The power of LiveOps for games
Искусство продвижения контента

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Agenda

What are LiveOps

Why are LiveOps important

Examples of effective LiveOps

Possible areas for collaboration

LiveOps points to consider

Recommendations
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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

Newcomers

Churned players

Active players

“Core” players
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Recommendations
Content is king!
Time is money!
Engagement is essential!
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.”
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Impact on DAU

Active users

Days

- Green: Daily user increase
- Gray: Average users
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

- 30% North America
- 26% SEA
- 22% RU
- 22% EU

Comparison with other vehicle sales

- Type 59
- E 25
- SU 122-44
- T 34 Independence
- Snowstorm Jagdiger 8,8
- Löwe
- Shinobi
- Jagdiger 8,8
- T-34-85 Victory
- IS-6
STEAL GOLD FROM OTHER PLAYERS!
Offers impacting LTV

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

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

[Bar chart showing 45% increase in ARPMAU from March to May]
Cross promotion

Cut the Rope: Magic -> King of Thieves

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

- Aug 15: 100%
- Sep 15: 84%
- Oct 15: 86%
- Nov 15: 90%
- Dec 15: 202%

Click through rate

- Before: 6.73%
- Variant 1: 14.93%
- Variant 2: 18.47%

Cross promotional installs

2x
Android costume

4x
More popular

31%
Players used at least 1 time

10%
Players use it daily
PVP Multiplayer

05/2016

+100%
Conversion rates in PvP

+44%
ARPU
After adding multiplayer mode

First purchase offer

07/2016

+150%
Overall conversion rate to paying user

+20%
ARPU
After first purchase offer was added

Extra content for free

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

- 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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Play Game Services

- Achievements
- Leaderboard
- Saved games
- Player analytics
- Multiplayer
- Game gifts
- Quests
Analytics section in the Play Developer Console

- Show time series with selected player events
- Show activity for custom events
- Show activity for predefined events
- Compare different types of players
- Organize data by timestamp or sequence
- Zoom level shortcuts
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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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**Recommendations**
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- 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
Thank you!
Prepare LiveOps for content & seasonal offers