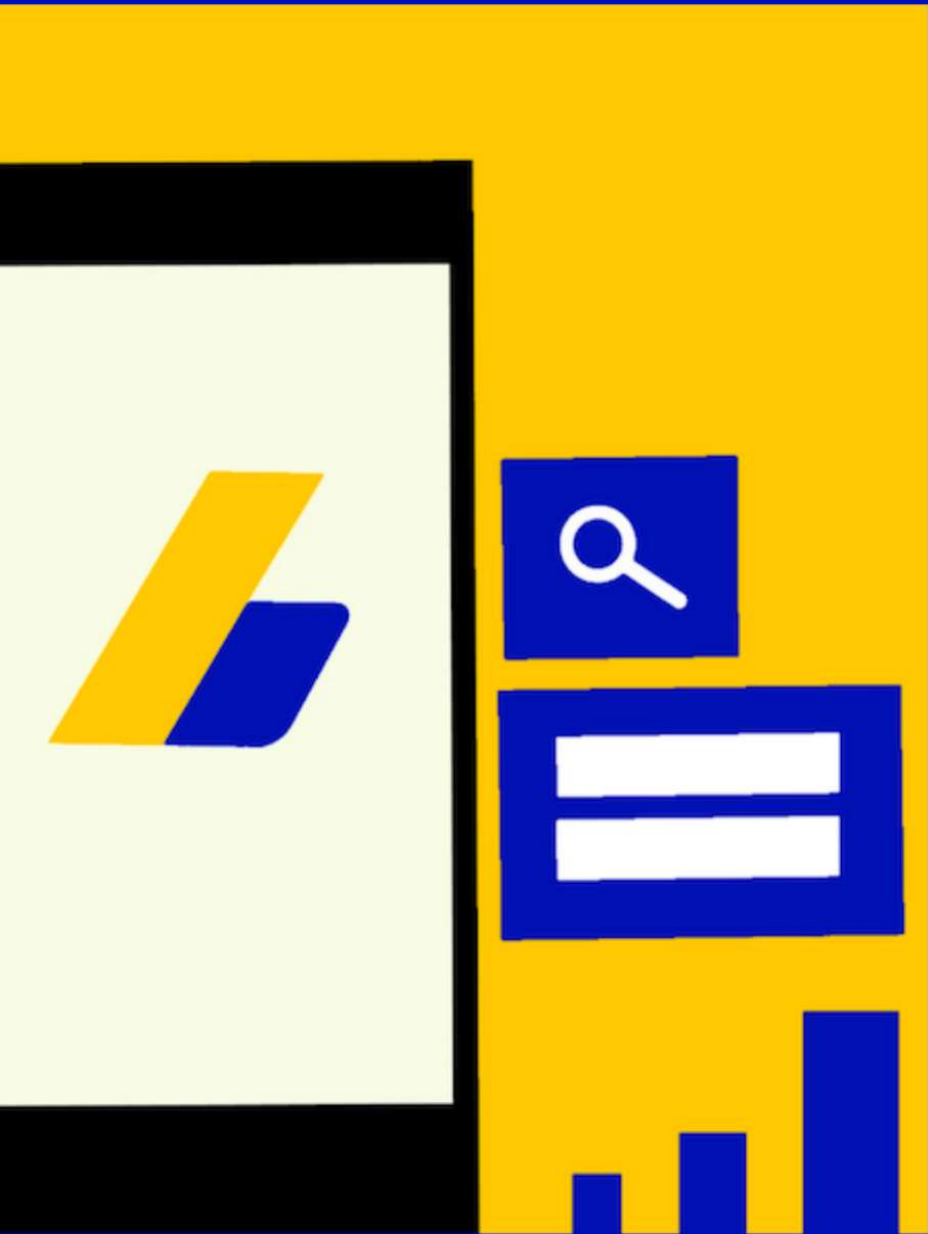




BOOST YOUR LTV



THE CHALLENGE OF MAKING REVENUE

Monetization is more than just pricing, its elements are much deeper than setting IAP prices or advertisement layers.

Planning of monetization must begin as soon as you start developing your game - fit the model to your core audiences needs.



MONETIZATION & PRICING

Monetization consists of various elements: IAP, ads, brand recognition, subscriptions and much more.

Pricing is the understanding of value: how your players see value in different IAPs, how they excel in your game and how they play your game.

