

THE GAMING INDUSTRY

🔒 PANDEMIC KIT!



The world is Social Distancing; everyone is staying in and staying safe! In these times of unpredictability and changing consumer behavior, there are a few industries which may have actually hit gold.

Gaming is one such industry.

People are connecting over games more than ever. It is the new hangout zone to connect with friends and family, unwind and escape from the everyday situation. New data from global app marketing platform Adjust shows just how much gaming has under COVID-19. In the last week of March, the vertical saw more than double (132% increase) the amount of installs compared to last year, as populations across the globe have been spending more time stranded at home. In total, gaming apps saw a 47% increase in sessions and 75% increase in installs in Q1 2020 as compared to Q1 2019*.



The gaming industry growth was expected to be somewhere around 11% for the coming year. However, the current situation predicts the industry to rise by 31%. With an overall slashed economic growth prediction, nearly all brands have paused to reassess their strategy for the coming year. Most brands have seen a sudden cut-off from demand, which has in-turn led to a sudden drop off in digital campaign spends and is consequently reduced. There is a ripple effect taking place which will impact all functions, the brands that will be able to leverage these sudden dips will be a few and far between.

**THE CURRENT SITUATION
PREDICTS THE INDUSTRY
TO RISE BY 31% FOR THE
COMING YEAR.**



WE HAVE OUTLINED A FEW WAYS IN WHICH A GAMING SECTOR ENTERPRISE CAN MAKE THE MOST OF CURRENT WORLD SITUATION

1 INVEST IN CAMPAIGNS FOR AUDIENCE SCALE

Make the most of the situation, plan and create campaigns for retention and awareness. Plan for a longer time by blocking your campaign now and staggering the release over stages. Plan keeping in mind the current change in consumer behavior and expected consumer behavior post pandemic. These are habit forming days, an excellent time to catch a user's attention and convert them into regular habitual users. It's time to consider scaling new user acquisitions as a huge pool of new gamers have made themselves available.



RECOMMENDED

We recommend User Analysis to bucket them into active, passive and churned audience sets.



This should help you create look-alike audiences of purchasers & target for new acquisitions for higher LTV. Deep link and retarget passive users to incentivize them to play more and thus, turn them into active users.

2 PLAN YOUR EXPANSION STRATEGY

Expand both in terms of your reach in Demographics and Geographies. It is a good time to opt for previously unexplored geographies. Everyone is experimenting and everyone is looking to expand socially. Consider your product life cycle while planning your strategy as demand and supply are both extremely high. It's a competitive time with multiple options and hence the fatigue rates will set in quicker.



RECOMMENDED



We recommend two ways for expansion:



1. Select a multi-channel approach with minimal channel overlap
2. Have a focused goal expectation from each channel

It is more likely now than ever that similar content themes with minor modifications will be accepted by a wider audience. Also, since CPMs are hitting rock bottom you can try more geos in lesser investment and experiment with newer channels for expansion.

3 OPTIMISATION FOR IMPROVED RESULTS

Virgin audience pools have become accessible to gaming industry. Thus, trying to reach audiences which were less accessible earlier will now become affordable in newer geographies. Focusing on communication, social proofing, more quality paid installs will in turn accelerate your growth journey.



RECOMMENDED

We recommend optimisation in two ways:



1. Targeting
2. Creatives


For Targeting, now is a good time to focus on gaining higher user volumes which will in turn get you improved app store ratings and consequently improve your organic traffic flow.

For content, focus on creating multiple content variations to open up your target audience set. Since the advertiser density will be less, there are higher chances of ads getting increased exposure frequency. So to avoid creative fatigue and to engage a larger audience set the content needs to be engaging. Multiple stories or themes are advisable as the user might be seeing your ads across multiple platforms at the same time.

4 ORGANIC VIRALITY

If there was a time when social influence was at its highest, then now would be the time.

Crowdsourced audience conversion is at an all-time high. Leverage influencers, testimonials or organic promotion tactics to achieve improved install rates. Many apps and games have seen viral growth by including multi-player features and allowing people to come together.


Focusing on community, driving engagement  on platforms like Youtube / Facebook / TikTok / Reddit in the form of discussion threads or challenges and focusing on user generated content can boost organic virality, scale and also impact app store rankings.

6 OFFER IMPROVED SECURITY




The world is connected digitally. The flip side to a lot of internet activities is the vulnerability to phishing and other such digital frauds. People are becoming increasingly conscious of their online security. Consumers will prefer downloading games from secured networks or recommendation. In addition, games that allow integration from existing profiles or allow 'guest' users tend to see a higher acceptance level.

Recent research conducted by Adjust's fraud team has uncovered an increase in fraudulent activity since the beginning of 2020, with activity peaking throughout March as COVID-19 forced much of the world indoors. Adjust recorded a 16% month-on-month increase in fraudulent installs, with three peaks in activity trending on an average 36% above February's activity.

Ensure that your ads are being placed on secure networks to achieve a higher conversion rate. 

5 SOCIAL PLATFORMS

Since inventory is cheap across social platforms in the current scenario, it is a good opportunity to plan activities across multiple channels and get the best of each world.


Higher reliability, data security and no frauds  are just some benefits of moving budgets from other ad-networks to social platforms. Most social apps offer in-depth consumer behavior insights and targeting opportunities to help create a goal-oriented campaign.



7 KEEPING UP WITH SOCIAL NEEDS

The sudden increase in gaming and usage of social networks is the need for social connect.

People want to connect with one another through games as social interaction. Some are focusing their energies towards hobby driven games. In short, games which have been thematically adapted to the current scenario have seen a larger jump in usage than others.

Multiplayer, easy to use, educative and quick  (less time consuming) are just some of the features that have helped games to do better.



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