SensorTower

How to Build an Effective Offer System in Your Game

Discover how top games structure Offer System, what's new, and how to build a scalable system that performs.

Playliner
by Sensor Tower

Playliner, Sensor Tower's state-of-the-art platform for analyzing Live Ops, enables you to dive into a rich repository of events, updates, and monetization offers across hundreds of top games. Whether you're designing a new offering, reengaging existing players, or optimizing your monetization tactics, use **Playliner to secure your competitive edge in the mobile gaming world.**

This report gives you a preview of the rich insights available in-platform – use these evidence-based recommendations to move with confidence and revamp your strategy for 2026.

WHY Do You Need an Offer System?

LTV Maximization

ARpU growth comes from multiple levers:
Conversion, Repeat Purchases, Average Transaction Value, Demand

Segmentation & Personalization

While Shop covers basic, always-on needs
Offers deliver higher value, urgency, and personalization
Adaptive offers respond to player behavior, needs, and capacity to pay

The goal is not just to sell

A good offer system:

- Helps players overcome friction
- Supports progress at critical moments
- Feels like 'this is exactly what I need right now', not pressure

Common Myths
About Offers

- ✗ **The more offers you have, the better they perform**
- ✓ Players don't want *more* offers → They want the right offer, at the right moment, for the right reason

- ✗ **Cheaper offers always mean a better conversion strategy**
- ✓ Low entry price boosts conversion
- ✓ However, some players are ready to pay more from the start
- ✓ Starting too cheap hides willingness to pay and caps future spend

- ✗ **Players buy only emotionally – because of visuals and excitement**
- ✗ **Players buy only rationally – by calculating value and efficiency**
- ✓ Purchases happen at the intersection of emotion + calculation + context.
- ✓ Visuals and presentation attract attention, while value is evaluated *intuitively*, not through deep calculations.

So HOW do you avoid these mistakes, and build an effective offer system?

Core Building Blocks of an Offer System

1

Offer Types & Visualization

What types of offers exist and
what problem each one solves

2

Triggers & Timing

When and why an offer appears

3

Pricing Strategy

Increase when players are ready
Roll back when they are not

4

Segmentation & Personalization

Adapting offers to player behavior,
context, and capacity to pay

5

Offer Compatibility

Offers don’t compete or cannibalize
each other
Clear comparison and value differentiation

6

Economic Balance

Economy-aware design
Controlled inflation and sustainable value

Offer Types

There are dozens of offer types on the market today.
But that doesn’t mean you need ALL of them.

More offers ≠ better performance.
A strong system is built on a few types that work well together.

When choosing offer types, focus on:

Your KPIs – what exactly you want to improve (conversion, repeat rate, ARPPU)

Visual variety – to keep offers feeling fresh and 'new'

System synergy – offers should complement each other, not compete

Next, we’ll break down the **TOP-performing offer types** and what makes them work.

Login Offer

The simplest and most stable offer type

Simple & focused

- One clear bundle
- No visual noise
- No competing choices

Why it works

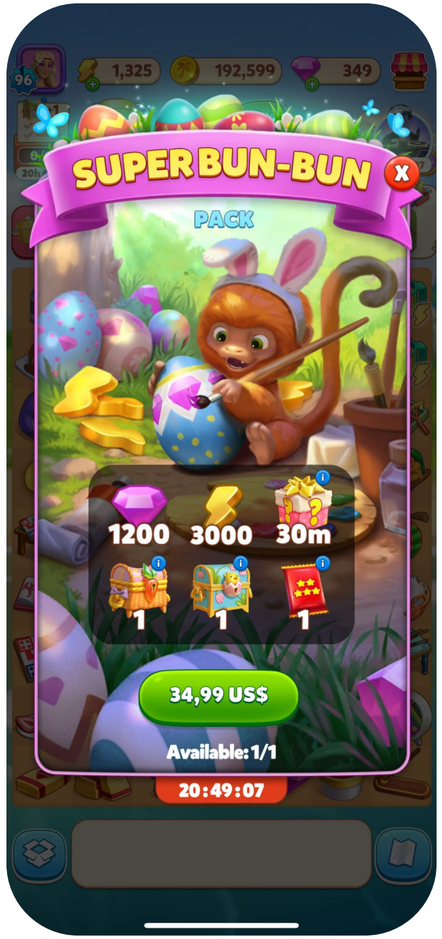
- Extremely effective with **Segmentation**
- Perfect fit for **Starter Packs**

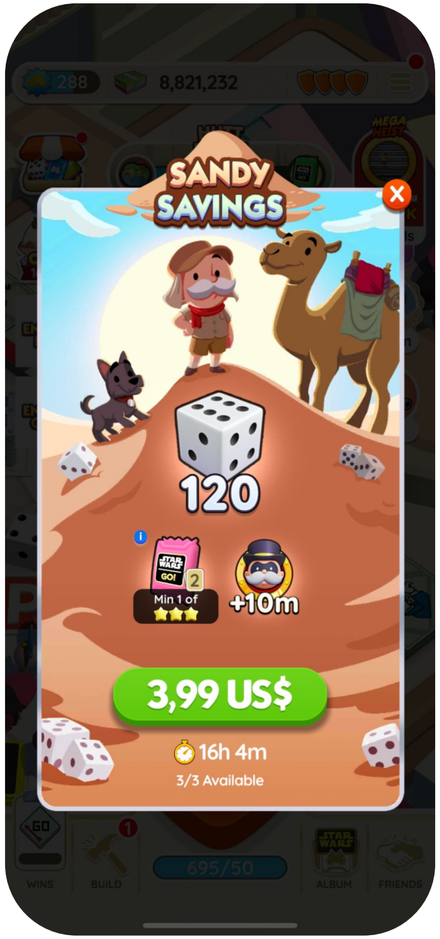
How it’s used

- Shown at session start
- Or triggered by key moments *(return, cooldown, progression)*

Role in the system

- Acts as the **baseline offer**
- A reference point for: pricing and value





Triggered Offer

One of the top monetization touchpoints in most games

Right place. Right moment:

- Appear exactly when the player hits friction

Typical triggers:

- Level-based games → Revive / Play On pop-up
- Other genres → Out of Currency pop-up

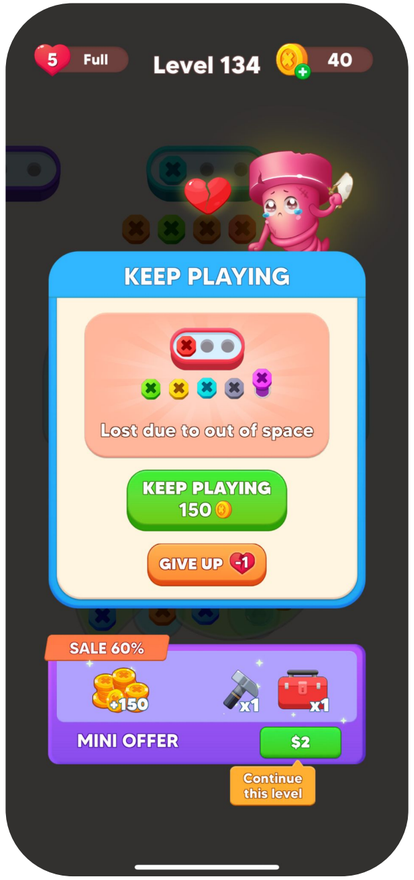
Why they work:

- Offer exactly the resource needed to continue progress
- No choice overload - immediate solution

Price and Value:

- Price and value must match the real cost of continuation
- These offers rely more on **context and need**, not on aggressive price scaling → no extreme price points (e.g. $50+)

Revive Pop-up



Out of Spins

Endless Offer

Always something to buy

- Endless Offer works like a *'10-in-1'* deal
- Buy one – another is already waiting

Built-in self-segmentation

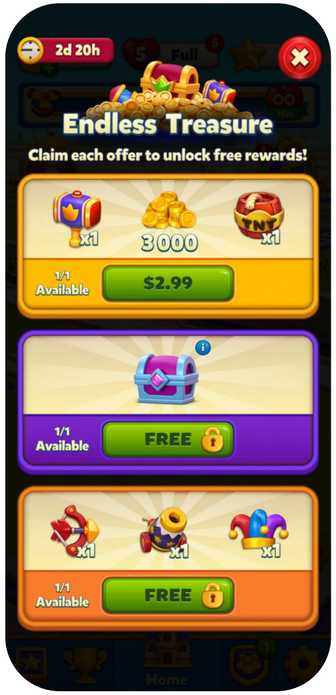
- Players choose how deep they go
- Some stop at 2, others at 5 or complete the whole chain

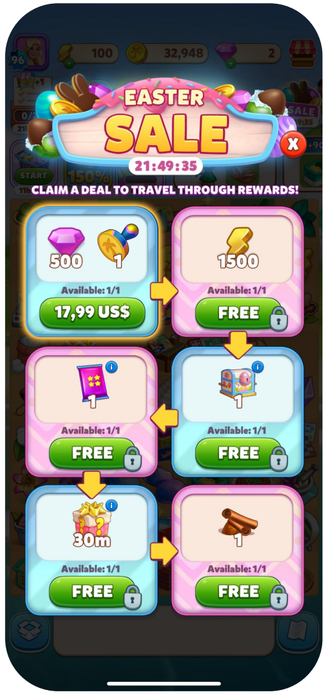
Strong ARPPU driver

- Depth is defined by player willingness, not forced pricing
- Start cheap, scale smoothly: Low entry price → repeat purchases → gradual check growth

Two scaling strategies

- Price increases step by step
- OR: Same price, but higher value (better for repeat purchase)





Strong visual hook

- Each purchase unlocks 'extra rewards for FREE'
- 6-slot or 3-slot Offers – great for rotation. Same Structure, new Visuals

1+X Offer

This offer type is all about visuals and variety
Same core value – completely different perception

Psychology over math
Multiple FREE tiles create an illusion of overwhelming value. Rational thinking switches off

Common Visual & Reward Variations

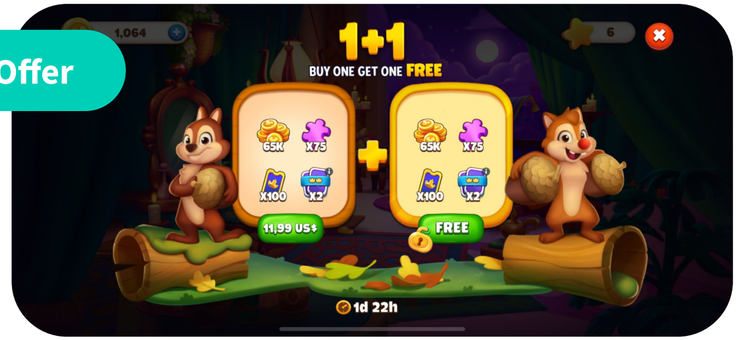
1. 1+1 format
Buy one – get the same pack for free
Classic, easy to read, triggers discount instincts

2. Mirror format (1 + half + half)
FREE rewards visually match the paid pack
Identical tiles = strong feeling of high value

3. 1+6 or 1+12 formats
Sheer number of FREE rewards feels stunning
Creates a hypnotic 'too good to ignore' effect

4. 1+X with a focus on rare currency
Different rewards, one clear highlight
Premium or rare items drive perceived generosity

