

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.

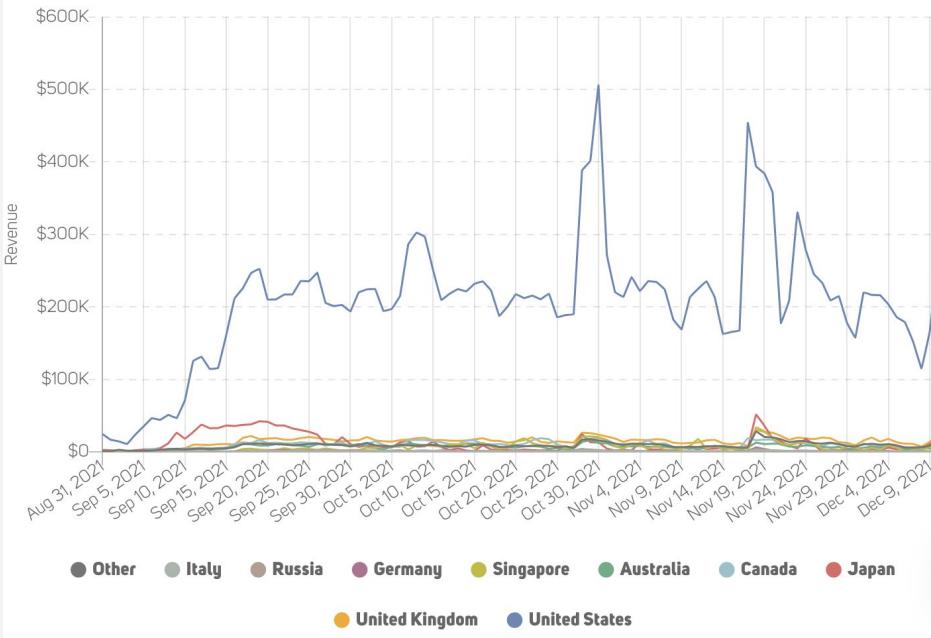
01

Relevance



Revenue Spike

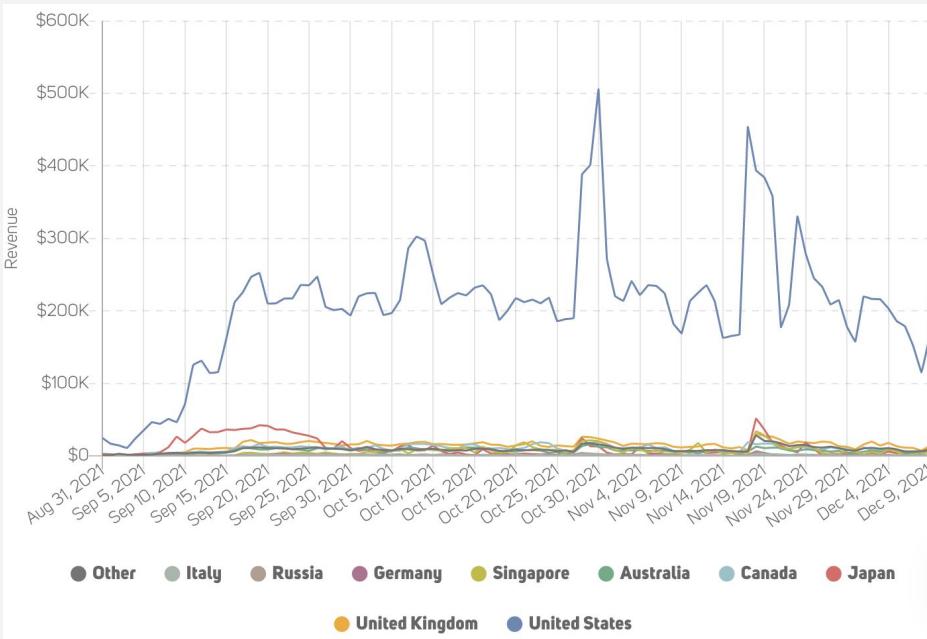
- Early September saw an initial ~6x revenue spike.
- Late September saw another spike to a total ~12x gains.
- Nov/Dec spikes are noteworthy but weren't sustained.



