

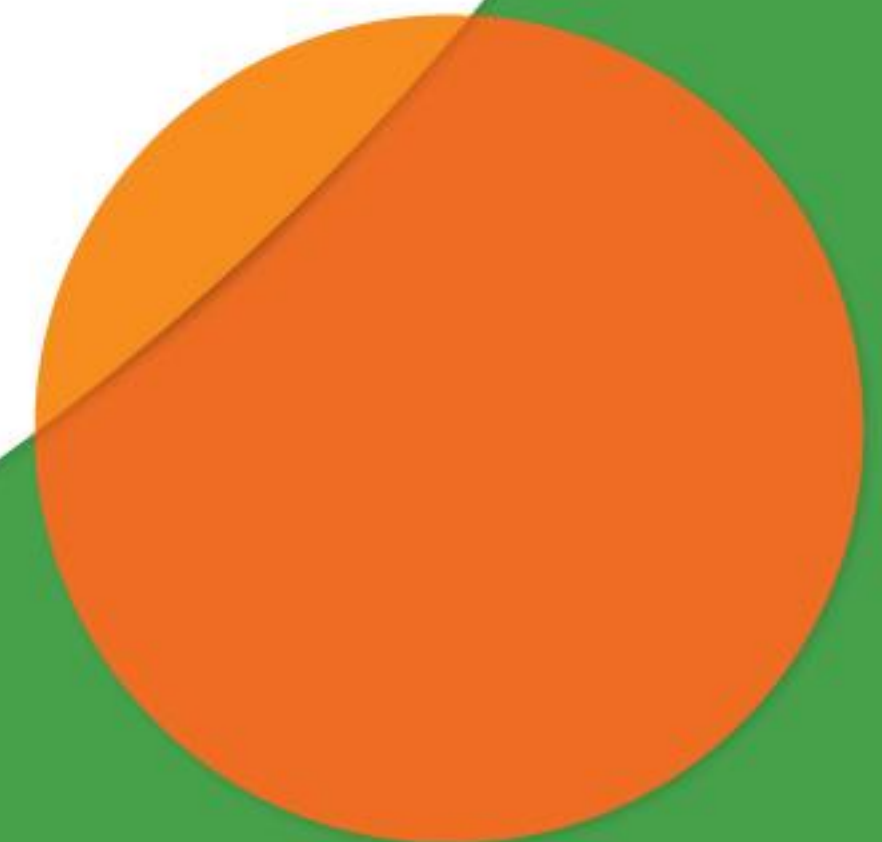


# The power of LiveOps for games

## Искусство продвижения контента

**Romain Mardot**

Partner Development Manager  
Google Play



# Agenda

What are LiveOps

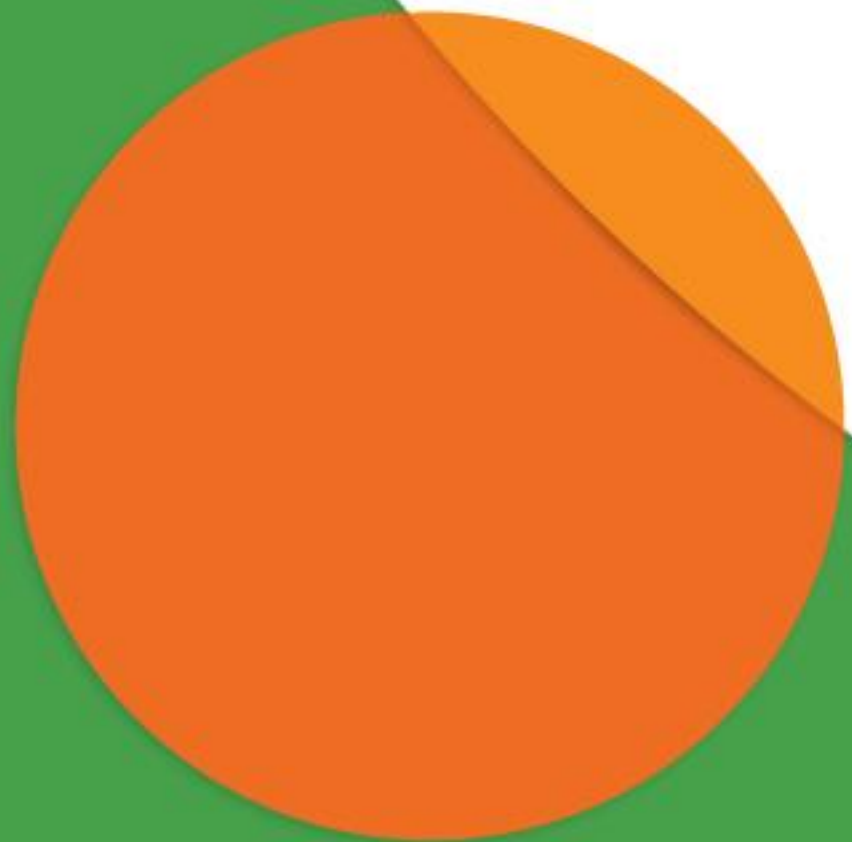
Why are LiveOps important

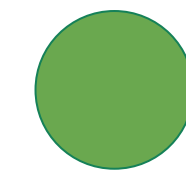
Examples of effective LiveOps

Possible areas for collaboration

LiveOps points to consider

Recommendations





## What are LiveOps

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Why are LiveOps important

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Examples of effective LiveOps

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Recommendations

# LiveOps: “Running games-as-a-service”

Strategic distribution of content and various interactions with players that are limited in time. They are designed to augment engagement and monetization. They help to reduce players' churn or win them back



# Main LiveOps components

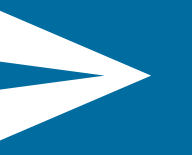
Customer  
relations



Special  
promotions



Items  
distribution



Tournaments  
& Contests



Business  
intelligence



Marketing



# Types of LiveOps

**Global =  
Bound to coded  
updates**



- Modes
- Story
- Items, characters, skills
- Game mechanics

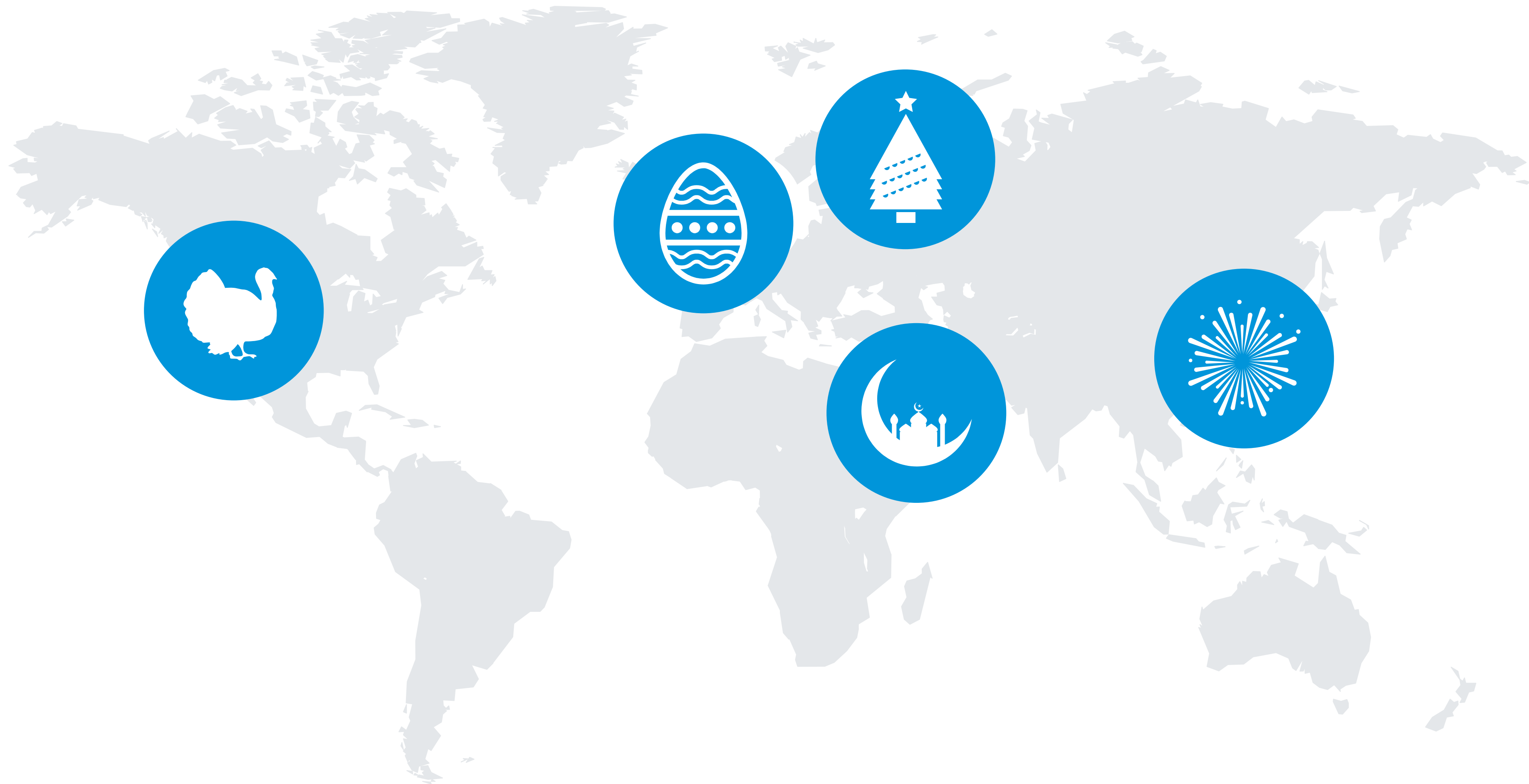
**Targeted =  
Bound player  
segmentation &  
seasonality**



- Seasons
- Regions
- Players' progress
- Moments when players are likely to churn



