

Doodlings





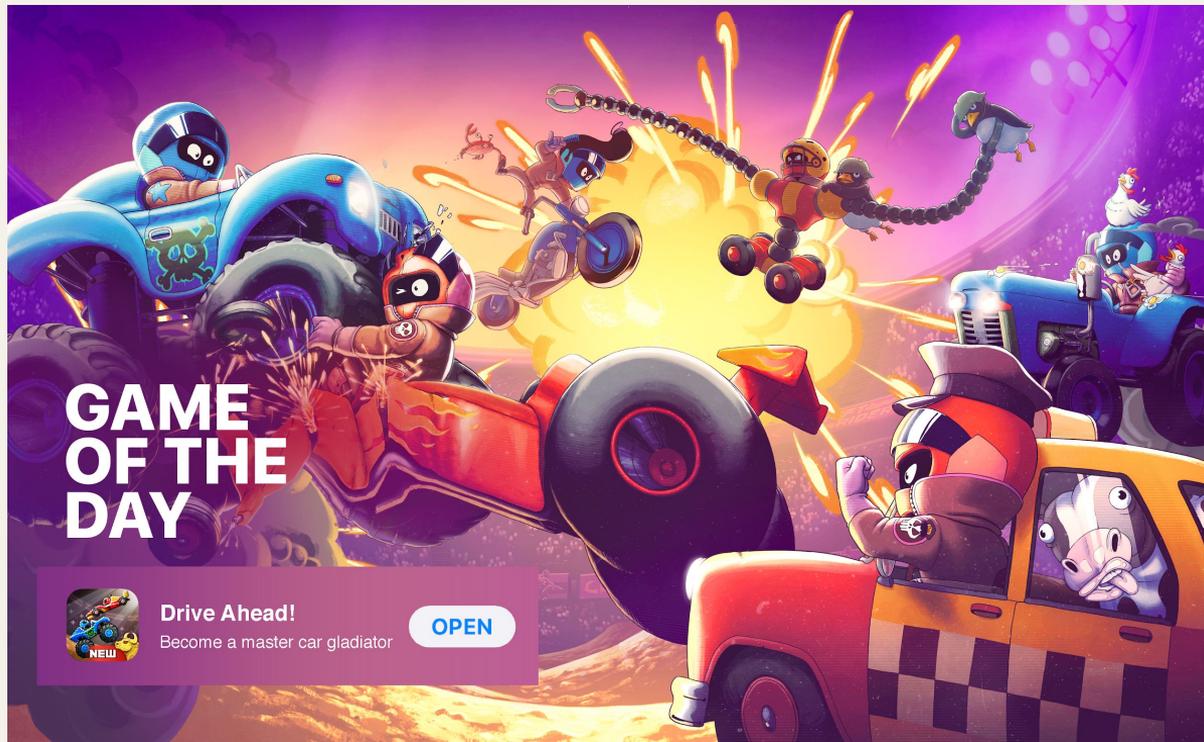
# Digital marketing for games and applications





RED SCORES!





# More than games



After this lecture, you should be able to

1. Describe the business model of games (& apps)
2. Plan and carry out digital marketing programs
3. Explain how market and regulatory developments impact digital marketing



To achieve the learning objectives, we'll discuss

1. What are the business models of mobile games and apps
2. How they are scaled with digital marketing
3. Why we do things the way we do at Dodreams



## About me

- CEO at Dodreams since 2014
- Previous work in own startup & Aalto
- Experience in sales, business development, recruitment and organizational development
- Learned how to build teams behind a vision and validate customer traction through sales as early as possible



# Business models of mobile games and applications



Different ways to do F2P



Hypercasual



User acquisition for high LTV



Portfolio



Platform



## Definitions

- In Free-to-Play (F2P), significant portion of the game is given out for free
- Players choose how to pay - grind, watch ads or make in-app purchases (IAP)
- In core gameplay a hypercasual game, and say [Candy Crush](#), may seem similar, but top grossing games are run like services
- Individual sessions provide progression in metagame, the game provides a social experience online through real-time multiplayer gaming, and have live events
- With apps this is sometimes called freemium
- Apps and games are also sold as premium where you pay a fixed price
- This is less attractive as a business model since you cap the LTV of a user



