

Starloop Studios | 2019 | White Paper in Live Game Operations

# Best Practices in Live Game Operations

Design your game with Live Ops in mind.

Learn about the best practices in general, and how the LiveOps approach is applied to games at every phase of development.



# Contents

<b>Introduction to LiveOps</b>	<b>3</b>
<b>User Acquisition</b>	<b>5</b>
Keys to Paid Acquisition	6
Keys to Earned Acquisition	7
Keys to Owned Acquisition	15
Other Acquisition Concerns	16
<b>User Engagement</b>	<b>17</b>
Lifecycle Engagement	17
User Tracking Guest Mode	20
Communication - Push Notes Permission	21
Custom	22
Communication - Email	22
Communication – Badges & Switching	23
Communication – In-Game	23
Events	24
<b>Monetization</b>	<b>27</b>
Economy Design	27
Store Design	29
Purchases	31
Alternate Monetization	35
Tools	36
Monetization best practices	37

# INTRODUCTION TO LIVEOPS

**What is LiveOps?** As the word itself suggests, it has to do with the operation, or running, of a live game; a game that has some element that changes and evolves over time.

Successful game studios today recognize and embrace the idea that games have evolved into services that change and grow over time with new content, live events, and frequent updates.

Games must not only aim to provide a fun and engaging experiences, the bar has been raised - to be successful over the long term, games also need to understand and segment their players, develop deep relationships, and understand and meet the needs of multiple player segments.

Collectively, these activities have come to be called LiveOps, and while they were once solely the purview of MMOs and free-to-play titles, cultivating long-term relationships with players through continued engagement is becoming a gold standard for all types of games from mobile to AAA console experiences.

*"New releases now only represent a part of our business, which is now focused on long-term engagement with our player communities... Our players not only play more hours at a time, but do so over a period of months or even years. We are thus able to offer them new experiences and content, thereby extending the lifetime of our games."*

-- **Yves Guillemot, CEO, Ubisoft**

LiveOps has also made a dramatic impact on premium games, however, including console, PC and mobile. Notes Andrew Wilson, CEO of Electronic Arts, *"Our growing live services have fundamentally changed our business model, resulting in a more stable and predictable cash flow, all year round."*

Today, LiveOps is having a dramatic impact on game development both in the realm of business and in design.

Companies that adopt a LiveOps mindset focus on making their games last longer - turning them into "forever franchises" - and find that this produces a far higher return on their development and marketing investment than traditional game development and advertising.

Planning for a LiveOps model has several important ramifications for your studio. With LiveOps, you can:

- ◆ Make changes quickly, which provides a fast and clean way to address unforeseen problems that crop up after launch.
- ◆ Segment players and make targeted communications or offers appropriate for each segment to stimulate engagement and boost monetization.
- ◆ Run special in-game events to keep a game from getting stale, or attract players to come back and re-engage - often with dramatic impact.
- ◆ Collect and analyze game data to provide insight into how to tune and improve your game. Viewing performance in real-time can identify issues like a new update causing a spike in errors, or a mis-configuration causing an exploit that might permanently ruin your game's economy if not quickly rolled back.

# 3 CORE PILLARS OF LIVE GAME OPERATION SUCCESS



USER ACQUISITION



USER ENGAGEMENT



MONETIZATION



# USER ACQUISITION

Acquiring players is something all games must consider, for obvious reasons.

Traditionally, player acquisition has been focused on pre-launch excitement building and attracting players to purchase a game as soon as it is available.

For LiveOps focused games, however, player acquisition is an ongoing process.

Developers must consider a variety of acquisition channels both for their effectiveness at driving interest and installs but also for their quality of player.

## WHERE DO PLAYERS COME FROM?



**PAID** Buying/renting players referrals from external publishers.



**EARNED** Players referred from non-paid external publishers.



**OWNED** Players referred from internal (owned) publishing and content channels.



# Keys to Paid Acquisition



Integrate with Ad Networks server-side to avoid SDK bloat

## Attribution Tracking is a Must

- ◆ Integrate a service like Kochava, Tune, etc. to track install sources, and conversions

## Define Success Metrics

- ◆ Plan budget early to ensure it's adequate
- ◆ Adjust spend & channels post-launch to optimize ROI and quality

## Optimize Content & Channels

- ◆ Test copy, images, CTAs, etc.
- ◆ Monitor lead quality across ad channels & variations

## Hire an Expert

- ◆ If you're not comfortable planning/booking/ designing ads, work with **Starloop Studios** team.

## Keys to Earned Acquisition



### Cross Marketing

- ◆ A form of advertising limited to the universe of games you or your publisher control.
- ◆ It lets you amortize your cost of acquisition (CAC) across multiple games and thus justify a higher CAC than you can otherwise rationalize.
- ◆ Partner with other developers and agree to cross promote games to each other - that can be an inexpensive way to acquire new players without resorting to expensive ad buys.

### Influencer Marketing

- ◆ A promotion via celebrity gamers who record themselves playing your game and talking about it.
- ◆ Get influencers interested in your game and sharing their exploits on Twitch, Mixer or YouTube, this is a great way to get new players excited about your game and also to communicate tweaks and changes to people who haven't experienced your game recently.
- ◆ This is a pay-to-play set up and it's not cheap; big influencers can charge \$50-100,000 or more to promote your game - and the ROI is not always easy to calculate.
- ◆ Consider using a special code or offer so you can tie the install back to the influencer.



