



Reaching for the Stars

How to create the next Clash of Clans?

Applifier in Brief

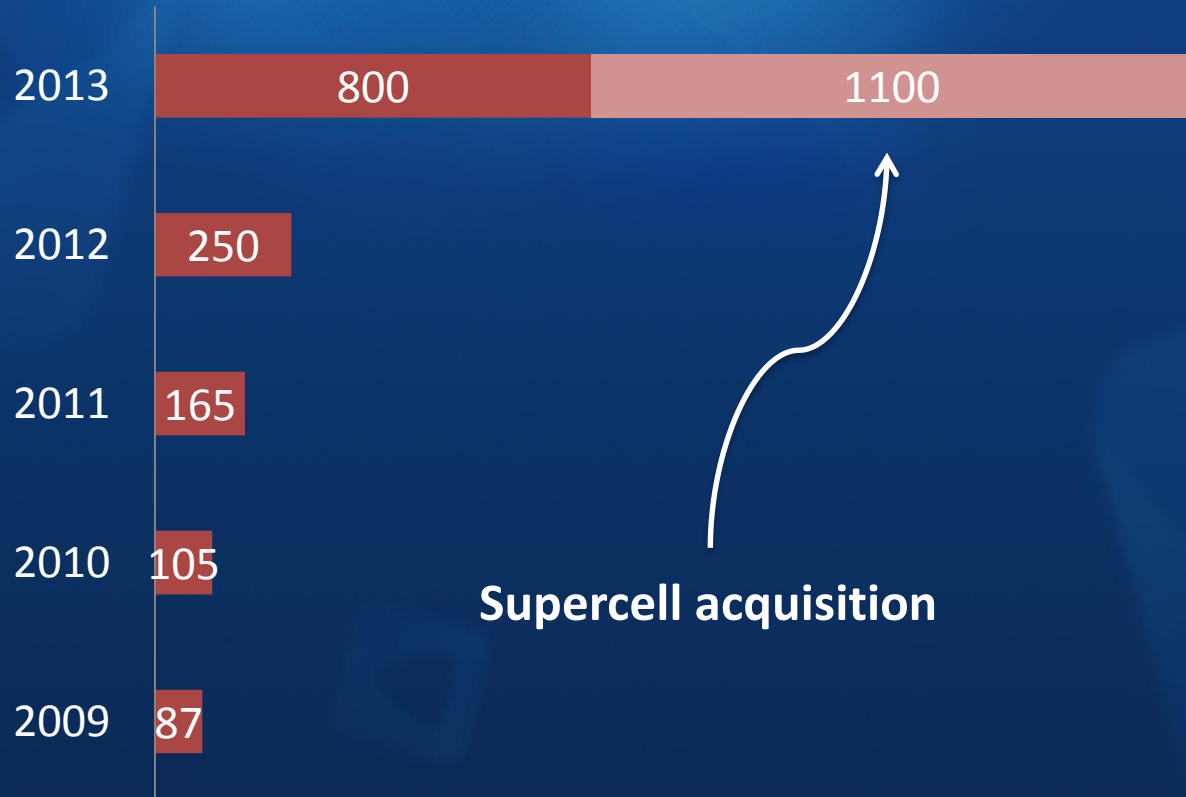
- Founded in 2008 as gaming company Everyplay
- 35 employees total in Helsinki and San Francisco
- Two main products Everyplay GameAds and Everyplay Replay sharing

Why are **games** interesting right now?

Finnish Game Industry Core Turnover (€M)



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what does it take to **make it big?**

CPA < LTV

what does it **cost** to
get to the **top**?

To reach a **top 10** spot in the
US AppStore you need
80.000 downloads
... in a single day

Average CPI price for an US
user?