* 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

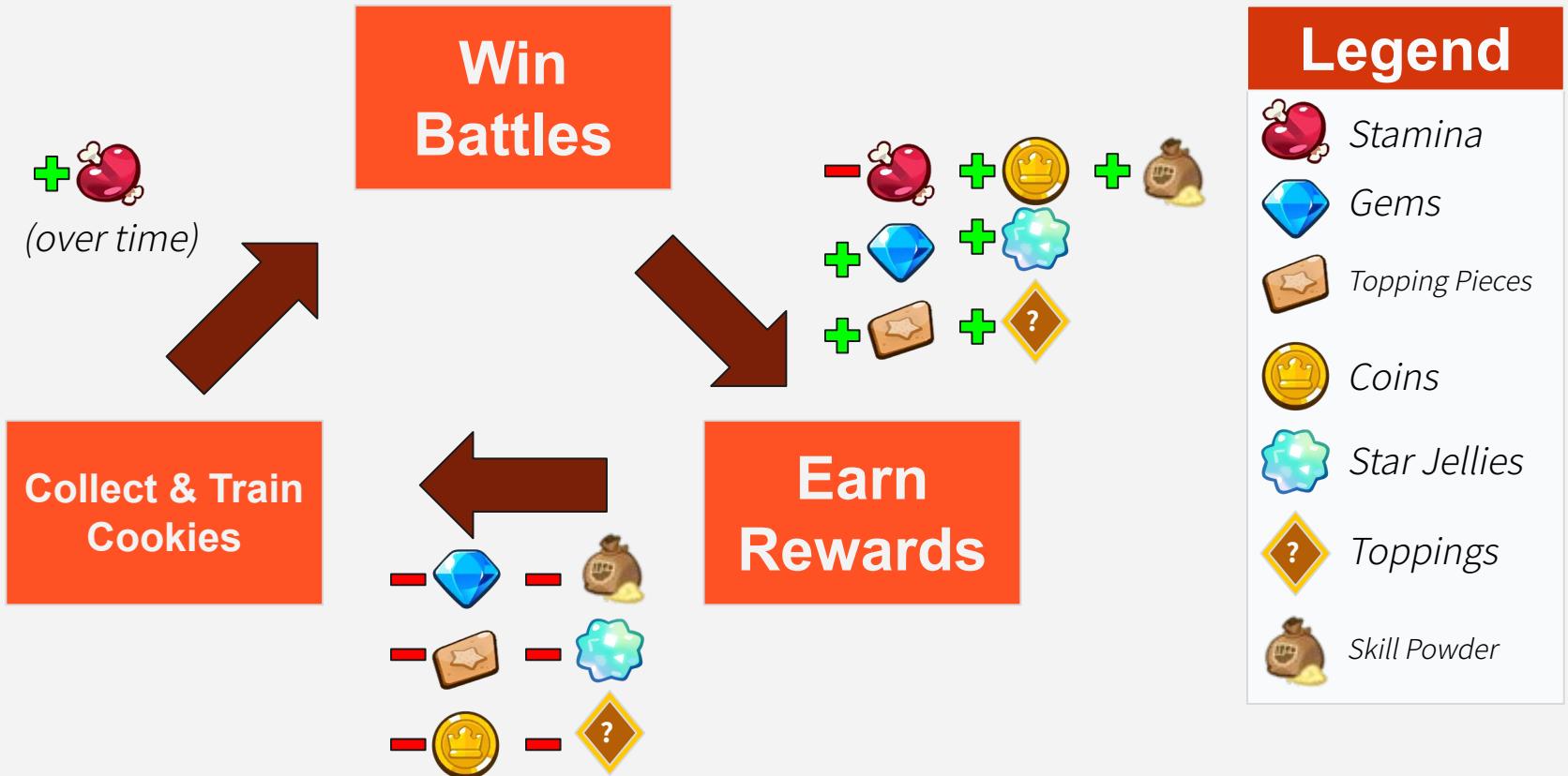


The Basics

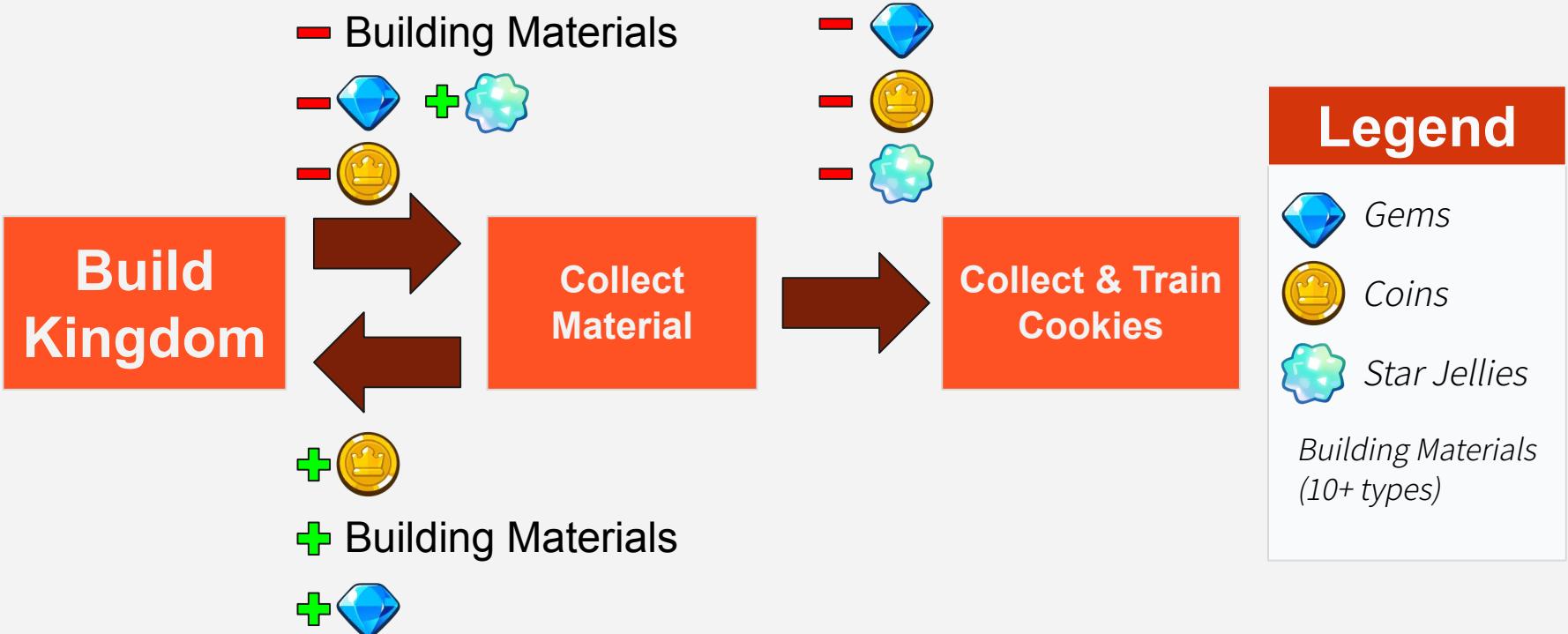
- Cookie Run: Kingdom is a hero-collection, RPG autobattler, and city builder.
- Players assemble and train a team of Cookies, strategically defeat a myriad of different enemies, and build their unique kingdom.



