



Cookie Jam

Product Teardown

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Agenda

- Game Overview
- Competitor Analysis
- Marketing Collateral
- Customers
- Monetization






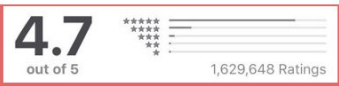
Overview – Game Intro

- Released in 2014, by Jam City
- A Match-3, Smashing and Hit Game
- Dessert themed: cookies, chocolates, and candies
- Panda Mascot
- Reached 100 millions downloads and 5 millions daily active users in 2017
- Freemium: in-App Purchases



Competitor Analysis

- Select a top-tier competitor:
 - Candy Crush Saga
 - Freemium
 - Dessert themed: candies
- Goal:
 - To help us get a view of advantages and disadvantages of Cookie Jam
 - We could then focus on the areas where Cookie Jam has more potential space to grow



	Cookie Jam	Candy Crush
Release year	2/26/14	4/12/12
Levels	6000 on 4/15/20	7550 on 9/17/20
Daily Revenue Estimate (7/27-8/25)*	\$55,239	\$1,898,374
Daily Install Estimate (7/27-8/25)*	14572	17,761
App Cover		
Ratings		
Information	<p>Seller Jam City, Inc.</p> <p>Size 297.6 MB</p> <p>Category Games: Puzzle</p> <p>Compatibility Works on this iPhone</p> <p>Languages English</p> <p>Age Rating 4+</p>	<p>Seller King.com Limited</p> <p>Size 166.3 MB</p> <p>Category Games: Puzzle</p> <p>Compatibility Works on this iPhone</p> <p>Languages English and 20 more</p> <p>Age Rating 4+</p>
In-App Purchases	<ol style="list-style-type: none"> Order of 25 coins \$0.99 Stack of 135 coins \$4.99 Jar of 275 coins \$9.99 50 coins \$1.99 Box of 575 coins \$19.99 40% discount on 135 coins \$2.99 Sweet Pack \$6.99 Sampler Pack \$13.99 Sweet Treat Pack \$2.99 CRM Bundle 5 \$4.99 	<ol style="list-style-type: none"> Extra Moves \$0.99 Extra Lives \$4.99 10x Gold Bars package \$0.99 Extra Moves \$0.99 Extra Moves \$0.99 Lollipop Hammer \$1.99 15x Gold Bars Package \$1.99 50x Gold Bars package \$4.99 Offer of 10 Gold Bars \$1.99 Extra Moves \$1.99

Candy Crush Saga vs. Cookie Jam iOS (U.S.)

Candy Crush:

- Longer history
- Extra ~1000 more levels to play
- ~30X more daily revenue than Cookie Jam *
- Similar daily install number *
- Older UI
- Many in-Game text, too small to read
- Has dynamic video previews as App cover (more appealing to download)
- Similar rating structure (customers have similar satisfaction degree)
- ~8X more reviews than Cookie Jam
- Smaller App size
- More languages (~20)
- Cheaper in-App purchases

*resource: <https://thinkgaming.com/>

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Daily Install Estimate (7/27-8/25)*	14572	17,761
App Cover		
Ratings	4.7 out of 5 ★★★★★ 206,071 Ratings	4.7 out of 5 ★★★★★ 1,629,648 Ratings
Information	<p>Seller Jam City, Inc.</p> <p>Size 297.6 MB</p> <p>Category Games: Puzzle</p> <p>Compatibility Works on this iPhone</p> <p>Languages English</p> <p>Age Rating 4+</p>	<p>Seller King.com Limited</p> <p>Size 166.3 MB</p> <p>Category Games: Puzzle</p> <p>Compatibility Works on this iPhone</p> <p>Languages English and 20 more</p> <p>Age Rating 4+</p>
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Candy Crush Saga vs. Cookie Jam iOS (U.S.)

Cookie Jam:

- Newer game
- Less levels to play
- More advanced UI
- Minimum in-Game text, easier to read
- Video preview not playing in the App Store (static cover)
- Larger App size
- Only English language
- More expensive in-App purchases

Competitor Analysis

Heuristic Evaluation and Suggestions:

- In General, Cookie Jam has more advanced UI that is more attractive and friendly for new users, which leads to larger App size
 - We could do a test on how do larger App size, longer download time, longer App latency affect user acquisition and retention to what degree
 - If these factors significantly affect the user experience, we should consider optimizing the code length/algo performance, or reduce game special effects, etc
- Cookie Jam successfully attracts new users as Candy Crush does (according to daily install est.), but doesn't have as much revenue. To figure out what causes the issue
 - Comparing # daily active users
 - Comparing monetization efficiency by computing per user revenue = (# daily revenue/# daily active user)
- In market, we should distinguish Cookie Jam from its competitors, e.g., Candy Crush
 - Candy Crush has longer history, so advertising the similar theme (dessert) is not appealing to users, especially those who had been exposed to Candy Crush
 - The description* on the bottom from the App Store sounds like intending to beat up the competitor but not so convincing - cookie is not a brand new genre compared to candies
 - We should emphasize Cookie Jam's unique value proposition

* Are you tired of matching candy or spreading jelly? Blast through dessert themed islands and help Chef Panda crush cookies before they crumble in Cookie Jam - the SWEETEST match 3 game on mobile!