€ 1.55

€ 1.55 * 80.000 = € 124.000

Acquisition channels aren't
created **equal**

**Channel
cost**

Incentivization

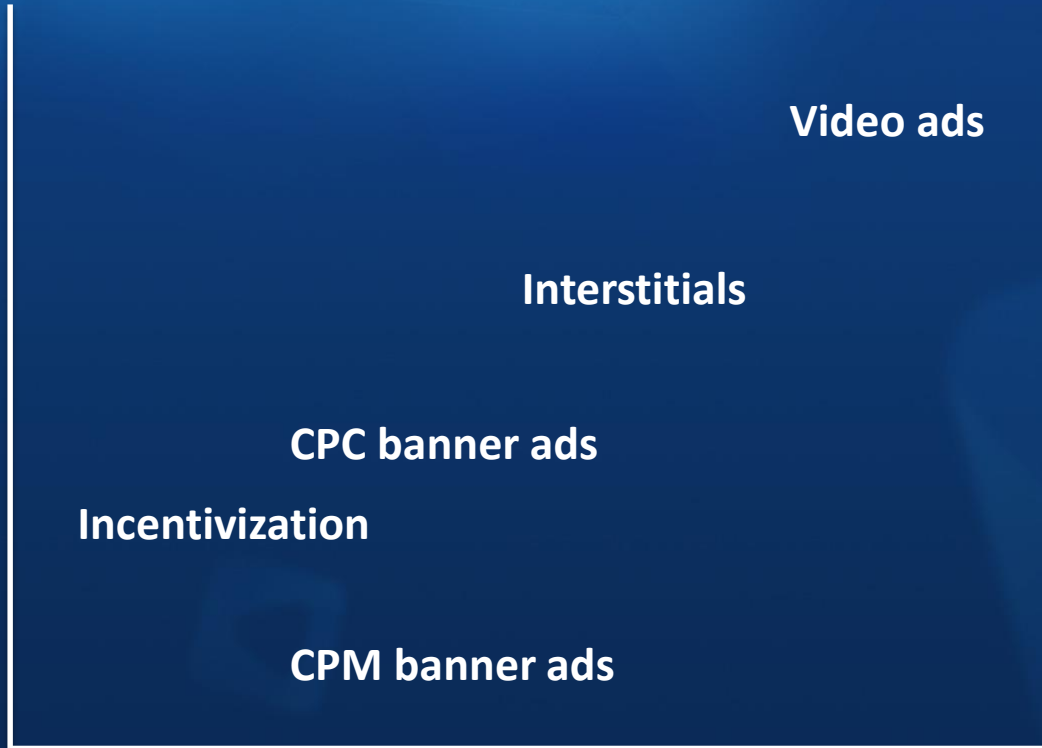
CPC banner ads

CPM banner ads

Interstitials

Video ads

LTV



Why **video** is the new **black**?



(1) New Candy



 Image Banner - 43855pts - 2013-03-17

Can you **manage** it?

Video ad network throughput is
limited on average CPI

Average network can push **50**
to 5000 installs per day

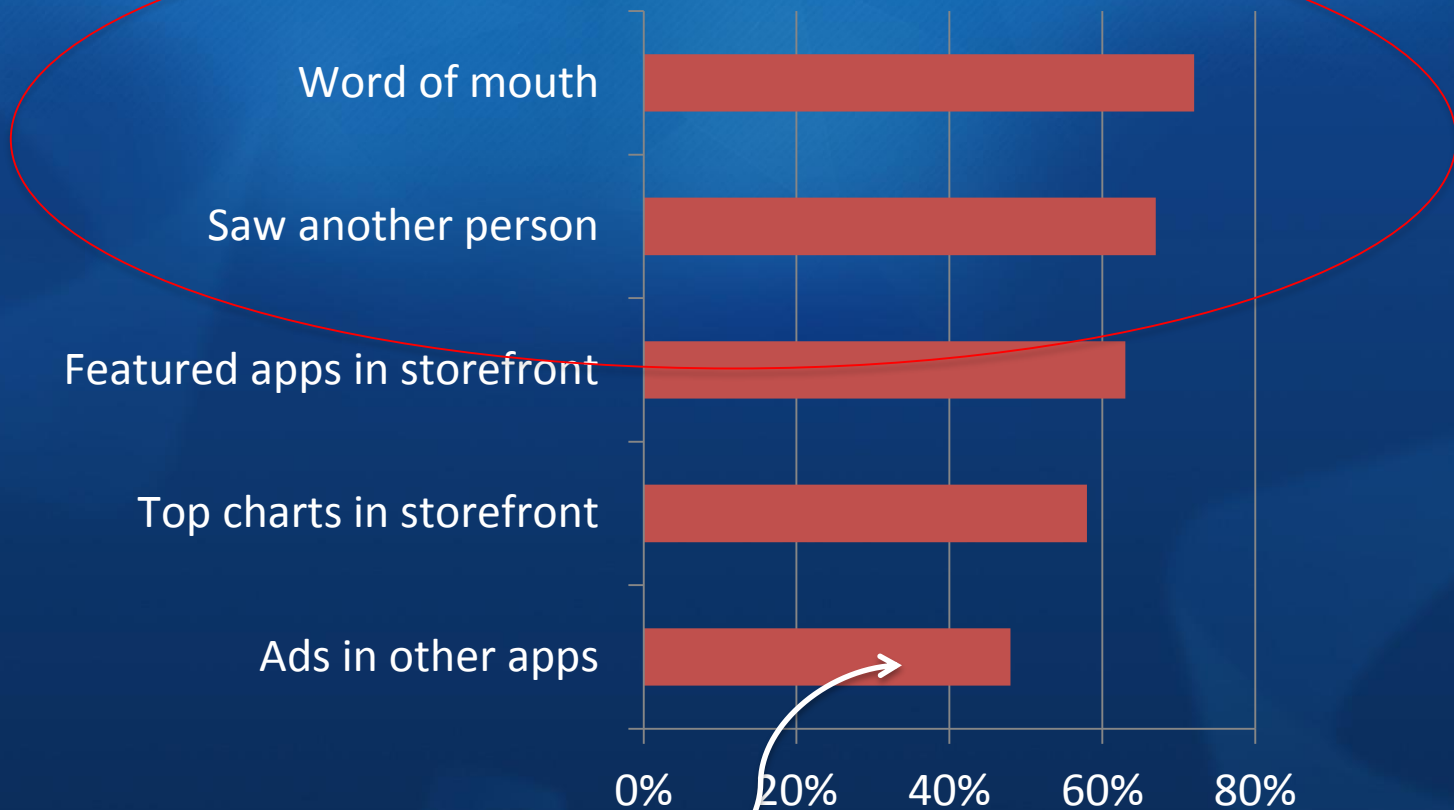
Average video ad conversion
around **1% view-to-install**
across networks

80.000 installs means **8**
MILLION views needed. At
least.

Game developers can't manage
without **marketing people**
or partners

So there's thinking **outside of
the box** for that, too...

Virality



Just at #5?

Ouch

Thank you!

Got questions?

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