

# PROTECT WAR 3D

December 2023

Design: Clément NOWACKI

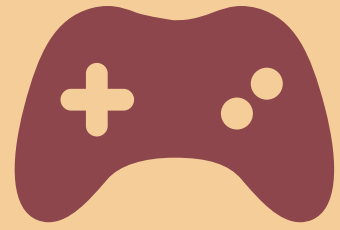
Programming: Julien DA SILVA SOARES - Karim AL-HOMSI

Art: Edson DE CARVALHO PEDRO - Anass RAMI



# GAME





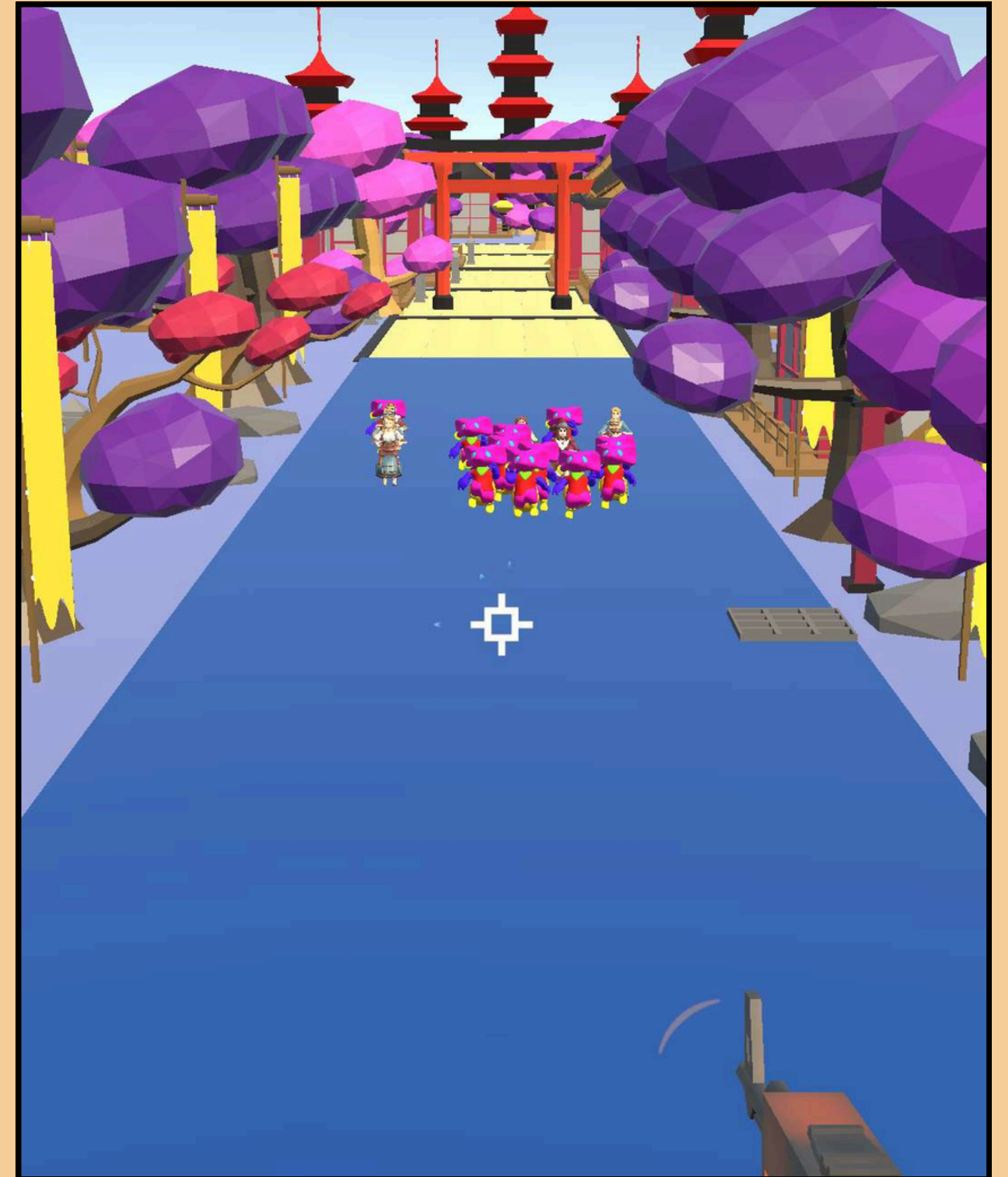
## METRICS

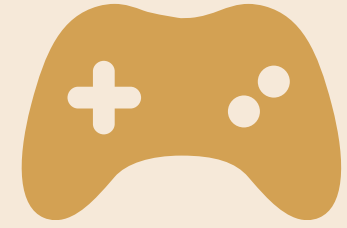
**Genre :** Endless Shooter

**Player :** 1

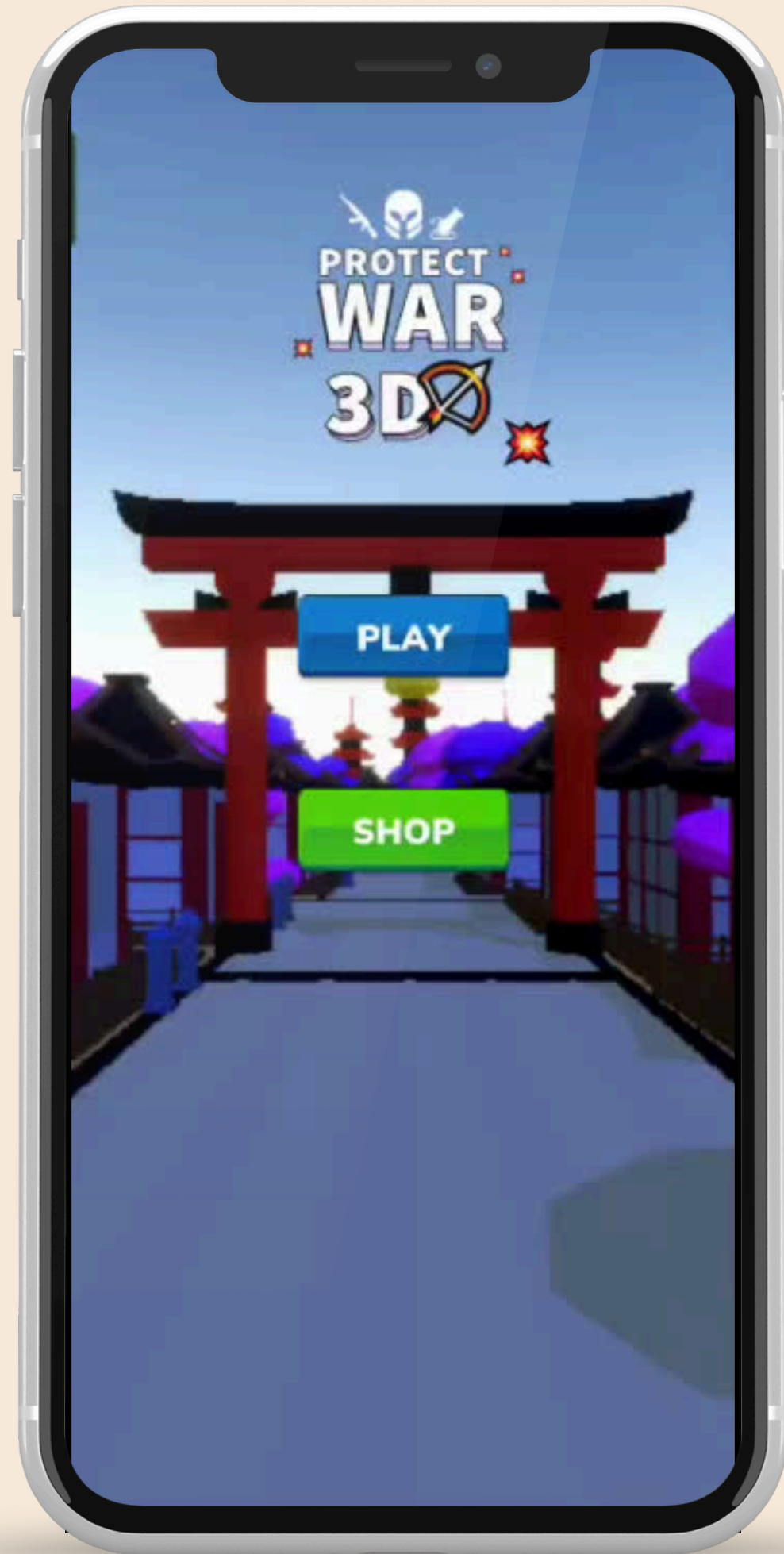
**Public :** 16-25 yo

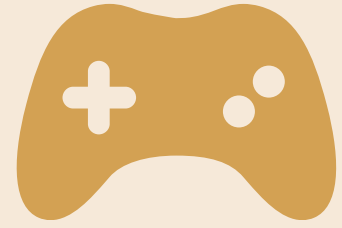
