

FREE-TO-PLAY: DISTRIBUTING ASSETS WHILE OVERCOMING –MORE THAN- BLOCKCHAIN WALLS

A *brief* campaign overview.

THE BRIEF:

WE'RE LAUNCHING FREE-TO-PLAY.

In order to do so, **Free-To-Play assets** will be introduced.

GOOD LUCK.



IN ORDER TO **EFFICIENTLY** DISTRIBUTE THE ASSETS, WALLS NEEDED TO BE **TORN DOWN.**

Let's have a look at those **walls**.

COLLECTION DILUTION & VALUE ACCRUAL OF THE MAIN COLLECTION

TARGETING

BARRIERS TO ENTRY

BACKEND LOAD

ENTER... THE **STRATEGY**.

WHO - TARGET AUDIENCE: GAMERS & DEGENS

WHAT – FREE-TO-PLAY ASSET SHOWCASE IN THEIR CONTEXT

WHY – NARRATIVE

WHERE - CHANNELS COVERED

HOW – MINT, AIRDROP OR CLAIM?

CAMPAIGNS WITHIN THE CAMPAIGN:

BGEM RAINING



AWARENESS
INTEREST
DESIRE
ACTION

TOURNAMENT



AWARENESS
INTEREST
DESIRE
ACTION



#GAMEON



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COLLABS

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STREAMING?

CHANNELS

TWITTER

TWITTER SPACES

DISCORD

LINKEDIN

MEDIUM

WEBSITE

PARTNERS

POLYGON

MAGIC EDEN

ANIMOCA

FRACTAL

HORIZON

N3TWORK

AZRA

INDIGG

BALTHAZAR

GAMESTARTER

XBORG

WOLVES DAO

TOO MUCH TEXT.

BORING.

BORING.

BORING.

Let's have some fun looking at the **creatives** used!



BoomLand @BoomLandGames · Mar 12

The LAUNCH TOURNAMENT is LIVE 🌟

Climb the leaderboard and WIN:

🏆 1+ MILLION \$BGEM TOKENS

🎁 5000 Common Hunter NFTs

Join NOW ➡ hoc.boomland.io/tournament



💬 22 ↺ 800 ❤️ 935 📊 12K ⬆️ ⚠️ Tip



BoomLand @BoomLandGames · Mar 10

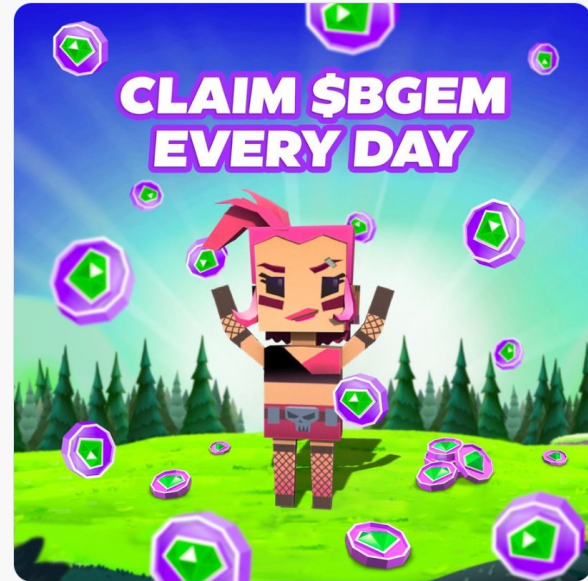
Did you claim your FREE \$BGEM?

It's important to get it daily: accumulate 250 \$BGEM and you'll get a FREE Common Hunter.

Rush to our website and claim it NOW



boomland.io/daily

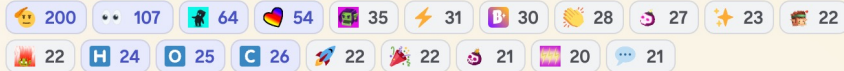


💬 43 ↺ 390 ❤️ 550 📊 14.4K ⬆️ ⚠️ Tip

We are about to announce **something BIG... tomorrow** ⚡

Our efforts have been focused on TEARING DOWN walls for gamers. 🛠️

Replies will be rewarded... 🤖



Why is Polygon inevitable? ❤️ 🌐

Give your answer in the comments on our Twitter:

