



Instant Games Playbook



Welcome

This Instant Games Playbook is a step-by-step guide to finding success on the Instant Games platform, offering insight across the entire journey from launching a game to building a player community.

The playbook guides you through the following:

- The complete end-to-end experience and user journey on Facebook Gaming, illustrating the multiple surfaces of discovery and re-engagement
- The fundamentals of setting up your account and the steps involved in becoming an Approved Partner
- How to build traction with social games to unlock and maximize acquisition through virality
- How best to monetize your games and maximize revenue from your committed user base
- User acquisition and measuring performance



Index



The Player's Journey	4
Intro to Instant Games	4
The Gaming Experience on Web & Mobile	6
The Player Experience	7



Go Live with Your Instant Games	9
Create a Facebook Developer Account	10
Add an Instant Game	13
Apply to the Approved Partner Program	14
Make Your Game Discoverable	14
Submit for Review	15
Launch Your Game	15
After Launch	16



Build Social Games	18
Add Viral Mechanics	19

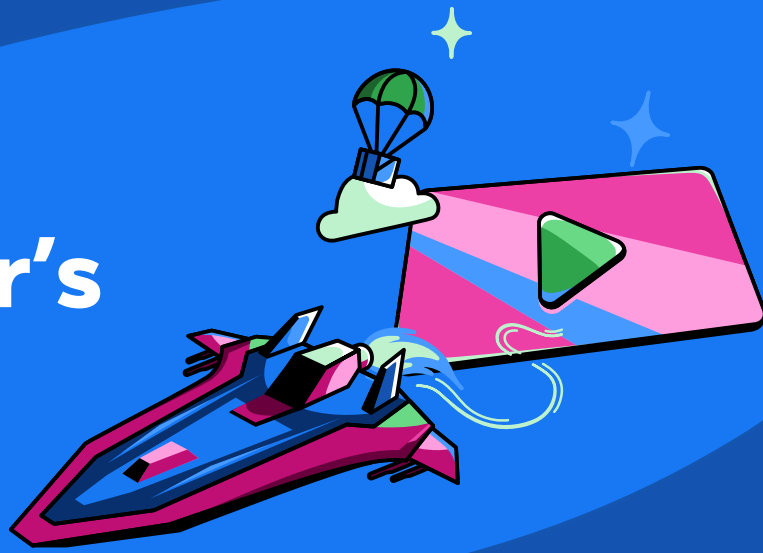


Monetization Made Easy	20
Setting Up	21
Best Practices by Game Genre	21
Optimize by Performance	22
Optimize by Format	23
In-App Purchases	24



Build a Player Community	26
Acquire New Players and Re-engage Lapsed Players	26
Measure Performance	29
Case Studies	31

Part 1: The Player's Journey



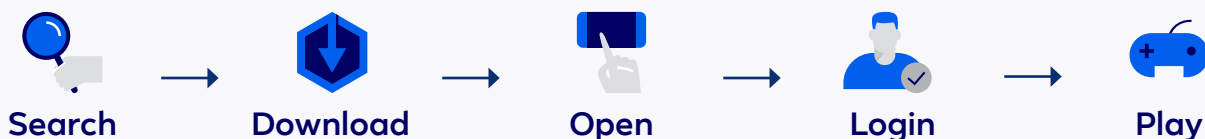
Understanding the end-to-end experience on the platform is crucial for developers when designing and improving their games. In this section, we will cover major surfaces of discovery that exist on the platform.

Intro to Instant Games

Instant Games let people play games on any device, mobile or desktop, right in their News Feed. There's no download time, the games are highly social, and anyone can jump straight into gameplay through one click.

Low-friction Entry

Native Mobile Phone Flow



Instant Games Flow

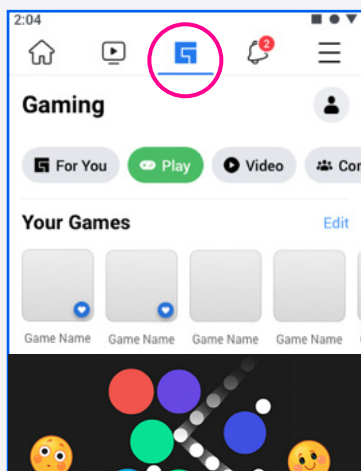


Where can you find Instant Games?

