

Mobile Publishing

Sfide e opportunità nel mercato dei videogiochi mobile

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e del Made in Italy



Summary

1. **Digitalmoka** 
(chi siamo e cosa facciamo)
2. **Mobile Game Market**  – **Is it worth it?**
(trend, opportunità e sfide)
3. **ARM**  – **Acquisition, Retention, Monetization**
(il cuore della strategia free-to-play)
4. **Analytics**  - **An (almost) Real Example**
(Bloopi Analytics one-pager: dal dato all'azione)

1

 *digitalmoka*



Chi siamo e cosa facciamo

Progettiamo, sviluppiamo e pubblichiamo Mobile Games

Briscola originale Dal Negro

Digitalmoka

Contiene annunci · Acquisti in-app

4,1★

13.300 recensioni ⓘ

1 Mln+

Download

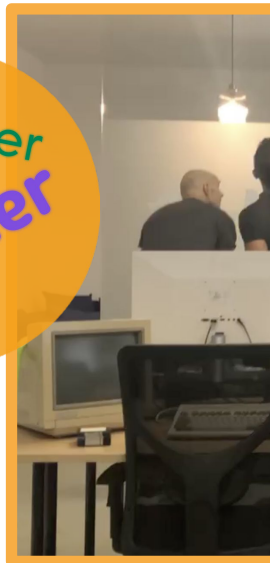
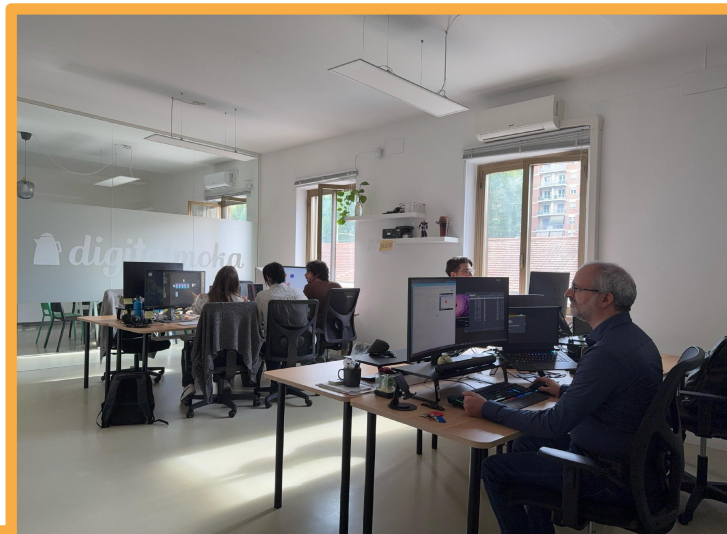
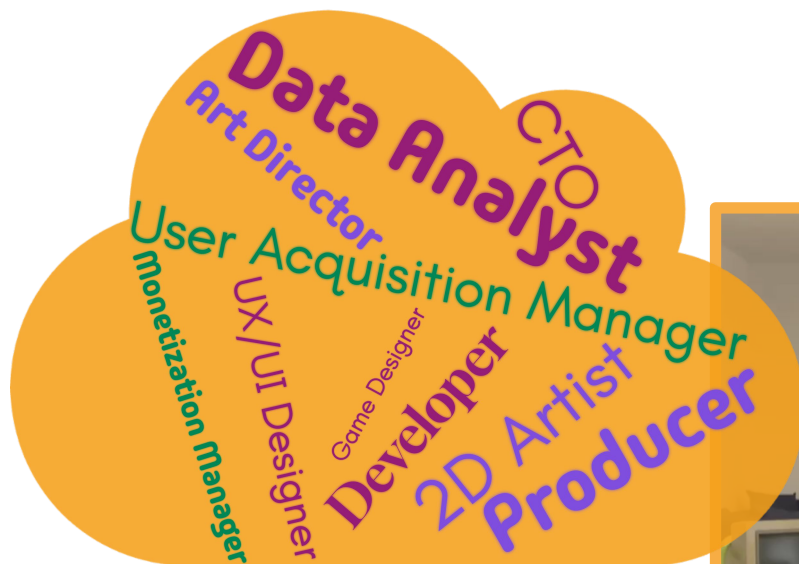
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PEGI 3 ⓘ



Eccoci

Che facciamo tutto il giorno?