**Goal :** Use an entire arsenal of deadly weapons to defend your castle as long as possible against hordes of dangerous creatures



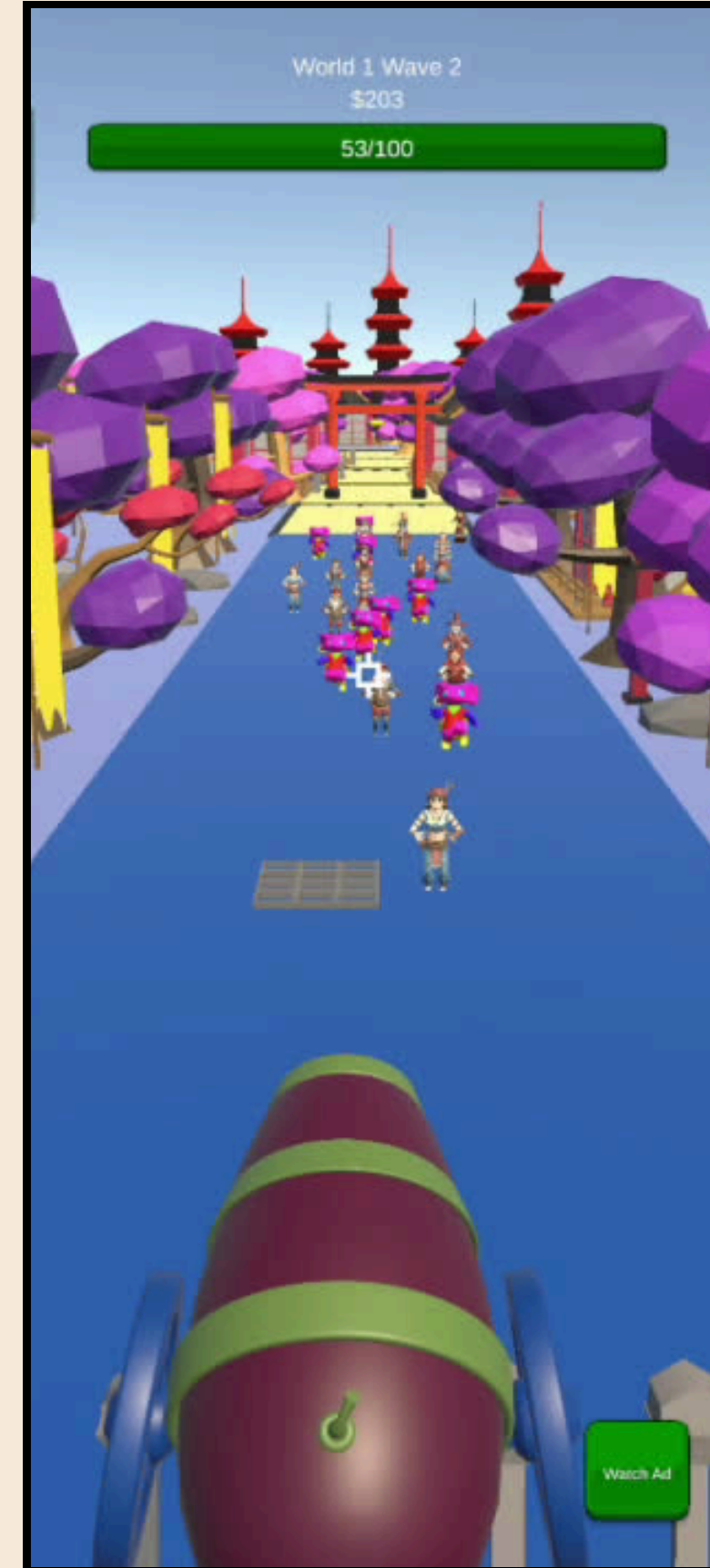
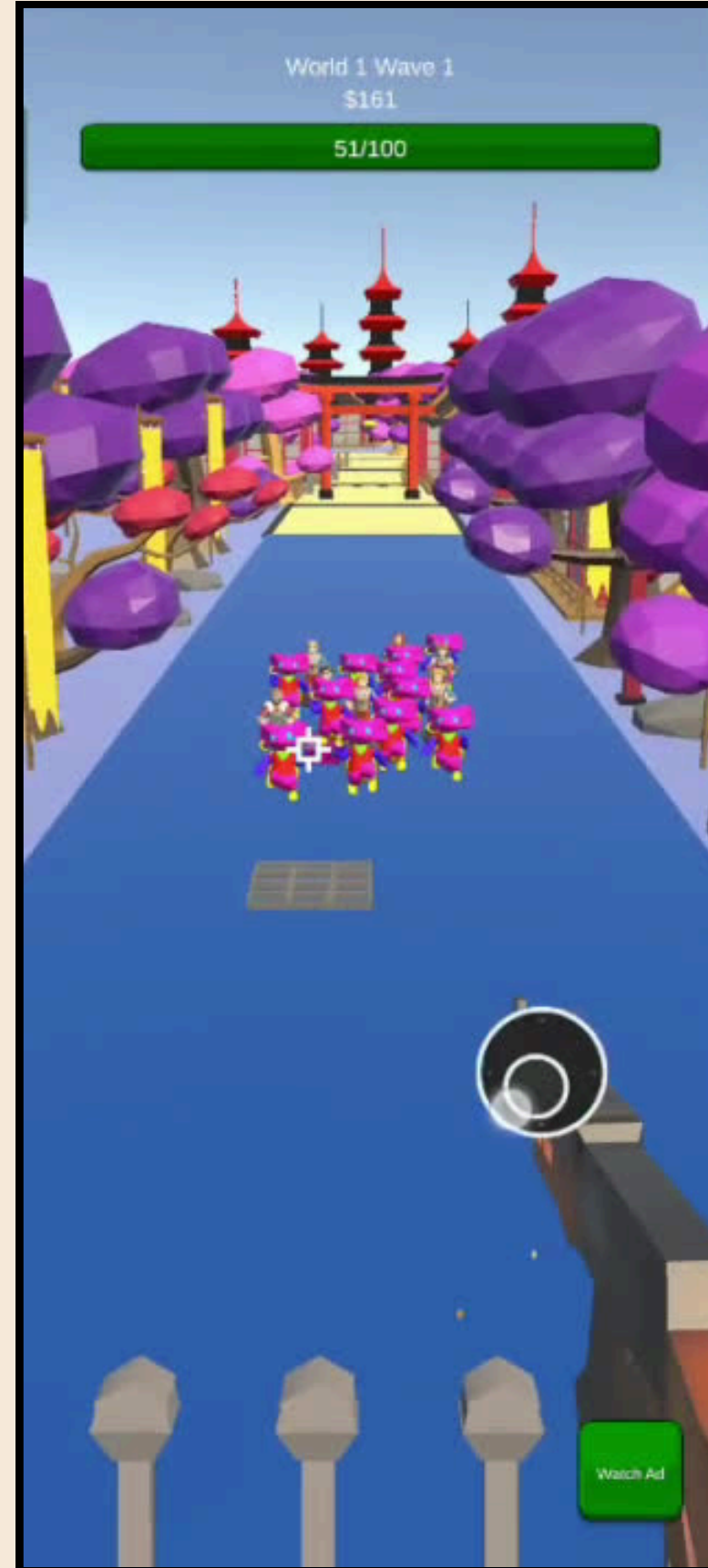