1+1 Offer

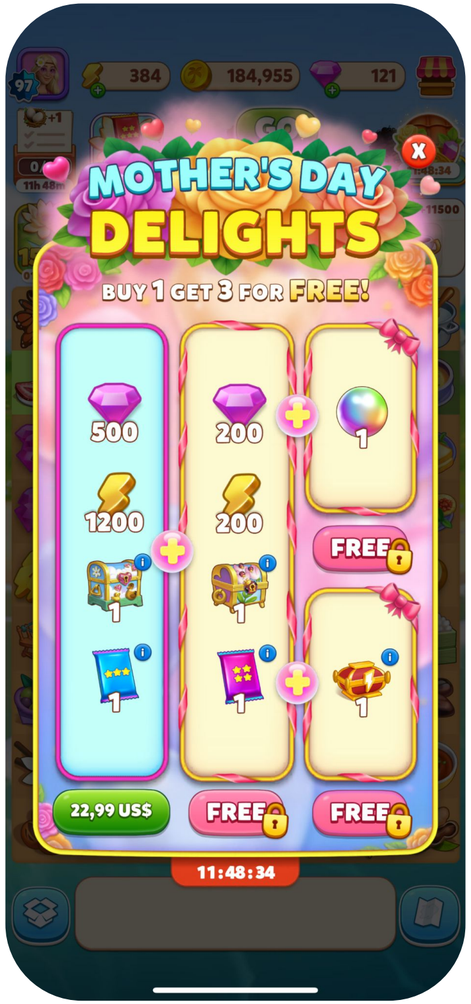


(+highlighted by twin chipmunks)

1+half+half Offer

1+12 Offer

Focus on Rare Currency (Pearl)



2-3 Bundles in One Offer

Choice architecture as a monetization tool

- Adds **built-in Segmentation** inside a single offer
- Side-by-side options enable **controlled comparison** and intentional emphasis *(use Anchoring, Decoy effect)*

Common Design Patterns:

1. Anchor the higher-priced options

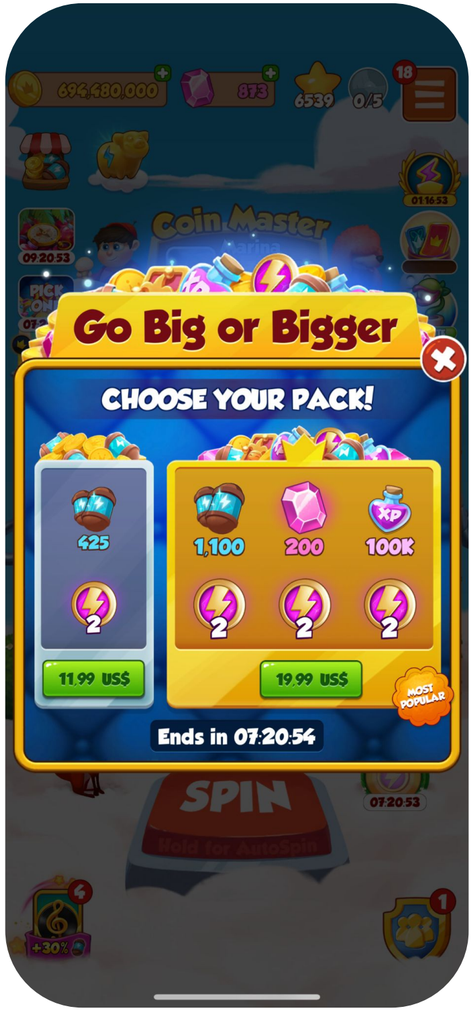
- First bundle is intentionally weak
- Visually smaller and less attractive→ Makes the next 1-2 options look significantly better

2. Comfort vs premium contrast

- 1-2 options sit in a 'comfortable' price range
- 3rd option is expensive but clearly more valuable
- Visual emphasis + attention to the premium choice

3. 'Buy Them All' option

- Multiple balanced bundles OR Buy them ALL with **20-40% OFF**
- Converts indecision into a higher total check



Clearly highlighted by color and size. More than 2X value without a 2X price.

Smoothly guides the player toward the highest-priced purchase – both visually and through balance.

The ‘Buy All’ price is only slightly higher than the most expensive offer: a $2 difference – while the value gain is $10+2

Battle Pass+

Why Battle Pass Works

- *'I've already progressed so much – buying feels logical'*
- And vice versa – Buying unlocks the desire to finish the pass and maximize rewards

However, **Main Limitation of Battle Pass: Low purchase frequency**: 1 purchase per 14-30 days

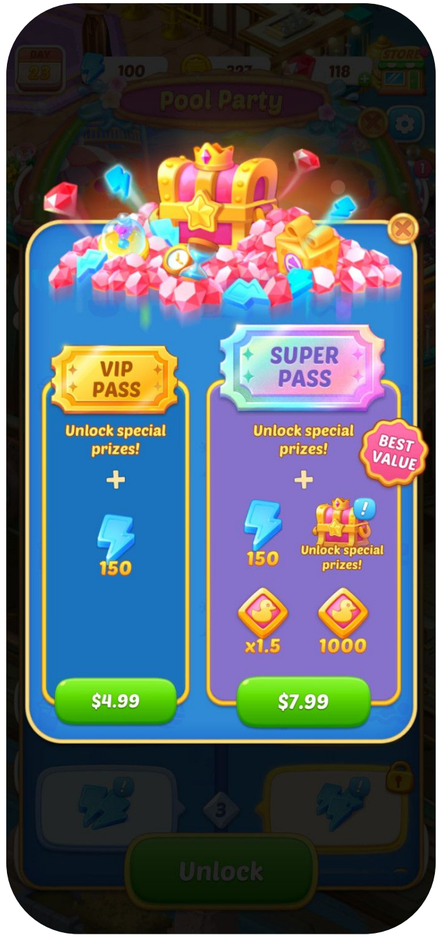
Common Short-Term Variations (2-3 days)

- **Endless Offer + Currency from activity**
  a. Progress generates currency – abandoning it feels wasteful
  b. Purchase unlocks accumulated value
- **Chain Activity Pass** *(Royal Match)*
  a. Goals progress simultaneously and stack
  b. Next milestone always feels 'just a bit away'

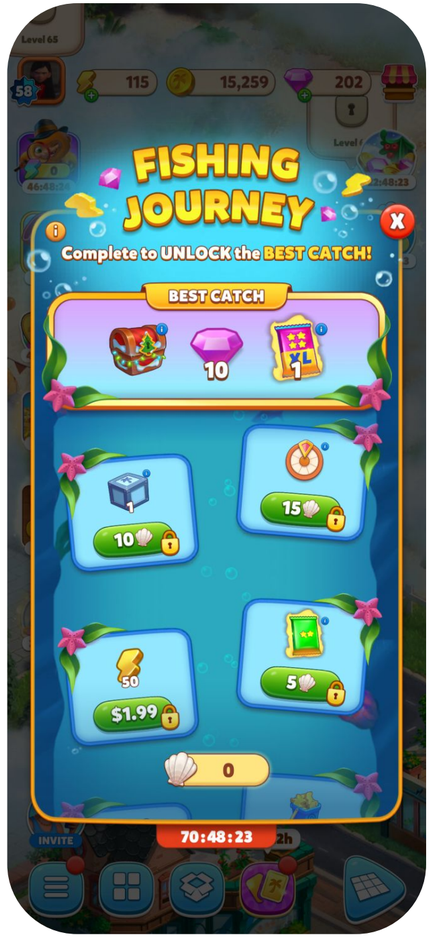
How to Balance It Properly

- Base activity → average offer Bonus
- Above-base activity → higher Bonus Value

Battle Pass



Endless Offer + Currency from Activity



Chain Activity Pass

Stamp It

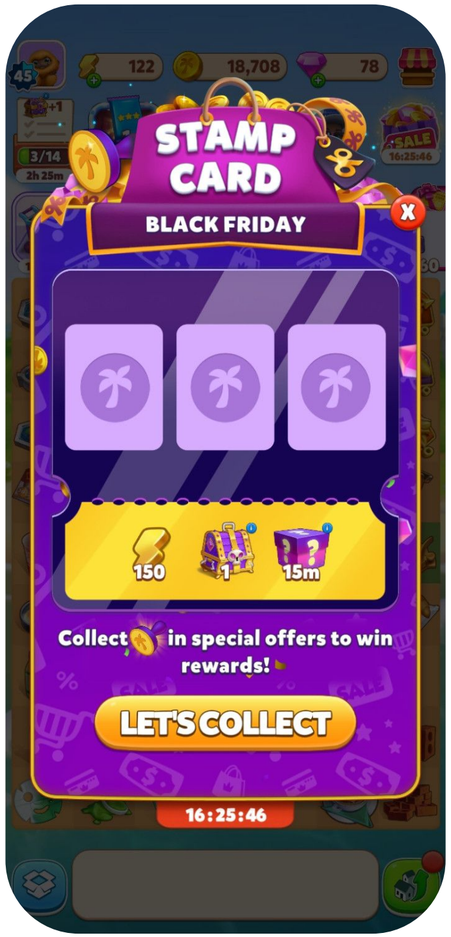
A short-term **purchase-loyalty mechanic**
Inspired by midcore & café loyalty systems – but compressed in time

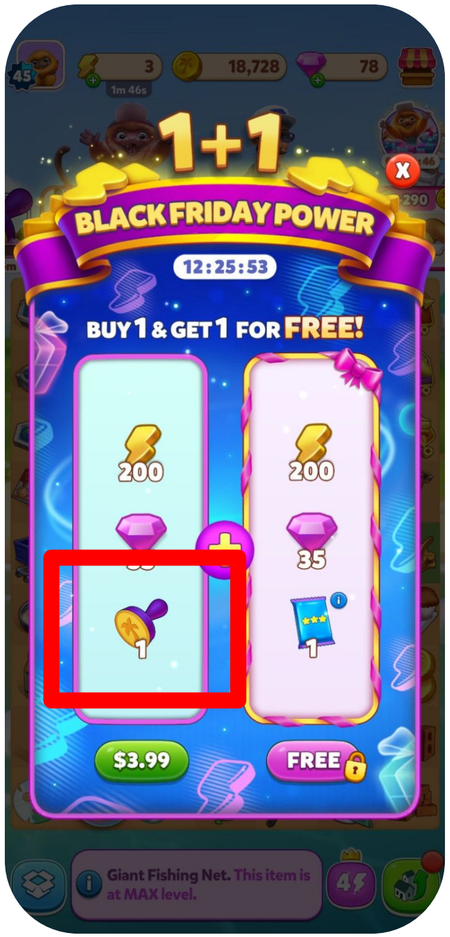
Why It Works

- **Drives repeat purchases**
  Rewards are unlocked only after *multiple* buys
- **Controls minimum check**
  Stamps are granted only for selected offers or price tiers
- **Turns spending into a goal**
  'I'm just one purchase away from the reward'

How It Increases LTV (Example)

- Player baseline:
  ~$10 per purchase, 1-2 buys in 3 days
- Stamp event rule:
  3 purchases, **min $7 each**
- Result:
  To unlock all rewards → **$21+ total spend**