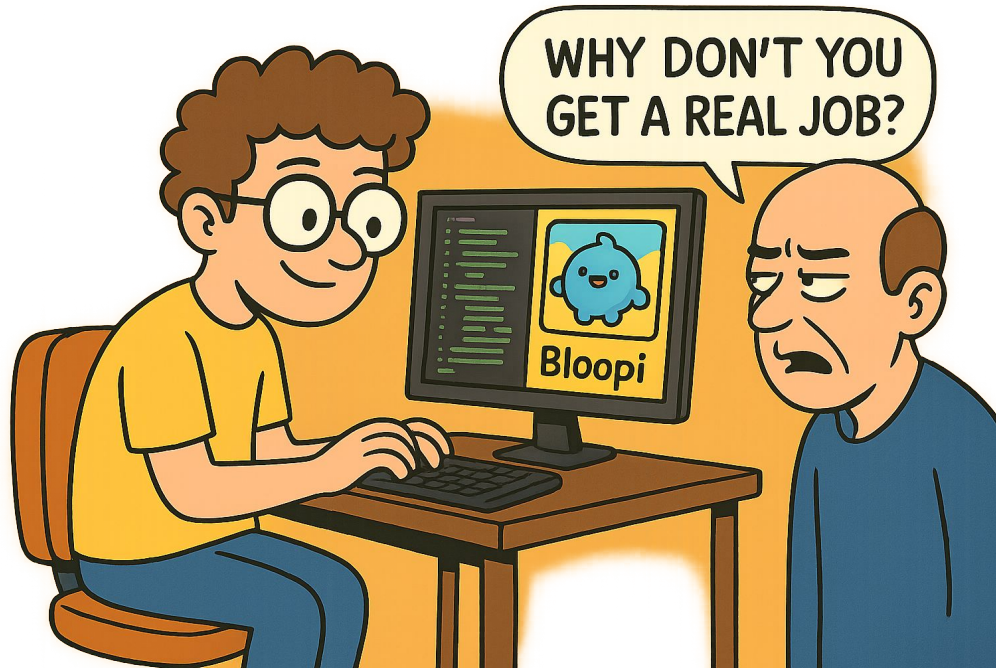
2

Mobile Game Market

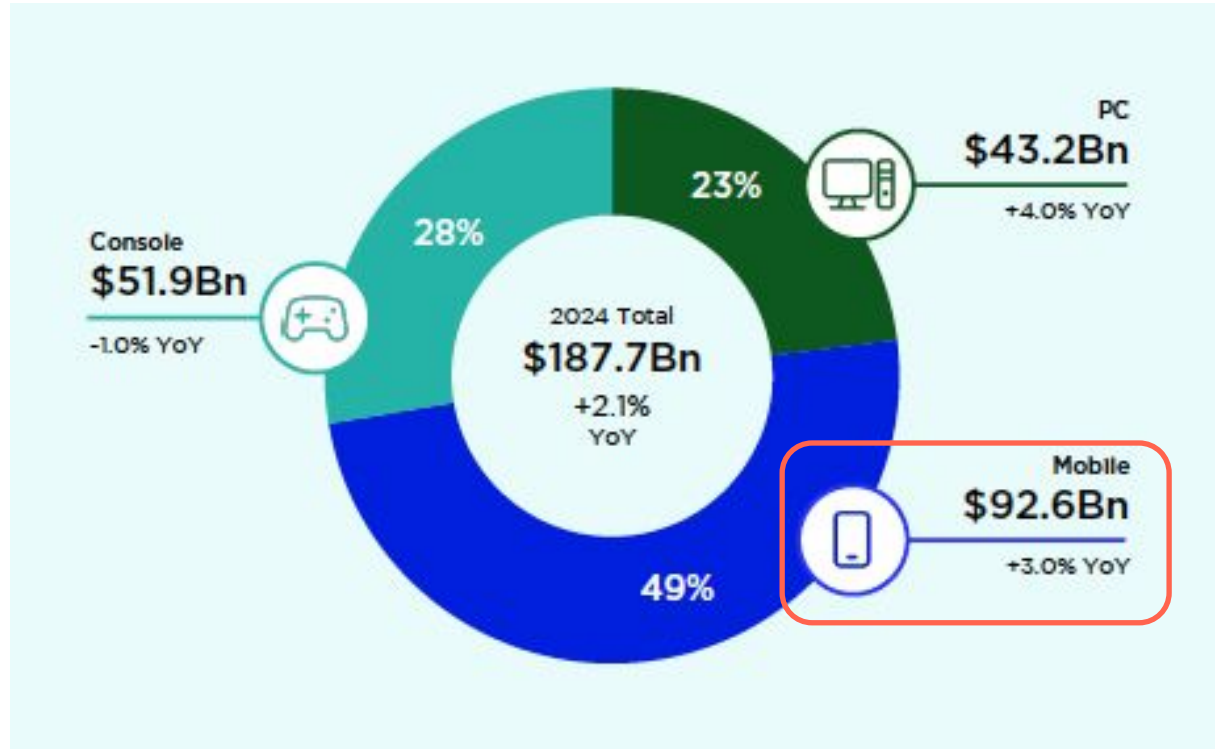


Trend, opportunità e sfide

Is Making Mobile Games a Real Job?

