

# Chartboost如何帮助游戏开发者 得到最高的eCPM



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150,000+  
游戏

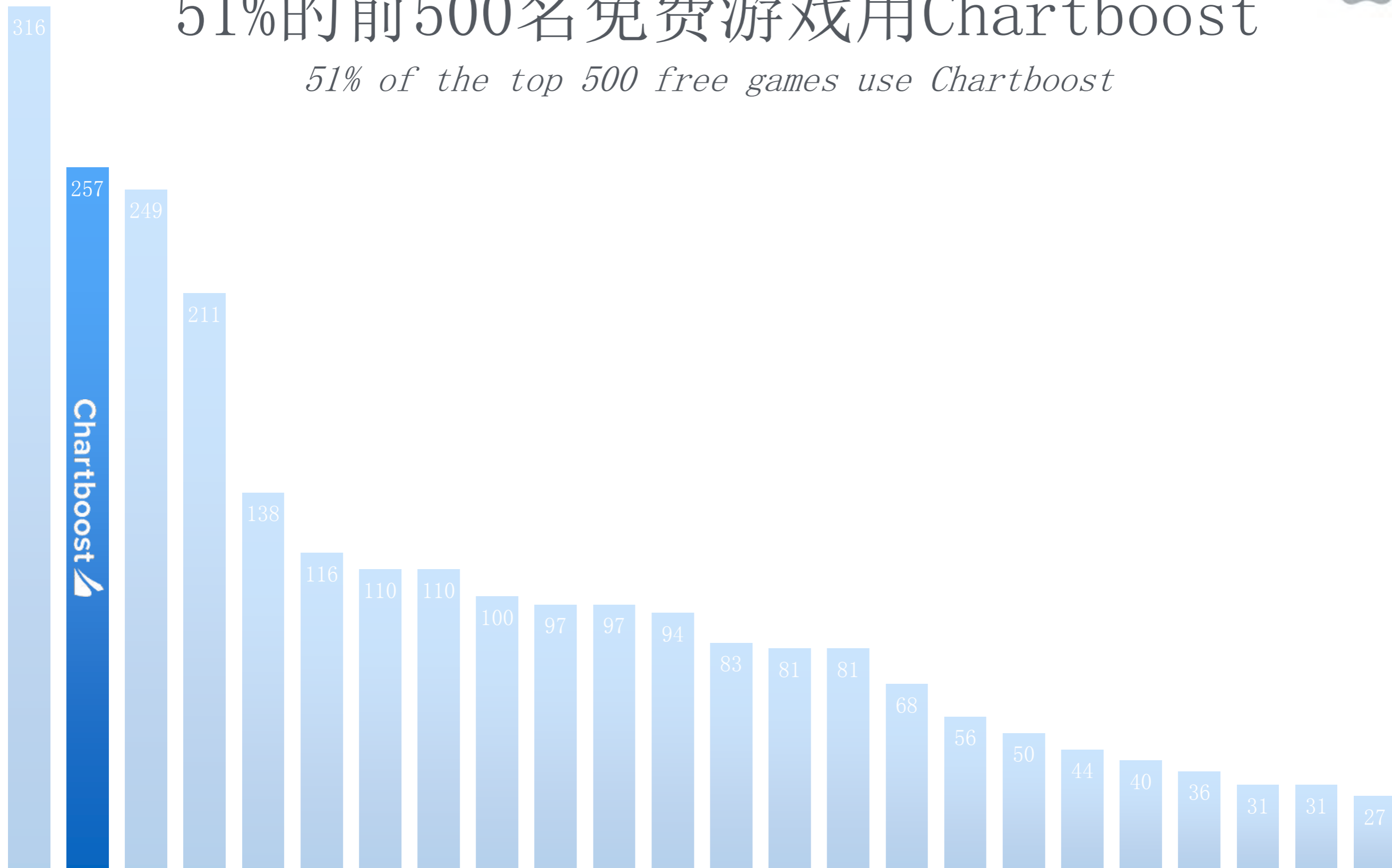
200亿  
游戏对话

6亿  
月活跃玩家



# 51%的前500名免费游戏用Chartboost

*51% of the top 500 free games use Chartboost*





# Chartboost在安卓平台更强大

*Chartboost dominance is even stronger on Android*



