

# Cookie Run: Kingdom (CRK)

## Why It Works

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12/9/21



# Executive Summary

01

## Relevance

Showcase CRK's recent history.

02

## Gameplay

Discuss how CRK works and its gameplay loop.

03

## Analysis

Look at the events that influenced CRK's recent success.

04

## Monetization

Discuss what works well in CRK and what can be improved.

05

## Closing Remarks

Summarize the findings.

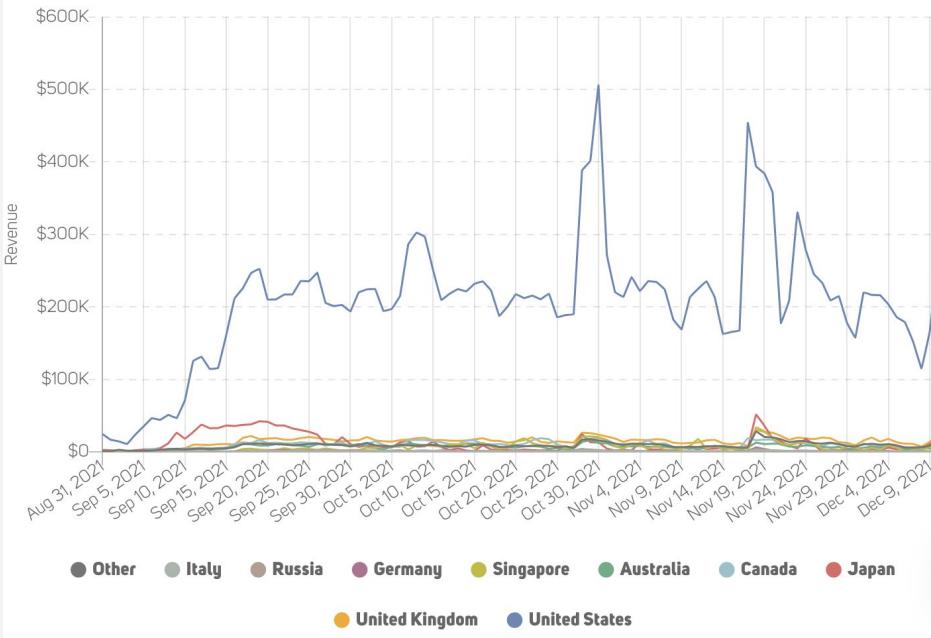
# 01

## Relevance



# Revenue Spike

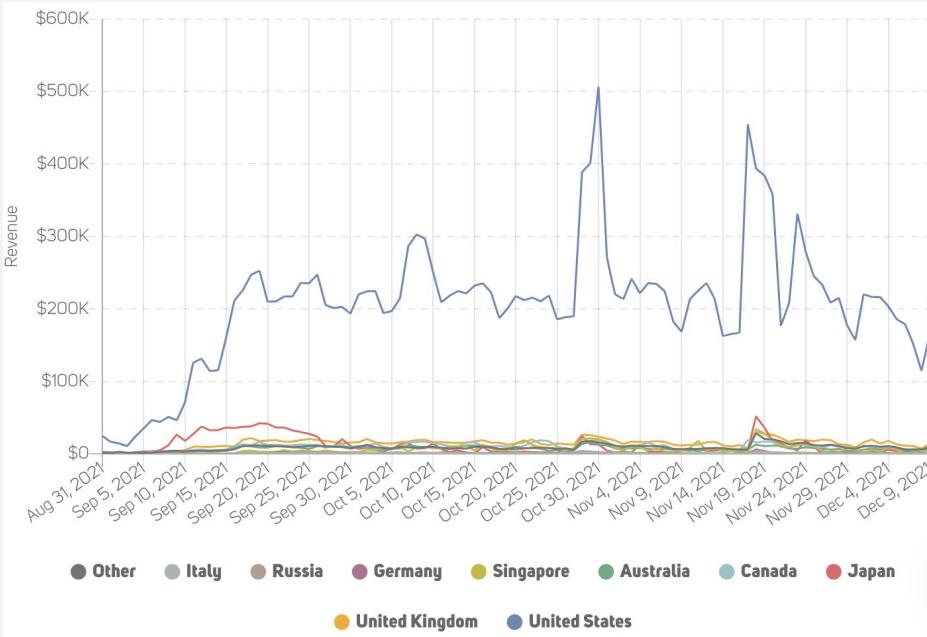
- Early September saw an initial ~6x revenue spike.
- Late September saw another spike to a total ~12x gains.
- Nov/Dec spikes are noteworthy but weren't sustained.



\* Daily Revenue chart data by country taken from GameRefinery from 12/8/2021

# Event Highlights

- **September**
  - New Server & Cookies
  - JP Voice Over + ENG Voice Over Trailer
  - Sonic Crossover Event
- **October**
  - ENG Voice Over release
  - Release of cosmetics
- **November**
  - New Cookies
- Before we analyze the events, let's look at how the game works. [Click here to skip to the event analysis.](#)