# GAMEPLAY





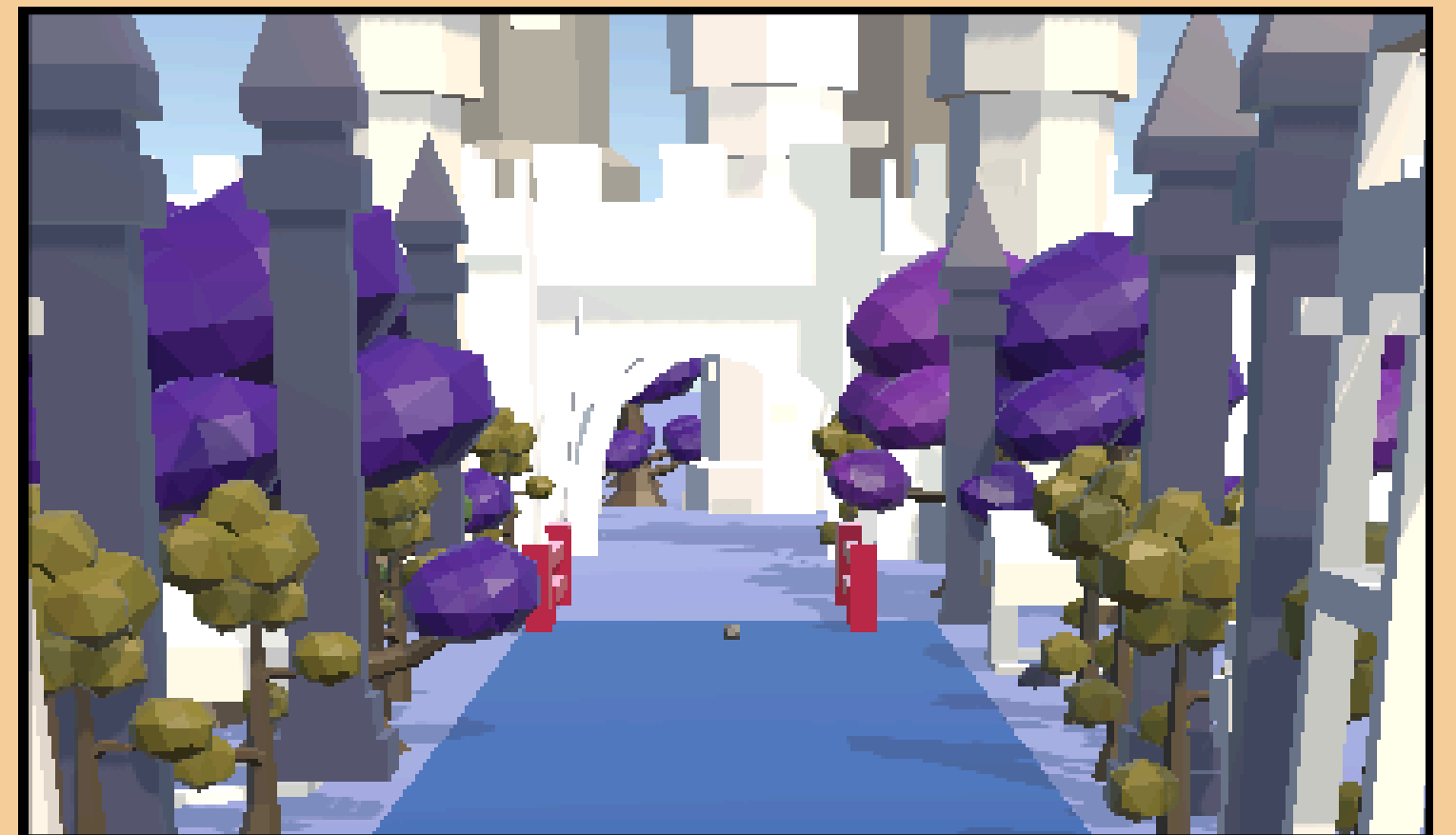
# GAMEPLAY





# A/B TESTING

- Balancing
  - Balanced or voluntarily unbalanced ?
- **Default theme**
  - Japanese?
  - Medieval?
- Mirrored coin shop in certain countries
  - Put the flagship offer where the eyes are placed
- **End game ads rate**



# MONETIZATION

ADS & IAP





**ADS**

✦ GAME

MAIN MENU

PLACE TRAP

SHOOT

CHANGE WEAPON



WAVE +1

CHANGE WORLD

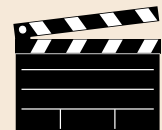


END OF GAME

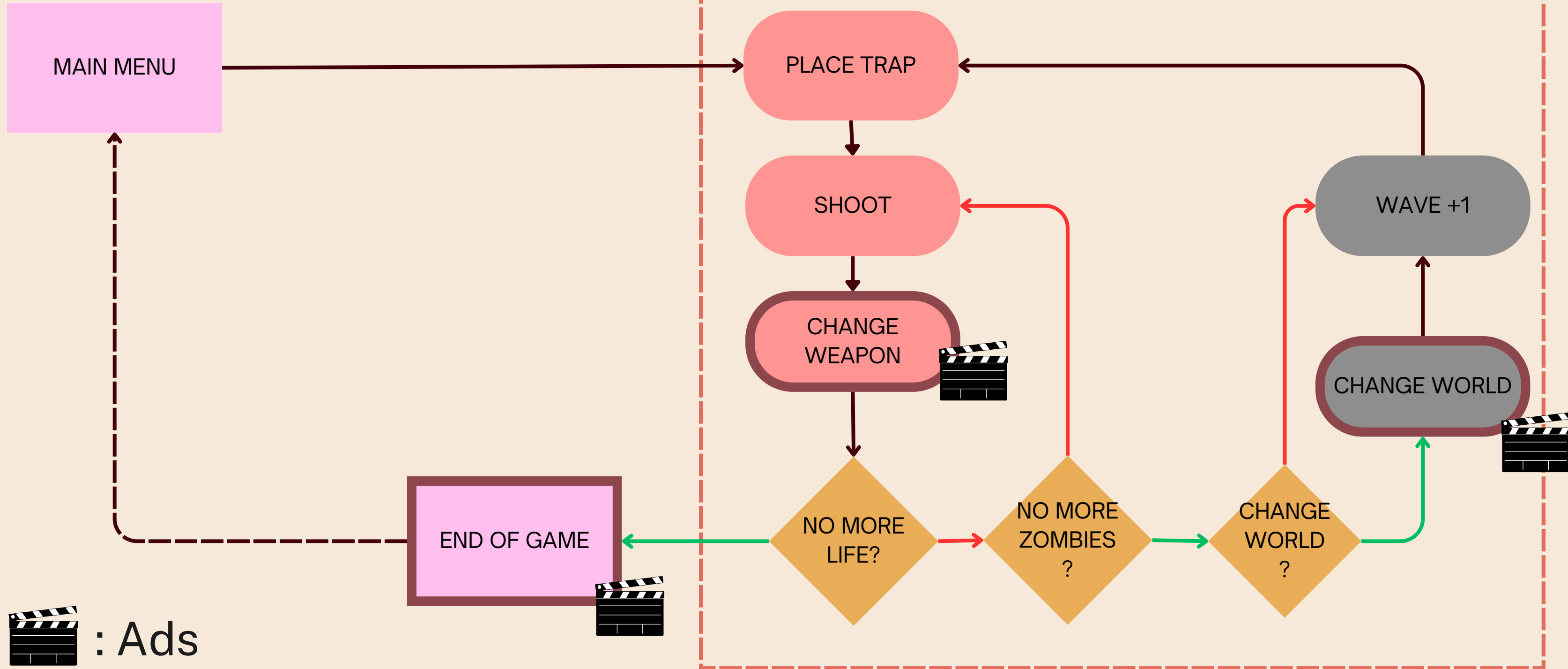
NO MORE LIFE?