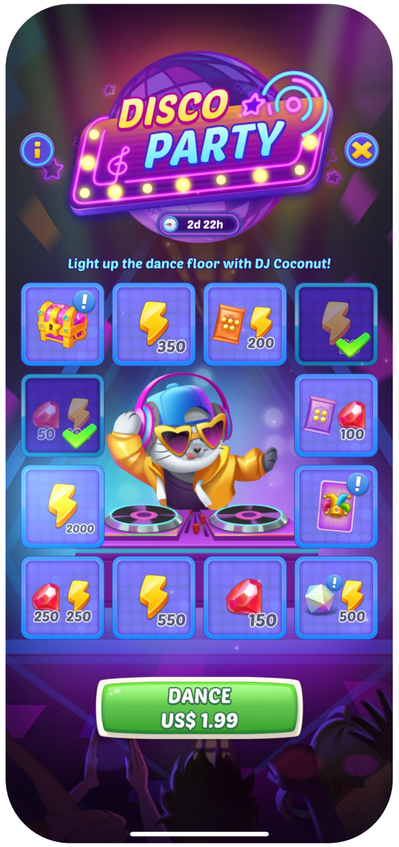




Don't set the bar too high – too much friction kills motivation

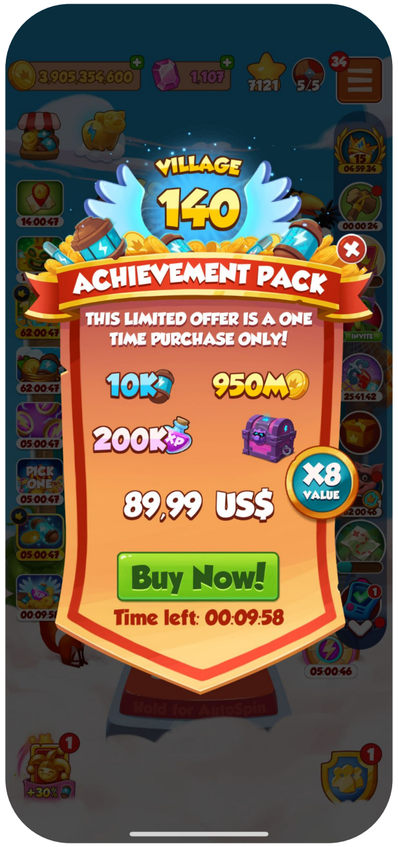
Other

Disco Wheel



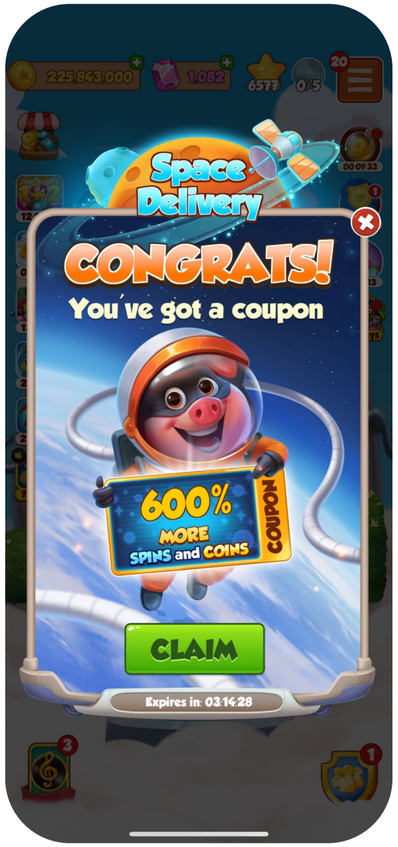
Starts with low-priced spins, but both price and attraction grow as valuable slots remain.
Strong driver of **repeat purchases**

Milestone Offer



Triggered by reaching a meaningful milestone – players buy on **positive emotions**, even without currency deficit.

Shop: Special Offer / Coupon



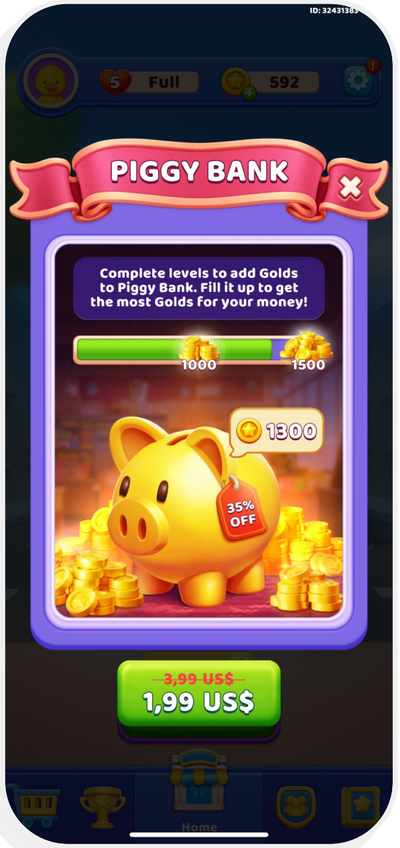
Coupon store bonuses (e.g. *'+100% value on all purchases'*) are an **underrated** but powerful monetization lever.

Other

Event Currency Offer

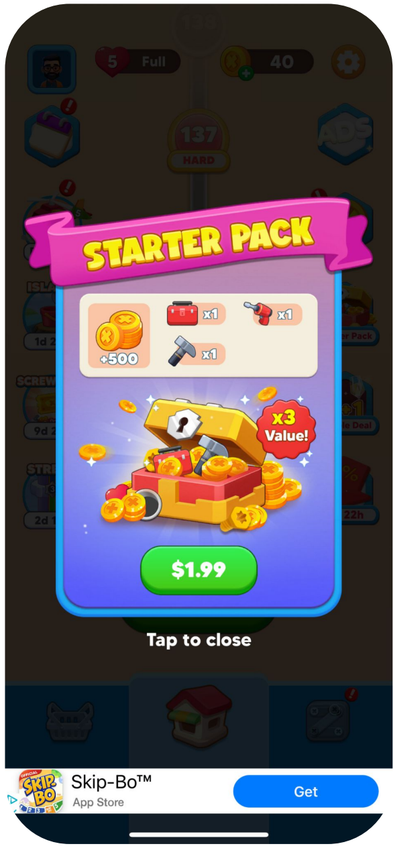
Sells event-specific currency, often combined with core currencies. Especially **effective near the end of events** – albums amplify urgency.

Piggy Bank



Leverages the ***'already earned value'* effect** – you just need to unlock it. Still psychologically strong, even if newer offer types have partially replaced it.

Starter Pack



Strong visual presentation paired with significantly higher value. Designed to secure the **1st Purchase** fast and confidently.

Offer Triggers and Placements

Offer Exposure: One Touch Is Rarely Enough

A purchase usually requires multiple touches - or one exceptionally strong trigger

This is how most marketing campaigns work: the idea needs time to *mature* before it turns into a purchase.

An offer needs to be:

- **Introduced** (‘seen’ by the player)
- **Triggered** at the right moment (out of Currency, lose the progression of the event, etc)
- **Easy to access** (lobby, shop)

If players can’t quickly find an offer,
it effectively doesn’t exist.

The Road to Repetitive Marketing

Studies show that a prospect customer needs to see/hear an advertiser’s message **at least 7 times**, before they take actions

Core Offer Triggers

Game Entry (Login / Opening the Game)

- Many companies fear pop-up overload
- In reality, this is one of the most effective exposure points

‘Out of Currency’ Moment

- Especially strong for **Merge, Solitaire, Casino** genres
- The same offers can be shown here and on login
- Sequential exposure works well

Level Failure → Continue Level Offer (Revive)

- Core trigger for level-based games
- Clear friction → clear solution

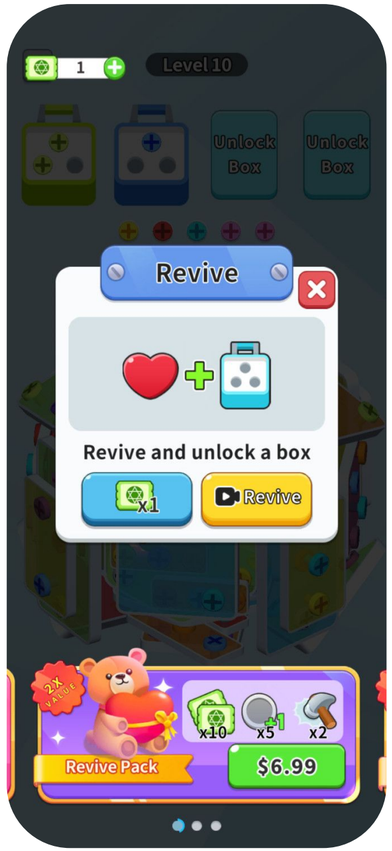
Positive Moments (Momentum Triggers)

- Purchases don’t happen only in deficit
- Players buy *'on a high'* - before friction appears
- Especially effective when offers are:
  - clearly valuable
  - limited in time (5-10 minutes / now or never)

Positive Moment

Out of Currency

Revive Offer



Offers Pricing & Segmentation

Segmentation: Start With Why

Why you may need Segmentation:

- Players have **different willingness to pay**
- One price cannot fit everyone
- Without segmentation, you either:
  - *under-monetize high-potential players*
  - *or push low-payers away*

Segmentation helps you:

- scale prices only *when players are ready*
- protect conversion for low spenders
- maximize long-term value

What segmentation is *not*

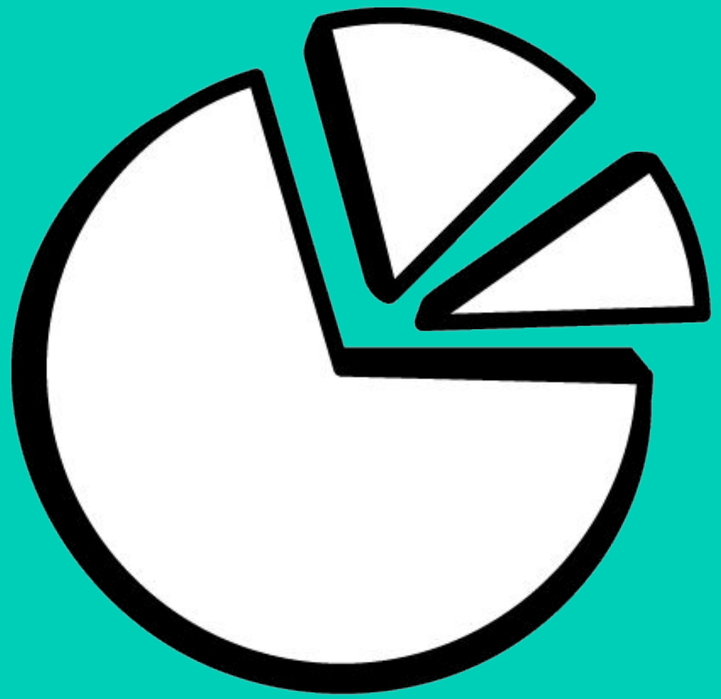
- Not 'make offers more expensive for payers'

When Simple Pricing Is Enough: Don’t Over-Segment Too Soon

Segmentation is powerful – but it’s not always the first priority.