### Feature Placement

- ◆ Editorial support in the App Store or Play Store can increase downloads by up to 10x
- ◆ Work with platform business teams at least two months prior to launch
- ◆ Support platform priority features and technology; be a good business partner to get support



## Social Features

### ◆ FB SSO

- Enables persistent account status
- Can get email and other out-of-game channels
- Incentivize login
- Prompt early and repeatedly
- Use 60-day auth token
- Meaningful Social Share Moments/Requests
- Make social elements relevant to core loop
- Make shares fun, authentic, and game-related
- Socially-gated content can increase viral activity
- Aggregate all social communication with central message center
- Can consider a “social currency” earned through friend actions, used for special items

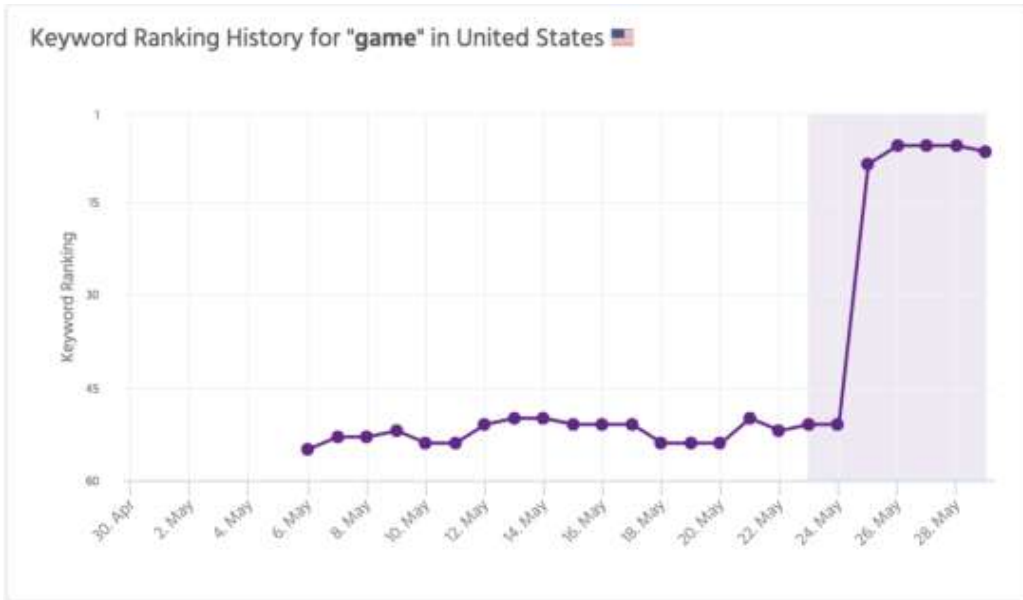
## ◆ Social Features

- Custom Multi-Friend Selector (MFS)
- Customized multi-friend selector increases invites, send, and click metrics for all viral activities
- Create specific segments of friends (likes games, plays this game, etc.)
- Use tabs to introduce various segments
- Pre-populate lists with relevant friends
- Social Codes (SMS/Email Invites)
- Provide non-FB virality
- Can track accepted friend requests
- Incentivize and reward invites
- Have clear interface to invite friends
- Allow inviting from Contact List

## ◆ Game Center & Other Multiplayer Networks

*Facilitate lightweight solutions for:*

- Saved state
- Auto sign on
- Achievements
- Leaderboards
- Discoverability
- FB Likes



Top 5 apps (2017-05-30)

- 1 Fidget Spinner  
Words Mobile
- 2 CATS: Crash Ar...  
ZeptoLab
- 3 Fidget Spinner  
Ketchapp
- 4 Color Switch  
Fortafy Games
- 5 Word Cookies  
BitMango

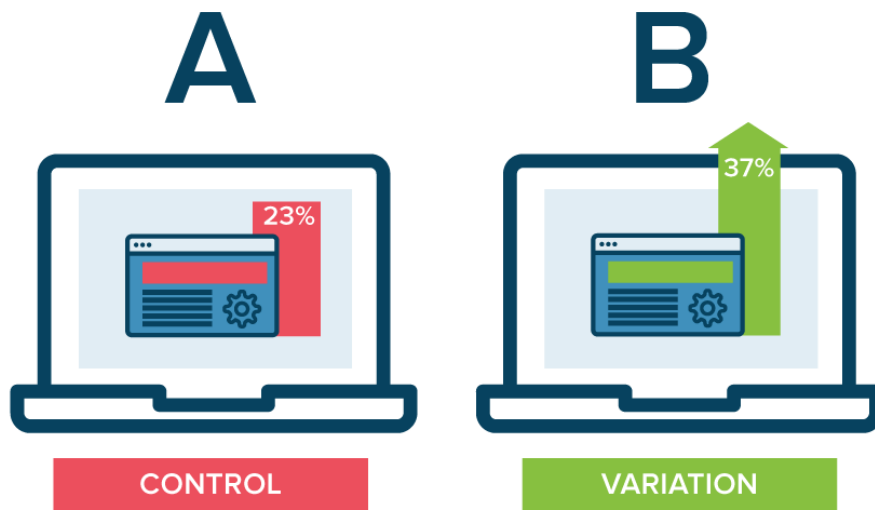
<p><b>Last 30 Days</b> (Apr 30, 2017 - May 29, 2017) Best: 6 Average: 43 Worst: 55</p>	<p><b>Period</b> (May 23, 2017 - May 29, 2017) Best: 6 Average: 19 Worst: 51</p>
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- 8 Clash of Clans  
Supercell