Problem in gaming

Games can be an isolating  
experience providing only  
competition against strangers

Our mission  
at Dodreams

Craft shared moments of thrill

A man with black-rimmed glasses and a blue t-shirt is shown in a close-up, laughing heartily while holding a smartphone horizontally. He is looking at the screen with a wide, open-mouthed smile. The background is a soft-focus outdoor setting with green foliage. To the right, the back of another person's head and shoulder is visible, also wearing a blue shirt, suggesting a shared activity. The overall mood is one of joy and engagement.

Our vision

Make games  
everyone knows



## Our values

### Learning

- Reach your full potential as a game professional
- Reach highest possible creativity and performance as a team

### Impact

- Have ownership in figuring out how to reach our vision
- Define what is a good game and how they should be made

Our north star metric telling us if we're learning and on the right track to have impact is the absolute *number of paying users* in our game



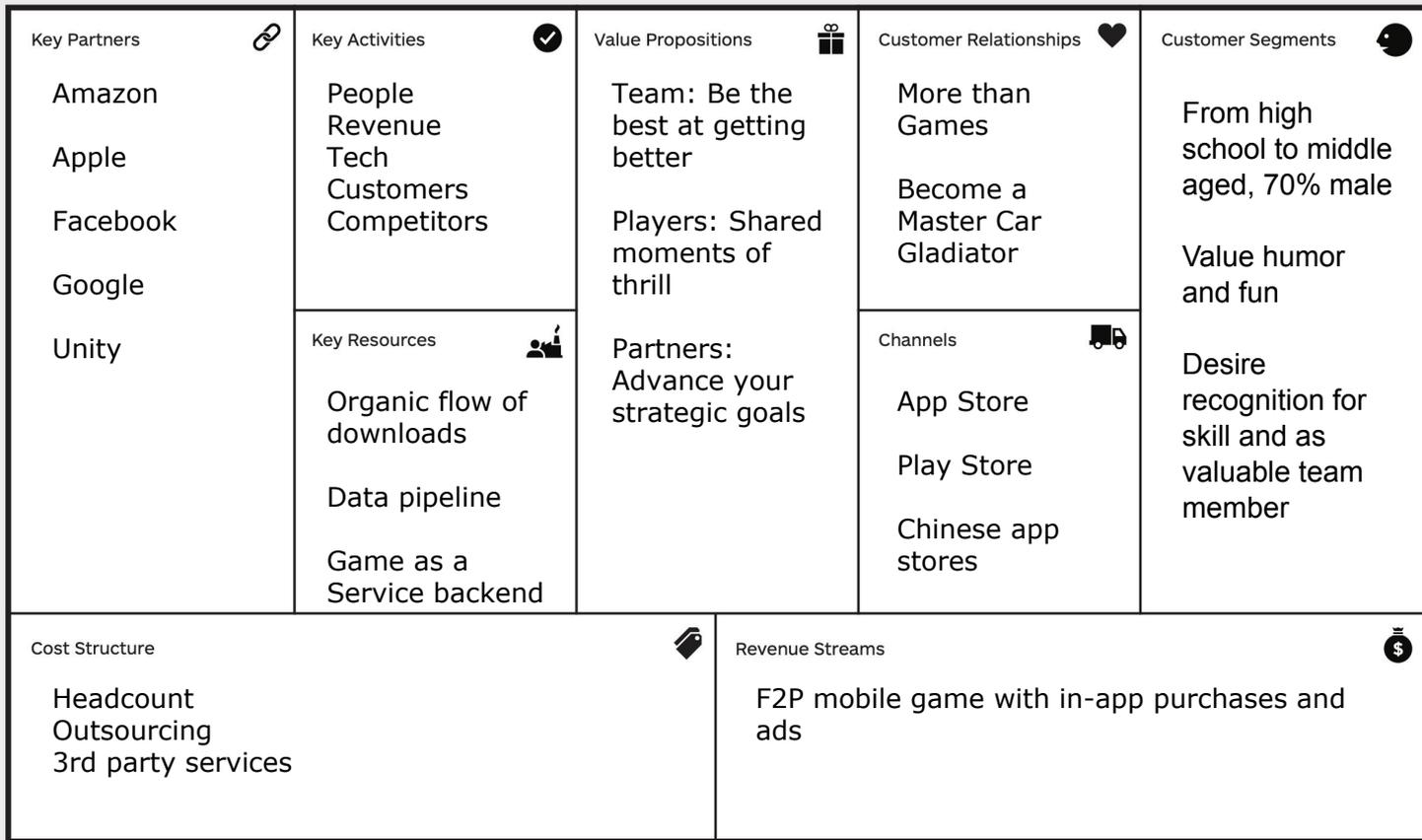
# The Business Model Canvas

Designed for: **Aalto**

Designed by: **Dodreams**

Date: **2022**

Version:



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# Scaling mobile games with digital marketing



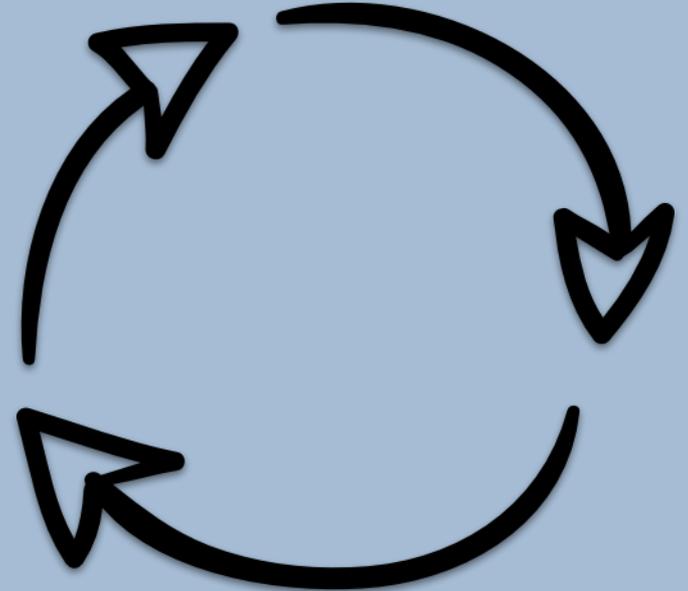
Note about digital marketing by nature

Traditional marketing management, campaigns can be viewed as a waterfall

- Form strategy, carry out creative work, send out to media, measure and interpret results, revise strategy

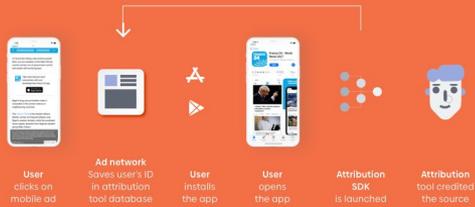
Digital marketing is like a live broadcast

- All this happens at the same time
- You get continuous feedback on effectiveness from marketing metrics and performance from game KPIs