# 变现有两个主要部分

*Monetization has 2 key components*



游戏内付费

1-5%

CPI



媒体

95-99%

eCPM

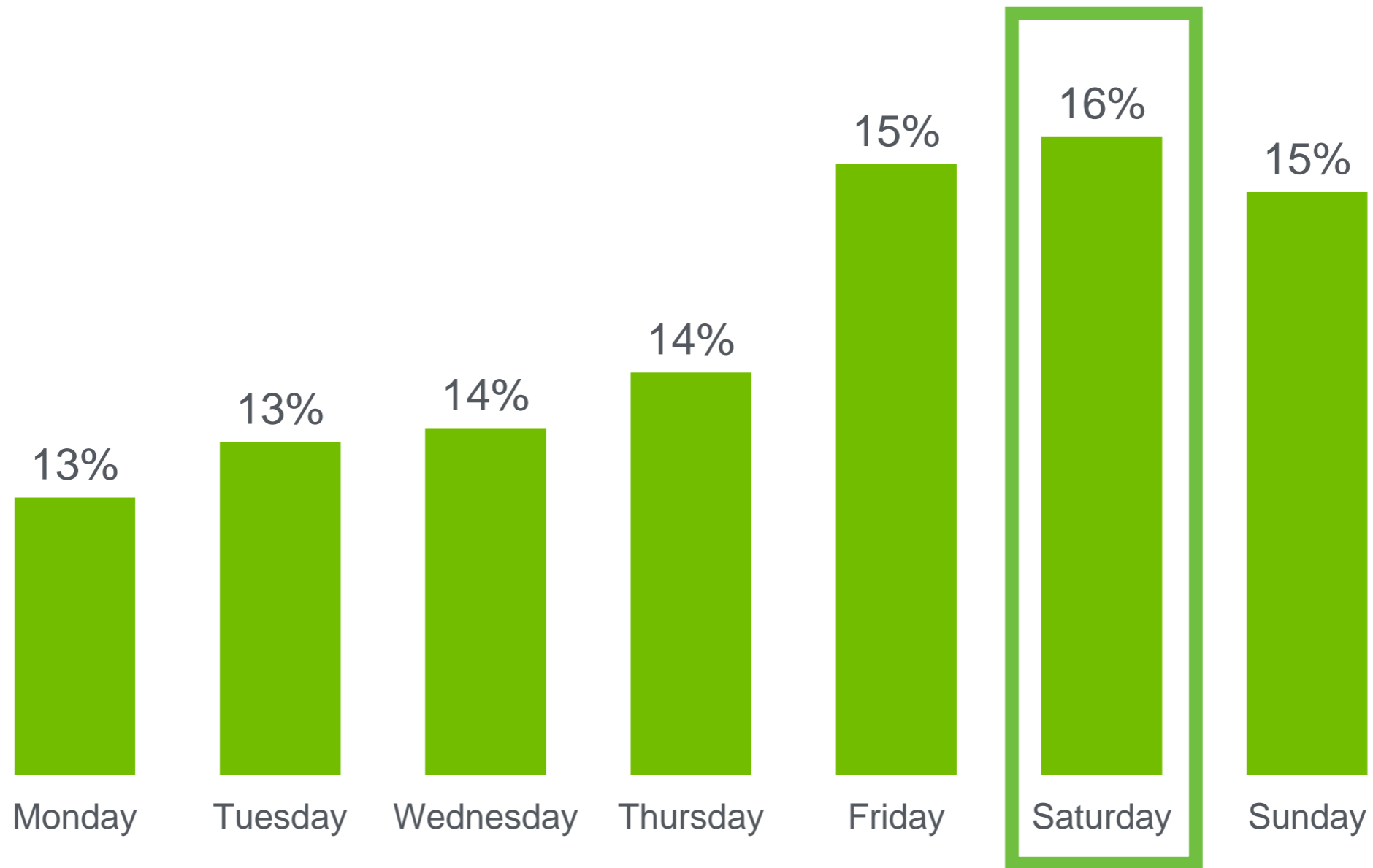


# 每周什么时间?

*What day of the week?*

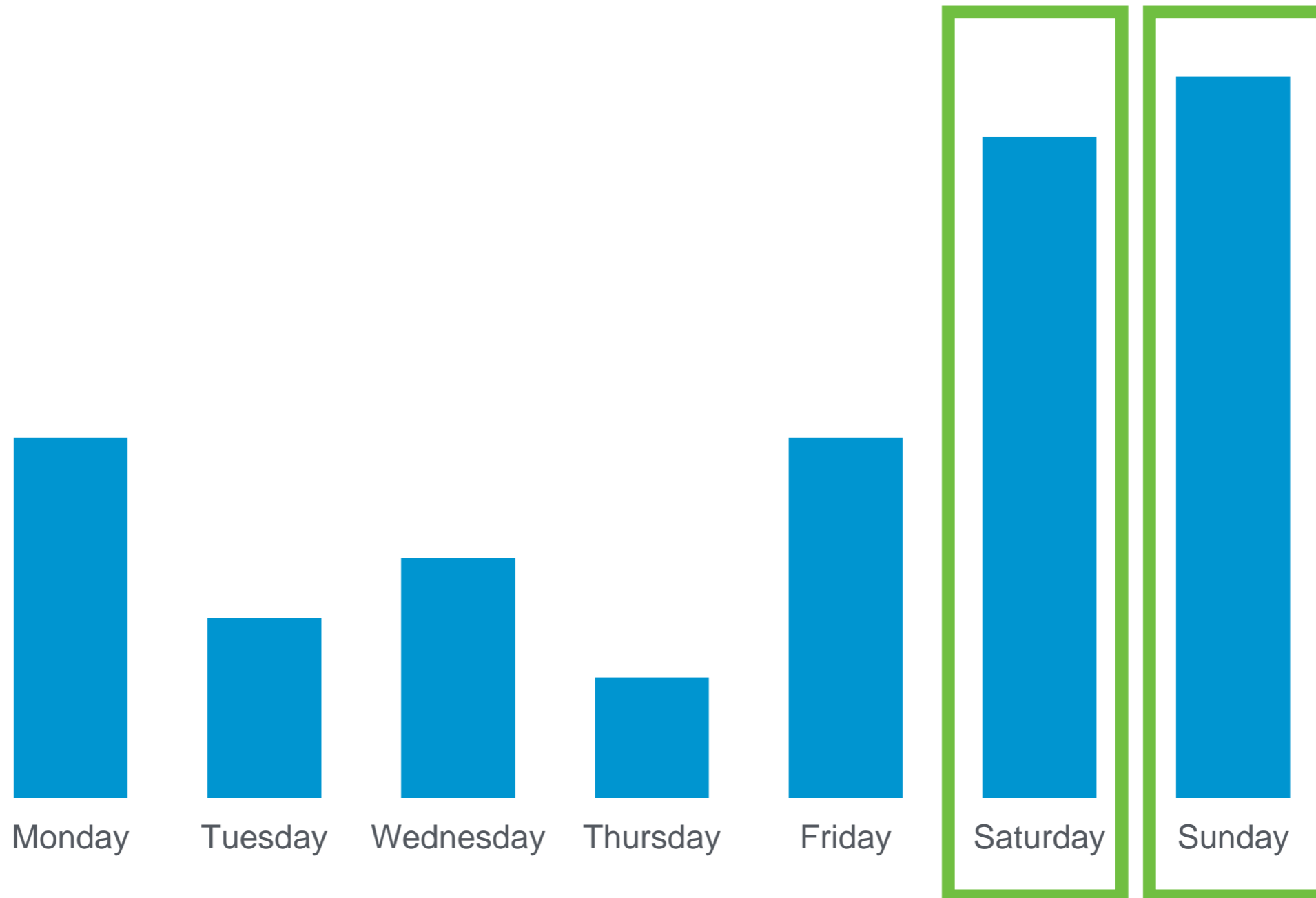
# 周六的流量最多

*Saturdays have the most traffic*



# 周末的eCPMs最高

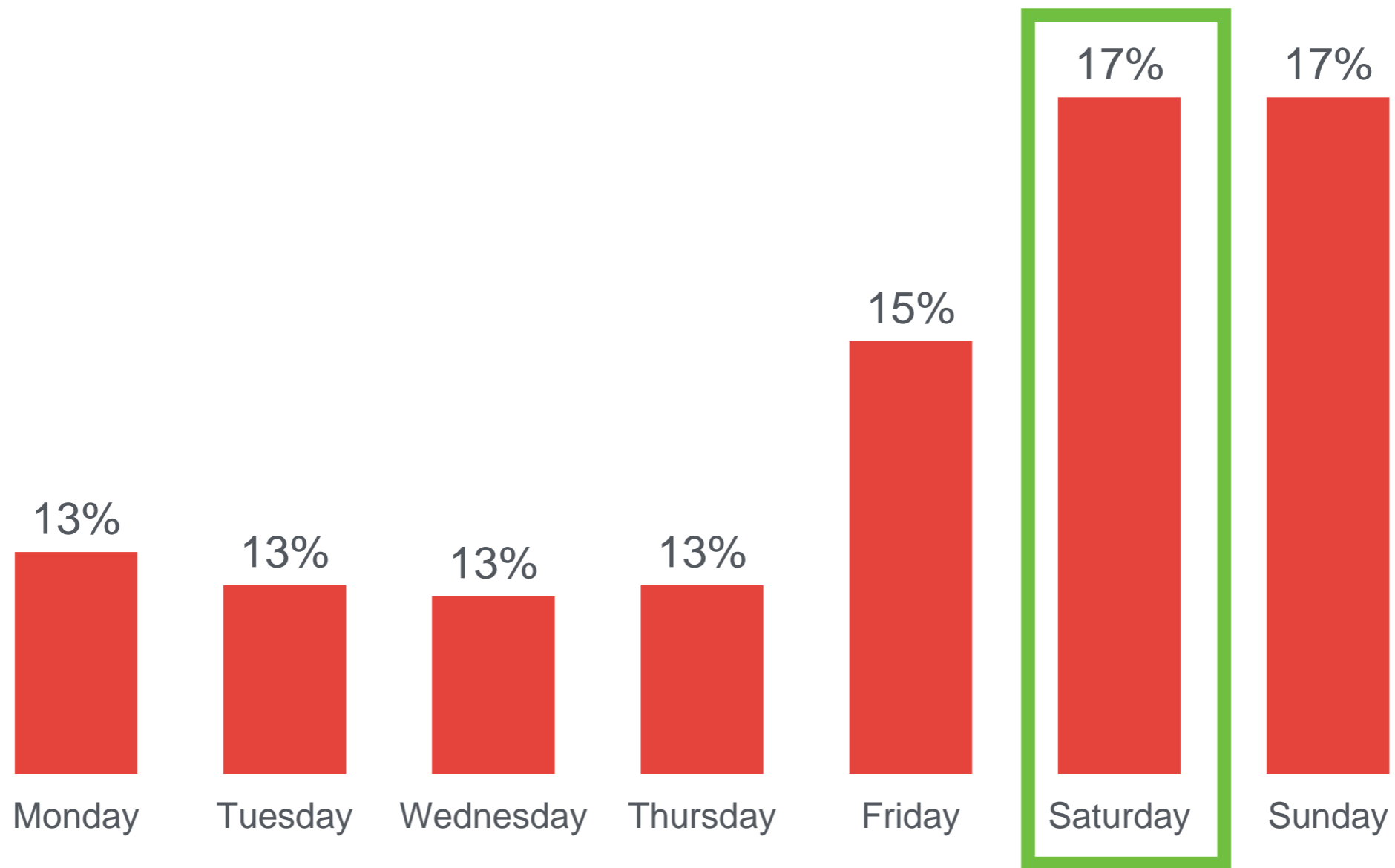
*eCPM is highest on the weekends*





