

Solving the payment barrier!



Announce new forms of payment:

Use **all the channels** at your disposal to help make your gamers aware of the forms of payment they can use in your game, especially **local forms of payment**.

Collaborate with local payment partners to offer cashbacks:

- Promote via social media, push notifications and/or inbox message
- Create in-game event/offers
- Amplify game launches & liveops moments

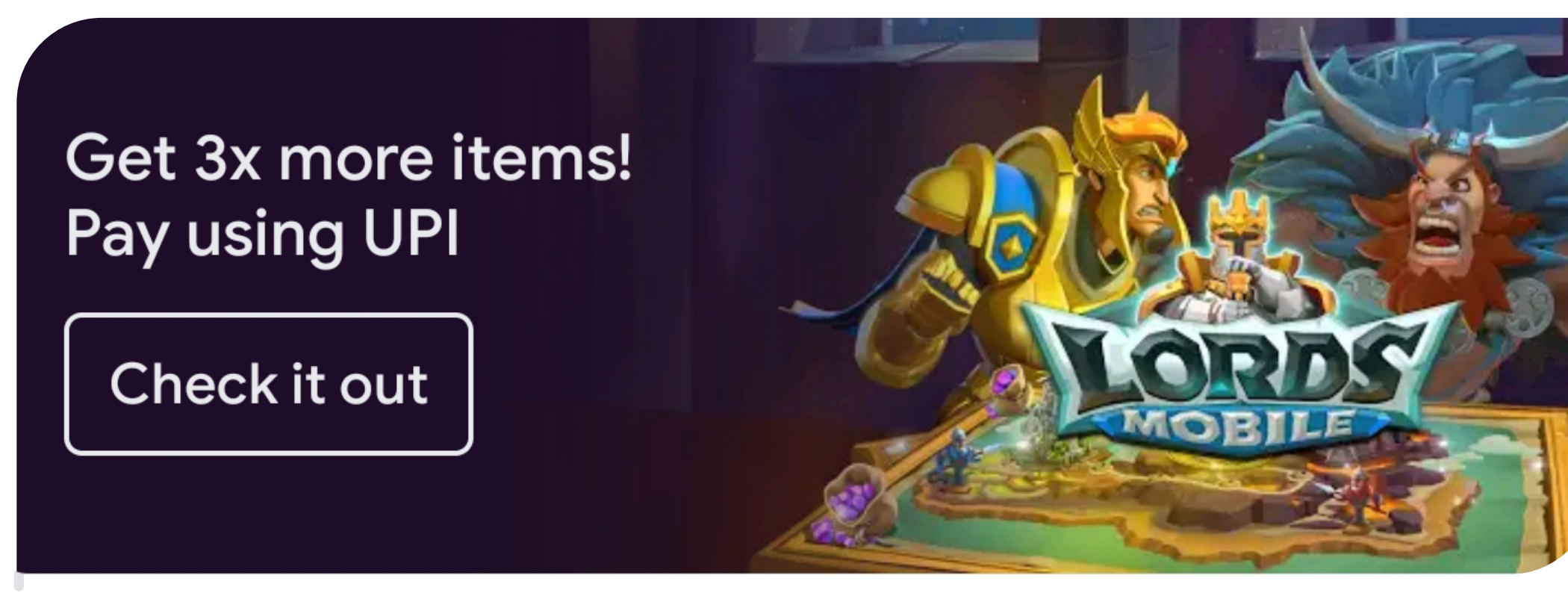
Why collaboration works?

Local payment partners have enormous user bases on transacting users. They can **help your game stand out** and acquire high quality users.



Lords Mobile Google Play UPI Launch Promotion

Market: India



IGG promoted Play UPI launch via **social media promotion, in-game news and email in Lords Mobile** to encourage their players to pay using newly launched UPI on Google Play Billing.

