

# Tips for better F2P Monetization

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Game Design Director

# About me



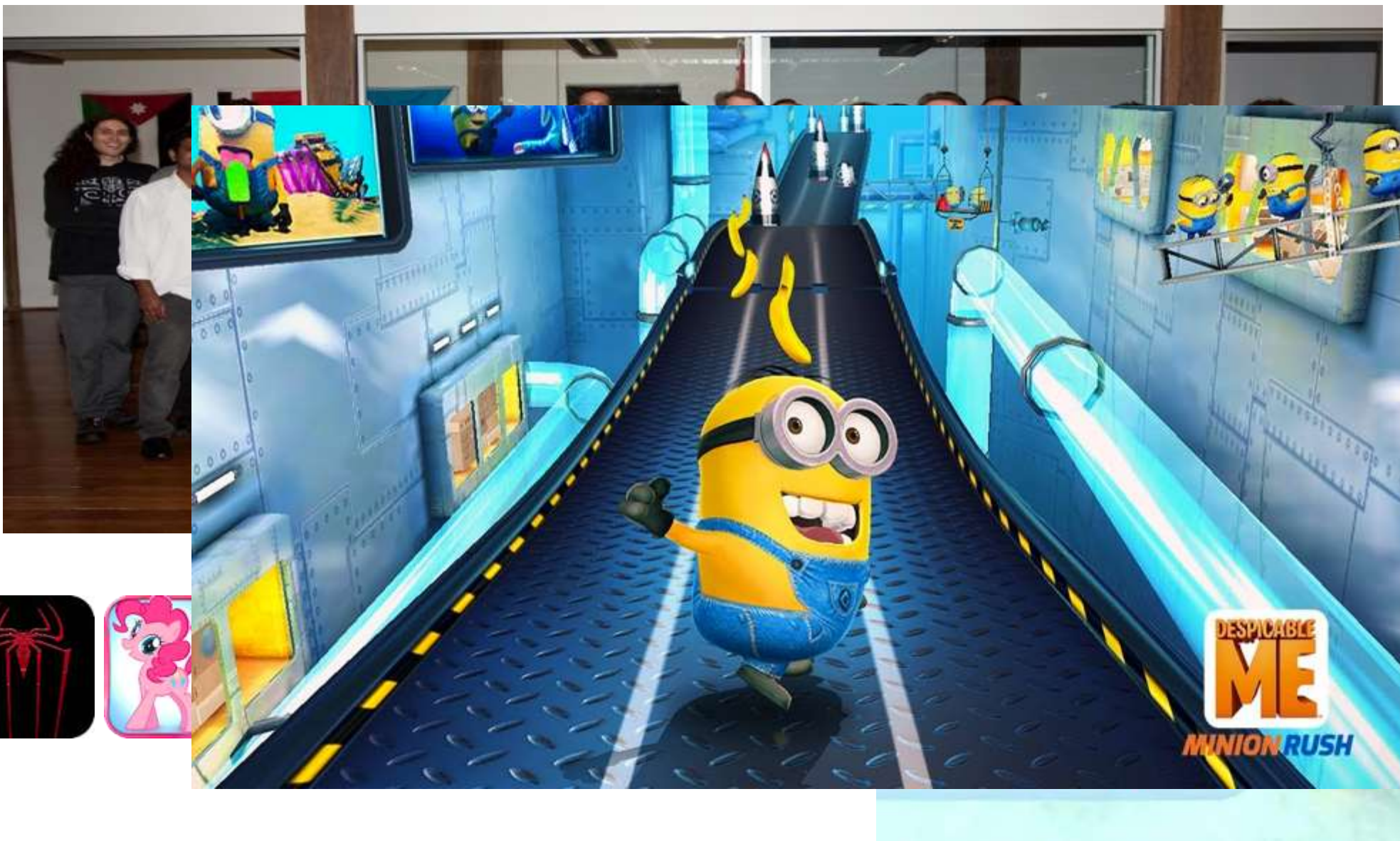
Fawzi Mesmar  
I am a game  
designer

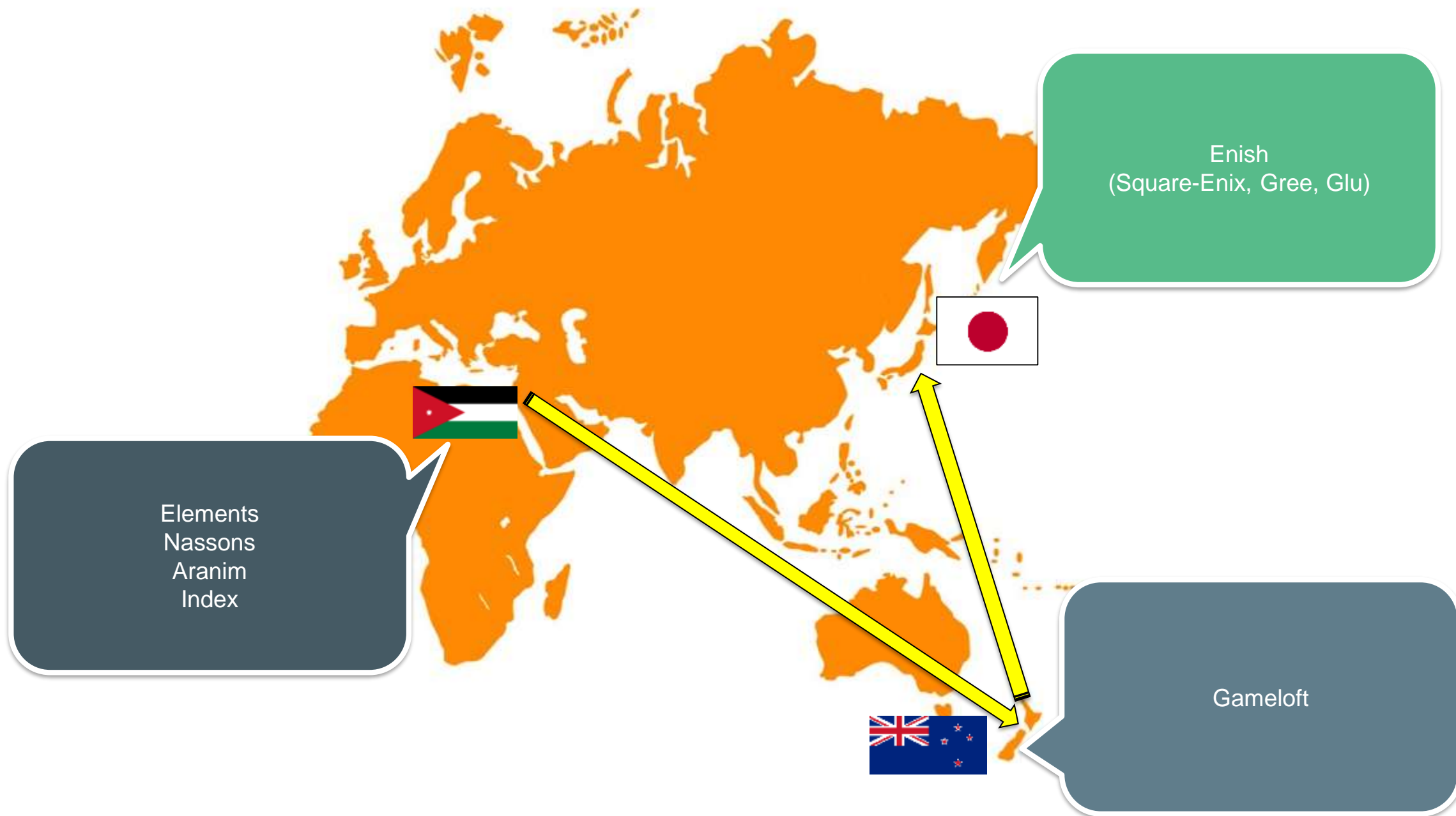
