You can wait if:

- The project is at an **early stage**
- Offer types, pricing, or economy are **not yet stable**
- You’re focusing on **1st Conversion offers**
  (here segmentation by country, UA source, or device matters more)
- You don’t have enough data to read player behavior reliably
- Your features already include **self-segmentation**
  (Endless offers, Chain offers, 2-3 Bundles in one offer)
- Your offers are **not segmented** or only **minimally segmented**
  (Revive offers, Battle Pass)
- The game relies on **cheap traffic + ad monetization**
  (segmentation is still important – but mainly for ads, not offers)



Simple Pricing Logic

Simple Pricing Logic

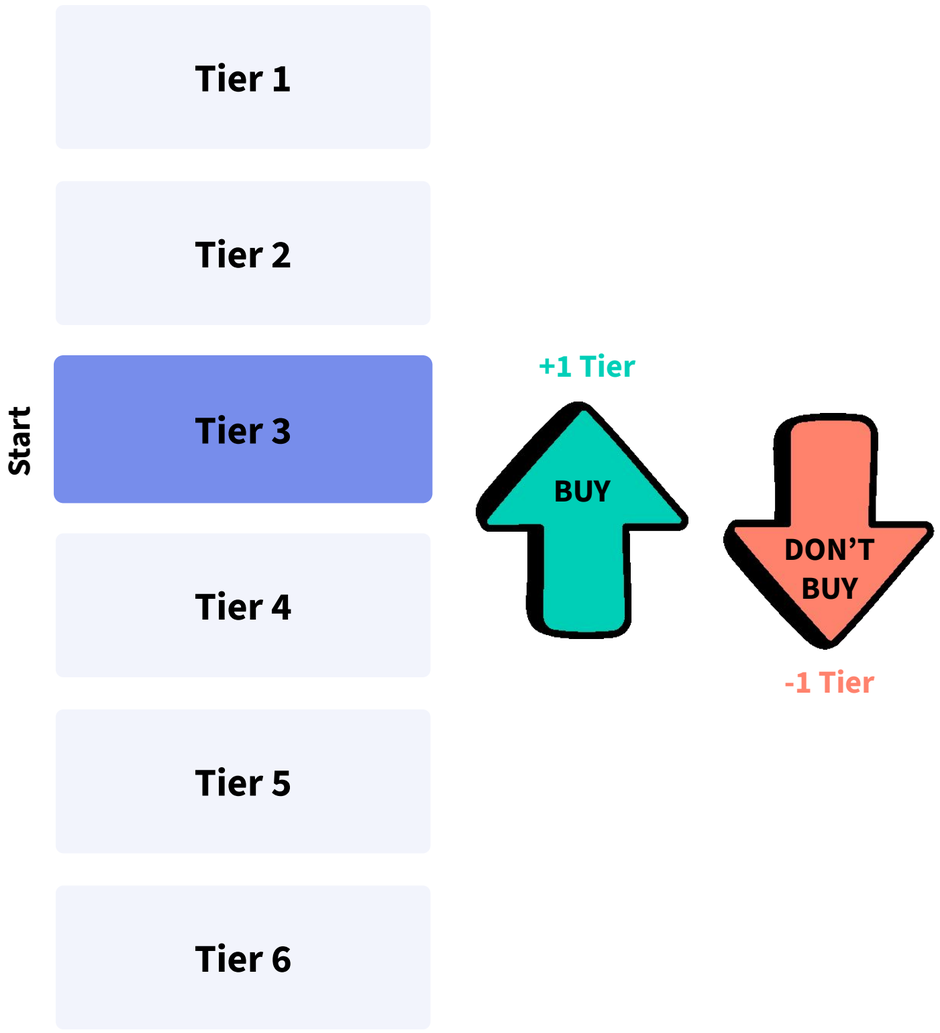
You don’t need a complex monetization system from day one

- A simple **step-up** / **step-down** logic works well both for new projects
- And even for Top games (e.g. Royal Match - for selected offer types).

How It Works (Basic Logic)

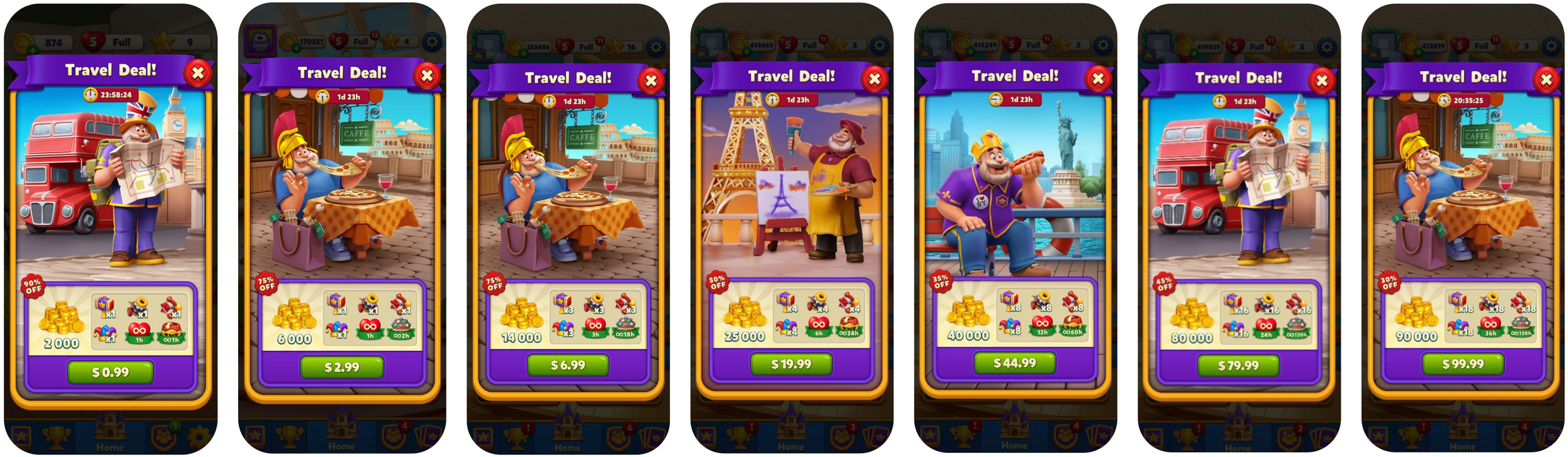
- Offers are split into **Tiers**
  (each Tier = higher price + higher value)
- Player **BUYS** the offer → move **+1 Tier Up**
  (shows readiness to pay more)
- Player does **NOT BUY** for some time → move **-1 Tier Down** *(price pressure is reduced)*
- Rollback speed can be tuned via **Recency**
  (higher tiers → slower rollback)

This creates a self-adjusting price ladder.



Royal Match: Example

- The **Travel Deal** offer changes depending on how many times the player has purchased it. The cost of this offer increases sequentially with each new purchase.
- However, if the player stops purchasing the offer, its price does not remain high. When the offer next appears, its cost is reduced by one step – to the previous level.



Royal Match: Example

The system follows the same tier logic as described above.

- The offer has **7 Tiers**, priced from **$0.99 to $99.99**
- The player starts from **Tier 1** – the cheapest pack (**$0.99**)
- From there, the offer moves **Up** or **Down** the ladder based on player behavior:
  - purchase → Tier goes **+1 Up**
  - no purchase during the period → Tier goes **-1 Down**
- The rollback is intentionally slow – prices usually drop only after a long pause *(e.g. ~1 week without purchases)*

Purchase #	Offer price, $
Before purchase	0.99
After 1st purchase	2.99
After 2nd purchase	6.99
After 3rd purchase	19.99
After 4th purchase	44.99
After 5th purchase	79.99
After 6th purchase	99.99

Segmentation Important Parameters

Segmentation Parameters: What We Look At First

1

Recency

- Time since last purchase
- For non-payers: **lifetime recency** is even more important
  → Shows *how warm* the player is right now

2

Frequency

- How often the player buys
- Strong indicator of habit vs impulse spending
- Shows upper **potential** for repeat purchases

3

Total Money (Spend per Period)

- Good for broad grouping
- Weak alone – strongest when combined with Recency & Average Transaction Value

4

Average Transaction Value

- One of the most underrated parameters
- Often more predictive than Total Spend
  → Defines the player's ***comfortable price zone***

5

Max Payment

- Shows upper **potential**, not behavior baseline
- Usually used as a supporting signal, not a primary one

6

Contextual Parameters (Deeper Layer)

- Country
- UA source
- Device
- Player Engagement and Turnover
- etc

RFM: Recency, Frequency

Recency

- **For payers** → time since last purchase
- **For non-payers** → lifetime recency
  (how long the player has been in the game without converting)

What it tells you**:** How long the player hasn't paid. Whether it's time to act – or step back

Why it's critical

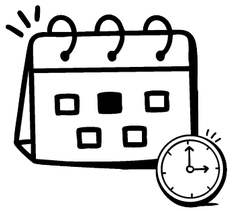
- One of the main signals for **price rollback**
- Especially useful when prices were pushed above the player's comfort zone

Typical use cases: High Recency → reduce pressure, lower price, reintroduce value

Frequency

- Less Important at the beginning
- Strong indicator of **repeat purchase potential**
- Paying frequency = **habit formation.** And habit is one of the strongest monetization driver

Recency



The freshness of the customer activity, be it purchases or visits.

E.g. Time since last order or last engaged with the product

Frequency

The frequency of the customer transactions or visits.

E.g. Total number of transactions or average time between trasactions/engaged visits.

How to Set Recency Thresholds

There is no universal Recency setup. Each project has **its own purchase rhythm.**

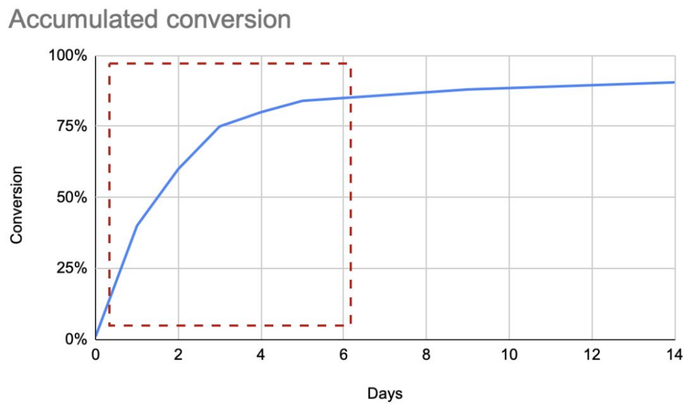
1 day is always the starting point → From there, everything depends on player behavior.

Look at the data, not assumptions
Build Graphics and ask 3 Key Questions:

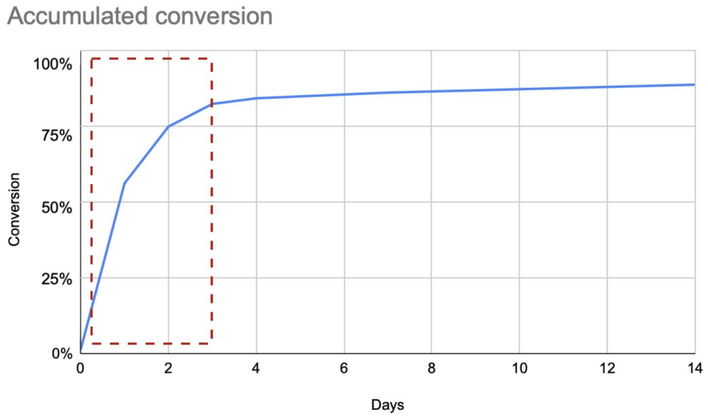
1. After how many days do players **stop paying**?
2. After how many days does a **repeat purchase** usually happen?
3. Where does the **drop-off** become visible?

These points define your Recency buckets.

Game 1



Game 2



For example:

- As shown in **Game 1** graph, players keep converting up to **Day 6** and then hit a plateau
- Whereas, in **Game 2**, the active conversion window lasts only **3 Days**.

That's why **Recency thresholds** (e.g., when to aggressively drop Starter Pack pricing) should be different for these games.

