

Overview

At this point, the PlayHaven SDK is in your hands and you are ready to implement. But where should you place your **More Games** button? What should it look like? What locations maximize your performance? Well this guide is going to answer all these questions and hopefully give you a better understanding of how to take full advantage of the PlayHaven service.

After detailed analysis of the vast amounts of data across our network, we have learned that not all integrations are created equal. This document highlights our findings and serves as a best practices guide to ensure you are maximizing your game to its fullest potential. Preserving your user experience is our top priority and all of the suggested implementations were designed with that in mind. As a company of passionate gamers, we want to make sure that your PlayHaven integration does not get in the way of the gameplay experience.

NEW Feature: The PlayHaven Notifier Badge



Before we dive into specific placements, it's important that you are aware of a new feature we have developed that will enhance any integration. As iDevice users we are all used to seeing a red notifier badge letting us know that there is something new available. We provide this functionality for our **More Games** button as a great way to keep users notified of new games on our system and it also happens to increase your impression earning by over 3x! This number will disappear once the user clicks **More Games** and will only reappear when new games are added to the PlayHaven network.

Implementation is a bit more work, but will at least triple the effectiveness of any placement.

1. Multiple Menu Placement

Placing the **More Games** button on your main menu is widely used and is a great starting point, but there are other additional placements that we have found to be more effective. Overall, the more placements the better and below are some examples of other places that work well.



- This placement gives users two options: Continue to the next level or find **More Games** to play.
- Instead of simply closing your app, they may look for other games to play, which nets you impressions.
- Non-intrusive way to gain large amounts of impressions.



- Here you can see the **More Games** button on the Game Over screen. You can either retry or find More Games to play.
- Instead of simply closing the app after a game over, the user is presented with an option to find other games to play, meaning more impressions for you.

2. Multiple Menu Placement Cont.

Another excellent place is on the pause menu.



- This is especially effective in games where your pause screen may contain other useful information for the user.
- Combined with the notifier, the pause menu is a great compliment to other placements that you have for the **More Games** button.

Summary

The more places the user can access the **More Games** button, the more times it will be clicked which leads to more impressions and more downloads of your games.

The Notifier Badge can easily boost impressions by at least 3x! We can not stress enough how much this can boost your performance.

Visible buttons! If a user can't see it, they won't click it! Increasing visibility and making your button stand out will increase your earned impressions.

Talk to us! Need some tips? Can't figure out the best placement? Let us know! We are happy to go over any optimization questions you may have.

Disclaimer: While these are not the only placement methods, they are the most effective placements we have seen across our network. Placing your **More Games** buttons under several layers of buttons or only in your options menu will not work and should be avoided.