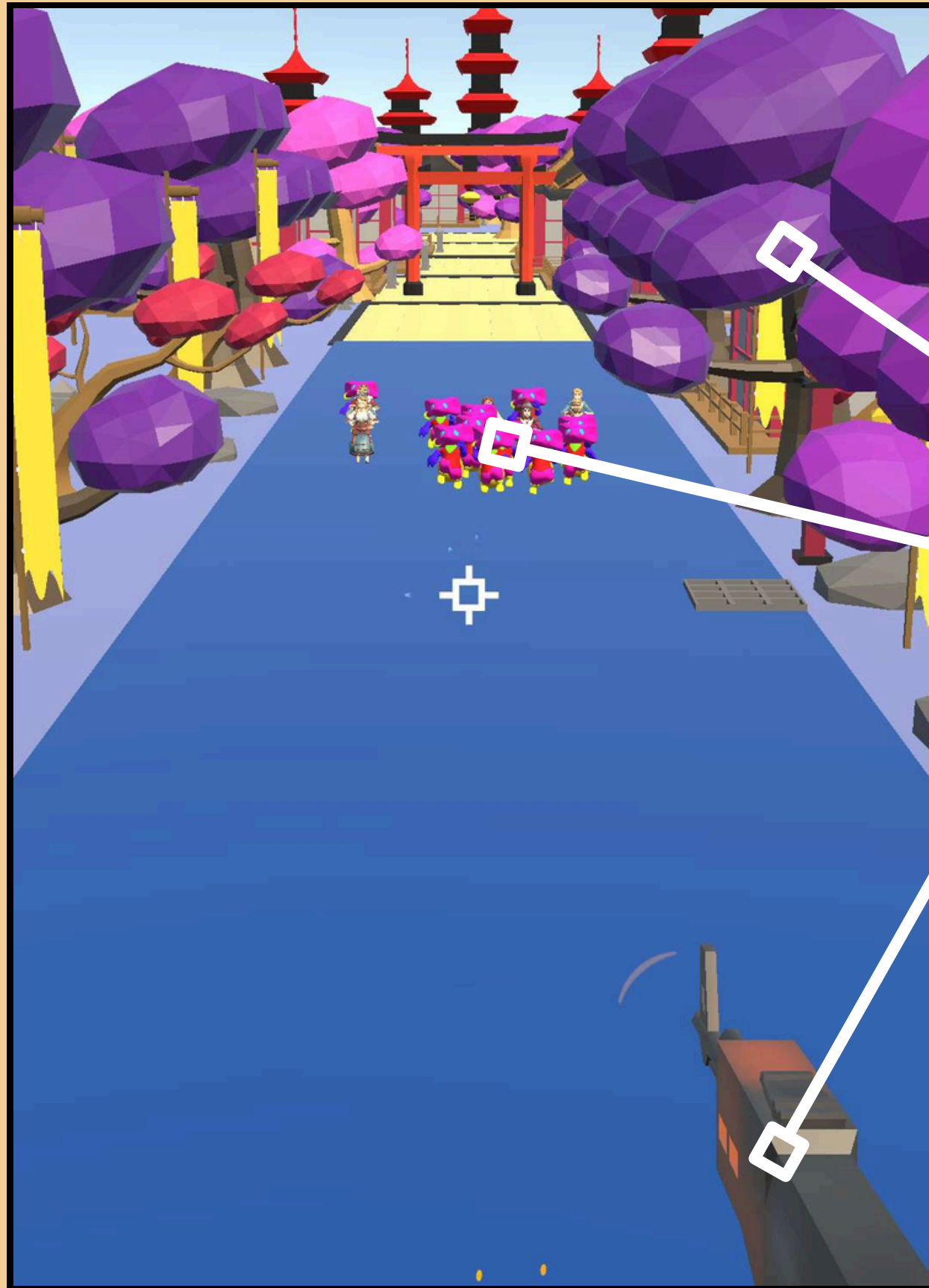
NO MORE ZOMBIES ?

CHANGE WORLD ?



