



Digital Chocolate

Company Background

Founded by Trip Hawkins in 2003, Digital Chocolate has produced over 100 award-winning games, including Tower Bloxx, Crazy Penguin Catapult, and Rollercoaster Rush, and works with 200 leading web and mobile channel partners in 80 countries. In 2009 it was the most downloaded publisher on the Apple App Store, and since producing its first social game in December 2009, it's gone on to add the most users in 2010 out of any virtual gaming goods company on Facebook. Digital Chocolate is now a Top 5 virtual goods gaming company and a Top 10 Facebook publisher worldwide, with over 20 million monthly and 4 million daily users.

Objective

In implementing Facebook Credits in June 2010, Digital Chocolate was acting on its long-held principles: that consumers have the right to take their data with them wherever they go, including the value they've created for themselves in their games and the virtual currency they've purchased for those games. "A universal virtual currency makes things simpler and smoother, and works well for consumers, developers, and the whole ecosystem," says Jason Loia, Digital Chocolate's Chief Operating Officer. "People are less hesitant to buy virtual currency if it comes with a



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and resources into improving our games."

Jason Loia, Chief Operating Officer, Digital Chocolate

Facebook Executive Summary

Client



Objective

To attract more players for its games with a universal virtual currency

Solution

By implementing Facebook Credits seamlessly into the users' gaming experience, Digital Chocolate increased monetization, revenue, and conversion rates

Key Successes

- Since switching to Facebook Credits, average revenue per paying customer for Digital Chocolate has tripled.
- When Digital Chocolate switched to Facebook Credits, consumer contact rates or reports of billing issues immediately fell by over 60%.
- The conversion rate for consumers post-Facebook Credits was 4 times higher than before.



consistent and trusted purchasing process, so that there's a lower barrier to entry and reduced friction in that payment process. Facebook's involvement solves those problems for consumers." When Digital Chocolate switched to Facebook Credits, he adds, the company was in a period of tremendous international growth: "So we knew they were going to work on the problems we found ourselves dealing with, like finding monetization partners internationally. Facebook usage is 70% international and Facebook does all the heavy lifting in terms of integrating and localizing payments; so we don't have to reinvent the wheel every time."

Implementation

From the start, Digital Chocolate wanted to integrate Facebook Credits seamlessly into the gaming experience. "The emphasis is on a very simple purchasing experience for the consumer," says Loia. "It needs to be linked to the user interface and it needs to be immersive. You don't want to leave the game to buy your currency; you want a one-step, continuous process into the Facebook Credits purchase dialogue. And that's what we achieved."

Outcome

- Monetization is up for Digital Chocolate since the integration of Facebook Credits – "The impact of credits has been extremely positive," reports Loia.
- When Digital Chocolate switched to Facebook Credits, consumer contact rates or reports of billing issues immediately fell by over 60%. "Switching also dramatically reduced the overhead of multiple payments and monetization partners, allowing us to reinvest our time and resources in improving our games," says Loia.



- Since switching to Facebook Credits, average revenue per paying customer for Digital Chocolate has tripled.
- The conversion rate for consumers post-Facebook Credits (after June, 2010) was 4 times the conversion rate of users pre-Facebook Credits.

"We'll be working closely with Facebook on future objectives to help mutually drive user activity and create a great experience for Facebook users," says Loia. "Social interaction in games is here to stay and Facebook is the platform to explore its potential. After all, you'd be hard-pressed to find another group of more than 200 million game-players all gathered together in one place."