Today, Instant Games are playable across two surfaces:

Gaming Tab

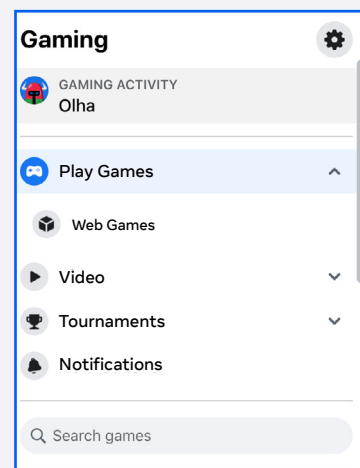
The Gaming Tab can be accessed on the Facebook App or **Facebook web** and it is the main destination where players can find and play games on Facebook. The Gaming Tab can be found:



- On the Facebook navigation bar

*Note: The Gaming Tab is automatically populated from machine based learning

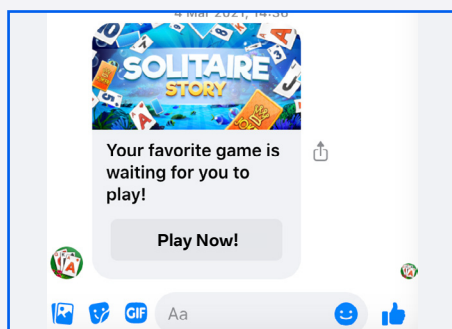
*Ball Crash' game by FRVR



- On the left side of the Facebook web page

Facebook Messenger

Facebook Messenger serves as a communication platform for updates between games and players through:



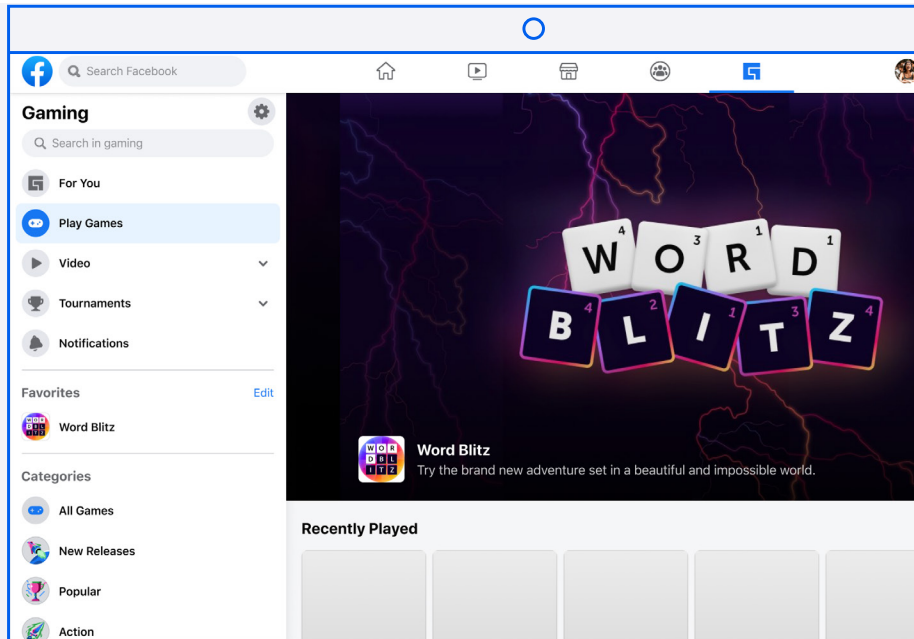
- Custom updates
- Game bot messages

*Solitaire Story Tripeaks by Softgames

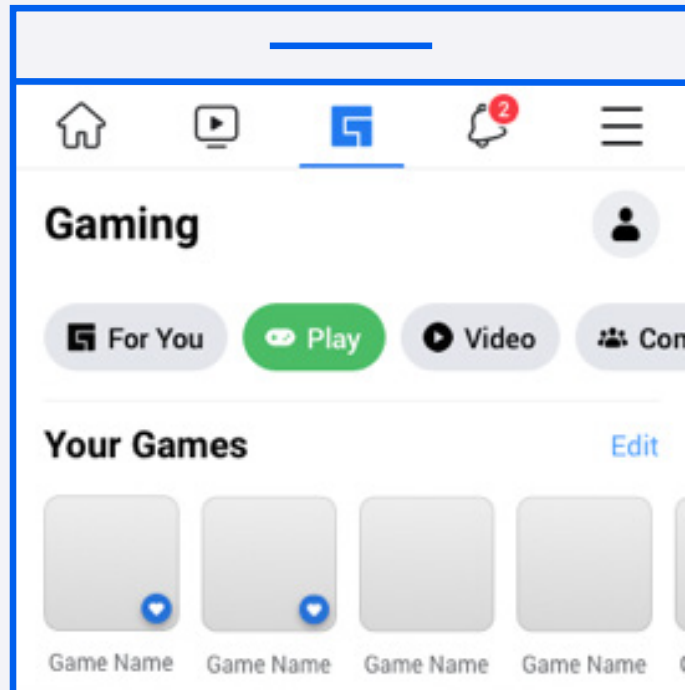
The Gaming Experience on Web & Mobile

Now, let's understand the current player gaming experience across web and mobile.

The web store experience includes recently played, featured, and favorite games, as well as a general list of suggestions.



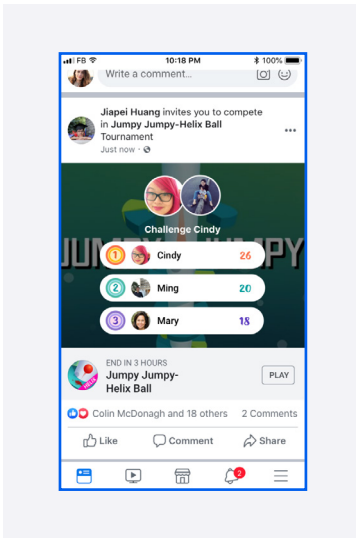
The mobile app experience includes updated discovery and re-engagement features to help players find new games, get back into the ones they've played, and recommend new games to try.



The Player Experience

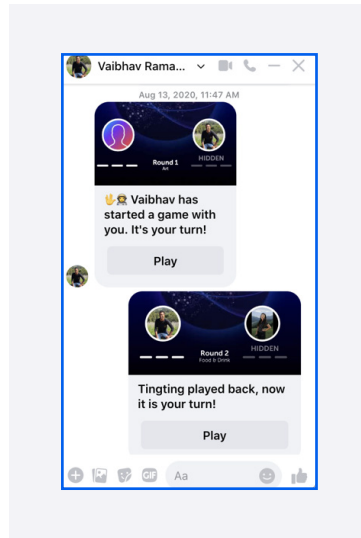
There are multiple ways for players to discover games on Instant Games.

New Players Can Discover Games By:



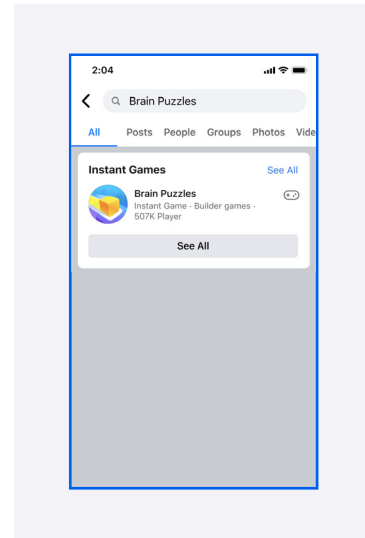
A News Feed post. Players can click on the post and be transferred to the exact game.