: Ads





# MONETIZATION FOCUS

Background / Narrative Context

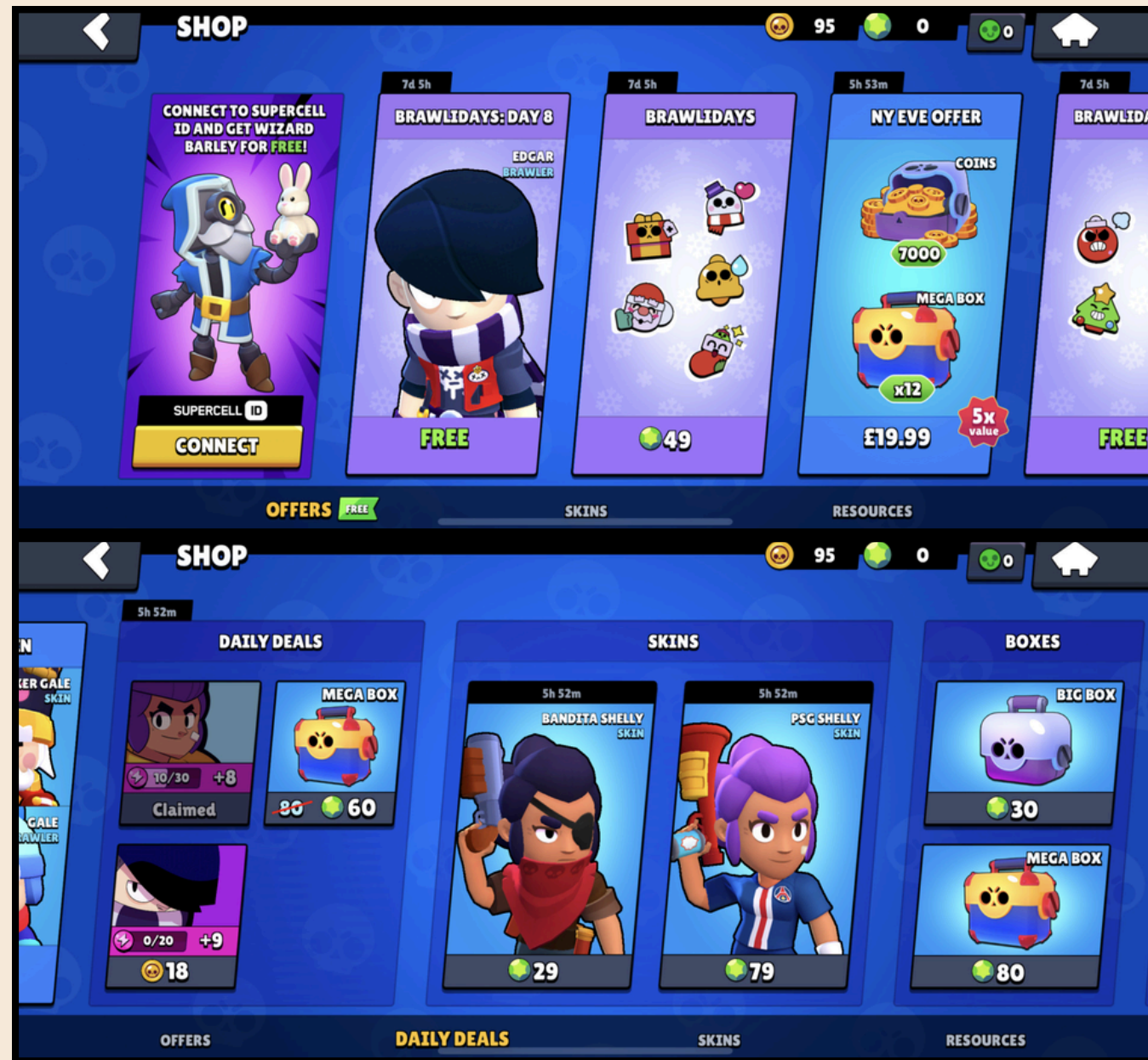
Enemies

Weapons

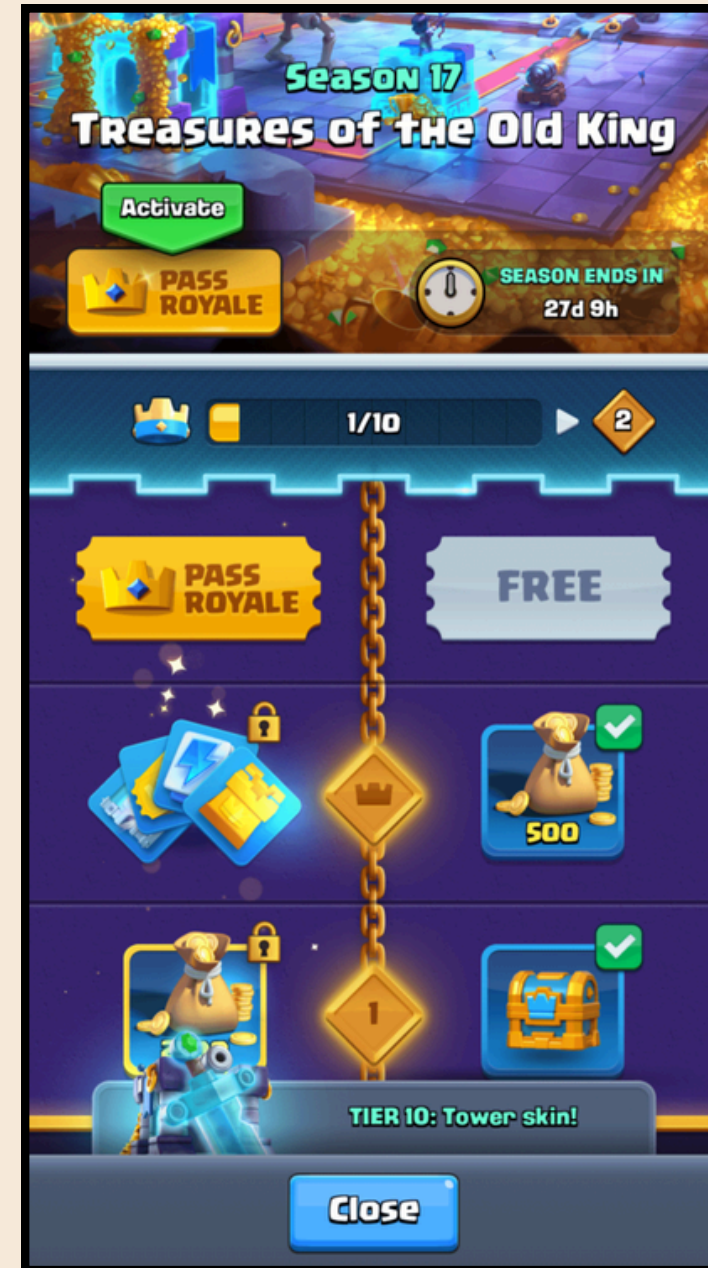
These are good places to offer customization to players