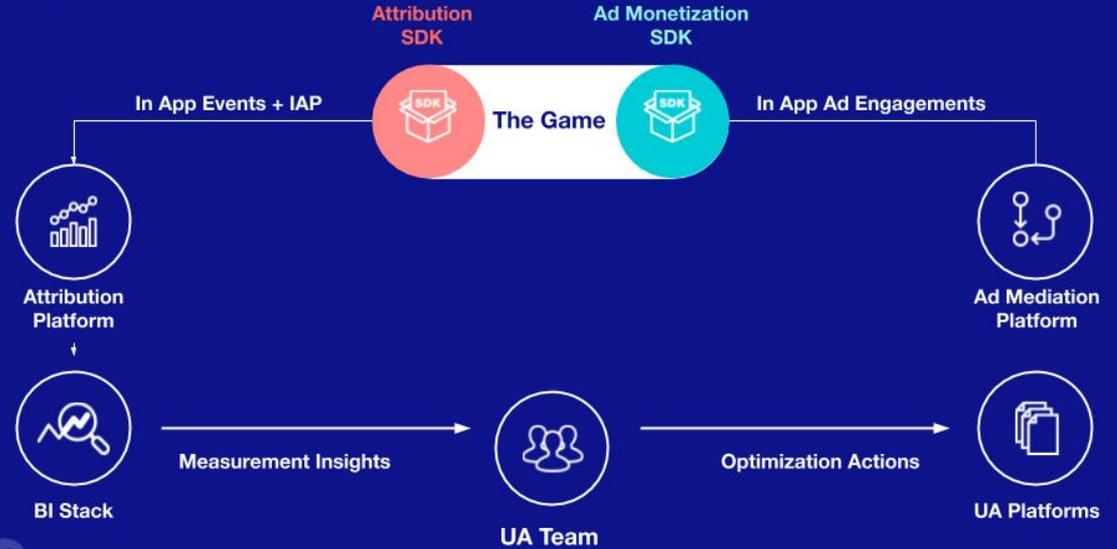
Paid user acquisition is what most people think digital marketing is all about

