET CLEAR GOALS

GO STEP BY STEP

LET METRICS DECIDE

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GO STEP BY STEP

LET METRICS DECIDE

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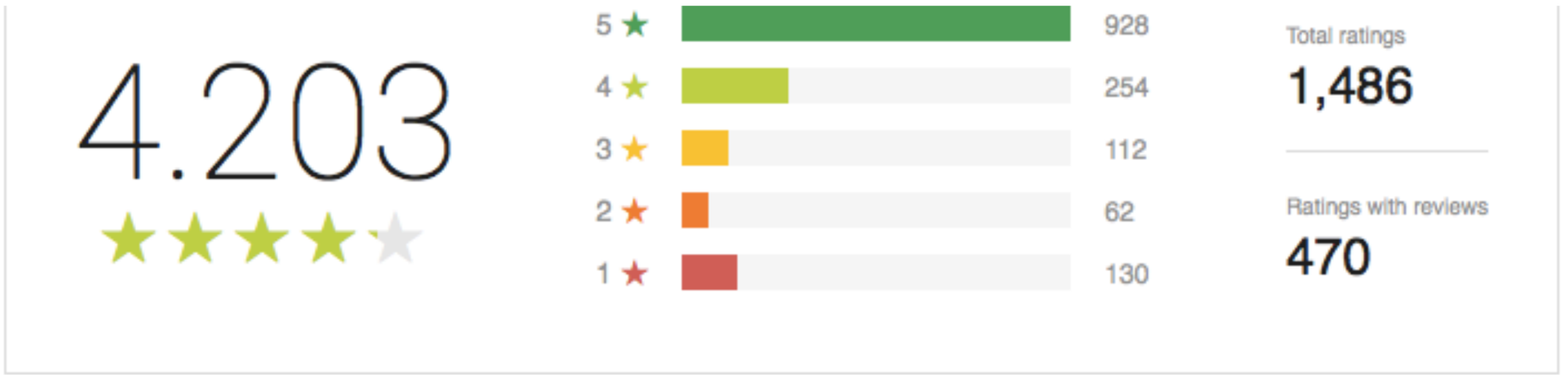
GOOD PRACTICES