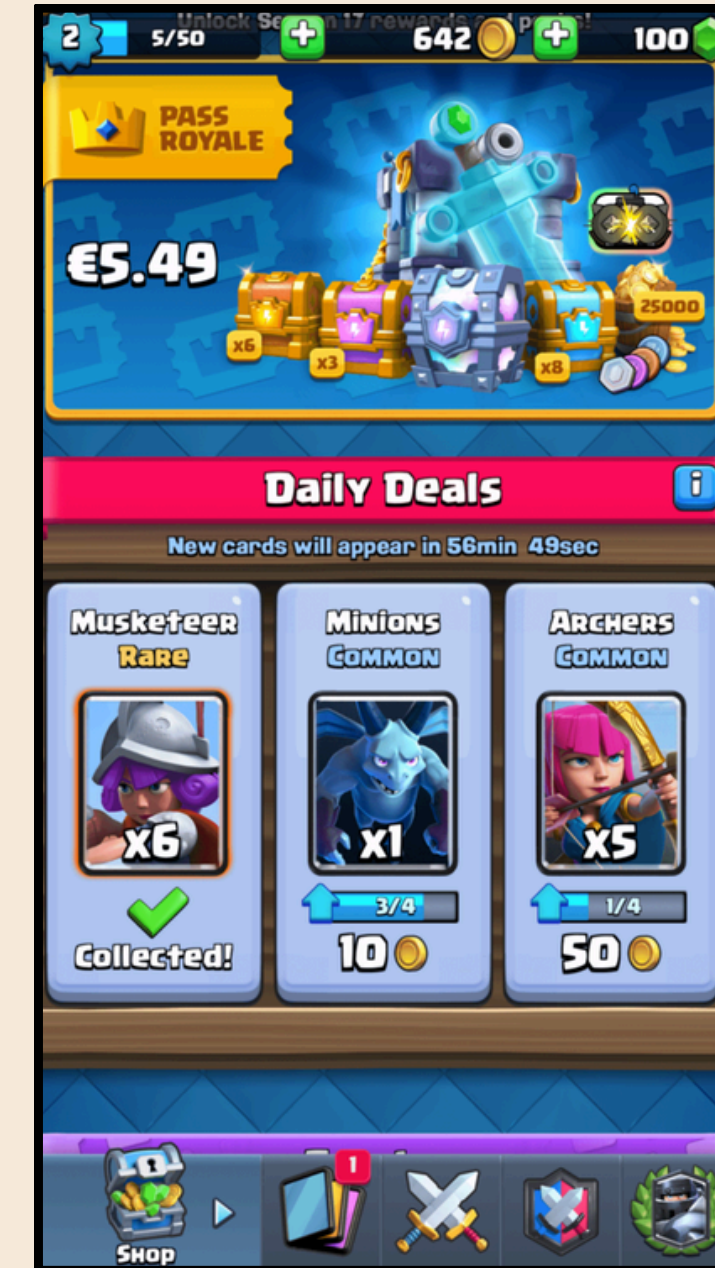
# SHOP REFERENCES



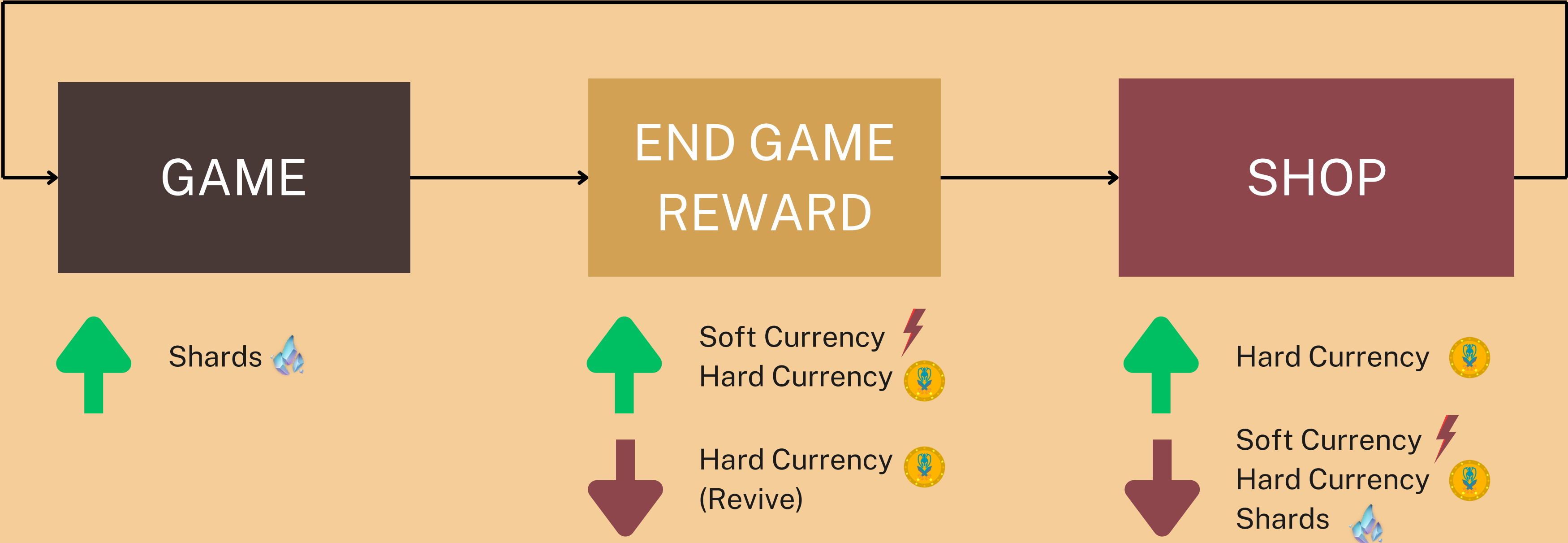
Brawl Stars



Clash Royale



# CURRENCY OBTAINING



# SHOP CONTENT

- Coins
- Skins
- Weapons
- Adventure Mode
- No Ads and Piggy Bank



# COINS



It is possible to earn a little bit of hard currency after each game, but if players want a significant amount of it, they have to buy them in the shop.



# SKINS

- Background, Enemies and Weapons skins be purchased in the shop.
- Individually or by temporary bundle offers.
- Players buy them with both hard and soft currencies:
  - Hard currency : One-time purchase
  - Soft currency : Temporary
- Change every week



# WEAPONS

- Players are able to borrow a weapon from the shop for 1 game.
  - First use is free
  - Then, progressive price in soft currency
  - Then, fixed low price in hard currency but for 5 games
- Change every week

