

Post-Launch Report Template

Client & Project Details

Key	Value
Game:	[GAME NAME]
Prepared for:	[DEVELOPER NAME]
Date:	[DATE]
Launch Date:	[ORIGINAL LAUNCH DATE]
Days Since Launch:	[X days]
By:	Kyle Smith

Executive Summary

Metric	Current Performance	Benchmark	Gap
Lifetime Revenue (Est.):	[\$[X,XXX]]	[\$[XX,XXX]] (genre avg)	[+/- XX%]
Wishlist → Purchase Rate:	[X]%	15-25% (healthy)	[+/- X%]
Review Score:	[XX%] ([Positive/Mixed/Negative])	75%+ (target)	[+/- X%]
Refund Rate:	[X]%	<10% (acceptable)	[+/- X%]
Revenue Recovery Potential:	+\$[X,XXX] in next 90 days	—	—

Top 3 Immediate Actions (Do This Week)

- [SPECIFIC ACTION with \$ impact estimate]
- [SPECIFIC ACTION with \$ impact estimate]
- [SPECIFIC ACTION with \$ impact estimate]

Performance Summary

What's Working:

- [Positive finding 1]
- [Positive finding 2]
- [Positive finding 3]

What's Broken:

- [Critical issue 1]
- [Critical issue 2]
- [Critical issue 3]

Estimated Impact of Fixes:

- Revenue lift: **+[X]%** over next 90 days
- Review score improvement: **[Current → Target]**
- Refund rate reduction: **[X]% → [Y]%**

1 Section 1: Performance Diagnostics

Sales Performance Analysis

Lifetime Revenue Breakdown:

Period	Revenue	Units Sold	Avg Price	Notes
Week 1	\$[X,XXX]	[XXX]	\$[XX.XX]	[Launch spike / weak launch / etc]
Week 2-4	\$[X,XXX]	[XXX]	\$[XX.XX]	[Typical drop / sustained / etc]
Month 2-3	\$[X,XXX]	[XXX]	\$[XX.XX]	[Long tail / dead / etc]
Total (to date)	\$[X,XXX]	[XXX]	\$[XX.XX]	—

Trajectory Assessment:

[Describe the revenue curve: "Classic post-launch decline with no recovery plan" / "Healthy long-tail supported by updates" / "Catastrophic drop-off after week 1" / etc]

Genre Benchmark Comparison:

Similar **[genre]** games at this stage typically earn **\$[XX,XXX]**. You're performing at **[XX]%** of category average.

Regional Performance Analysis

Top 5 Revenue Markets:

Region	Revenue	% of Total	Units	Avg Price	Assessment
[Region 1]	\$[X,XXX]	[XX]%	[XXX]	\$[XX]	[Overperforming / Underpriced / etc]
[Region 2]	\$[X,XXX]	[XX]%	[XXX]	\$[XX]	[Assessment]
[Region 3]	\$[X,XXX]	[XX]%	[XXX]	\$[XX]	[Assessment]
[Region 4]	\$[X,XXX]	[XX]%	[XXX]	\$[XX]	[Assessment]

Region	Revenue	% of Total	Units	Avg Price	Assessment
[Region 5]	[\$X,XXX]	[XX)%	[XXX]	[\$XX]	[Assessment]

Underperforming Markets (Lost Revenue Opportunity):

Region	Current Revenue	Expected (based on traffic)	Lost Opportunity	Likely Cause
[Region]	[\$XXX]	[\$X,XXX]	[\$X,XXX]	[Overpriced / No localization / etc]
[Region]	[\$XXX]	[\$X,XXX]	[\$X,XXX]	[Cause]

Total Regional Revenue Recovery Potential: [\$X,XXX]

🎮 Conversion Funnel Analysis

Metric	Your Game	Benchmark	Status
Wishlist → Purchase Rate	[X]%	15-25%	[✓ / ⚠ / ✗]
Store Page → Wishlist Rate	[X]%	3-8%	[✓ / ⚠ / ✗]
Refund Rate	[X]%	<10%	[✓ / ⚠ / ✗]
Avg Session Duration	[X] hrs	[Genre avg]	[✓ / ⚠ / ✗]

Funnel Diagnosis:

- Traffic Volume:** [High/Medium/Low] - [Explain: Good visibility / Discovery problem / etc]
- Conversion Quality:** [High/Medium/Low] - [Explain: Store page converts well / Capsule is broken / etc]
- Retention Quality:** [High/Medium/Low] - [Explain: Players stick around / High refunds suggest core loop issue / etc]

⭐ Review & Sentiment Analysis

Current Review Breakdown:

Score	Count	% of Total	Trend
Positive (80-100%)	[XXX]	[XX]%	[↗ / ➔ / ↘]
Mixed (40-79%)	[XXX]	[XX]%	[↗ / ➔ / ↘]
Negative (0-39%)	[XXX]	[XX]%	[↗ / ➔ / ↘]
Overall Score	[XX]%	—	[Positive / Mixed / Negative]

Most Common Complaints (from negative reviews):

- [Issue 1] - Mentioned in [XX]% of negative reviews
- [Issue 2] - Mentioned in [XX]% of negative reviews
- [Issue 3] - Mentioned in [XX]% of negative reviews

Most Praised Features (from positive reviews):

1. [Feature 1] - Mentioned in [XX]% of positive reviews
2. [Feature 2] - Mentioned in [XX]% of positive reviews
3. [Feature 3] - Mentioned in [XX]% of positive reviews

Review Score Impact:

Your current [XX]% ([Rating]) score is costing you approximately [X]% of potential sales. Moving to [Target]% ([Next Rating Tier]) would add an estimated \$[X,XXX] in revenue over 90 days.

Critical Issues (Revenue Killers)

High Priority:

Issue	Impact	Fix Difficulty	Revenue at Stake
[Issue]	[Description of \$ impact]	[Easy / Medium / Hard]	\$[X,XXX]
[Issue]	[Description of \$ impact]	[Easy / Medium / Hard]	\$[X,XXX]

Medium Priority:

Issue	Impact	Fix Difficulty	Revenue at Stake
[Issue]	[Description of \$ impact]	[Easy / Medium / Hard]	\$[X,XXX]

2 Section 2: Store Page Optimization (Data-Driven)

Capsule Image Performance

Current CTR (Click-Through Rate): [X]%

Genre Benchmark CTR: [X-Y]%

Status: ✓ Outperforming / ⚠ Average / ✗ Underperforming

Traffic Source Analysis:

Placement	Impressions	Clicks	CTR	vs. Benchmark
Search Results	[X,XXX]	[XXX]	[X]%	[+/- X]%
Home Page	[X,XXX]	[XXX]	[X]%	[+/- X]%
Tag Pages	[X,XXX]	[XXX]	[X]%	[+/- X]%
Recommendations	[X,XXX]	[XXX]	[X]%	[+/- X]%

Visual Assessment:

Current Issues:

- [Specific issue with data: e.g., "CTR is 2.1% vs 4.5% benchmark - logo is unreadable at thumbnail size"]
- [Issue]
- [Issue]

Recommended Changes:

- [Specific fix with expected CTR lift: e.g., "Increase logo size by 40% - estimated +0.8% CTR = +XXX extra clicks/month"]
- [Fix with impact]
- [Fix with impact]

Estimated Impact: + [xxx] clicks/month → + [xx] wishlists → + [\$x,xxx] revenue (90 days)



Description Performance

Current Conversion (Page View → Wishlist): [X]%

Benchmark: [3-8]%

Status: [✓ / ⚠ / ✗]

Time on Page: [xx] seconds (avg)

Analysis:

[Your analysis: "Visitors are bouncing in 15 seconds - the hook isn't grabbing them" / "Strong time on page but low conversion - CTA might be weak" / etc]

Current Hook Issues:

- [Issue - e.g., "First sentence is 42 words - loses reader immediately"]
- [Issue]
- [Issue]

Rewritten Hook (A/B Test This):

[YOUR NEW HOOK - 2-3 sentences max]

Expected Impact: Moving from [X]% to [Y]% conversion = + [xxx] wishlists/month = + [\$x,xxx] revenue (90 days)



Tag Performance Analysis

Current Tags: [List current tags]

Tag Traffic Analysis:

Tag	Follower Count	Your Rank in Tag	Est. Monthly Impressions	Status
[Tag 1]	[xxx,xxx]	# [XXX] of [X,xxx]	[x,xxx]	[✓ Keep / ⚠ Optimize / ✗ Replace]

Tag	Follower Count	Your Rank in Tag	Est. Monthly Impressions	Status
[Tag 2]	[XXX,XXX]	# [XXX] of [X,XXX]	[X,XXX]	[Status]
[Tag 3]	[XXX,XXX]	# [XXX] of [X,XXX]	[X,XXX]	[Status]

Missing High-Value Tags:

Tag	Follower Count	Why Relevant	Est. Monthly Impressions
[Tag]	[XXX,XXX]	[Reason]	[X,XXX]
[Tag]	[XXX,XXX]	[Reason]	[X,XXX]

Tag Optimization Plan:

- Remove:** [Low-value tags] (losing [X] impressions but they're low-quality)
 - Add:** [High-value tags] (gaining [X,XXX] impressions/month)
 - Expected Impact:** + [X,XXX] monthly impressions → + [XXX] wishlists → + \$[X,XXX] revenue (90 days)
-

📸 Screenshot Performance

Current Setup: [X] screenshots, [X] videos

Engagement Data:

Asset	Type	Views	% Who View It	Assessment
Screenshot 1	Image	[X,XXX]	[XX]%	[Strong hook / Confusing / etc]
Screenshot 2	Image	[X,XXX]	[XX]%	[Assessment]
Video 1	Video	[X,XXX]	[XX]%	[Assessment]

Drop-off Analysis:

[X]% of visitors view only the first 2 assets. This suggests [your diagnosis].

Recommended Changes:

- [Specific change: e.g., "Replace Screenshot 3 (only 12% view it) with gameplay GIF showing core loop"]
 - [Change]
 - [Change]
-

3 Section 3: Pricing Recovery Strategy

💰 Current Pricing Assessment

Base Price: \$[xx.xx] USD

Effective Price (after sales): \$[xx.xx] USD (avg)

Genre Benchmark: \$[XX-XX] USD

Assessment: [Correctly priced / Overpriced / Underpriced]

🌐 Regional Pricing Audit

Underpriced Markets (Leaving Money on Table):

Region	Current Price	Units Sold	Recommended Price	Lost Revenue
[Region]	\$[XX]	[XXX]	\$[XX] (+ [X]%)	\$[X,XXX]
[Region]	\$[XX]	[XXX]	\$[XX] (+ [X]%)	\$[X,XXX]

Overpriced Markets (Killing Volume):

Region	Current Price	Units Sold	Recommended Price	Lost Units	Net Revenue Gain
[Region]	\$[XX]	[XXX] (low)	\$[XX] (- [X]%)	Est. + [XXX]	\$[X,XXX]
[Region]	\$[XX]	[XXX] (low)	\$[XX] (- [X]%)	Est. + [XXX]	\$[X,XXX]

Price Change Action Plan:

- Immediate Adjustments (This Week):**

- Increase [Region 1] from \$[XX] → \$[XX] (est. + \$[XXX] /month)
- Decrease [Region 2] from \$[XX] → \$[XX] (est. + [XXX] units, + \$[XXX] /month)

- After 30-Day Cooldown:**

- Adjust [Region 3, 4, 5] (est. + \$[XXX] /month)

Total Regional Pricing Recovery: + \$[X,XXX] over 90 days

ATTACHED: pricing_recovery_[gamename].csv (ready to upload)

🎁 Sale Strategy & Seasonality

Past Sale Performance:

Sale Event	Discount	Units Sold	Revenue	ROI
[Event]	[XX]%	[XXX]	\$[X,XXX]	[Good / Weak / etc]
[Event]	[XX]%	[XXX]	\$[X,XXX]	[Assessment]

Optimal Discount Depth (based on your data):

[Your analysis: "20% discount drove 3x volume with only 15% revenue loss = net positive" / "50% discount cannibalized full-price sales" / etc]

Recommended: [XX]% discount for major sales, [XX]% for minor events

17 Next 90 Days Sale Calendar

Event	Date	Recommended Discount	Expected Units	Expected Revenue
[Upcoming Sale 1]	[Date]	[XX)%	[XXX]	\$[X,XXX]
[Upcoming Sale 2]	[Date]	[XX)%	[XXX]	\$[X,XXX]
[Upcoming Sale 3]	[Date]	[XX)%	[XXX]	\$[X,XXX]
Total (Sale Revenue)	—	—	[XXX]	\$[X,XXX]

Between-Sale Strategy:

- Maintain \$[XX.XX] full price (no discount)
- Focus on content updates to drive organic wishlists
- Target [XXX] full-price sales/month

Expected 90-Day Revenue (Sales + Full Price): \$[XX,XXX]

🎯 Bundle & Cross-Promotion Opportunities

Potential Bundle Partners (Similar Audience):

Game	Overlap Score	Their Price	Bundle Potential
[Game 1]	[XX)%	\$[XX]	[High / Medium / Low]
[Game 2]	[XX)%	\$[XX]	[Assessment]

Recommended Bundle Action:

- Reach out to [Developer/Publisher] for [Game Name] bundle (est. + [XXX] units/month)
- Consider Steam "Complete Your Collection" setup if you have other titles

Bundle Revenue Potential: + \$[X,XXX] over 90 days

4 Section 4: Community & Review Management

💬 Discord/Community Health Check

Current Status:

Metric	Your Server	Healthy Benchmark	Status
Total Members	[X,XXX]	[XX]% of owners	[✓ / ⚠ / ✗]
Daily Active	[XXX]	[5-10]% of members	[✓ / ⚠ / ✗]
Messages/Day	[XXX]	[XXX+]	[✓ / ⚠ / ✗]

Community Sentiment:

[Your analysis: "Active but frustrated - players want content updates" / "Passionate core but too small to generate organic buzz" / "Dead server - no moderation/engagement" / etc]

Power User Identification:

- [X] users account for [XX]% of positive community activity
- [X] users are vocal but spreading negative sentiment
- [X] content creators are active players (untapped promotion opportunity)

Community Recovery Plan:

1. [Specific action: e.g., "Weekly dev update posts to show you're listening - reduces 'abandoned game' perception"]
2. [Action: e.g., "Create 'community feedback' channel and respond to top 3 requests"]
3. [Action: e.g., "Reach out to 5 most-active players for private beta testing group"]

Expected Impact: Healthier community → Better reviews → [XX]% fewer negative reviews → + [X] Review Score points

⭐ Review Response Strategy

Current Review Response Rate: [X]% of reviews get dev responses

Benchmark: 50%+ for healthy games

Status: [✓ / ⚠ / ✗]

Response Templates (Copy-Paste Ready):

<details>

<summary>Click to view templates</summary>

For Negative Reviews (Bug Reports):

Hi [Username], thanks for the detailed feedback! We're tracking the [specific bug] issue and targeting a fix in the [timeframe] update. I've added your report to the ticket. If you're willing to help test the fix, join our Discord at [link] - we'd love your input!

For Negative Reviews (Feature Requests):

Hey [Username], appreciate you taking the time to share this. The [feature] request has come up from several players and is on our roadmap. We're prioritizing [current focus] first, but this is absolutely something we're considering for [timeframe].

For Mixed Reviews (Hesitant but Fair):

[Username], thanks for the balanced review! You're right that [their valid criticism] could be better - we're working on [your plan]. Would love to hear if the upcoming [update/feature]

| addresses your concerns. Feel free to reach out on Discord if you want to chat more!

For Positive Reviews (Reinforce & Engage):

[Username], this made our day! 🎉 So glad you're enjoying [specific thing they mentioned]. If you want to see what's coming next, we post our roadmap in Discord at [link] - would love your input!

</details>

🎯 Review Score Improvement Plan

Current Score: [XX%] ([Rating])

Target Score: [XX%] ([Next Rating Tier])

Gap: [xx] net positive reviews needed

30-Day Action Plan:

- Respond to [xx] negative reviews with fix commitments (reduces negative pile-on)
- Ship [critical bug fix] to address top complaint (prevents new negatives)
- Gentle "please review" CTA in Discord (drives positives from happy players)
- Implement top-requested feature (converts mixed → positive)

Expected Outcome: + [xx] net positive reviews → Move from [Current Rating] to [Target Rating] → + [x%] sales lift

💻 Content Creator Outreach

Current Creator Coverage:

Creator	Subscribers	Coverage Type	Views	Impact
[Name]	[XXX,XXX]	[Review / Stream / etc]	[X,XXX]	[Drove XXX wishlists]
[Name]	[XXX,XXX]	[Type]	[X,XXX]	[Impact]

Untapped Opportunities:

Creator	Subscribers	Why Good Fit	Pitch Angle
[Name]	[XXX,XXX]	[Covers your genre]	[Your hook for them]
[Name]	[XXX,XXX]	[Why]	[Pitch]

Outreach Template:

<details>

<summary>Click to view email template</summary>

Subject: [Game Name] - Free key for [their channel focus] fans

Hi [Creator Name],

I'm [Your Name], developer of [Game Name] - a [1-sentence pitch]. I've been watching your [specific video] and thought your audience would love [specific feature that matches their content].

Would you be interested in a free key? No pressure for coverage - just thought it'd be a good fit. If you do end up covering it, I'm happy to share the video with our [X,XXX] Discord community.

[Link to presskit/trailer]

Thanks!

