



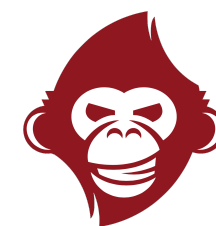
# The Art of Global Launching

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**GAME DEVELOPERS CONFERENCE**

MARCH 18–22, 2019 | #GDC19

# Matej Lancaric





# Content

**Soft launch**

**Global Launch framework**

**ASO**

**Creatives**

**UA channels**

**Case studies**

**Takeaways**



# SOFT LAUNCH

# WHY?

**lowering the risk of failure**

**understand game performance**

**understand game audience**

**collect feedback**

**A/B test tutorials**

**LTV>CPI**

**optimise FTUE**

**test marketing channels**

**test marketing creatives**



Build	0.8.1	0.9.8	0.9.9
D1 retention	34%	35%	50%
D3 retention	12%	21%	24%
D7 retention	8%	12%	18%

## PVP ONBOARDING

**+30%** PVP ENGAGEMENT  
INCREASE

## METAGAME BALANCE

**+60%** D7 RETENTION  
RELATIVE IMPROVEMENT

## SEGMENTED OFFERS

**+137%** ARPU 28  
IMPROVEMENT



# The art of killing the game!

Soft launch timing

CPI ? LTV

data driven  