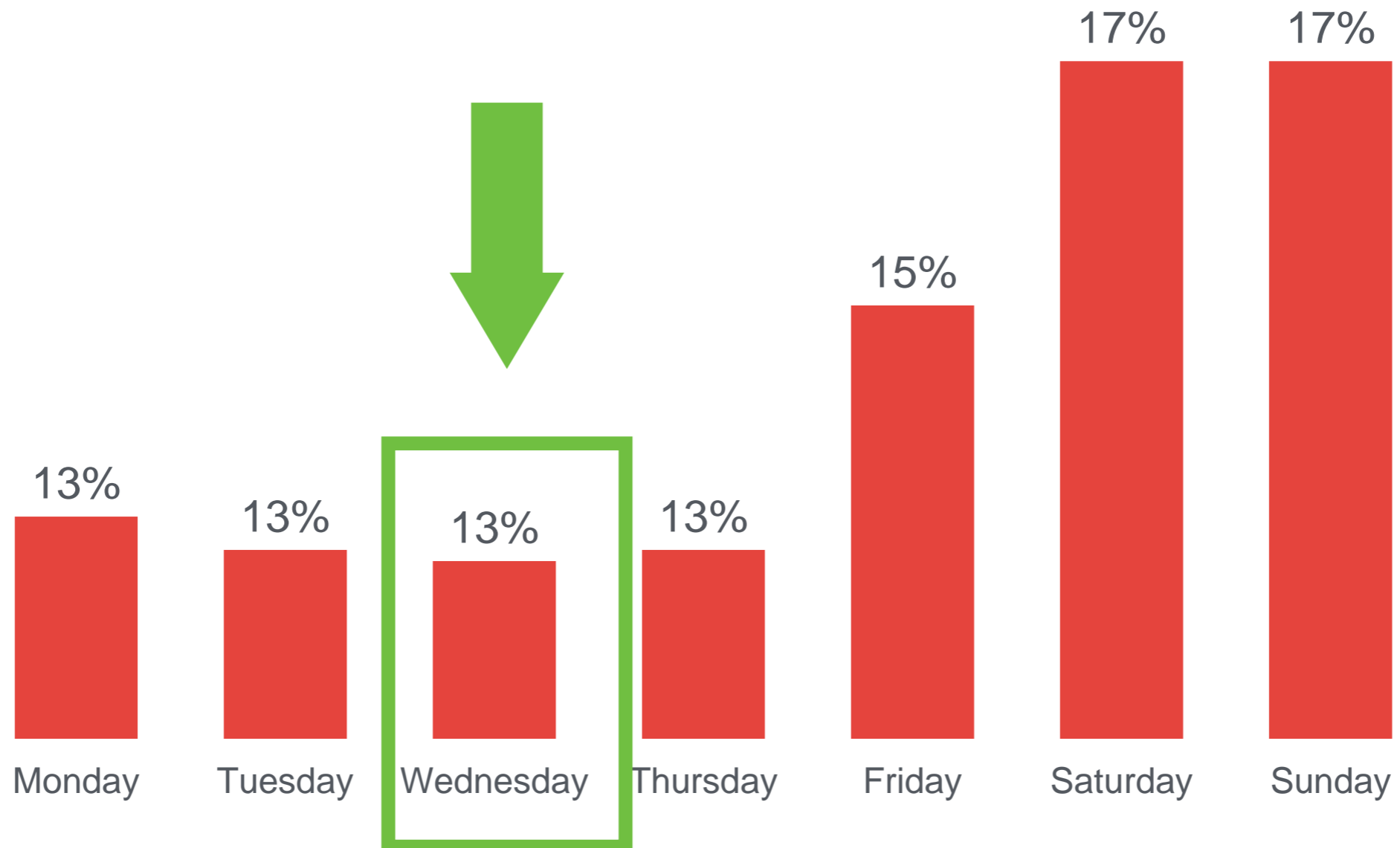
# 周六的盈利也最多

*Saturdays are the most profitable day*



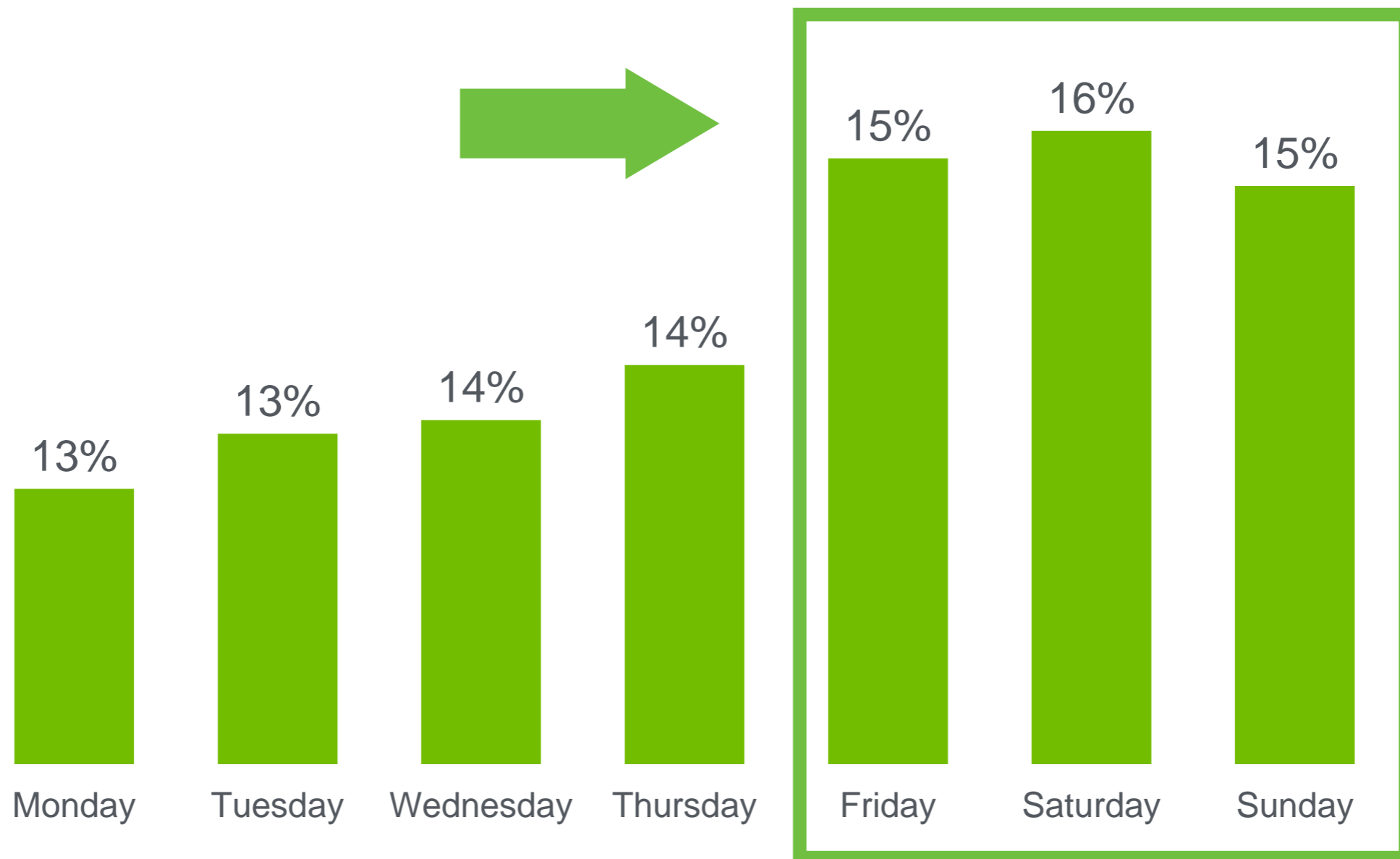
# 周三可以测试上线

*Soft-launch on a Wednesday*



# 周五是‘一周的起点’

*Consider Friday's as part of the weekend*



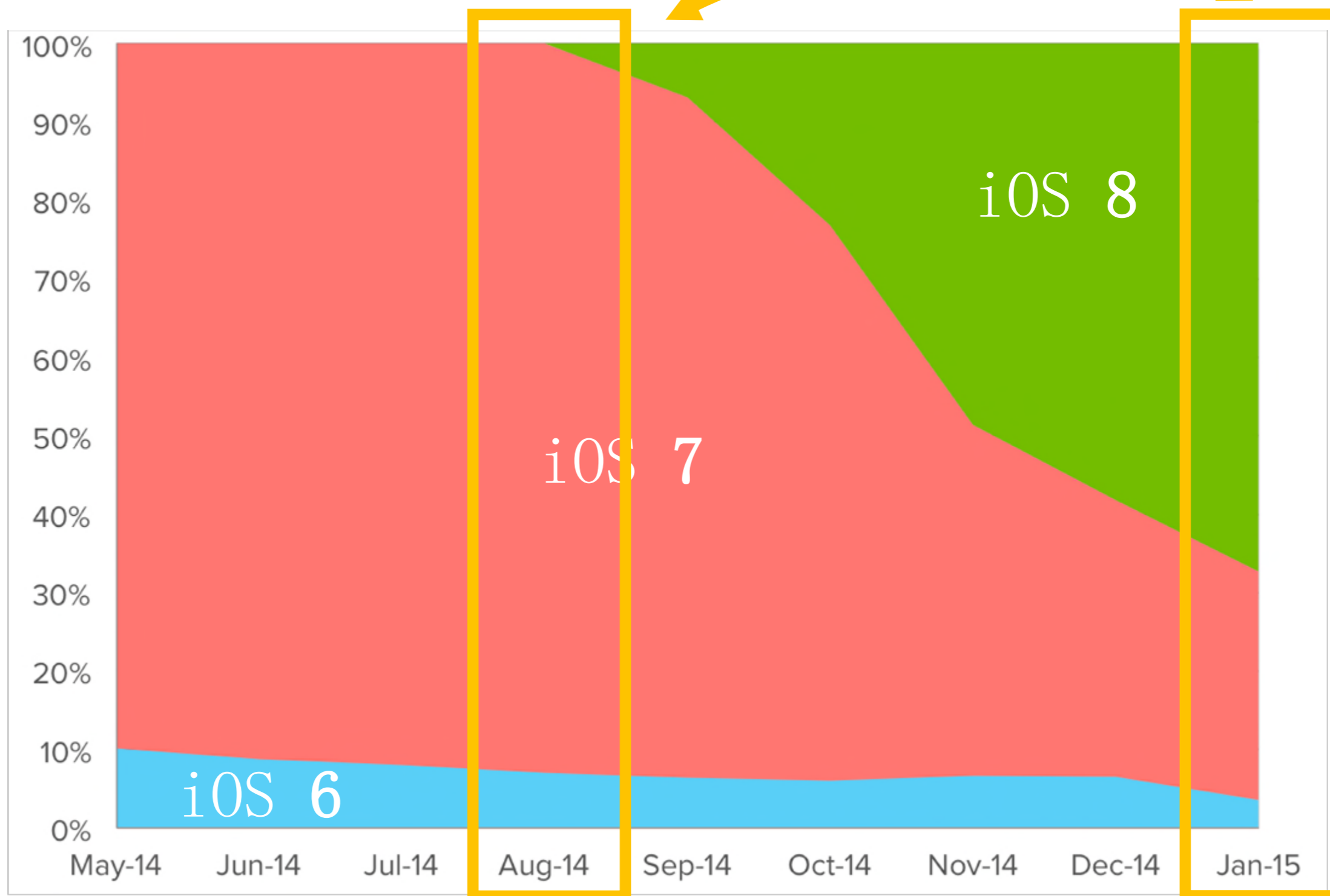


# 操作系统和机型？

*What OS and Device?*