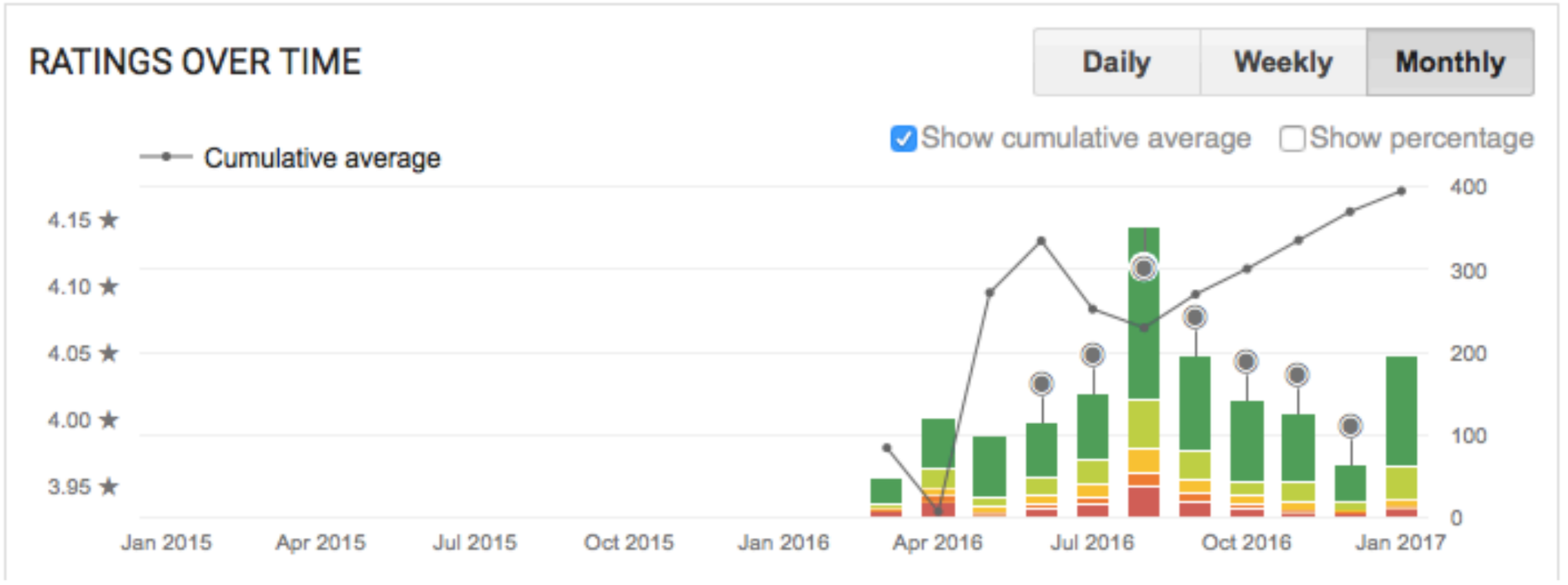
TEST IN PARALLEL

IMPROVE RATING

TEST IN PARALLEL

IMPROVE RATING





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TEST ALSO FEATURES

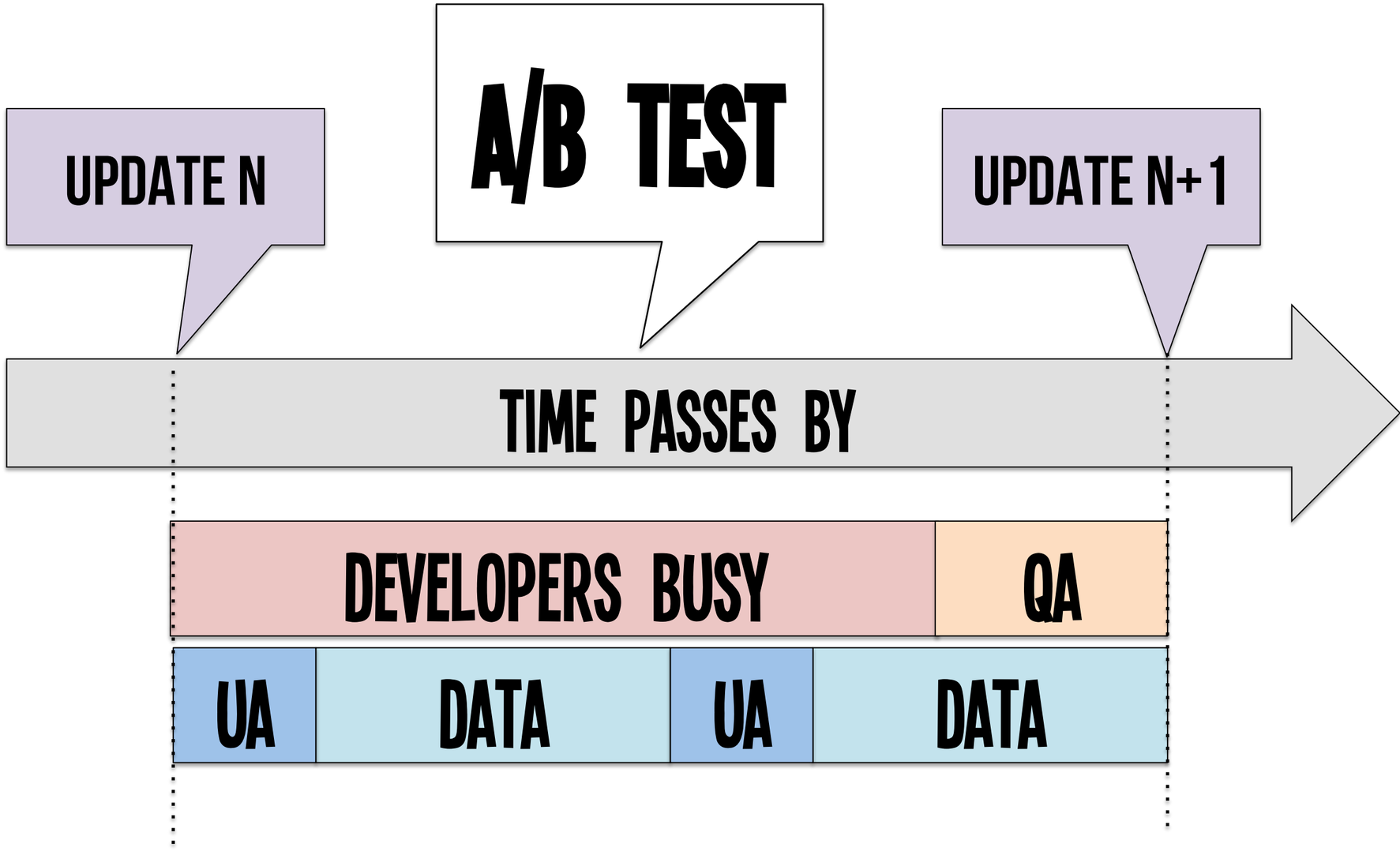
USE ONLINE CONFIGS

VERSION A - SPINNERS

VERSION B - GACHA

TEST ALSO FEATURES

USE ONLINE CONFIGS



SUMMARY

SOFT LAUNCH IS HARD, STRESSFUL AND HEARTBREAKING...

SOFT LAUNCH IS HARD, STRESSFUL AND HEARTBREAKING...

...BUT YOU CAN REDUCE THE PAIN.

Google Play
2017
BEST GAME OF THE YEAR

THANKS!

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