decisions

retention &  
monetisation KPI's

kill the game, save your company





# Global launch



# Global Launch Framework

**WHEN**

**GOAL**

**PLATFORMS**

**COUNTRIES**

**BUDGET**

**CHANNELS**

# facebook®

## Countries

**US, DE, FR, GB, DK**

EEA, APAC, Worldwide

## Spend distribution

**50% GP, 50% iOS**

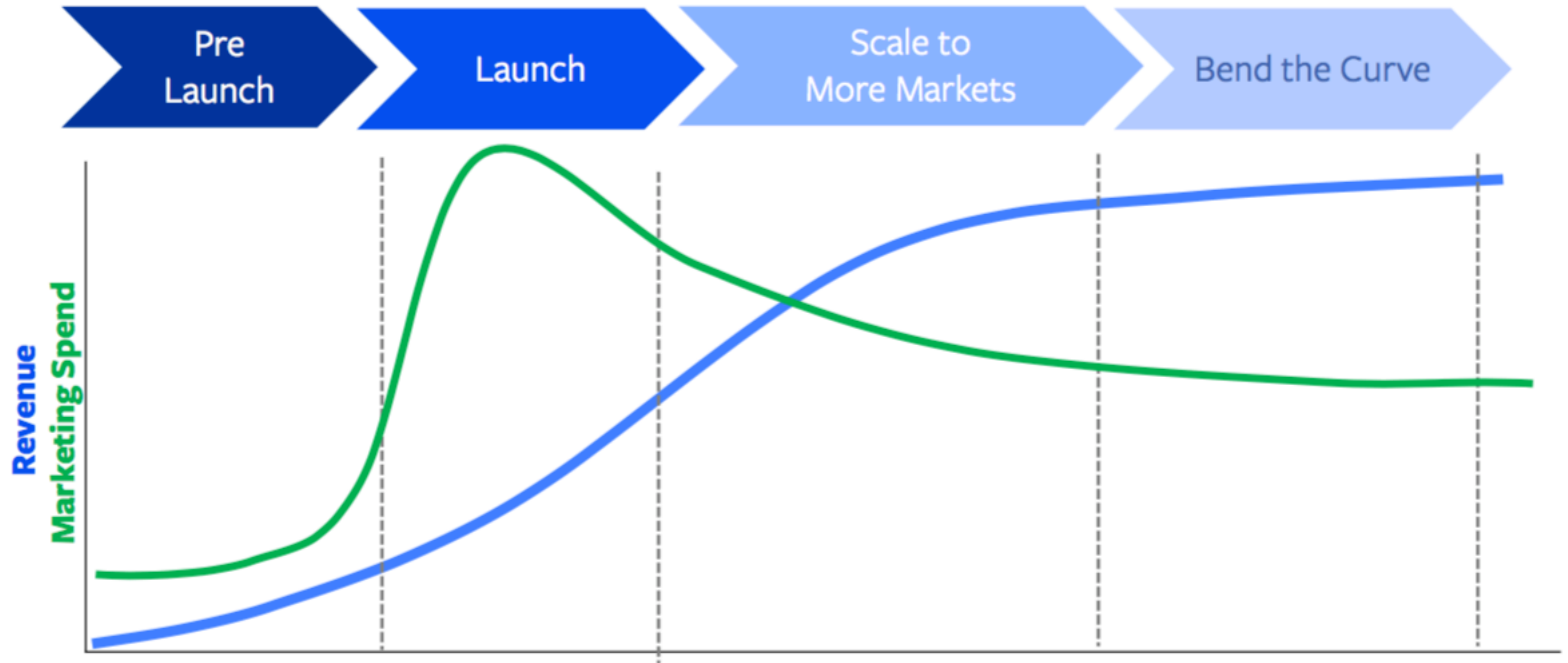
## Optimisation

Installs->Purchase->Value

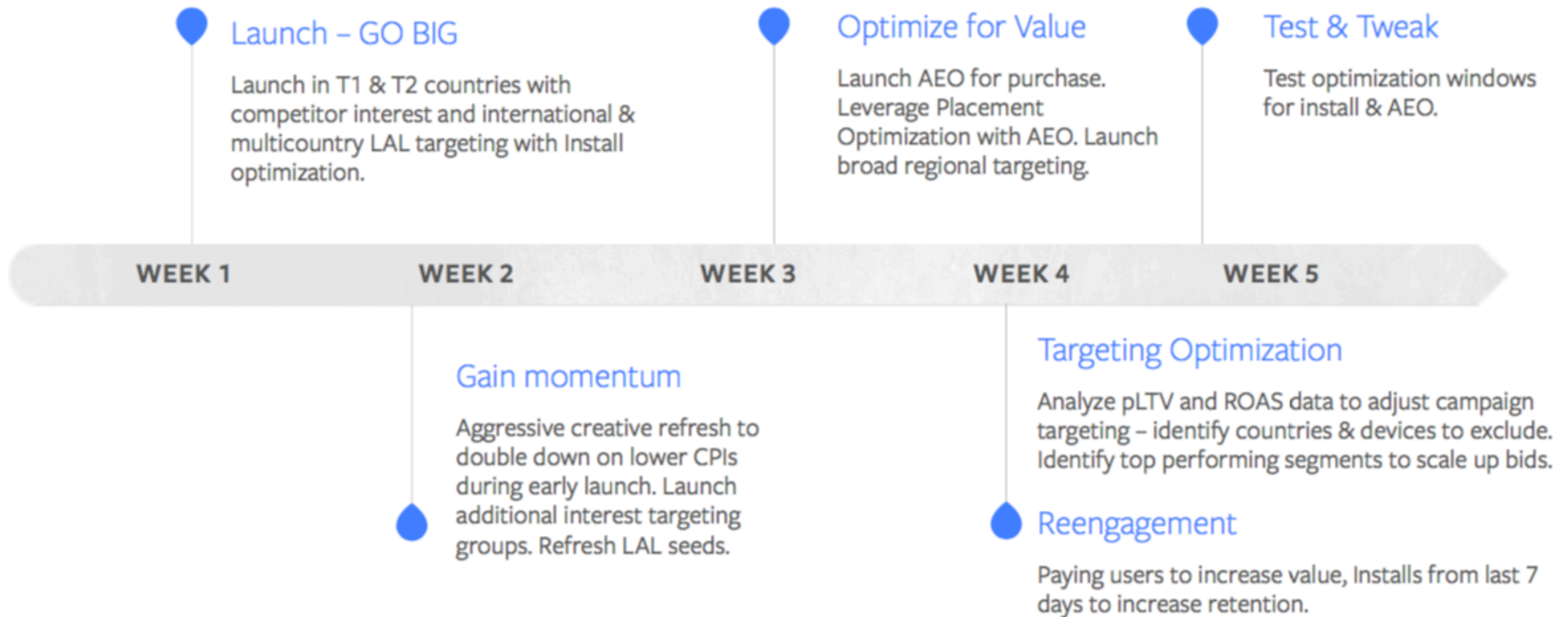
## Targeting

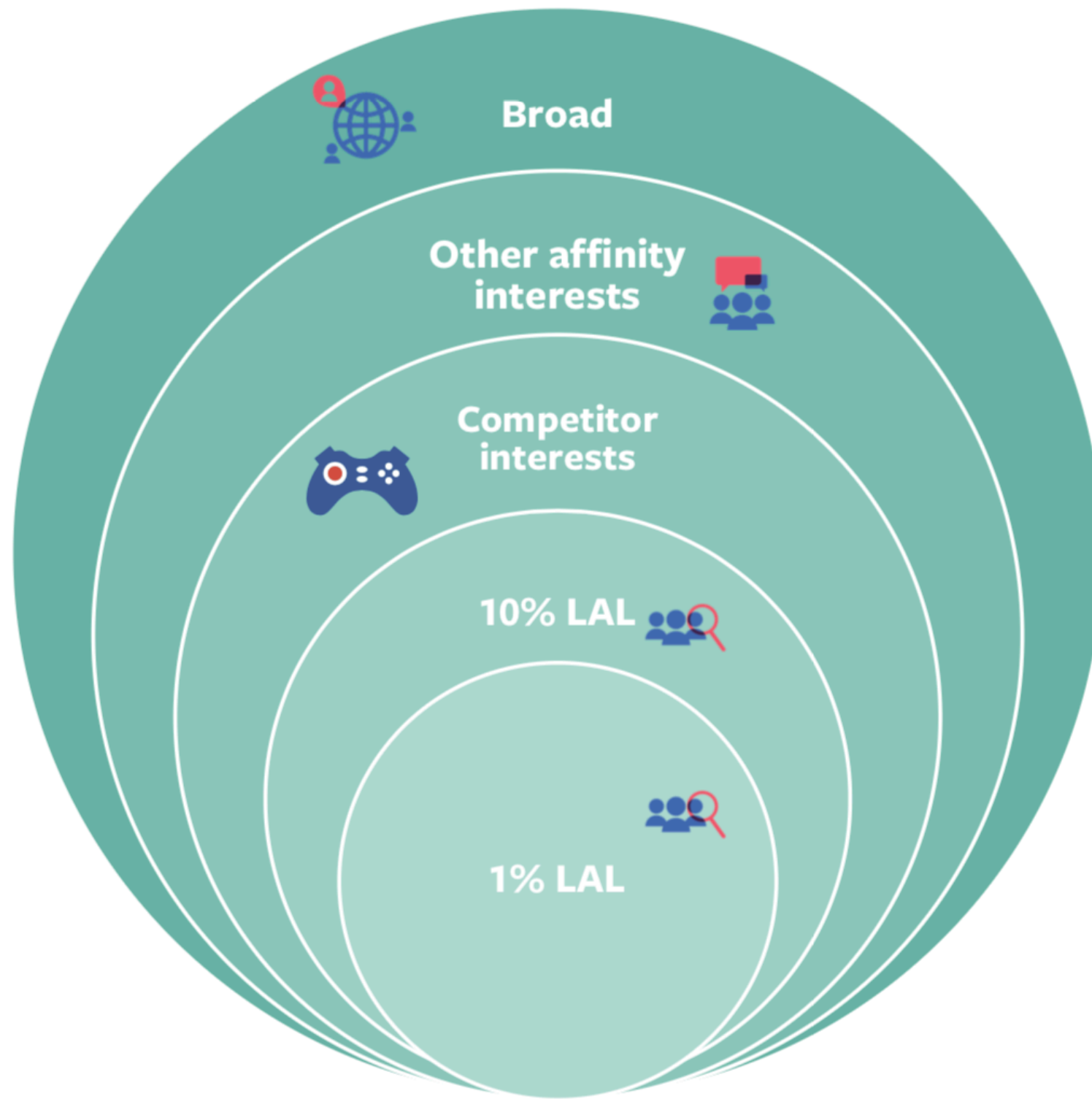
Broad->Interests->Lookalikes

# The Phases of a Launch



# Launch Timeline





MORE REACH

*Use deeper funnel event optimization  
to find payers*

HIGHER QUALITY

*Use upper funnel event optimization  
to find payers*



## Global Launch case studies





# Strategy

<b>TIMING</b>	October
<b>GOAL</b>	300k players 1st month
<b>PLATFORMS</b>	iOS & Android
<b>COUNTRIES</b>	Worldwide - focus on US, DE, FR, GB
<b>HOW</b>	ROI focus instead of chart position