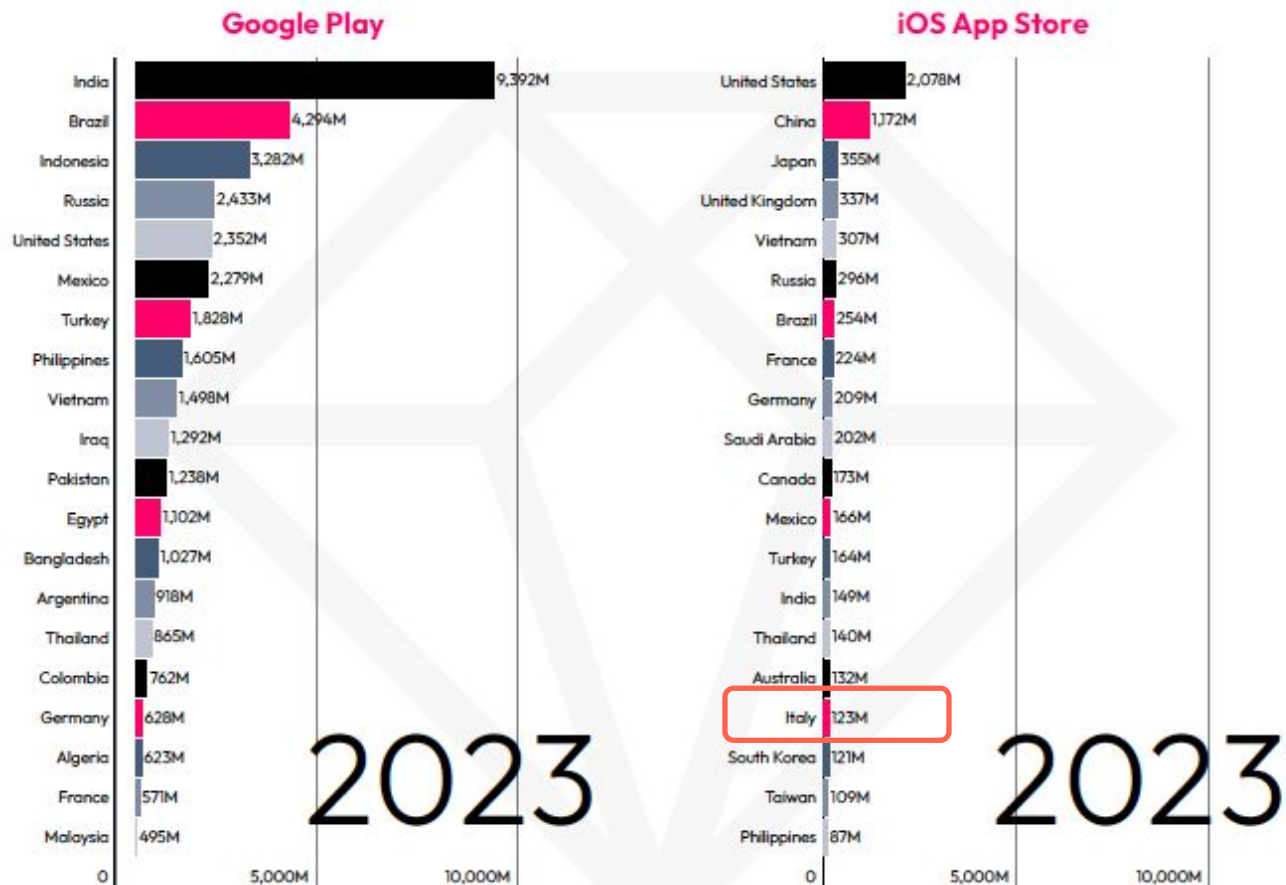


2024 Game revenues



Newzoo– Global Games Market Report 2024

