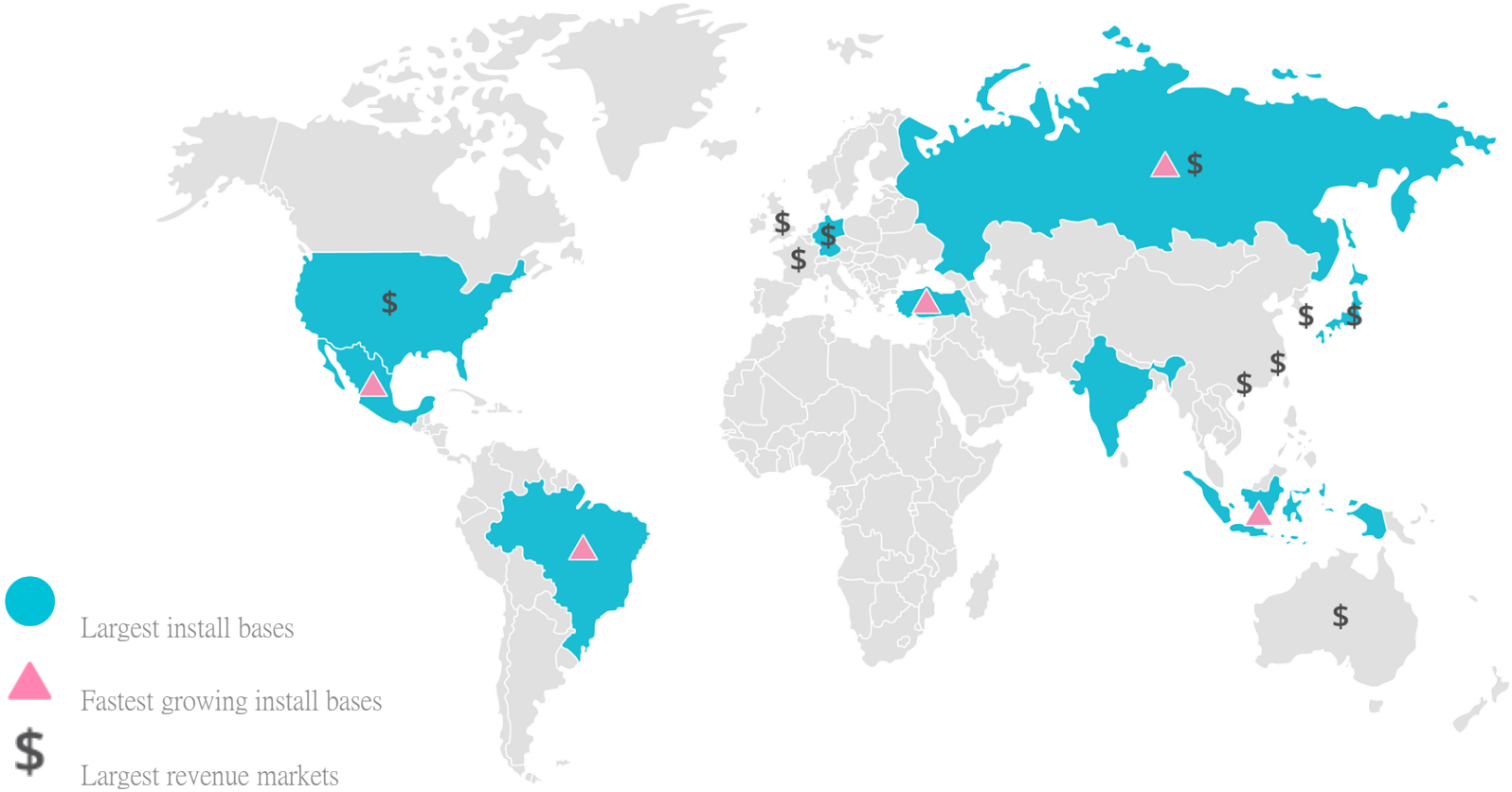
Monetizing Your Game on Google Play

Kevin Chiao

Jennifer Chan

Google play

Monetization on Google Play in a Truly Mobile World



Google play

Acquire

Engage

Retain

Google play

Taiwan

Japan

Google play

US

Source:
Clash of Clans - Supercell
Hay Day - Supercell
Candy Crush - King

Germany

Source:
Empire: Four Kingdoms - Goodgame Studios
Top Eleven - Nordeus
The Hobbit: Kingdoms - Kabam

Russia

Source:
Galaxy Conquest - tap4fun
Clash of Kings - Elex
Castle Clash - IGG

Google play

Taiwan

Fusion of JP/KR style artwork
Online, multiplayer, action-RPG
Core, Mid-Core
Higher tolerance to western-style

Source:
神魔之塔 - Mad Head Limited
刀塔傳奇 - LemonGame
太極熊貓 - 摩利

Hong Kong

Similar to TW with the addition of
sports and gambling-simulation

Source:
BFB - nxTomo Games Ltd.
PES Manager - Konami
馬場無敵威 - Joymobee

Google play

Acquire

Let them know you care

Size

Smaller is better

Google play

Icons
Make them standout

Source:
Clash of Clans - Supercell
太極熊貓 - 摩利
Summoners War - com2us
Modern War - GREE

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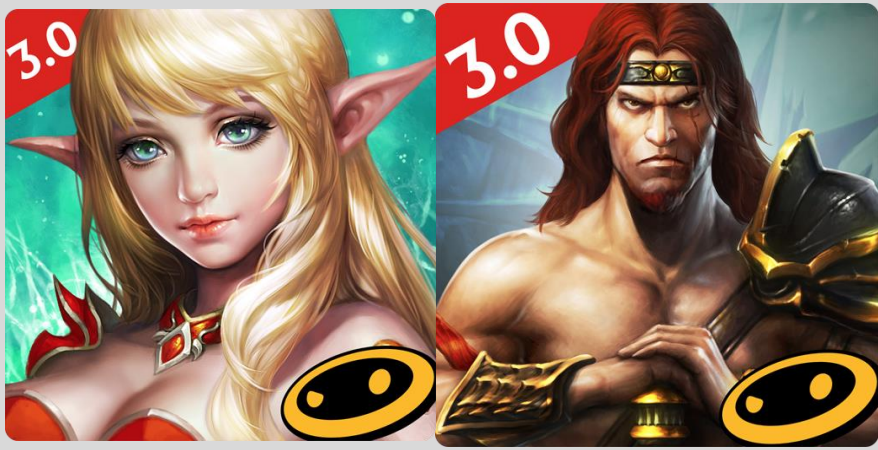
Icons
Local tastes