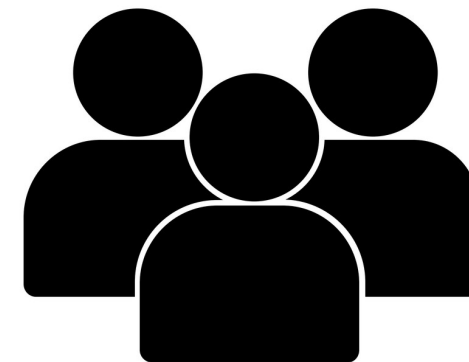
# facebook®



cooperation with  
**Facebook**



**Facebook Rep**



**In house  
team**



**best quality**



**Targeting**

# Targeting

**Interests**

**Affinity & competitors**

**Lookalikes**

**Payers, LTV based, Engagement**

**Broad**

**female & male - 35+**

# facebook

Campaign	Results ⓘ	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ
ADQUANT_DA 900041 CA 25 F (video pipes	2,692 Mobile App Installs	149,790	\$0.45 Per Mobile App Install	\$1,215.33
ADQUANT_DA 900031 GB 25 M (video pipes	6,913 Mobile App Installs	380,283	\$0.55 Per Mobile App Install	\$3,800.00
ADQUANT_DA 900030 GB 25 F (video pipes	7,373 Mobile App Installs	434,045	\$0.52 Per Mobile App Install	\$3,800.00
ADQUANT_DA 900044 FR 25 F (video pipes	4,057 Mobile App Installs	246,717	\$0.62 Per Mobile App Install	\$2,528.78
ADQUANT_DA 900049 AU 25 M (video pipes	2,912 Mobile App Installs	139,070	\$0.65 Per Mobile App Install	\$1,898.33
ADQUANT_DA 900046 SE 25 F (video pipes	2,105 Mobile App Installs	94,750	\$0.84 Per Mobile App Install	\$1,761.71
ADQUANT_DA 900136 US 25 f (pipes video,	3,230 Mobile App Installs	186,208	\$0.50 Per Mobile App Install	\$1,600.00
ADQUANT_DA 900135 US 25 m (pipes video	5,289 Mobile App Installs	205,312	\$0.26 Per Mobile App Install	\$1,400.00

# Adventure



# MILLIONS!





# Achievements

**12M installs since  
Global launch**

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**10x re-featured**

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**More than double DAU**

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**8M paid installs**

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**Daily revenue record 220k**

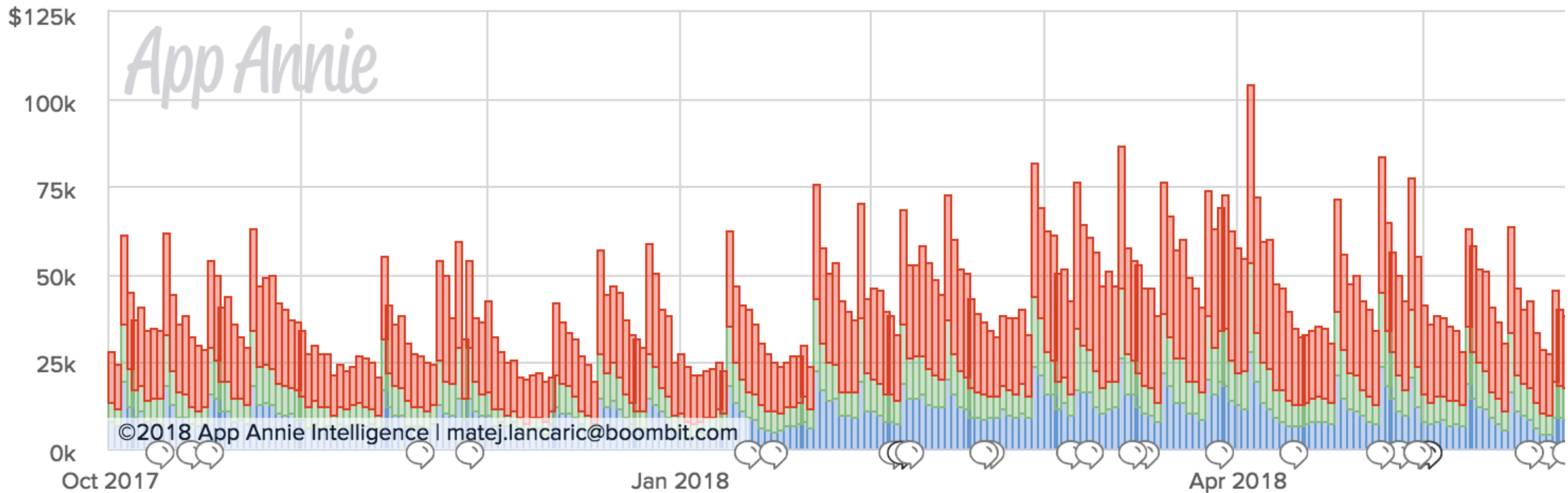
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**60 day return on  
investment**

