

Strategies for Success on the iPhone

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Who Am I?

- Programmer
- Business (MBA)
- Entrepreneurial
- Optimistic!

Supported by iPhone Development
since June 2008

Corporate Life

- ~120 person digital ad agency
- 1st app a free game July 08
- Big Brands and clients
- 9 person studio + HQ resources
- Laid off when parent hit financial troubles
- Had success but no hits

Indie Life

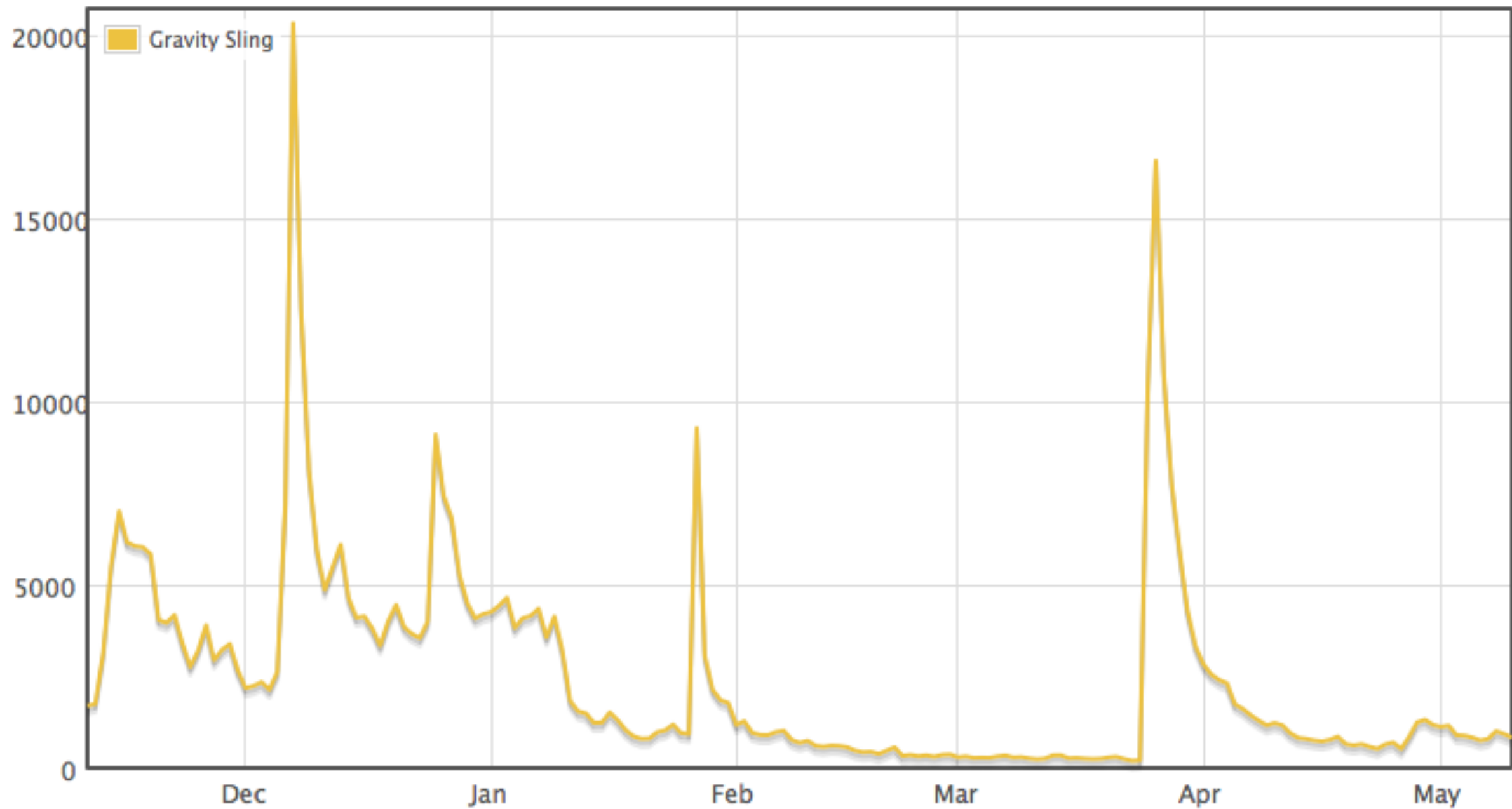
- Riptide Games since August 2009
- Just me + project-based contractors
- Gravity Sling
- Definitely no hits