# Think globally



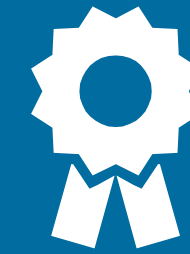


# Tailor your events to your players

PvP



Achievements



Socializers



Content  
explorers





# Tailor your events to your goals

Retention



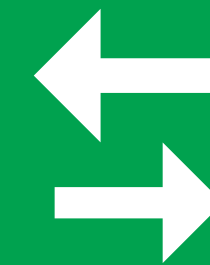
Monetization



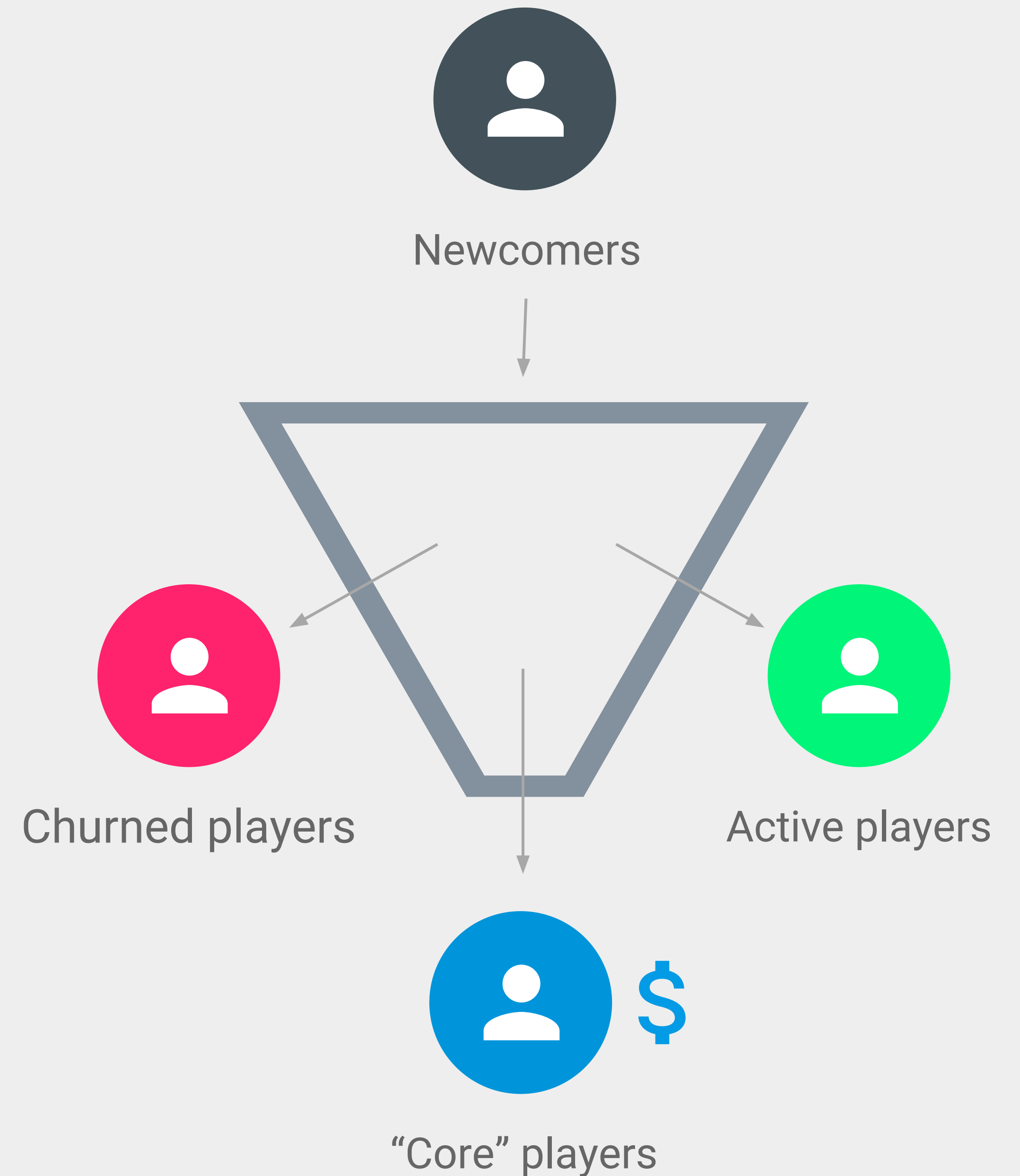
Content



Marketing



# Tailor LiveOps to the entire players' base





What are LiveOps

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Examples of effective LiveOps

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Possible areas for collaboration

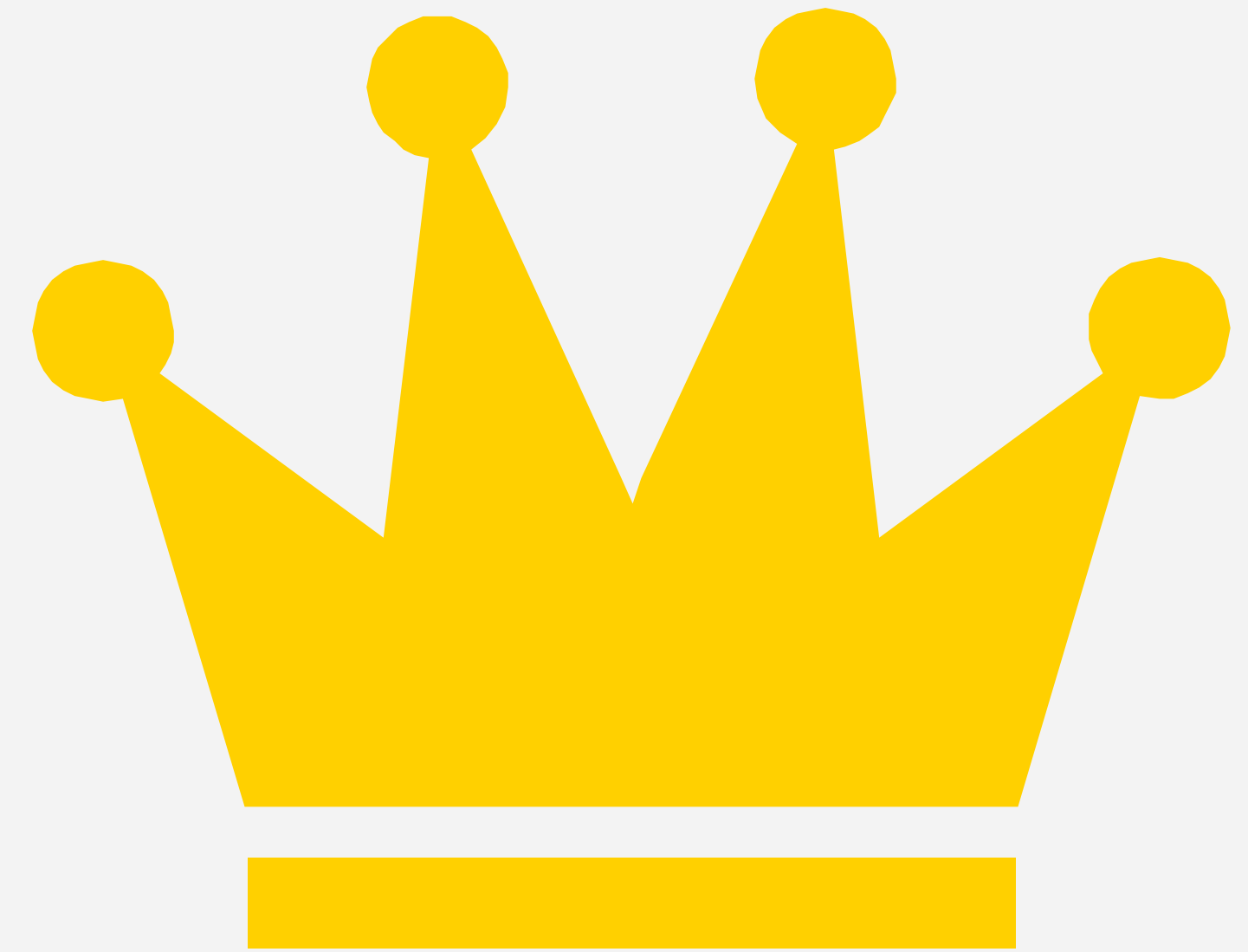
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LiveOps points to consider

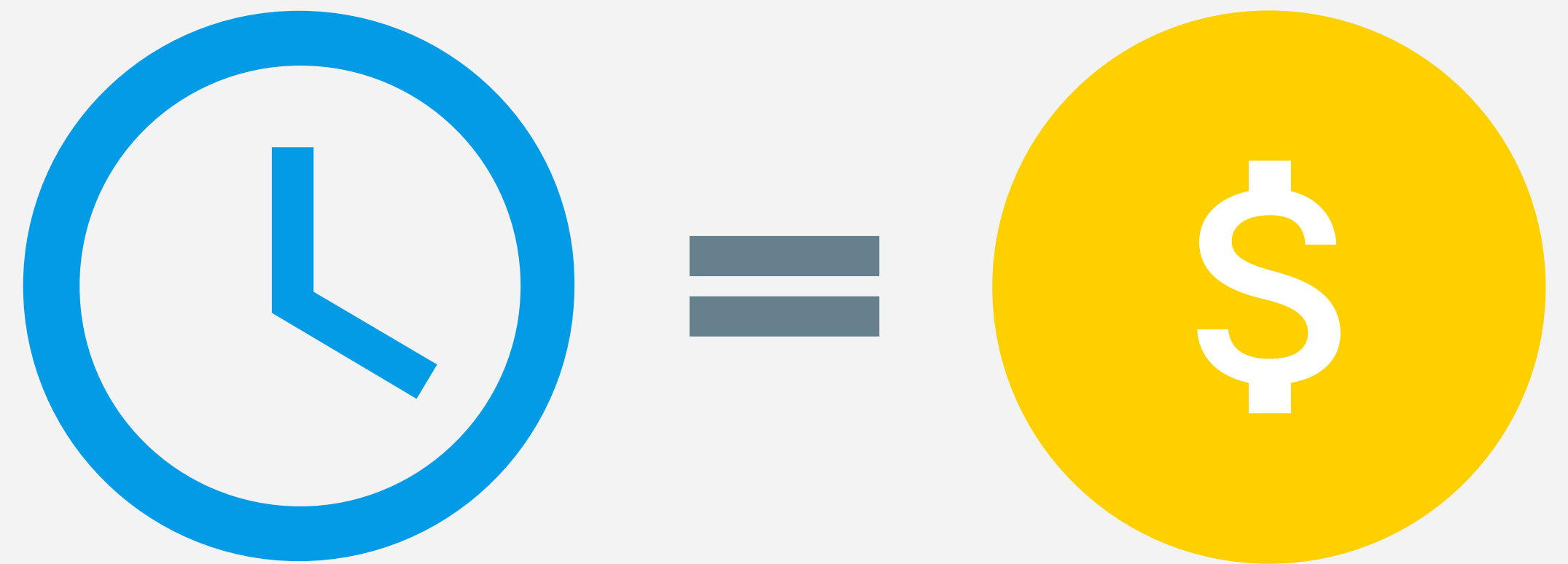
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Recommendations

