



MARKETING HURDLES

OF HYPER-CASUAL GAMES

PGC HELSINKI
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INTRODUCTION



OVERVIEW



1 Hyper-Casual Games

2 Marketing Hurdles

3 Ways to Conquer



HYPER-CASUAL GAMES



Instant

Lightweight



Simple

'Snackable'



Addictive

Obvious, yet challenging

How to market a product that:

- has basic, **limited content**,
- lacks **complex engagement** loops,
- feels **generic**, but still has enough depth?

MARKETING HURDLES



Acquisition



Discoverability



Differentiation

Engagement



Cost of switching



Game mechanics

Monetization



Critical mass



Relevant ads

VOLUME GAME

1

2

3

WAYS TO CONQUER



Acquisition



Discoverability



Differentiation



Paid UA



Volume dynamics

Engagement



Cost of switching



Game mechanics



Game design



Social hooks

Monetization



Critical mass



Relevant ads

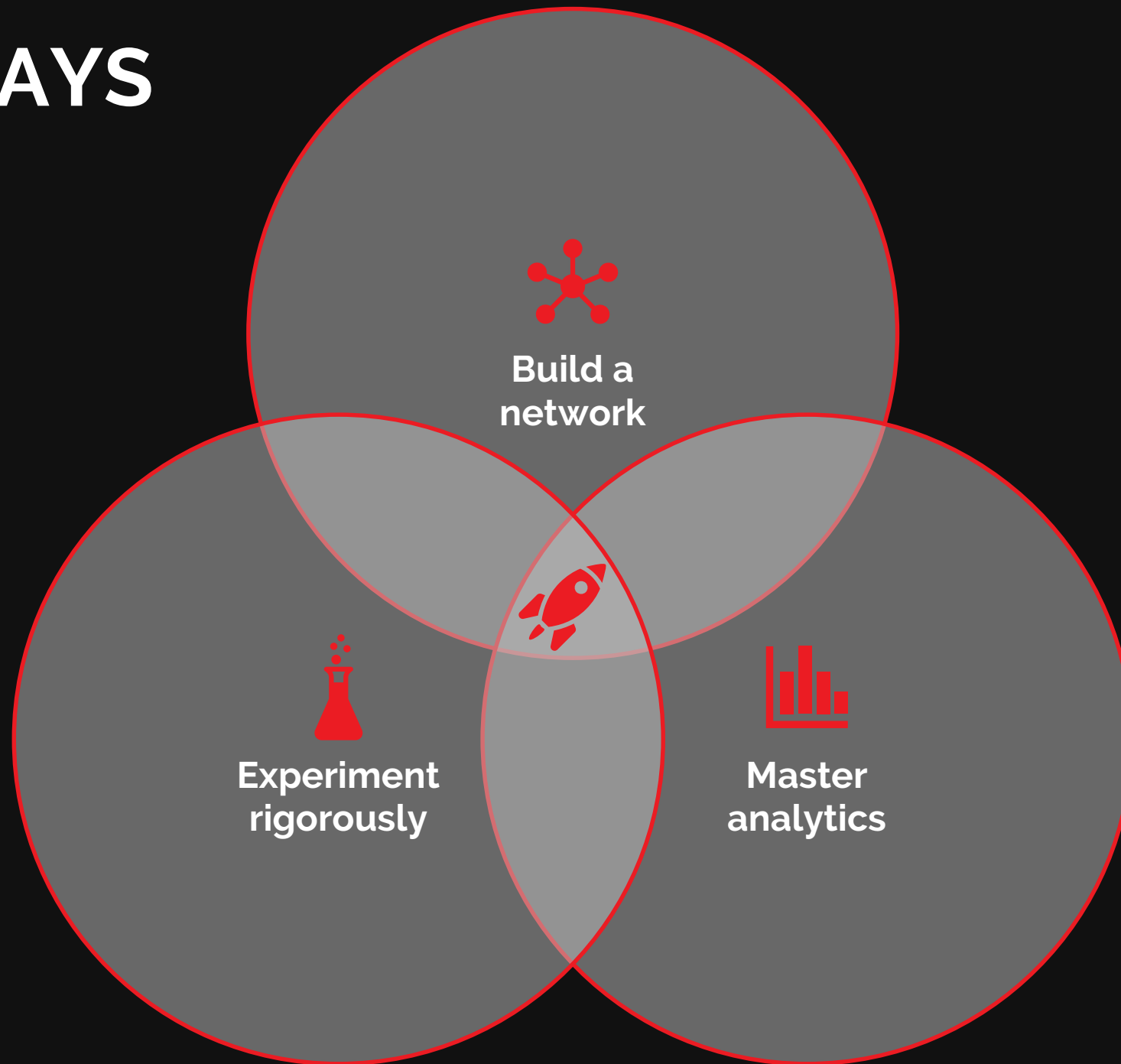


UA tandem



Segmentation

TAKEAWAYS



QA



Thank you for your attention.

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