Real Numbers

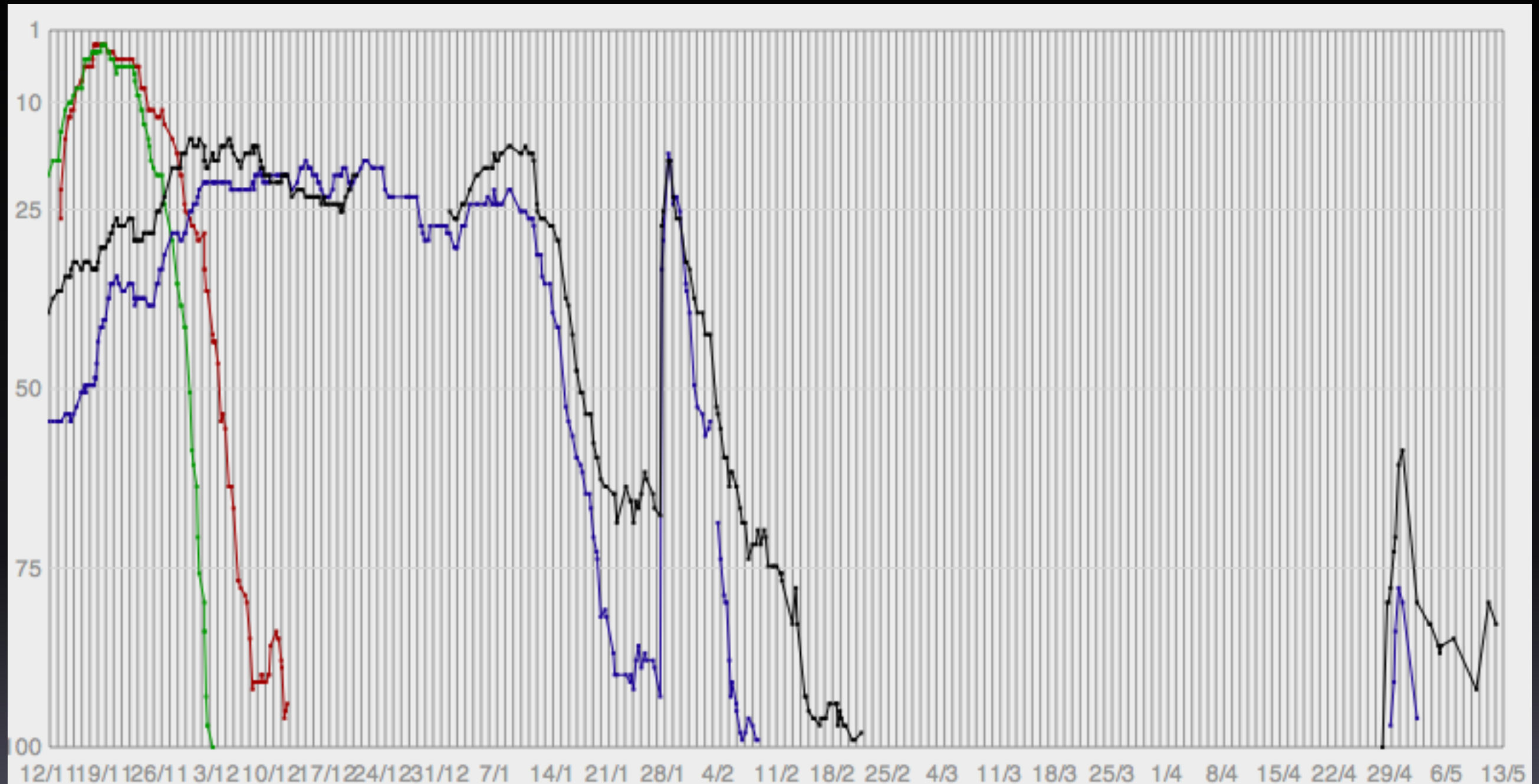
Gravity Sling Downloads

November 11, 2009 to May 10, 2010

Average: 2,504.93 Total: 453,393



Gravity Sling Rankings



For graphs to work, you must have archiving turned on in the preferences. Make sure you select a region & category below for the selected app. Only top 100s are shown, nothing will be displayed if the app is in no top 100.

Regions and categories:

Red:	<input type="text" value="Japan"/>	<input type="text" value="Games"/>
Green:	<input type="text" value="Italia"/>	<input type="text" value="Games"/>
Blue:	<input type="text" value="United States"/>	<input type="text" value="Puzzle"/>
Black:	<input type="text" value="United States"/>	<input type="text" value="Strategy"/>