## How mobile attribution works



storemaven

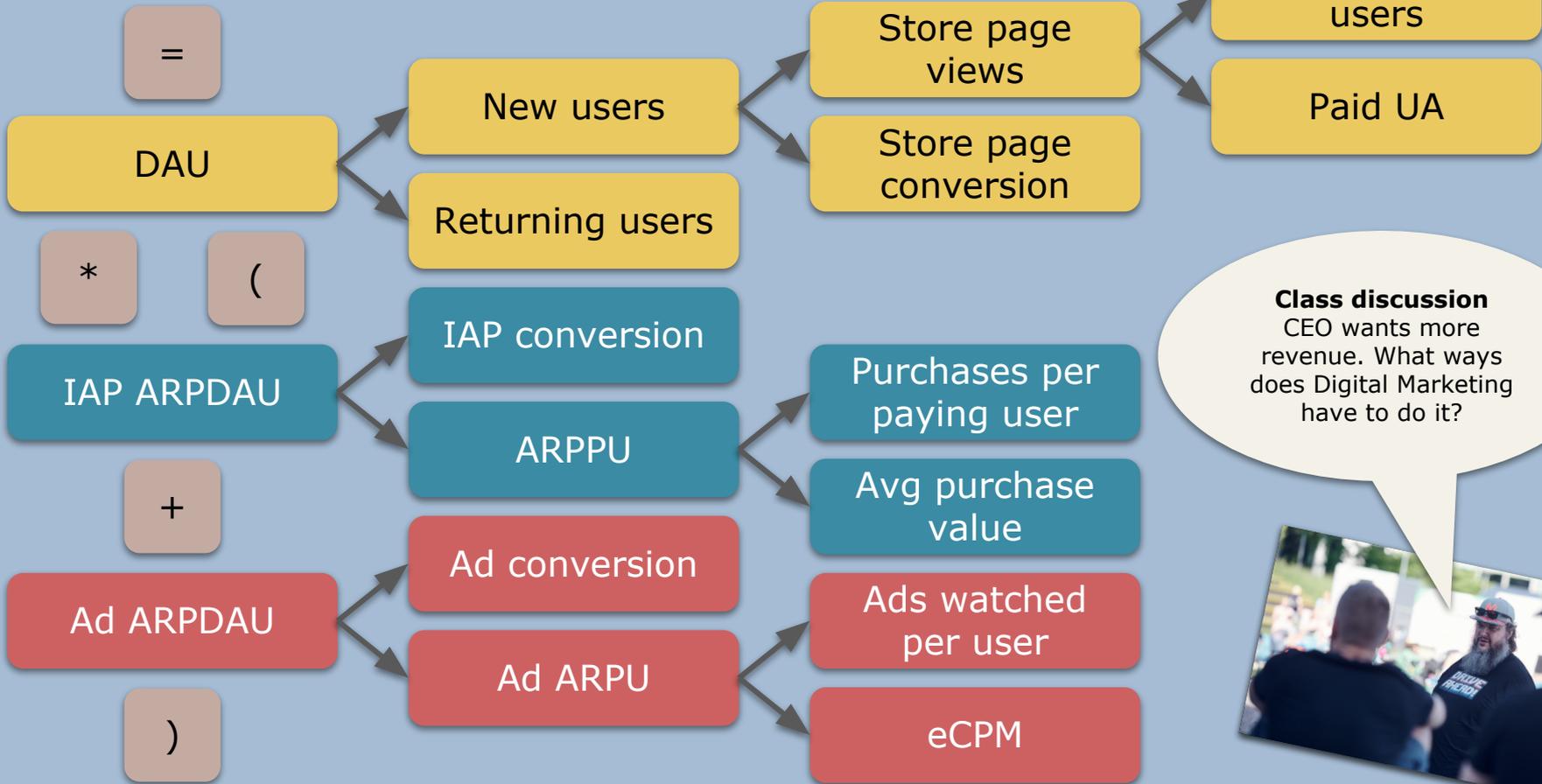
## Measurement and Optimization



ironSource



# Revenue of F2P game



**Class discussion**  
CEO wants more revenue. What ways does Digital Marketing have to do it?



## Industry players

### Ad networks used to acquire and monetize users

- TikTok for business
- Meta
- Applovin
- Google Ads
- Unity Ads
- Ironsource...

### Mobile measurement partners

- AppsFlyer
- Adjust
- Tenjin
- Singular

### Analytics

- Firebase



[Highlights](#) from the AppFlyer Performance Index

1. TikTok For Business claims #1 spot in first SKAN Index, while other top mobile media sources like Facebook still adapting to new reality
2. Google is dominating Android UA, closes the gap in remarketing
3. iOS 14+ pushes Facebook down to 2nd place in iOS, but the social network tops IAP and remarketing rankings in Android
4. Apple Search Ads enjoys full data access making it the new #1 player in iOS
5. Unity Ads tops global iOS Gaming and Android IAA rankings



## Problem in the gaming business

1. Increasing limitations to ad tracking and legislation on consumer privacy make it difficult to operate a performance marketing business model
2. Even when paid UA would be feasible ( $LTV > CPI$ ), studios struggle to gather sufficient cash reserves to cover increasingly long pay back periods
3. Game studios not part of larger business entities or without funding lack resources to launch new games with impact



## Market opportunity for us

- Online video as entertainment disrupts industries like the iPhone\*  
- Games offer cost-efficient, quality entertainment in good and bad times    
- Games with strong social & online features will continue to win in the market  
- Window of opportunity open now for games combining video and community features with social online gaming   
- Our traction so far
  - 170m organic downloads through video replays
  - 1,5m strong fan community discussing Drive Ahead! and solving puzzles
  - Good progress shifting from ad monetization to healthy balance with IAPs

*\*Andrew Chen, General Partner at a16z*



Moodboard - playing



Moodboard - streaming and watching



# Conclusions



- As the course syllabus says, the majority of marketing jobs today cover digital and it's difficult to imagine positions where digital is not used in the future
- Digital marketing offers an immense opportunity to learn
- Exciting to ship something today and get immediate feedback from analytics
- Similar to the Aalto University, working in digital marketing is a place where art and science meets business and technology



- Career success happens when your passions and skills meet the needs of the world, which is surprisingly not obvious to all
- What is your vision of a good career, what should happen for it to become reality, and how can it be seen in your daily actions that you're on the right track
- Prepare to tell potential employers what kind of impact you would have on their team rather than what you want to learn from them. Do it even if they don't ask.
- Hobby and school projects can stand in for work experience when getting first job



Q&A



Dodreams