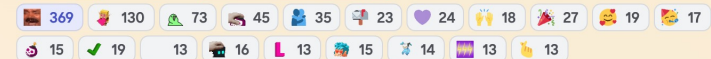
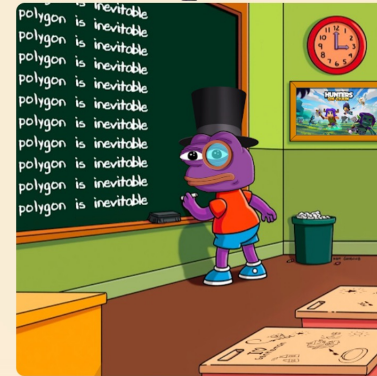
<https://twitter.com/BoomLandGames/status/1639673506257571841?t=enl4mps2L-HnPgTmE0obhQ&s=19>

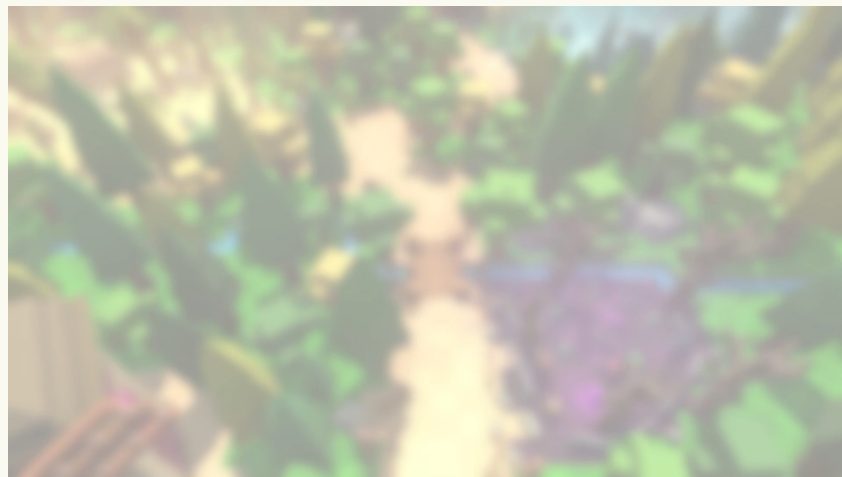
👉 It can be a phrase, a meme, a video, etc.

👉 Effort is VALUED

WL spots are ready for the best ones. ❤️

So, why is it inevitable? 🤖 (edited)





COOL: LOTS OF MOVING PARTS.

**BUT LOTS OF MOVING PARTS CALL FOR AN
EFFICIENT REPORTING PROCESS.**

In order to do so, there are **two main verticals**:

INTERNAL:

WHEN: WEEKLY

WHAT:

- **ACTIVITIES: EFFORT TO RESULT**
 - **DATA: BENCHMARKS**
 - **MILESTONES**

EXTERNAL:

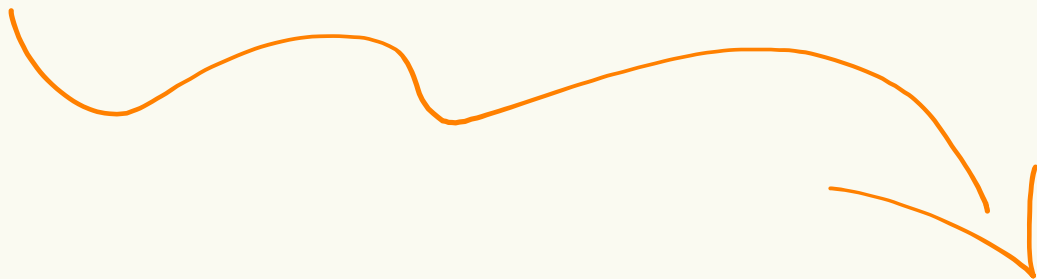
WHEN: BI-WEEKLY / MILESTONE-BASED

WHAT:

- **HAPPENED**
- **IS GOING TO HAPPEN**
 - **DATA**

LOTS OF PROCESSES.

But where did they lead?



Let's see some results.

DILUTION

DILUTION

**Floor Price before Free-To-Play
assets distribution:**

140

DILUTION

**Floor Price after Free-To-Play
assets distribution:**

143

DAPPRADAR

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**#5 on DappRadar's Top 10
Games of March 2023**

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**#1 Dapp on Polygon in March
2023 for UAW (Weekly)**

TOURNAMENT

Retention D1: 53.6%

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Retention D7: 25.4%

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Unique Players: 5,087

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Average Playtime: 2h 45min

FREE-TO-PLAY ASSETS DISTRIBUTED

15300

HOW'S THE **DROPOFF** RATE?

Active Players: 11875

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Dropoff: 22,4%

HOW'S THE **DROP OFF** RATE?

Active Players: 11875

Drop Off Rate: 22,4%

Average Playtime: 2h 40min