\* Daily Revenue chart data by country taken from GameRefinery from 12/8/2021

## 02

### Gameplay

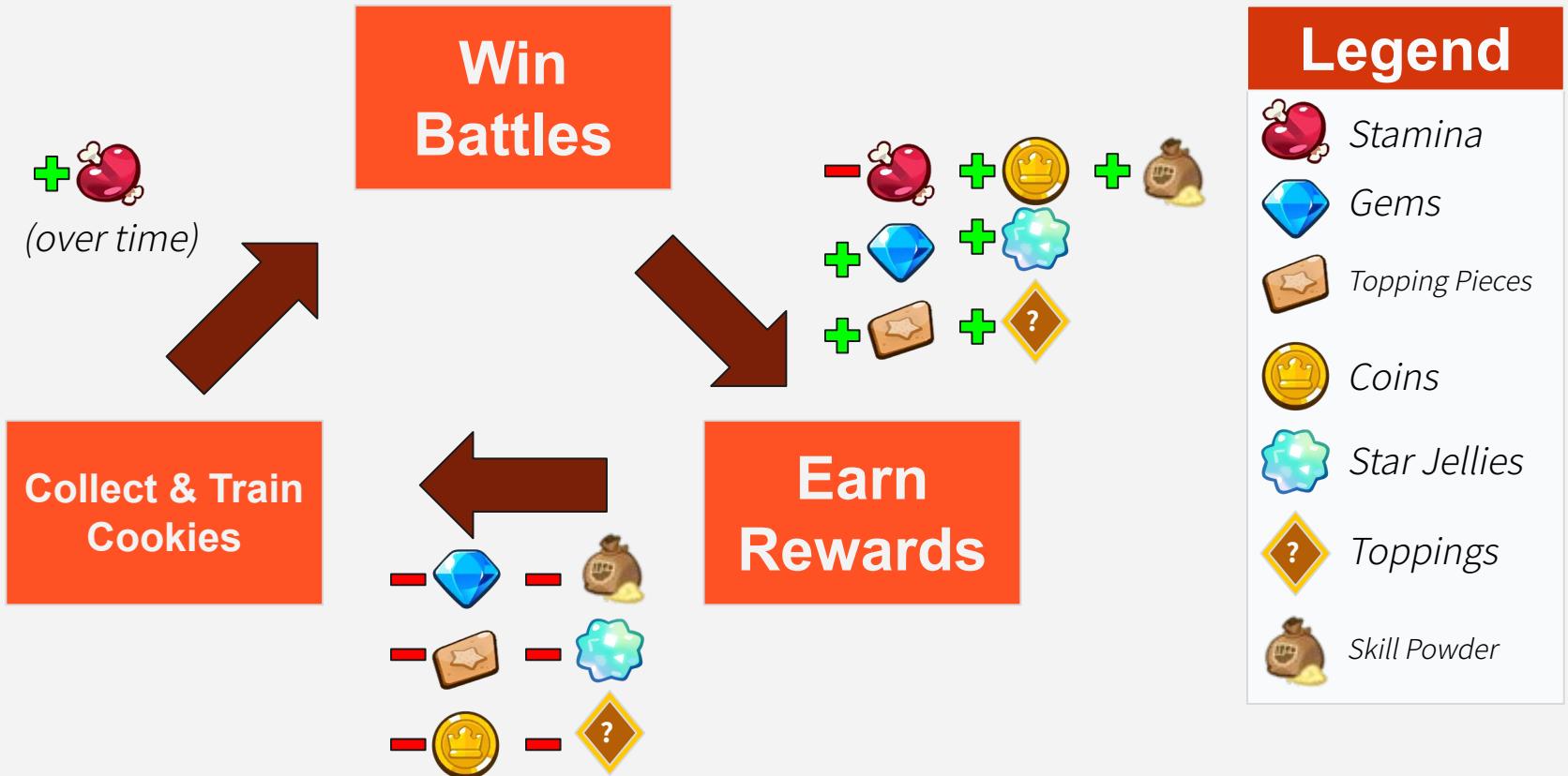


# The Basics

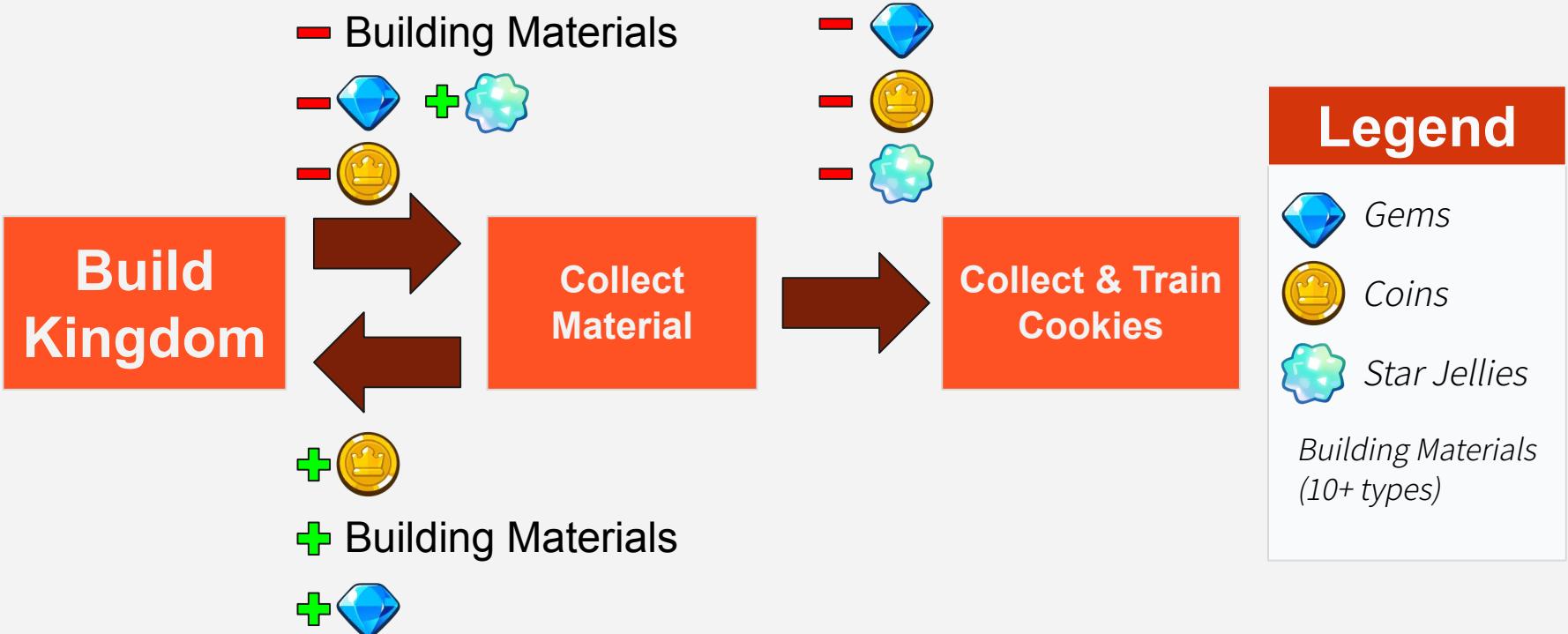
- Cookie Run: Kingdom is a hero-collection, RPG autobattler, and city builder.
- Players assemble and train a team of Cookies, strategically defeat a myriad of different enemies, and build their unique kingdom.