Source:
Eternity Warriors 3 - Glu

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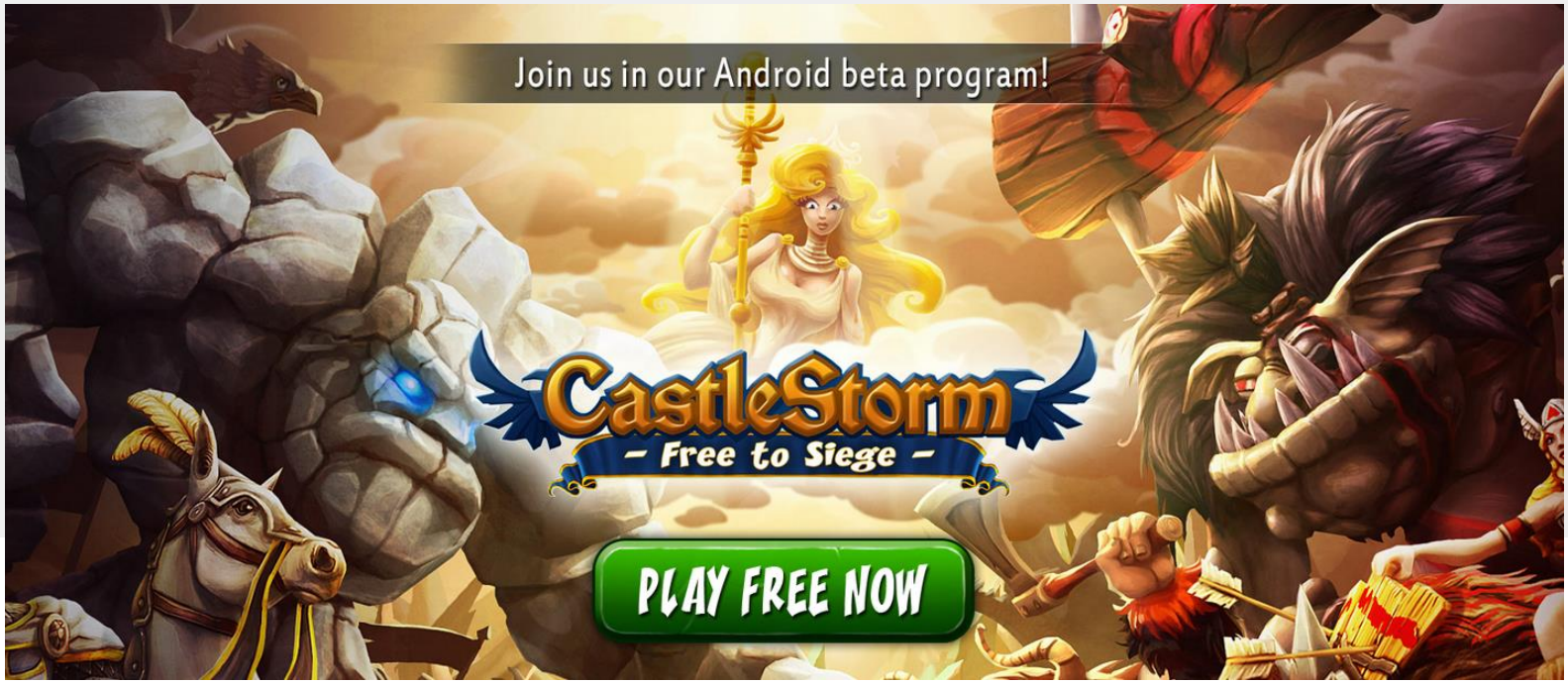
Screenshots
Local tastes

Source:
Monster Strike - Mixi
神魔之塔 - Mad Head Limited
Clash of Clans - Supercell

Google play

Alpha/Beta Testing
Before you launch



Source: CastleStorm - Free to Siege - Zen Studios

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Engage

Know your users

Pre-Registration

Engage from the start

Source:
Summoners War - com2us
Kritika - Gamevil

Google play

Complex menus

Simpler & prominent

Source:
Puzzles & Dragons - GungHo
Clash of Clans - Supercell

Google play

Pricing

Make them right

$0.99	€0.99	¥100	30 NT$
$4.99	€4.99	¥500	150 NT$
$9.99	€9.99	¥1,000	300 NT$
$19.99	€19.99	¥2,000	600 NT$

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Speed Up
Build, Enhance

Source: Clash of Clans - Supercell

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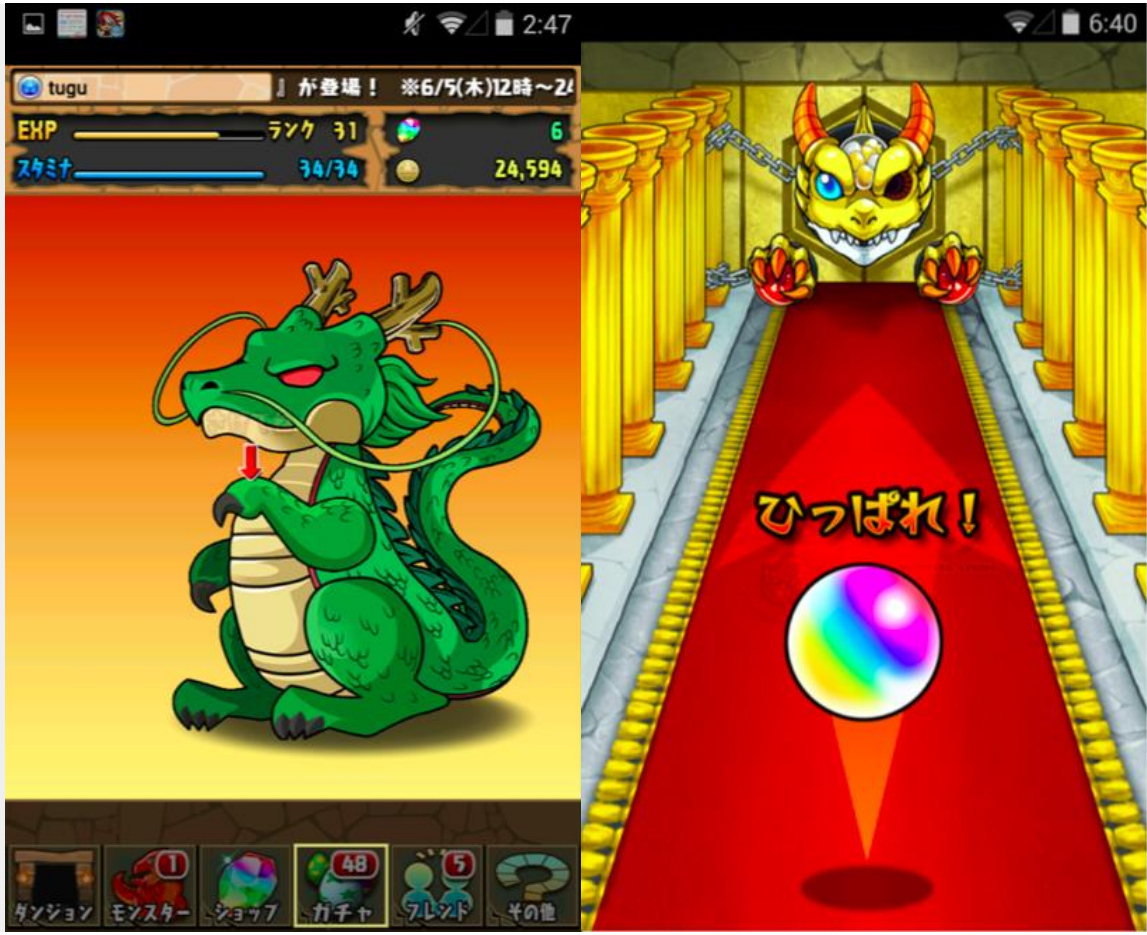
Gatcha

Power-ups



Source: Monster Strike - Mixi, Inc.