They also offered

3X more items than regular packs for the UPI launch campaign.

impact

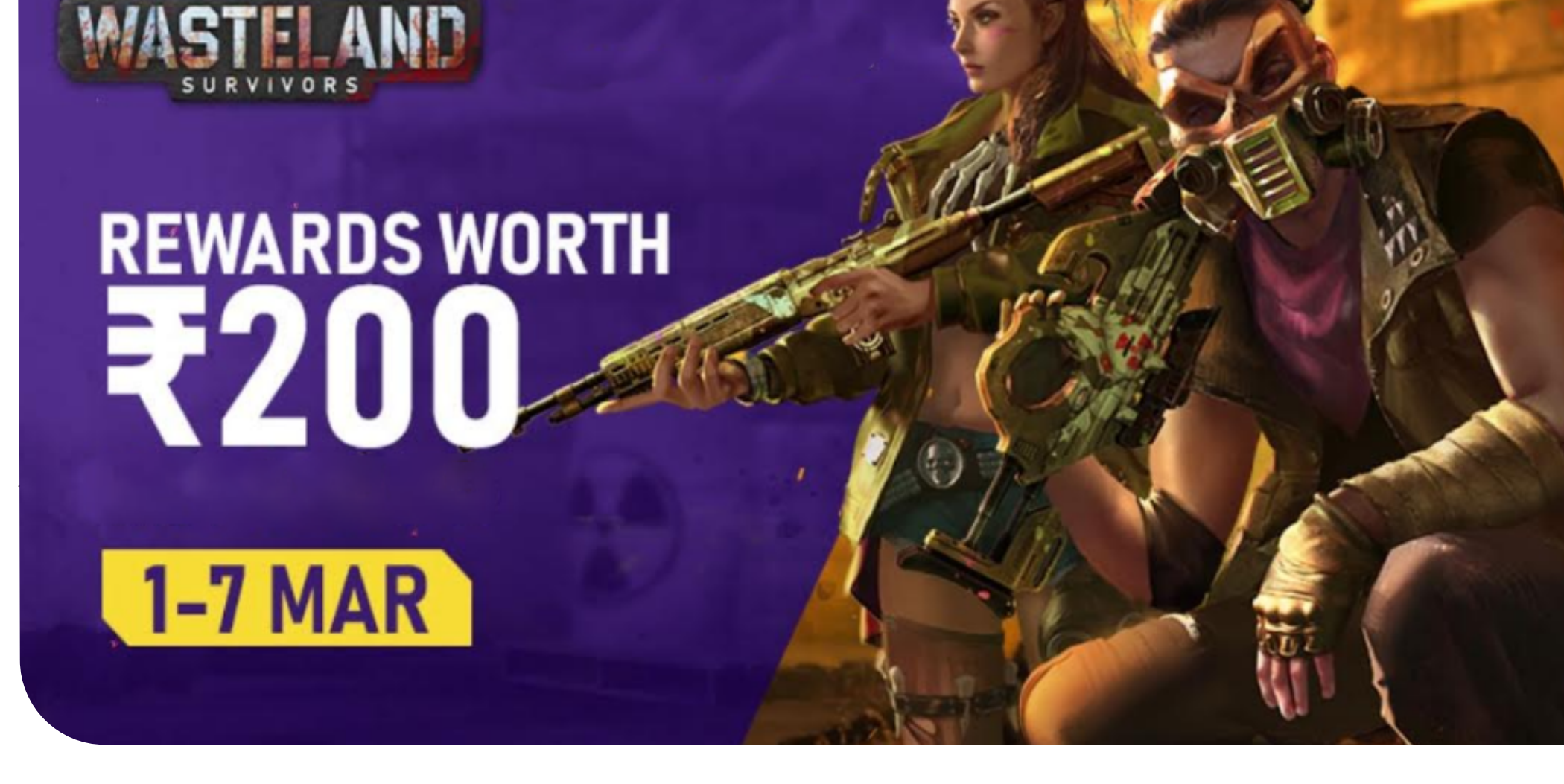
70% increase in revenue

"Purchases with UPI on Google Play are not only convenient but also economical! Promoting UPI payment option on Google Play billing along with the cashback offer led to a significant increase in our special campaign pack sales compared to normal packs."

Waicheong Choy
(VP of IGG Global Operations, Head of Business Development)

Free Fire Cashback Campaign

Market: India



Garena ran a campaign for PhonePe Play Recharge Code cashback along with their Wasteland Survivors event to **encourage Free Fire players to use Play Recharge Code via PhonePe**.

They promoted the campaign through varieties of channels like **social media, in-game communication** and also **worked with their Indian influencer community** to amplify the promotion.

"Working with local payment partners allowed us to reach more users in India, particularly given their strong reach in the country. We look forward to more collaborations with payment partners in the future."

Garena

One Punch Man GoPay Cashback Campaign

Market: Indonesia



GoPay offered **100% cashback up to Rs 25,000** for One Punch Man in-game items and they **co-marketed the deals on multiple channels** like in-app banners, paid media, blog posts, news articles, etc.