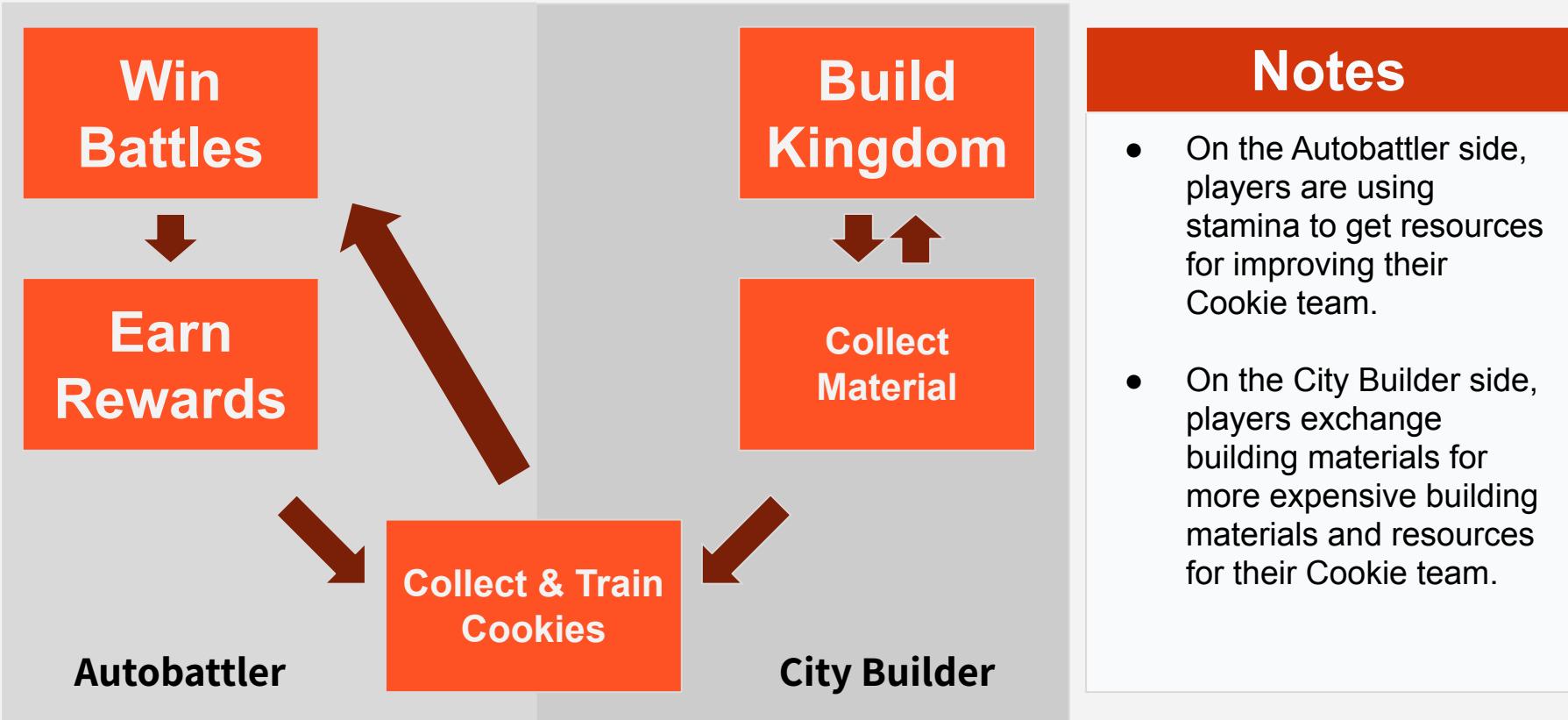
# Game Loops: The AutoBattler



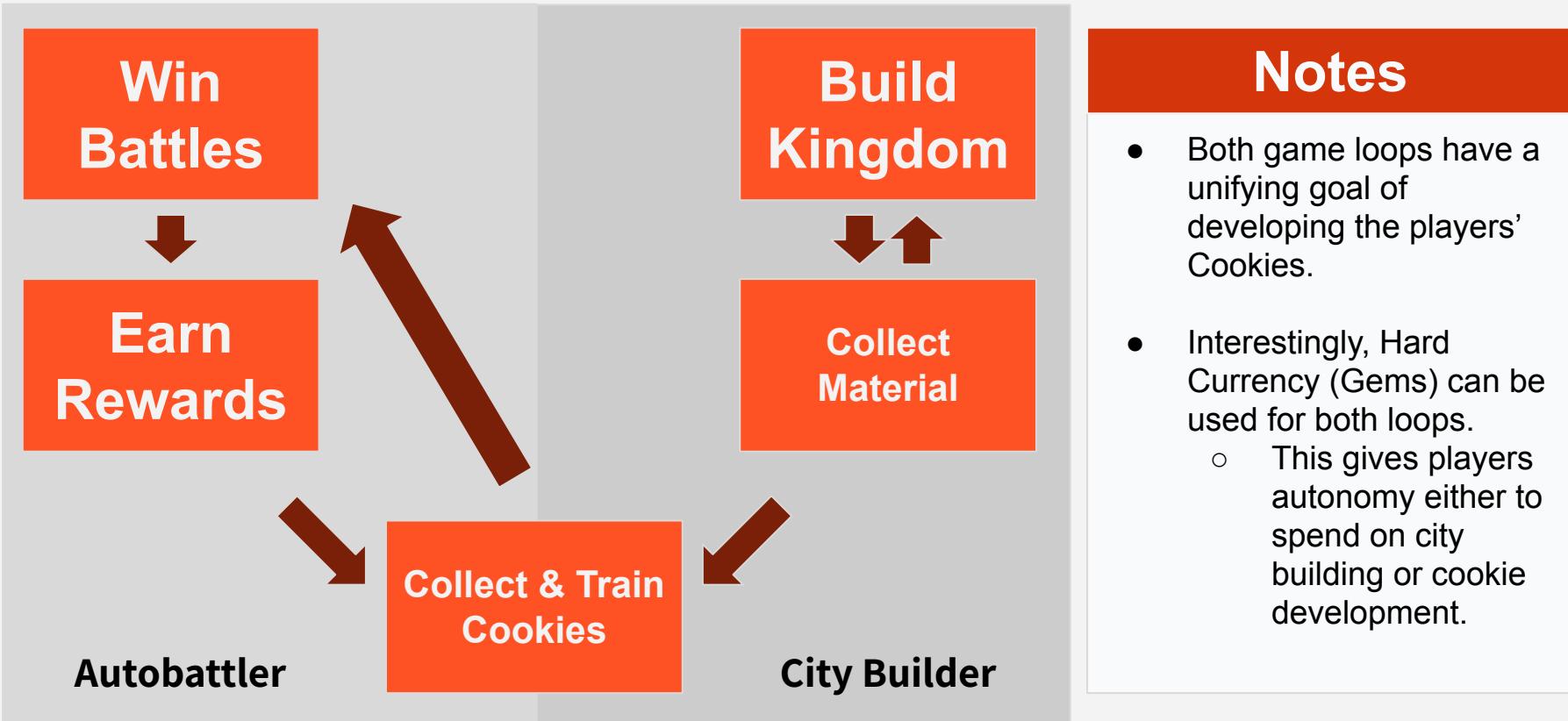
# Game Loops: City Building (Simplified)