*'Jumpy jumpy' game by Capjoy

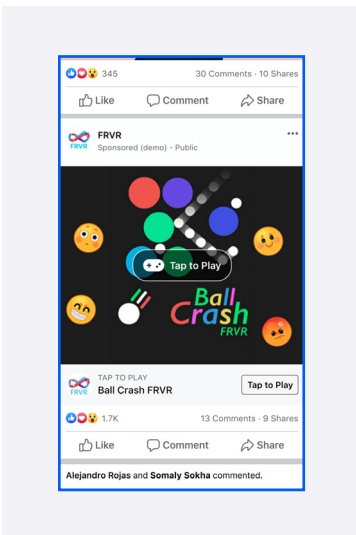


Being invited by friends on Facebook Messenger.

*Quiz Planet by Lotum

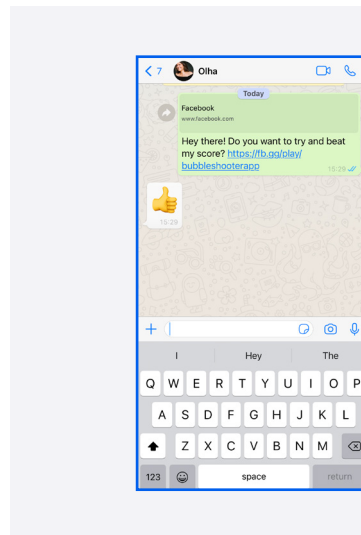


Searching for the game on Facebook.



Clicking on a Click to Play (C2P) ad.

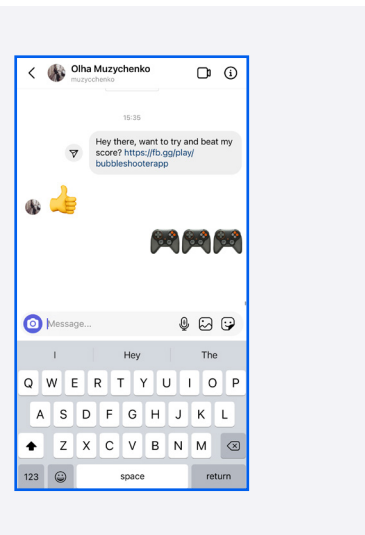
*'Ball Crash' game by FRVR



Clicking on a deep link from anywhere.

*WhatsApp & Instagram direct screenshots.

*'Bubble Shooter' game by Ilyon



Returning Players Can Discover Games By:

- Game bot messages
- Custom updates
- Home Screen shortcuts
- Game tab notifications
- Being alerted in the notification jewel
- Seeing game in the tab as suggested game

Improve the Player Experience



Sending relevant updates that would create a meaningful reason for players to come back to the game.



Using shareable media assets to make content appealing to players and their friends:

- Use high quality assets that are in high resolution.
- Include a fun and clear call to action.
- Make it as personalized as possible.



Attract more audiences to your game with Click to Play (C2P) ads and surface content to new players who may not have any friends playing yet.



More Resources:

Best practices on fb.gg/developers blog posts on:

- [Retention](#)
- [Design](#)
- [Discovery](#)
- [Social Experience](#)
- [User Acquisition](#)

Part 2: Go Live with Your Instant Games



Now that you understand the complete end-to-end experience for players on Facebook Gaming, it's time to go live with your Instant Games. This section is your guide to creating, submitting and monetizing your Instant Games on Facebook.



Before You Begin:

The New Approved Partner Program

Please note that you'll need to apply to the Approved Partner Program to launch a game on Facebook Gaming. We will review your application and respond as quickly as we can. Only after an approval, can you submit games for review. For more information on applying to the Approved Partner Program, please refer to Step 3.

However, you can register an account, create an application and submit an Instant Game for testing from your App Dashboard while your application for the Approved Partner Program is being reviewed.

