Who am I

Gonzalo Fasanella
Director of Marketing at Omnidrone

Omnidrone
- ✓ CEO: Gerard Fernandez (+12 years of experience)
- ✓ 20 employees
- ✓ 1 game live "Dwarfs & Dragons"

Head of User Acquisition Gameloft
- ✓ User Acquisition
- ✓ Cross Promotion
- ✓ Advertising Game Monetization

Agenda

- ✓ Define your KPIs goals with Dev Team
- ✓ Define your short-term KPIs
- ✓ App Store Optimization
- ✓ Tracking tools integration
- ✓ Ad-Networks / partners selection
- ✓ Marketing assets preparation
- ✓ Optimization

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Define your KPIs goals with Dev Team

Retention Goal

45%	35%	26%	21%	17%	9%
D1	D3	D7	D14	D30	D60
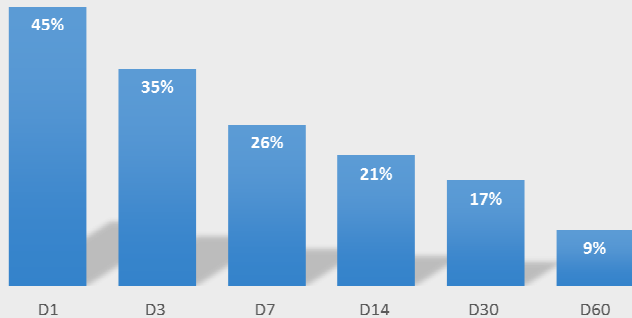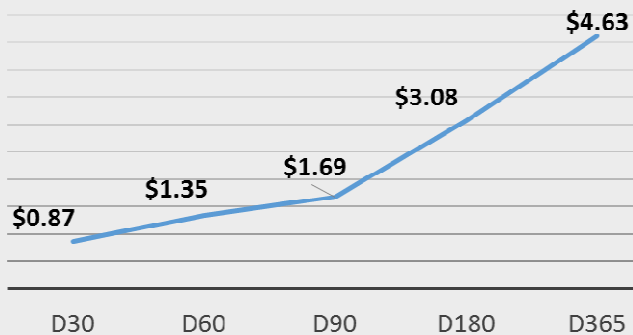
Marketing KPIs Goals

CPA	$ 7.00
eCPA	$ 1.07
K-Factor	5.5
D180 Margin / User	$ 1.93
D180 ROI	280%

ARPDAU Goal

$0.12

Project Lanes

ARPI Goal

$4.63

$3.08

$1.69

$1.35

$0.87

D30	D60	D90	D180	D365

D180 LTV Goal

$3.00

D180

✓ Network: make sure your goals are achievable considering your game genre

✓ Setup conservative scenarios

✓ Setup goals that guarantee profitability in the long term

✓ Estimate time to recoup UA investment

✓ Your estimation must reflect a scenario in which the game can scale by having a WW UA campaign

Define your Short-Term KPIs

- ✓ Setup events to quickly detect bad quality install sources
- ✓ Setup post back for these events to your Ad-Networks
- ✓ Typical events are:
- ➢ Tutorial completion rate
- ➢ Day 1 retention
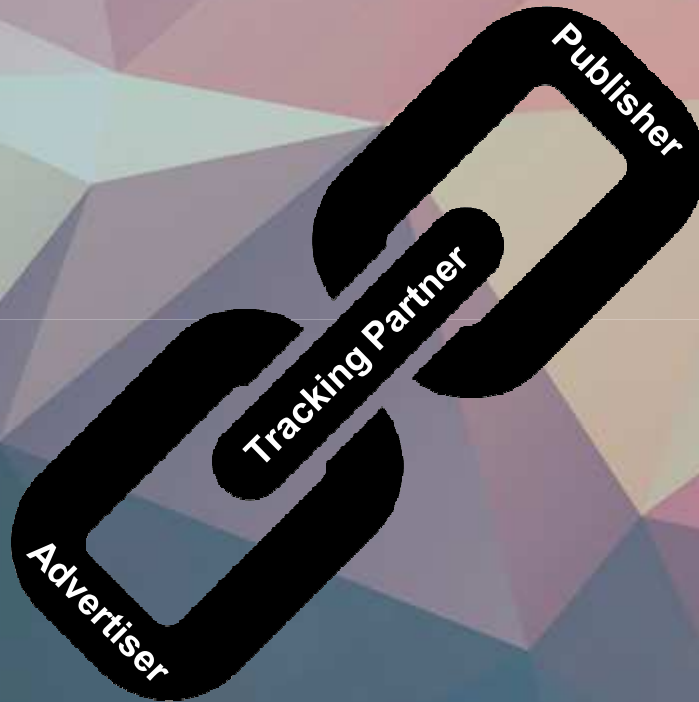- ➢ Day 2 engagement (# of sessions, total session length)

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App Store Optimization

App Store Optimization

✓ Define your target audience

✓ A-B test Icons and Screenshots

✓ Keep the Screenshots simple, use In-Game footages

✓ A-B test Videos and check performance without them

✓ Setup keywords:

➢ Don´t use spacing in between characters, use coma

➢ Don´t use the words you already have in the title

➢ Check performance using ASO tools (Sensor Tower)

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Tracking Tools

Publisher

Tracking Partner

Advertiser

- ✓ Decide your tracking partner considering:
- ➢ Cost
- ➢ Deep integration with Ad-Partners
- ➢ Geo
- ➢ Customer support
- ➢ Setup flexibility
- ✓ Some partners:
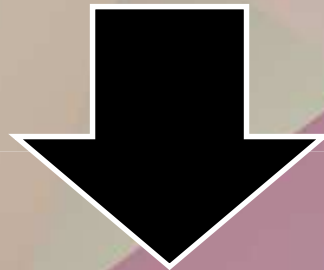- ➢ Adjust – MAT – AppsFlyer Apsalar – Kochava

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Ad-Networks Selection

Video

Interstitials

Facebook

- ✓ Ad Formats: Videos and static interstitials
- ✓ Volumes
- ✓ Reactiveness
- ✓ Independency: Self manage platforms
- ✓ Targeting options: audience information

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Marketing Assets preparation

V3 GUIDE	1 BG	2 CH	3 BTN	4 TEXT/LANG
0	✕	✕	✕	✕
1			PLAY FREE	SET YOUR CAMP SURROUNDED BY REAL PLAYERS
2			✕	TAKE FULL CONTROL OF YOUR DWARFS
3		✕	✕	RESCUE YOUR TEAMMATES

→ Creative Pack Naming
1111-1112-1113-1121-1122-1123-1211-1311-ETC

Organization will save you time and unnecessary stress
It will also let you optimize your campaigns faster

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