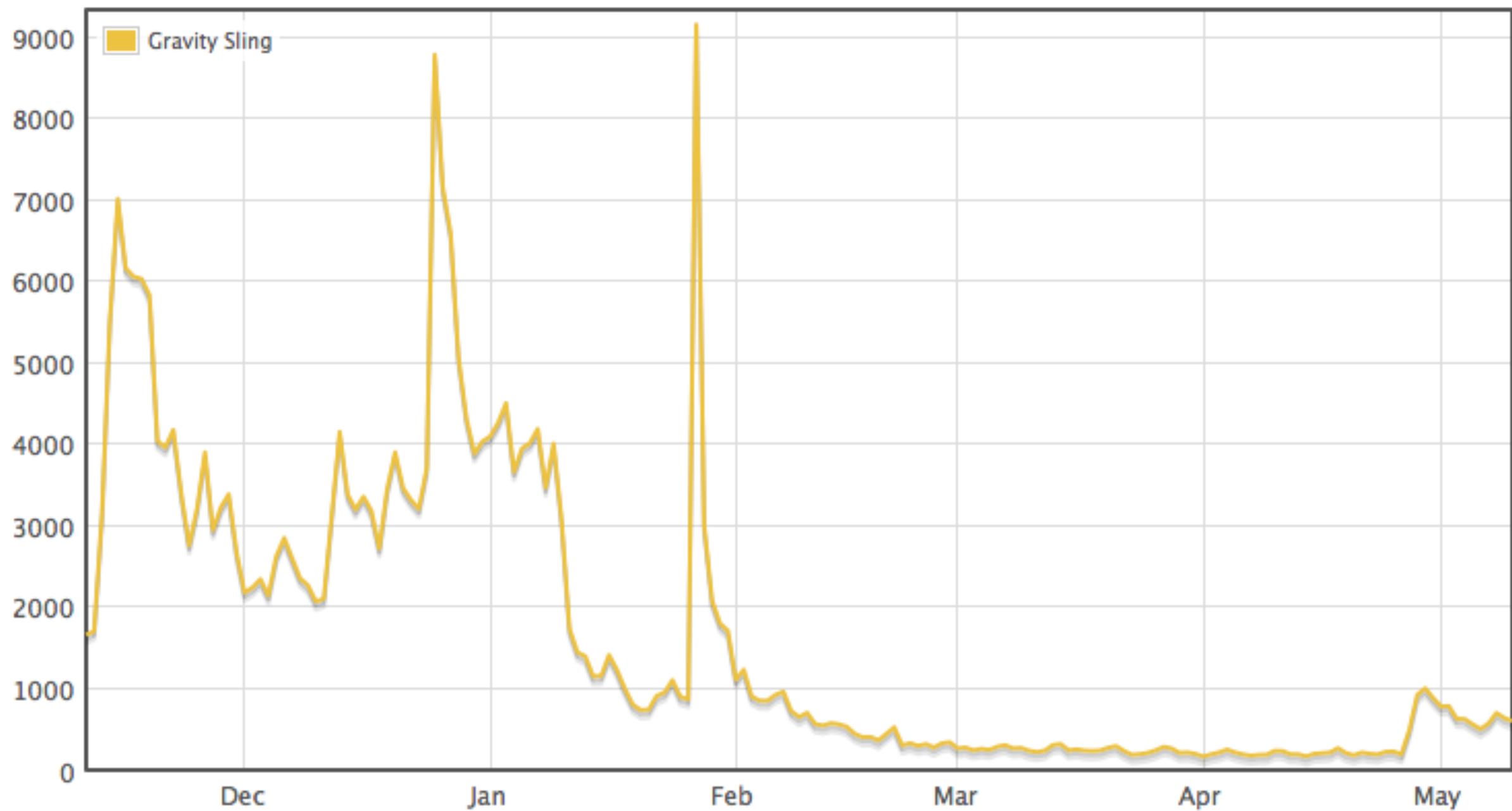
Date:

From:	<input type="text" value="11/12/2009"/>
To:	<input type="text" value="5/12/2010"/>

Gravity Sling “Sales”