100% cashback

"The collaboration with GoPay on Google Play billing by cashback offer from payment partner helped One Punch Man: The Strongest to build strong awareness among players and has a good contribution to stabilize the high income in Indonesia."

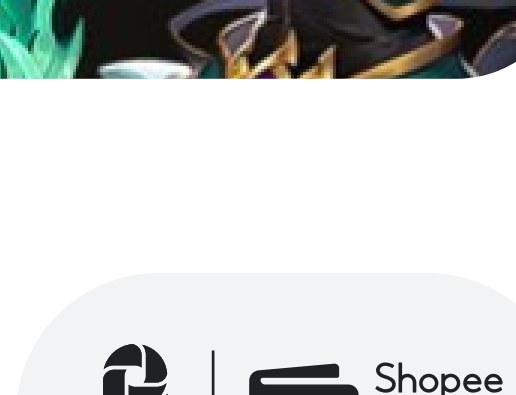
Ping Huang
(COO of Ourpalm Co., Ltd)

Yong Heroes Google Play ShopeePay (formerly AirPay) Launch Campaign

Market: Thailand



Yong Heroes promoted the launch of ShopeePay (formerly AirPay) form of payment on Google Play in Thailand. They encouraged their players to pay using their AirPay e-wallet by reaching them via **social media, in-game banners, email and fanpage media**.



impact

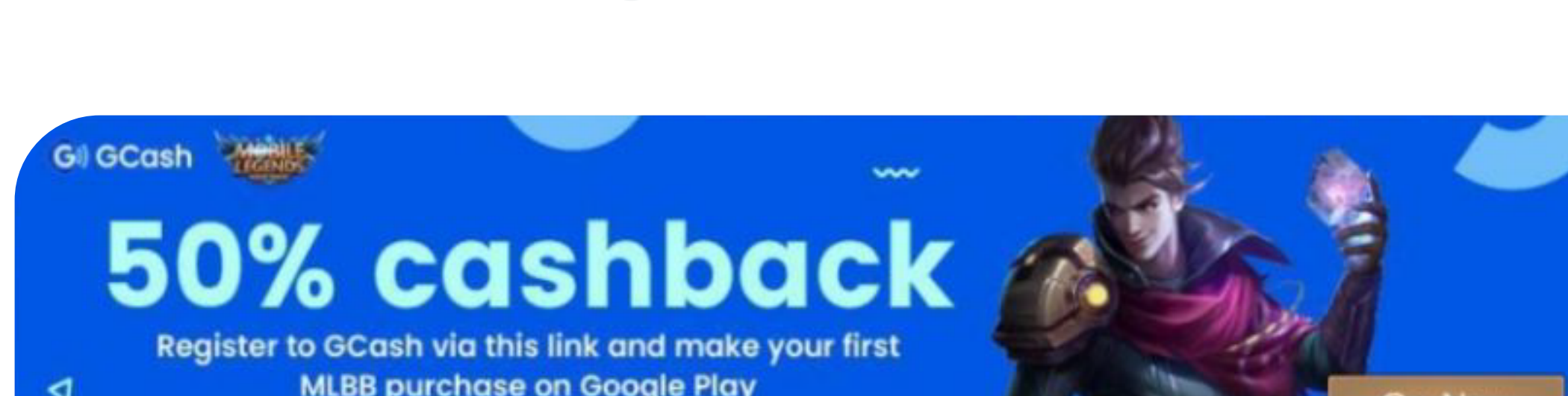
14% increase in revenue as per compared to the previous period

"We were very happy with the collaboration with ShopeePay (formerly AirPay), our revenue grew 14% compared to the previous period"

Simon Jia
(Manager of Oversea Business Department, 4399 Net Limited)

Mobile Legends GCash Cashback Campaign

Market: Philippines



Collaborated with **GCash** and offered 50% cashback on the first **Mobile Legends: Bang Bang (MLBB)** purchase on Google Play.

Marketing Channels:



Pop Up Banner, Event Hall Banner and Social Post



Push Notification, Pop Up Banner, In App Banner and Social Post

"We have seen an increase in the number of users paying with GCash, which has greatly increased GCash's awareness as a paid channel among our users. Users' feedback also shows their payment experience is smoother."

Lyon Chen
(Game Operations & Services, Moonton)

Find out more

If you want to learn more check out the Games Business Fundamentals courses on the Play Academy for App Success for the Price discrimination and merchandizing in mobile games lesson.

If you are interested in implementing this best practice or want to learn more, please contact your Google Play BD manager.