Total Money

What it shows

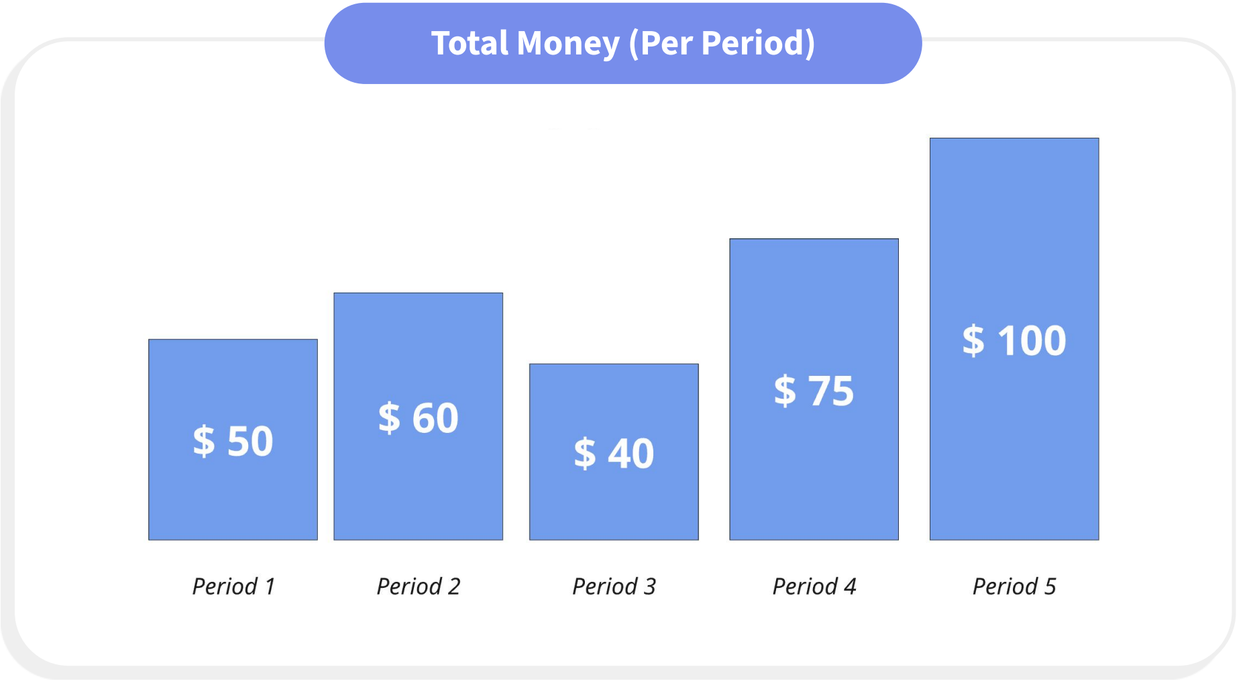
- How much the player has spent **in Total** over their lifetime

Pros: Why it's useful

- Good for high-level grouping (non-payer / payer / whale)
- Works well as a secondary or supporting signal

Cons: Where it fails

- Says nothing about current readiness to pay
- A player who spent $100 a year ago may behave like a non-payer today
  - This can be mitigated by also tracking Total **Spend over a recent period** *(e.g. last 30 days – adjusted to your project's purchase cycle)*
- Total Money reflects **spending potential, NOT spending behavior**
  - It shows *how much* a player has spent overall,
  - but not how they usually pay - at which price points and with what consistency.



What Total Money tells us

- Player's **spending potential** + spend **dynamics** over time
- At a high level, our goal is to **maximize Total Money**

What Total Money does NOT tell us

- **How** this Revenue is achieved: many small purchases vs a few big ones
- **What** actually changed in behavior: repeat purchases? higher price points?

From Total Money to Average Transaction Value (ATV)

Let’s look at 2 players with the same Total Money, but completely different payment behavior patterns.

Player 1

Total Money = $500
50 purchases × $10

Comfortable with microtransactions
Pays often, in small amounts
(often seen in casual and puzzle players)

Strategy

- Core offers around **~$10**
- Few beneficial offers in the **$10–20** range to gently scale the check
- Non-aggressive upsell through: Endless Offers, 3 in 1 Offers
- Main goal: **build repeat purchase habit**

Player 2

Total Money = $500
5 purchases × $100

Prefers big, high-value deals
Pays rarely, but in large chunks
(often seen in gambling and chance-based games players)

Strategy

- **Don’t underprice**
- If the player is comfortable with **$50**, avoid flooding them with **$3–5** deals
- Focus on: premium bundles, high-value, clear propositions
- However: If the player hasn’t paid for a long time and has moved away from their usual purchase rhythm, it’s reasonable to **gradually lower the price** to re-engage them – without an abrupt drop

Average Transaction Value (ATV)

ATV ~ The player's real comfort zone

Why it matters

- Predicts how players react to price changes
- Helps avoid:
  - underpricing high-potential players
  - overpricing frequent low-check buyers

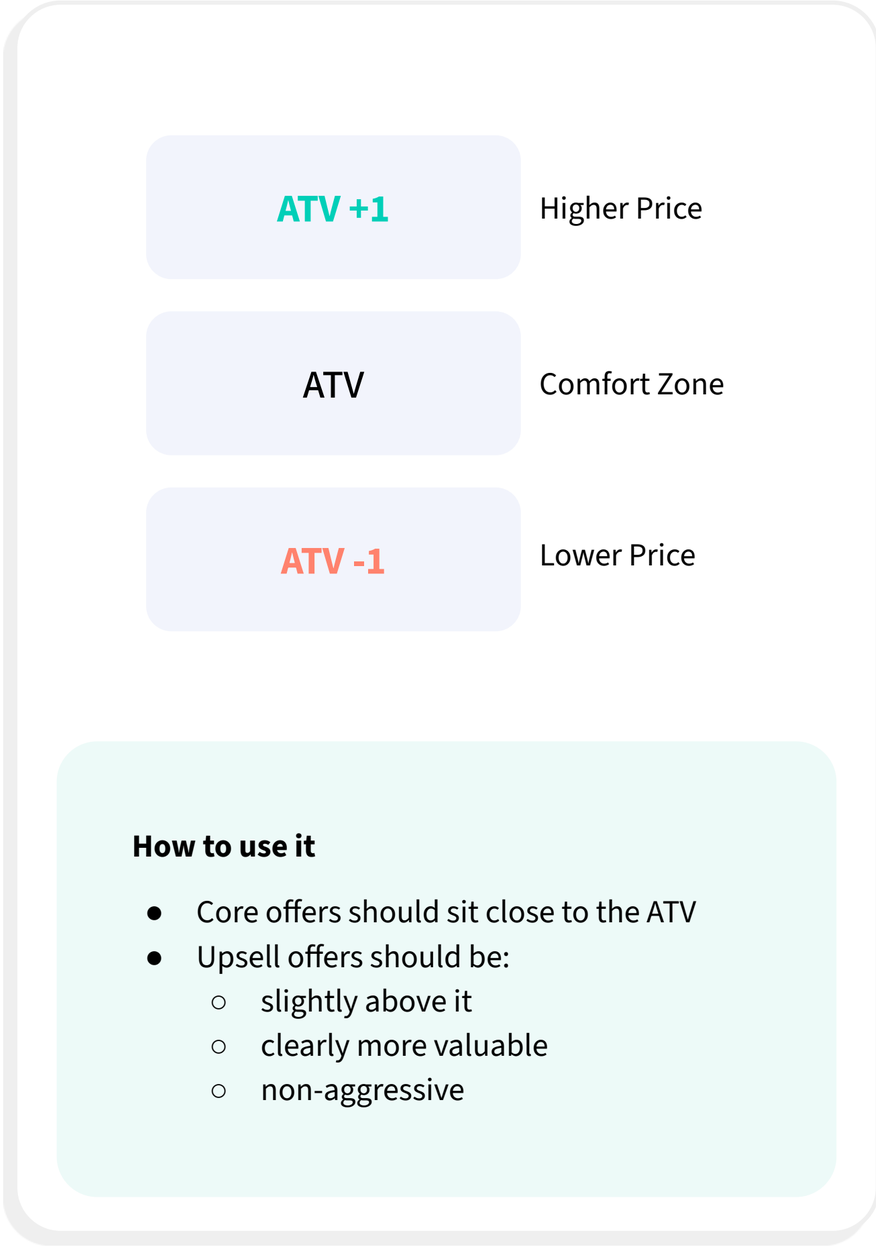
Long-Term Reality

- It's easier to **build a habit of regular payments** at a comfortable price
- Only after that does it make sense to carefully **increase the Average Transaction Value**

Psychologically, a lot of players are far more willing to:

- spend a small amount multiple times
- than make one large payment

This is why frequency + comfort zone often outperform one-off high prices.



How to use it

- Core offers should sit close to the ATV
- Upsell offers should be:
  - slightly above it
  - clearly more valuable
  - non-aggressive

ATV: Practical Notes

Smooth out Outliers

- Abnormal purchases (e.g. a payment that differs from the average by X%) should have **lower weight**

Exclude non-representative purchases
For example:

- non-segmented offers: Battle Pass, etc
- the cheapest Shop purchases

Weighted Purchase History

- Recent purchases should influence segmentation **more strongly**
- Example weighting:
  - **4-5** for recent purchases
  - **2-3** for older ones

The goal is to capture typical behavior, not noise.

Sometimes You Should Step Down

Should you always offer only the comfort price and higher?
Not always. **Especially at high price points**

- After a higher-than-usual purchase,
  the old price may still feel *emotionally comfortable*
  while the new one felt like a stretch.
- Giving a temporary step-down option

What Happens If You Don't Step Down

If the price stays too high for too long:

<u>Scenario 1 (Best case)</u>

- Player loves the game, keeps playing
- Eventually converts again (even with higher price)
- Important: **don't raise the price further** – hold the tier, especially at high values

<u>Scenario 2 (Risk)</u>

- Player stops buying
- Engagement drops
- Higher churn risk

Max Payment

MaxPayment – potential signal, not a baseline
Don’t Overreact to One High Purchase

What it shows

- The highest single payment a player has ever made
- Indicates upper spending potential, not regular behavior

How it should be used

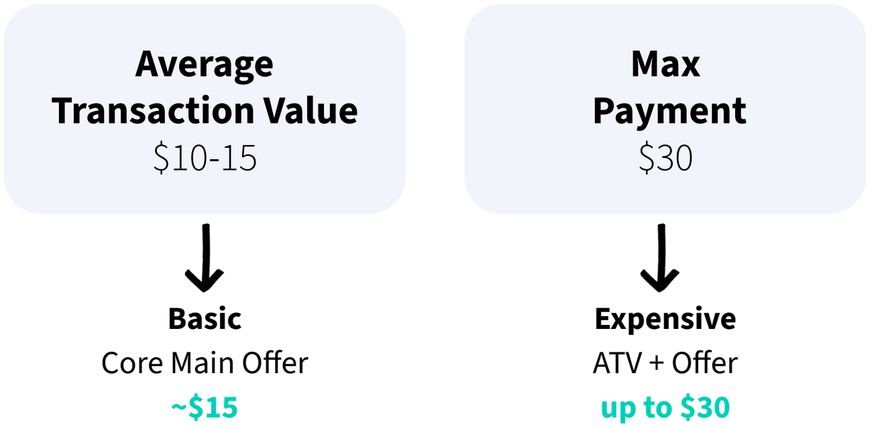
- Signals how expensive an 'Premium' offer *can* be
  - Complements the core pricing logic, not replaces it
- Core offers should still be priced **around the player’s Average Transaction Value**
- Expensive offers should appear **in parallel**, not instead of core ones

Example

A player usual pattern is $10–15 purchases
Their once paid $30 during a holiday event.

→ Max Payment shows potential
→ ATV + Frequency show reality

Core Offers = $10-15 (according to Average Transaction Value)
Premium Offer = $30 (because of the MaxPayment - potential)



Other Parameters

Country / Tier

- Lower-tier countries often monetize worse
- Conversion and ARPU expectations should be adjusted accordingly

UA Source

- Higher-quality traffic:pays more often, shows higher loyalty
- Cheaper traffic: lower conversion, weaker repeat behavior

Player Progress (Level)

- Early-game players convert easier on cheap offers
- Mid / late-game players accept higher prices and more complex bundles
- Consider inflation: at higher levels, offers often need more currency per $ to stay meaningful

Device

- iOS and Android often behave very differently - if we are talking about Offer System
- Offer systems should be analyzed separately
- BUT you should be ready to support 2 distinct systems

Interesting fact:

- Expensive Android devices (e.g. premium Samsung) sometimes behave like iOS
- Cheaper iPhones can behave closer to Android

ML & Personalization

The Highest Level of Segmentation

The most advanced form of player segmentation is **personalized offer management powered by ML**.