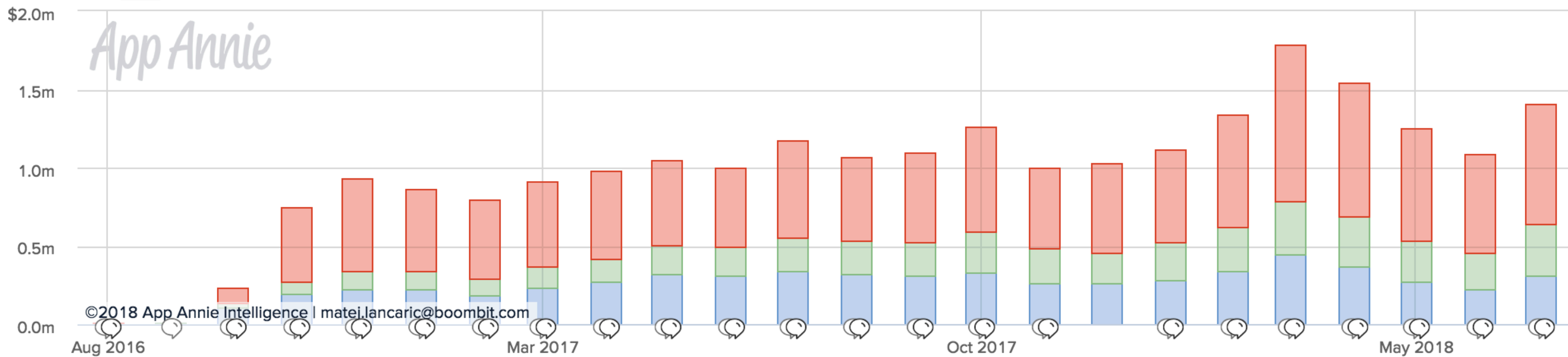
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**Triple revenues**

# Revenues



# Improving the game





The background is a detailed illustration of a bar named "JOE'S BAR". The name is written in a glowing green neon sign at the top. Below the sign is a dartboard mounted on a brick wall. Several darts are shown in motion, with motion blur lines trailing behind them. One dart is in the foreground, pointing towards the viewer. Another dart is hitting the bullseye. There are also some framed pictures and shelves with bottles on the wall. A white rectangular box with a thin black border is centered over the dartboard, containing the text "What makes a successful global launch?".

# What makes a successful global launch?

# ASO

Keywords research

Screenshots

Icons

Feature graphic



# Soft launch conversion

Beginning

End

Tanks a Lot!

17,4%

20,6%

Seaport






18,9%

26,9%

**DIFFERENCE?**








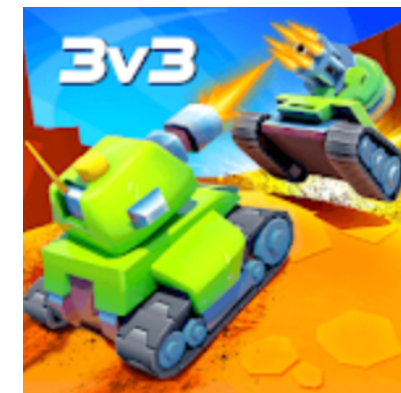
# Icon testing

Variants		Audience ?	Installs (current) ?	Installs (scaled) ?	Performance ? 90% Confidence Interval
Current Version		33.4%	6,979	20,895	
green v green 3V3		33.3%	7,463	22,411	+4.2%  +11.2%
red v green 3V3		33.3%	7,426	22,300	+4.2%  +9.7%

