benchmarking.
EXPLORING THE MARKET BEFORE A SOFT LAUNCH

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benchmarking is...

W ... comparing one's **business processes** and **performance metrics** to industry bests and best **practices** from other companies.

investigation.

reports

Newzoo
Superdataresearch
Sensoretower
Appannie
Appsflyer
Thinkgaming
Prioridata
...

news

facebook pro-groups
gamesindustry.biz
pocketgamer.co.uk
app2top.com
quora.com
...

blogs

progamedev.net
deltadna.com
chartboost.com
flurry.com
gameanalytics.com
amplitude.com
...

how to conduct a research?

who?

where?

kpi?

audience?

deconstruction.

POP! Slots	Hot Shot Slots	Hot Vegas Slots	Deluxe Slots
PlayStudios	*Scientific Games*	*International Super Lucky Casino, Inc.*	*Rocket Games*
📅 7/16/16	📅 6/15/15	📅 5/16/16	📅 3/4/16

Avg. Conditions per month: NET Revenue, Installs

💰 $1.2M	💰 $816.6K	💰 $528.1K	💰 $223.0K
👥 177,921	👥 180,582	👥 92,715	👥 45,434
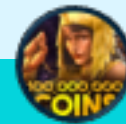
GAME COMPONENTS				
Unique Slots	25+	52	52	72
Offers	✔	✔	✔	✔
Return Bonuses	✔	✔	✔	✔
Jackpot Mechanics		✔	✔	
Tournament Mechanics		✔	✔	✔
Unique Slot Mechanics	✔	✔	✔	✔
Bonus Games	✔			
Risk Games			✔	
Status System			✔	
VIP Special Mechanics				✔
VIP Slots				✔
Safe			✔	✔
Progress Mechanics	✔	✔	✔	✔
Quest Mechanics			✔	

a.e.r.m.

	core ✈	meta ☁	social 👥
acquisition	HQ Art and Music	?	FB Invites, Wall Posts
engagement	F.T.U.E. Scenario	Quests, Jackpot, Collections	Push Notifications
retention	Events	Daily Spin, Hourly Bonus, Daily Events	Daily gifts, Fan page activity
monetization	Balance, Offers	Paid meta game Customization	?

USP / KSP

- Casino's IP
- 3D Lobby
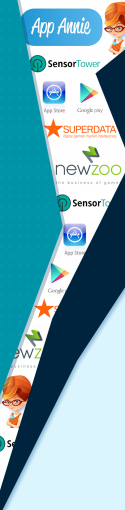- Customization
- Multiplayer
- Real rewards

- All slots open
- Big numbers

- IPs from public domain
- Movie's IP
- Big numbers

- Classic slots setting
- Multi mechanics

ok!
you are ready to make a
feature set.

strategy.

Clash Royale	Lords Mobile	King of Avalon	War and Order
Supercell	*IGG.com*	*FunPlus*	*Uqsoft*
📅 2/15/16	📅 3/17/16	📅 7/13/15	📅 4/6/16

Avg. Conditions per month: NET Revenue, Installs			
🪙 $38.4M	🪙 $3.3M	🪙 $4.1M	🪙 $1.6M
👥 1,449,911	👥 455,457	👥 258,653	👥 84,621

puzzle.

Farm Heroes Super Saga	Genies & Gems	Wizard of Oz: Magic Match	Disney Emoji Blitz
King	*Jam City*	*Zynga*	*Disney*
📅 7/28/16	📅 1/20/16	📅 5/18/16	📅 7/14/16

Avg. Conditions per month: NET Revenue, Installs

💰 $1.8M	💰 $1.2M	💰 $1.5M	💰 $678K
👥 217,661	👥 266,884	👥 191,507	👥 372,432

simulation.

MARVEL Avengers Academy	Disney Magic Kingdoms	Kendall and Kylie	World Chef
Jam City	*Gameloft*	*Glu Games*	*Social Point*
📅 2/3/16	📅 3/16/16	📅 2/16/15	📅 1/11/16

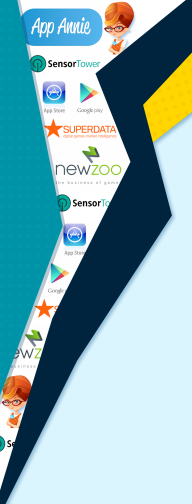| Avg. Conditions per month: NET Revenue, Installs			
💰 $641K	💰 $778K	💰 $128K	💰 $168K
👥 62,323	👥 307,149	👥 90,126	👥 90,468

Discuss?

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