Google play

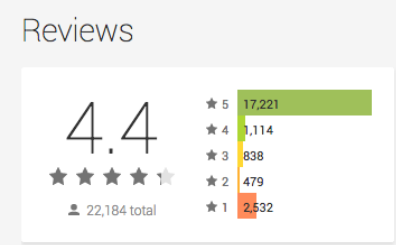
Retain

Don’ t lose your users

Events
Local celebrities

Source:
神魔之塔 - Mad Head Limited
太極熊貓 - 摩利
Game of War - Fire Zone, Machine Zone, Inc.

Google play



Reviews

Helpfulness

User reviews

Steve Lee December 19, 2014

啊士2014 很好的游戏

Bamboo Boom December 25, 2014

為什麼無法進入遊戲？本來很期待呢

Alvin Chan December 22, 2014

不能玩叻 画面有问题

IWPLAY WORLD December 25, 2014

請問您是什麼樣的情況不能玩遊戲呢？是無法下載、無法更新還是會閃退？還請您提供更詳細的說明，以便我們提供協助唷！

Nelson Ha January 2, 2015

我用的是note 3,一直閃退，太令人失望了

IWPLAY WORLD January 11, 2015

請問您目前可以正常登入遊戲了嗎??若還是不行還請您提供更詳盡的說明或錯誤訊息至粉絲團，我們會依據您的問題提供相關的建議及協助

claire Lee December 29, 2014

無法開啟遊戲 更新後手機就打不開遊戲了，讀取更新檔後就直接跳出，無法讀更新檔啊

IWPLAY WORLD December 30, 2014

目前伺服器已經調整完成了～這個狀況應該有改善了～還請您在嘗試看看！有任何問題歡迎您在來反應！

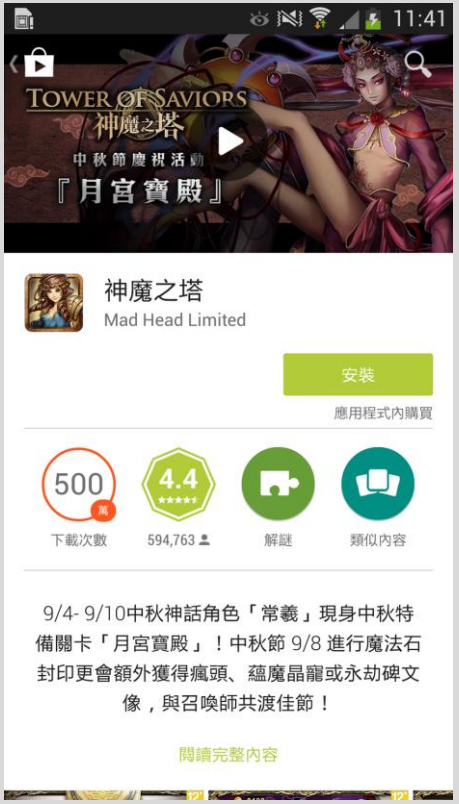
KANIFUSA GM January 7, 2015

更新画面出现 **error** 然后自动闪退 failed CECUIShareRes::LoadSkillconSet()

Source: 決戰神魔(天使公測版) - IWPLAY WORLD

Google play

Events
Make it relevant



Source: 神魔之塔 - Mad Head Limited

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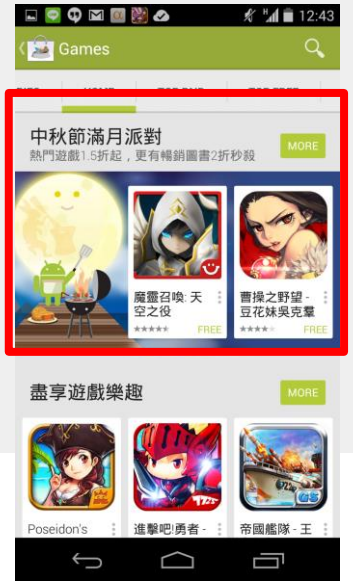
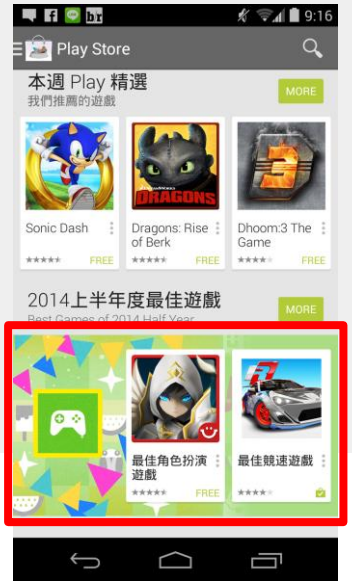
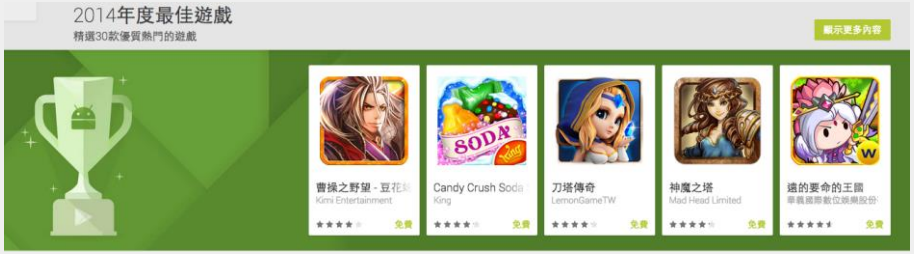
Work with Google Play!

We’re here to help







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Monetization Models

Mobile Market has Shifted towards Free to Play

	2012	2013	2014	2015	2016	2017
Free downloads	57,331	82,876	127,704	167,054	211,313	253,914
Paid-for downloads	6,654	9,186	11,105	12,574	13,488	14,778
Total downloads	63,985	102,062	138,809	179,628	224,801	268,692
Free downloads %	89.6%	91.0%	92.0%	93.0%	94.0%	94.5%