Top Markets by Mobile Game Downloads per Store



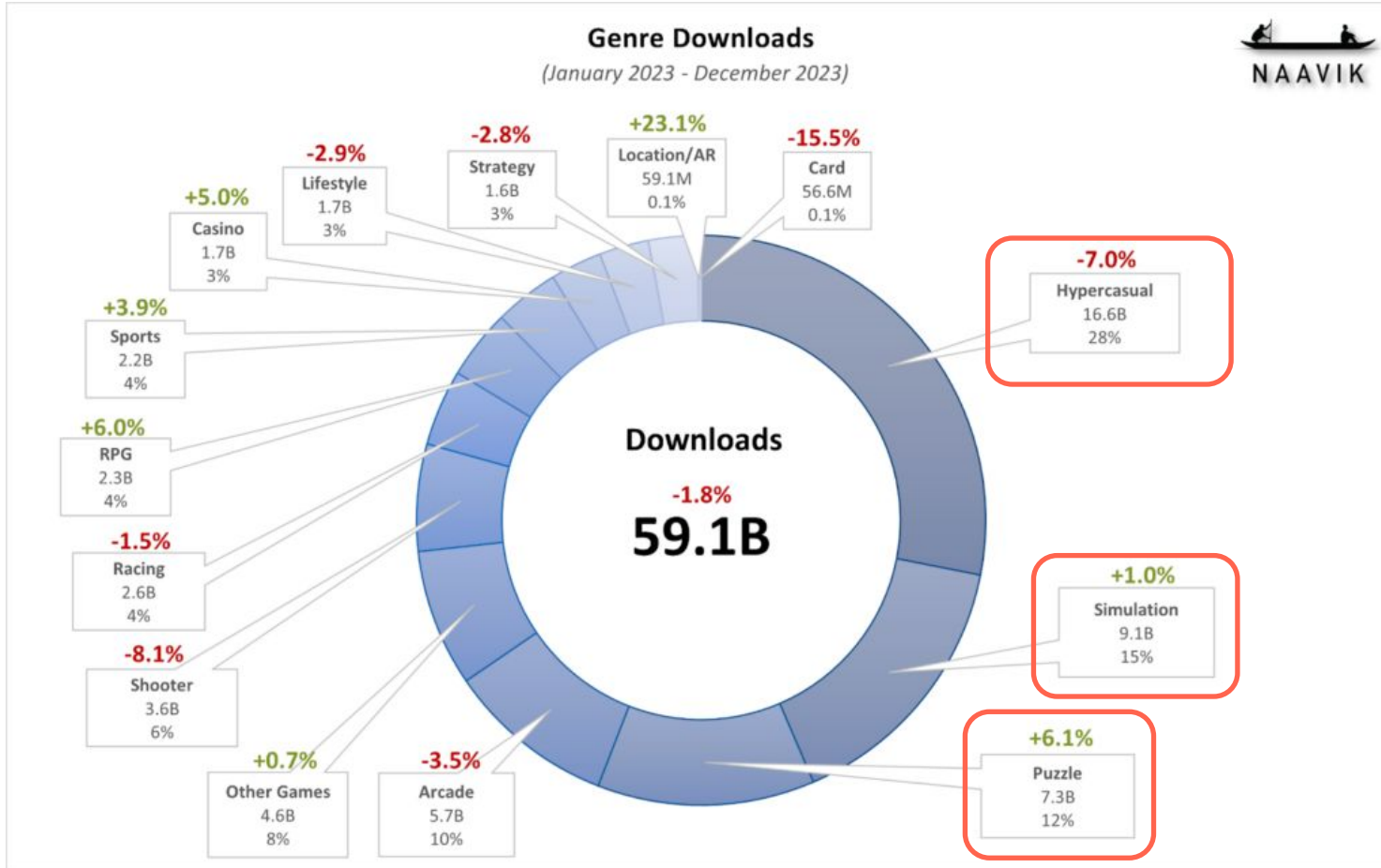
Sensor Tower – State of Mobile Gaming 2024