# Content is king!



# Time is money!



# Engagement is essential!

UPDATE  
**1.8**

Available for  
download

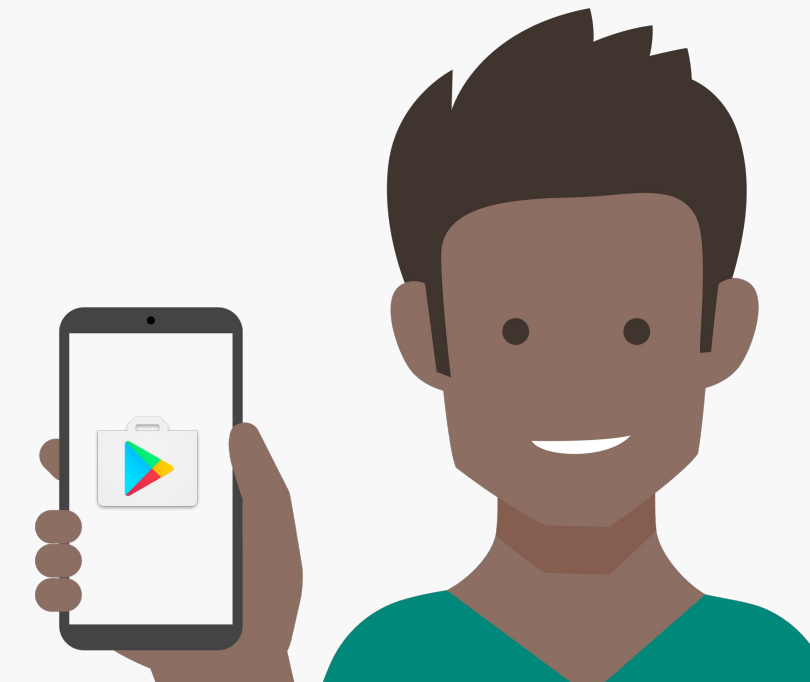
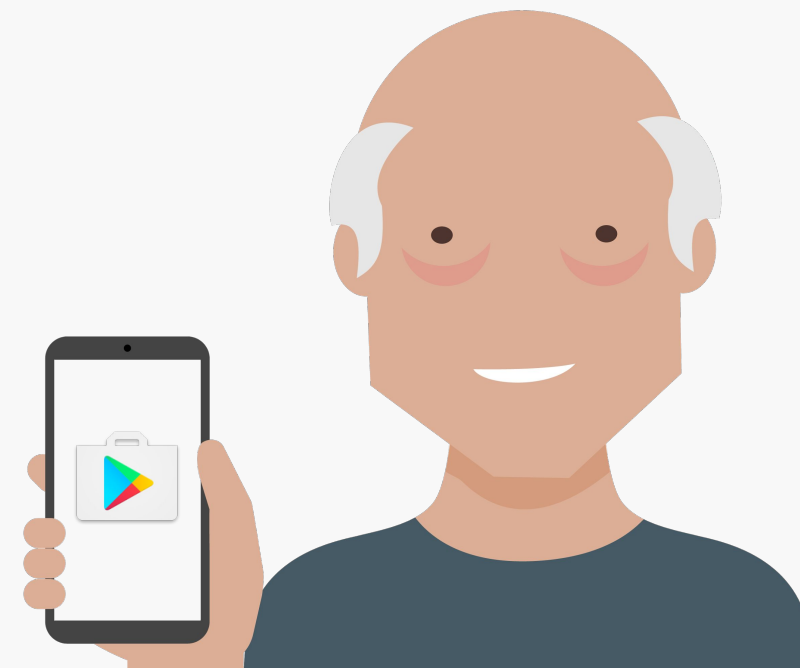
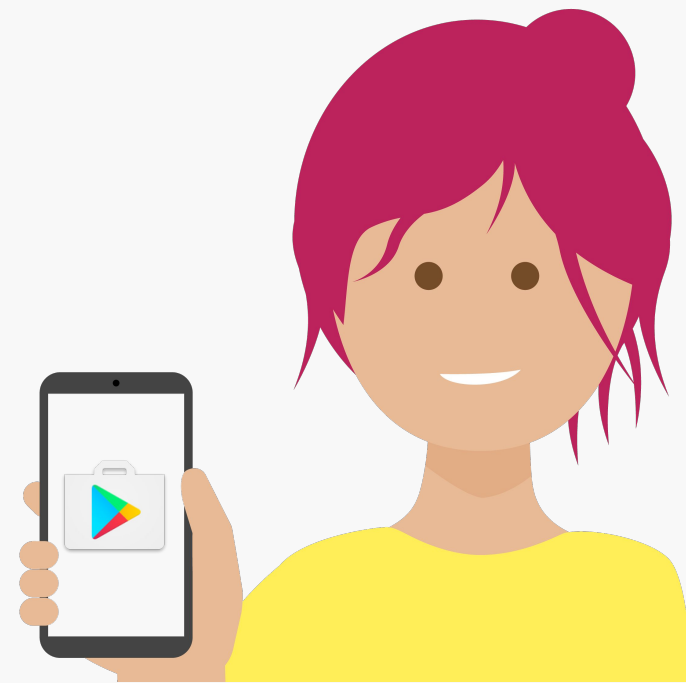


Acquisition  
costs are  
high!

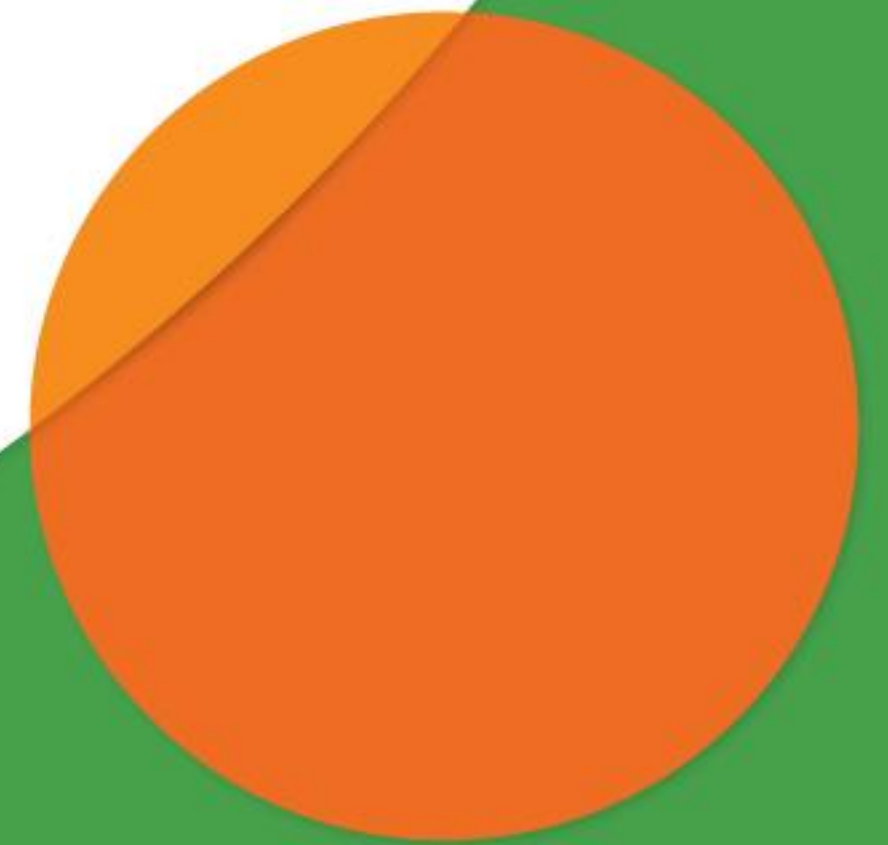




# Apps for people!



LiveOps is not about short-term spikes in revenue. When executed properly, LiveOps retain and engage users to create **long-term lifetime value** ”





What are LiveOps

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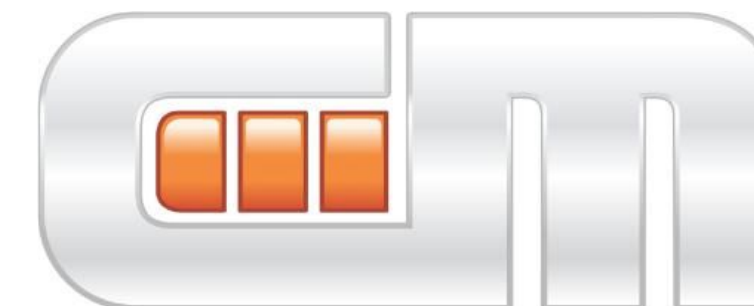
Possible areas for collaboration