Free downloads % set to grow

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Types of Monetization

In-App Purchase

Paid Download

Advertising

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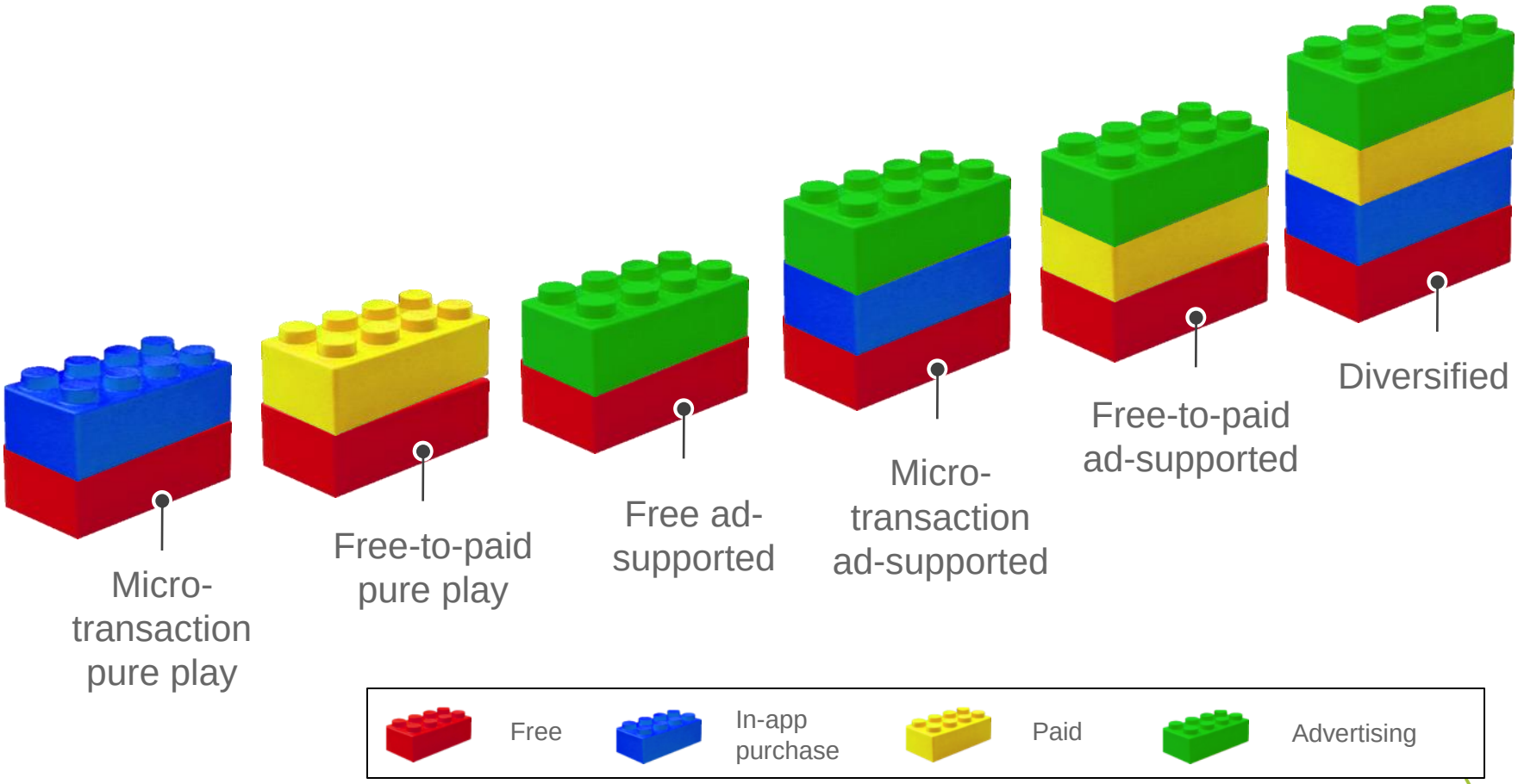
Business model building blocks



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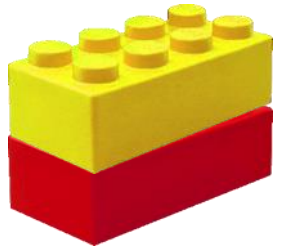
Case Study



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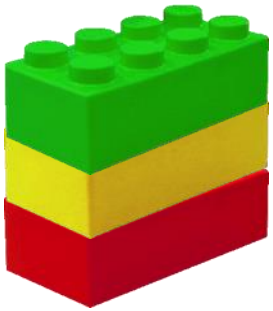
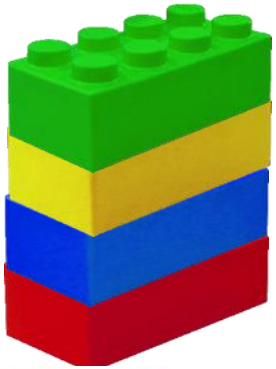
Case study: Backflip



Google play

Case study: Backflip



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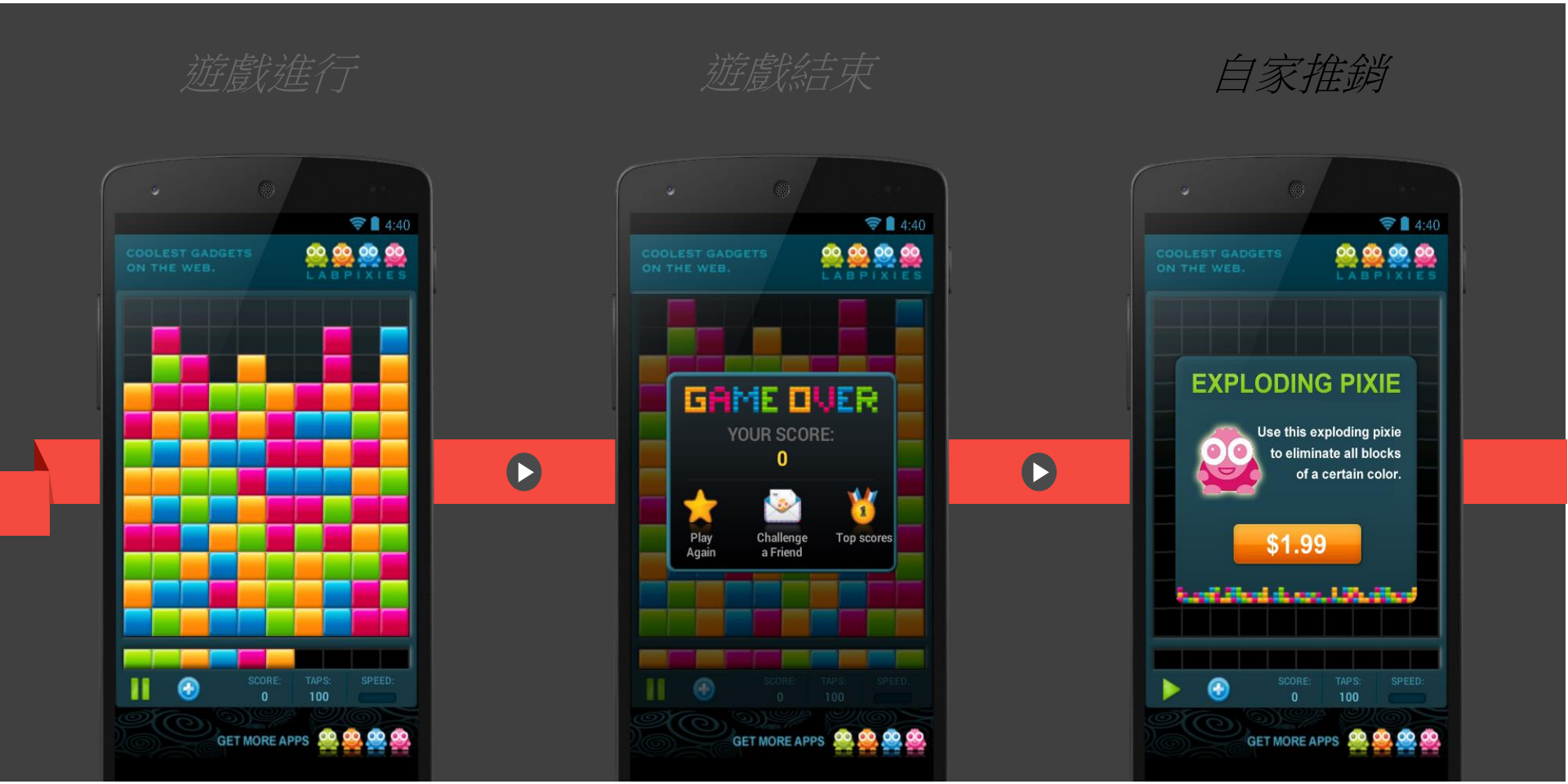
In-app Purchase (IAP) situation