## ◆ App Store Optimization (ASO)

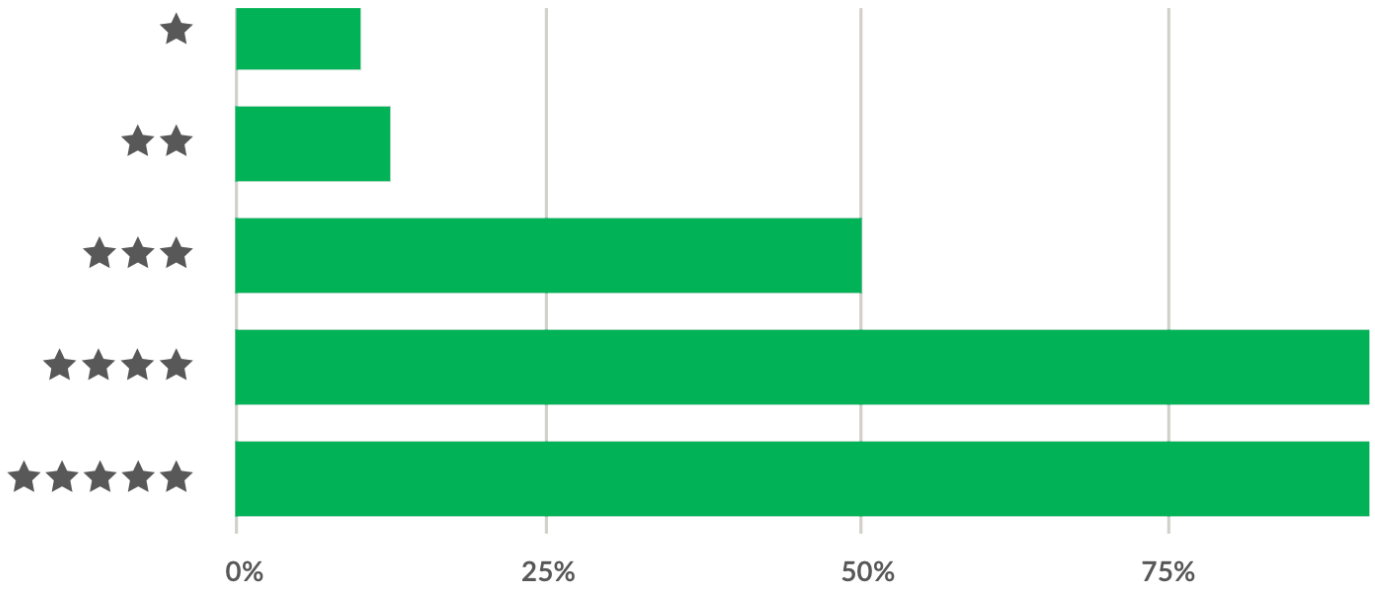
### Keyword Research & Market Research

- Brainstorm the keywords – it could be anything that comes to your mind that is relevant to your app and to the tasks it performs, or its main features.
- Check what your competitors are doing – which keywords they are working on their listing, which keywords they are ranking for and where (countries)
- Collect as many different keywords as possible, and then amplify the list with long-tail keywords. You can do it with a keyword suggestions tool – for example, **AppKeywords.io** or **TheTool**
- Pay attention to those keywords that have **low or medium difficulty and at the same time, the most traffic**. These keywords are not highly competitive, and ranking for these keywords will improve the visibility of your app dramatically.
- Check your competition for each particular keyword when you analyze the relevance of your app for a particular search, or identifying the keywords with less competition.



### Google Play Store optimization + A/B testing

- **Perform an A/B test** before implementing any change in the listing elements that are affecting the conversion rate. Those elements are primarily the graphics: icon, screenshots, feature graphic, and the localized texts.
- Run global tests for graphics alone in your default language, or tests including text and graphics for any localization in up to 5 languages simultaneously
- Unless you have a great volume of downloads, start A/B testing with only one language (example: EN-US).
- Experiment with the order of your screenshots
- Select the percentage of visitors Google Play will display an experiment to, up to 50 percent.
- View results in the Play Console
- To further validate the results of your A/B test and **see what actually happens once the change is implemented**, look at the conversion rate percentage during the week period before the test and compare it to the conversion rate during the week after the test period.
- If you chose to do a localized experiment, look at the conversion rate for the corresponding country/language.
- Analyze the results and apply the change if you have a winner
- Keep marketing/advertising efforts as steady as possible
- **Define in advance your sample size and for how long you'll run the test**
- **Do not stop the experiment before the sample size has been reached** (do not even look, even if Google says it's over)



### Rate My App

- Ratings impact search placement and platform support
- Use pre-prompt interstitial to qualify users before sending them to store for rating
- Ask for rating after moment of delight
- Target 15-20 minutes of gameplay, and re-prompt weekly for non-raters
- Ratings reset after updates, so re-prompt
- Cannot directly ask for 5-star, but you should imply it with art elements in interstitial



