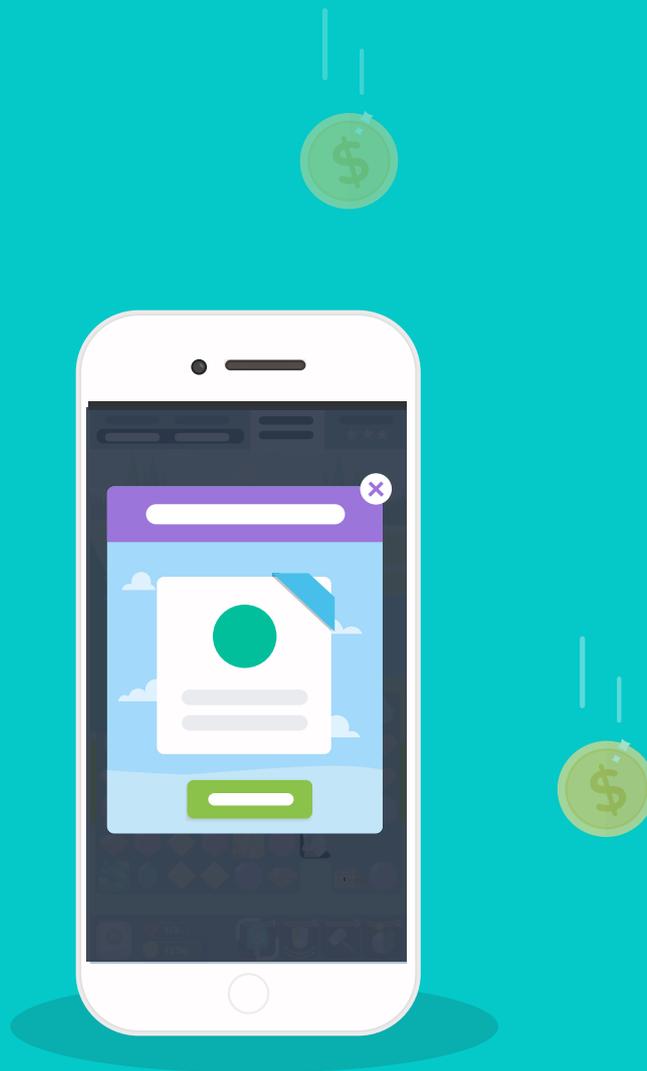




Advertising Strategy

Snapshot



Advertising Summary

Mobile games can increase their revenue by opening up the additional revenue stream of in-game advertising. Rewarded ads can also be used to provide non-paying players a way to improve their playing experience by giving them access to otherwise premium features, extra virtual currency or quicker unlocks.

However, the optimization of advertising can be a difficult process. Deciding where to place which types of ads and how often to show them to get the best return with the least chance of upsetting the player base can be a process of trial and error, so A/B testing new ad strategies is vital.

Currently, it has been observed that Game X has two rewarded ad placements:

PLACEMENT	AD TYPE	REWARD
End of round	Rewarded	Doubled rewards
Lack of funds for purchase	Rewarded	Discounted item price

These are excellent placements for rewarded ads and it already results in 20% of players watching an average 2 ads per day but there is potential to increase these figures substantially with further advertising opportunities.

It was, however, noted that the end-of-round reward-doubling ad location is somewhat easy to overlook as it is sandwiched between other end-of-round text. It may be beneficial to reshape and even animate this to bring more attention to it.



Advertising Suggestions

Placement Opportunities

RANDOM REWARDS

Many games with gameplay items like Game X contain a gacha-style mechanism to provide players with random rewards. This can take the form of costing virtual currency but could also be implemented in return for watching an advertisement. As with any rewarded ad, this should be restricted in such a way as to avoid abuse for rewards and prevent the risk of draining fill rate. A common implementation of this system is to integrate it as a timed cooldown reward mechanic - this would serve as both a limiting factor and also an appointment setting for players, thus improving retention.

