



# Advertising Strategy

deltaCrunch



# Executive summary

This report evaluates opportunities to increase ad revenues in deltaCrunch by balancing engagement and monetization whilst maintaining the player experience. Often ad income is not maximized as developers have concerns about ads driving higher churn. However, at deltaDNA we have shown that, with the right approach, ad revenues can be dramatically increased without impacting retention.

This report sets out industry best practices developed by deltaDNA to ensure ads are a natural part of the game and ensures this important revenue stream is harnessed to make profitable games.

Rewarded ads can be used to provide players a way to improve their playing experience by giving them access to premium features, extra virtual currency or quicker unlocks. However, the optimization of advertising requires a number of considerations. Deciding where to place ads and how often to show them is vital to creating successful ad strategies.

This report sets out our recommendations based on game-play. Further opportunities for refinement via analytics and A/B testing can be considered in due course.

However, our initial recommendations show significant opportunities to improve ad revenues through mechanics such as:

- Random rewards
- Timer reduction
- Single use consumables

as well as additional placements in the lobby or after mission failures.

Also, we see huge potential in implementing dynamic ad placement, using deltaDNA's AdVantage, when players' cash balance is low and in other areas.

The rest of this report documents these suggestions. If our recommendations are implemented, we estimate the impression count could double and ad income can be increased by up to 50%.

# Current strategy

Currently, it had been observed that deltaCrunch has two rewarded ad placements:

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

These are excellent placements for rewarded ads and it already results in 20% of players watching an average of 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 ad location is somewhat easy to overlook as it is sandwiched between other end of round information - it may be beneficial to reshape and even animate this to bring more attention to it.

## Advertising recommendations

### PLACEMENT OPPORTUNITIES

#### Random rewards

Many games with game-play items like deltaCrunch contain a gacha style mechanism to provide players with random rewards. This can take the form of 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 to avoid abuse of 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 as well.

This could be presented in the form of a spinner with items, tokens or a small amount of cash or even gold. The best location for this would be to have this placed within the main lobby where visibility is high and the screen is regularly visited. Additionally, extra spins could be charged 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 relatively low value anyway, this should not pose too great a risk.

## Faster timer reduction / training

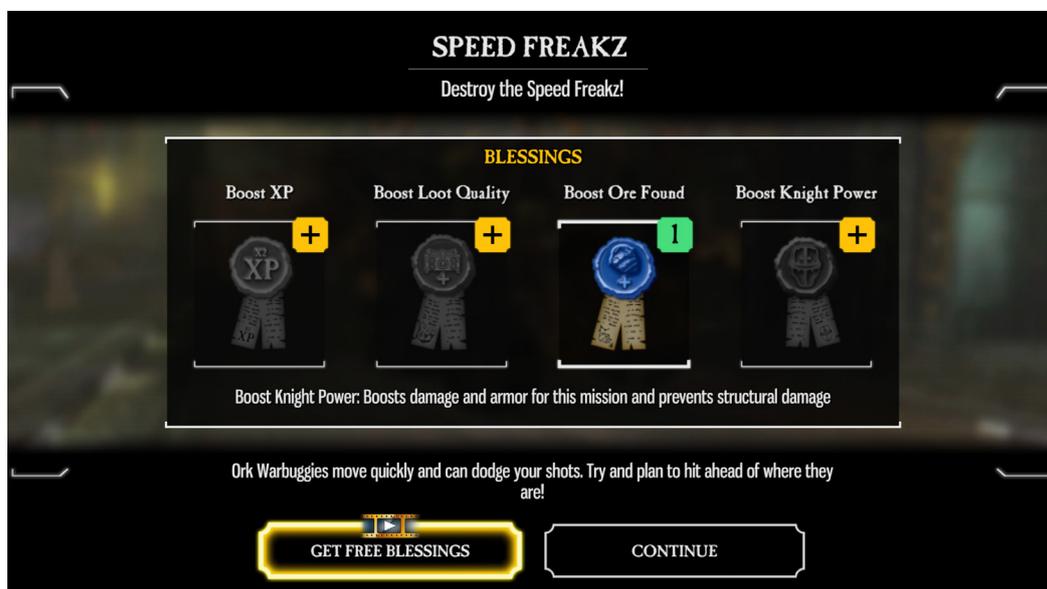
Many games with timers offer the opportunity to speed up the timer by a set amount for watching an ad and this has proved a popular mechanic amongst players. The only timers in deltaCrunch are in relation to the opening of loot cases, so it makes sense that a time reducing rewarded ad be associated with this. The specific time reduction rewarded should be A/B tested for balancing purposes but a reasonable base amount to start from could be 30 mins. This could be implemented as allowing players to reduce the timer by 30 mins at any time or could be made available when there is 30 mins left on the timer to allow instant opening at that point. For reference 30 minutes is worth 3 gold or just under \$0.10.

## Single use consumables

DeltaCrunch is made hugely more enjoyable by the various customizables that can change the game-play, however many of these are unavailable until players make significant progress into the game. Especially early on players may feel frustration if they struggle but can't use a customizable that would aid them or if there is a cool looking item that seems infinitely out of reach. It would be a good idea then to offer players a single use consumable random gadget, which could be made available in return for watching a rewarded ad.

An appropriate placement for this opportunity could be after experiencing failure for the first time each day - players may 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 potential for ill-placed interstitials to interrupt game-play flow, so care must be taken to avoid disruption.

With deltaCrunch 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, so less likely to watch an ad to completion.

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

## Placements

PLACEMENT	AD TYPE	REWARD	COOLDOWN
Lobby	Rewarded	Free gacha-spin	8 hours
Loot case timer	Rewarded	Reduce timer by 30 mins	5 hours
Post-failure	Rewarded	Single-use customizable	3 hours
Return to lobby	Interstitial	None	x per session

It is not necessarily advisable to implement all the suggestions but if multiple rewarded advertising methods are used, it is best to stagger the cool-downs in such a way that players would feel the need to return at multiple times during the day, further increasing engagement in the game.

NB - All of these suggestions would require some work on the client to implement the gacha style mechanisms and add the timer reduction mechanism.

# Dynamic advertising

The deltaDNA platform's Engage feature is a highly flexible testing, targeting & marketing tool-set that lets you create sophisticated, automated in-game campaigns that can target a player whilst they are playing. You can use Engage to run A/B Tests and Campaigns to change the advertising strategy for defined player segments with real-time Targeting & Segmentation.

Here are some example Engage actions that could be used to shape a dynamic advertising strategy in deltaCrunch:

ENGAGEMENT NAME	DECISION POINT	SEGMENT PARAMETERS	DELTADNA ACTION	IN-GAME REACTION
Player makes a purchase	Shop	Real currency spent amount > 0	Change interstitial ad limit to 0	No further interstitials shown
Player doesn't watch rewarded ad	Mission completed	Rewarded ads watched = 0	Increase interstitial ad limit to 3/session	Show interstitials more frequently
Player watches rewarded ad	Mission completed	Rewarded ads watched > 0	Reduce interstitial ad limit to 1/session	Show interstitials less frequently
Cash balance low	Mission failure	Cash balance < 500 and consumables count = 0	Trigger client to change rewards	Increase gacha reward quantity/value

These are examples of dynamic measures that can be put in place using the Engage and AdVantage features in deltaDNA, along with some work on the client to react appropriately.