# Keys to Owned Acquisition



## Web

- ◆ Provide unique content about your game before and after launch
- ◆ Discussion forums can be a big engagement driver. It helps pull in new players and creates a soft landing for newbies looking to get a comfortable foothold, so it's worth monitoring your Discord channel and Facebook page to keep things on track.
- ◆ Perform SEO for organic discovery
- ◆ If multiplatform, create landing pages with links to different version for advertising

## Trailers, Let's Plays, Dev Diaries

- ◆ Great content for visibility and virality
- ◆ Don't always need expensive trailers

## Social Channels

- ◆ Building community on social channels facilitates deeper engagement.
- ◆ Create space for players to work toward shared goals, communicate, and build trust to get the most out of this strategy.
- ◆ Discord is the most relevant channel for chatting with players
- ◆ Helps for reacquiring lapsed users
- ◆ Increases visibility and virality

## Other Acquisition Concerns



### Over-the-Air (OTA) Download Limit

- ◆ Free mobile games over 100MB (Android) or 150MB (Apple) reduce install funnel by 50%
- ◆ Use post-launch installer and platform tech to download additional assets in background

### Localization

- ◆ Localization at launch can increase regional performance by 100%+
- ◆ Post-launch loc is more expensive and less effective
- ◆ 60%+ of mobile revenue is outside US
- ◆ Common localizations include:
  - FIGS (French, Italian, German, Spanish)
  - J-BRCK (Japanese, Brazilian Portuguese, Russian, Chinese, Korean)
  - Marketing communication must also be localized and segmented to local audience
- ◆ Allow language switching in settings
- ◆ Be mindful of string lengths, especially for languages with multi-bit characters



# USER ENGAGEMENT



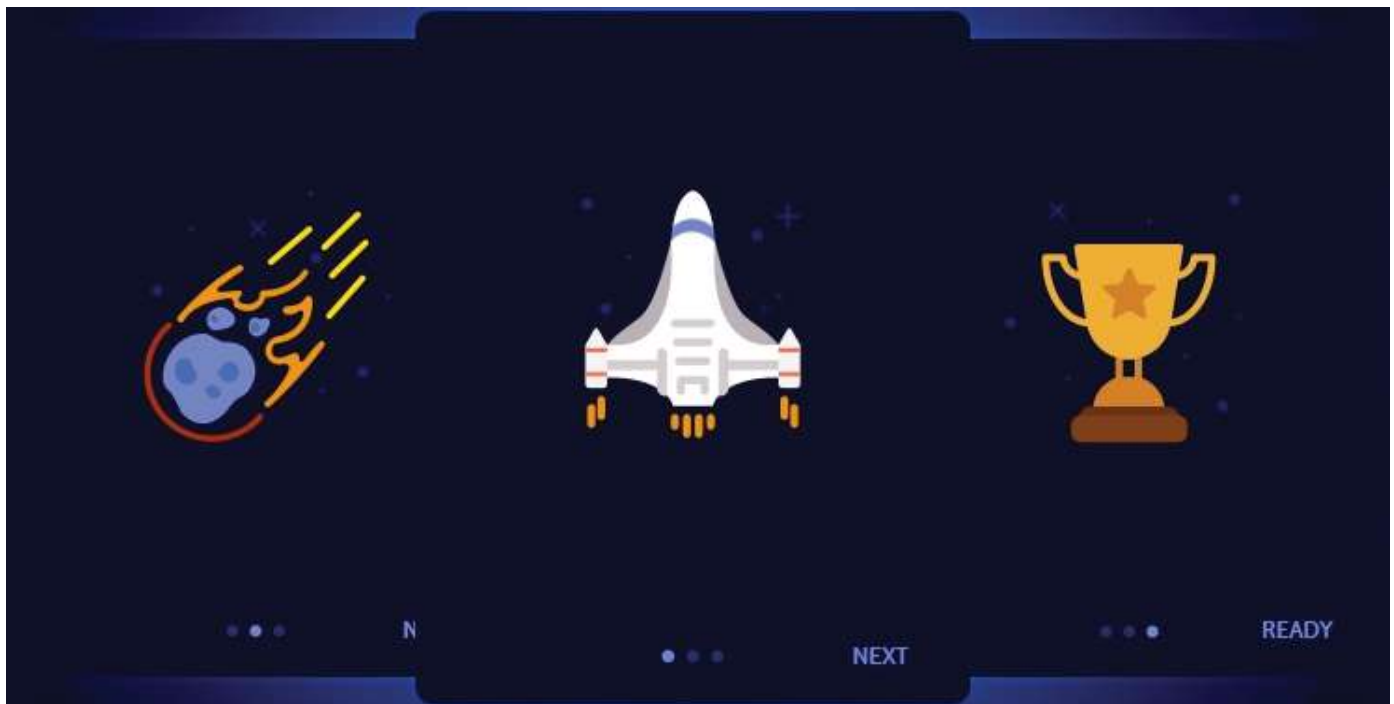
User engagement is one of the toughest challenges facing any new game. There are a lot of moving parts to think through. Let's get started.