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LiveOps points to consider

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Recommendations







WARGAMING.NET

LET'S BATTLE



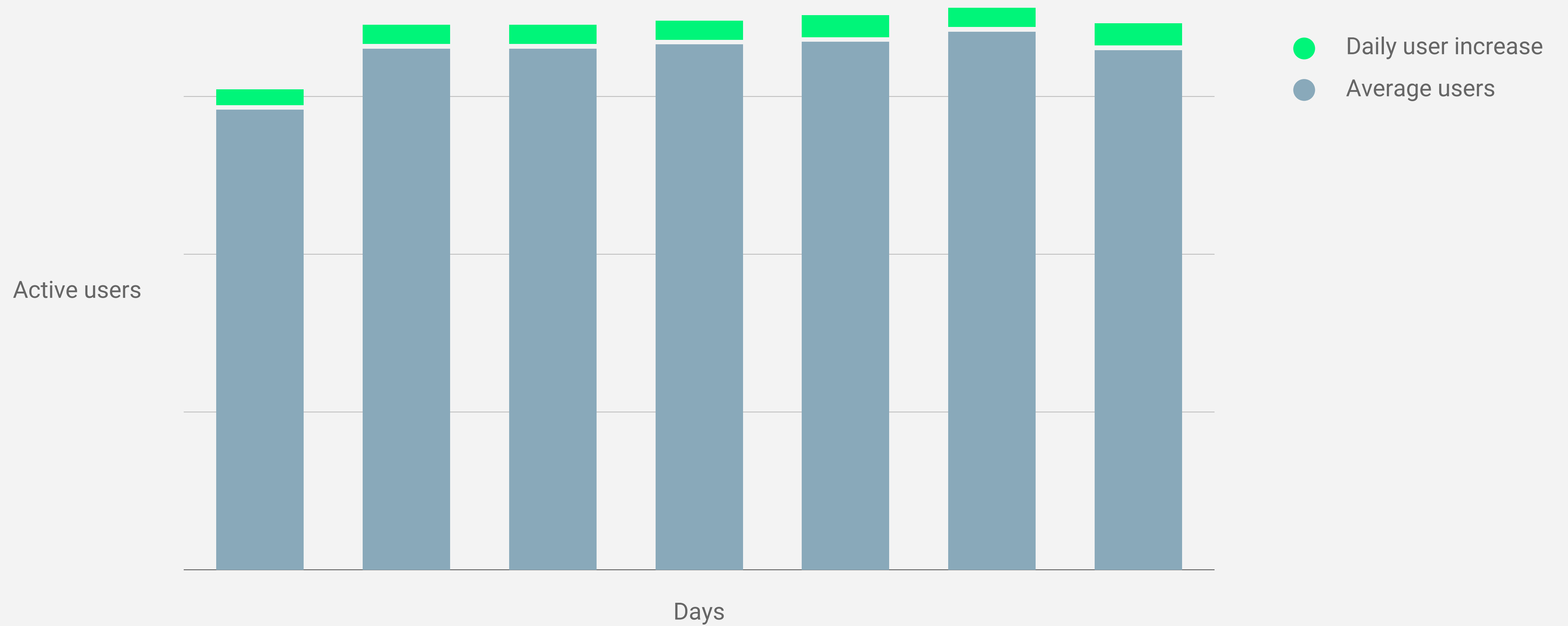
WORLD OF TANKS  
BLITZ

RISE  
of  
CONTINENTS

SENNHEISER

SENNHEISER IS A TRADEMARK OF SENNHEISER ELECTRONIC GMBH & CO. KG. ALL RIGHTS RESERVED

# Impact on DAU

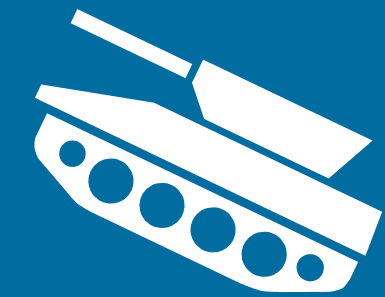


# Web-based operation

- PvP goal for all regions
- Physical and in-game rewards
- Landing page with trackable progress
- Heated up interest and promotion across all WG channels

22%

Battle intensity increased



96%

In-game purchases increased



117%

Gold spending increased





# In-game item sale: the Type 59 tank

**Type 59:** The Legend has arrived



**40%+**

Tank sales in the 1st 3 days of sales

Type 59 tank became the

**Best seller**

Type 59 bundles constituted

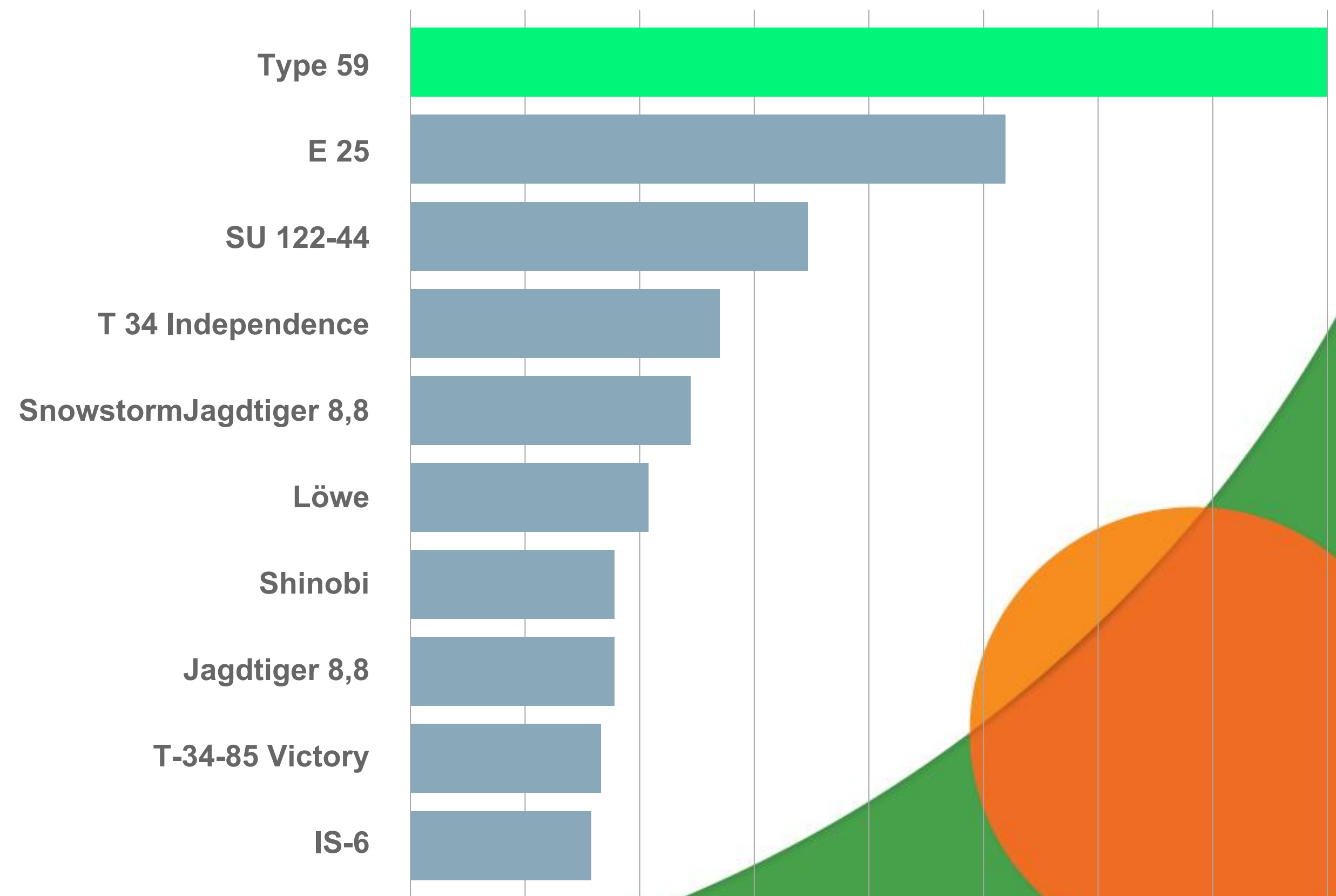
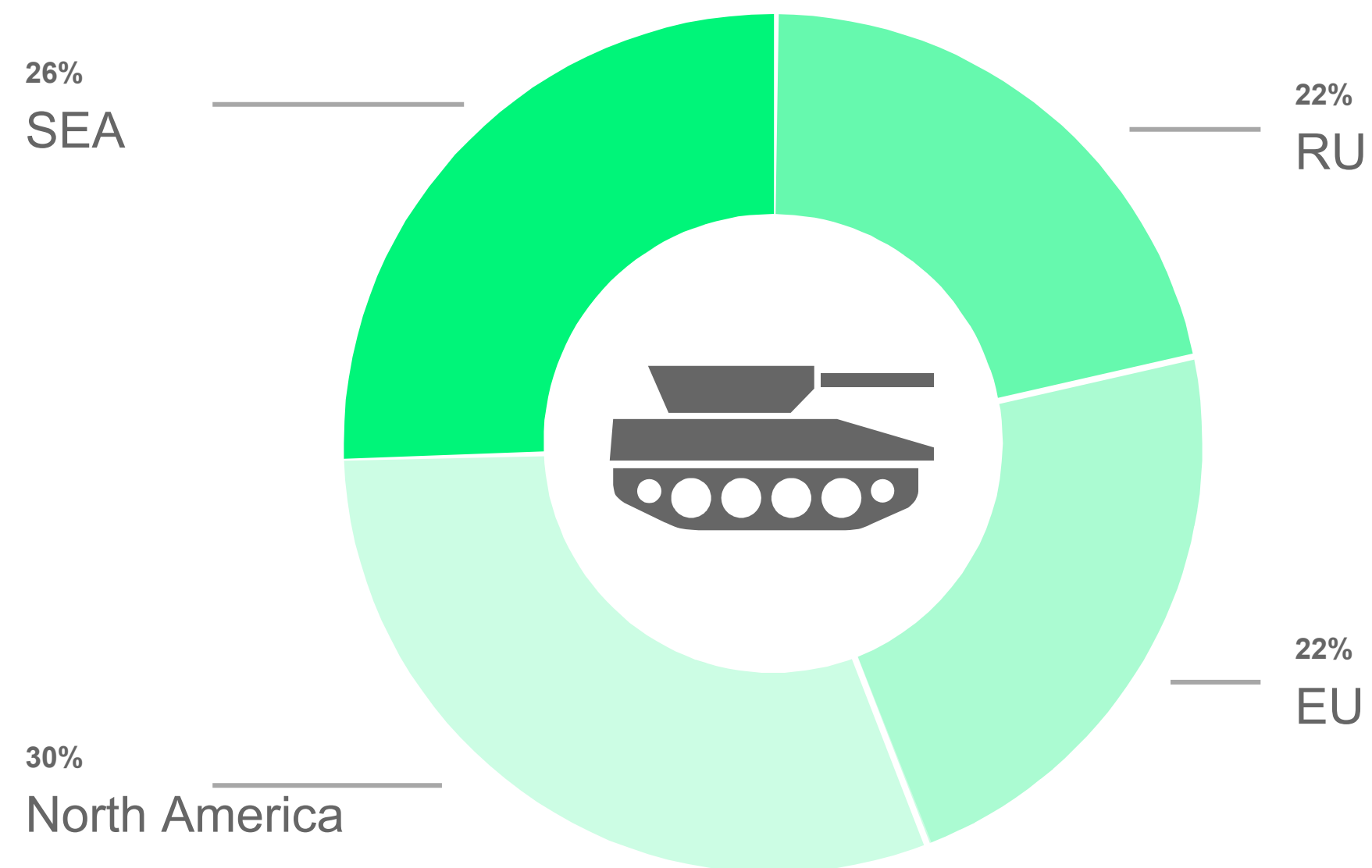
**30%** of Total Revenue (Dec. 2015)