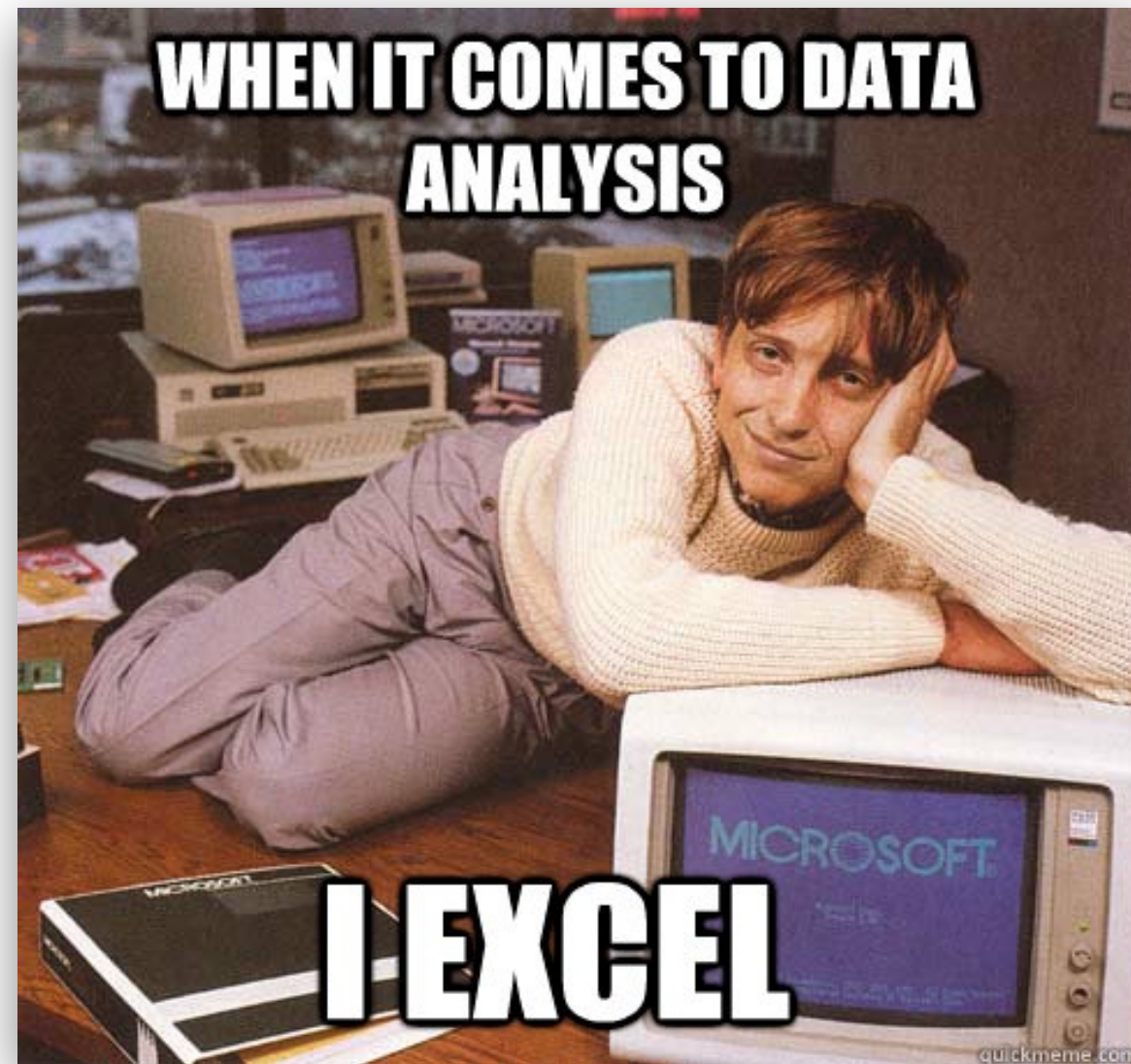


# Icon testing

Variants		Audience ?	Installers (current) ?	Installers (scaled) ?	Performance ? 90% Confidence Interval	
Current Version		33.4%	413	1,237		KEEP
B		33.3%	639	1,919	+42.5%  +87.8%	APPLY
C		33.3%	446	1,339	-0.8%  +26.1%	APPLY

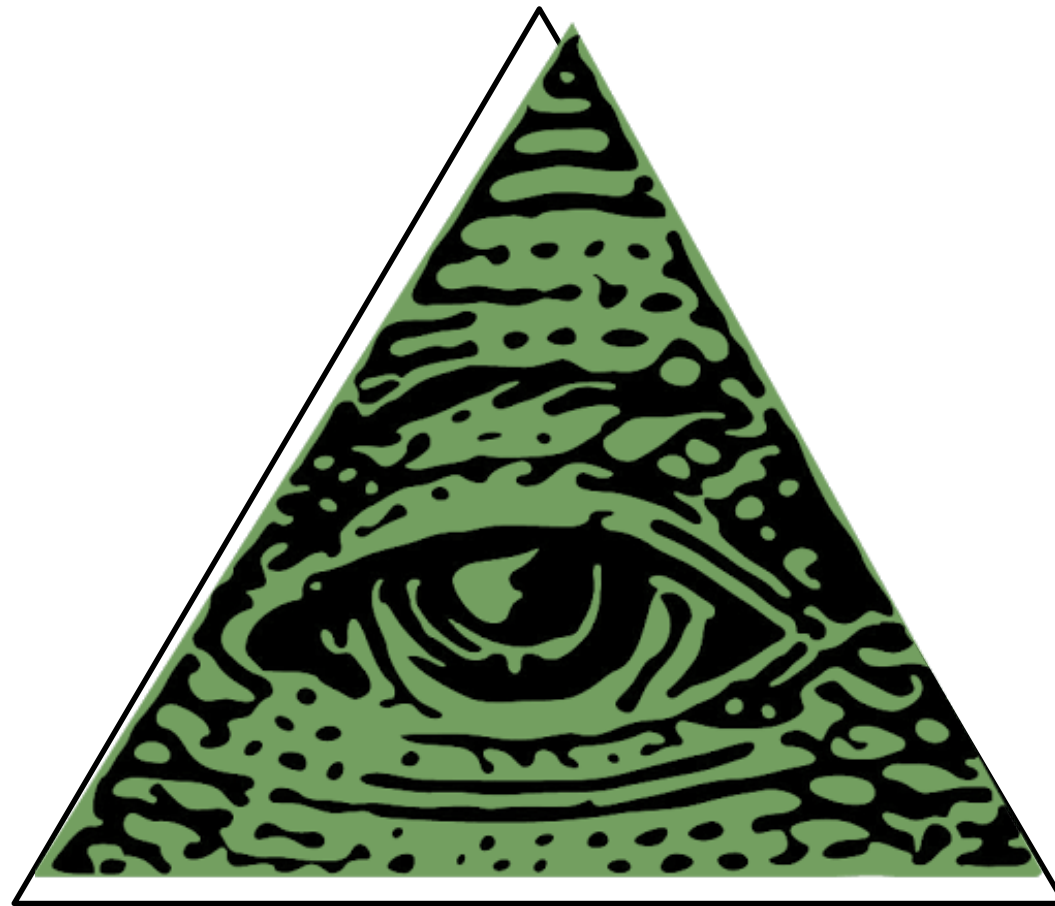


# Analytics



# Analytics

UA TEAM



GA TEAM

GAME TEAM



days_active	BreakEven Day	spend	Total_Net_Income	CPI	conversion	ROAS_net	ROI
45	11	\$11,823.12	\$17,665.61	\$3.68	16.74%	149.42%	49.42%
42	8	\$6,262.92	\$9,105.84	\$2.22	12.02%	145.39%	45.39%
44	11	\$7,784.11	\$11,180.78	\$0.66	5.00%	143.64%	43.64%
43	10	\$2,302.76	\$3,297.50	\$7.45	34.67%	143.20%	43.20%
41	10	\$4,328.91	\$5,381.77	\$0.71	6.36%	124.32%	24.32%
45	35	\$3,897.68	\$4,841.85	\$1.54	8.79%	124.22%	24.22%
40	16	\$4,194.64	\$5,111.82	\$0.85	5.85%	121.87%	21.87%
45	23	\$12,701.02	\$15,121.71	\$2.49	13.73%	119.06%	19.06%

#### campaign

FB - TAL - 0028 - iOS - XX - 18 m (WW, LKL: Top 10% most valuable purchases (90d) [1%], VALUE [DR])

FB - TAL - 0046 - GP - XX - 18 m (rich 2, tutorial vids, text3, LKL: more than 5 payments [5%], CE: PURCH [MS])

FB - TAL - 0030 - GP - XX - 18 m (ww, LKL: Top 10% most valuable purchasers (90d) [1%], CE: PURCH [MS])

FB - TAL - 0024 - iOS - US - 18 m (Weekend Text, LKL: Top 10% most valuable purchases (90d) [2%], VALUE [DR])

FB - TAL - 0047 - GP - XX - 18 m (LKL: ww TAL ios/android more than 10eur [1%], CE: PURCH [MS])

0006 - TAL - FB - iOS - Purchases - 20180823

FB - TAL - 0051 - GP - XX - 18 m (ww, text12, LKL: ww TAL ios/android more than 10eur [2%], CE: PURCH [MS])