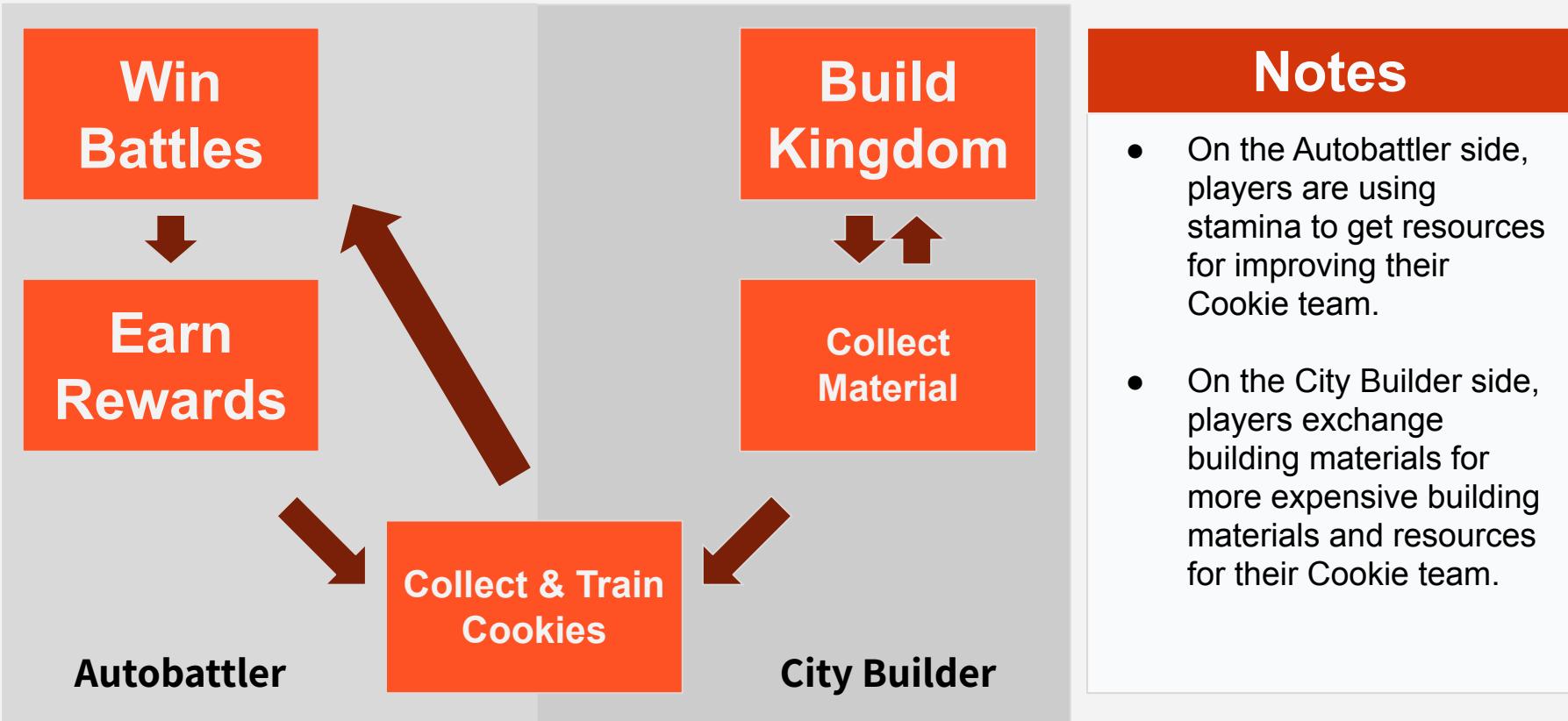
Game Loops: The AutoBattler