November 11, 2009 to May 10, 2010

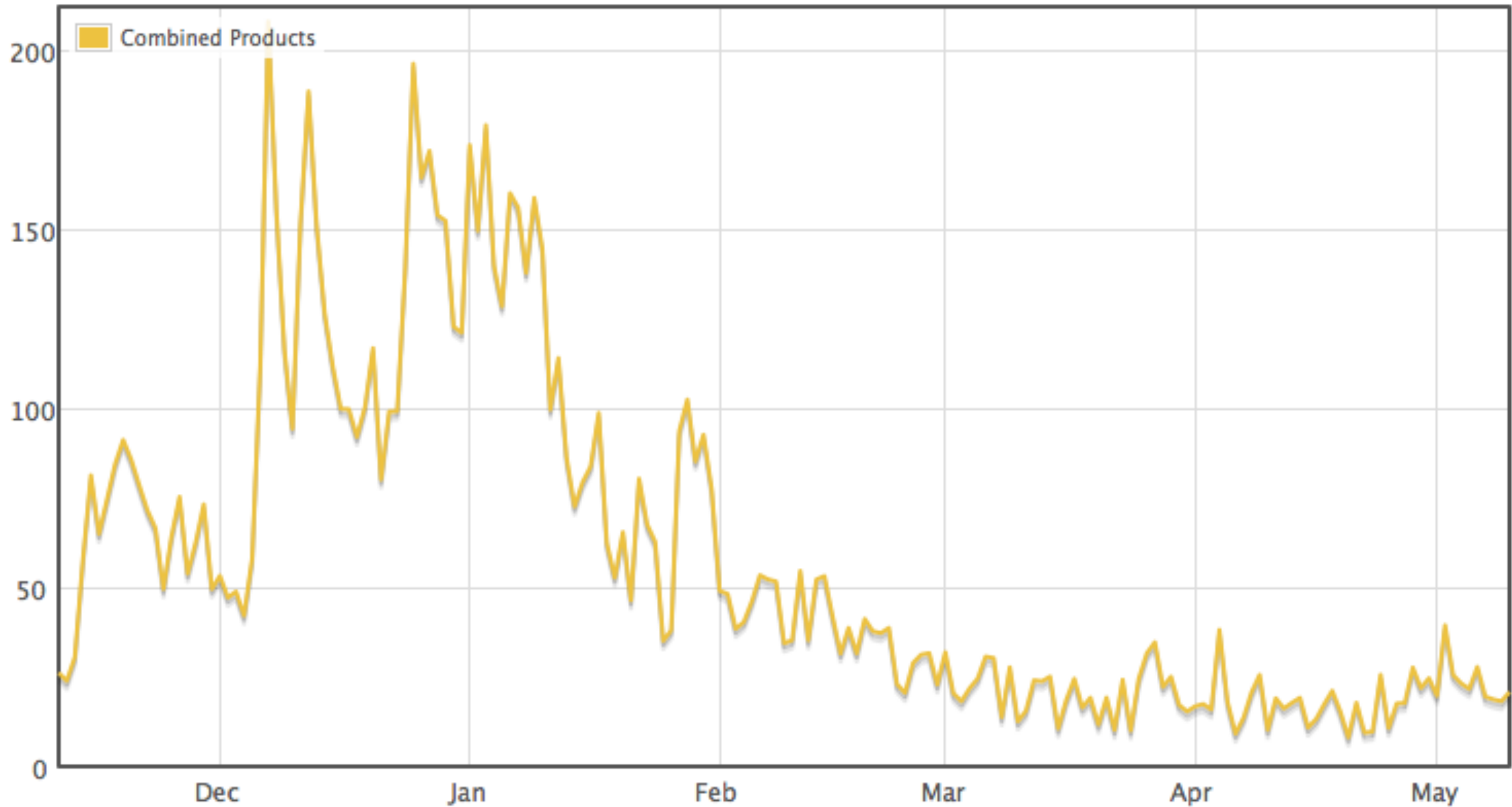
Average: 1,683.17 Total: 304,653



Gravity Sling Revenue

November 11, 2009 to May 10, 2010

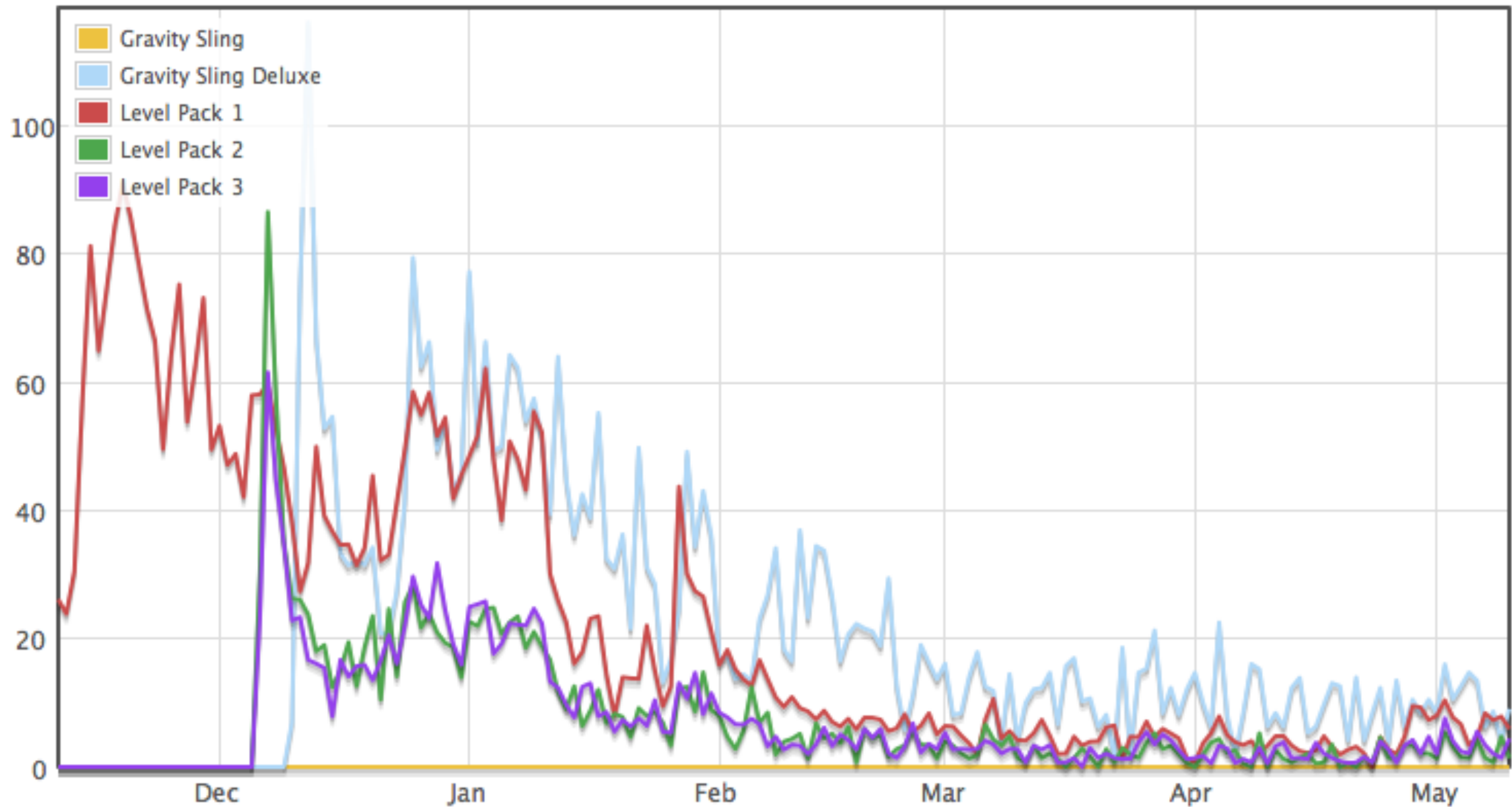