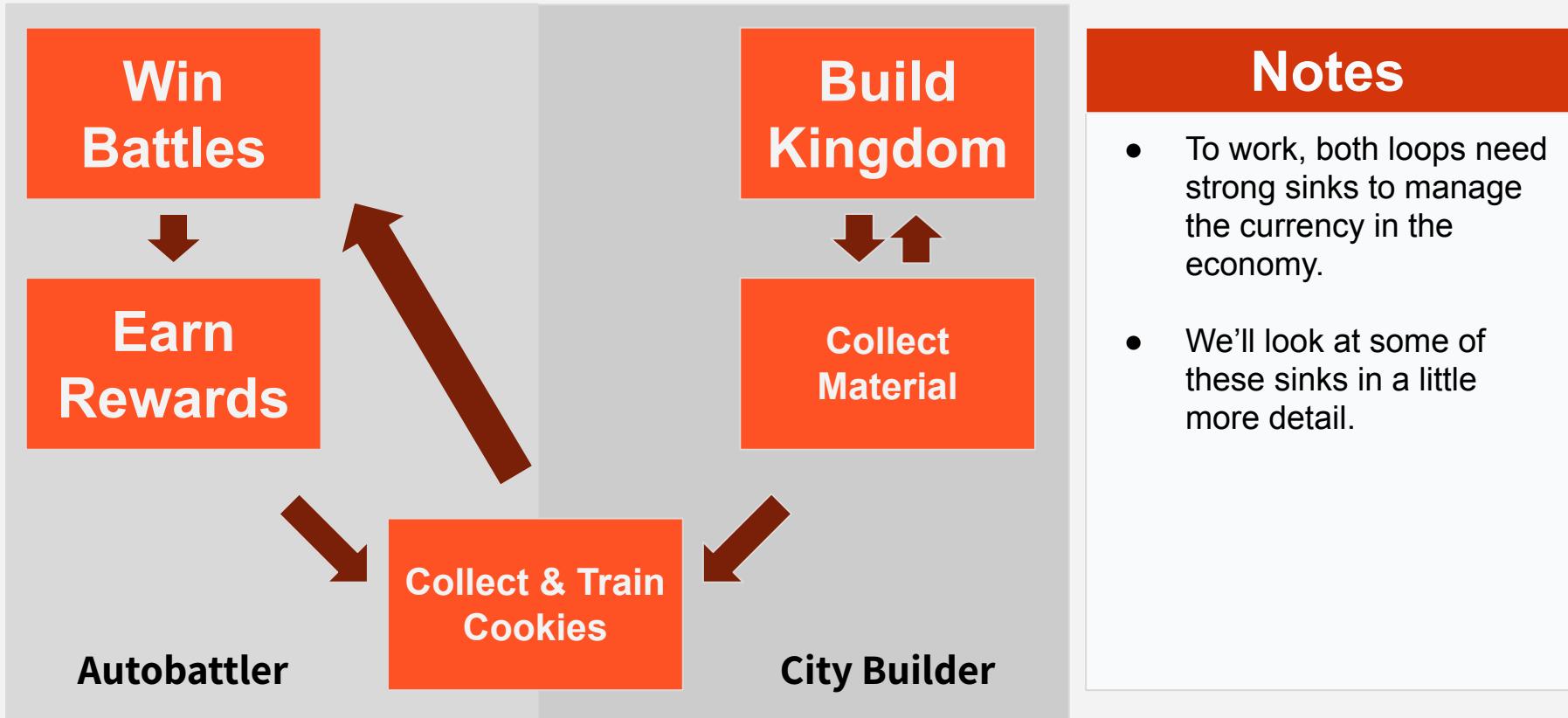
# Game Loops: Putting It All Together (1 of 3)



# Game Loops: Putting It All Together (2 of 3)



# Game Loops: Putting It All Together (3 of 3)



# Features in the Loop: Sinks w/ Purpose (1 of 3)

## Balloon Dock

Extra Stamina



Strengthen Cookies



## Purpose

- Takes Stamina and gives primarily rare power-ups ([Toppings](#)) for your Cookie team.

## Tree of Wishes

— Building Materials

Building Materials



Special Building Materials



Coins + Special Building Upgrades

## Purpose

- Largest provider of Coins in **CRK**.
- Is a secondary source of Special Building Materials ([Rarities](#)).