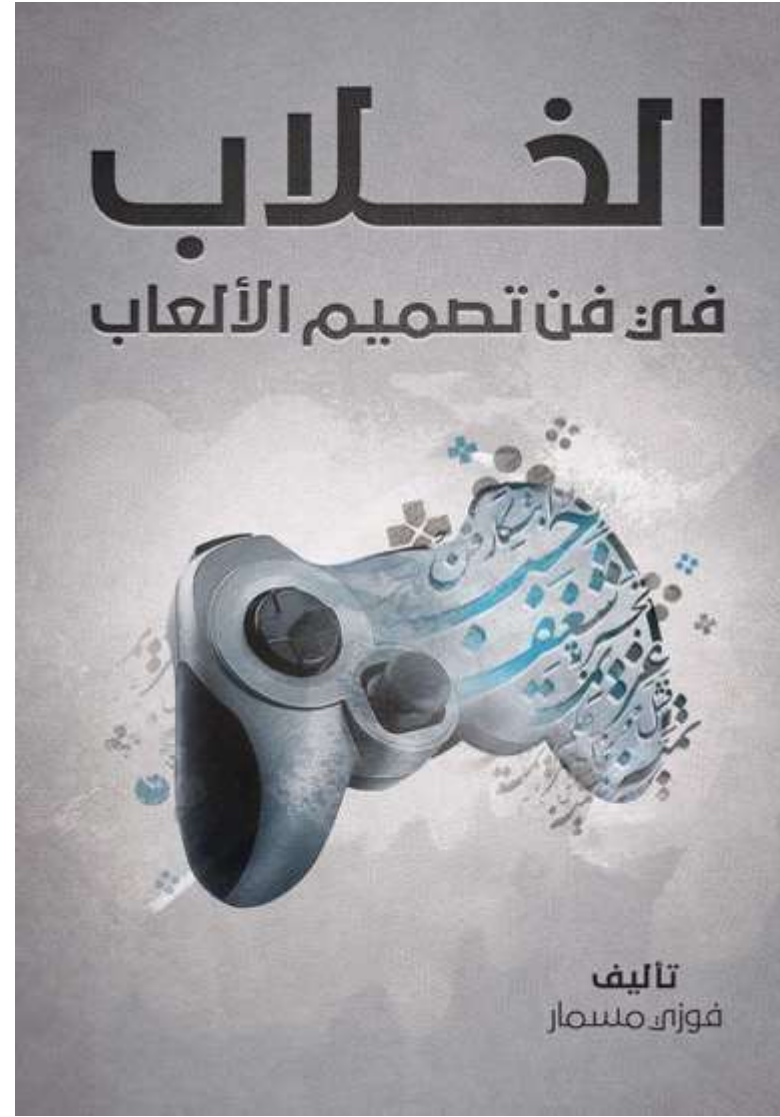








My book





Does any of the following sound familiar?

**PC GAMES COST 60 BUCKS ON RELEASE,  
NOBODY BATS AN EYE.**

**MOBILE GAME COSTS 5 BUCKS ON THE APP  
STORE AND EVERYBODY LOSES THEIR MINDS.**

made on imgur

**USED TO FILL POCKETS FULL OF  
QUARTERS AND TOKENS AT THE ARCADE**



**WON'T PAY FOR AN APP OR MAKE IN-  
APP PURCHASES**



Also applies to spending in  
mobile for IAP...general  
feeling is that it's not  
something to be proud of



