

**GameIntel**

Deconstructing the Superstars

# The metrics behind Hyper-Casual Games

2020 Industry Snapshot



About our data

# Insights from GameIntel

Using aggregated data from our network of games, we're dissecting the industry at a sub-genre level. All to bring you more actionable and granular insights to better your game development.

In this report, we quickly break down the top KPIs that Hyper-Casual developers games should be aiming for, sub-genre by sub-genre.



## Casual Category -> Hyper-Casual Genre

- Timing
- Traversing
- Physics
- Shooting
- Spatial
- Crafting
- Matching

### Network stats for Benchmarks+

-  **140k+**  
All-time integrated games
-  **150k+**  
Games tagged with sub-genres
-  **2b+**  
Cross-title monthly players
-  **20b+**  
Average monthly sessions

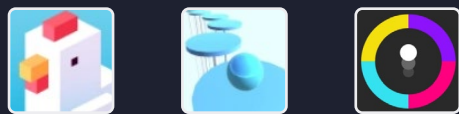
### Network stats for Game Explorer

-  **321k+**  
Top ranked games featured
-  **500+**  
Game-specific contextual tags

We're looking at

# Hyper-casual sub-genres

## Timing



Games like Crossy Road, Splashy!, and Color Switch.

Timing games are all about precision. In some cases, like in Fun Race 3D by Good Job Games, you'll need to time your jumps. In others, like a sports game, you'll need to perfectly time when you hit the ball.

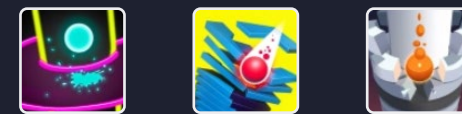
## Traversal



Games like Color Road!, Pixel Rush, and High Heels!.

The primary mechanic behind these games is getting the player to swipe left or right. Maybe they're dodging objects or running through the jungle. The key is down to the player's precision. But also relies more heavily on their reflexes.

## Physics



Games like Helix Jump, Stack Ball 3D, and Stack Fall.

In these games, it's usually an object is either rising or falling through a series of obstacles. This tends to be something like a ball, like in Helix Jump by Voodoo, which you're trying to get through the correct path.

## Shooting

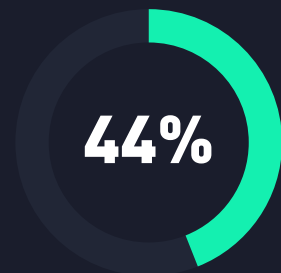


Games like Fat Pusher, Pachoink!, and Grabby Grab.

Logic is your player's best friend for these games. They could be moving boulders around a screen, or aiming and firing your ball a specific target. These games might be different, but they often involve moving objects around the screen, or aiming at a sometimes moving object.

# Health metrics

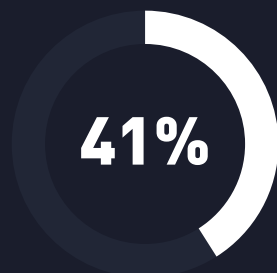
## Day 1 Retention



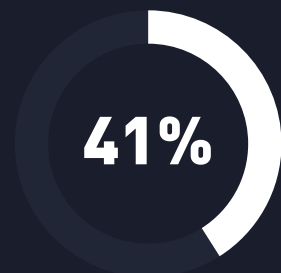
Timing



Traversal



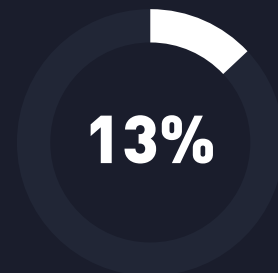
Physics



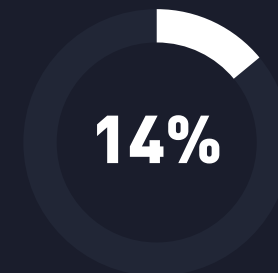
Shooting

Day 1 retention looks at how many players return after 1 day of playing a game.