Optimal pricing is not based on gut feeling: it's done by testing and measuring transactions.

THE DEVELOPERS DILEMMA

Most F2P players won't make any in-app purchases, this severely challenges revenue generation. Statistics show that about 20 % of installs will turn into paying customers, you need to get the most out of these customers (LTV).

With dynamic pricing you can improve your numbers and KPIs to attract more publishers, investors and partners.



THE SOLUTION - DYNAMIC PRICING





APPRIEN – WHO WE ARE

Apprien is a startup company located in Helsinki, Finland.

Founded in 2016 by industry veterans.

Fully owned subsidiary of PHZ - has 80+ developers and revenue of €6.7M / 2018. PHZ has IT-consultancy and game studio and Apprien as it's business units.

Our people have background from the top companies of the industry such as Google, Nokia, IBM, TeliaSonera, EA and Digital Chocolate.



BENEFITS

Dynamic Pricing increases your IAP LTV and ARPPDAU +by +30-35%.

Conversion increases by +50-60%.

Automated and fast reaction to competition and market changes.

Helps you to update and manage prices in different app stores and currencies.



HOW IT WORKS

Apprien is based on the Price Elasticity of Demand model.

“Right price” is a moving target that shifts in correlation with market changes.

Our AI only measures the stickiness of the price - does it generate transactions or not?

Our system determines the “right price” and chooses the closest price variant (0.99 / 1.29/ 1.49 etc.)

APPRIEN PRICING ENGINE

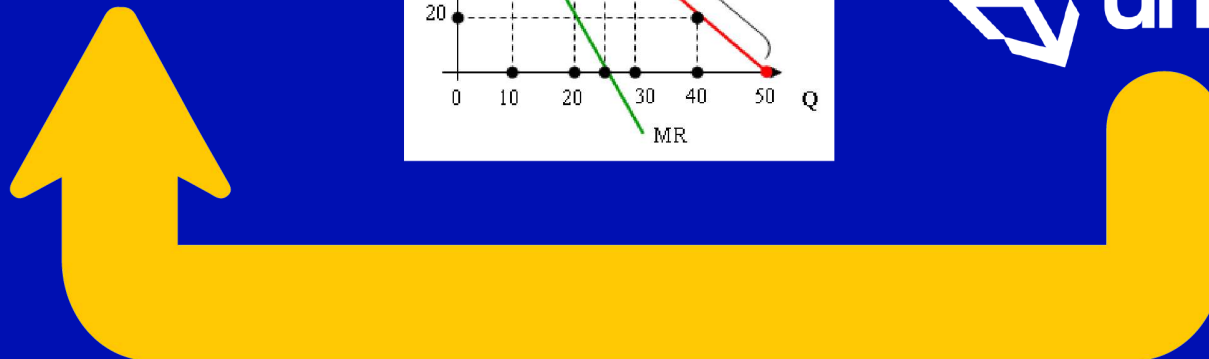
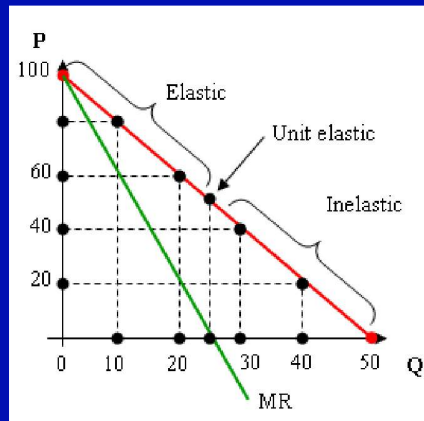
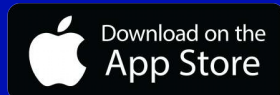
Price A/Z testing