0008 - TAL - FB - iOS - Purchases - 20180823



## UA flow & evaluation

**D1 - D7**  
ROAS targets

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**LTV predictions**  
based on 1 month data

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**KPI's**  
per UA channel &  
game

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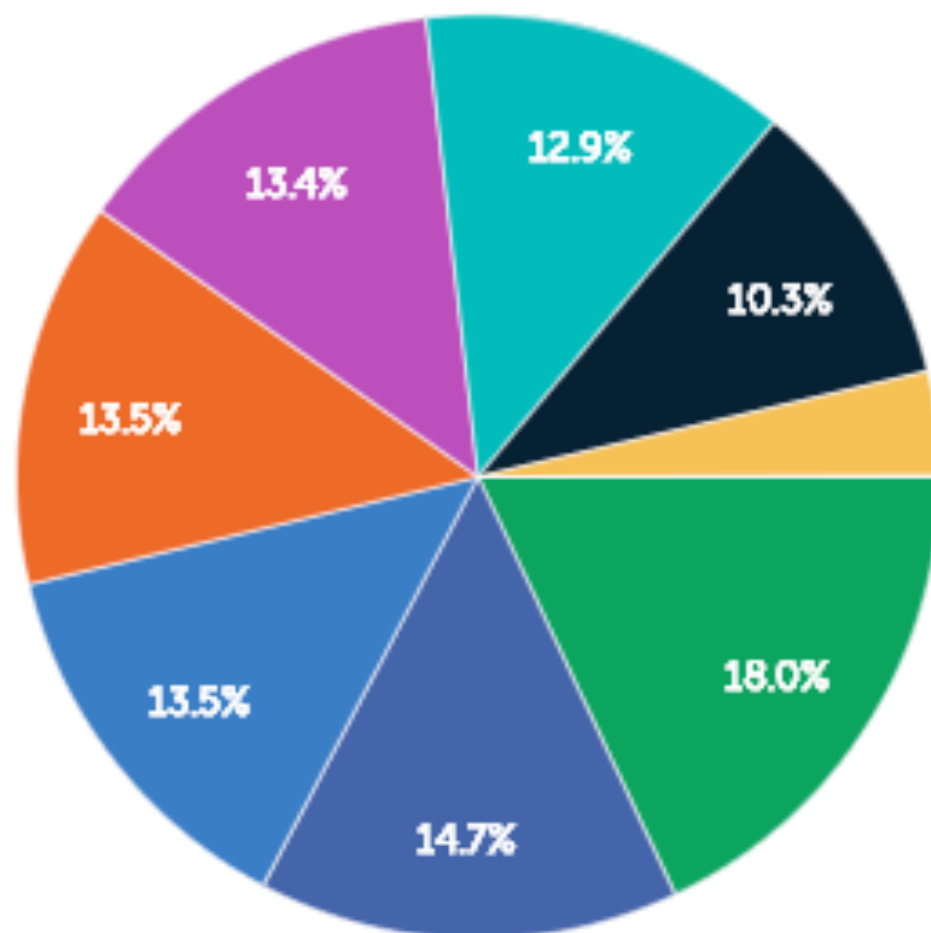
**D1 - D7**  
retention targets

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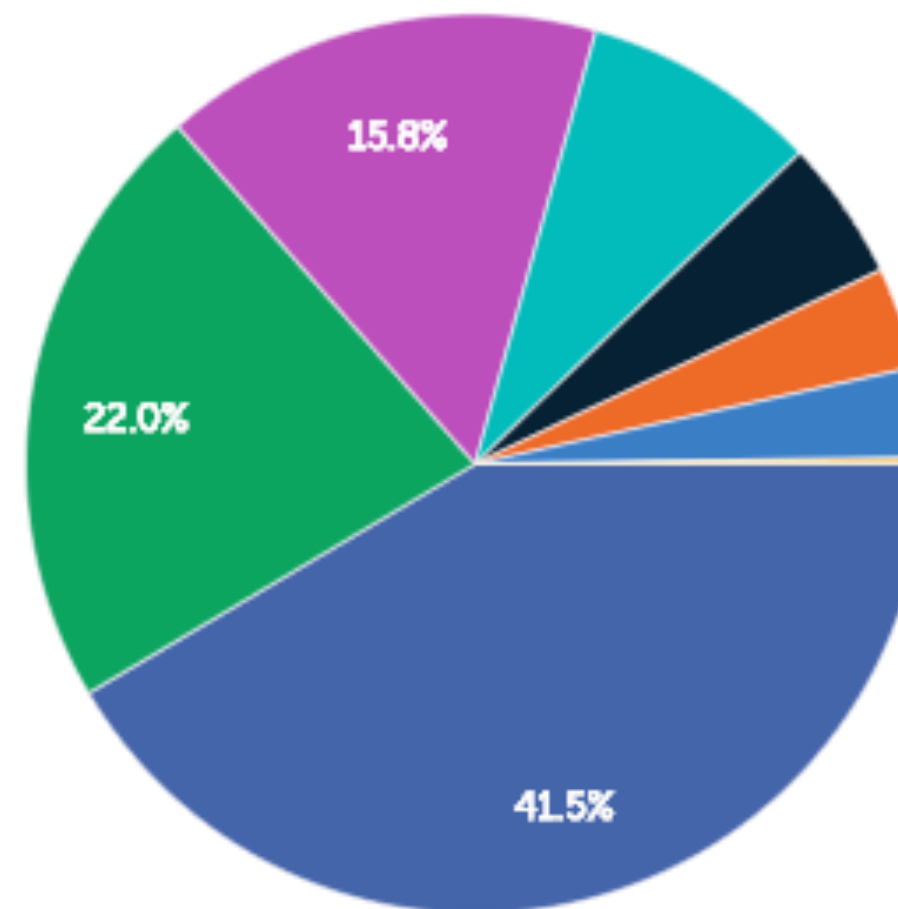
data driven decisions **on a daily basis**

# UA channels

INSTALLS



LIFETIME REVENUE



- googleadwo...
- Facebook Ads
- adcolony\_int
- applift\_int
- ironsource...
- unityads\_int
- vungle\_int
- crossinsta...
- None

- Facebook Ads
- googleadwo...
- ironsource...
- unityads\_int
- vungle\_int
- applift\_int
- adcolony\_int
- crossinsta...