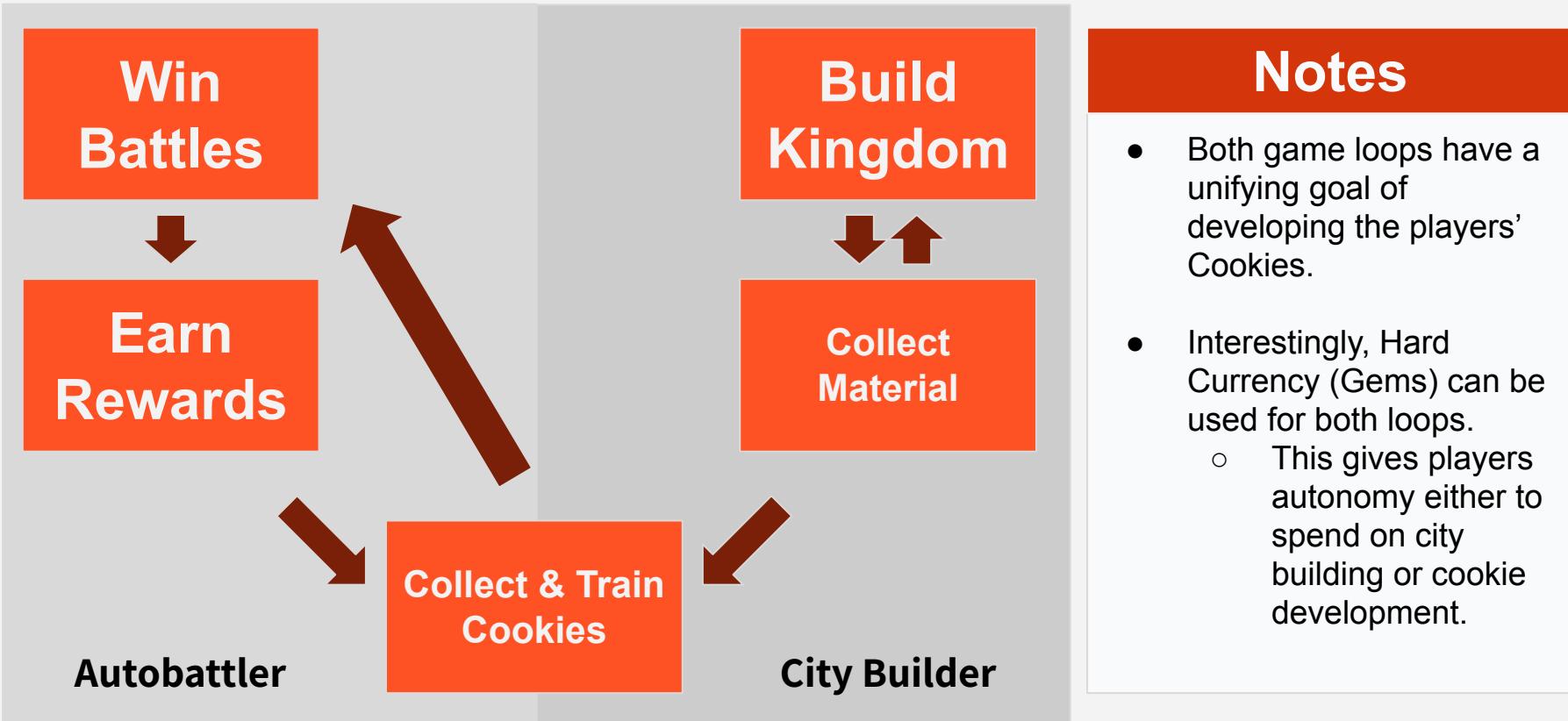
Game Loops: City Building (Simplified)



