

Making the Most From MochiAds

Five Tips For Game Developers

What's the best way to make money from my games? While there are a lot of general ways to answer this question, we've compiled some specific tips to help game developers make the most of MochiAds. Once you've made a great game, tested and improved it with the help of your friends and other developers in the community, here are five things which will help you succeed with MochiAds. Read on.

1. Track Your Statistics

There are two reasons why statistics will help you make money. First, experienced developers learn from their past successes and mistakes, both in creating their game and also making money from it. Make sure you keep track of your game statistics with MochiAds and MochiBot. If you see a sudden jump in traffic, where is it coming from? Understanding the top domains and sites which brought traffic (and money!) to your game can help you target your efforts in marketing your game for the next time around. MochiBot allows you to track which sites are picking up your domain, and MochiAds also lets you understand what countries and what domains are making you the most money from your ads. You may find a certain domain provides less traffic but more high-paying traffic versus another site which is larger but has less valuable traffic to your game.

Stats will also help you make a better case to sell sponsorships and licenses. Statistics help you establish a track record, and prove the value of your next untested game before it goes out the door with a sponsor logo on it. Sponsors are more likely to pay the big bucks for a proven game developer. If your last game got you one gazillion plays in the first month, verified through MochiBot, that certainly helps make the case that your next game might be even more valuable. Keep in mind that even if you're not using ads in your games, you should definitely be keeping an eye on analytics for sponsorships and licenses. Use this to determine how much you should hold out for, figure out a price for yourself and don't forget to factor in an estimate for money you might get from licensing ad-free copies of your game to gaming portals. :-)

2. Set Your Game Size To At Least 500x400

What's the most common size for a game, and what does the size of the game have to do with MochiAds? Games come in all shapes and sizes, and one size doesn't fit all. MochiAds recommends that you have a game which is a minimum size of 500x400. This is for two reasons. First, our data has shown that advertisements perform better in the larger sizes. Second, some advertisers in our system often create only larger ad sizes so you may be missing out entirely if your game is too small.

3. Distribution Enable Your Game

Putting your game in the MochiAds game distribution program means that it can be picked up on sites like Facebook, Hi5, Aeria, Gaia Online, and the hundreds of publisher partners using MochiAds for Publishers. Game portals and other sites are able to find games and add your game to their site if it's been distribution enabled and approved. You can easily do this by selecting your game from the developer dashboard, clicking "distribution" and following the steps to upload and submit your game for distribution approval.

Bonus tip: Some publishers only want games with leader boards because people play games with high scores more often. There's even a separate publisher feed available for games with leaderboards activated. This can help in making sure your game gets picked up.

4. Use Version Control and Encryption

Take advantage of the MochiAds version control and encryption service. This is a free service which offers an additional layer of protection to keep your creation from being decompiled and stolen. If you want to fix a bug or add a new level, the version control service allows developers to seamlessly update all versions of their game on the internet, no matter where it's being played. This helps increase the overall quality of your games so they are more enjoyable to everyone, driving up your plays and money!

5. Tag Your Games

When you are completing your game profile, make sure you provide a great thumbnail, description, instructions and include the often-missed detail of good tags so it's easy to find your game. With our MochiAds for Publishers system, website owners often browse through the hundreds of games searching for the right game to put on their site. Sometimes they are searching for a specific category of games - sports games - or even more specifically, for a game based on a certain theme. If you made a great Valentine's day game in 2005 for a penguin shooting hearts at fish, and it hasn't been getting a lot of play - that's not necessarily true. A game portal this year might search for terms like valentines, vday, hearts, love, cupid or that it won't get picked up in someone's collection of penguin or winter games.

Bonus Tip: Learn from the MochiAds Community

The best way to learn about the business of making games is to get the wisdom and knowledge of other developers who have done it before. Participate in the MochiAds community (<http://www.mochiads.com/community>) and check out the MochiLand articles (<http://www.mochiland.com>) to learn from other people's experiences.

Happy gaming!