Reflections

- Although, Cookie Jam might not have as large user base as other top-tier Match-3 games yet. Josh Yguado, the co-founder, president and COO of Jam City once said that “It’s not really about creating something that’s bigger. As game makers, we feel a duty to our users and ourselves to provide a better experience than we have before.”*
- So, We’re not in a rush prioritizing scaling up the game and adding features we haven’t had (like another 19 languages). We should remember our objective is to make high-quality games and keep the standard.
- However, We can still explore the ways to attract more users and increase user experience:
 - Game experience can affect user engagement
 - We can analyze it by web scraping the reviews
 - But since the two games have similar review-rating stats, we can assume at the beginning that Cookie Jam does as good as Candy Crush in terms of game content
 - So we should first look at marketing stats

Marketing Collateral

- Below shows the games followers on different social media platforms*:

	Cookie Jam	Candy Crush	Ratio Comparison
Facebook	1.3M	69.5M	1 : 53.5
Twitter	16.3K	170.1K	1 : 10.4
Instagram	21.5K	293K	1 : 13.6

- We can see that Candy Crush has more followers on social media, but **Cookie Jam has way less followers on Facebook**
- Theoretically, FB followers can expand up to 5X to get approximate 1:10 ratio, which is another ~3.7M followers
- Furthermore, Cookie Jam encourages users to login using their facebook account, so letting more FB users exposed to Cookie Jam or considering more alternative login options is significant
- We may explore what cause less facebook followers or less exposure to facebook users:
 1. Not enough commercials on Facebook
 2. Post discussions, interactions with users are not in a regular frequency
 3. Target users don't use facebook - this is less possible since the two games have similar target users
 4. Candy Crush has more bots followers
 5. More to assume...

*Data from the two games' official accounts

Marketing Collateral

- The 3rd assumption, “target users don’t use facebook ”, seems not reasonable. But it inspires us to analyze the users who follow Candy Crush but not Cookie Jam in different social platforms and vice versa.
- By counting the corresponding numbers above, we can ensure if Candy Crush players are more likely to be less attractive to Cookie Jam
- An alternative way is to do a survey or poll to vote for playing Cookie Jam, other game(s), or playing multiple of them, etc.
- Again, this reflects to the importance of emphasizing the unique value proposition of Cookie Jam, making it stand out among the dessert-themed match-3 games.

Customers

- To increase user acquisition, we can explore the target users for Match-3 game. And we may increase it in two ways:
 1. Research and work on what else the target users may be interested in to increase user engagement
 2. Try to attract new user types to increase user acquisition
- According to Alex Dale*, , the major customers are women aged 35 and over, who play for 38 minutes a day. They are from demographics that have “plenty of time on their hands”, including older people and those convalescing.

Customers

Here is a list of target user examples:

User Persona
<ul style="list-style-type: none">• Women aged 35 and older• No need to feed kids• Less financial pressure• A lot of free time• They love cookies, cakes, and all the sweet dessert• They are interested in baking
<ul style="list-style-type: none">• Kids who love cookies and all the sweet food• Kids who love pandas• Kids who love to play puzzle games, while parents are to busy to play with them
<ul style="list-style-type: none">• People who look for things to kill spare time, especially during travel

Customers

- We will focus on the first persona, since it is the major user group
- They have more time to bake, do hands-on projects, and a desire to social life
- The solutions to appeal more of them or keep the active users is to run a bonded Cookie Jam community, which could be part of our unique value proposition - a lovely fan community!
 - People can share their game stories and achievements
 - People can share the homemade cookies
 - People can organize virtual or local baking events or campaigns
 - Led by local volunteer or partner with social media influencers
 - Historically happened in National Cookie Day in 2017
 - 1.4M views on Youtube



Monetization

- Previously, we see Candy Crush Saga has ~30X more daily revenue than Cookie Jam
- Which leads to the concern of monetization efficiency
- According to the table below, we see that Cookie Jam charges more than Candy Crush regards to the in-App purchases:

Cookie Jam		Candy Crush	
Item	Price	Item	Price
Order of 25 coins	\$0.99	Extra Moves	\$0.99
Stack of 135 coins	\$4.99	Extra Lives	\$0.99
Jar of 275 coins	\$1.99	10x Gold Bars package	\$0.99
50 coins	\$19.99	Lollipop Hammer	\$1.99
Box of 575 coins	\$2.99	15x Gold Bars Package	\$1.99
40% discount on 135 coins	\$6.99	50x Gold Bars package	\$4.99
Sweet Pack	\$13.99	Offer of 10 Gold Bars	\$1.99
Sample Pack	\$2.99	-	
CRM Bundle 5	\$4.99	-	

Monetization

- To optimize the monetization plan, we need to know the structure of the gross revenue
 - Proportion of revenue from in-App Ads
 - From in-App purchases
 - Etc.
- If the majority revenue comes from in-App purchases
 - We need to either make the items cheaper/affordable for current customers
 - And/or improve the game content to be more addicted to customers and stimulate their intention towards consuming
 - And/or precisely target/appeal the customers who could afford it, and their purchases can reach our revenue goal

Summary

- Cookie Jam is well positioned to be one of the top-tier match-3 games. Instead of making it famous for the sweet cookie theme which is similar to the competitors, we should dig-in and highlight its UVP
- With the high-quality game and relatively less social media followers, we can focus on marketing growth to appeal more users, such as on Facebook.
- With steady and enough amount of downloads and active users, we can work on optimizing the monetization plan to increase the revenue