Italian Mobile Market

2025 Statista.com projection

- Mobile Games Store revenues: \$700m
- In-game Advertising : \$600m

Top Mobile Game Genres



3

Acquisition, Retention, Monetization



il cuore della strategia free-to-play



Acquisition

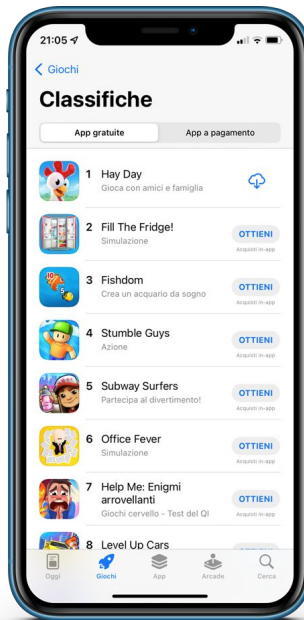
External resources

Advertising

- In-App advertising
- Search advertising

Social media

- Social media marketing
- Influencer marketing



Internal resources

Asset optimization

- App store optimization
- Search engine optimization

Internal assets

- Cross promotion
- Member get member

Acquisition Key Metrics



CPI – Cost per Install

LTV – Lifetime Value

ROAS – Return On Ad Spend =

$$\frac{\text{Total Campaign Revenue}}{\text{Total Campaign Cost}}$$


Total Campaign Revenue



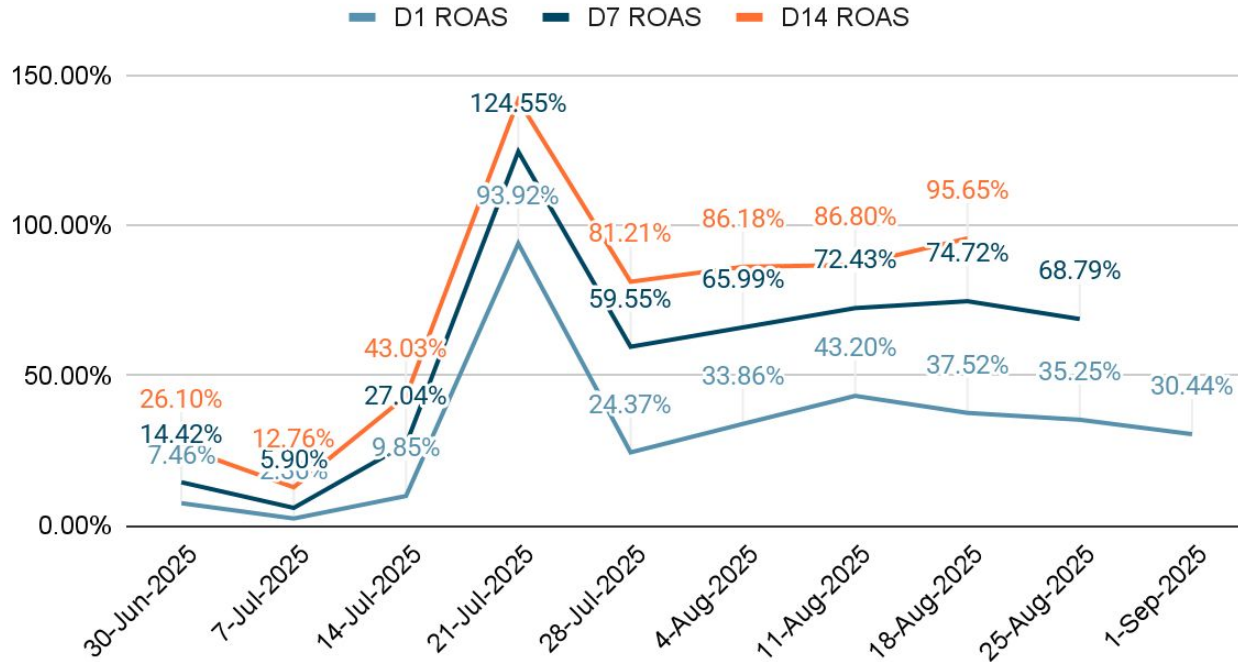
Total Campaign Cost

MMP (Mobile Measurement Partner)



