

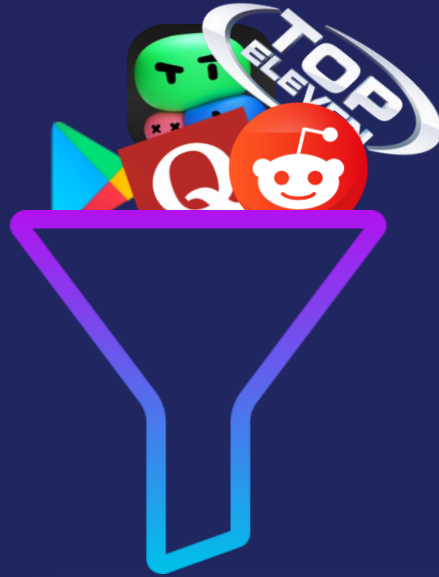
TOP ELEVEN REVENUE BOOST

Nordeus Product Management Trainee Challenge

ABSTRACT



ANALYSIS – Social platforms



**Mostly
worthless
offers**

Pay2Win

**Season pass and
special offers are
worth money**

**Too much money needed
for top performance**

ANALYSIS – Interviews

Interviews that were taken are summarized in two customer personas:



Tamara said the most frustrating thing is how many tokens you need to buy a good player. Tokens are so hard to gather and expensive in the shop. She said there is never enough rest and medical tokens. She has never bought anything in the shop, but she would if there were offers up to \$6 with reasonable value.



Milan said that he has been playing Top Eleven for a long time but never consistently because the game becomes pay-to-win after that. He finds the resource management frustrating. He has purchased tokens in the past but felt that other offers were not attractive or worthwhile. Recently, he noticed the addition of a Premium Sponsor, which he thinks is a good feature as it provides tokens, high-star free players, and other benefits. However, he believes purchasing resources directly is unnecessary and unappealing, assuming most players avoid doing so.

ANALYSIS – Player segmentation

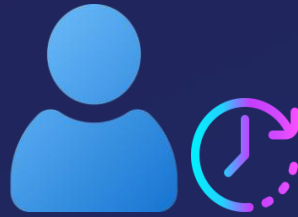


Plays actively

Never spends money in game

Engaged but frustrated with P2W mechanics

Loves when gets paid stuff for free



Plays 20min/day (due lack of motivation)

Willing to spend for a good value

Engaged during events, otherwise just maintaining

Frustrated with P2W mechanics



Plays actively

Willing to spend, want to invest in game

Maintaining status and great performance

Most engaged during events

IMPROVEMENT AREAS

**Token
accessibility
and pricing**

**Perceived
value of shop
offers**

**Engagement
Longevity**

RELEVANT GOOD PRACTICES

Grind&Earn

Buy hard currency, complete objective and earn bonus

Boosts engagement and collect revenue



Mystery box

PUBG mobile earned \$2.7 billion, with loot boxes playing a substantial role

Mystery boxes are responsible for 96% in-game revenue of Japanese puzzle game



First purchase promo

Lowers barrier for non-buyers to purchase and gets use to spending money in game.

Boosts engagement through need to justify the purchase



IMPLEMENTATION – GRIND&EARN

OFFER: **100 TOKENS** + **BONUS**(up to **50T** if objective is completed)

OBJECTIVE: Win 8/10 matches in ranked mode

CHECKPOINTS: Win 5 in a row and win **10/50T** bonus

PRICE: 15\$

TIMING: Limited offer (Expire in 4 days)



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IMPLEMENTATION – MYSTERY ELEVEN

1. Limited Jersey (piece 1/5)
2. Limited Club Badge (piece 1/5)
3. Celebration
4. Tokens (5–10)
5. Cash (200k–1m)
6. Rests (10–20)
7. Morale Boost (10–20)
8. Medication (5–15)
9. Temporary Drill (Common)
10. PowerUp (Common)
11. Player PowerUp (0–5%)

STANDARD ELEVEN
\$5

1. Limited Jersey (piece 1/5)
2. Limited Club Badge (piece 1/5)
3. Player
4. Tokens (10–20)
5. Cash (2m–5m)
6. Rests (20–50)
7. Morale Boost (20–50)
8. Medication (15–30)
9. Temporary Drill (Premium)
10. PowerUp (Premium)
11. Player PowerUp (5–10%)

TOP ELEVEN
\$10

IMPLEMENTATION – MYSTERY ELEVEN

RULES:

1. 5 limited edition Jerseys could be completed
2. Every jersey is made of 5 pieces
3. One box contain one jersey and one badge piece
4. Every piece has equal chance to be in every box
5. Same rules are applied to limited badges
6. Every box contains 11 different items

MYSTERY ELEVEN

Eleven standard or premium rewards

FROM

RSD 550



Limited Jersey piece (only in packs)
Limited Badge piece (only in packs)
and 9 more rewards!