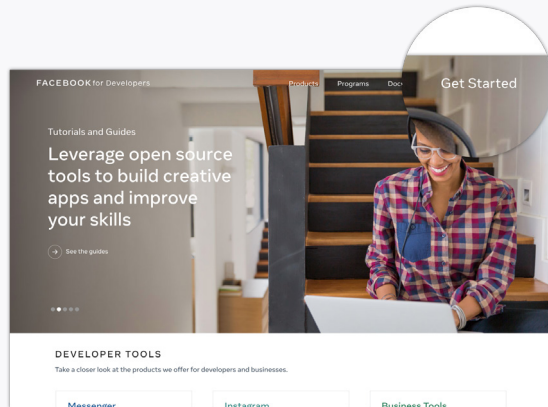
Step 1: Create a Facebook Developer Account

First, you need a Facebook Developer account in order to release games on our platform. If you already have an account, you can skip to Step 2.



Start the registration process:

To create an account, go to <https://developers.facebook.com/> then “Get Started”.



Agree to our Terms and Policies:

Click “Next” to agree to our [Platform Terms](#) and [Developer Policies](#).



Verify your account:

We will send a confirmation code to the phone number and email address that you provide in order to confirm that you have access to them. Your number and email will be used for important developer notifications of any changes that may impact to your app.



Fill in the necessary information:

Complete the registration process by providing the necessary information within the form.



Create an App:

Now that you have registered you can use the [App Dashboard](#) to create your first app. Click the green button that says “Add a New App”.

All Instant Games on Facebook Gaming are built in HTML5. We are working with game engine developers to expand the compatibility with our platform. Here are a number of HTML5 engines that could potentially help with your app. For the complete list of compatible engines, [click here](#).

- Phaser
- Laya Box
- G Develop
- Pixi JS
- Egypt Engine
- Cocos
- 2DKIT
- Deflod
- Melon Gaming
- Create JS
- Howler JS
- Babylon JS
- Export 2 Canvas
- Panda 2
- Game Maker Studio 2
- Construct
- Gideros mobile



Note:

- From now on, only Approved Partners will be able to release Instant Games on our platform. In addition, all games will need to go through a submission process to be reviewed and approved. Jump to Step 3 below to learn how to apply to become an Approved Partner and learn more about our best practices for game submissions. [Click here](#) for more information on our Approved Partner Program.
- All games must be fully functional on all iOS, Android, and www platforms. During submission, you will need to provide an Apple Developer team ID in accordance with Apple's App Store Review Guidelines 4.7. Step 2: Add an Instant Game

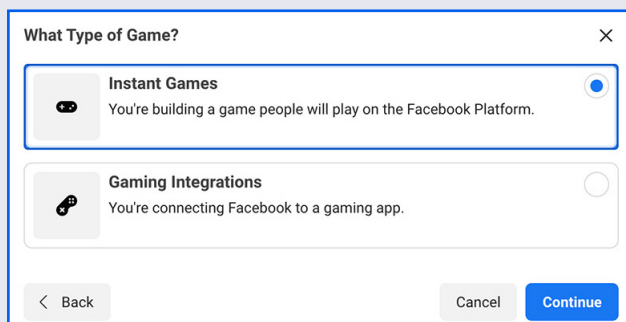
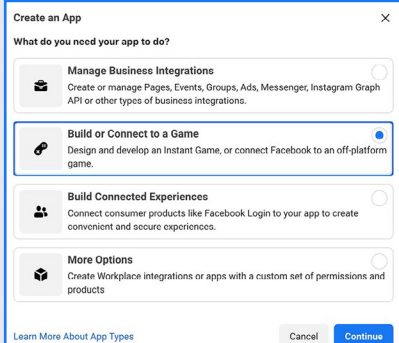
Even if you already have a web game hosted on Facebook.com or a mobile game on a mobile app storefront, you'll need to create a new app for your Instant Games.

Go to <https://developers.facebook.com/apps/>.

Click on "Create App".