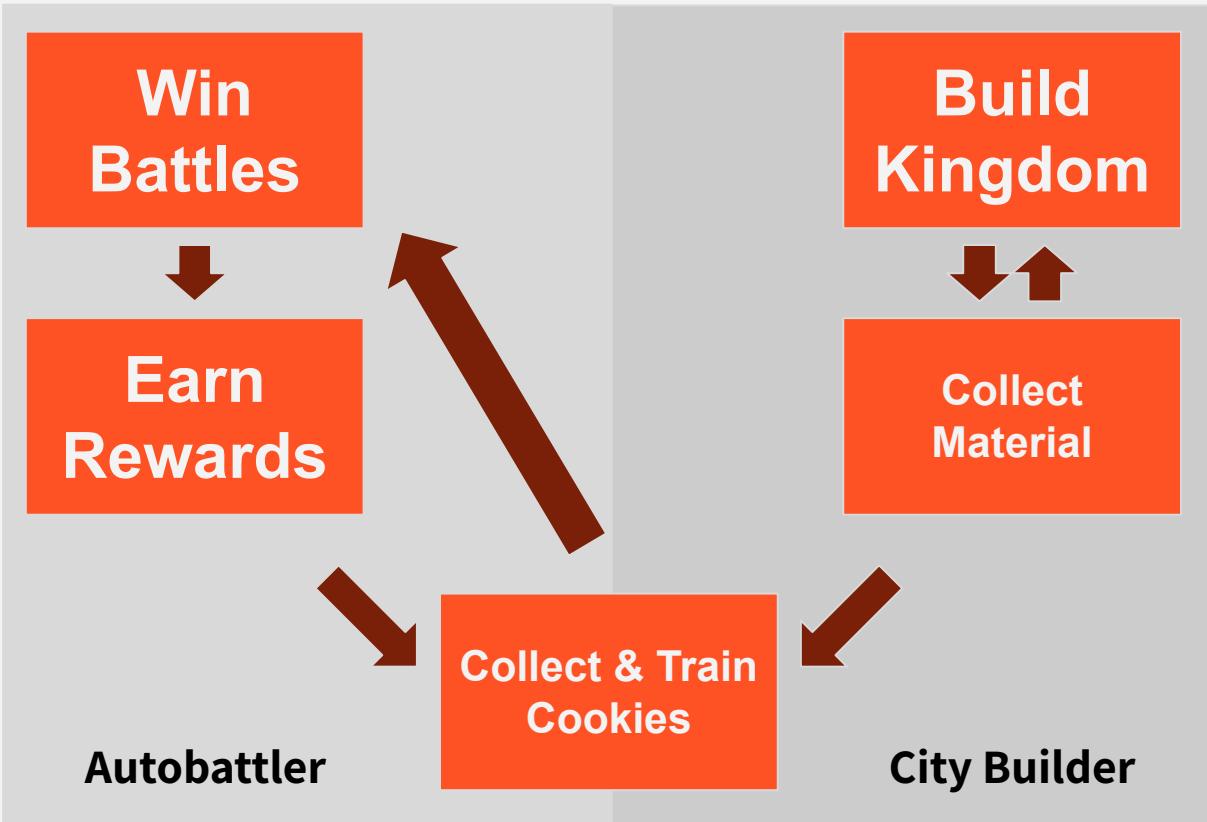
Game Loops: Putting It All Together (1 of 3)



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



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



Notes

- To work, both loops need strong sinks to manage the currency in the economy.
- We'll look at some of these sinks in a little more detail.

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

Balloon Dock

Extra Stamina



Strengthen Cookies

Tree of Wishes

— Building Materials

Building Materials



+

Special Building Materials



Coins + Special Building Upgrades

Purpose

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

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



+ 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



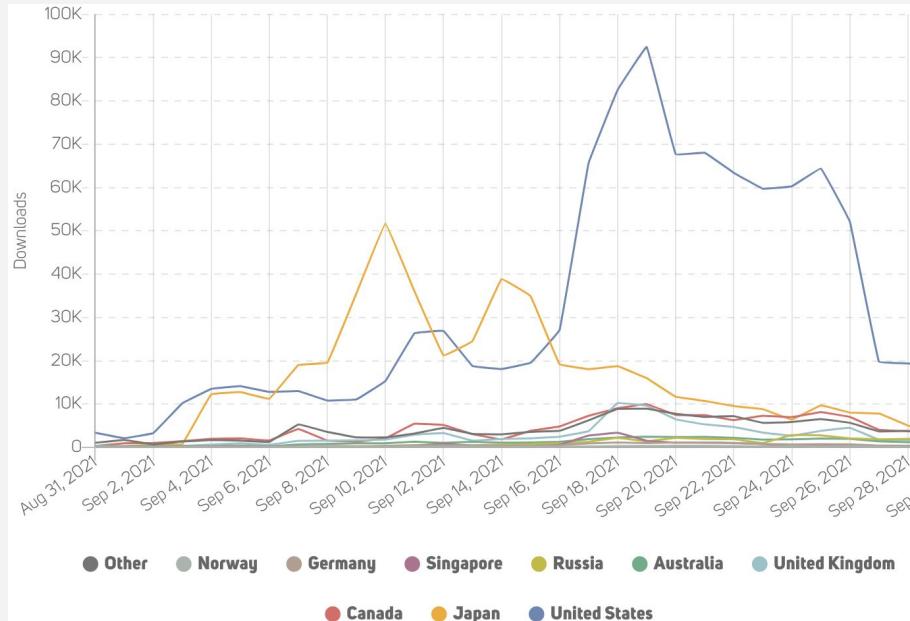
September Spikes (Downloads)

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.