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IMPLEMENTATION – FIRST PURCHASE SALE

Big discount for those who have never purchased anything in shop before.

Telling explicitly that offer is for first purchase (expiration time) to boost FOMO. Periodically repeating offer.

Trying to boost acquisition and conversion rate.

MONTHLY CARD
Get 10  now and 3  for every daily login in the next 30 days!

RSD 149 ~~RSD 710~~

FIRST PURCHASE SALE
🕒 Ends in: 2d 15h

TOP ELEVEN™


UP TO 100

EFFECTS – ASSUMPTIONS AND ESTIMATIONS

Monthly revenue: \$1 500 000 *

GOAL: 1 650 000\$

DAU: 4.5m in May 2013 -> 1m in 2024 **

MAU: DAU/30% = 3 300 000

Active monthly payers (AMP): MAU*2% = 66 000

10% * AMP generate 45% of revenue -> 6 600 generate \$675 000 ***

*[Top Eleven Be a Soccer Manager - Overview](#)

**[Top Eleven Reaches 11 Million Monthly Users! | Nordeus](#)

***[What Is Gaming Product Management Like by fmr EA Product Manager \(Time stamp - 7:34\)](#)

EFFECTS – EARN&GRIND

Revenue from the feature = Number of purchases * price

13 200 (AMP*20%) * \$15 (price) = \$198 000

2 700 (AMP*80%)*0.05(conversion rate for AMP) * \$15 (price) = \$40 500

6 500 (MAU*0.02%) * \$15 (price) = \$97 500 //minimal conversion rate for non-spenders

Total offer revenue ~ \$340 000

EFFECTS – MYSTERY ELEVEN

Revenue from the feature = Number of purchases * price

13 200 (AMP*20%) * \$7.5 (avg box price) * 3 (predicted number of purchased boxes per month) = \$297 000

2 700 (AMP*80%)*0.05(conversion rate for AMP) * \$5 (price) = \$13 500

6 500 (MAU*0.02%) * \$5 (price) = \$32 500 //minimal conversion rate for non-spenders

Total offer revenue ~ \$350 000

EFFECTS – FIRST PURCHASE SALE

Revenue from the feature = Number of purchases * price

65 000 (MAU*2%) * \$2 (avg offer price on FP sale) = \$130 000

Total offer revenue ~ \$130 000

EFFECTS – CANNIBALISM

Assumptions:

- **30% cannibalization rate** between **Grind&Earn** and **MysteryEleven**, as they are both attractive to mid- to high-tier spenders.
- **10% cannibalization rate** between **Grind&Earn** and **FPS**, as **FPS** targets a broader audience with lower costs.
- **20% cannibalization rate** between **MysteryEleven** and **FPS**, as they both cater to players who are willing to spend at lower price points but with different appeal.
- **50% cannibalization rate** between **Grind&Earn** and **standard token purchases**. (Let's say that prices of regular tokens and Grind&Earn are similar)

Adjusted revenue:

- **Grind&Earn: \$115 000**
- **Mystery Eleven: \$220 000**
- **First Purchase Sale: \$26 000**

Total adjusted revenue from new offers: \$360 000 (+24%)

METRICS OF SUCCESS – GLOBAL METRICS



DAU & MAU



ARPPU & ARPDAU



Session length



Retention rate



Conversion rate



Whale percentage

METRICS OF SUCCESS – SPECIFIC METRICS

GRIND&EARN



**Number of purchased
G&E promotions**



**Average objective
progress(0-100%)**

MYSTERY 11



**Number of
purchased boxes**



**Number of purchases
for both boxes**

FIRST PURCHASE SALE



**Number of purchased
FPS promotions**



**% of players who
purchased again after FPS**

I hope I will get a chance to present in
front of the **Nordeus** team