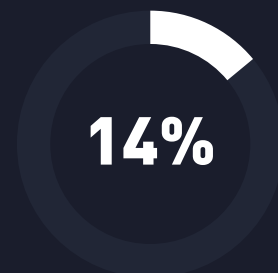
## Day 7 Retention



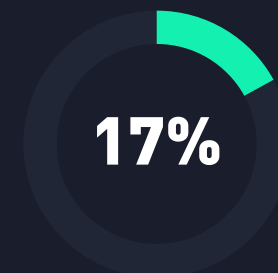
Timing



Traversal



Physics



Shooting

Day 7 retention looks at how many players return after 7 days of playing a game.

## Playtime



Timing



Traversal



Physics



Shooting

Playtime is the total time a user spends playing a game (combining all sessions) per day.

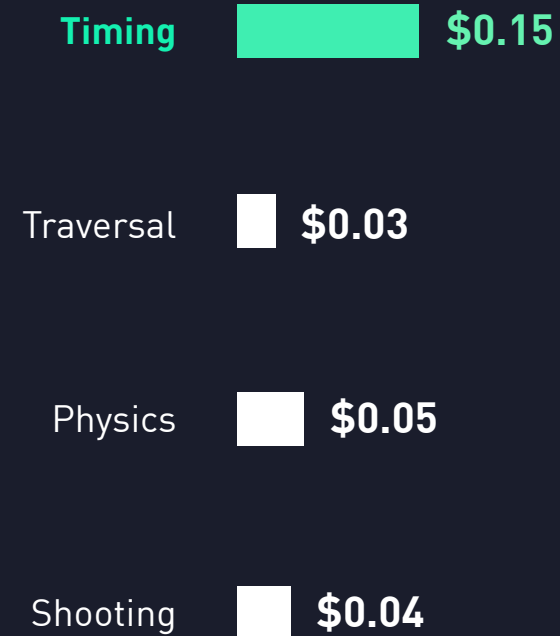
# Monetization metrics

## ARPPU



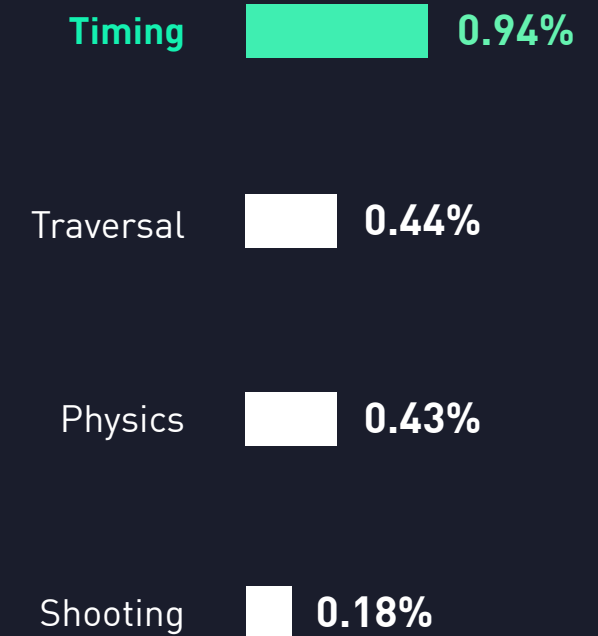
ARPPU looks at the average revenue per paying user.

## ARPPDAU



ARPPDAU looks at the average revenue per daily active user.


## Conversion rate





Conversion data is the percentage of users who made a purchase that day.

# Winning countries for HC games



## Best D1 retention

 France	49%
 Germany	49%
 Italy	49%
 Netherlands	49%
 Japan	48%




 United States	43%
 China	36%



## Best D7 retention

 Germany	19%
 Netherlands	19%
 Japan	19%
 Australia	18%
 France	17%

 United States	16%
 China	10%

## Best Playtime

 Japan	63 mins
 Indonesia	59 mins
 Canada	55 mins
 Australia	52 mins
 South Korea	50 mins

 United States	43 mins
 China	27 mins

# Superstar games launched in 2020

## Timing



### Slap Kings

Lion Studios

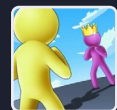
43,420

Performance Score

Release date: 21/02/2020

4.65 rating

329,152 Ratings



### Giant Rush!

TapNation

37,352

Performance Score

Release date: 19/10/2020

4.57 rating

97,912 Ratings



### Hit Master 3D

AI Games FZ

35,581

Performance Score

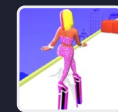
Release date: 11/11/2020

4.61 rating

60,981 reviews



## Traversal



### High Heels

Zynga Inc.