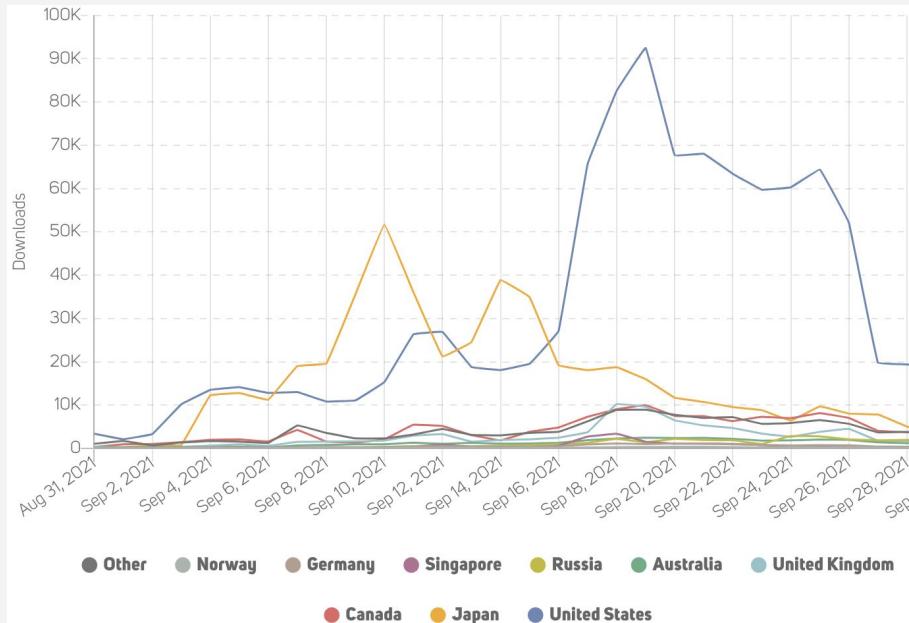
September Spikes (Downloads)

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.



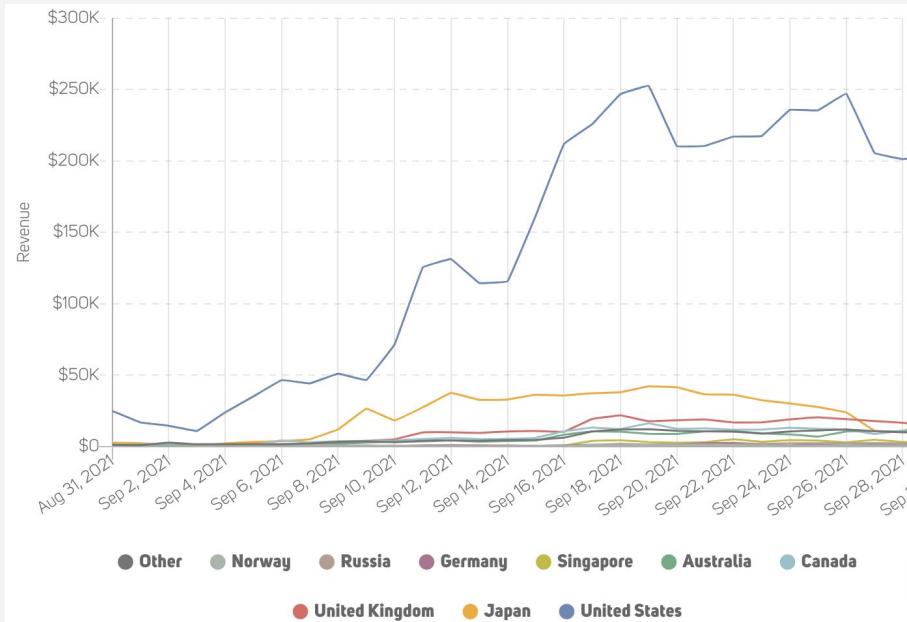
September Spikes (Revenue)

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.