**5.7%**

of payments for Type 59 bundles  
were first payments for users

# Type 59 revenue per region

## Comparison with other vehicle sales





# KING OF THIEVES





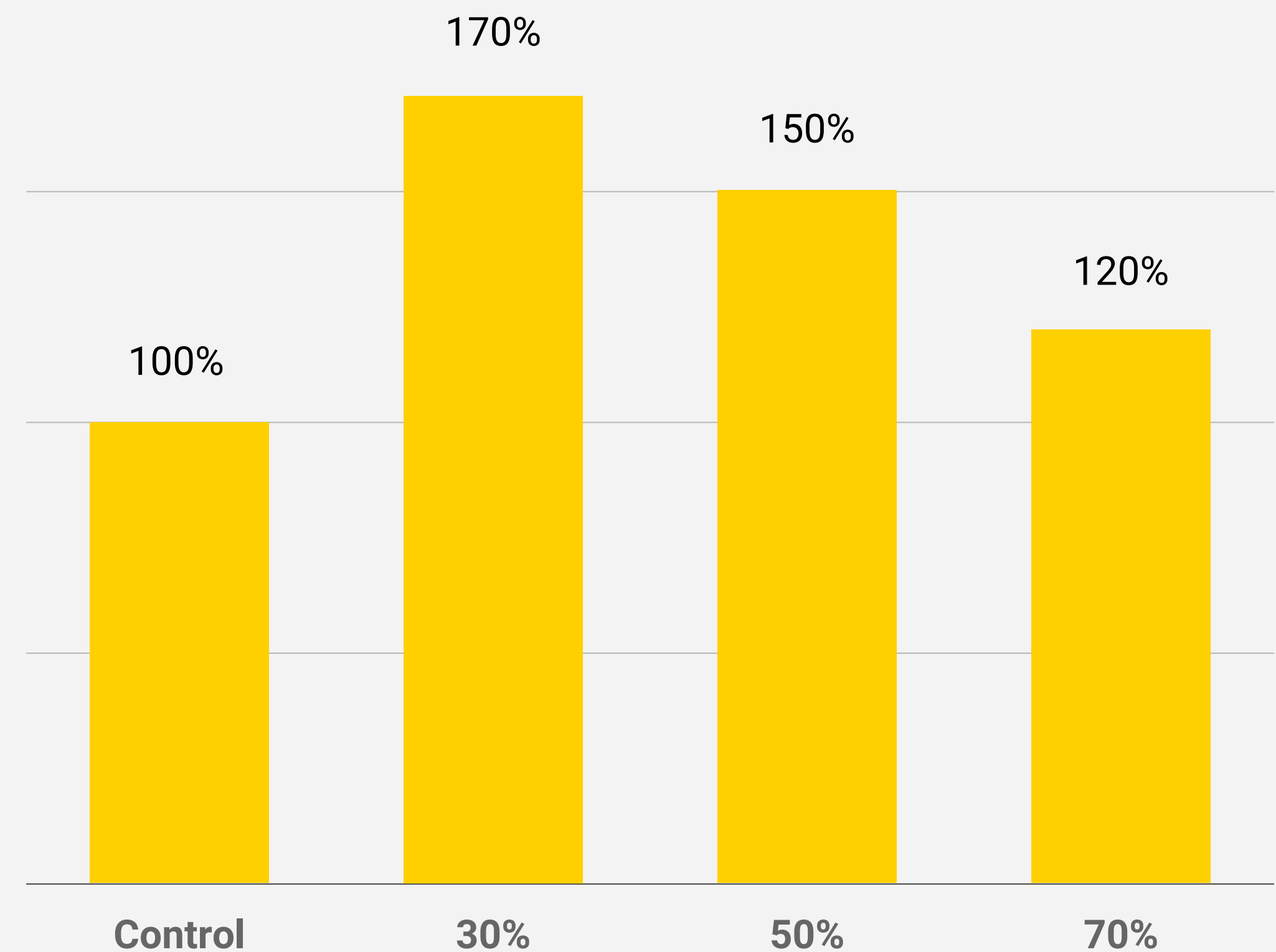
# Offers impacting LTV

- **Group A:** 2000 Lockpicks
- **Group B:** 2600 (+30%)
- **Group C:** 3000 (+50%)
- **Group D:** 3400(+70%)



**+70%**

LTV for Group B

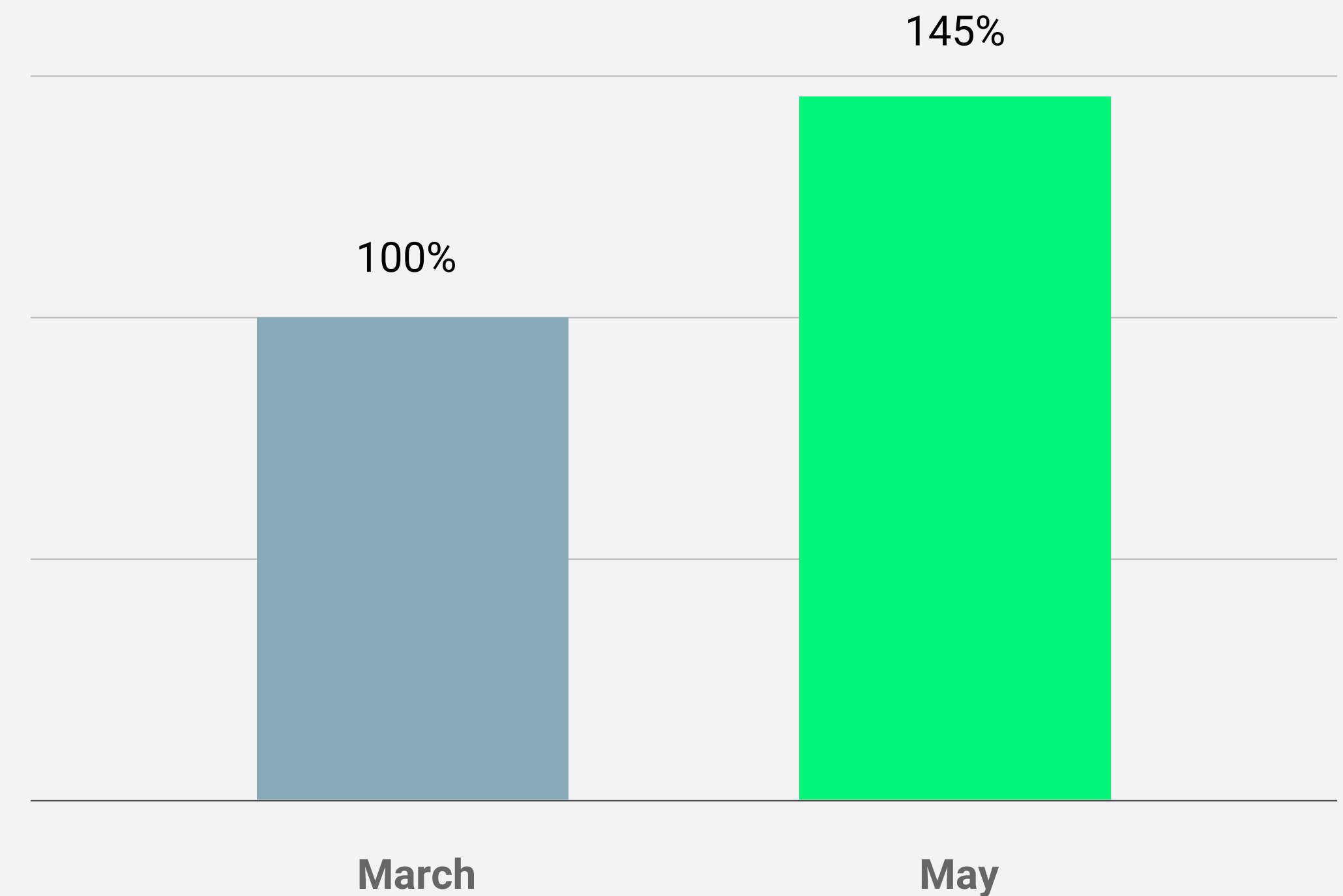


# New personalized offers

- **Before:** One offer for all players
- **After:** Personalized offers depending on the player's progress