48,383

Performance Score

Release date: 28/12/2020

4.58 rating

216,586 reviews



### Shortcut Run

Voodoo

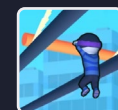
43,146

Performance Score

Release date: 26/09/2020

4.57 rating

207,642 reviews



### Roof Rails

Voodoo

39,471

Performance Score

Release date: 04/08/2020

4.54 rating

180,608 reviews



## Physics



### Demolish!

Voodoo

36,449

Performance Score

Release date: 16/07/2020

4.47 rating

112,473 reviews



### InfinityTree

horangmaes

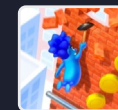
17,428

Performance Score

Release date: 05/03/2020

4.61 rating

1,683 reviews



### Bricky Fall

Voodoo

11,405

Performance Score

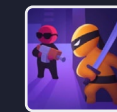
Release date: 02/12/2020

4.61 rating

3,114 reviews



## Shooting



### Stealth Master

SayGames LLC

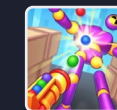
39,732

Performance Score

Release date: 08/07/2020

4.66 rating

124,027 reviews



### Knock'em All

Voodoo

38,192

Performance Score

Release date: 24/02/2020

4.56 rating

138,223 reviews



### Pocket Sniper!

JPGGroup

37,283

Performance Score

Release date: 06/07/2020

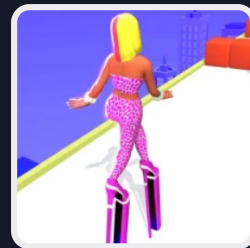
4.67 rating

134,906 reviews



# Under the microscope

## 2020's #1 Traversal Game



### High Heels!

Zynga Inc.

Release date: 28/12/2020

#### Ranking

4.58 out of 5

216,586 reviews



#### Ranking

Current Rank:

#29

▲ 2 (24h)

Highest Rank:

#1

Jan 21, 2021

#### Contextual Data

##### Category

Class: **HYPERCASUAL**

Genre: **HYPERCASUAL**

Sub-Genre: **TRAVERSAL**

##### Key info

Dimension: **2.5D (ORTHOGRAPHIC)**

Business Model: **F2P (ADVERTISING FOCUSED)**

Orientation: **PORTRAIT**

Competitiveness: **SINGLE PLAYER**

Production effort: **LOW**

##### Thematics

World/Surroundings: **FASHION**

#1 / 387  
in **Hypercasual > Traversal**

48,383 performance score

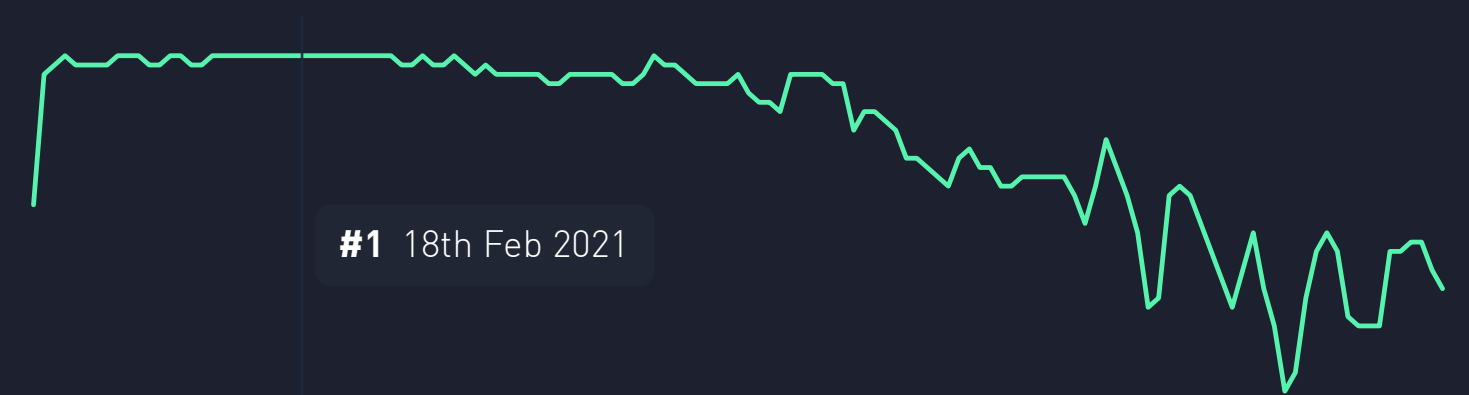


#### Trends

Rank

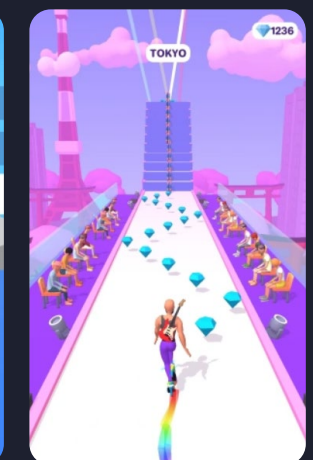
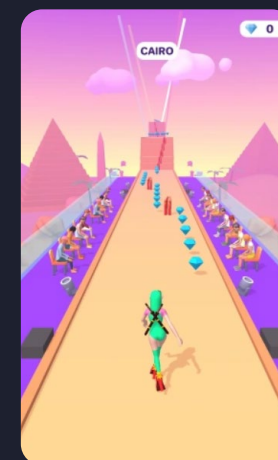
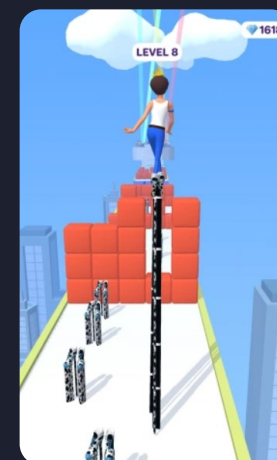
Installs

DAU



#1 18th Feb 2021

#### Screenshots





## Hyper-Casual Games

# Making them successful

# 1

### Keep them short, simple, and satisfying

Any successful hyper-casual game tends to follow three golden rules: keep it short, keep it simple, and keep it satisfying. Short, so they can play while standing in a queue. Simple, so that anyone can instantly start without any instructions. And satisfying, so you give them a reason to come back.

# 2

### Make sure the gameplay is forgiving

Carrying on from the first rule, you'll want to make sure your hyper-casual game is forgiving. A lot of HC games out there are not too tricky, offer multiple lives or rewards, or some even make it so you can't lose. Your players are looking for a quick, easy, and fun game to fill in their time. Make it too harsh, they'll likely leave and move on to something else.

# 3

### Know when to cut your losses

Typically, any HC game that has D1 retention lower than 40% isn't promising. Depending on how early on you are in your development process, you can either run quick sprints to roll out more iterations, improve your stats, or go back to the drawing board. It's really important to note that you want to start with high-impact, low effort tweaks for each sprint. Otherwise you may be spending weeks working on a game that won't make the hits.

Unlock more insights

# Just the tip of the data iceberg

Dive deeper into our data. Try GameIntel for free.

Get started

# GameIntel

The screenshot shows the GameIntel dashboard for the game 'High Heels!' by Zynga Inc. The interface includes a search bar at the top, a game profile with a 4.58 rating, and category filters for 'HYPERCASUAL' and 'TRAVERSAL'. Below this are filters for 'Store' (iOS App Store), 'Country' (United States), and 'Category' (Games). The main section features a 'Trends' chart showing a sharp decline in rank from #142K to #14K, with a callout for a rank of #142480 on 23 Mar 2021. To the right, a 'Ranking' section shows a current rank of #29, a drop of 5 positions in the last 24 hours, and a performance score of 44,724. The 'Game KPIs' section displays metrics for Installs (~19k), DAU (~154k), D1 Retention (~47%), and D7 Retention (~16%). At the bottom, there are five game screenshots showing various levels and items.