This could be presented in the form of a spinner with items, tokens, a small amount of cash or even gold. The best location for this would be within the main lobby where visibility is high and the screen is regularly visited. Additionally, extra spins could be charged in gold to give players the excitement of gambling some premium currency for higher-value items or the chance to actually get back more gold than originally spent. The extent of the rewards and cooldown would need careful balancing in order to not disrupt the in-game economy but as these are of relatively low value anyway, this should not pose too great a risk.

FASTER RESEARCH / TRAINING

Many games with gameplay items like Game X contain a gacha-style mechanism to provide players with random rewards. This can take the form of costing virtual currency but could also be implemented in return for watching an advertisement. As with any rewarded ad, this should be restricted in such a way as to avoid abuse for rewards and prevent the risk of draining fill rate. A common implementation of this system is to integrate it as a timed cooldown reward mechanic - this would serve as both a limiting factor and also an appointment setting for players, thus improving retention.

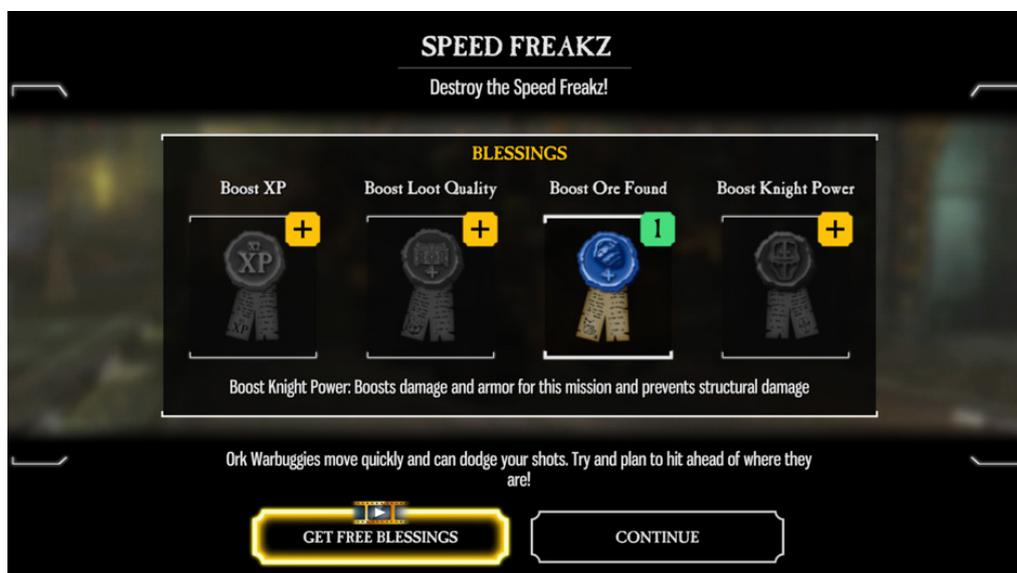
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SINGLE-USE CONSUMABLES

Game X is made hugely more enjoyable by the various customizables that can change the gameplay, however many of these are unavailable until players make significant progress into the game. Especially early on, players may get frustrated if they find themselves struggling but can't use a helpful consumable or if there is a cool-looking item that seems infinitely out of reach. It would be a good idea to offer players a single-use consumable random gadget, made available in return for watching a rewarded ad.

An appropriate placement for this opportunity is after experiencing failure for the first time each day - players often feel disheartened and prone to quitting after such an experience but the chance of using something new and exciting (even if only a one-off) could mitigate that negative feeling.

Mobile Warhammer FPS Freeblade has a similar system whereby a free "blessing" is offered for watching an ad prior to playing a mission:



INTERSTITIALS

Whilst not as profitable as rewarded advertising, interstitials can be beneficial when considering players who neither monetize nor watch any rewarded ads. There is considerable potential for ill-placed interstitials to interrupt gameplay flow, though, so care must be taken to avoid disruption.

For Game X, the best place for interstitials would be between receiving mission results and returning to the main lobby screen. This is a natural resting point for players as they are not mid-flow on any specific action nor having to plan or remember anything at that time. One consideration would be to avoid showing interstitials following a failed mission as the player is likely to be in a negative mood and therefore less likely to watch an ad to completion.

Implementing interstitials also raises the opportunity to include an IAP that removes these kinds of ads (though rewarded ads should remain optional for all players).