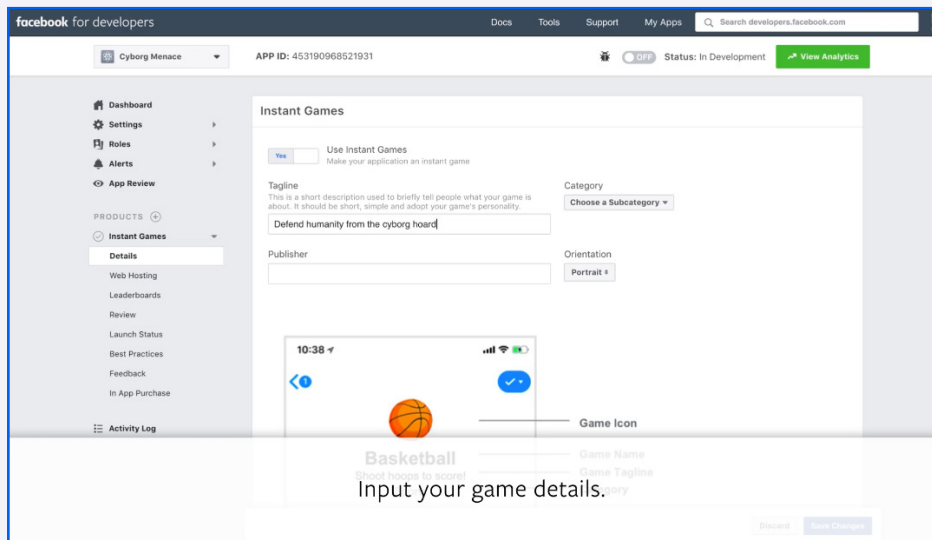
A list of actions will appear. Select "Build or Connect to a Game" and click "Continue".

On the next screen, select "Instant Games" and then "Continue".

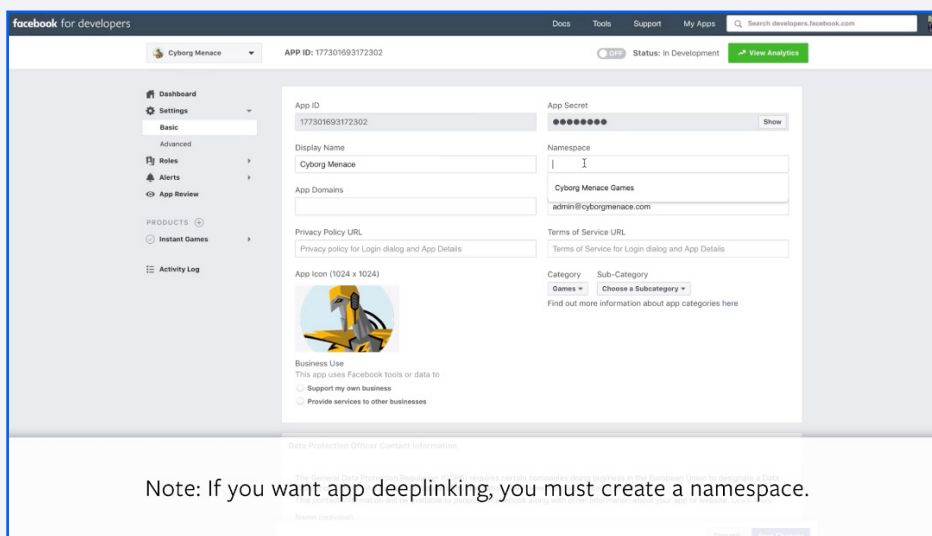


It's time to provide assets to represent your game. Go to the "Details" tab on the left-hand navigation. The following are mandatory:

- An app video previewing your game (16:9 or 1:1 aspect ratio).
- A splash image (Between 320 x 320 and 2048 x 2048 pixels).
- An app icon (1024 x 1024 pixels).
- A short sentence that entices people to play your game.
- And the name of the company publishing the game.



To give your Instant Games a better chance of getting approved, go to the Basic Settings section of your app and complete all that you can on the "Basic" page.



Note: If you want app deeplinking, you must create a namespace.