## Lifecycle Engagement



### Pre-Launch (aka soft launch or beta)

- ◆ Recommend 4+ weeks in multiple countries
- ◆ Test and tune First Time User Experience (FTUE), economy, monetization, and messaging
- ◆ Make this time valuable and actionable
- ◆ Set KPI benchmarks (Red, Yellow, Green)
- ◆ Identify key experiments (balance, pricing, UI, etc.)
- ◆ Setup reporting tools and framework
- ◆ After soft launch, revise load testing based on observed play patterns



## Onboarding

- ◆ Interactive tutorial that quickly exposes best features/play
- ◆ Let them play: minimize reading, number of clicks, or forced actions
- ◆ Shower with reward and delight during onboarding
- ◆ Don't force non-core features into the FTUE, additional lessons can surface when needed
- ◆ Include store/purchase tutorial
- ◆ Incentivize tutorial completion and immediate follow-on play
- ◆ Allow returning or experienced players to skip

## Content Updates

- ◆ 60-90 days of content at launch
- ◆ Aim for 4-6 week update cadence after launch
- ◆ Roadmap at least one year of content
- ◆ Keep in front of your players: don't let too many pile up at "last level"
- ◆ Monitor progress and churn to determine the correct rate of content release
- ◆ Show content and depth: coming soon, NEW, etc.
- ◆ Message updates heavily

## Elder Game

- ◆ Design enough long-term content and evergreen play loops to keep veterans and spenders engaged
- ◆ PvP
- ◆ Leaderboards & Tourneys
- ◆ World/Saga maps
- ◆ Crafting, collecting, breeding
- ◆ Evergreen meta game allows value from replaying core content
- ◆ Veterans can be 50%+ of spend, must keep them playing
- ◆ Introduce monetization components to elder game modes

## User Tracking Guest Mode



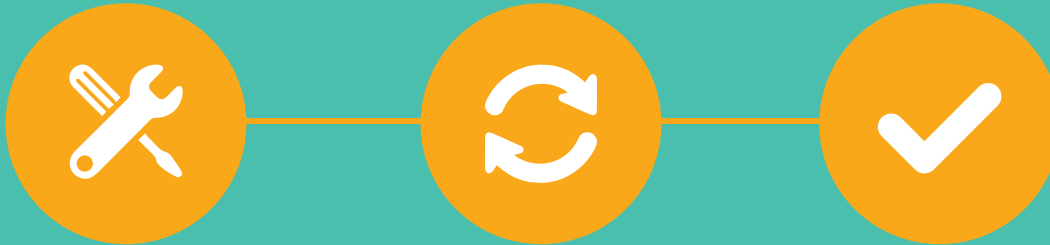
- ◆ Don't force login before users experience the game
- ◆ Can increase first session start by 90%
- ◆ Do not gate purchases behind login Login
- ◆ Incentivize social login
- ◆ Never force social login before users experience core fun Cross-Device Saved State
- ◆ Ideally, fully-synchronous with server
- ◆ Use platforms' tools for saved game state
- ◆ Purchases, inventory, level-data, friends, etc. should all come with.
- ◆ Requires persistent server-side player accounts

## Communication – Push Notes Permission



- ◆ Wait until after a moment of in-game delight
- ◆ Use pre-permission interstitial to qualify receptive users
- ◆ Make a clear value prop relative to recent in-game experience
- ◆ Game-Generated
- ◆ Allows for automatic, customized re-engagement
- ◆ *Transactional events:*
  - Energy refill
  - Build complete
  - Freebie available
- ◆ *Social events:*
  - Turn notification
  - PvP challenges, etc
  - Leaderboard position changes
  - Gift send/receive
- ◆ Prioritize and group PMs to avoid spamming
- ◆ Create auto-campaign for lapsed users with progressive incentives (3, 7, 14, 30 days lapsed)
- ◆ Monitor CTR and adjust cadence/content
- ◆ Messages triggered by user behavior and including friend's name have higher CTR

## Custom



- ◆ Notify users of important game changes and events
- ◆ Sales & Promotions
- ◆ Updates and new content
- ◆ Reactivation campaigns

## Communication – Email



- ◆ Supplements other out-of app channels (Push, Facebook)
- ◆ Good for re-engagement and announcements:
  - User-to-user invites
  - Lapsed user campaigns
  - Transactional receipts
  - Marketing notifications
- ◆ Include incentive offers whenever possible to improve CTR
- ◆ Obtain email permission and address via FB
- ◆ Monitor CTR to optimize cadence and content
- ◆ Use deep link vanity URLs so email links can open directly into app

## Communication – Badges & Switching

### Badges (Apple)

- ◆ Icon counters that notify users of outstanding push notes
- ◆ Indicate in-game what incremented counter
- ◆ Cap counter at 5-10 to avoid overwhelming users

### Fast App Switching

- ◆ Game should NOT reload when user gets a call, text, email, etc. and leaves app briefly
- ◆ If you must reload, welcome user back and let them know you had to reload
- ◆ Return to exact gameplay state as when they left

## Communication – In-Game



### Several formats:

- ◆ Interstitials/Overlays
- ◆ Banners
- ◆ Heads-Up Display (HUD) indicators
- ◆ Custom display zones (in-store, etc.)
- ◆ Offer walls (a page that offers users rewards or incentives for real-money purchase or in exchange for completing a specific task).