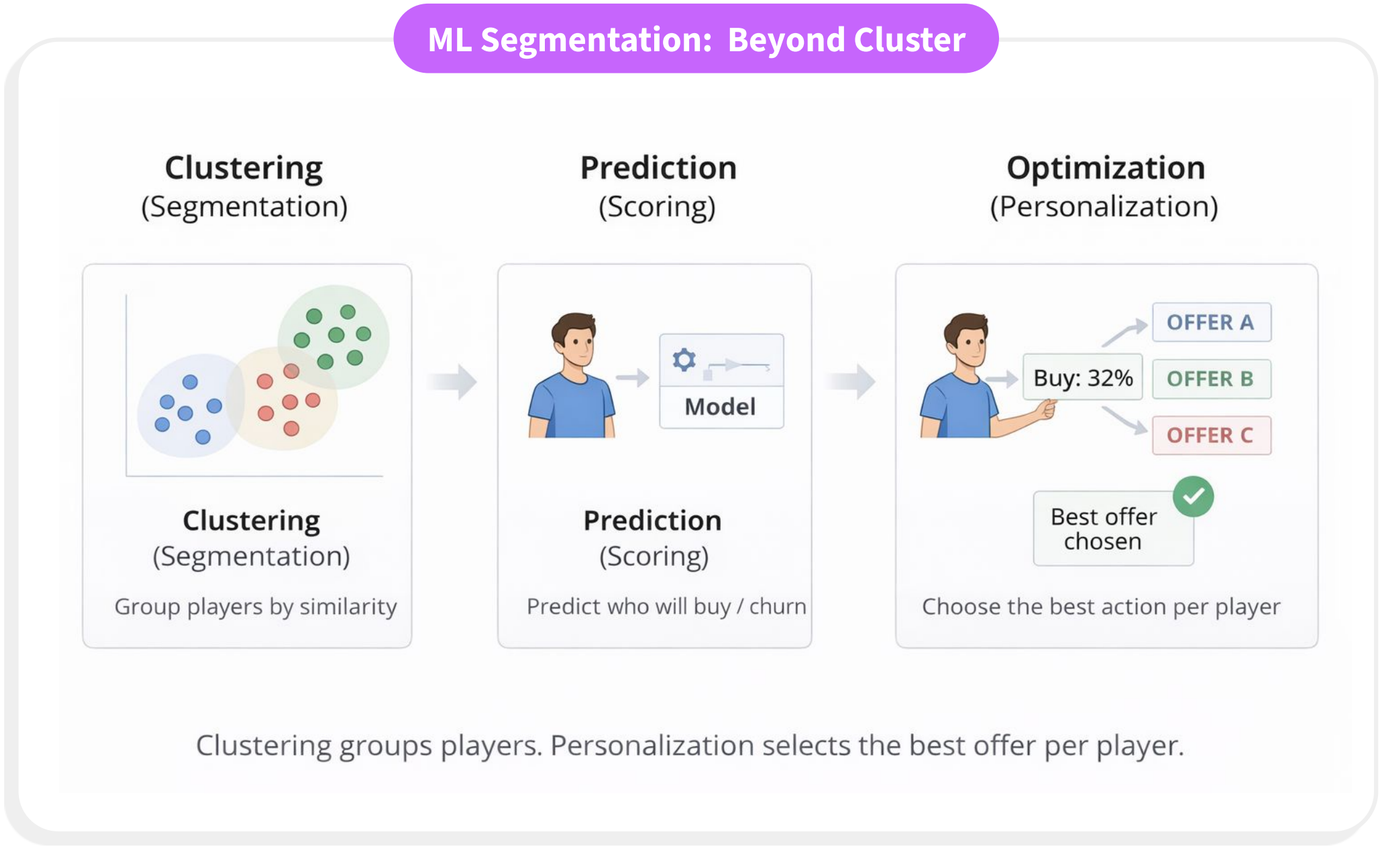
No matter how strong a system is –
even one designed with deep analytics –
ML can push it further.

- Processes more signals than any manual system
- Finds patterns humans miss
- Continuously adapts to player behavior
- At scale, you can start using even more parameters and dependencies

Important Reality Check

- ML still requires **A/B testing**
- Results must be **carefully analyzed**
- ML only works properly at **large scale**

Without enough data, ML adds noise – not value.



Offers as a System
Designing Compatible Offers

KPI First

The ultimate **Goal** is simple: **Maximize LTV**.
But **HOW** you get there defines what kind of offer system you should build.

Different KPIs → different strategies → different offer design.

Maximize Conversion

Goal: get more players to make their purchase

What works best:

- Low-priced offers
- Clearly выгодные, easy-to-read bundles
- Strong visuals and marketing framing

Average Transaction Value

Goal: make paying players spend more

What works best:

- Price ladder near the comfort zone
- Premium offers placed next to standard ones
- Clear extra value or unique rewards for higher tiers

Drive Repeat Purchases

Goal: increase purchase frequency

What works best:

- Endless / Disco-style offers
- Stamp It or Loyalty mechanics
- Low starting price → repeat purchases → higher total spend

A strong offer system rarely focuses on one KPI only
The best systems **Combine all three** – but with a clear priority depending on your game, stage, and audience.

Main Components

Visualization

Are offers visually distinguishable?
Can players instantly tell what is special
and what is premium?

Content Variety

Do different offers serve different player needs?
Or are they just variations of the same bundle?

Pricing Logic

Are price steps consistent across the system?
Does pricing feel intentional – not random?
Can players *understand* why one offer
costs more than another?

Value Balance

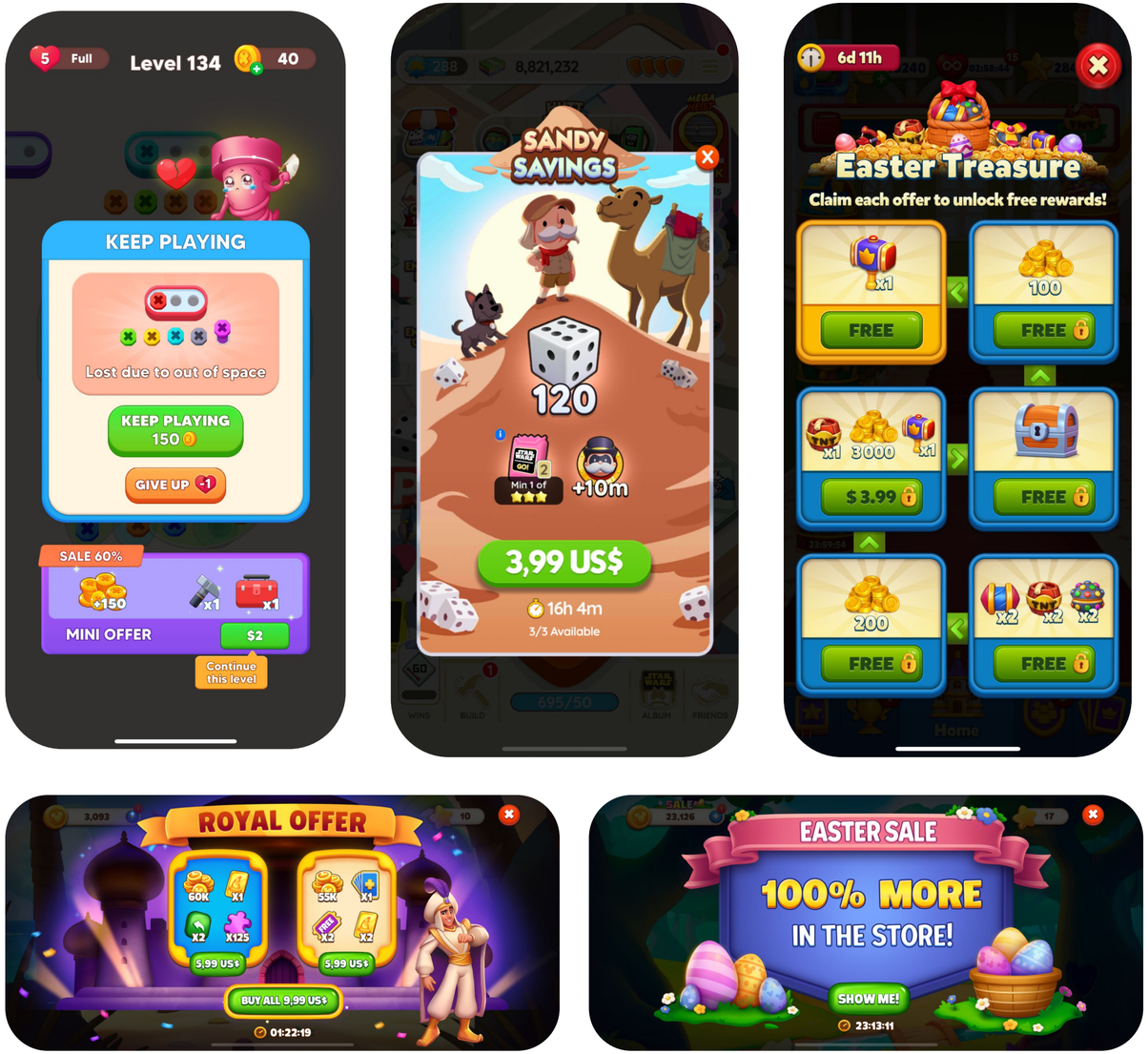
Do offers have different levels of profitability?
Is the value gap between them clear and justified?

Visualization

Above, we covered different offer types. They vary in perception – and different players gravitate toward different formats.

There’s no need to launch everything at once:

- **2-3 offer types** are enough for a solid start
- **4-5 offer types** are ideal for a mature, well-balanced system



Visual Tricks That Work

Highlight the winning option

- Use **color, size, or framing** to draw attention to the best-value offer
- One offer should clearly feel like *'Best Value'*

Show bonus value relative to the <u>cheapest</u> option in Shop

- Not the nearest price in Shop

Bonus VS Discount

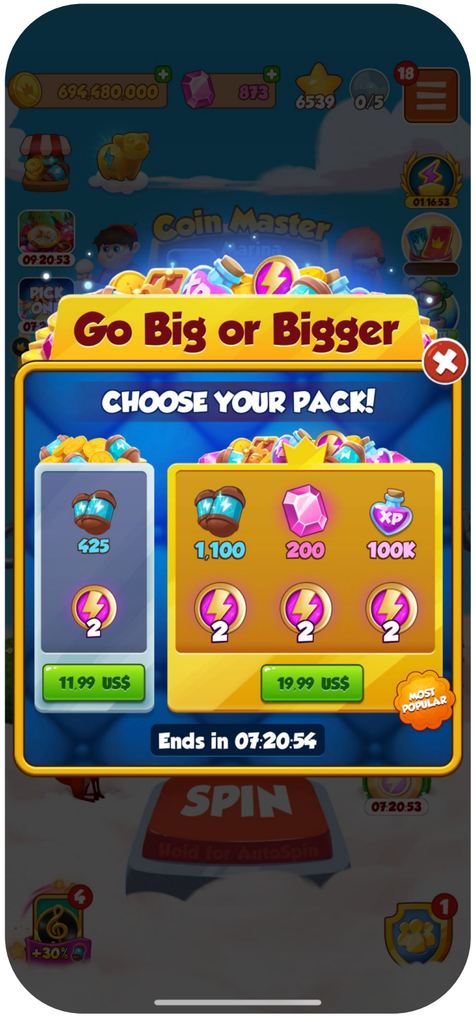
- '+100%' is much more popular, than '-30% OFF'