NEGATIVE FEELS  
TOWARDS SPENDING  
IN F2P GAMES

Old school monetization trends created  
this issue



**NOT SURE IF TROLLING**

**OR JUST BAD GAME DESIGN**

Troll.me

PAY TO WIN



# PAY WALLS

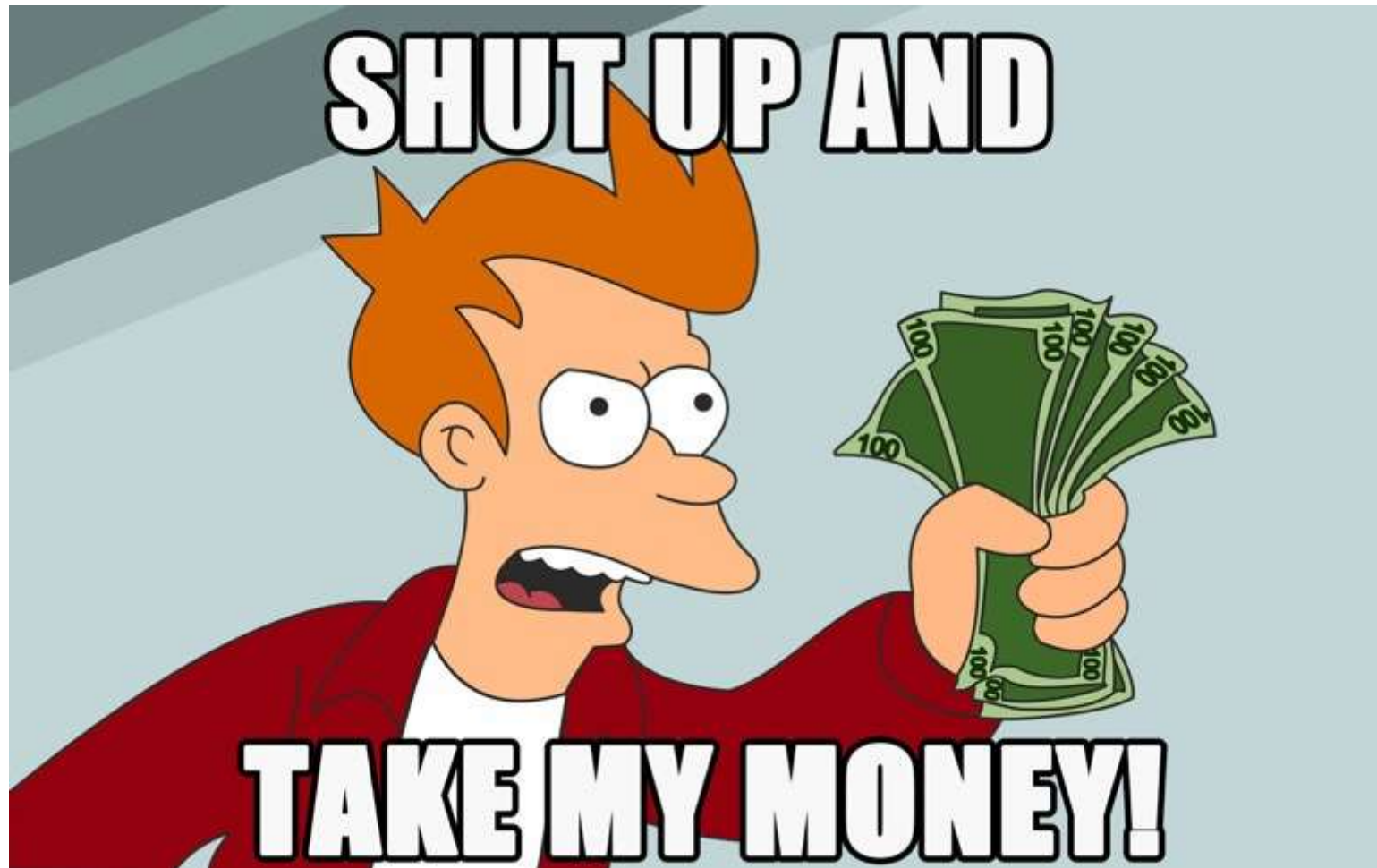




NOT SPENDING  
MONEY IS MORE  
ENJOYABLE



# NEGLECTING NPUs



# CREATING ENVIRONMENTS

1

Mechanics that present something new  
every time they're used





EXAMPLE:  
Match-based  
games

2

Showing skill level

# EXAMPLE: Street fighter and Heroes of the storm



Battle Costume



Story Costume





3

Monetization enhances the core gameplay  
experience but doesn't break it

# EXAMPLE: Fortnite Battle Pass



# 4

Game content that engages users and motivates them to engage with each other



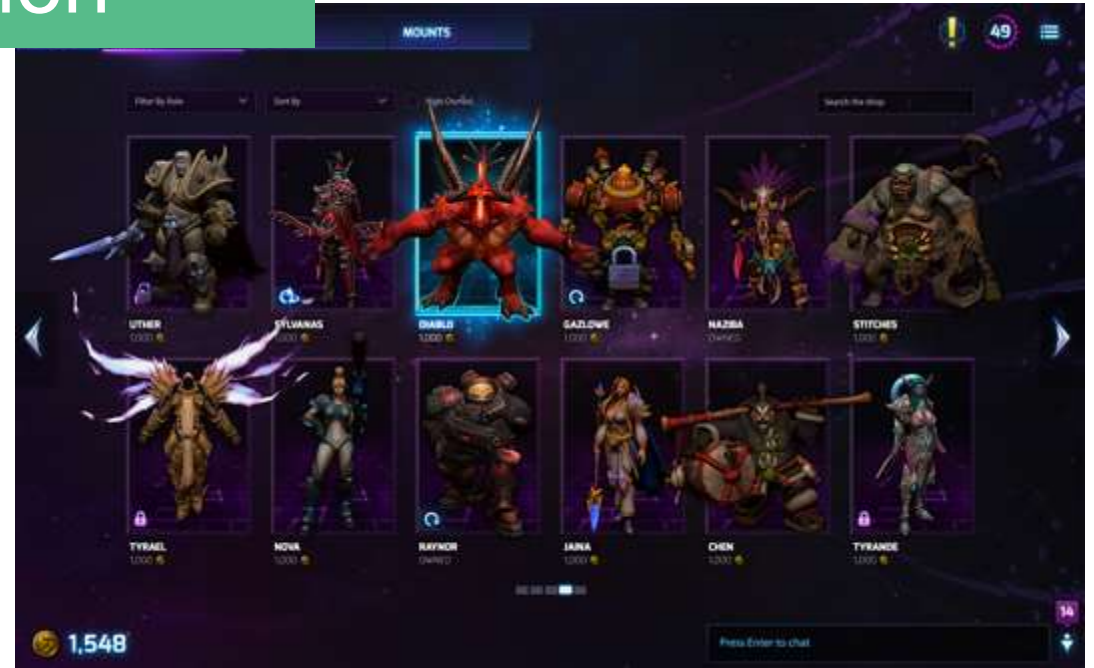


EXAMPLE: Lures in  
Pokémon Go or XP  
boosts in Dota 2

5

Monetized content that adds to the  
experience

# EXAMPLE: LoL and HOTS Free Rotation





6

Make peace with NPUs and cater for them  
too

# EXAMPLE: Clash of Clans



**7**

Be honest and direct

# EXAMPLE: Brawl Stars



**BIG BOX INFO**



One Big Box gives you rewards similar to opening three Brawl Boxes. However, the Power Points are distributed among fewer Brawlers.

You get three random draws, each with these reward probabilities:

Power Points + Coins	: 94.2000 %
Rare Brawler	: 2.6784 %
Super Rare Brawler	: 1.2096 %
Epic Brawler	: 0.5472 %
Mythic Brawler	: 0.2496 %