Google play

Source: AdMob and Parks Associates, The Mobile App Consumer, October 2013

In-app Purchase Ads: Convert Users



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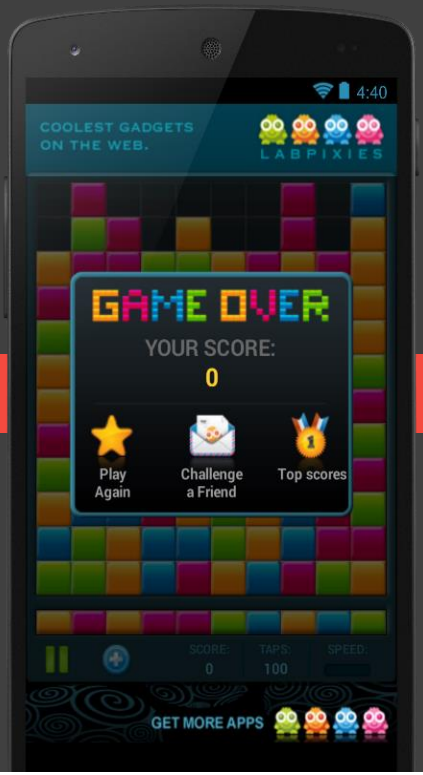
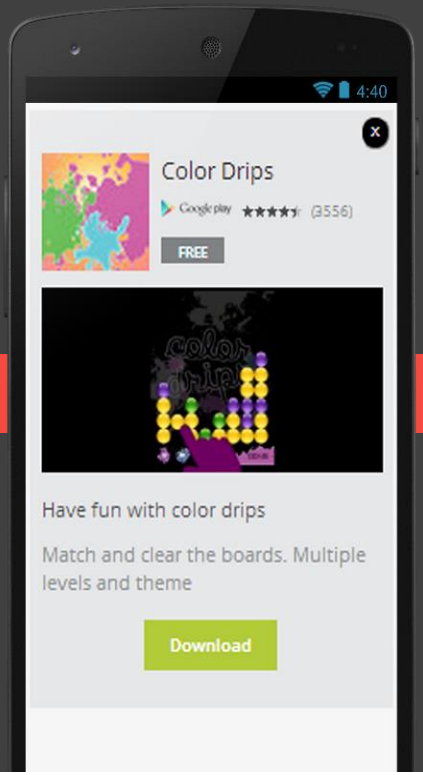
In-app Purchase Ads: Non-premium Users

遊戲進行

遊戲結束



顯示廣告



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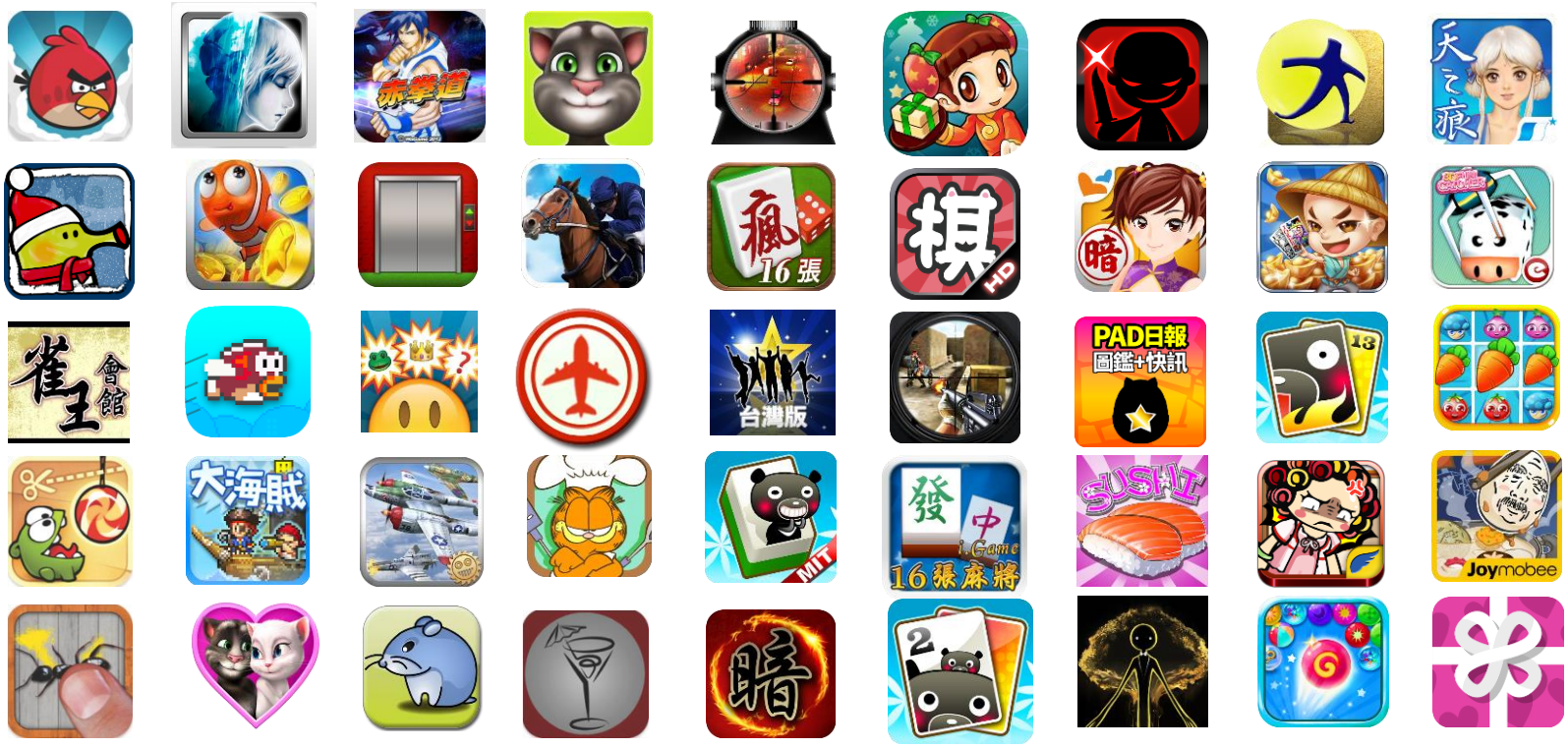
AdMob Current Partners