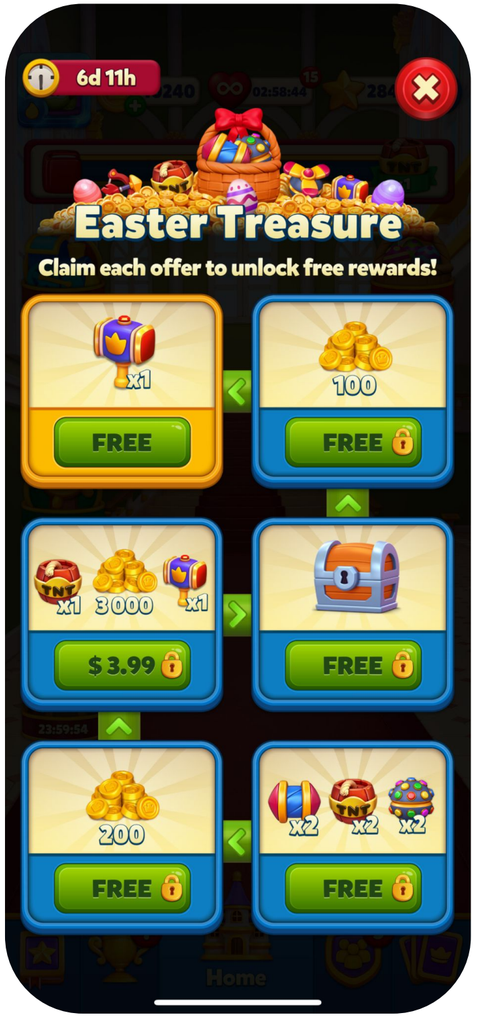
FREE parts feel like real bonuses

- FREE items are psychologically processed as a **Gift**, not as part of the price

Animations amplify value

- Use Animations to help emphasize large bonuses and visualize reward application



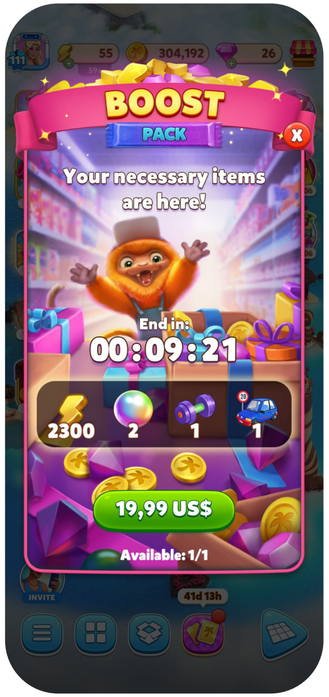


Content Variety

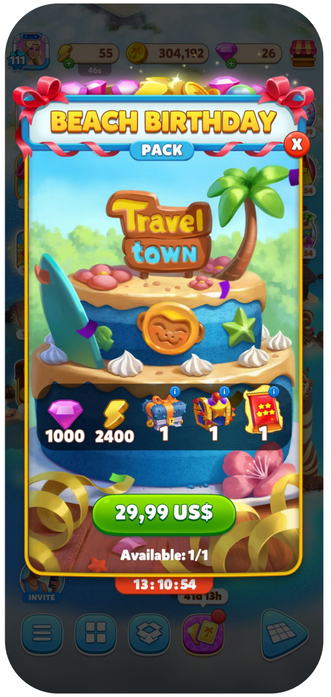
If all offers contain the same items with only a **10-15% value difference** – the system quickly becomes boring

Different offers can lean toward different currencies: boosters, hard currency, side currencies

Use Event-Specific Content: Cards for Albums, Event currencies



Add Rare Resources. Instantly increase perceived value



Use Chests with reward ranges instead of exact numbers. Creates the chance-based excitement

Pricing Logic

Variety Beats Precision

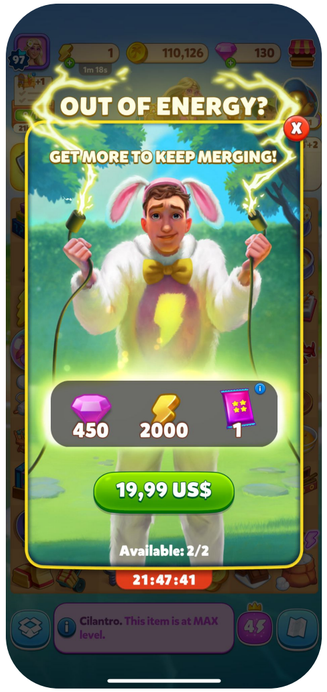
Imagine this situation:
A player opens the game and sees
3 different offers – all priced at $19.99.

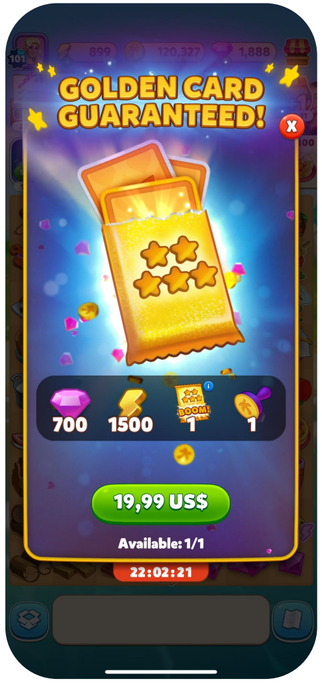
- Yes, looks like you hit the Average Transaction Value
- But:
  - offers feel interchangeable
  - there's no real choice
  - no price ladder

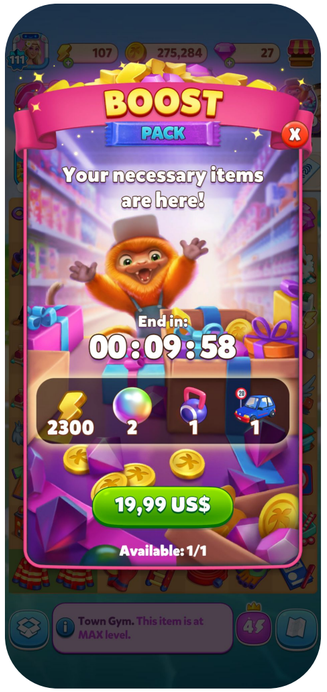
Why Price Variety Matters

Different price points allow you to:

- introduce **meaningful variety**
- give players **real choice**
- gently move players to a **neighbor price tier** *(up or down, without pressure)*







You typically won't see this exact setup in-game – it's a mix from different days.
But let's imagine these offers appeared side by side.

What do we notice?

- Different visuals, even though the offer structure is the same
- Currency amounts vary, but not by much
  a. Each one gives roughly 1.5-2K energy, 450-700 gems, plus some extras
- So you see 'four offers'… but there's **barely any real choice**

Pricing Logic

The System Trap

Offers are often balanced in isolation – and that's the trap.

A single offer may look fine on its own,
but break the logic of the **entire system**.

This is especially risky when: different offers have **different price ledder**

Every new offer must be checked inside the system.

- Not just: 'Is this offer good?'
- But: 'How does it look next to all other offers for this player?'

Offer 1

Avg Check	Price	Coins	Booster 1	Booster 2	Booster 3
1-10	7.99	5,000	1	1	1
10-30	19.99	20,000	3	3	3
30+	49.99	65,000	8	8	10

Offer 2

Avg Check	Price	Coins	Booster 1	Booster 2	Booster 3
1-5	3.99	1,000	1	1	
5-15	9.99	5,000	1	1	1
15-30	19.99	15,000	2	2	3
30-75	54.99	50,000	12	12	12
75+	74.99	80,000	20	20	20

What You Need to Do

Build a **segmentation simulation**:

- Input player data
  (Recency, ATV, Total Money, etc.)
- Identify the player's segment
- See **exactly which offers and prices** this player will see

	Avg Check	Price	Coins	Booster 1	Booster 2	Booster 3
Offer 1	1-5	7.99	5,000	1	1	1
Offer 2	1-5	3.99	1,000	1	1	
Offer 1	5-10	7.99	5,000	1	1	1
Offer 2	5-10	9.99	5,000	1	1	1
Offer 1	10-15	19.99	20,000	3	3	3
Offer 2	10-15	9.99	5,000	1	1	1
Offer 1	15-30	19.99	20,000	3	3	3
Offer 2	15-30	19.99	15,000	2	2	3
Offer 1	30-75	49.99	65,000	8	8	10
Offer 2	30-75	54.99	50,000	12	12	12
Offer 1	75+	49.99	65,000	8	8	10
Offer 2	75+	74.99	80,000	20	20	20

Almost identical content, but different prices *($7.99 is clearly a bad deal).*

Same price, but the second offer's content is noticeably worse.

Value is split across different currencies – harder to judge, but both still feel good.

Value & Bonuses

When to Show, When to Hide

If the value is truly high – show it clearly

- Use bold labels and highlights
- Compare value relative to the cheapest Shop purchase
- Make the advantage instantly readable

If the value difference is small – make it implicit

- Shift value into:
  - event currencies
  - chance-based rewards / loot boxes
  - boosters (harder to evaluate)
- Reduce direct comparison

Important reminder
Players usually estimate value at a glance, anchoring on the core currency.
It becomes the reference point for all comparisons

Even complex offers are anchored to this first impression.

Beautiful presentation shows **'+200% More'** – but this applies only to the **$99.99** offer
For the cheap **$5.99** offer, the real bonus is just **+25% More**

Animation and Visuals strongly amplify perception, highlighting the bonus part as **'2X Bigger'**, even when the actual value increase is modest

Travel Town. Example 1

- Core content is consistent: **Energy + Gems**
- But each offer adds a different 'hook':
  - **2** = clean, standard bundle
  - **1 & 4** = extra layers *(chests + timed booster)* → harder to value, adds excitement, blurs comparison
  - **3** = strong focus item *(special card pack)* → 'unique value' framing, not just more currency

What we see here

1) Different formats + triggers
Same economy goal, but delivered through different entry points:

- **Endless** (progress loop)
- **Out of Currency** (hard friction)
- **Daily Login** (session start)