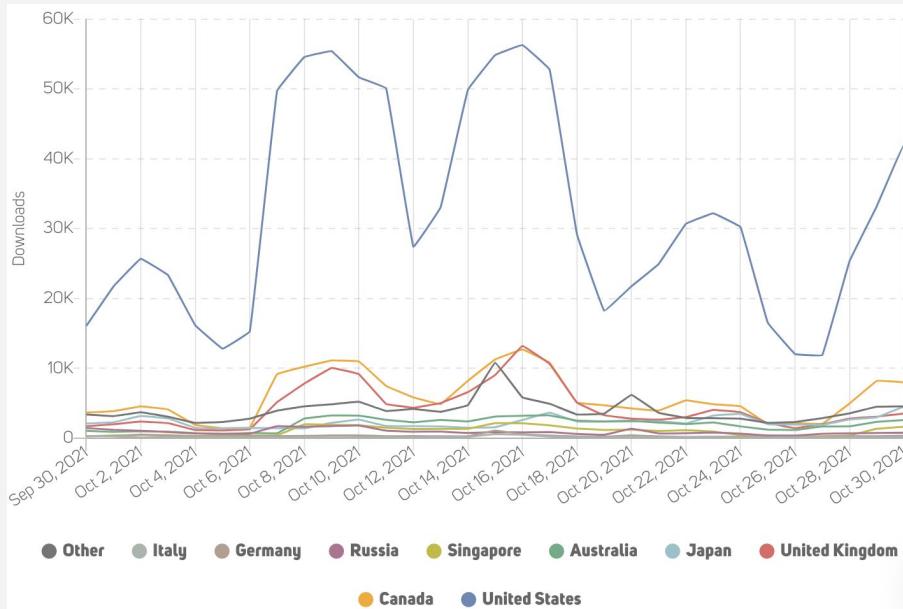
October Spikes (Downloads)

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.

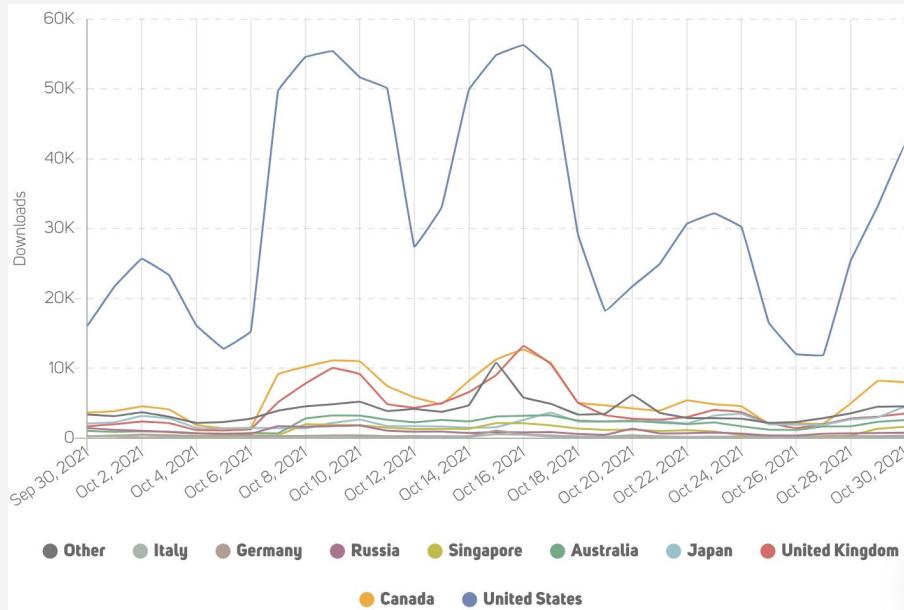
October Spikes (Downloads)

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)

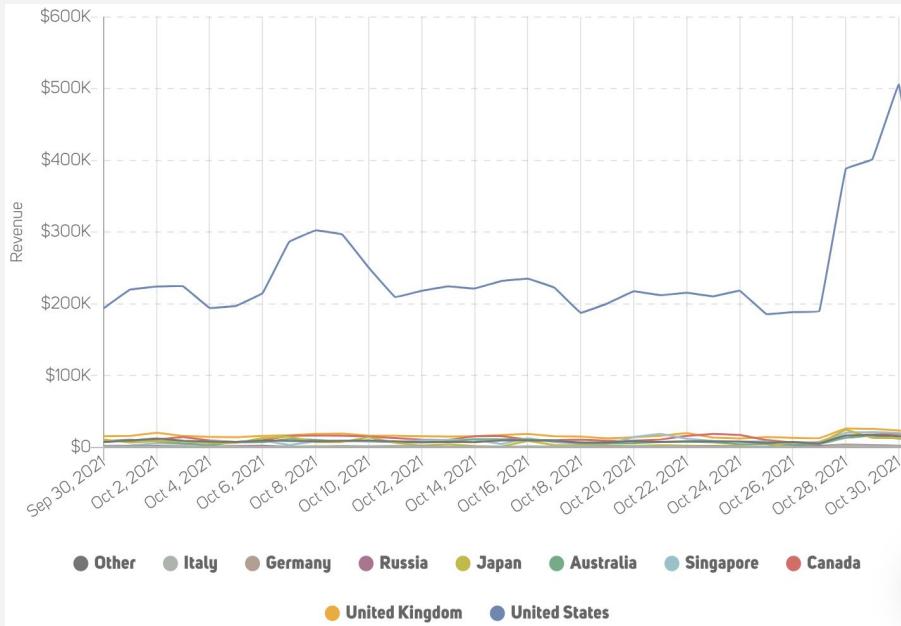
October Spikes (Revenue)