# Features in the Loop: Sinks w/ Purpose (2 of 3)

## Train Station

— Building Materials

Building Materials



+ Special Building Materials



Strengthen Cookies +  
Special Building Upgrades

## Trade Harbor

— Building Materials

Building Materials



Rainbow Pearls

+ Special Expedition Materials



Legendary Cookies +  
Strengthen Cookies

## Purpose

- Primary provider of Rarities for upgrading the Cookie Castle and Landmark Buildings.
- Is a secondary source of Gems.

## Purpose

- Expedition Materials ([Rarities](#)) increase income for upgrading Cookies.
- Pearls are used to get Legendaries.

# Features in the Loop: Sinks w/ Purpose (3 of 3)

## SUMMARY

- Stamina + Building Materials commonly become inflated in similar games; however, the aforementioned features control those resources and exchange them for meaningful returns.
- Both Train Station and Tree of Wishes use excess resources to build Landmark Buildings that in turn provide buffs for player's Cookies during battles.
- Additionally, Trade Harbor provides Expedition Material, which, at the end of the day, increases a player's income of Cookie Levelling EXP.
- Ultimately, each of the previously highlighted features contribute towards the ultimate goal of improving the player's team of Cookies.

# 03

## Analysis



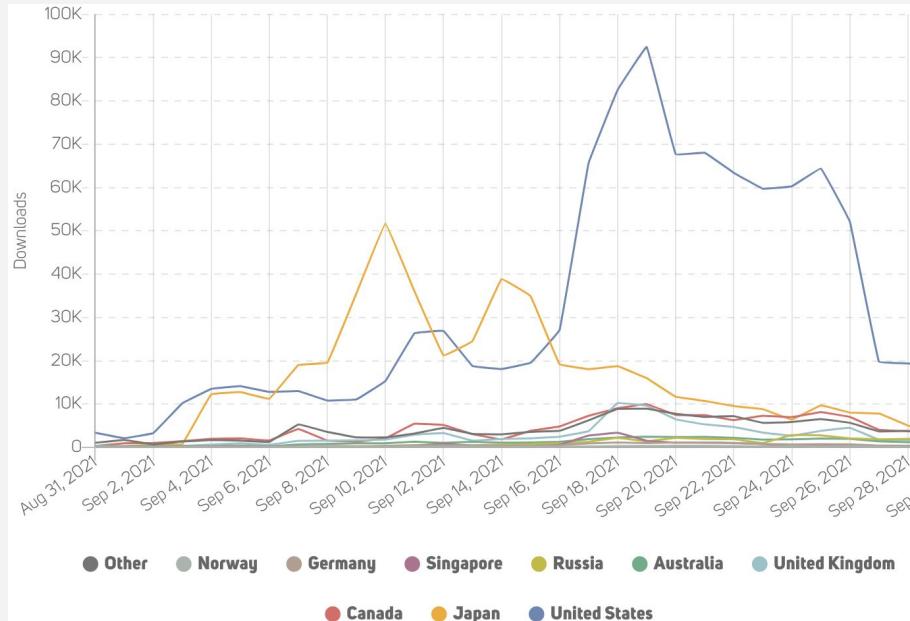
# September Spikes (Downloads)

## Sept 2nd Patch (Overview)

- New Server
- New Ancient and Epic Cookies
- New JP Voice Pack
- English Voice Pack Trailer

## Sept 17th Patch (Overview)

- Sonic/Tails Crossover Event
- New Epic Cookie
- CRK hits #1 in Japan Market.



\*Daily Downloads chart from Game Refinery for the period Aug 31, 2021 - Sept 30, 2021.

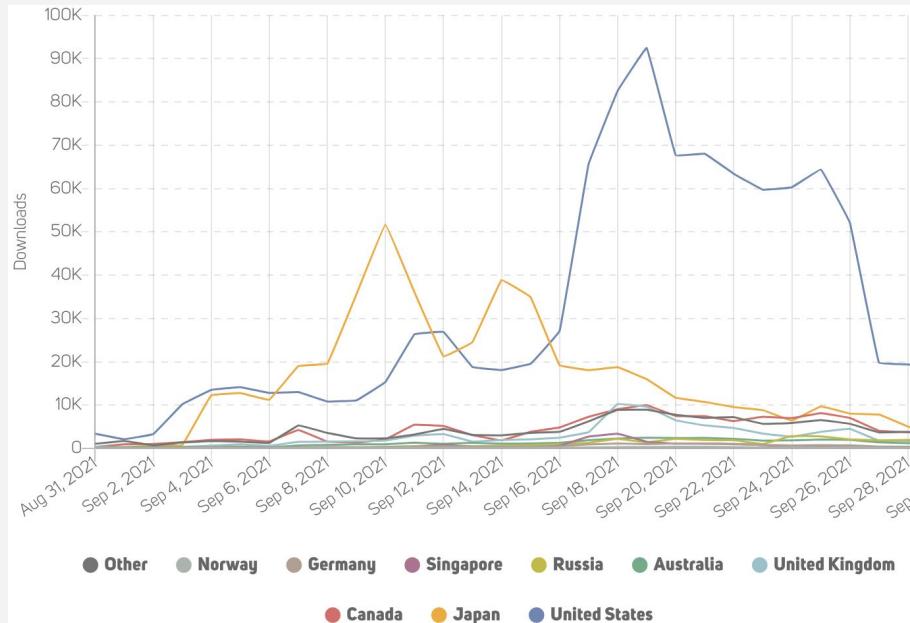
# September Spikes (Downloads)

## Sept 2nd Patch (Notes)

- New Server attracts both old and new players as everyone starts at 0.
- ENG Voice Pack trailer likely attracted new crowds as the JP Voice Pack clearly influenced the JP market.

## Sept 17th Patch (Notes)

- The Sonic Crossover Event very likely increased interest towards CRK.



\*Daily Downloads chart from Game Refinery for the period Aug 31, 2021 - Sept 30, 2021.

# September Spikes (Advertisement)

## ENG Voice Over Ad

- ~2.5M views on Youtube
- ~40k likes
- ~4k comment
- Features notable voice acting celebrities.
  - Includes talent from Genshin Impact, Adventure Time, etc.
  - Likely brought in portions of their fanbases.



