





Monetization and UA Strategy Checklist

Planning					
Development Stage	Goal	Objective	Deliverable	Purpose	
Planning	Monetization	Develop your strategy	Determining game type or category	Identifying up front whether your game type is conducive to in-app purchases, ads, or both	
Planning	Monetization	Set your IAP foundation	Currency and Consumable items (if using IAP)	Creating an in-game economy that fosters both purchases and incentive to view ads	
Planning	Monetization	Set your ads foundation	Determining placements and formats for long term optimization	Ensuring ad placements and formats are "future proof" in allowing you to seamlessly add placements after initial launch	
Planning	User Acquisition	Set your brand identity	Determine brand identity, target audience, creative & art concepts, and messaging	Ensure you can craft the right messaging, have the right app store listing, and generate creative and concepts that your target audience will respond to.	
Planning	User Acquisition	Develop your strategy	Determine objectives and key performance indicators and set which marketing channels to get your message across	Set objectives and how you will track success. Evaluate the available channels where you can get your message across, resources needed, and measurement to ensure you can monitor the effectiveness of your marketing spend.	

Implementing					
Development Stage	Goal	Objective	Deliverable	Purpose	
Implementing	Monetization	Set your native revenue generation	Monetization trigger points native to game design	Ensuring revenue generation comes at minimal disruption to gameplay	
Implementing	Monetization	Set your ads integration	Determine initial partner(s) to integrate ad capabilities	Knowing which 1-3 partners to start with in order to factor into your development resourcing	
Implementing	User Acquisition	Determine and develop your creative	Ad formats you will use in your paid user acquisition campaigns	Determine the creative you want to run, such as video ads or playable ads and create a few different variations of concepts at varying lengths	
Implementing	User Acquisition	Add attribution	Set up third party attribution	Properly attribute where installs come from and to holistically understand all your paid user acquisition efforts.	
Implementing	User Acquisition	Target your players	Determine how to reach your target audience	Start with broader campaigns and limited targeting tactics so you can collect data and learn how to refine your targeting strategy.	

Measuring					
Development Stage	Goal	Objective	Deliverable	Purpose	
Measuring	Monetization	Track KPIs	Ensure key metrics that drive decisioning are implemented before launch	Creating optimal visibility to act quickly based on how users play your game and how they drive revenue for you	
Measuring	Monetization	Build your dashboards	Simple visualization of key metrics which can be monitored daily	Ability to drill down into previously determined key metrics by various date ranges or segments with minimal effort	
Measuring	User Acquisition	Determine payback period and other key metrics	Ensure key metrics that drive decisioning are implemented before launch and utilized to understand campaign performance	Figure out what your game's specific payback period is going to be – how long it takes to recoup your spend? Depending on how long it is, use that time to let your data mature before making major changes.	
Measuring	User Acquisition	Analyze both the quality and scale of your installs	Hone into specific metrics that indicate quality and scale	Metrics like CVR will help you analyze and tweak strategies for scale, while metrics like ROAS and retention will help measure quality	

Iterating					
Development Stage	Goal	Objective	Deliverable	Purpose	
Iterating	Monetization	Set your ads optimization	Test new ad placements	Determine the value (or detriment) to adding a single new ad placement at a specific juncture in your game	
Iterating	Monetization	Set your player lifetime value	Optimize for revenue and player satisfaction	Leverage deeper analytics to maximize revenue at little to no detriment to player retention and engagement	
Iterating	User Acquisition	Optimize your campaigns	Once you have analyzed performance, make necessary changes to your campaigns	Have a testing mindset and be willing to try out different approaches to figure out what works best for your game.	
Iterating	User Acquisition	Use more advanced tools	Seek advanced tools such as better reporting and targeting with your various marketing channels	After you have enough data and optimization learnings from a RON or basic targeting strategy, additional tools can help you become more efficient and focus on post-install metrics.	