Average: \$58 Total: \$10,583



Gravity Sling Revenue Split

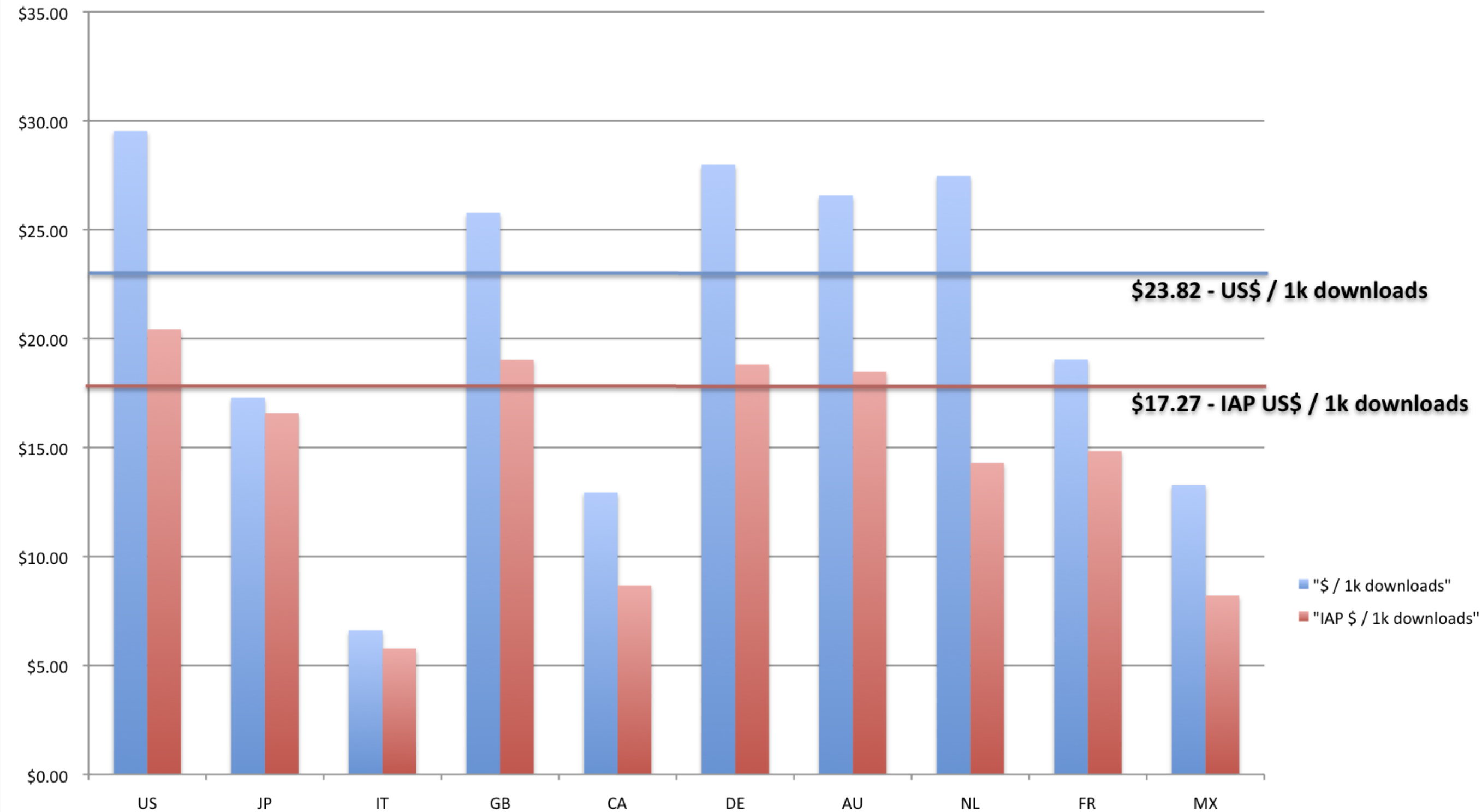
November 11, 2009 to May 10, 2010

Average: \$58 Total: \$10,583



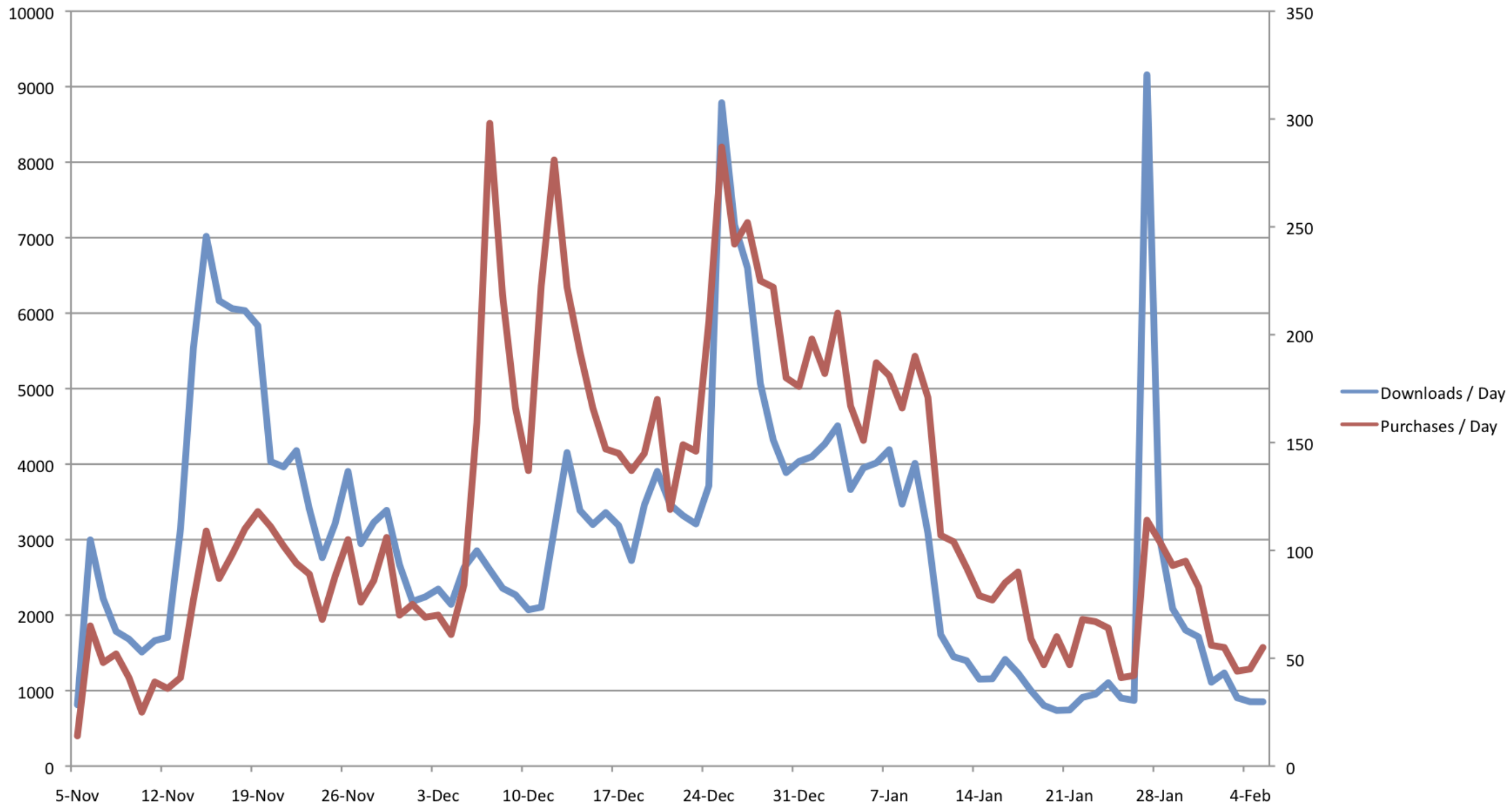