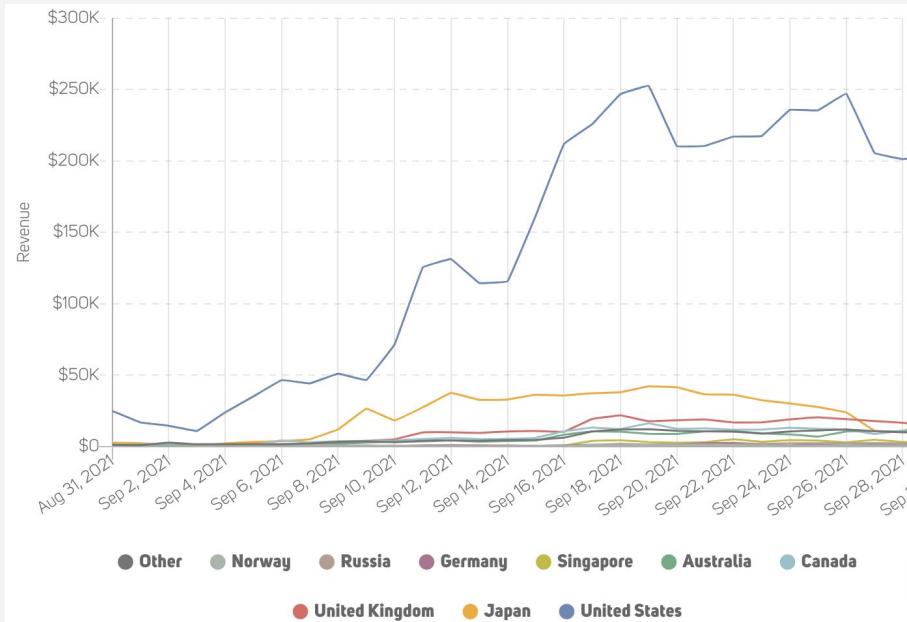
# September Spikes (Revenue)

## Sept 2nd Patch (Notes)

- Revenue tells a similar story.
- The new server and gradual increase in player base led to a steady growth in revenue.

## Sept 17th Patch (Notes)

- Sonic/Tails Crossover Event enabled player spending.



\*Daily Revenue chart from Game Refinery for the period Aug 31, 2021 - Sept 30, 2021.

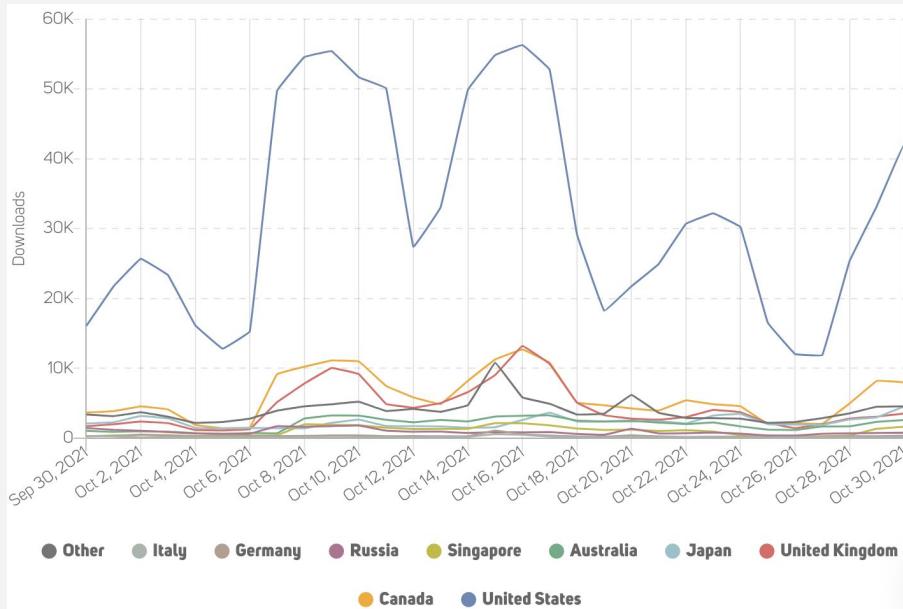
# October Spikes (Downloads)

## Oct 8th Patch (Overview)

- New Game Mode
- New Epic Cookies
- ENG Voice Pack released
- New Ad Campaign

## Oct 28th Patch (Overview)

- Cookie Cosmetics
- New Decor for Cookie Kingdom



\*Daily Downloads chart from Game Refinery for the period Sept 30, 2021 - Oct 31, 2021.

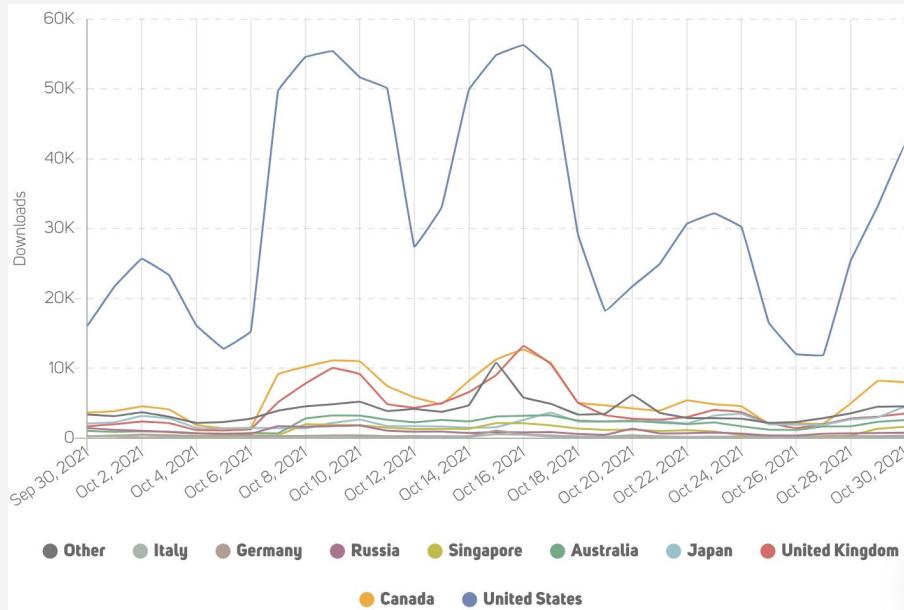
# October Spikes (Downloads)

## Oct 8th Patch (Overview)

- Besides the English Voice Over release, a new advertisement contributed to the download peaks.
- New Cookie releases also contributed; however, they were likely not as pivotal.