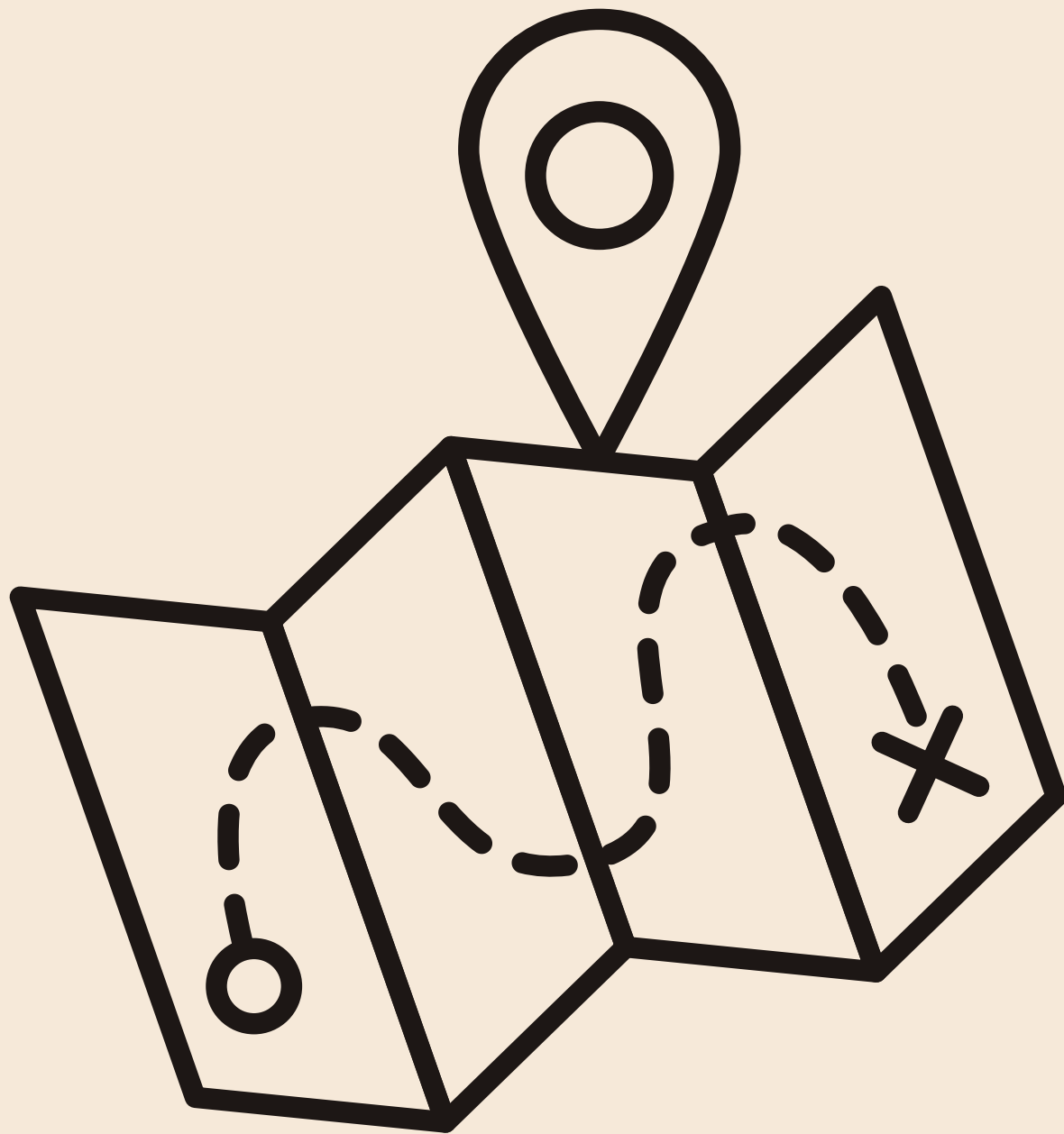


# SHARDS

## SKINS & WEAPONS

- In game, for each X killed ennemies, the player is rewarded by 1 shard.
- Every 5 shards, player is able to borrow a weapon or a skin for 3 games.

# ADVENTURE MODE



- Expensive pack with weapons and skins.
- Plus, exclusive little story accross 3 to 5 levels, each with boosted rewards stats
- First level of an adventure can be played against soft curency



# OTHER

- Perpetual no ads option
- Piggy bank

# CONTENT

- Base every new skins and modes on pop culture latest news.
- I.e: The recent show *The Walking Dead: Daryl Dixon*
  - Background : Apocalypse City
  - Weapon : Crossbow and baseball bat
  - Enemies : Zombies
  - Adventure mode



# MOCKUPS - 1



# MOCKUPS - 2



Current currencies

Hard Currency Offers

NB	AMOUNT	PRICE €	PURPOSE
1	100	1.99	Decoy
2	400	4.99	Pushed offer for low budget
3	750	8.99	Pushed offer
4	850	10.99	Decoy
5	1550	20.99	Whales

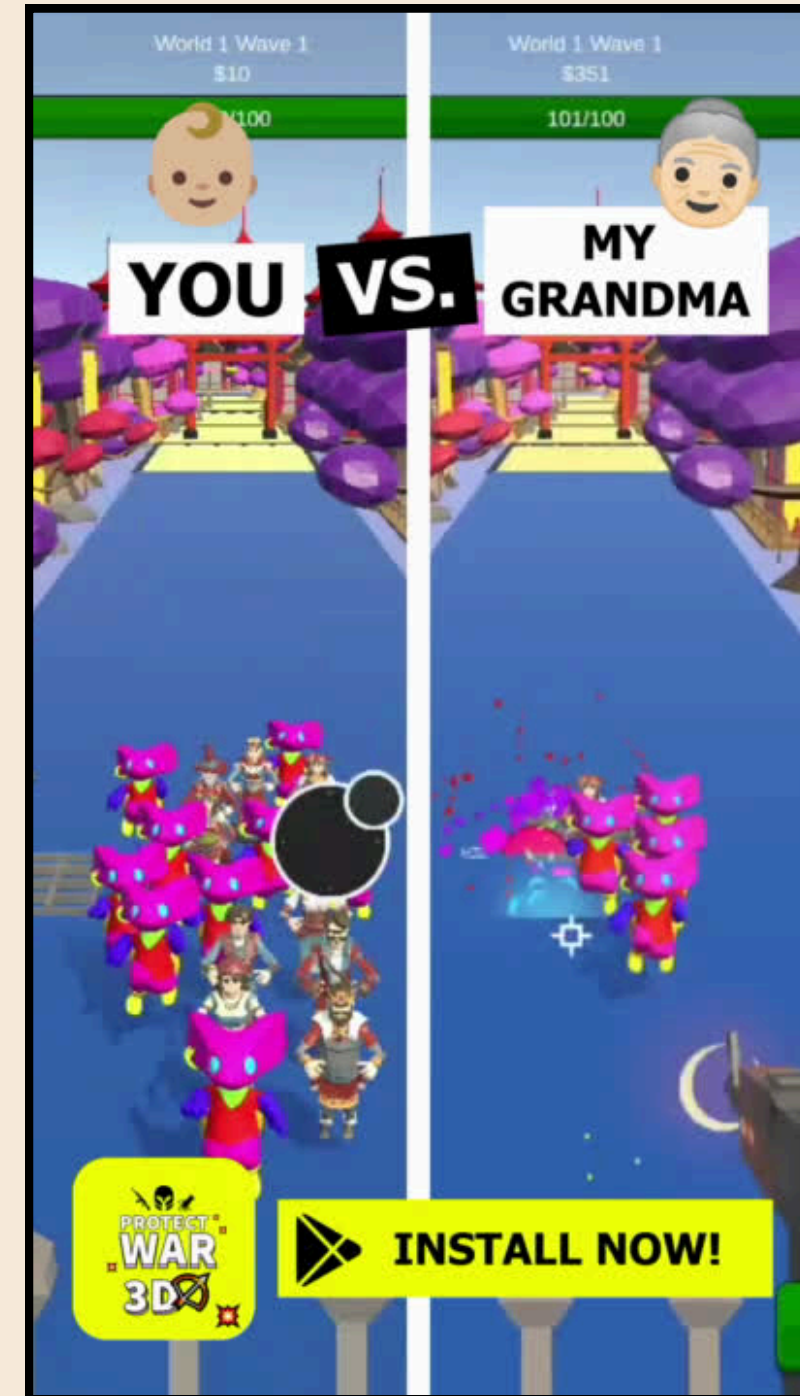
Init

# USER ACQUISITION





# CREATIVES



# STATISTICS

## CONVERSION RATE

### Analyse du taux de conversion de la fiche Play Store

▶ Tous les pays/régions par rapport à la période précédente	87	10	11,49 %	-4,53 %	
<b>Autres pays/régions</b>					
▶ Corée du Sud par rapport à la période précédente	17	0	0 %	-5,38 %	
▶ Japon par rapport à la période précédente	16	0	0 %	-4,99 %	
▶ France par rapport à la période précédente	11	9	81,82 %	62,66 %	
▶ États-Unis par rapport à la période précédente	10	0	0 %	-20 %	
▶ Canada par rapport à la période précédente	5	0	0 %	-20,35 %	

# STATISTICS

## A/B TRACKING

- Number of sessions per user
- Time per session



**THANK YOU  
FOR LISTENNING!**