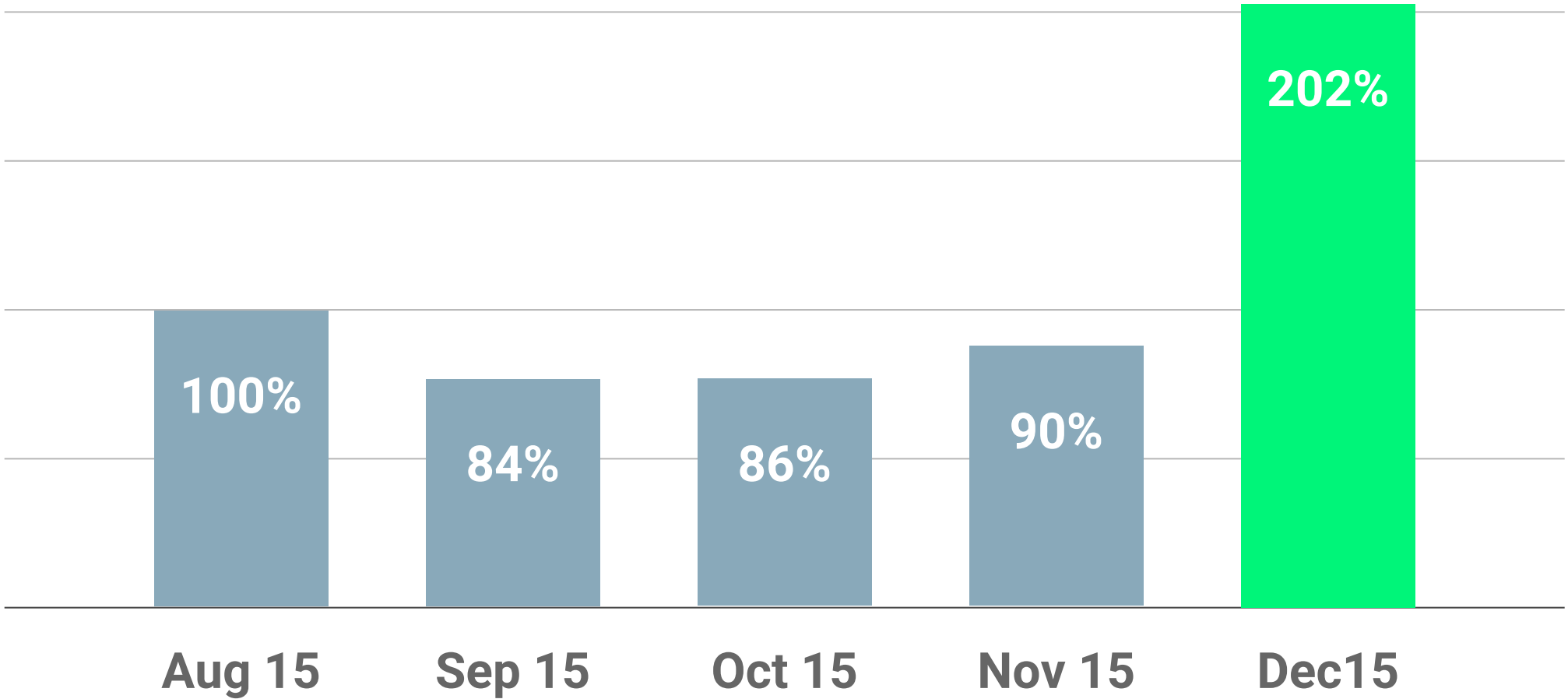
**45%**  
increase in ARPMAU



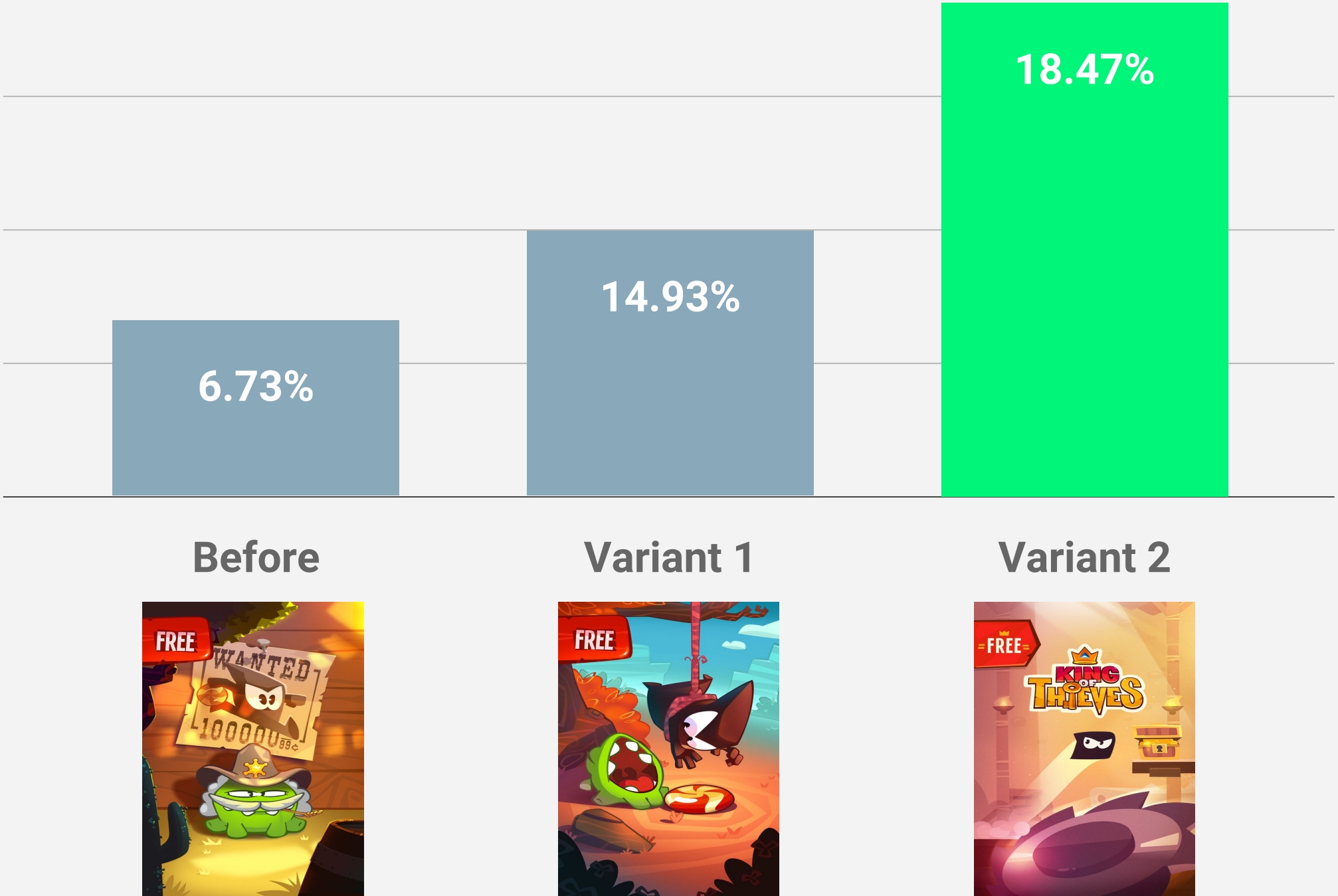
# Cross promotion

Cut the Rope: Magic -> King of Thieves

Installs od King of Thieves driven by Cut the Rope: Magic



Click through rate



2x

Cross promotional installs



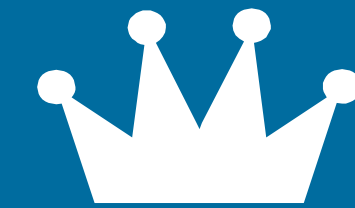


# Android costume



**4x**

More popular



**31%**

Players used at least 1 time



**10%**

Players use it daily







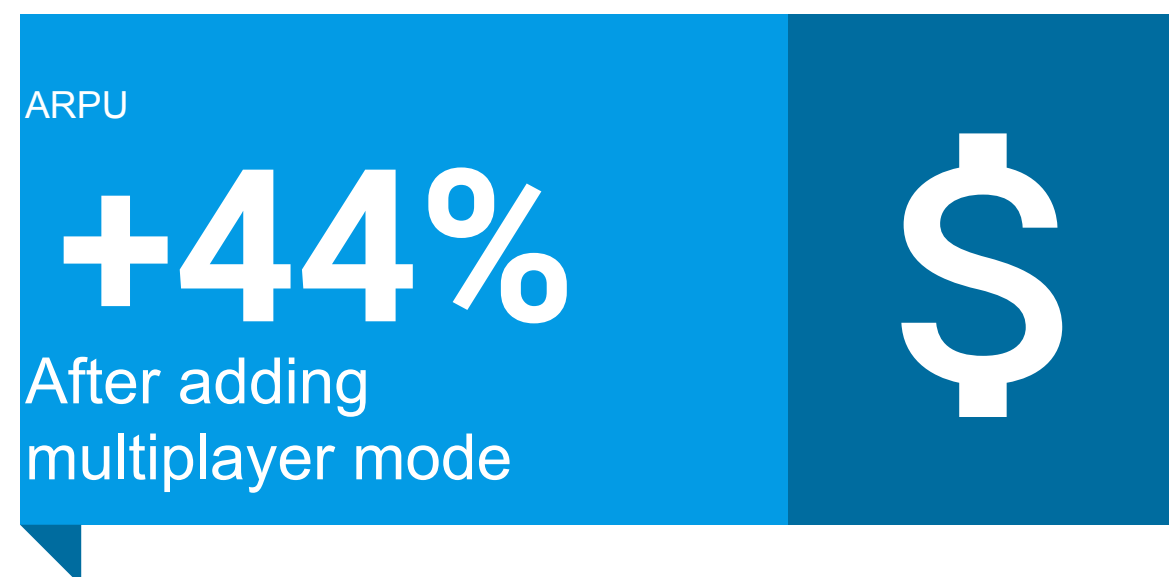
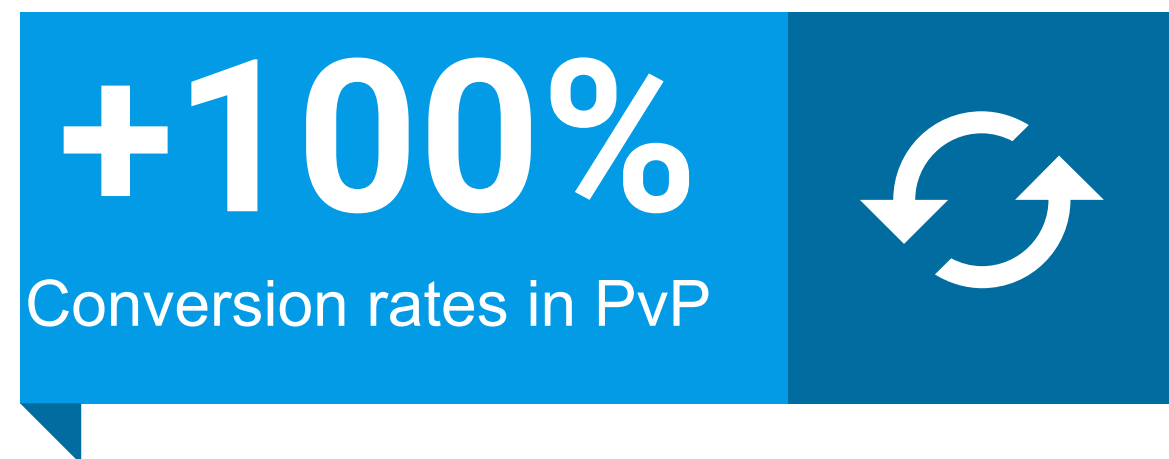