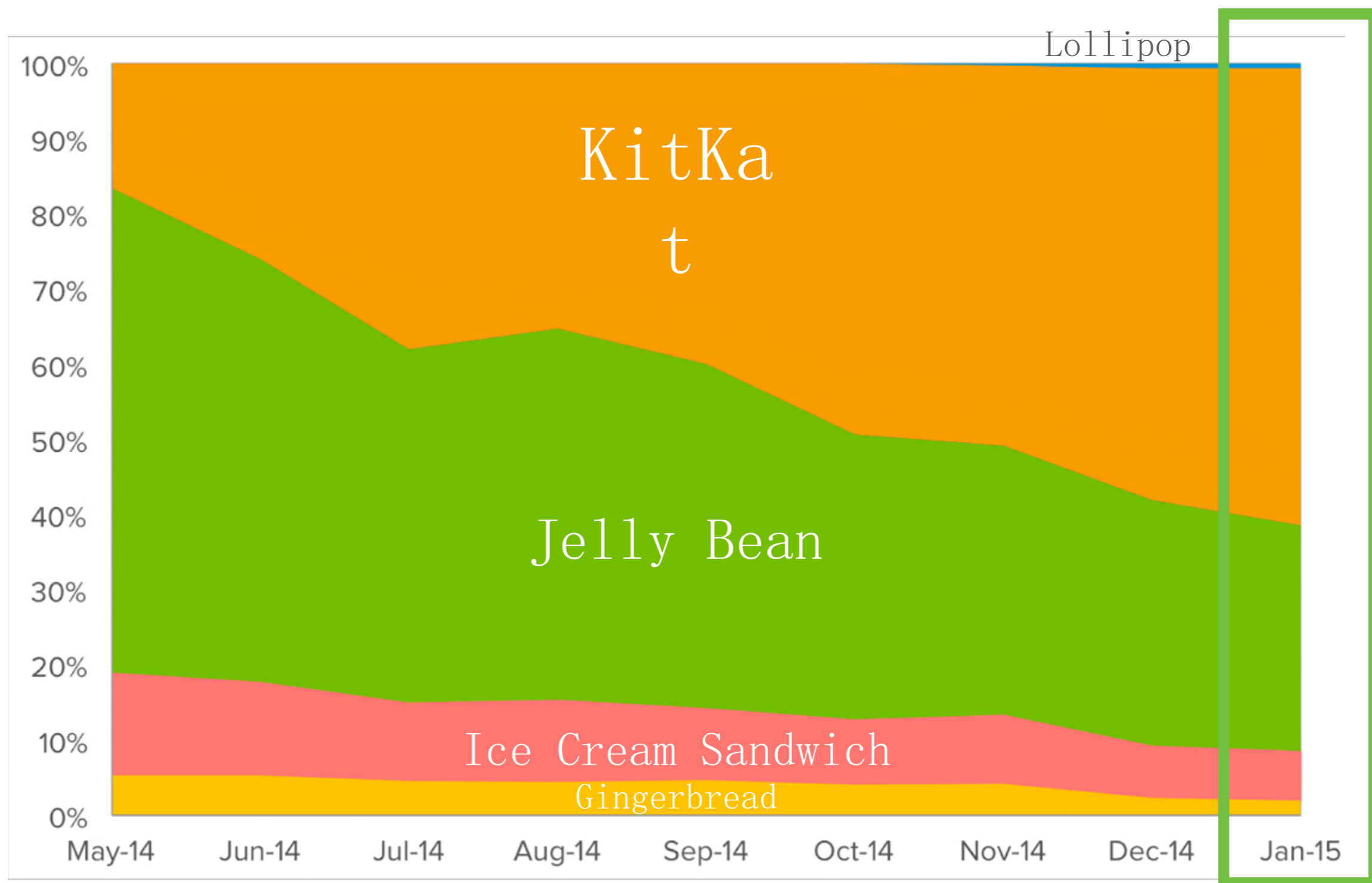
# 在iOS, 新的系统很外就普及化

*on iOS, new OS takes over quickly*



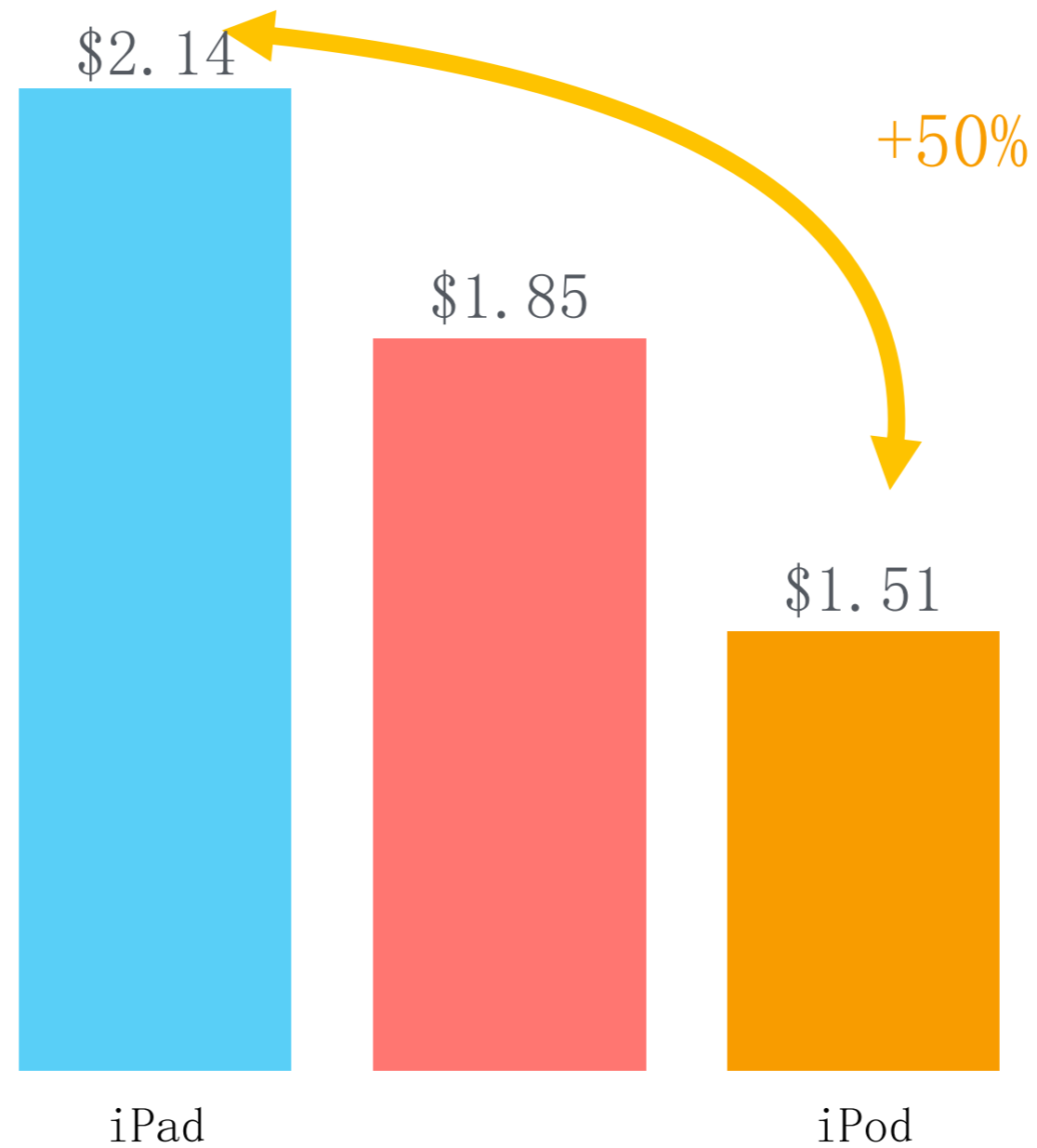
# 在安卓上，系统升级相对需较多时间

*on Android, transitions take much longer*



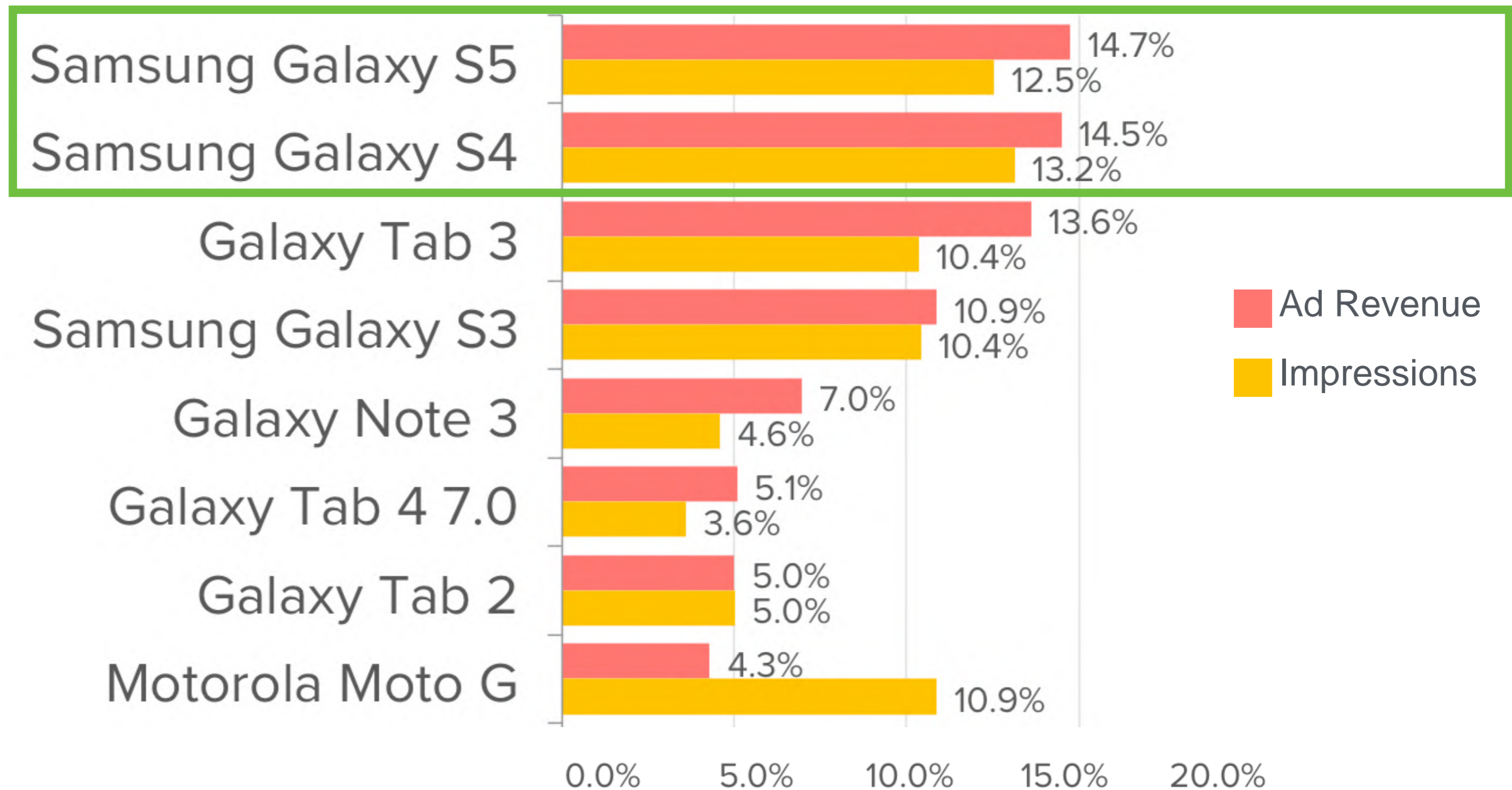
# iPad是苹果手机内最赚钱的机种

*iPad is most profitable iOS device*