## Oct 28th Patch (Overview)

- At the tail end of the month, introducing cosmetics convinced many players to spend.



\*Daily Downloads chart from Game Refinery for the period Sept 30, 2021 - Oct 31, 2021.

# October Spikes (Advertisement)

Old Ad (Dec 2020)



- ~400k views
- No Narration
- 2D Animations
- Targeted more toward children

New Ad (Oct 2021)



- ~11M views
- Uses Narration
- Higher quality (3d)
- Involves real person (targets larger audience)

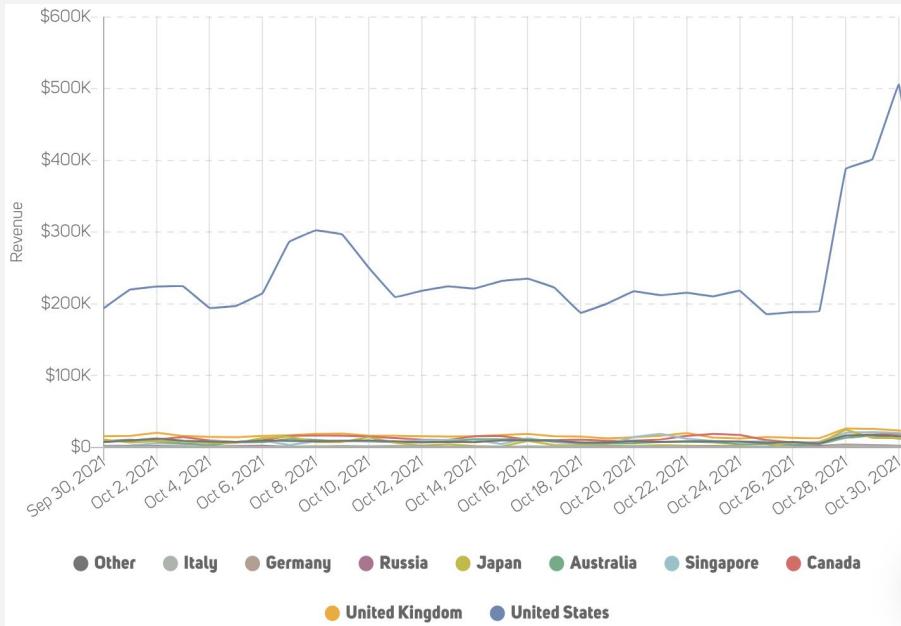
# October Spikes (Revenue)

## Oct 8th Patch (Revenue)

- The new monetization factor at this time was the release of the new Epic Cookies.
- A little peak is formed. Part of it can be attributed to the influx of new players from the new advertisement.

## Oct 28th Patch (Overview)

- The peak at the end of the month is attributed to the introduction of cosmetics.



\*Daily Downloads chart from Game Refinery for the period Sept 30, 2021 - Oct 31, 2021.

# Analysis Summary

- The combination of a new server, advertisements for the game, and regional voice packs reinvigorated both old and new players of CRK.
- The Sonic Crossover Event helped sustain both download and revenue numbers through to the hyped English voice over release.
- The refinement of the story-oriented advertisement further brought attention to the new English voice overs in the game.
  - Both the old and new ads show a clear focus on the game's RPG element and understand that it is the game's main selling point.
  - The devs committed to the motif and broadened the demographic focus with the addition of narration, 3D characters, and a real person in the ad.
- Lastly, like most hero collection games, download/revenue spikes appeared with the release of new Cookies, but generally these spikes were rarely sustained.

# 04

## Future



# Monetization (Cookie Gacha)

## Cookie Gacha (Strength)

- CRK has a hybrid shard system.
  - The Gacha gives both shards and a chance at a Full Cookie.
  - When a Cookie is maxed, the rollover become Mileage Points.
    - Point are used to buy Epic Cookies and levelling items.
  - Hybrid model gives players both instant and delayed gratification.
- Gacha tab includes a “Free Gift” section that gives rewards to bring players to the gacha tab daily.



# Monetization (City Building)

## City Builder (Strength)

- For CRK's city builder, there is low friction to use Hard Currency (Gems).
- 2 ways to use Gems:
  - Speeding up production of buildings/materials.
  - Purchasing materials needed to upgrading a building.
- CRK gives a Gem conversion for the amount of material you are missing, and this low friction is great for getting players to spend Gems.



# Monetization (Store)

## Store (Strength)

- A Reason to Look (1)
  - The store features a free rewards package to bring players to the shop tab daily.
- Subscriptions! (2)
  - Great for keeping players in the game for a certain period of time as they wait for the full payout.

1



2



3



# Monetization (Store)

## Store (Strength)

- **Bundles (3)**
  - Offer many products at a discounted price than if they were sold individually.
  - Includes tags akin to “Limited time only” or “1 per account,” which makes the value of the product seem higher.
  - Are generally under \$20 range to convert new F2P players into spenders.