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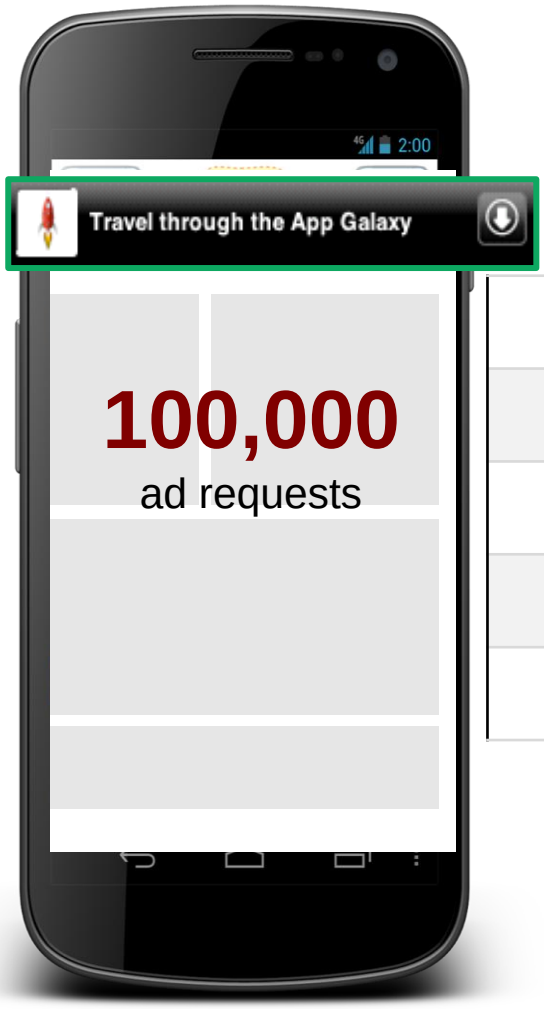
AdMob Math



Impressions	100,000
Click-through rate (CTR)	1.5%
Clicks	**1,500**
Cost per Click (CPC)	$0.10
Revenue	**$150**

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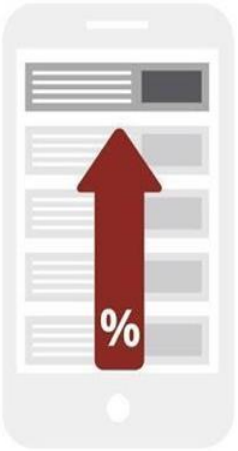
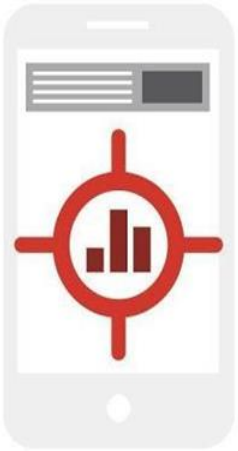
AdMob can offer ...

Multi- platforms

Many advertisers



High fill rate



Google’ s Ad serving technology

Global, robust payment system

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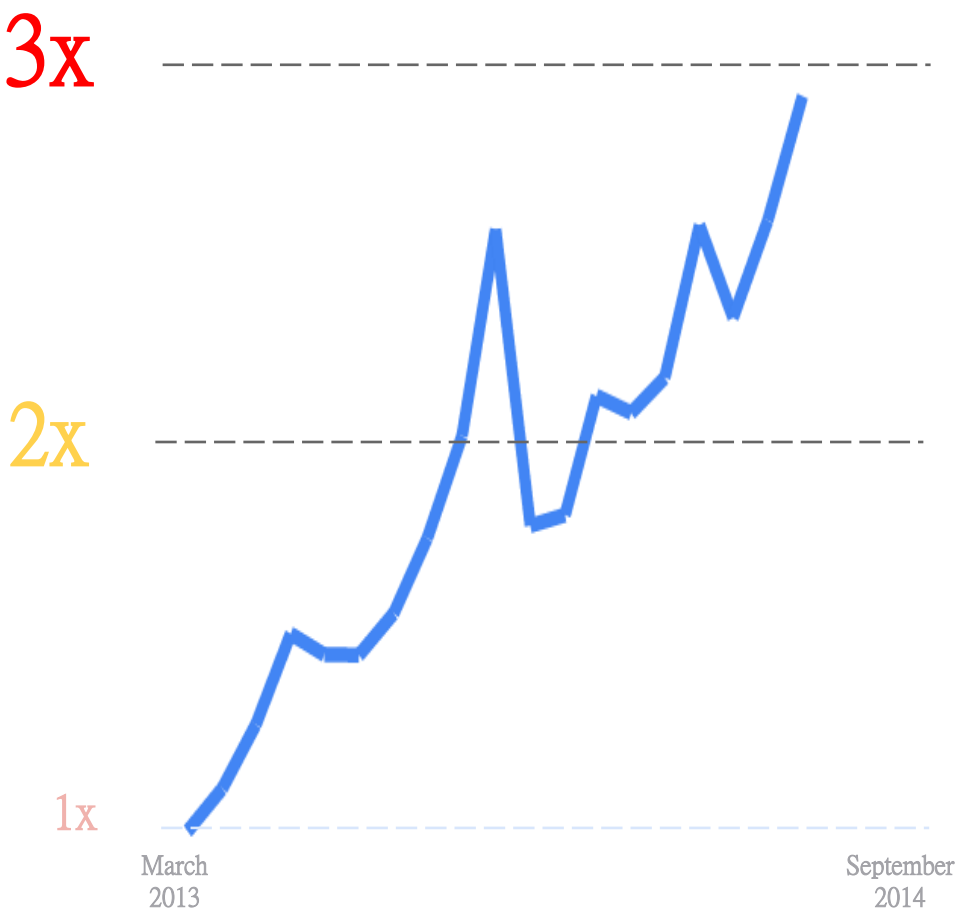
AdMob CPM 3X increase (past 18 months)



+200% in CPM since Q1 2013

$1 Billion paid to developers net in the last 2 years

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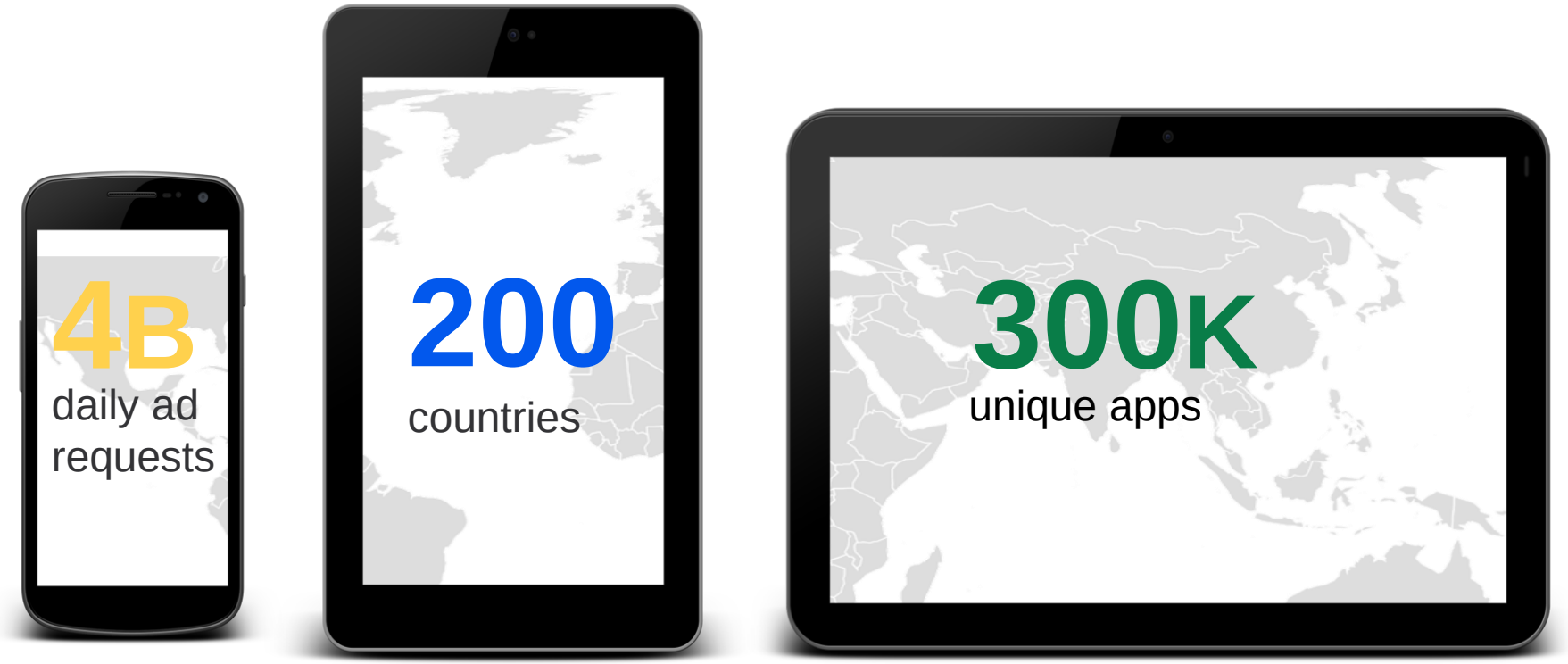
Global Coverage