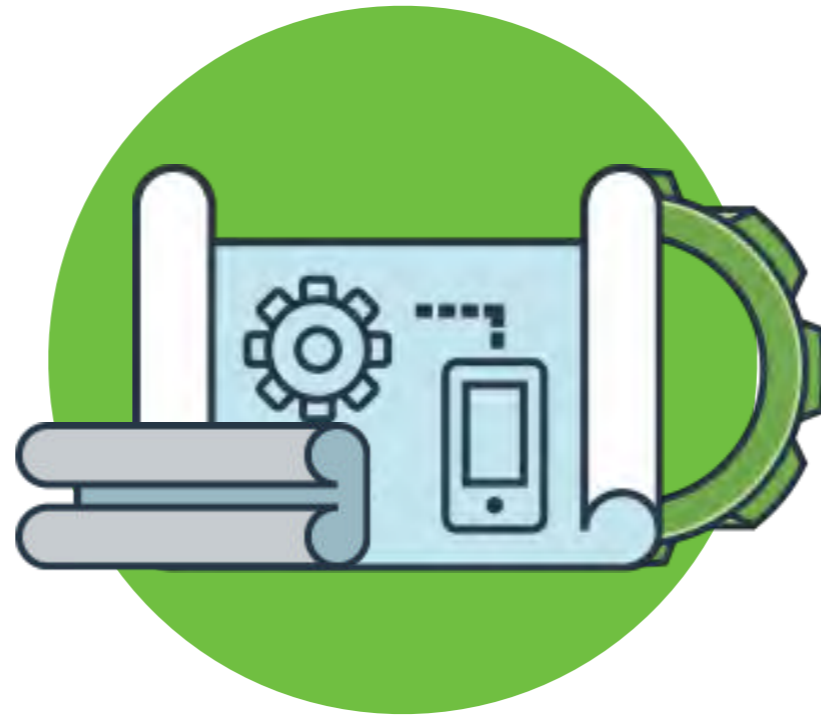


# 在安卓上则是三星Samsung Galaxy S5 和 S4

*on Android, Samsung Galaxy S5 & S4*

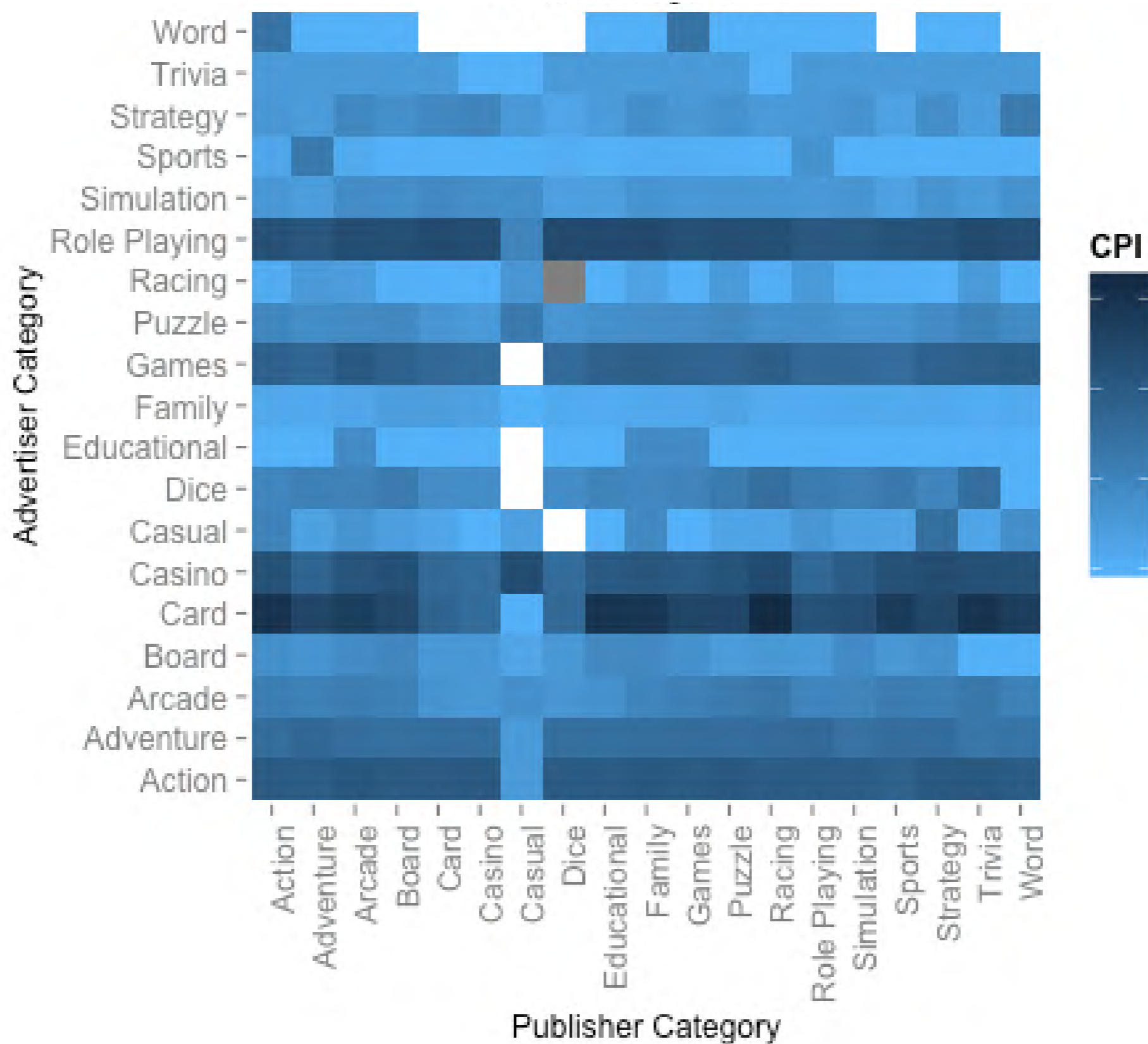


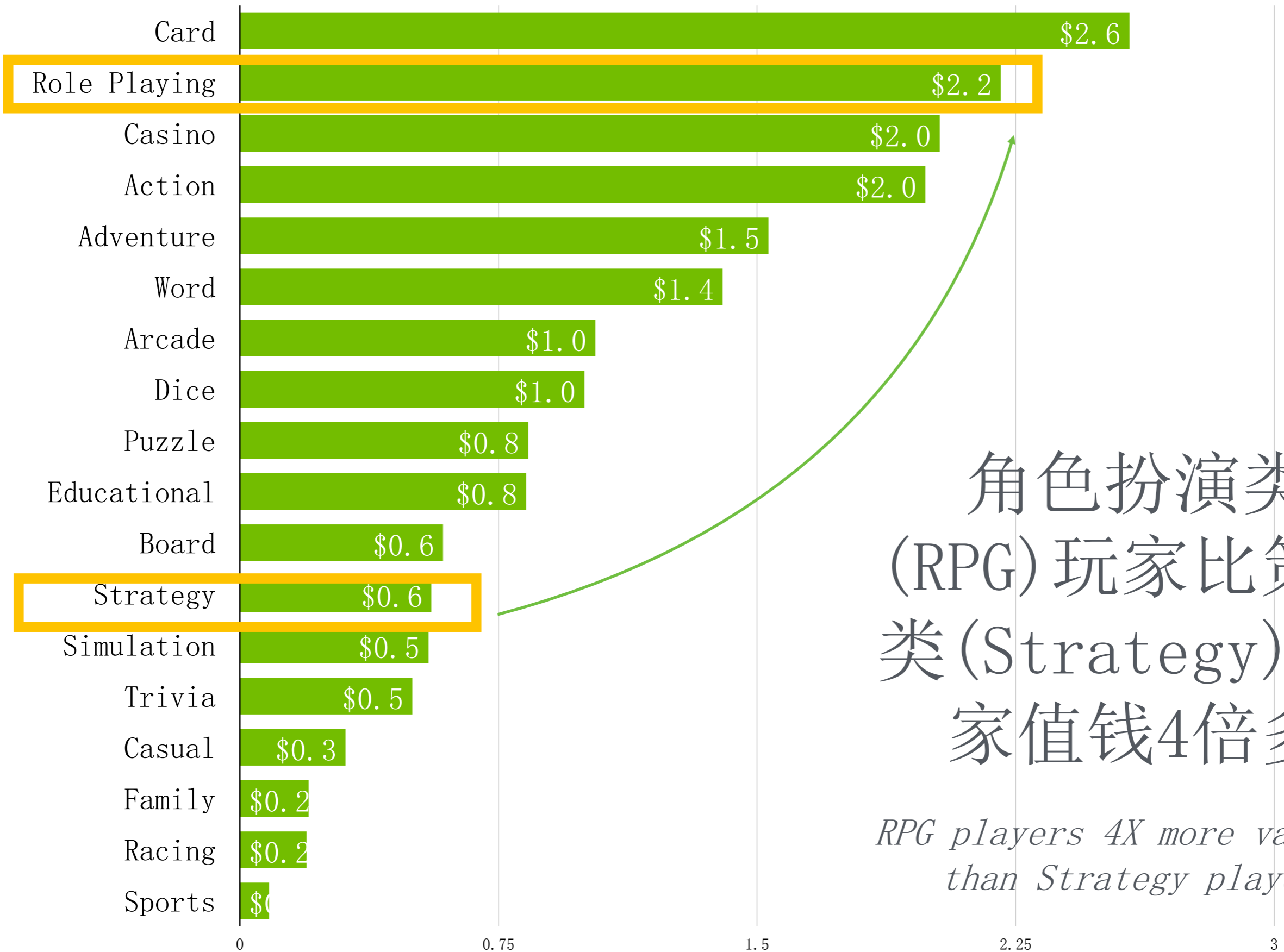




游戏种类？

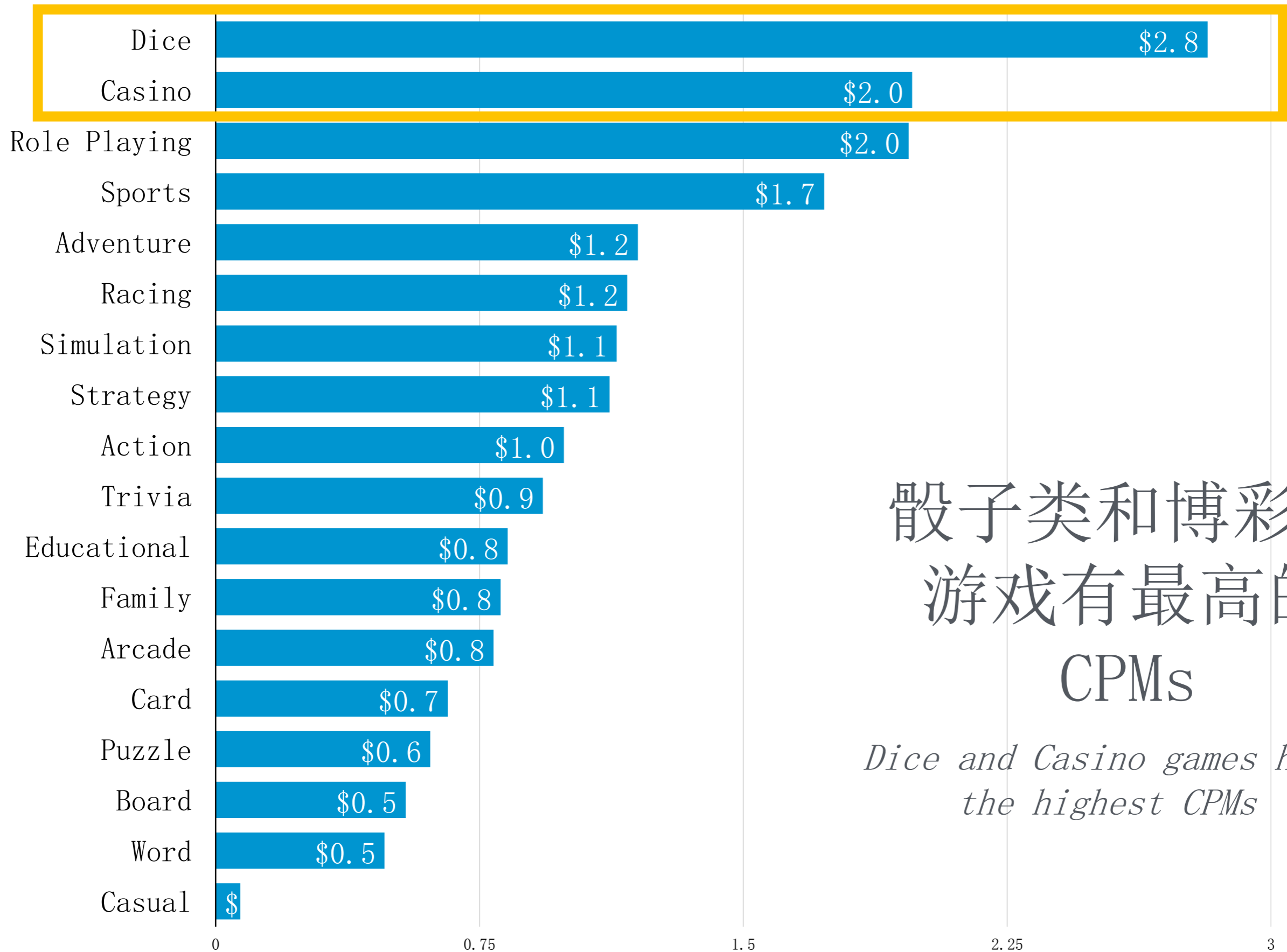
*What Category?*





角色扮演类  
(RPG) 玩家比策略  
类 (Strategy) 玩  
家值钱4倍多

*RPG players 4X more valuable  