UA Metrics Example

Matured ROAS Trend



Retention



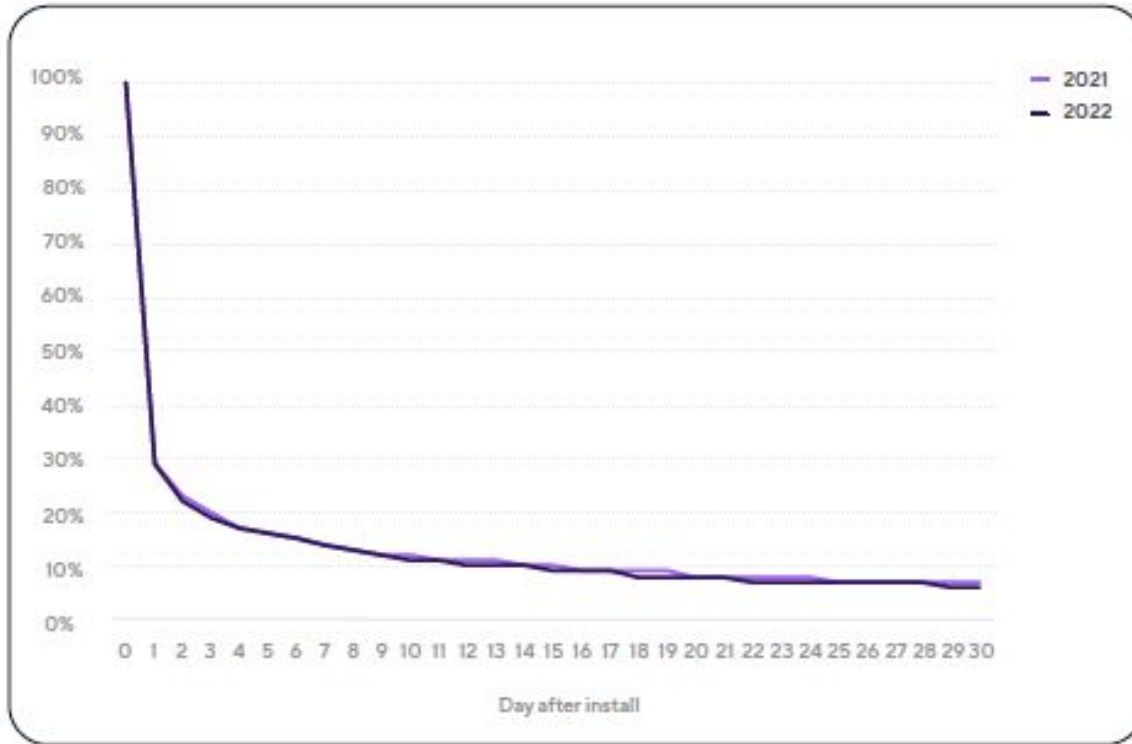
In-game

- New contents
- Frequency rewards
- User progress rewards
- In-game events
- Community features