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

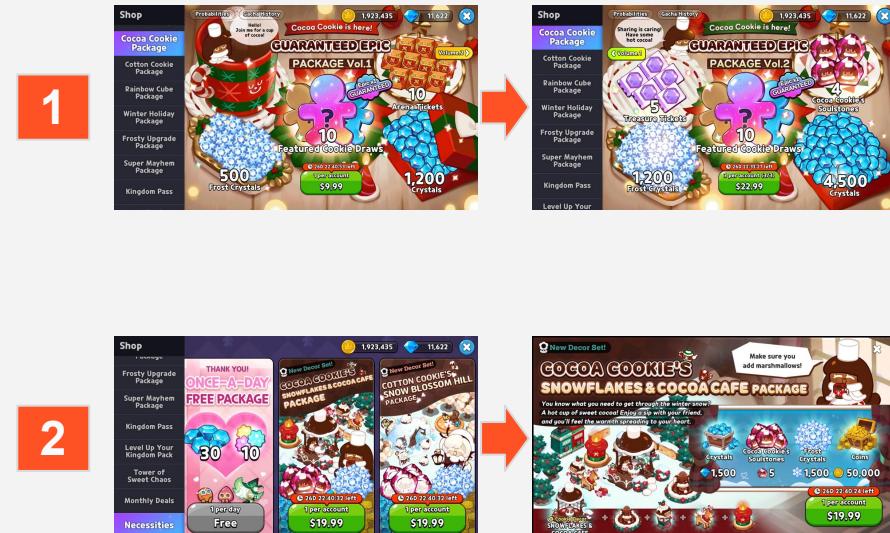


3

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.

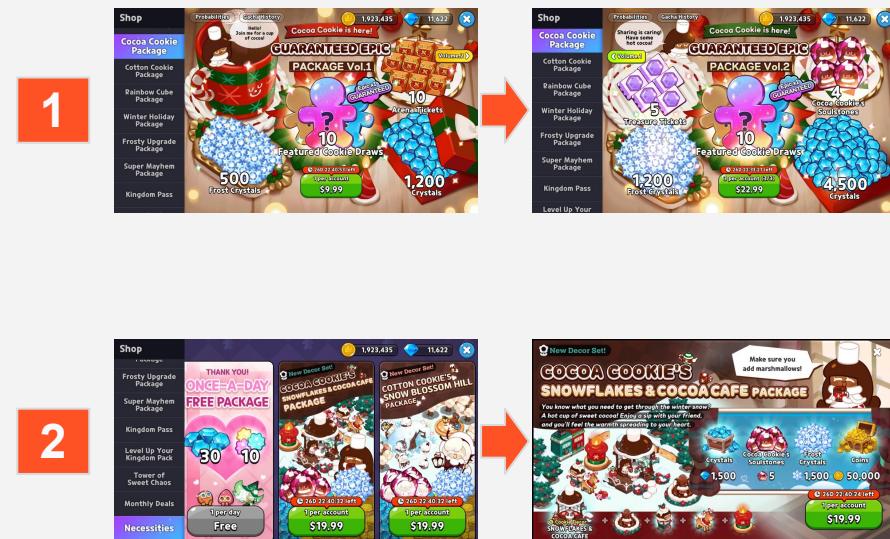


Monetization (Store)

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)

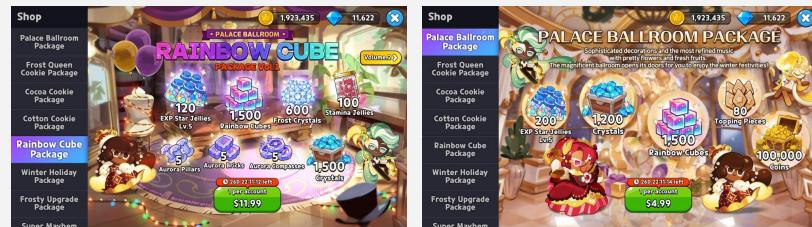
Store (Weakness)

- **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)

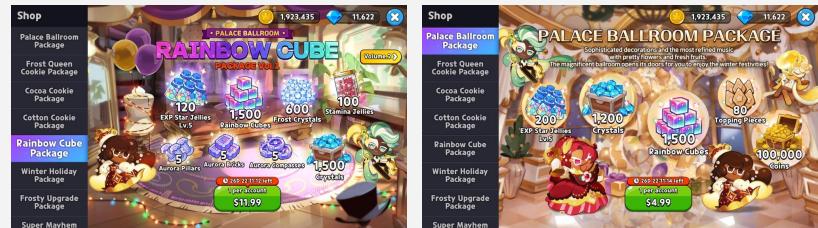
- **Package Cohesiveness**

- 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 could entice more first time spenders.

END