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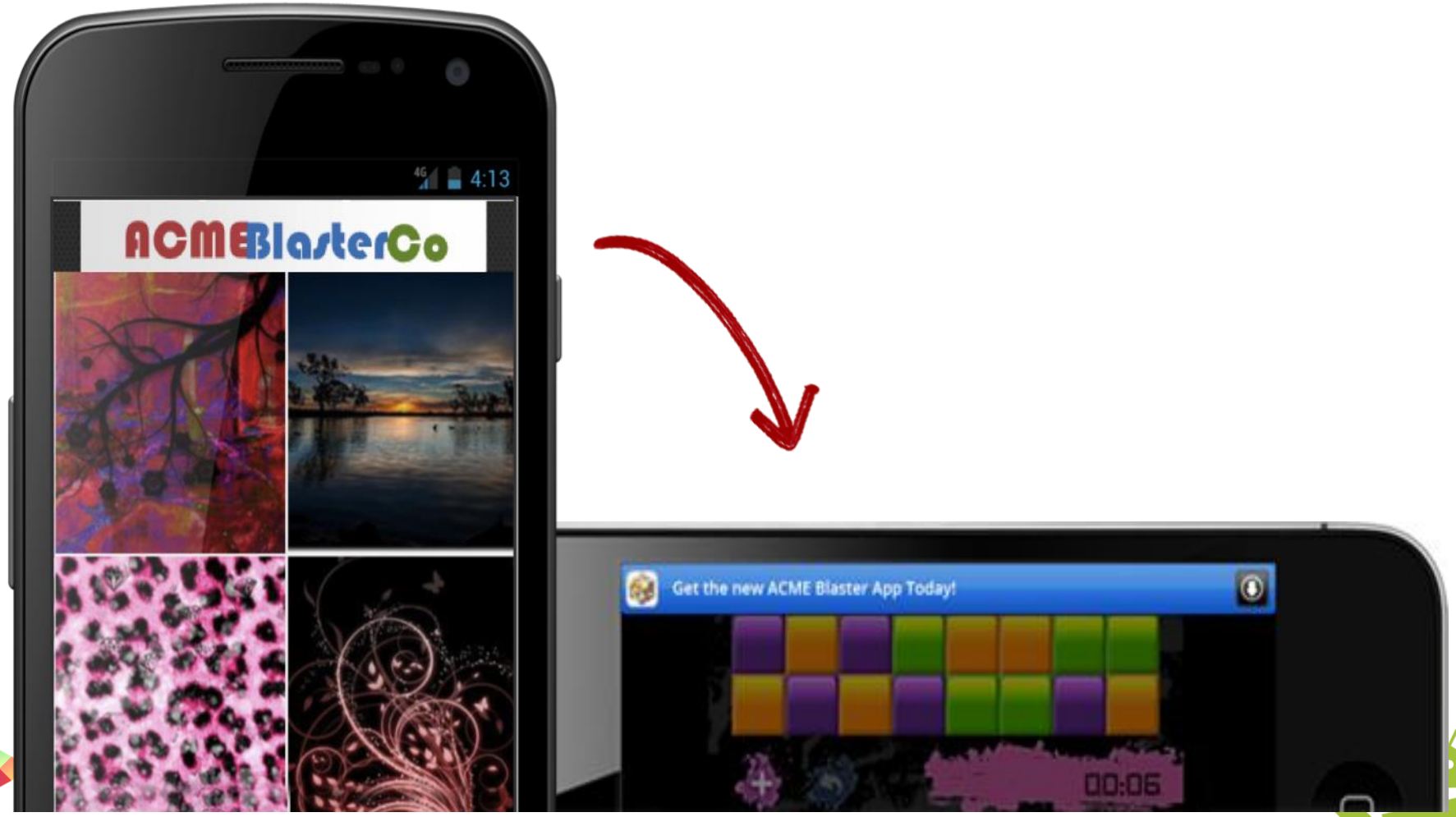
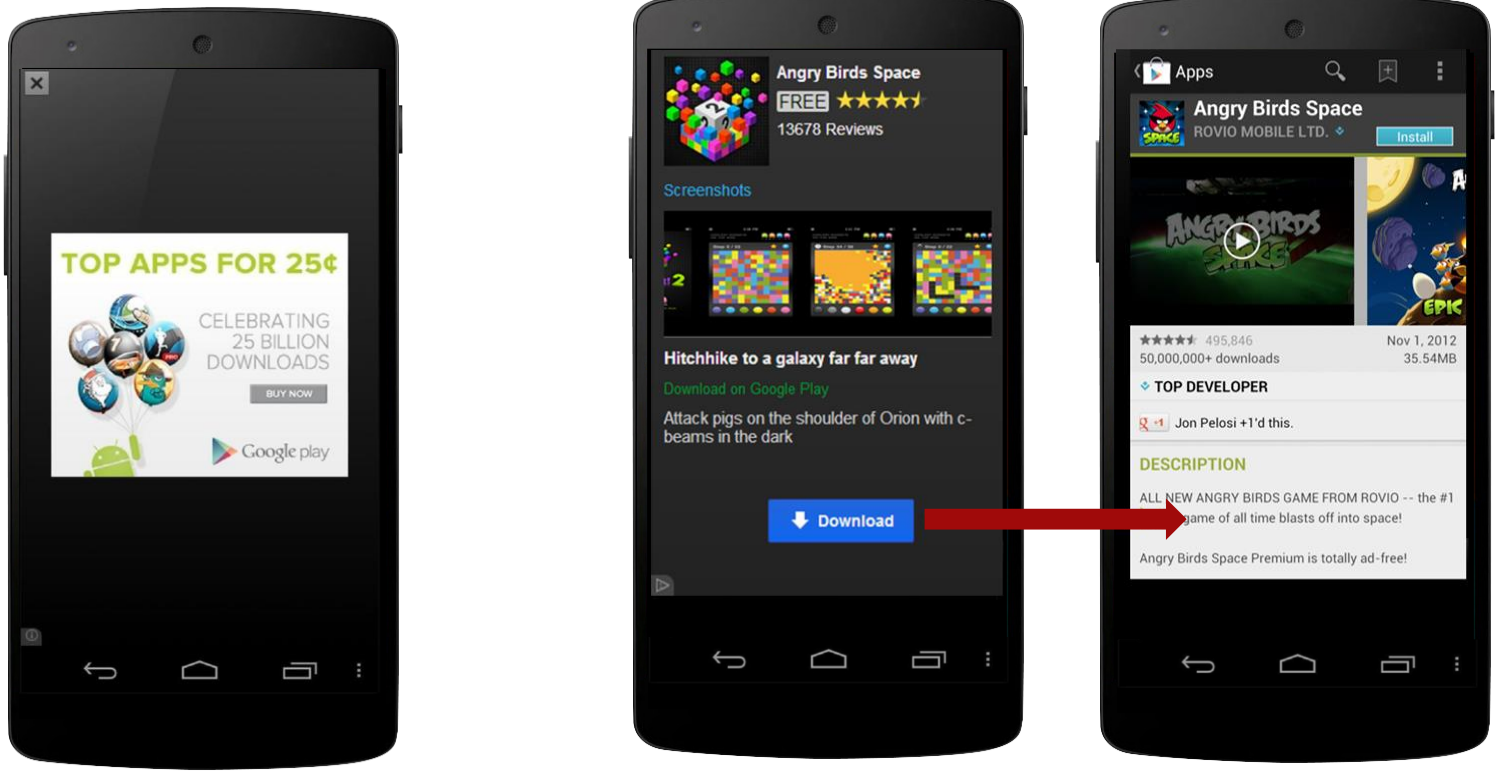
Smart Banner