# Creative testing



# Creative process



# Best performing creatives





# Best performing creatives

 **Tanks A Lot**  
Written by Smartly.io [?] · 30 January · 🌐

💀 Show NO MERCY in the fast-paced tank battles! 3V3 PVP MOBA! Play NOW! 💀



 **Brian Schwarz** I'll be honest. These little promos got me wanting to play this game more than any other game I've seen advertised.  2

Like · Reply · 3w

# Reengagement



## Social media & community

Boosted social media  
fan page posts

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Forum

Community admin's

---

FB, Twitter, Reddit

---

Community ambassadors

# Cross promotion

## Players from Other Sources:

Total Installs:

1,028,850

Total Payers:

34,054

Revenue:

€ 878,747

ARPU:

€ 0.85

ARPPU:

€ 25.80

## Crosspromo Players:

CP Installs:

65,250

CP Payers:

4,664

Cross Promo Revenue:

€ 178,870

CP ARPU:

€ 2.74

CP ARPPU:

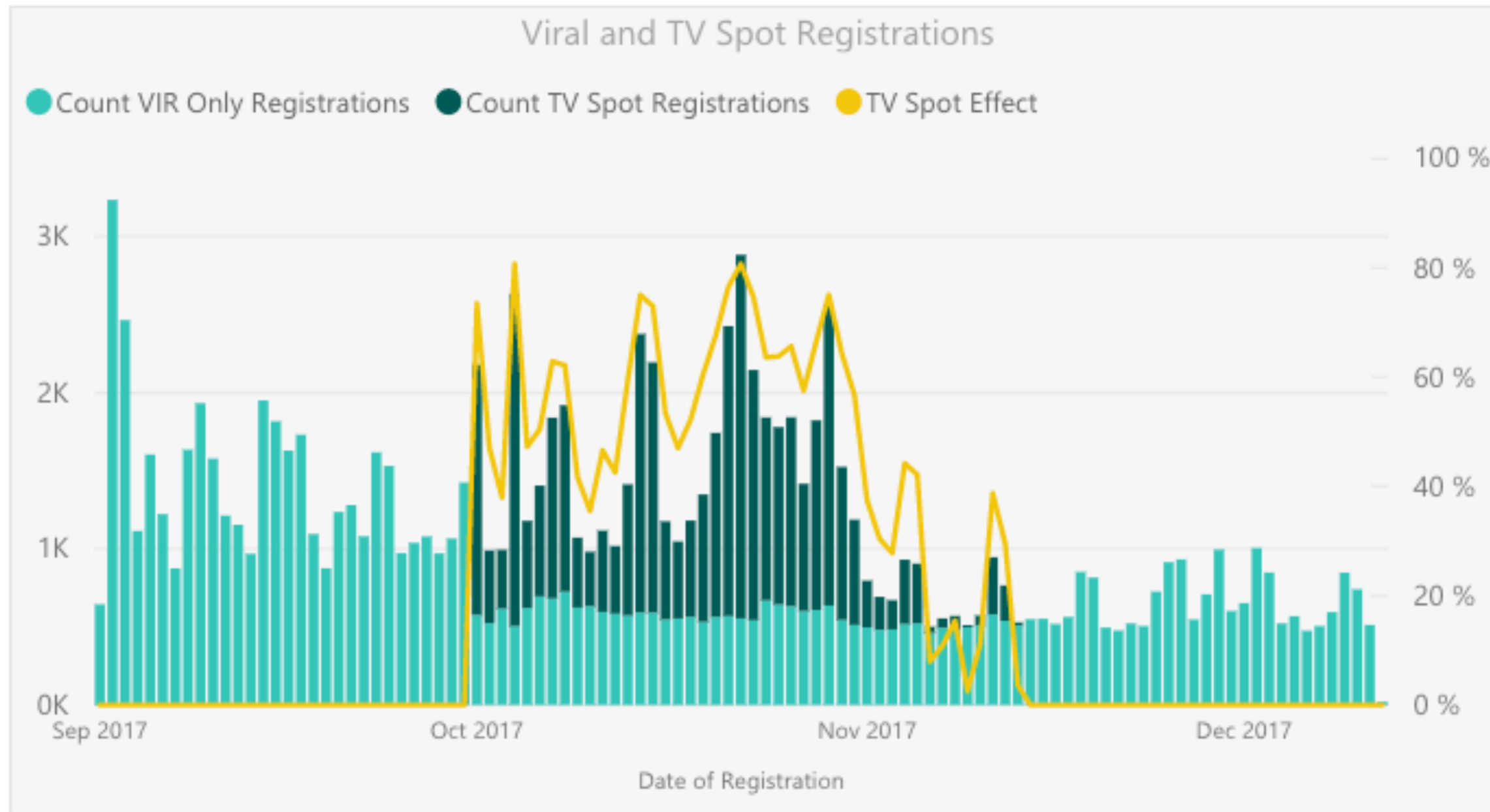
€ 38.35

# TV spots





# TV spots evaluation



# Analytics

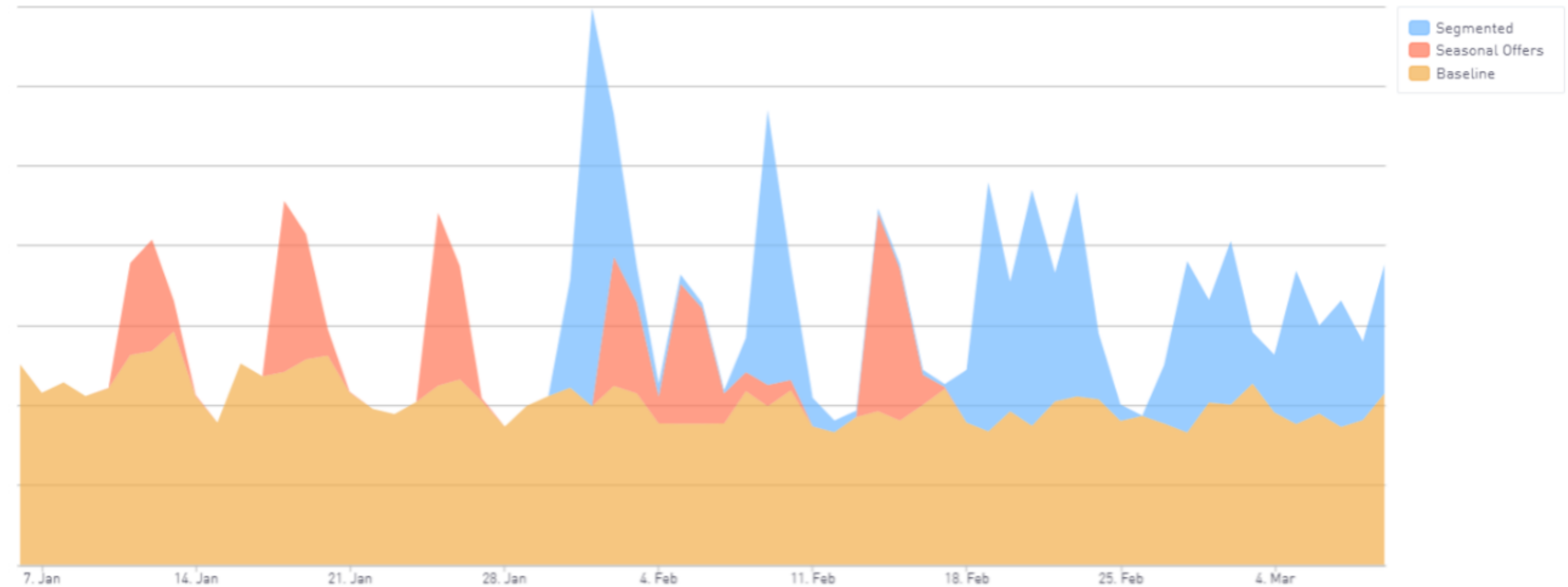
UA TEAM

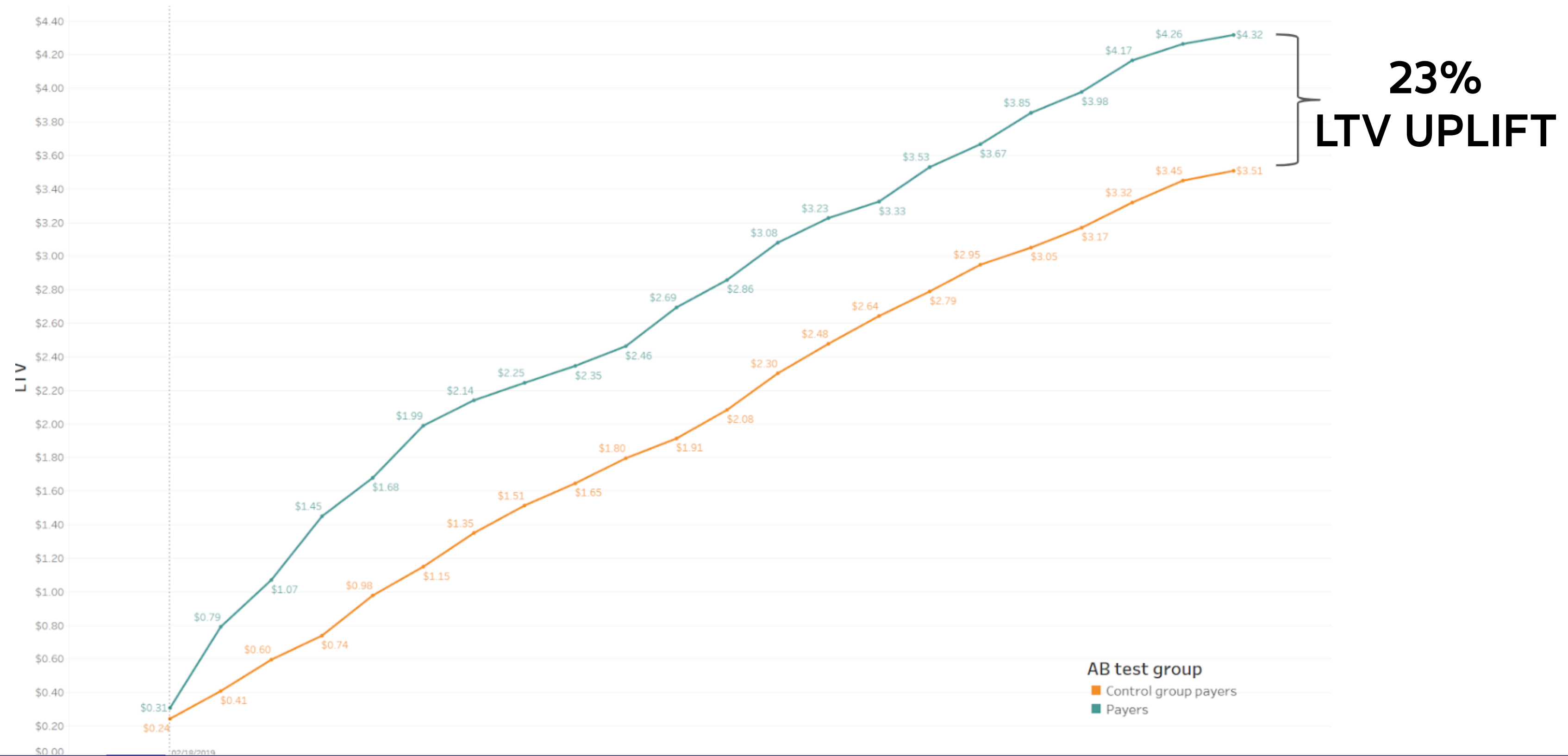


GA TEAM

GAME TEAM

# LiveOps





# TAKEAWAYS

**SOFTLAUNCH**

**ASO**

**CREATIVES**

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## GLOBAL LAUNCH FRAMEWORK



# Thank you!

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