



PopCap Games

Company Background

PopCap Games was founded by three twenty-something execs from the hardcore gaming industry in 2000 and has since become the leading provider of casual games worldwide. The company has produced nearly 50 games and its flagship social adaptation, Bejeweled Blitz, boasts 12 million monthly users, 40% of whom are daily players -- making Bejeweled Blitz one of the most engaging games on Facebook.

Objective

“The reason we decided to integrate Facebook Credits in March 2010 was quite simple,” says Michael Carpenter, Vice-President of Social Product Operations at PopCap. “We wanted to make the purchase of virtual goods in our games as easy and natural as possible, while at the same time providing our customers with a great buying experience.”

Implementation

According to Carpenter, the ease of integrating Facebook Credits saved PopCap months of development time that it would otherwise have spent on building and refactoring PopCap’s “shopping cart” to process Facebook transactions. He says that the virtual goods payment system, “had to figure out a way for

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Michael Carpenter, Vice-President of Social Product Operations, PopCap Games

Facebook Executive Summary

Client



Objective

To boost player engagement and monetization for its social games by adopting a universal virtual currency

Solution

Emphasizing Facebook Credits’ frictionless model to make the purchase of virtual goods in its games as easy as possible

Key Successes

- Facebook Credits have helped PopCap set revenue records in Bejeweled Blitz every week since launching.
- Since integration of Facebook Credits, revenue per user has surpassed projections and virtual coin reorder rates exceed 80%.
- Integrating Facebook Credits saved PopCap months of development time.

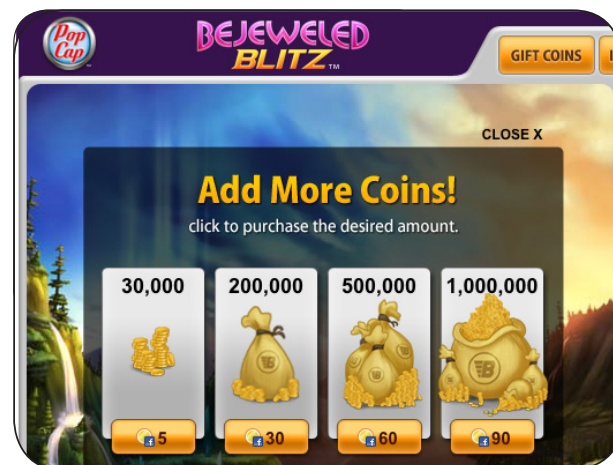


people to avoid a whole lot of work – getting a credit card out of their wallet, typing in names, numbers, maybe even an address – to buy something for a dollar. Facebook Credits is providing the platform and a frictionless currency for the consumer.” Carpenter explains, “The way we view it, if every game has Facebook Credits, we’re not even asking a customer to open an account on our behalf – there’s probably one already open. Whereas, if it’s a fragmented monetization platform, consumers will have to keep switching all the time. Further, this is a seamless integration with the Facebook Platform, where you already have millions of actual and potential players.”

Outcome

- Monetization is up for PopCap since the launch of Facebook Credits. “As part of our launch of Facebook Credits, we introduced a credits seeding promotion. This promotion, which seeded all our users with free credits, helped introduce a very large audience to the ease of completing virtual good transactions using Facebook Credits. It was a huge success and our current baseline revenue rate is much higher than before,” says Carpenter.
- On the peak day of PopCap’s Facebook Credits promotion, when the company distributed free credits to the Bejeweled Blitz user base, it dealt with over 1.6 million Facebook Credits transactions in one day.
- Facebook Credits have helped PopCap set revenue records in Bejeweled Blitz every week since launching. The company’s average revenue per user is considerably above projections and its virtual coin reorder rates exceed 80%.

PopCap has further integrated Facebook Credits into its game mechanics by giving users exclusive access to additional features, such as re-



wards, exclusive content or power-ups, in games like Bejeweled Blitz and Zuma Blitz. “Zuma Blitz just launched, but we’re already seeing excellent conversion rates and strong acceptance of Facebook Credits, thanks to these offers and the ease of using the Facebook Credits,” says Carpenter.

“As adoption of Facebook Credits continues to grow, consumers will increasingly expect this simple, elegant, secure means of spending their money on Facebook, and developers who opt not to use Credits run a serious risk of missing a major part of the Facebook audience,” says Carpenter. “PopCap is working with Facebook to bring new ideas and innovations to the platform and we look forward to continuing the relationship for a long time to come.”