1



2

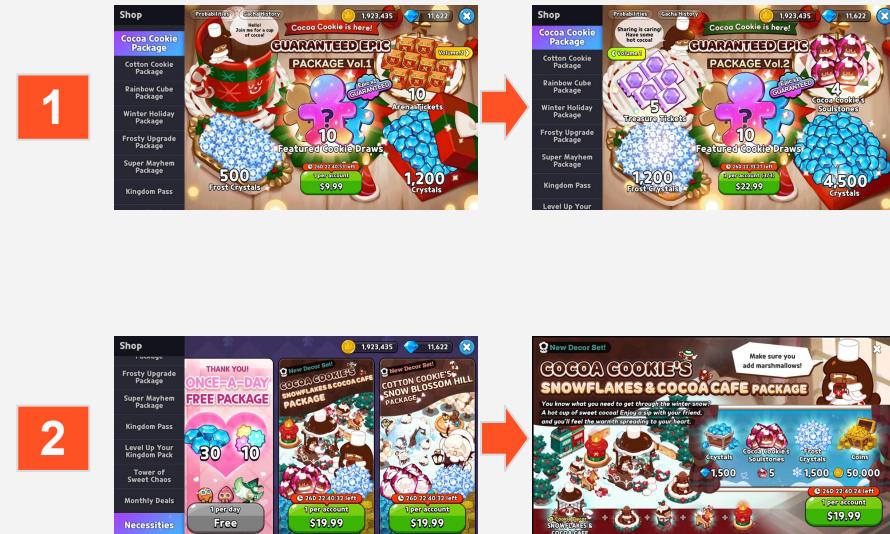


3

# Monetization (Store)

## Store (Weakness)

- Organization
  - Recent Cocoa Cookie themed packages are difficult to compare.
  - It's hard to scroll and click into the decor-themed Cocoa package (2) and compare it with the summon-oriented package (1) of a similar price.
  - There'd be less friction for players to decide on what to purchase if the packages were more easily comparable.

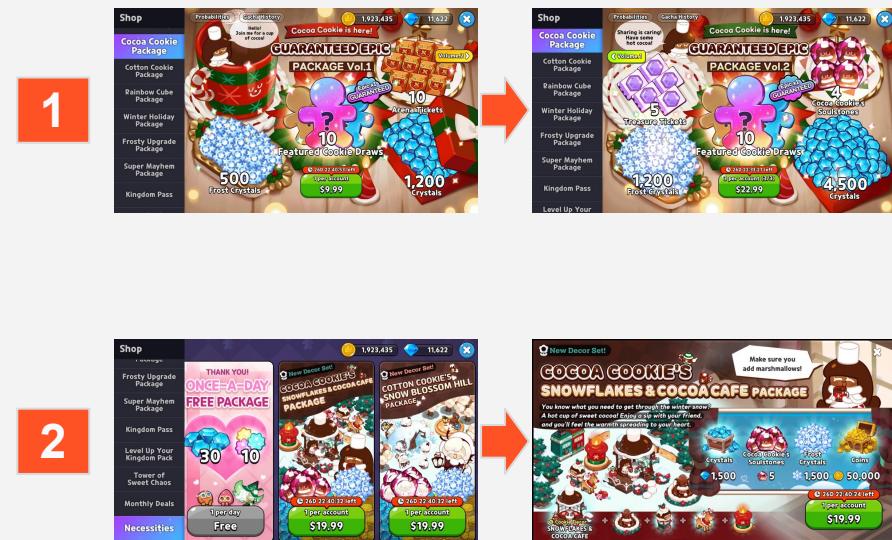


# Monetization (Store)

## Store (Weakness)

- Organization

- If the comparison is easy, players who want summons can easily determine package (1) is the deal for them and vice versa if players want the decor.
- Additionally, in the “Necessities” tab (2), only 3 packages are viewable at a time.
  - There are 12 more hidden options in the tab, which means it’s hard to window shop through the store.



# Monetization (Store)

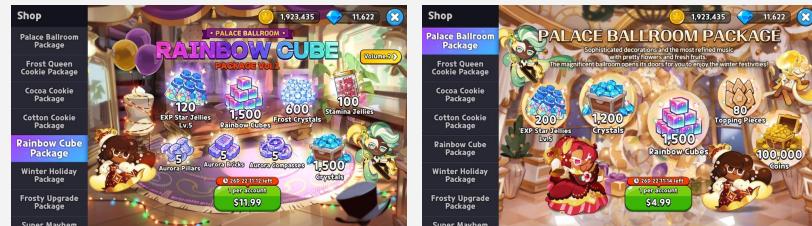
## Store (Weakness)

- **Package Cohesiveness**
  - CRK's theming for store packages feels inconsistent.
  - The Frosty Upgrade Package (1) has a clear goal.
    - If you get the Legendary, here are all the resources to level it up quickly.
    - Created specifically for players who desire the Legendary.

1



2



# Monetization (Store)

## Store (Weakness)

- **Package Cohesiveness**

- The Rainbow Cube packages contain 5 rolls of potentially different skins and the rest is level up material.
- The package's name appears to target players who want cosmetics.
- The actual items offered don't support its monicker, making the package feel misleading.
  - Both packages give close to if not more rolls for Cookies than for the cosmetic skins.

1



2



# Monetization (Rainbow Cubes)

## Rainbow Cubes (Weakness)

- **Rainbow Cubes**
  - Currency to purchase cosmetics via gacha.
  - Spending for cosmetics often doesn't happen until players like the game or a certain character.
  - A gacha layer between players and their desired skin creates friction for players to convert to first time spenders.



# Monetization (Rainbow Cubes)

## Rainbow Cubes (Weakness)

- **Rainbow Cubes**

- The Cookie gacha system works because multiple Cookies are viable to complete the story levels.
- A Costume gacha is less effective because players usually want 1 or 2 cosmetics for particular Cookies at a time.
- Likely bigger spenders will interact with this feature, but it will push away potential first time spenders.



# 05

## Closing Remarks



# Closing Remarks

- **CRK** had a strong sequence of feature releases: the new server, the crossover event, multiple successful advertising campaigns, the ENG Voice Pack release, and the release of cosmetics. These all led **CRK** to its recent success.
- **CRK** has a strong dual game loop that is effective in managing its economy and has a strong singular focus of getting player to improve their team of adorable Cookies.
- However, to sustain its success **CRK** can adjust some its monetization methods.

# Closing Remarks

- **The Store**
  - Reducing the number of products and reorganizing packages to make them easily comparable can reduce friction between players and spending.
  - Having packages align more directly with a particular player need/desire will create a more enticing package for players to purchase (Rainbow Cube Packages in particular).
- **Rainbow Cubes**
  - Likely not happening, but considering to make cosmetics directly purchasable in addition to the gacha could entice more first time spenders.

**END**