than Strategy players*



# 骰子类 and 博彩类游戏有最高的 CPMs

*Dice and Casino games have the highest CPMs*



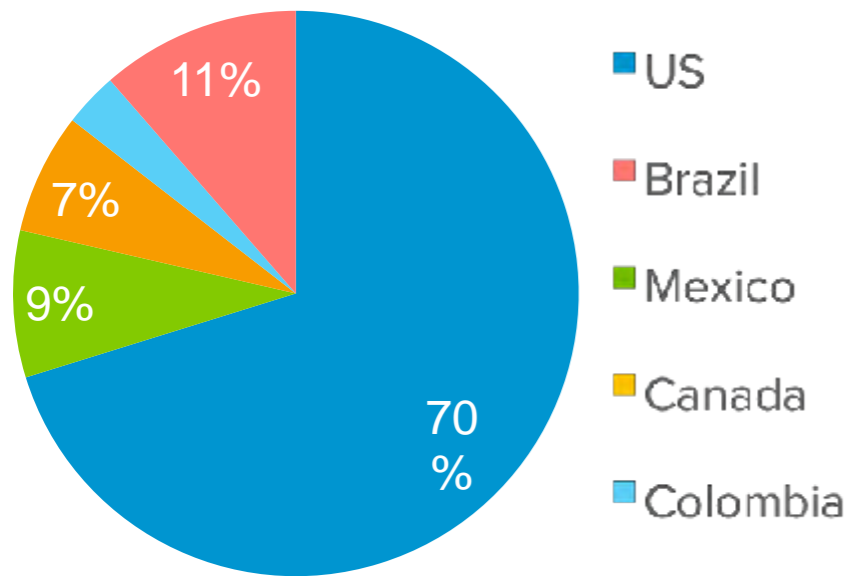
国家

*What Country?*

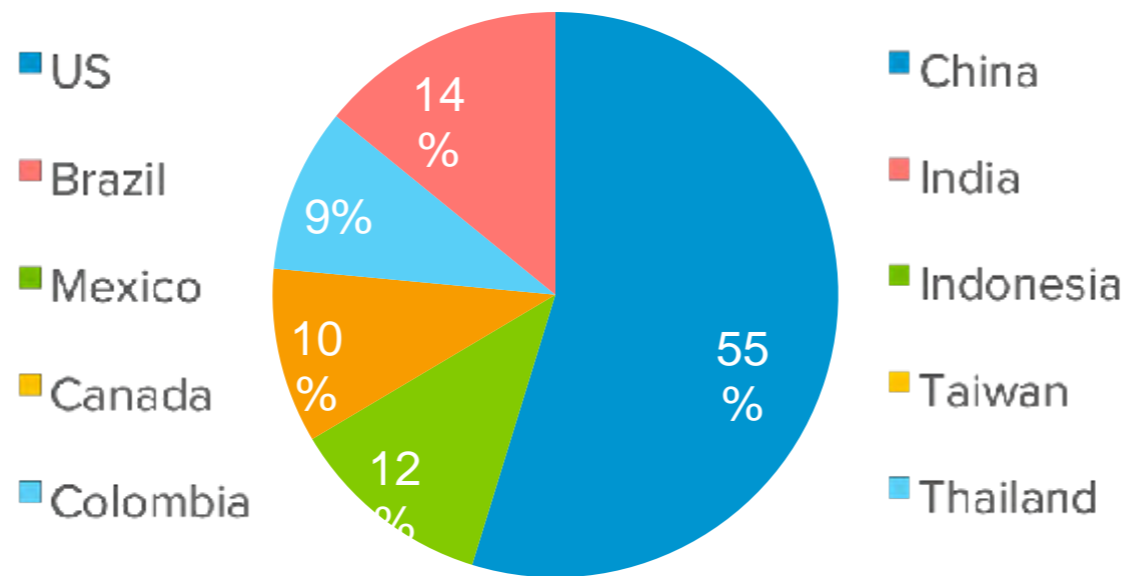
# 巴西，印度尼西亚和土耳其的游戏对话正在迅猛增长

*Game sessions in Brazil, Indonesia and Turkey growing quickly*

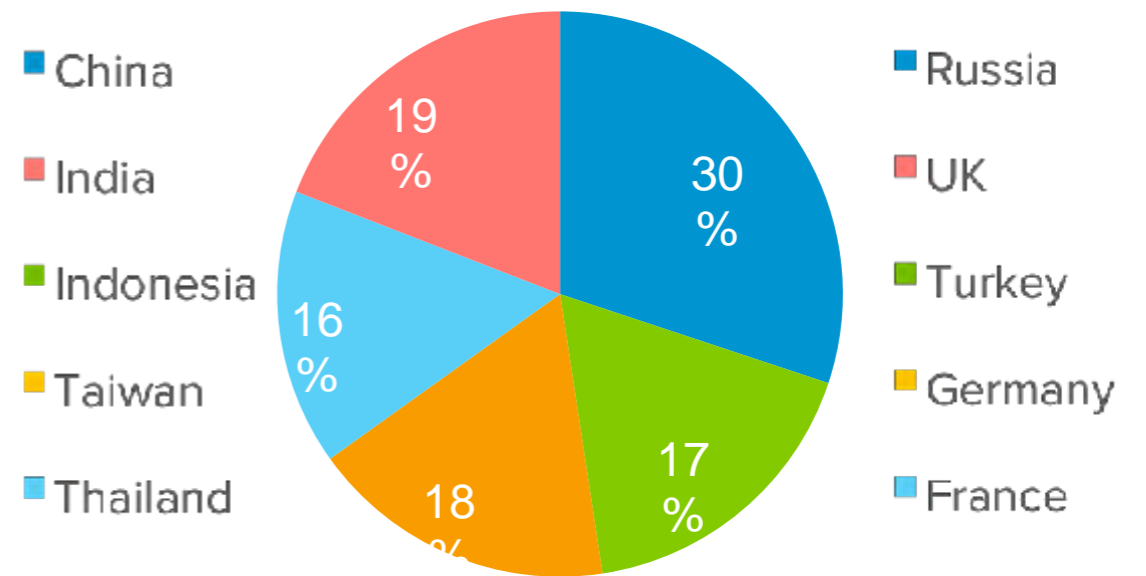