- Social media features

Off-game

- Push notifications
- Social media contents

Retention Key Metrics



D1

D7

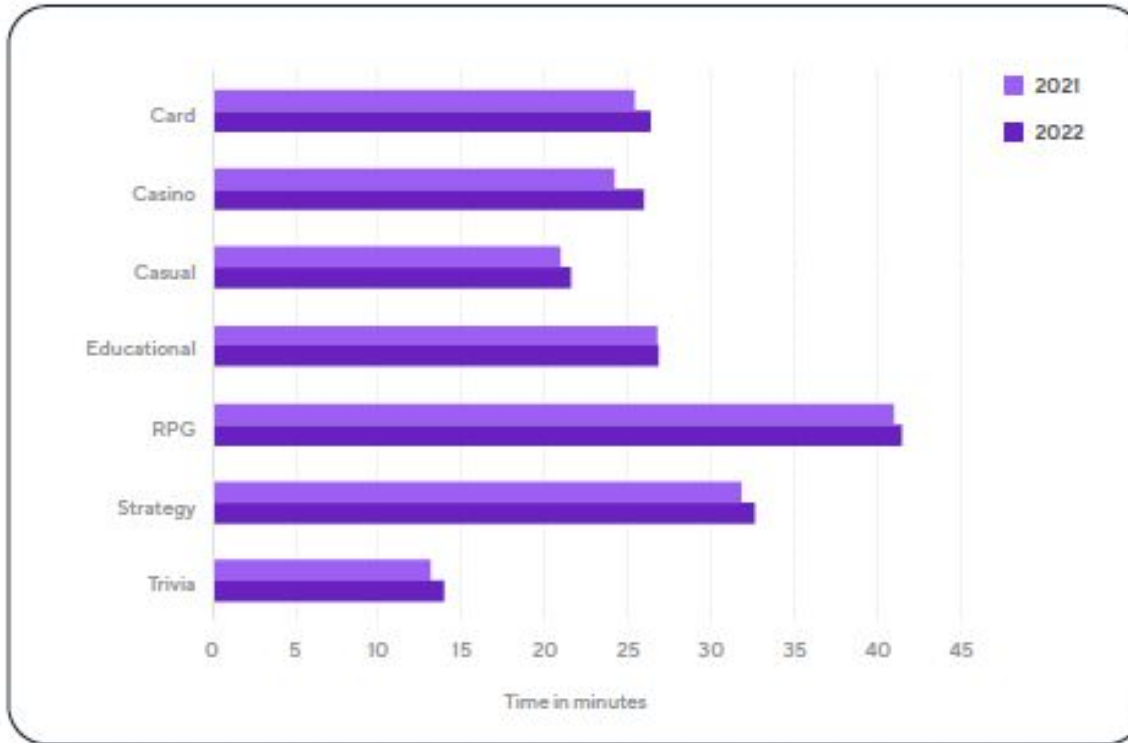
D30

DAU

MAU

DAU/MAU

Retention Key Metrics (2)



