



How Futureplay boosted engagement and increased LTV with Currency Sales



Currency Sales

Build Away! is a 'view-to-play' city-building game from Futureplay, which was made with Unity. The game is monetized primarily via rewarded video ads from Unity Ads. Futureplay wove the ads elegantly into gameplay as part of unique currency sales, which are simply time-limited promos, that players have embraced.

players has been overwhelmingly positive on the new feature and session length has increased, suggesting that this is a great way to improve the game experience and help developers grow their games.

Increased KPIs

The effects of rewarded video currency sales were clearly visible from day one and remained stable over the following weeks.

Ad impressions increased by 50% during the events and stabilized at a higher baseline even when the event was not running. The difference is clearly visible (in the below chart) when compared to Futureplay's

other title, 'Farm Away', which has not yet launched the feature.

Not only have many player reviews stated that they love this new feature, but analytics also confirms this. Player retention and average time spent playing per day increased from 7 minutes to 8.5 minutes.

The update has been a big boost to Build Away!; ads ARPDAU increased by 20% and the resulting LTV of players has increased by 10%. Futureplay plans to follow up this success by rolling this feature out to their other title, Farm Away!, and to new games in development. They are also working on more types of micro-events to vary gameplay further, increase the LTV of their fanbase, and help grow their portfolio.

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How it works

Build Away! players can activate timed events called "News Scoops" that help them succeed in the game. These events include higher profits for certain buildings, spawning more tappable playing elements or activating a weekend long "Double Briefcase" special. During the "Double Briefcase" special, players will be rewarded with two briefcases instead of one as a bonus from watching rewarded video ads.

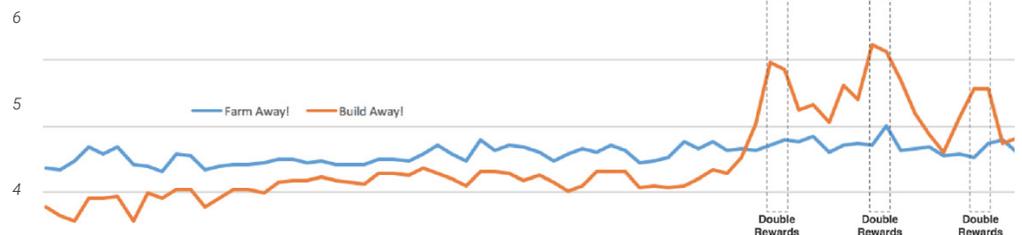
Major impact

After the currency sale went live in August 2016, rewarded video ads have contributed to a significant increase in players' LTV. Feedback from



The News Scoop feature informs players of upcoming rewarded video ad currency sales.

Rewarded Videos Watched per Daily Active User



Analytics show that daily ad impressions increased significantly during the promoted event periods.