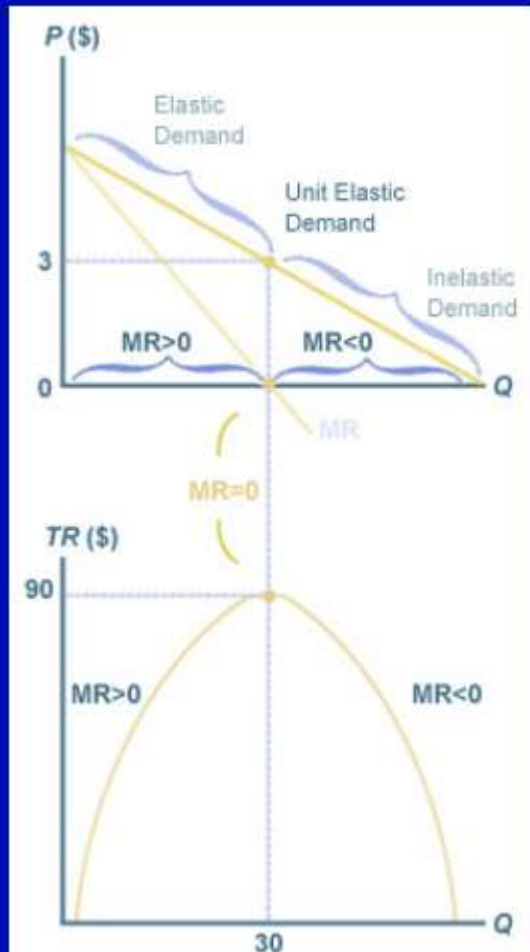
Sales Data



Optimum
Prices



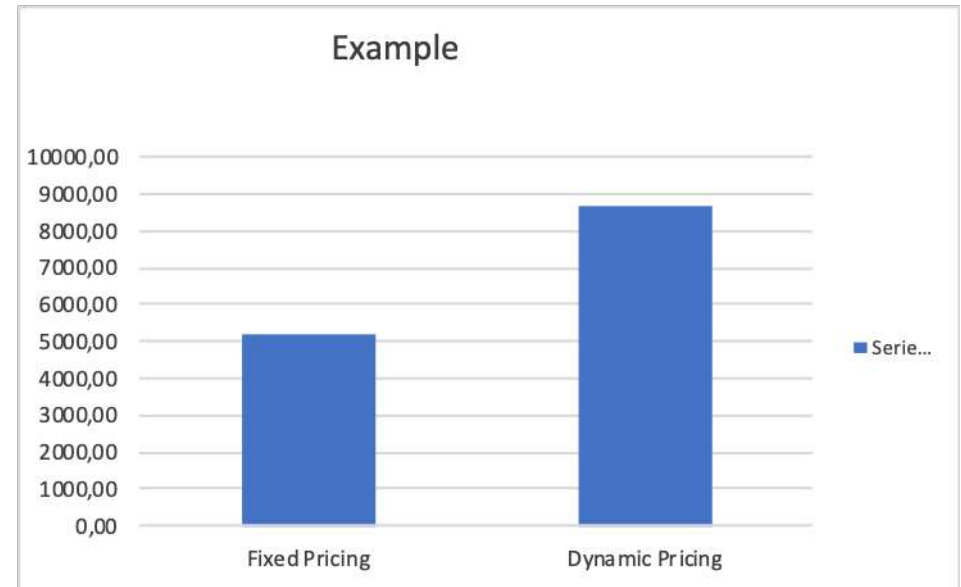
PRICE ELASTICITY CURVE



P	Q	TR	MR
1,59	100	159	-
1,49	110	163,9	4,9
1,39	120	166,8	2,9
1,29	130	167,7	0,9
1,19	140	166,6	-1,1
1,09	150	163,5	-3,1
0,99	160	158,4	-5,1

Example Bundle

Price	Quantity	Sales	Scaled Sales
6,59	0	0,00	0,00
5,99	0	0,00	0,00
5,39	560	3018,4	4024,5
4,99	260	1297,4	5189,6
4,89	680	3325,2	4433,6
4,39	40	175,6	234,1
3,99	0	0,00	0,00



Column1	Sales	Uplift	Uplift / day	Uplift %
Fixed Pricing	5189,60			
Dynamic Pricing	8692,27	3502,67	389,19	67%

Dynamic Pricing has yielded 67% more revenue for product1.

Sales are scaled by test cohort size 25% (bold).

WHAT'S IN IT FOR ME?

Up to 20-40% more revenue of existing customers IAP.

More money for your UA to compete in the markets.

Country specific pricing.

Risk free to test – only revenue increase by the system is billed by our revenue share model.





APPRIEN IS EASY AND RISK FREE TO TRY

Only the part of revenue it increases is billed: if we don't add value, no bill is sent.

No need to invest into additional UA.

No investments needed on additional technology or licenses.

No need to hire additional staff like BI analyst, producers or UA / monetization managers.