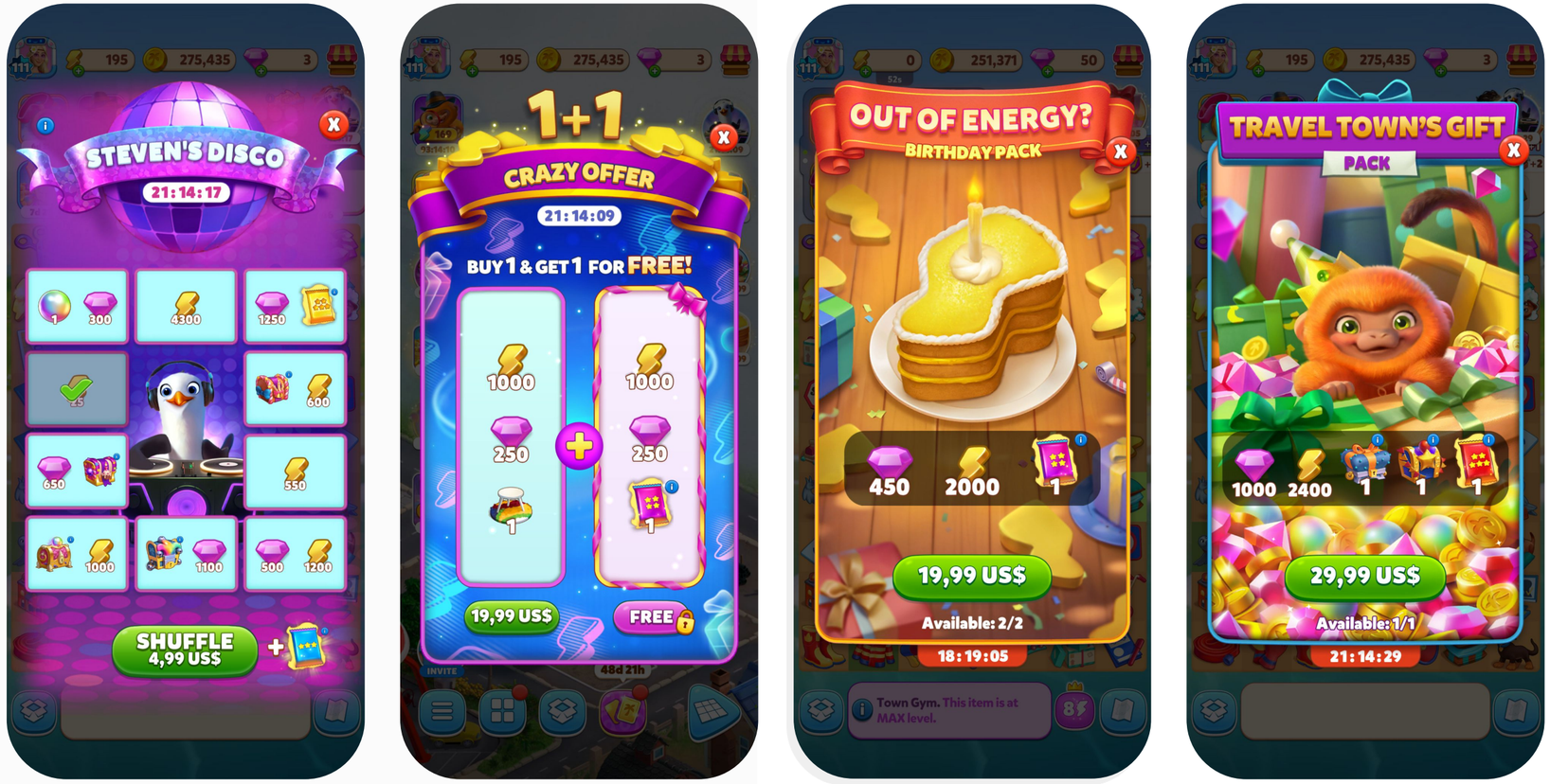
2) Price variety creates real choice

Price range: **$17.99 → $34.99***
Works as a soft price ladder:

- easy to **stay in comfort zone**
- possible to **trade up**
- possible to **step down** without feeling 'downgraded'

I usually pay **$19.99, sometimes **$4.99 / $22.99** and only rarely **$29.99***

Travel Town. Example 2



The principle here is similar:

- Different visual presentations
- Wide price range from **$4.99 to $29.99** (with a clear anchor around **$19.99)**
- Non-standard content: chests, merge-chain items

A natural question arises:

Isn't the $4.99 Disco offer too cheap?

This is where the offer mechanic matters:

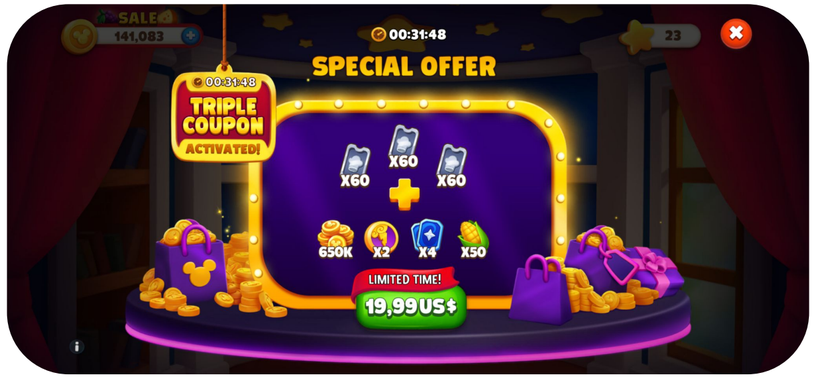
- The offer is designed for a **series of purchases**
- Once a reward is claimed, it's removed from the pool → only the most attractive rewards remain
- Each next spin **costs more**

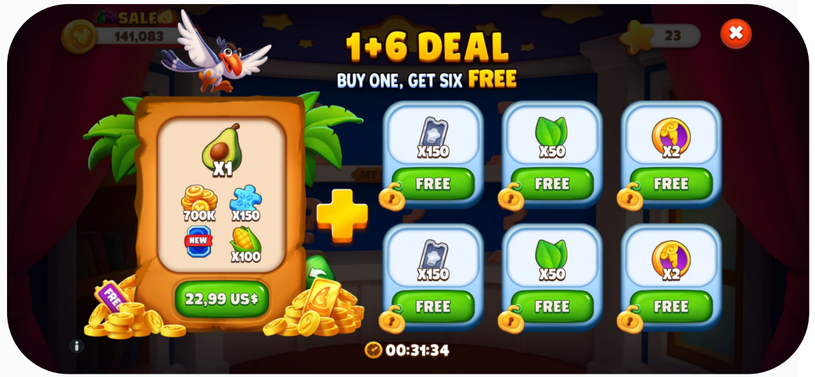
The common trap:

- You start with 'cheap' purchases: **$4.99 → $5.99 → $6.99 → $7.99**
- Each step feels well below your usual **$19.99 comfort price**
- But after just 4 purchases, you've already spent: **$25.96**

As a Result: Cheap ≠ bad

Disney Solitaire. Example 1





Multiple Visualization formats

- 1+X FREE
- Endless + Currency
- Chain Activity
- Simple Login Offer

Smart value distribution

- High value is anchored in coins
- Other currencies let players choose **which event or feature to focus on**

Same Principles in Action

Wide price range: $6.99 → $22.99
Closely matches real behavior:

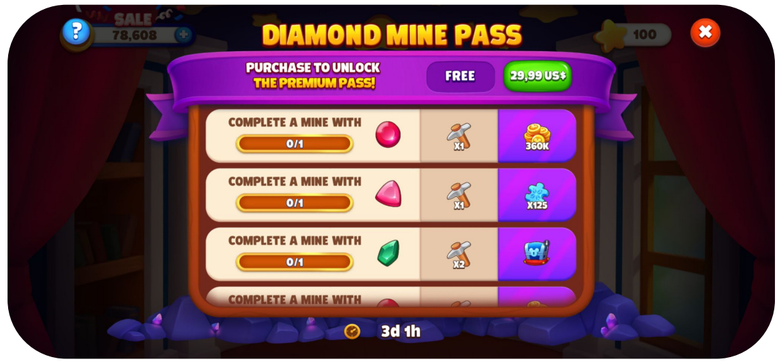
- frequent purchases **up to $14.99**,
- occasional **$22.99**

Looks like a mix of **ATV logic + Max Payment** potential

Low entry price ($6.99)

- Designed for **a purchase sequence**, not a one-off deal → total value is unlocked through repeat buys

Disney Solitaire. Example 2



Wide price range: $4.99 → $36.99

- **$4.99** is a low-friction entry, designed for **repeat purchases**
- **$36.99** looks premium and convincing:
  - **1.2M coins** – a strong psychological anchor *(1M+ feels 'Big')*
  - at first glance, it appears **much more valuable** than nearby offers

Another Example – Wide Range, Clear Anchors

- Completely **different presentation** across all 6 offers
  → each feels like a unique option, not just a variant

Economy & Balance

How to Calculate Value and Bonuses

Start With a Clear Baseline

- Always define a **reference point**
- All value comparisons happen **relative to this Anchor**

How to Define the Anchoring Point?

1. Cheapest Shop Pack – a single, universal reference point

- Used to compare all offers across the system
- Ensures internal consistency: This is your internal measuring unit.

2. Nearest Price Point – player baseline

- The closest Shop pack or Bundle by price
- Reflects **how players** actually compare offers

How players think:

- 'I'm ready to pay **$10**'
- 'Which option around **$10** is better?'
- Comparison happens against:
  - similar-priced offers
  - cheaper alternatives

Shop

	Price	Coins	Coins / $1	Bonus
1	$1.99	1,000	***503***	0%
2	$7.99	5,000	*626*	25%
3	$14.99	10,000	*667*	33%
4	$29.99	25,000	*834*	66%
5	$59.99	50,000	*833*	66%
6	$99.99	100,000	*1,000*	99%

Offer

	Price	Coins	Coins / $1	*by the **smallest** price* Bonus	*by the **neareat** price* Bonus
1	$1.99	1,500	*754*	50%	50%
2	$7.99	4,500	*563*	12%	-10%
3	$14.99	10,000	*667*	33%	0%

The image clearly shows a **Comparison Trap**.

- When compared to the **Cheapest purchase**, all offers look good → **+12%** to **+50%** bonus
- BUT when compared to the **Nearest price point**, the picture changes:
  - the **$7.99** offer becomes clearly **bad** (-10%) – it gives only **4.5K** coins instead of **5K**
  - the **$14.99** offer is just **neutral** (0%) – no real advantage

Result:
Out of 3 offers that look 'valuable' vs the cheapest pack – only 1 out of 3 is truly good in real player comparison.

Balance: Anchoring Point

Offer Systems Are Never Static

- An offer system is **not** something you set up once and forget.
- It's **alive and dynamic**.Every new: offer, event or feature – **reshapes the system**, even if you didn't touch existing offers.

Example: Real Case

Initial setup

- Offer value calculated vs cheapest Shop pack
- Average offer value: **100-200%**

What changed

- A global +100% bonus to the entire Shop started running on ~95% of days

What This Actually Means

- The baseline instantly became +50% stronger
- Your '1' – the reference point – moved
- Offer value effectively dropped
- Even though:
  - offer balance didn't change
  - prices didn't change

The system changed – because the base changed.

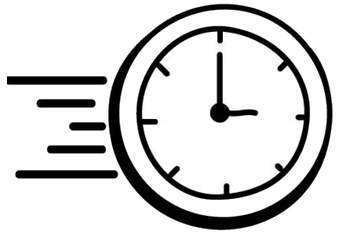
Balance:
The Real Value of the Purchase

Currency value is multi-dimensional – and players subconsciously compare it across money, time, and progress.

Money (IAP

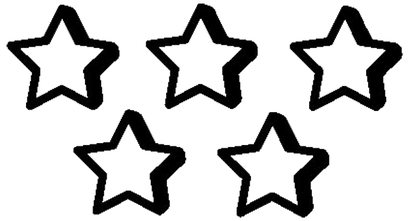
- $ value
- Price point / ATV
- Comparison with real-life spend (‘cup of coffee’ logic)

Time



- Waiting time skipped
- Gameplay time saved
- Fewer retries / faster completion

Game / Event Progress



- Number of potential levels
- Number of boosters / attempts
- Amount of Event Currencies

FREE Income

- How many levels to beat for the same reward
- How many bonuses to collect

Other Life Hacks

Track Currency Burn Rate

Always monitor **how fast players burn purchased currency**.

If burn is too slow, you have two options:

- **Increase sinks** (difficulty, costs, progression friction)
- **Reduce offer value**
  Both work – but have very different side effects.

Store Order Matters

Changing the **order of offers in the Shop**:

- shifts attention
- changes perceived value
- affects conversion – even if prices stay the same

Never treat order as cosmetic.

Recalculate Your '1' Regularly

With every new offer, event, or bonus:

- re-evaluate your **baseline reference**
- recheck value ratios across the system

A stable balance can break silently.

New Offer: Growth or Cannibalization?

Every new offer should answer one question:

- Is this **incremental revenue**
- or just **redistribution**?

If it only steals conversion from existing offers –
it’s not growth.

Every change has a system-level impact. **If you don’t check the system - the system will check you.**

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