**Sessions
per Active
User**

X

**Average
Time per
Session**



Monetization

Business model

Premium



- Pay for the full game experience

Free



- Advertising
- Sponsorship
- Branded contents

Freemium



- In-app purchase
- Subscriptions
- Advertising



Monetization Key Metrics

ARPPDAU

Average Revenue per DAU (day/month)



IAP Penetration Rate

Time to First Purchase



eCPM

effective Cost Per Mille

Impr./DAU

Impressions per DAU

4

Analytics



dal dato all'azione

Start Simple

- Choose analytics platform



Firebase



GameAnalytics



Amplitude

- Get your hands dirty



python™



Looker



Power BI



+ a b | e a u

Dashboard Idea: Know your DAU

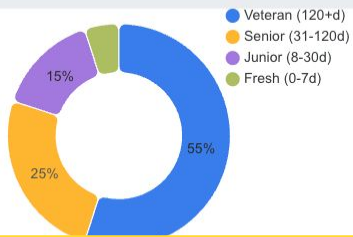


10 May 2025 - 10 May 2025

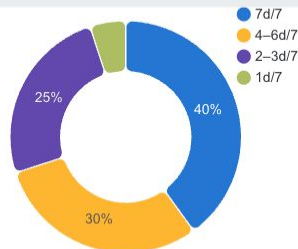
DAU

10.0K

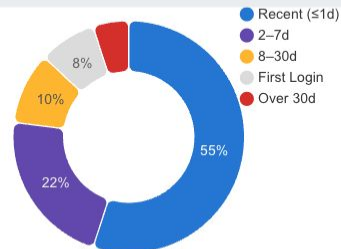
Tenure



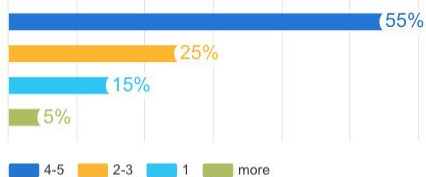
Frequency



Recency



Level Completed

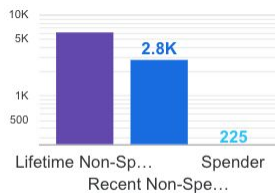


Engaged Time
20:14

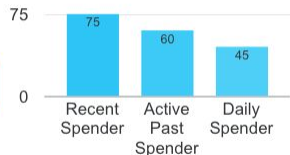
IAP 21.8%

ADS 79.2%

DEMOGRAPHICS



Spender Breakdown



2.25%

Impressions per DAU

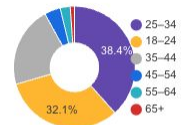
Interstitial
5.45

Banner
20.5

Rewarded
2.95

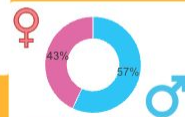


Age



Avg Age
31.1

Gender



Takeaways



Focus su mercati e generi con ROI reale

Non tutti i mercati hanno lo stesso valore: scegli con dati e test prima di scalare.



Monetization = design + analytics

Non è un layer esterno: va integrata nel game design e misurata ogni giorno.



UA - Test & Learn

Low budget campaigns (10-30\$/day per validare retention e monetization)



UA - Scale

Dove i test mostrano ROI positivo, scala il budget in modo sostenibile.



Dati semplici, azioni misurabili

Una buona dashboard vale più di un big data lake: mira a insight operativi.



Iterazione continua

Nel mobile gaming la strategia è test → analisi → miglioramento, non “one shot”.

Q&A



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