Economies & F2P Design

# Ad Placement

As my game is round based the ideal place for ad would be before a round is played, because if it’s placed afterwards the player’s experience would be interrupted. The player needs time to appreciate their win or loss without an ad intruding or else they’ll lose interest in the game.

There would be ads placed in the in-game store which won’t be out of place as they’re there to spend money.

# Ad Type

* There would be short video ads that can be skipped after an amount of time, played before the round starts.
* Banner ads recommending you pay to remove ads.
* Pop up ads for the in-game store including special offers or any promotional items/packages.
* Optional videos that the player can view for in-game currency.

# In App Purchases

* One-time purchase to remove ads – low enough to turn a free player into a paying player but as high as that can be pushed.
* Packages for different amounts of in-game currency.
* Cosmetics that can be purchased with in-game currency or real money.

# Retention Strategies

## Events

* Consistent events that provide limited-time cosmetics

## Modes

* New limited time modes that rotate every week