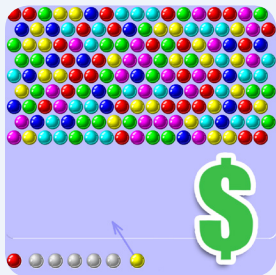


Ilyon Dynamics' Bubble Shooter Pops Revenue Records with Skillz



Bubble Shooter Highlights

\$.42+ ARPDAU

14% INCREASE IN D1 RETENTION

10% INCREASE IN D30 RETENTION

3X TIME SPENT IN GAME

2015 SKILLZ INDIE SHOWCASE WINNER

Game Profile

Developed by Ilyon Dynamics, a game studio based in Israel, Bubble Shooter is one of the most popular puzzle and arcade games to hit the App Store and Play Store. Bubble Shooter took the concept of the classic PC game and recreated it for mobile devices. It's a simple yet highly engaging game that is played by over 10 million users in over 190 countries, having even reached the top 10 ranked games in the App Store!

The Challenge

Ilyon Dynamics was successful at acquiring many players in Bubble Shooter Classic, incorporating new features such as different themed versions as well as achievements. The game also exhibited strong player retention, consistently retaining players on a daily, weekly and monthly basis that beat industry benchmarks.

However, even with all these players, Ilyon Dynamics found it difficult to monetize their Bubble Shooter game. More often than not, game studios easily create in-app purchases, but struggle to release virtual goods that remain relevant to the player experience. Ilyon Dynamics faced similar troubles, making it hard for them to boost player revenue without introducing new themes or tools like incentivized ads.

In the competitive free-to-play market, making a great game and waiting for downloads is not enough. Studios like Ilyon Dynamics are constantly seeking ways to attract new players and a monetization tool that not only generates revenue, but adds to the gaming experience rather than interrupting it.



Tournaments and Bubble Shooter

Although Bubble Shooter was highly rated in the App Store, it was not built for long-term monetization. Ilyon Dynamics found it difficult to increase average revenue per daily active user (ARPDau) in the game by more than \$0.02. Skillz worked closely with Ilyon Dynamics to create a new, exciting multiplayer version of the game while maintaining the simplicity of their classic Bubble Shooter title. Ilyon easily integrated the Skillz SDK in a matter of days, enabling access to the full-service Tournament Management System (TMS). The Skillz TMS provides practice and pro league tournaments, as well as robust developer features straight from the Skillz dashboard, including player analytics and customized theming.

The creation of Bubble Shooter Tournaments was successful because Ilyon Dynamics dedicated time to planning a competitive gameplay mode. One key to their success was focusing on scoring mechanics (i.e doubling the user's score for clearing the board within three minutes). This created a strong compulsion loop, inspiring players to improve their skills and discover new ways to achieve this goal, which kept the game exciting and challenging.

Results

Bubble Shooter Tournaments provided players with a thrilling way to compete. Skillz features, such as head-to-head matches and live events, created an environment in which top players were rewarded with both virtual currency and prizes. The friendly competition amongst players increased the game's ARPDau from \$0.02 to over \$0.42, providing Ilyon Dynamics with a solution to their monetization problem. Skillz also made the game stickier, with D1 player retention increasing from 44% to over 58%.

Players were instantly hooked by the new tournaments, becoming so engaged that they averaged 15 cash tournaments per day and spent 3x longer in the game than the industry standard.

Ilyon Dynamics continues to see increases in daily revenue, plus heightened player engagement and retention. With Skillz, the studio benefits from an evergreen solution that is both resource effective and fun for players.



“In the past, we searched for ways to increase revenue and retention with little luck. However, after integrating with Skillz, Bubble Shooter transformed into a profitable multiplayer experience without taking away from the game’s simplicity”

- Yonatan Erez, CEO of Ilyon dynamics