**Americas**



**APAC**

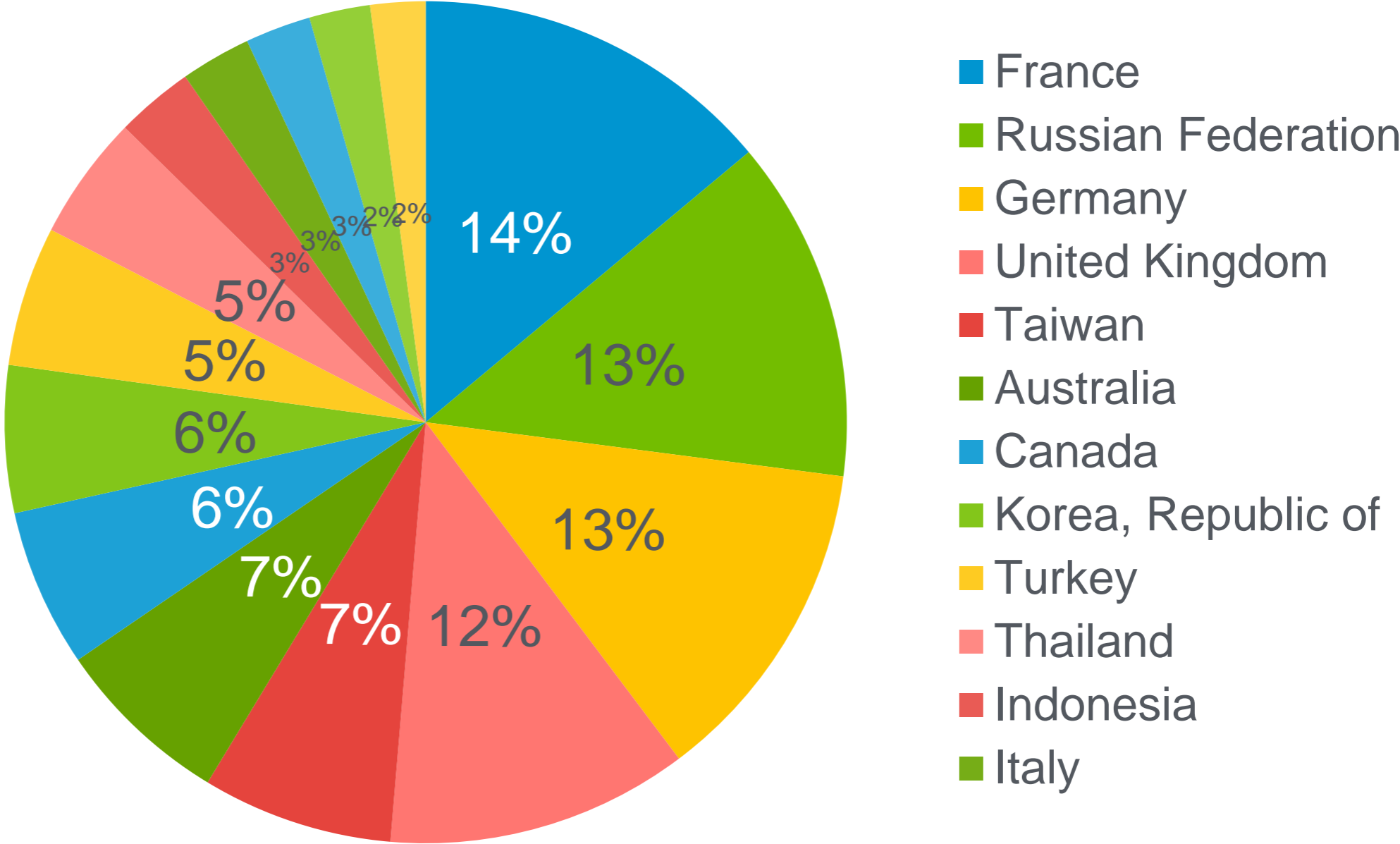


**EMEA**



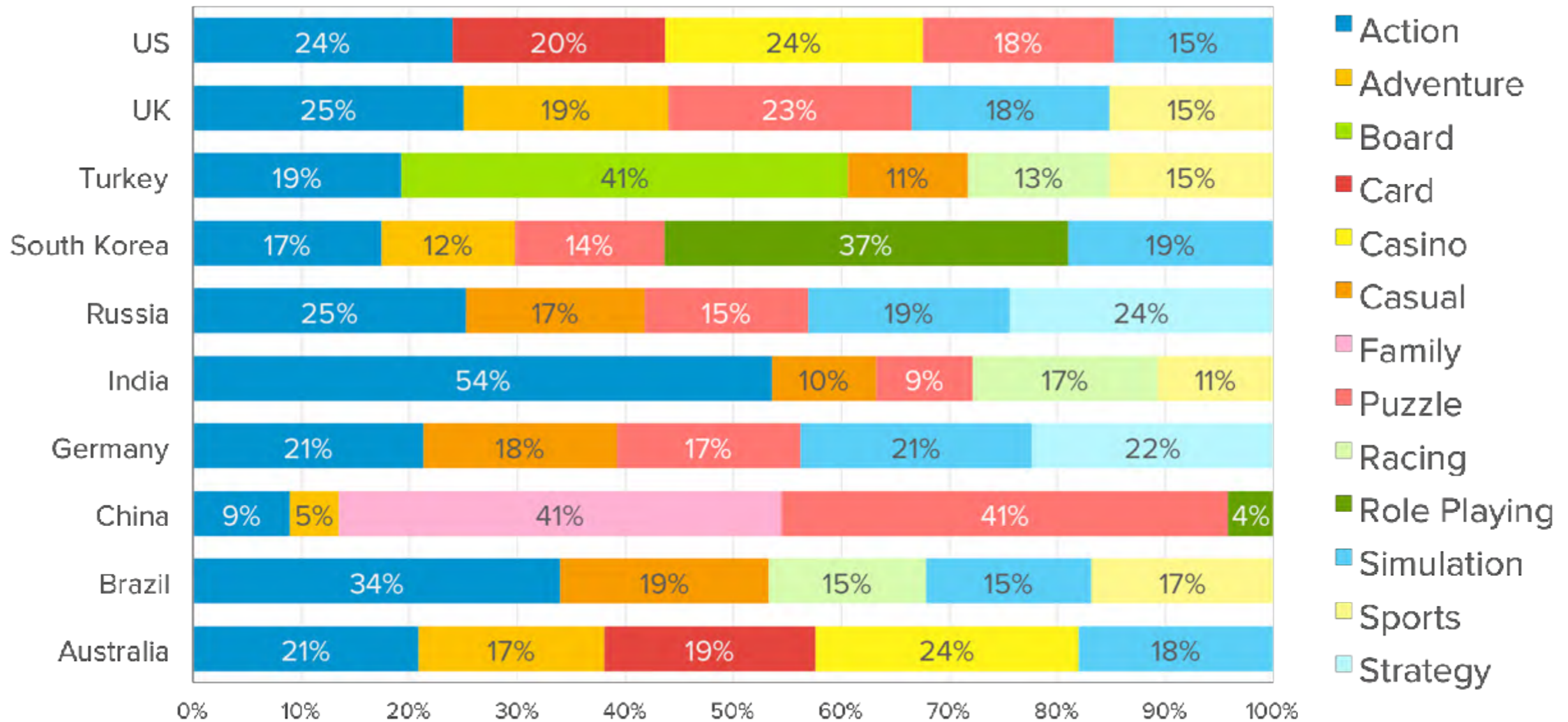
# 法国，俄罗斯和德国是继美国后赚钱最多的国家

*France, Russia, and Germany are the biggest money makers after US*



# 每个国家的分类都不同

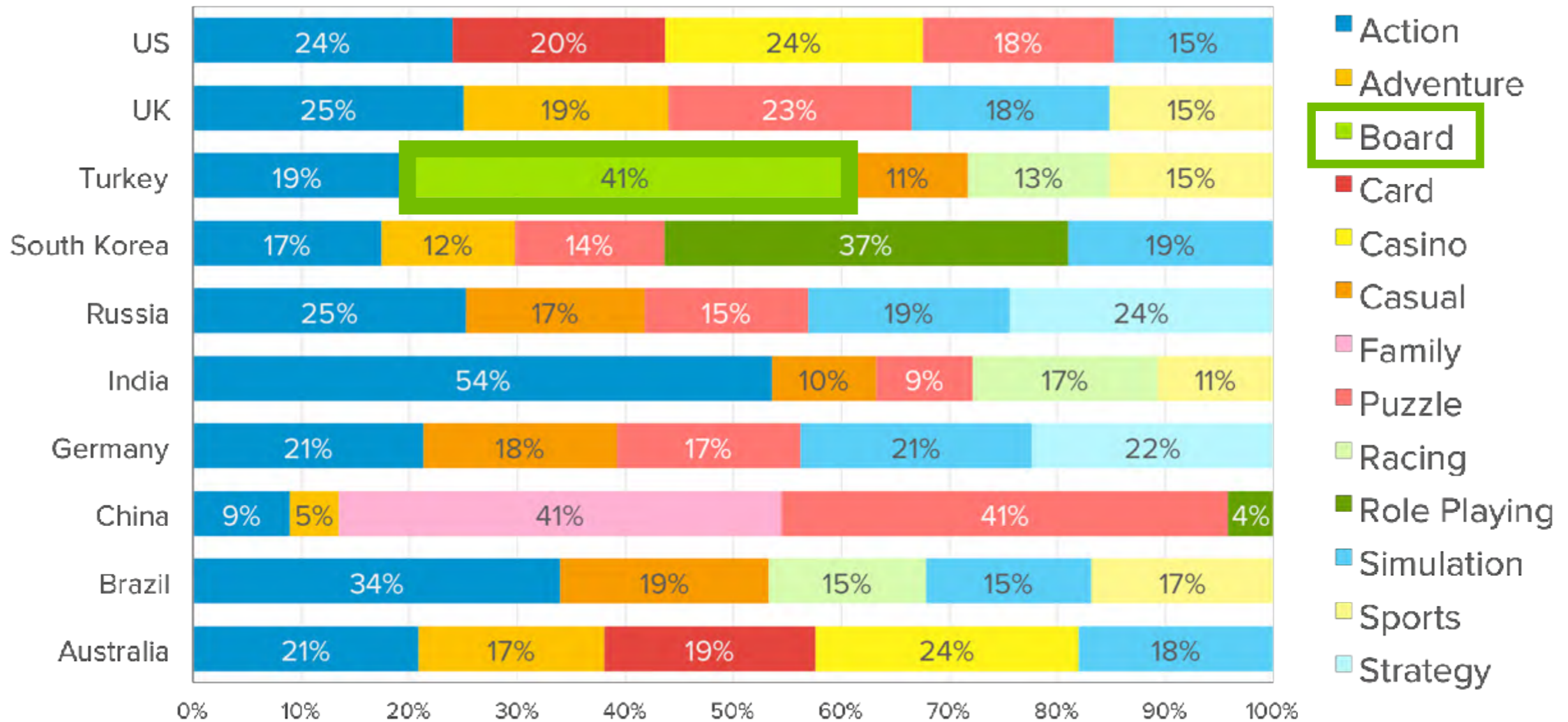
*Every country has a different category profile*