### Deep link interstitials and banners directly to offers/purchase Time interstitials at launch and between key transitions/loading moments

- ◆ Loading/launch good for game issues, updates, or big promotions

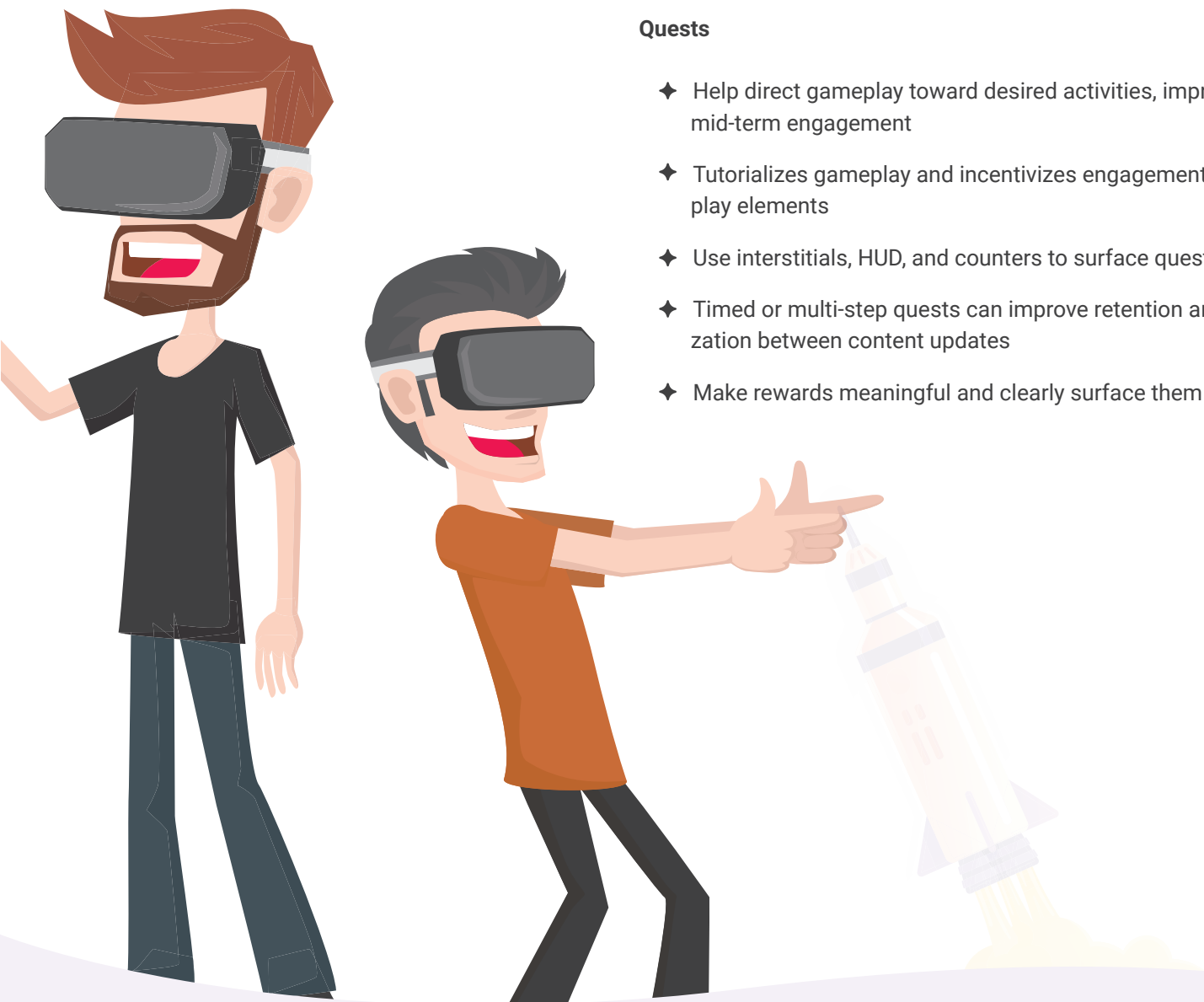
## Timed Events

- ◆ 7-14 day events with deep grind incentive
- ◆ Clearly surface details about events before and during
- ◆ Include unique rewards only available during event
- ◆ Make winning hard (target 15-20% for top rewards)
- ◆ All users should have access

Repeat purchases or event-specific currency can help drive spend

## Quests

- ◆ Help direct gameplay toward desired activities, improve mid-term engagement
- ◆ Tutorializes gameplay and incentivizes engagement with key play elements
- ◆ Use interstitials, HUD, and counters to surface quests
- ◆ Timed or multi-step quests can improve retention and monetization between content updates
- ◆ Make rewards meaningful and clearly surface them



## Achievement Showcase



+988

994

Achievements

4

Perfect Games

31%

Avg. Game Completion Rate

### Achievements & Collections

- ◆ Rewards engagement with core loop
- ◆ Mastery encourages replay
- ◆ Don't bury achievements, surface and celebrate them
- ◆ Consider tiering to make achievements repeatable at increased difficulty/reward
- ◆ Adding new achievements/collections on a regular basis increases elder game engagement
- ◆ Adding premium-only elements to some achievements can increase conversion

## Return Mechanics

- ◆ Fun, but brief, daily bonus event
- ◆ Login rewards are boring, make it fun
- ◆ Include purchase options:
  - Extra plays
  - Better rewards
  - Press your luck
  - Etc.
- ◆ Optimal cadence may not be daily (could be every few hours)
- ◆ Include Push Note when new bonus attempt is available



## Customer Support (expand this section)

- ◆ Proactively message planned or significant outages
- ◆ Have tools to provide entitlements for problems
- ◆ Use forums and social channels to provide direct communication with users and community managers
- ◆ Expose CS email address in-game



# MONETIZATION



Monetization is one of the toughest challenges facing any new game. There are a lot of moving parts to think through. Let's get started...