[Your Name]

</details>

Expected Impact: [X] new creator videos → [X,XXX] views → + [XXX] wishlists → + \$[X,XXX] revenue (90 days)

5 Section 5: 90-Day Live-Ops Roadmap



Content Update Schedule

Philosophy: [Your recommendation: "Monthly small updates to maintain momentum" / "One big 60-day update to drive re-launch" / etc]

Month 1 (Weeks 1-4): Quick Wins

Goal: Stop the bleeding, fix critical issues

Week	Action	Why	Expected Impact
Week 1	Update regional pricing (see Section 3)	Immediate revenue recovery	+ \$[X,XXX] /month
Week 1	Fix [top bug from reviews]	Reduces negative reviews	- [X] negatives/week
Week 2	Ship [small feature] players are asking for	Converts mixed → positive	+ [XX] review score points
Week 3	Participate in [Steam Sale Event]	Revenue spike	+ \$[X,XXX]
Week 4	Respond to all negative reviews	Community sentiment shift	Reduces pile-on effect

Month 1 Total Impact: + \$[X,XXX] revenue, + [XX] review score points

Month 2 (Weeks 5-8): Momentum Building

Goal: Create "reasons to return" for lapsed players

Week	Action	Why	Expected Impact
Week 5	Content Update 1: [New feature mode]	Drives organic wishlists	+ [XXX] wishlists
Week 6	Creator outreach campaign (5 pitches)	External visibility	+ [X,XXX] impressions
Week 7	Discord event: [Community challenge]	Re-engages lapsed players	+ [XX]% DAU
Week 8	Participate in [Steam Sale Event]	Revenue spike	+ \$[X,XXX]

Month 2 Total Impact: + \$[X,XXX] revenue, + [XXX] new wishlists

Month 3 (Weeks 9-12): Compounding Growth

Goal: Establish sustainable live-ops rhythm

Week	Action	Why	Expected Impact
Week 9	Content Update 2: [Major feature]	Re-launch moment	+ [XXX] wishlists
Week 10	Store page refresh (new screenshots/description)	Capitalize on renewed traffic	+ [X]% conversion
Week 11	Bundle launch with [Partner Game]	Cross-promotion	+ [XXX] units
Week 12	Participate in [Major Steam Sale]	Revenue spike	+ \$[X,XXX]

Month 3 Total Impact: + \$[X,XXX] revenue, + [XXX] new wishlists

📊 90-Day Revenue Projection

Revenue Source	Month 1	Month 2	Month 3	Total
Regional Pricing Fixes	\$[X,XXX]	\$[X,XXX]	\$[X,XXX]	\$[X,XXX]
Store Page Optimization	\$[XXX]	\$[X,XXX]	\$[X,XXX]	\$[X,XXX]
Sale Events	\$[X,XXX]	\$[X,XXX]	\$[X,XXX]	\$[XX,XXX]
Content Updates	—	\$[X,XXX]	\$[X,XXX]	\$[X,XXX]
Bundles & Partnerships	—	—	\$[X,XXX]	\$[X,XXX]
Total	\$[X,XXX]	\$[X,XXX]	\$[X,XXX]	\$[XX,XXX]

Baseline (if you do nothing): \$[X,XXX]

With This Plan: \$[XX,XXX]

Net Lift: + \$[X,XXX] (+ [XX]%)

🚀 Beyond 90 Days: Sustainability Plan

What's Next:

- 1. Establish Monthly Update Cadence:** [Your recommendation - e.g., "Small feature every 4-6 weeks"]
- 2. Build Email/Discord Funnel:** Capture wishlists → Convert to Discord → Notify on sales
- 3. Plan Major Expansion/DLC:** [Recommendation based on what players want most]
- 4. Consider Sequel/Spin-off:** If revenue stabilizes above \$[XX,XXX] /month

Tools to Scale This (The Marble Pitch):

[Your pitch: "I just spent 10 hours manually pulling Steam data, analyzing reviews, and building this sale calendar. Imagine if you had a tool that did this automatically every week - that's what we're building at Marble. Want to be a pilot user?"]

→ Next Steps

This Week (Critical):

- Upload revised regional pricing CSV
- Fix [top bug]
- Respond to [XX] most-damaging negative reviews
- Update store page description with new hook

Next 30 Days:

- Ship Month 1 content update
- Participate in [Sale Event]
- Reach out to [X] content creators
- Hit [XX]% review score target

Your 30-Minute Strategy Call:

[Calendly link]

Questions:

Reply to delivery email

📎 Attached Files

- pricing_recovery_[gamename].csv** - Updated regional pricing (upload to Steam)
 - review_response_templates.txt** - Copy-paste community responses
 - content_roadmap_tracker.xlsx** - Editable 90-day plan tracker
-

📚 Resources

- **Steam Partner Documentation:** partner.steamgames.com
- **SteamDB Analytics:** steamdb.info/app/ [your app ID]
- **Review Analysis Tool:** [Your recommendation]
- **Competitor Tracking:** [Links to similar games to monitor]