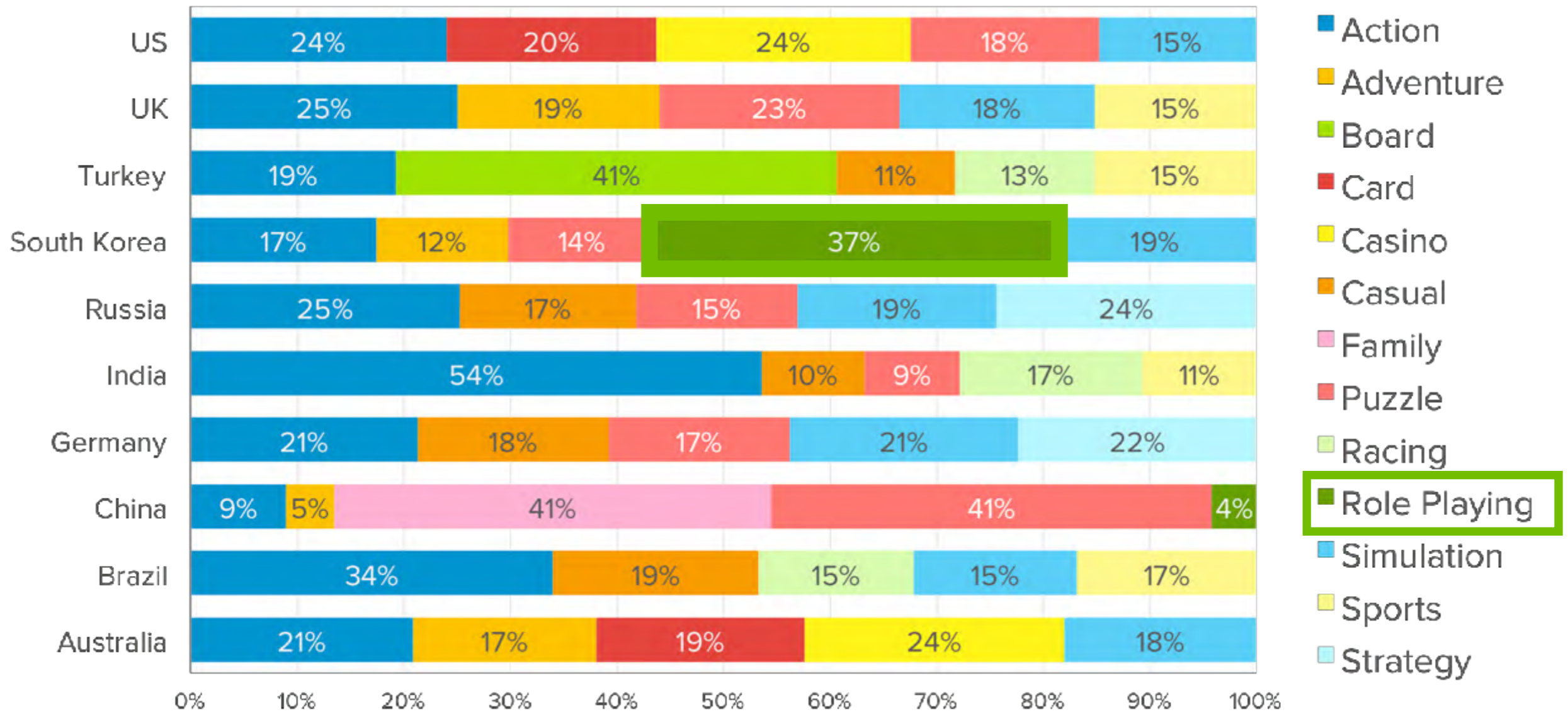
# 纸牌游戏 (Board) 在土耳其最流行

*Board games are very popular in Turkey*



# 韩国最流行的是角色扮演类游戏（RPG）

*RPG games are very popular in South Korea*



# 通过每个国家的CPI来估算LTV

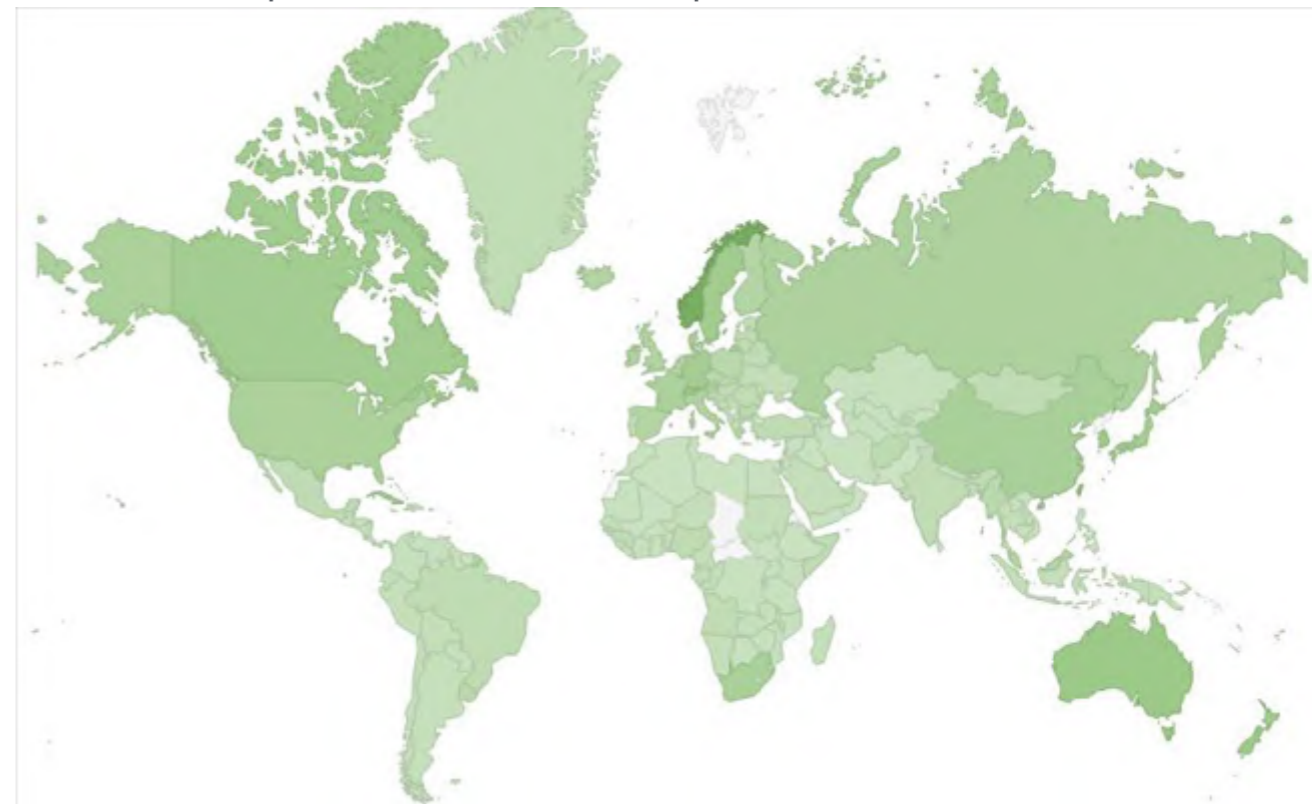
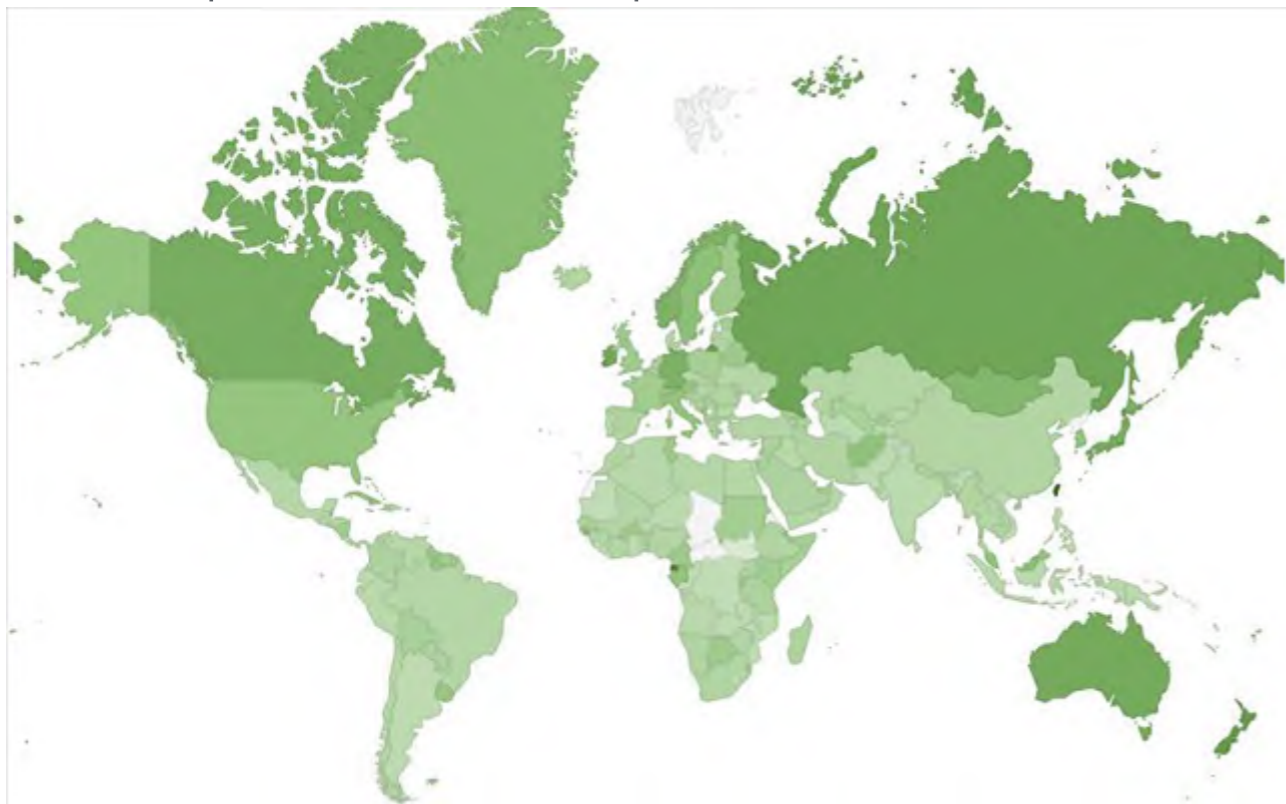
*Estimate LTVs through CPIs by country*



<b>CA</b> \$1.85	<b>GB</b> \$1.14	<b>JP</b> \$1.85
<b>US</b> \$1.40	<b>SA</b> \$0.97	<b>AU</b> \$1.90
<b>BR</b> \$0.74	<b>RU</b> \$2.00	

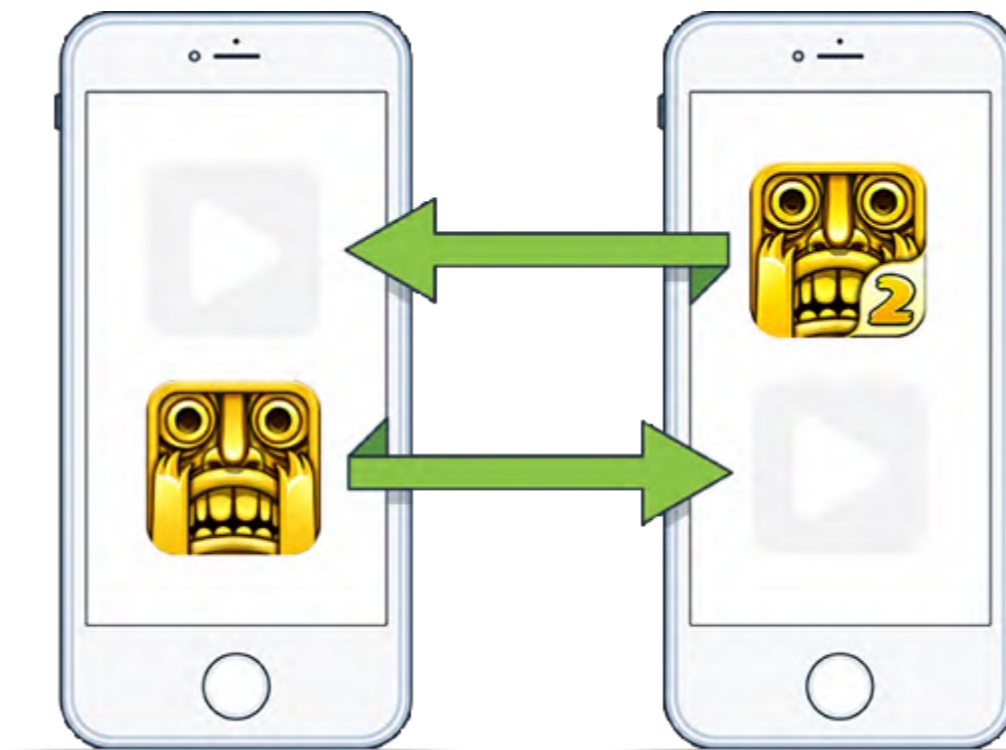


<b>CA</b> \$2.48	<b>GB</b> \$1.80	<b>JP</b> \$2.42
<b>US</b> \$2.10	<b>SA</b> \$0.97	<b>AU</b> \$2.78
<b>BR</b> \$1.16	<b>RU</b> \$2.02	





- ▶ 通过数据获得更高eCPM
- ▶ 不要忘记免费的工具！通过 Chartboost提供的免费平台和SDK进行交叉推广



谢谢

@chartboost