Legendary Brawler	: 0.1152 %
Star Power	: 1.0000 %



In addition, each draw gives you a 25 % chance to get Event Tickets, a 9 % chance to get Gems and a 3 % chance to get a Token Doubler. Note that Star Powers are only available for Brawlers that have reached Level 9. Once you have unlocked all rewards of a certain type, for example Rare Brawlers, the probability to get all other rewards increases.

**Luck:** In order to make the Brawl Box opening experience more fair there is a luck system affecting the probability of Legendary Brawlers. With each draw that doesn't give you a new Brawler, your luck value is increased, and each time you get a new Brawler, your luck value goes down based on the rarity of the Brawler you got. When luck is high enough, you have a greater chance to get a Legendary Brawler, while a low luck value means that it's harder to get a new Legendary Brawler. Early draws are predetermined to ensure a fair start for everybody.



8

Have something for players of all levels



EXAMPLE: Giving out boosters in Candy Crush

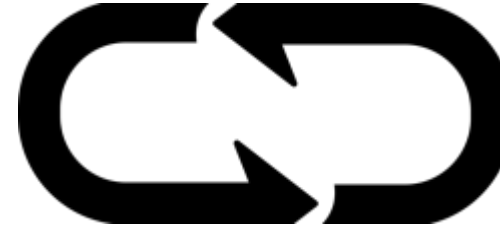
# Conclusion



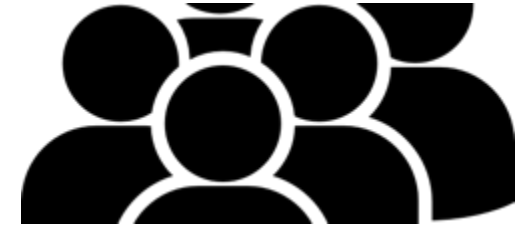
**MECHANICS  
DRIVEN**



**SHOW CASE  
SKILL LEVELS**



**CORE TO THE  
GAME'S LOOP**



**ENGAGES THE  
USERS**



**MONETIZED  
CONTENT**



**LOVE YOUR  
NPUS**



**BE HONEST  
AND DIRECT**



**ALLOW  
SAMPLING**



# Thank you!

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