# UNKILLED

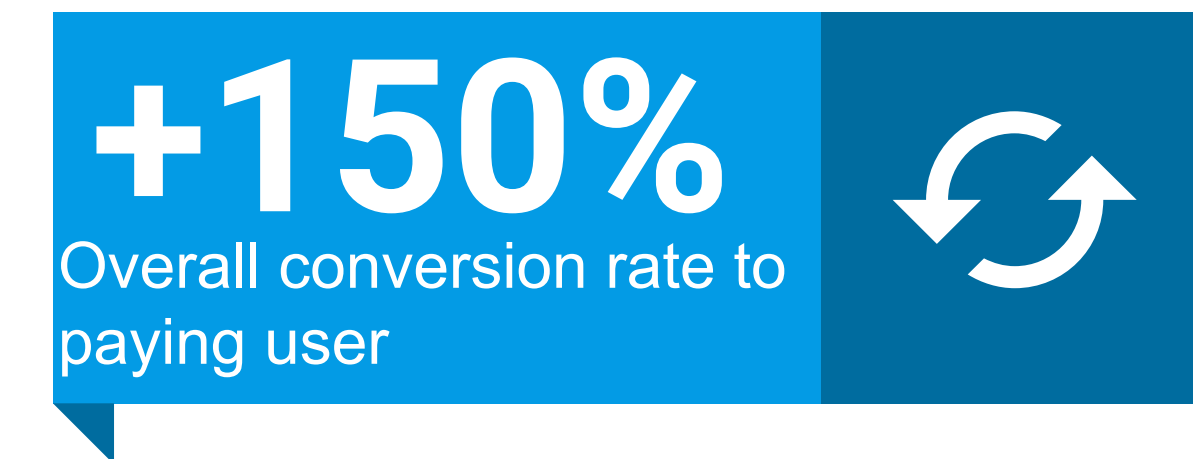
## PVP Multiplayer

05/2016



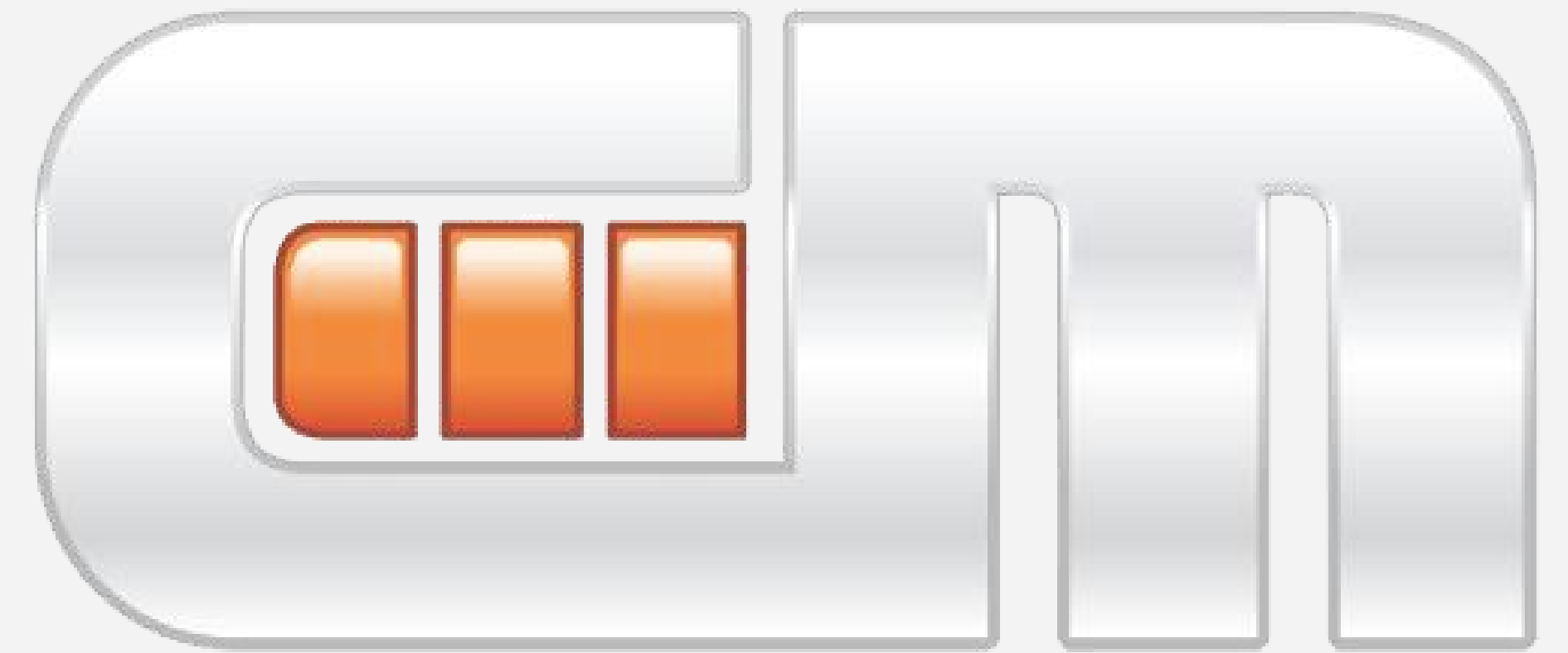
## First purchase offer

07/2016



Measured 7 days after start

# Brand partnerships In Fetty Wap & Nitro Nation Stories



# Nitro Nation Stories & Fetty Wap

- Nitro Nation Stories is a high-end racing game with particular focus on storytelling
- Fetty Wap is an American hip hop artist who rose to prominence in 2015

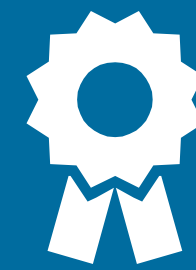
Top searched game



**Top 10** most listened on  
Pandora, Spotify and Apple  
Music



**2 Grammy nominations,**  
multiple VMA and Billboard  
wins/nominations



Shares passion for **cars,**  
**ATVs** and **motorcycles**



# Results

The month following the event launch



#2

Top searched game



+50%

D1/7/30 retention



4.51 > 4.65

Increase in review score

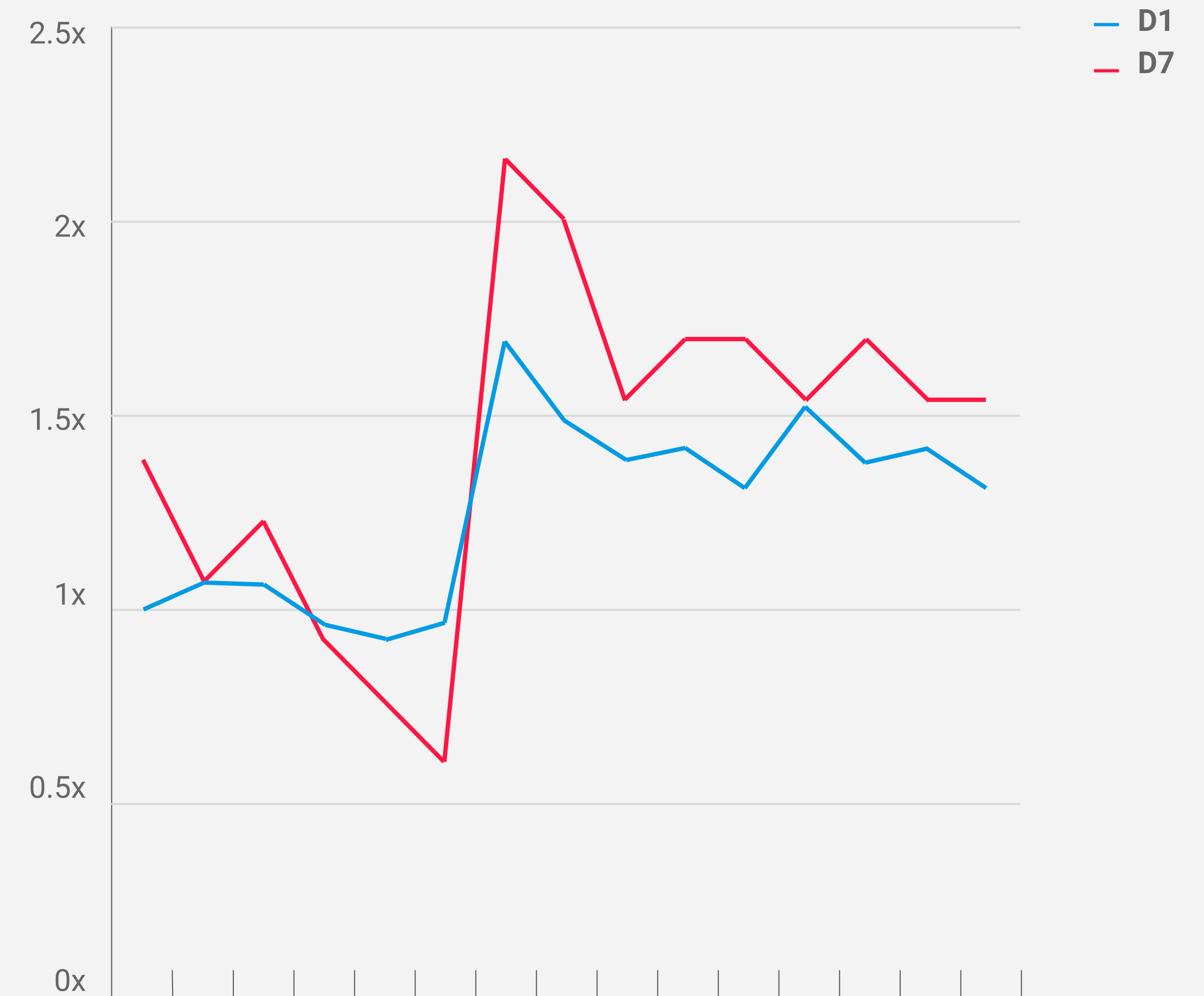


115%

Increase in revenue



# Retention compared to pre-update average







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Why are LiveOps important

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Examples of effective LiveOps

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 Possible areas for collaboration

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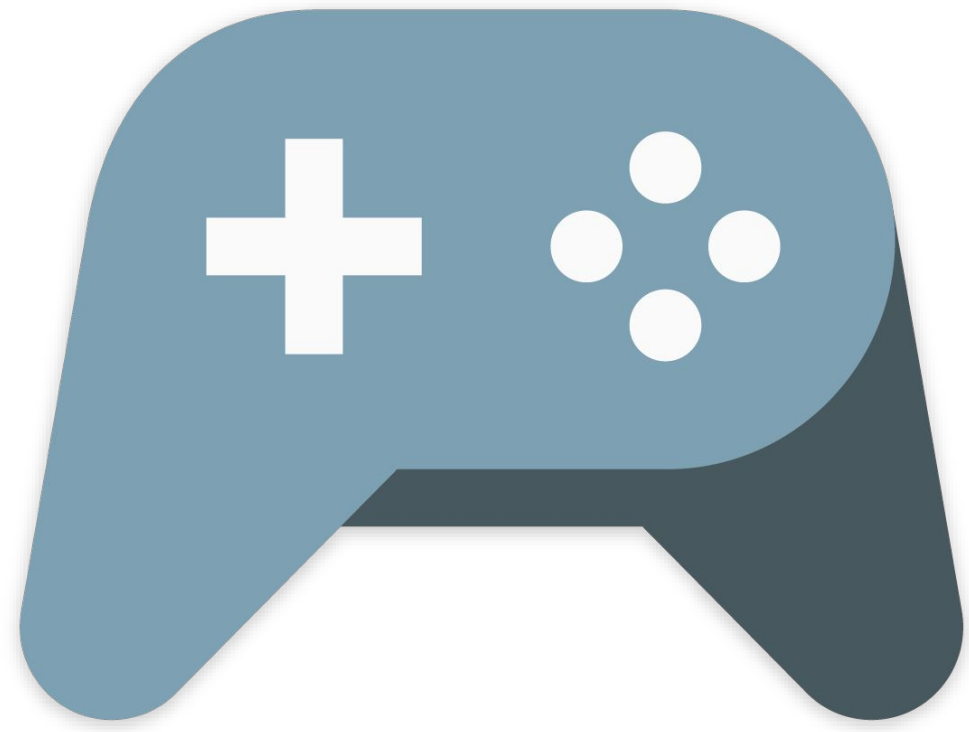
LiveOps points to consider