Interstitial Ads (5-7X RPM than banners)



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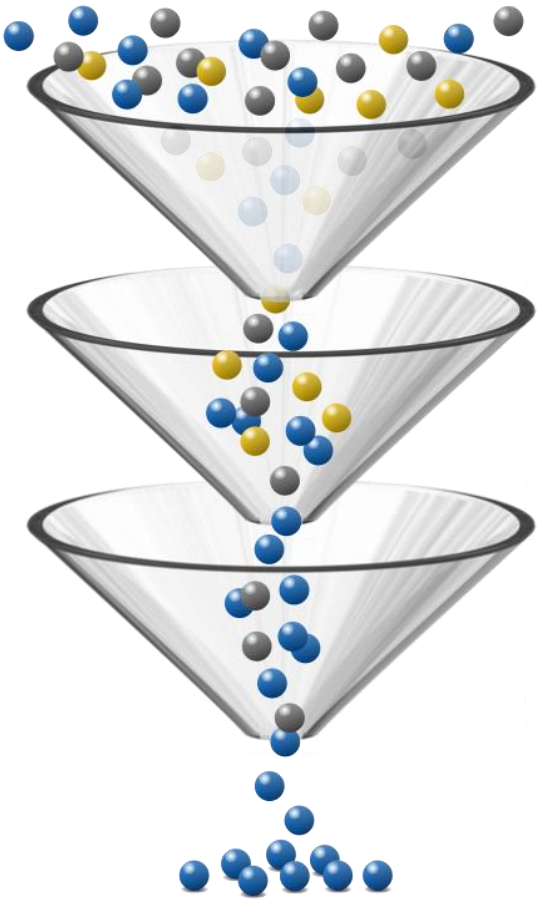
Robust Ad Filters



- Block specific ads in the URL filter
- Over 200 Category Filters
- Easily Managed in the “Ad Review Center”

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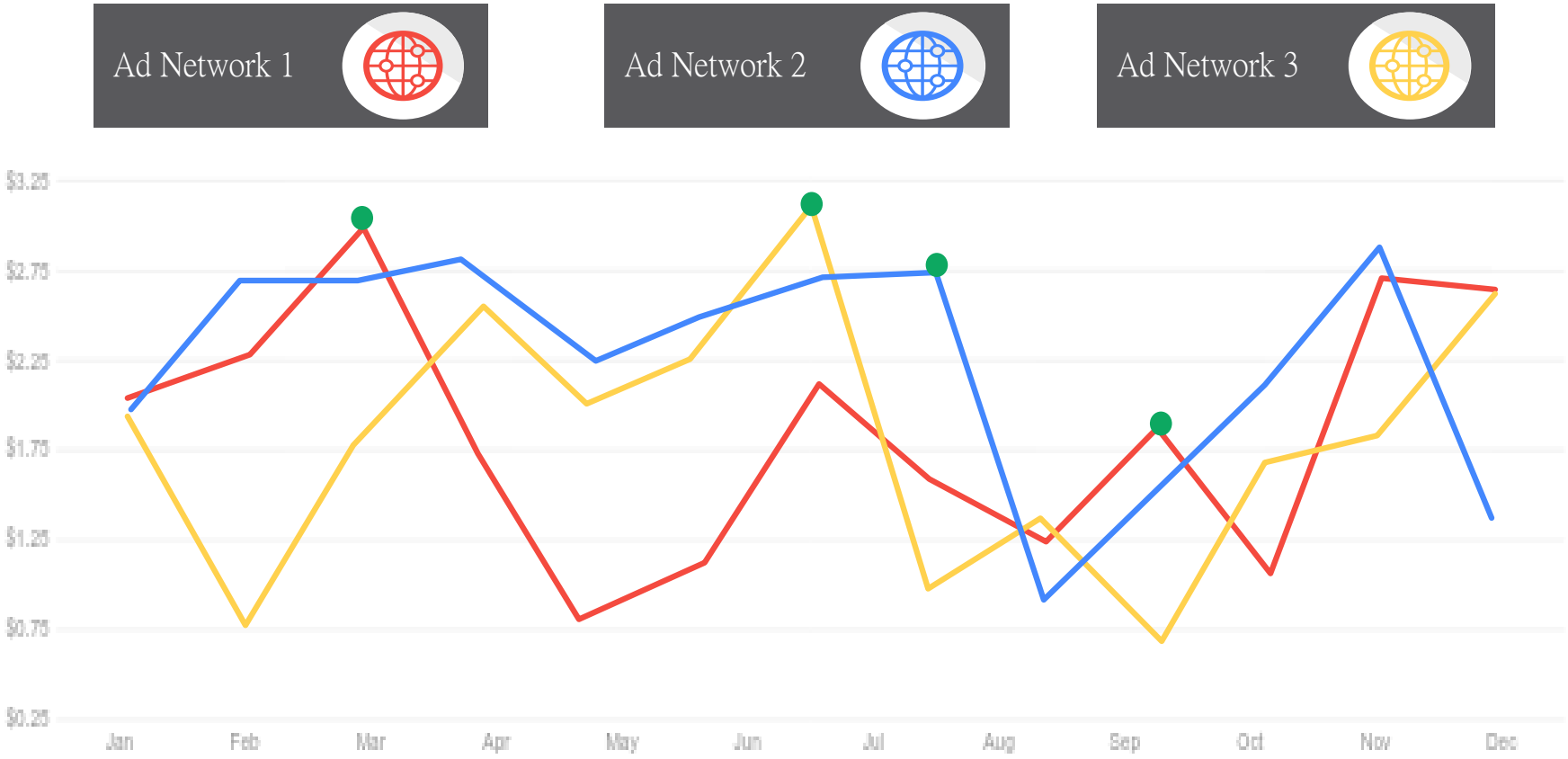
Ad Mediation

To maximize yield



Google play

Thank you

developer.android.com

admob.com