## Economy Design

### Style

- ◆ Premium - Pay up front, get all content
- ◆ Freemium - Small sample for free, then premium purchase to unlock full game
- ◆ Free-to-Play
  - Full game is free
  - May use in-app purchases for items, content, currency to enhance or expedite experience
  - May use mandatory or optional ad views to generate revenue
- ◆ Subscription - Pay a recurring fee for regular content additions/upgrades, or items/currency to enhance game-play

## Model

- ◆ Model time it takes to consume content
  - Aim for 60 days minimum for non-payers
- ◆ Model earning per session
  - Currency
  - XP
- ◆ Model spend per session
  - Price just outside of earnings to avoid inflation
  - Design early pinch points carefully (don't kick users out of the game)
  - Start tight and loosen if necessary
- ◆ Find 'cost to complete' (most F2P games target \$1,000+)
  - If using 'Premium-Only' items, target 30-50% of items in each category
  - Create enough premium content to sustain whales at launch
  - Premium should be superior to grind items (but be careful of pay-to-win perception)
  - Cater post-launch premium items to top spending players
  - Deep (80%+) discounts on expensive premium items can prompt conversion from reluctant spenders

## Store Design

### **LAYOUT**

- ◆ Simple navigation & visual appeal
- ◆ Full-screen
  - Items
  - Images
  - Promo space
- ◆ For sophisticated multiplayer games, build your own custom game server, then host it with automatic scaling in data centers around the world to ensure you never run out of room for new players.
- ◆ Encourage scrolling (emphasizes depth of content)
- ◆ Mix premium and grind items - Sort/prioritize by perceived value
- ◆ Include Promo/Special/New section to drive payers to new items
- ◆ Use merchandising callouts - NEW, Best Value, Most Popular, 30% Free, 20% Off, etc.

### **MINIMIZE FRICTION**

- ◆ Deep link directly to relevant item
- ◆ Enable purchase of consumables (currency, energy, etc.) directly from HUD
  - Actively prompt when low
- ◆ Provide relevant price points for instant purchase, and store link for other options



### **TRANSACTION PAGES**

- ◆ List highest priced items first
- ◆ Pre-select mid-level package to encourage higher spend
- ◆ Discount higher-priced packages and clearly message discount/value
- ◆ Test removing lowest-priced SKUs (or hiding below fold) to check price elasticity (especially after 1st purchase)
- ◆ Don't let fraudsters ruin your game - and empty your pockets - with fake purchases. Server-side receipt validation ensures your Apple or Google receipts are genuine before a player completes a purchase transaction.



## Purchases

### **REAL MONEY**

- ◆ Use Real Money transactions sparingly (high friction)
- ◆ Real money purchases may include:
  - Premium currency
  - Content/feature unlocks
  - Bundles or packages of items that create added value

### **VIRTUAL CURRENCY**

- ◆ Premium Currency
  - Forces payment
  - Allows granular pricing (esp. on iOS)
  - Easily discounted
  - Removes payment friction at moment of purchase
- ◆ Earned/Grind Currency
  - Sell for Premium Currency to manage economy balance
  - Scale exchange rate based on user segments
  - Be careful of inflation if sold for real money

## **IMPULSE BUYS**

- ◆ Surface one-touch purchase option at pinch points
- ◆ Use prominent splash screens/dialogs to surface impulse opportunity
- ◆ Identify moments of urgency for impulse/upsell
  - Threat of losing something
  - Auto-complete difficult level/task
  - Time extensions

## **OFFERS**

- ◆ Promos may include cash discounts, limited offers, time/event based items, bundles, etc.
- ◆ Surfacing is key: use push notes, interstitials, and HUD
- ◆ Create urgency by emphasizing limited time or scarcity
- ◆ Deeply discounted bundles are good for 1st time conversions
- ◆ Segment offers to appeal to different users
- ◆ Sales should be 40% or more to be effective, but always match with a strong sink to avoid inflation and hang-overs
- ◆ Vary timing and style of sales to avoid sale fatigue

## **SPEED-UPS (FOR APPOINTMENT MECHANICS)**

- ◆ Make acceleration easy with clear surfacing
- ◆ Test event durations to optimize engagement and conversion
- ◆ Don't do linear pricing for acceleration ( $x \text{ minutes} = x \text{ gold}$ ), tune and test
- ◆ Increase value for long appointment speed-ups to optimize revenue

## **ENERGY**

- ◆ Slows content consumption but creates powerful spend motivator
- ◆ Must identify:
  - Regeneration time
  - Max energy allowed
  - Permanent increase to max energy (paid or earned?)
  - Auto-refill moments (e.g. quest complete)
- ◆ Actively prompt energy purchase when empty
- ◆ Ability to gift/receive energy from friends can drive social
- ◆ Push notes for energy refill are effective for engagement