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Recommendations



# Play Game Services



Achievements



Leaderboard



Saved games



Player analytics



Multiplayer



Game gifts



Quests

# Analytics section in the Play Developer Console

Zoom level shortcuts

Organize data by timestamp or sequence



Compare different types of players

Show time series with selected player events

Show activity for custom events

Show activity for predefined events

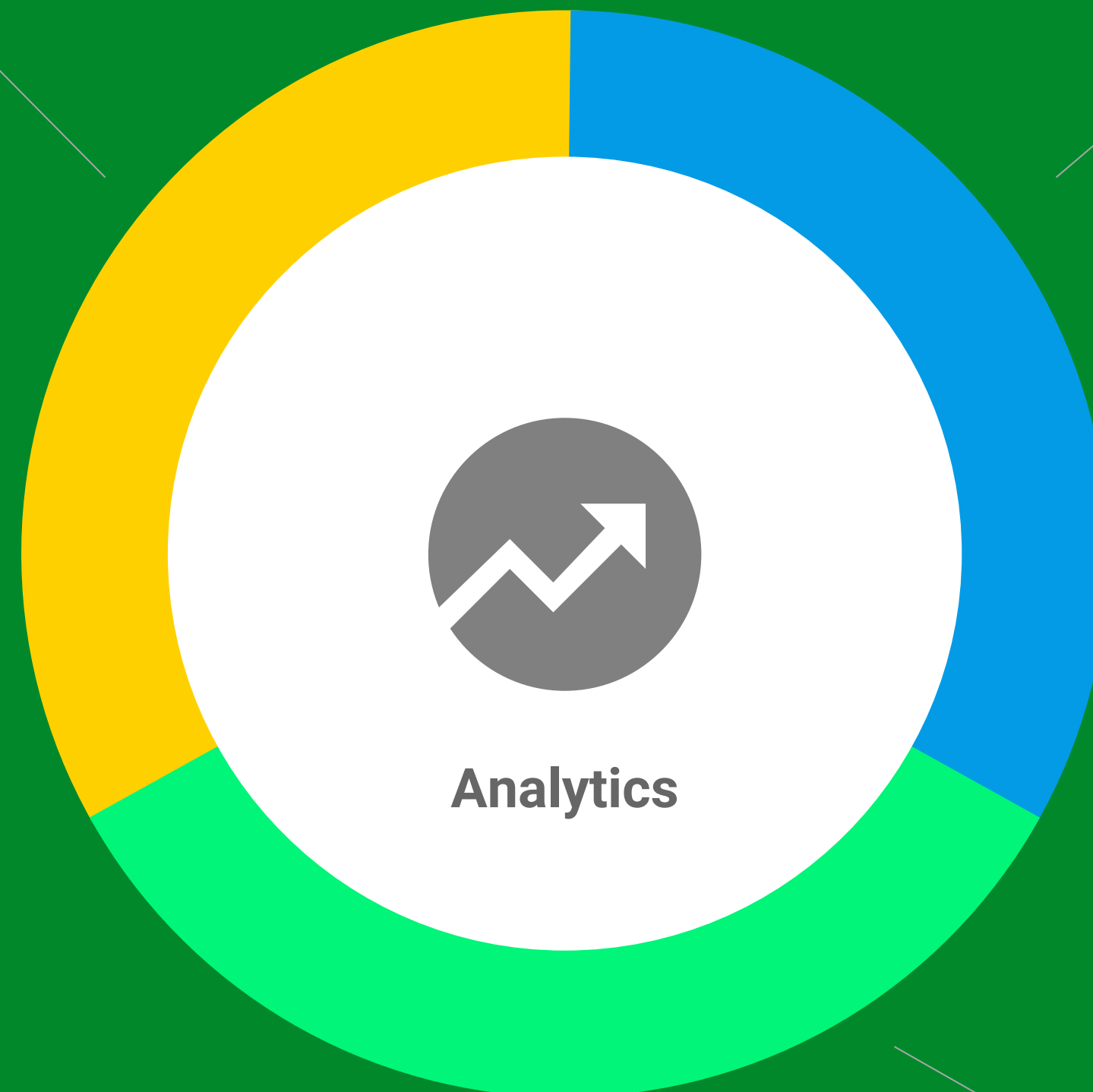
# Develop

## Backend services

Realtime Database  
Authentication  
Hosting  
Storage  
Cloud Messaging  
Remote Config

## App quality services

Test Lab Android  
Crash reporting



# Grow

## Acquisition

Dynamic links  
Invites  
Adwords

## Re-engagement

Notifications  
App indexing

# Earn

## In-app ads

AdMob



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# Points to consider

- ✓ LiveOps and BI tools are available / are being built into the game
  - ✓ In-game events based on different player **needs, seasons and regions** can be created
  - ✓ In-game items can be granted without changing the game code
  - ✓ Limited-time offers and prices can be launched in different regions
  - ✓ Price ranges that are appealing to different countries are known
  - ✓ You have team members that understand the product and players community
- 



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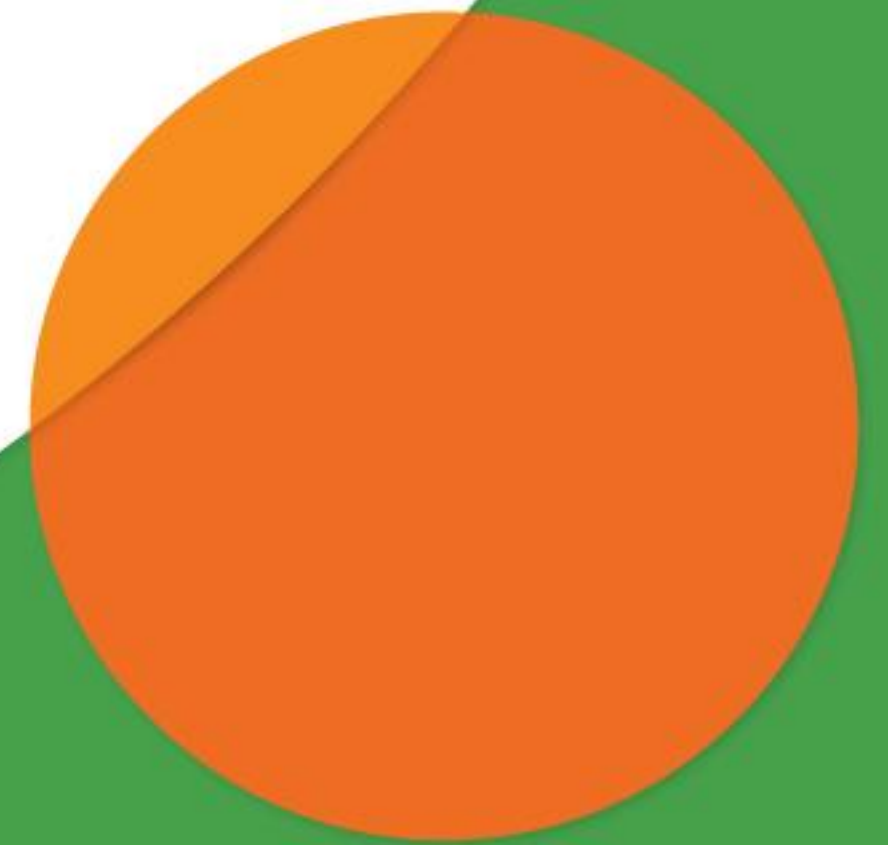
LiveOps points to consider

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 Recommendations

# Recommendations

- ★ Invest in LiveOps back end tools (including GPGS Player Stats API!) that can segment, target and automate your operations
- ★ Invest in LiveOps Talent with experience on live products in the mobile space
- ★ Invest in LiveOps Analytics and Predictive Data science to keep your actions ahead of the curve
- ★ Show that your players are important to you
- ★ Do not forget about those that left and those that are yet to join




The background is a solid green color with two large, abstract, curved shapes. One shape is a dark green semi-circle in the top right corner, and the other is a lighter green semi-circle in the bottom left corner.

Thank you!



# Prepare LiveOps for content & seasonal offers

Game fest




GET EXCLUSIVE CONTENT & OFFERS





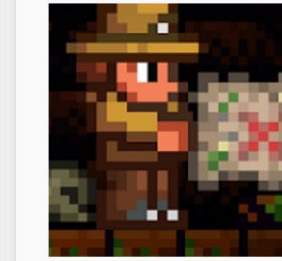
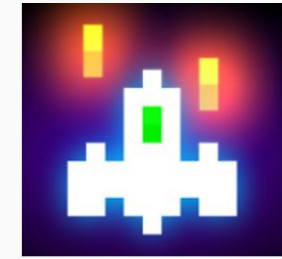



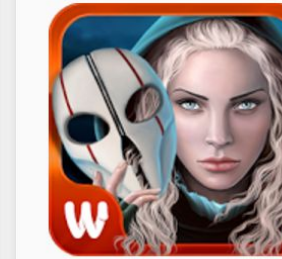
## Google Play Game Fest

Celebrate the latest and greatest games with exclusive content and offers, available June 9-23 only on Google Play.

From the Google Play Team

Summer deals



 <p>FINAL FANTASY VI SQUARE ENIX Co.,Ltd.</p> <p>★★★★★ €10.00</p>	 <p>Word Streak With Friends Zynga</p> <p>★★★★★ €6.47</p>	 <p>Prince of Persia Shadow of the Sands Ubisoft Entertainment</p> <p>★★★★★ €2.99</p>	 <p>Toca Lab: Magic Mixers Toca Boca</p> <p>★★★★★ €2.99</p>	 <p>Terraria. 505 Games Srl</p> <p>★★★★★ €5.99</p>
 <p>Radiant Hexage HEXAGE</p> <p>★★★★★ €1.99</p>	 <p>FINAL FANTASY IV: The After Years SQUARE ENIX Co.,Ltd.</p> <p>★★★★★ €14.49</p>	 <p>M&amp;M Clash of Heroes Ubisoft Entertainment</p> <p>★★★★★ €4.99</p>	 <p>Joe Dever's Lone Wolf BulkyPix</p> <p>★★★★★</p>	 <p>Dark Strokes Alawar Entertainment, I</p> <p>★★★★★ €2.19</p>