
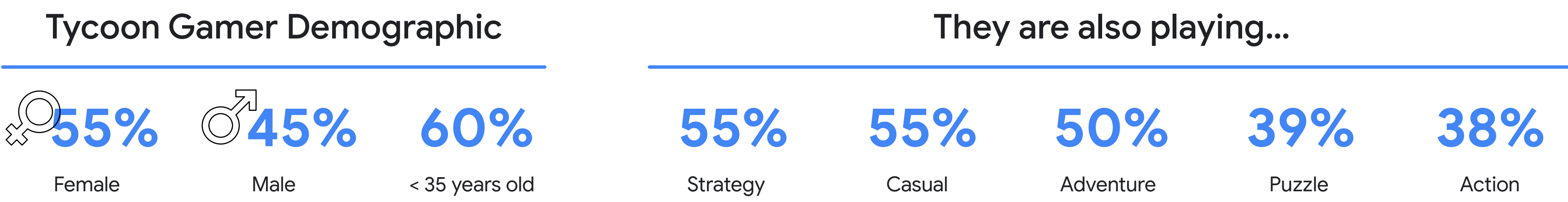



# Enhance your Tycoon Gamers’ Immersiveness



Tycoon Games: Focus on the management of economic processes, usually in the form of a business of construction.



REACH

Connect to their interests

Stay aware of emerging hobbies of your target gamers, and build them into your games and ads. Tycoon gamers’ top preferred themes, farm and gardening, perfectly echo to their daily interests (e.g. pets and gardening).

Expected Themes for Next Game

City Building (59%)

Farm (57%)


Garden/Flower (54%)

Top Daily Interests

Politics, Finance & Investment, Technology

Pets, Cooking, Health

Gardening, Cooking

ENGAGE

Offer gamers diverse experiences

Tycoon spenders have a higher desire to play with others. New characters is one of the key triggers for exploring within the game.

Most Exciting In-Game Moments

(difference between spenders vs. non-spenders)

1.7x

Playing with other gamers

1.6x

In-game ads that offer me rewards

1.4x

Discover well-known stories & media franchises


1.3x

Unlock new characters

1.2x

Achieve best performance on the leaderboard

\* Index: Compare the percentage of spender and non-spender to show the significance of spender on that topic

RETAIN

Enhance their belongingness to the game

New contents and new gaming elements are top reasons for Tycoon gamers to re-engage wit the game.

Top 3 Reasons For Re-Engagement

spenders

non-spenders

An exclusive welcome back gift to help restart the game

38%

35%

New contents or update

33%

37%

New elements added in the game

32%

31%

Source: Google / Ipsos, 2022 The Shifting Needs of Global Mobile Gamers. USA / Japan / Germany / South Korea / Brazil / Indonesia, April 2022  
Google and Ipsos also partnered together to conduct an additional 1,800 online surveys with Tycoon mobile gamers, with online in-depth interviews, across key markets.