\$ / download

Gravity Sling US \$ / 1k downloads



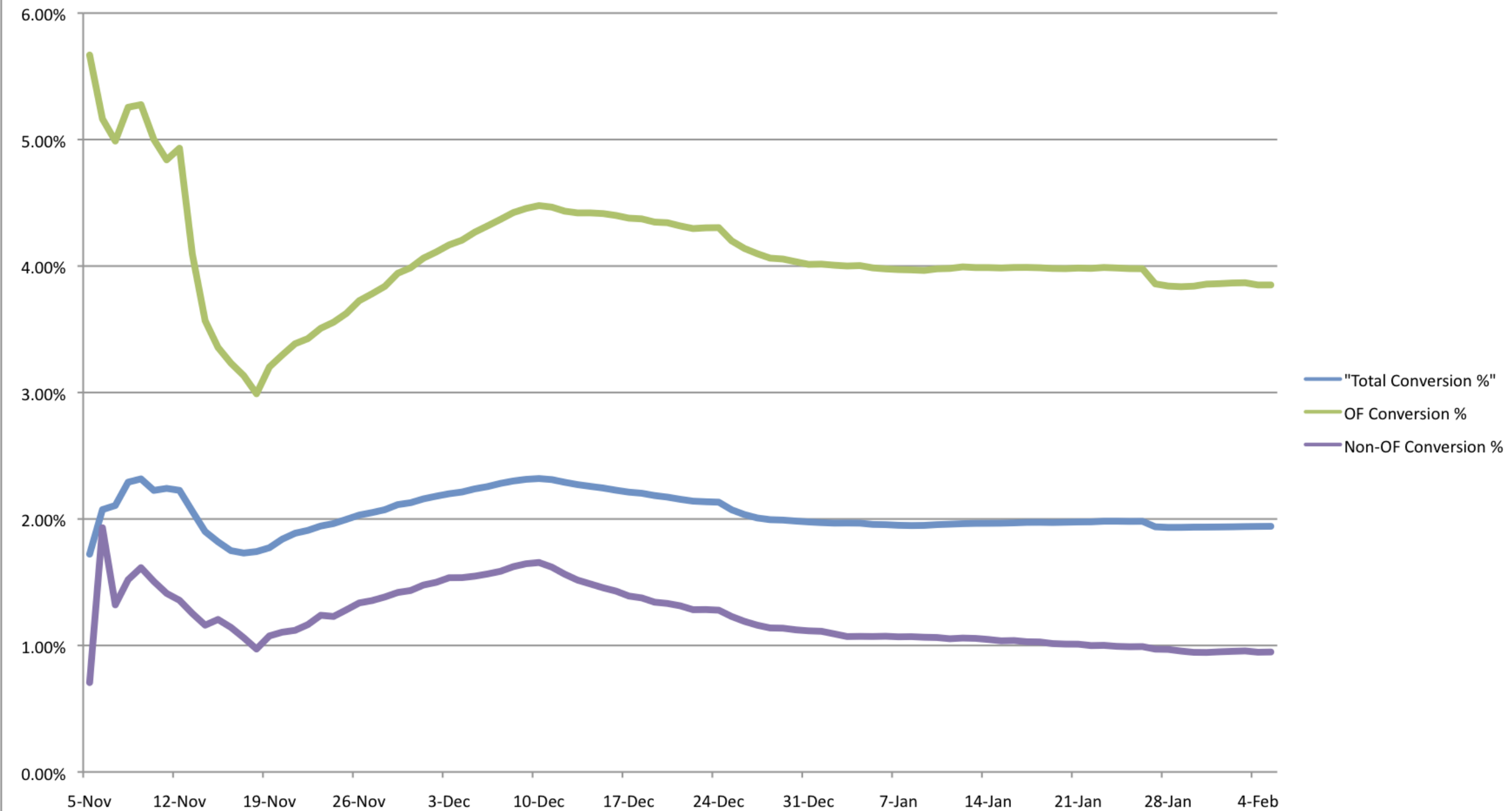
Downloads v Purchases

Gravity Sling Downloads vs Purchases



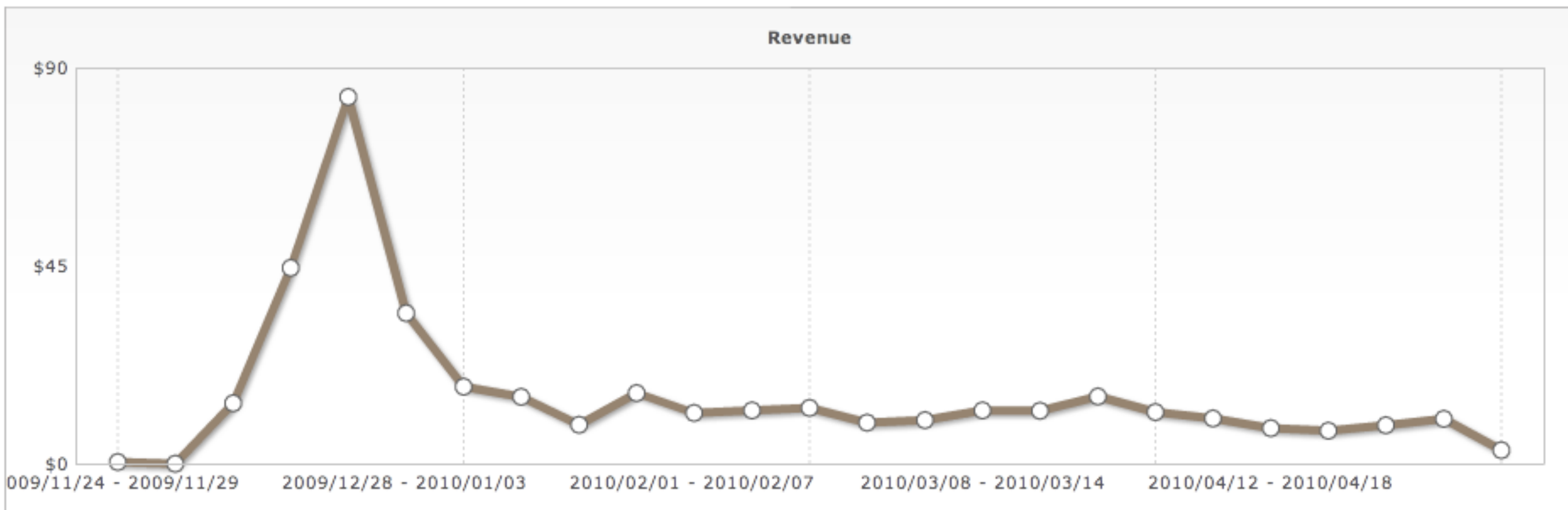
OpenFeint Conversion

Gravity Sling Level Pack 1 Conversion Rate OpenFeint Comparison



Gravity Sling Ad Revenue

Revenue	eCPM	Requests	Impressions	Fill Rate	CTR
\$388.33	\$0.42	1,027,623	925,332	90.05%	0.84%