## **DURABLES**

- ◆ In-game items that users retain permanently
- ◆ Overpowering can remove incentives for future spend
- ◆ Allow for repeat purchases (levelups, tier-gated, progressively stronger versions)
- ◆ Allow yourself to make durables more valuable in new content
- ◆ Avoid purely decorative items... should have some gameplay impact

## **UNLOCKS**

- ◆ Purchase unlocks for key items in your game
  - Quests/Tasks
  - Level-gated items
  - Map progress
  - Content packs
- ◆ Make sure there is always a non-purchase way through (no hard stop)
- ◆ Must have enough content to support locking some behind purchase
- ◆ Price to make skipping the whole game prohibitively expensive

## CHANCE MECHANICS

- ◆ Use random chance delivery to drive repeat purchases and disguise rare item pricing
- ◆ Ensure payout probabilities can be tuned
- ◆ Consider offering different prices; higher - price = better odds
- ◆ Receiving chance reward should include strong visual delight
- ◆ Model odds for best items at a significant spend
- ◆ Free daily 'spin' can help build habit
  - Should include premium-only options that contain or guarantee exclusive items
- ◆ *One best example is Activision Blizzard's Hearthstone. Cards in **Hearthstone** can be purchased for either in-game gold or real money and with a strong online community, the game has plenty of players willing to invest in order to give themselves the best shot.*
- ◆ *2016's biggest mobile game uses Gacha methods in order to boost revenues and retention, most notably when it comes to the card collection portion of its gameplay. Unlike Hearthstone however, **Clash Royale** allows trading and gifting of duplicate cards between clan members. Not only does this help ensure that duplicate cards still have some value, but also helps boost camaraderie, player interaction and a sense of community in-game.*



## Alternate Monetization

### **OFFERWALL/ADS**

- ◆ Allows players to earn in-game currency by completing offers or watching videos
- ◆ Can add 10-15% to topline revenue
- ◆ Entice through prominent 'Earn Free Currency' links
- ◆ Actively prompt non-spenders or cart abandons

### **MINI GAMES**

- ◆ Fun, repeatable, easy to find, and short (slots, card play, tap-tap, etc.)
- ◆ Add upsells for additional tries, better prizes, etc.
- ◆ Free play at gambling-type games increases exposure and value prop
- ◆ Do not have to be integrated into core loop

## Tools

### ***SERVER DRIVEN STORE***

- ◆ Offer discounts & promos
- ◆ Re-order and re-price items

### ***PROMO MANAGEMENT***

- ◆ Deploy discounts in real-time
- ◆ Tourney management, discount events, promote top sellers, etc.

### ***ENTITLEMENT DELIVERY***

- ◆ Give free items/content to users for customer support
- ◆ Message users about game issues

### ***INTERFACE***

- ◆ Need simple GUI so you can make changes without engineering time

## Monetization Best Practices

- ◆ Pick a monetization strategy that fits your game and your audience well.
- ◆ Set down your ethical and quality guidelines for monetization so your team is all aligned.
- ◆ Use server-side receipt validation to prevent fraud (e.g. Apple or Google receipts). This ensures that the money you think you are making is in fact being made.
- ◆ Your players are different, so don't treat them all the same. Different players may want to buy different items. Consider having multiple stores, with different combinations of items for sale depending on the player.
- ◆ When putting items in your store, don't just sell single items, also sell bundles of items. Bundles generate more revenue per transaction, and players will feel they are getting a better deal - a win-win.
- ◆ Consider running special sales events as part of your events. Common ones include a buy-one-get-one-free promotion, limited time discounts, and even limited-time offers for rare items.
- ◆ Stores are great opportunities for A/B testing. Try mixing up the order of items in the store - the same item will sell differently depending on where it is in the store.
- ◆ Where your store supports it, offer special coupons that players can give to friends or share via social media. That can not only drive sales but also encourage viral growth. Especially when the player who offers the item also gets a reward if the coupon is used.
- ◆ Integrate rewarded video ads into your game.
- ◆ Test your rewards - don't just build it once and assume it's going to be effective for all players. In fact, the same player may be motivated by different rewards at different stages of his growth. By definition, a good reward is whatever the player most wants at that moment, and what that is will change.
- ◆ When integrating paid ad networks, don't just pick a single network. Different networks perform differently for different regions and types of players. To maximize your revenue, you will likely need several ad networks.
- ◆ Don't be afraid to negotiate with the ad networks. If you have enough players and inventory, they will cut you special deals and even guarantee revenue - if you are willing to give them special rights like first crack at your players.



**STARLOOP**

# ABOUT STARLOOP STUDIOS

*Starloop* is a full-service game development studio that builds premium games since 2011. Our track record is no short of achievements, with more than 80 games developed, some of them from some of the top gaming companies in the industry. We have a deep expertise in cross-platform deployment, parallel launch strategies, user experience optimization, and live operations.

- ◆ Benefit from our expertise at both pre-launch and post-launch stages of game development, especially for social games, mobile games, and video console games development.
- ◆ Be on top of the latest technological trends and always have ready access to highly skilled professionals.
- ◆ Join other successful game companies that have trusted us with their most valuable assets: their games.

Learn more: [starloopstudios.com](https://starloopstudios.com)

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