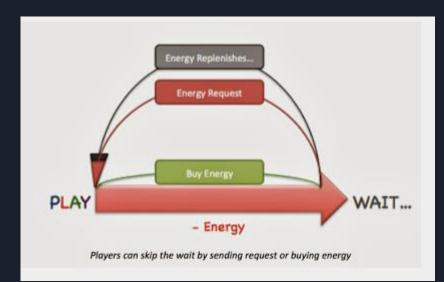# Danger Ducklings- Monetization Plan

By John D'Amico

Overall monetization Goal: We need to design a Core Loop

"In my mind what truly makes a freemium game is the core loop. Core loop models single full session from the mechanics point of view. And as we're talking about freemium games, restriction mechanics are essential part of any successful core loop."-Michail Katkoff

Monetization Goal: Numbers

Mobile Puzzle games have an average session length is 7 minutes

- Top performing puzzle games have an asl of 11 minutes
- Bottom games have asl of 4.5 minutes

Mobile Puzzle games have a D1 Average user retention of 30%

- Top 25% of puzzle games have average of 37% D1 retention
- Bottom 25% of puzzle games have retention as low as 20%

Mobile Puzzle games have an average of 15% D7 retention

- Top performers have 15%+ D7 retention
- Bottom performers have 5% D7 retention

Step 1: No Pay Wall

- Locking Levels behind a one time paywall doesn't make the most amount of money*
- When people pay $0.99 just to have access to all the levels in the game, the new levels we design don't make us new money.
  - It justifies players spending old money, but doesn't get current players to spend more.
- We want to give players a reason to spend money on every level, should they want to.
  - This way, new levels would be made not just to create content, but to give the player another place to spend money

*We want to make the most amount of money

Step 2: Angry Birds 2 (and Angry Birds Rio)

- Mastery (EX Levels)
- Boosters (Powerups)
  - "Spells" fit the same category
- Multi-Staged Levels
- Randomized Levels
- Player Account Level
- Bird Costumes
  - Obtained Via Gacha mechanic
- Social Features
- Premium Currency
  - Hard Currency
- Lives (Stamina)
- Extra Move/Second Life
  - The good way of monetizing Undos
- Chests
- Daily Challenges/login bonus

Key:
Green-For this semester
Blue- For this semester, with hopes to utilize tools team
Yellow-For long term/backlog, or can be collapsed into other task
Red-Massive undertaking (SCOPE)

- The Arena (PvP)
  - Tickets
  - Winning Streak
- Tower of Fortune
- Events

Step 3: Fall 2020 Goals

- Mastery (EX Levels)
  - Hardest levels in game, (Angry Birds Rio had 3 for every 30)
  - Gives players goal to work to/good to incentive booster purchase
- Boosters (Powerups)/login bonus
  - Incentivises players to login daily
  - Can be offered in packs
  - 2 Booster concepts
    - Extra moves- Starts the player off with 3 free moves that don't add to total (Good for getting perfect stars)
    - Extra Move/Second Life (Undo button)
      - By offering players the chance to undo in a level as a QoL feature, but not after dying (When they'd most like to undo), we can capitalize the undo in a way Obio didn't
- Daily Challenges (Angry Birds 2 started performing better as soon as this mechanic was introduced
  - Time Trial Mode
    - Multi-Staged Levels
    - Randomized Levels
    - Development/concepting had been started on it from SIP
    - Can reuse levels from main game, as well as have time trial specific levels that don't fit main flow of main game

Step 3: Fall 2020 Goals

- Premium Currency
  - Hard Currency in the form of Duck Bucks
  - Creates in game economy to buy boosters/powerups

#1 Monetization Mechanic – Premium Currency

Angry Birds uses hard currency in form of Gems instead of relying on direct purchases. As most of you know, hard currency beats direct purchases due to four key reasons:

1. **Hard currency increases retention.** When players are incentivized to purchase more hard currency than they need it creates a money-in-the-bank situation. Players are incentivized to come back to the game because they have hard currency, which they paid for.

2. **Hard currency increases the size of an average purchase.** Just increase the smallest price point and implement volume discounts and voilà, you've increased the average revenue per paying user.

3. **Hard currency enables effective use of incentivized video ads.** As soon as a game establishes demand for hard currency, drip of hard currency can be employed to incentivize players to complete various actions. Tournaments, missions, daily bonuses, challenges, events, you name it. Giving players the opportunity to earn something worth real money increase retention and sometimes encourage conversion via trial.

4. **Hard currency allows the player to take the most out of the game when off-line.** Say you're on a plane. You probably have time to play few more games than what the 5 lives give you. Well, then before you take off make sure to fill up on that hard currency and buy more lives while off-line.

https://www.gamasutra.com/blogs/MichailKatkoff/20170711/301423/How_Angry_Birds_2_Multiplied_Revenues_in_a_Year.php

Step 4: Working with Tools Team

The Three following features will assist with our monetization plan, but don't all need to be done this semester. They all also have possible overlap with features that'd be useful in other current or upcoming games.

- Events System
  - Feature that would benefit our retention numbers the most
  - Offer special Duck costume or rewards for logging in x weeks from launch
- Social Features
  - Posting Screenshots/hashtags directly to twitter
  - Free advertising
  - Incentive could be for hard currency
- Lives (Stamina)
  - Retention based mechanic- the Player is compelled to come back to game when lives refill

Step 5: Not Attempting

The Three following features will assist with our monetization plan, but don't all need to be done this semester. They all also have possible overlap with features that'd be useful in other current or upcoming games.

- The Arena (PvP)
  - Tickets
  - Winning Streak
  - Multiplayer- Out of Scope
- Tower of Fortune
  - Potential to be big programming time sink without much gameplay overlap
- Gacha Mechanic
  - Need a lot of concurrent currencies/content to get from gacha boxes. Not in scope currently
    - Possible in a year or 2?