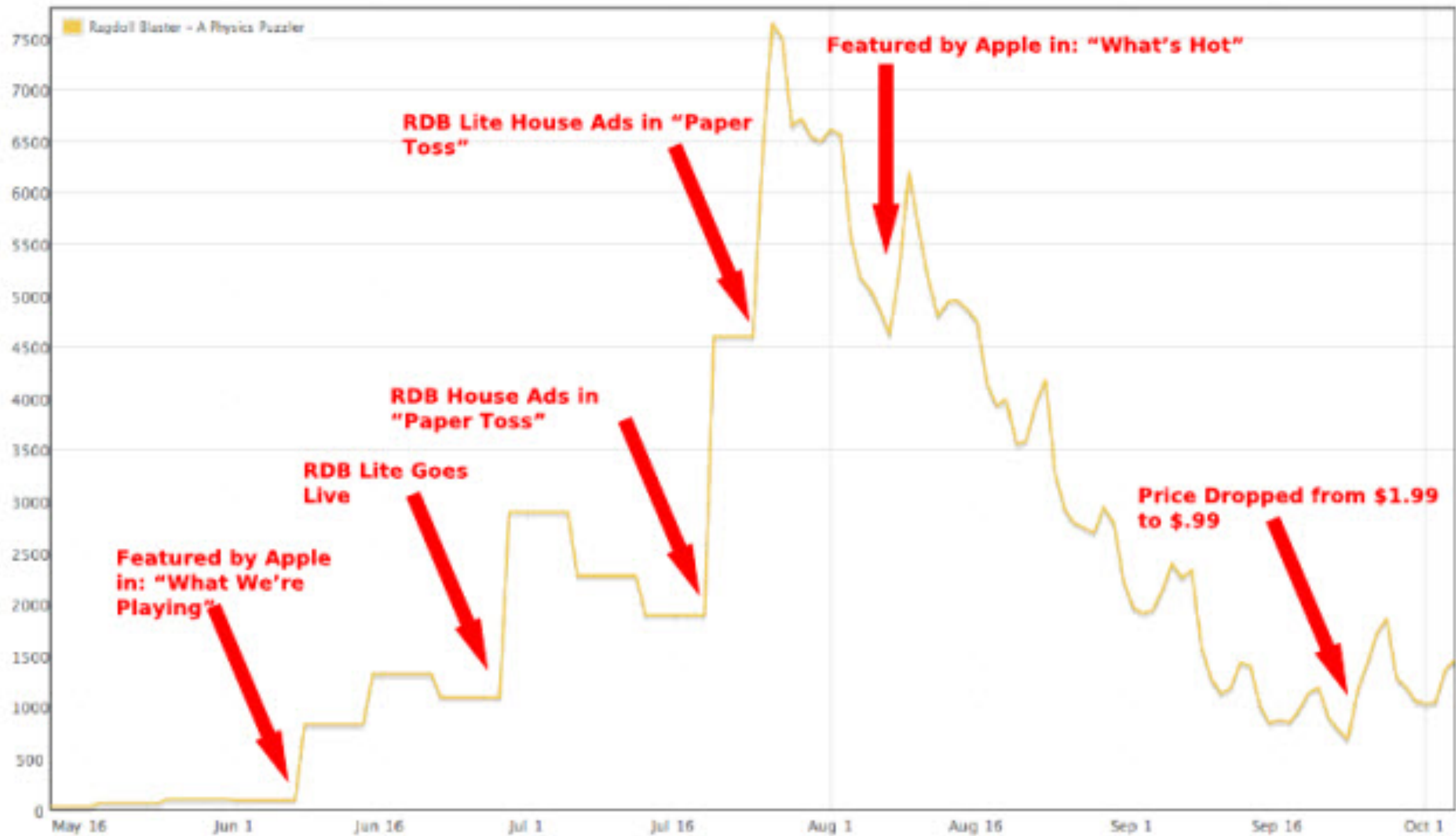


Backflip Studios

- 2 Games in Top 25
- 30k+ downloads per day
- \$125k/month ad revenue

Backflip Studios Ragdoll Blaster

Ragdoll Blaster Daily Downloads: Catalysts



Strategies

PR is Key

Free is Good

Sometimes

Think Small

Recap

Paid Apps

Paid Apps

- Extremely hit driven
- Top 10 = ~\$5k+++/day
- Top 100 = ~\$1k/day
- All else \$10-\$50/day

Free +IAP

Free +IAP

- Top 100 = 20k++ downloads/day
- 2% conversion rate
- Ads!

Q & A

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