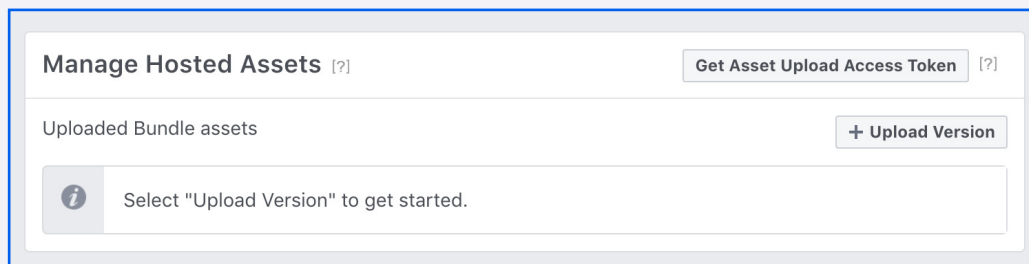
Step 2: Add an Instant Game

Instant Games content is hosted on Facebook infrastructure, so you don't need to host the game content on your own or use third-party services. Once the game is ready for testing, package all game files into a single .zip file. Please note that the index.html file must be in the root of this archive and not in any sub-folders. A bundle config file is also required in the .zip file. For more info on bundle config file can be found [here](#).

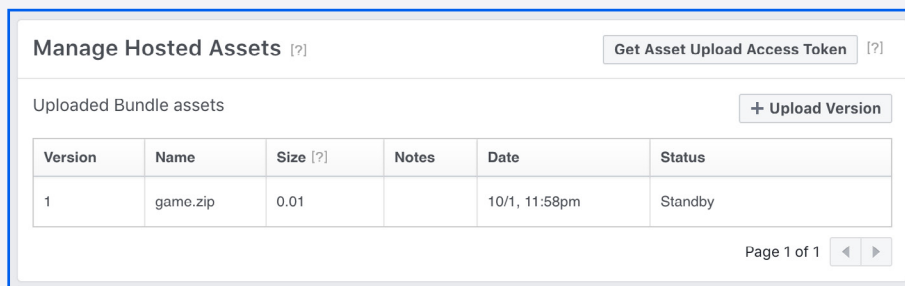
There are two ways to upload your bundle:

1. Upload the .zip file via the developer website.

To upload the .zip file, click the Web Hosting tab from the Instant Games product in the App Dashboard. From there, click "Upload Version" which will allow you to upload the .zip file to Facebook's hosting service.



The build will now process the file, which should only take a few seconds. When the status changes to "Standby", the app is ready to be pushed to production!



2. Upload an archive via Graph API.

Alternatively, you can upload your bundle via a Graph API call. This is useful if you have an automated deployment system. [Click here](#) for more information.

Hosting restrictions

Keep in mind Facebook hosting has several restrictions, most importantly:

- Server-side logic (e.g. php) is not supported.
- The total size of uploaded files may not exceed 200MB.
- The number of files inside a single application upload may not exceed 500.

You can store data on your servers, as long as you stay compliant with General Data Protection Regulation (GDPR) guidelines. More information can be found [here](#).

Now that you've uploaded your Instant Game, let's test it!

Testing your Instant Game

There are two ways to test your game before submitting it for review:

1. Test your build on a local server.
2. Do a production test that allows you and your team to QA your game experience within the platform.

Instructions for both phases can be found [here](#). You can test your game by playing it on Facebook, on Messenger and sharing a link to your game.

Step 3: Apply to the Approved Partner Program

All developers who want to submit games to our Instant Games platform now also need to be admitted into our Approved Partner Program. For instructions on the application process, visit the [Step-by-Step Guide to Become an Approved Partner page](#).

Additionally, all games will have to go through a game review to be launched on the Instant Games platform. Only Approved Partners can submit games for review. Once an Approved Partner, all existing games that were submitted and approved for launch previously will automatically be enqueued for quality review. If you would like to submit a new game, please follow our game submission guidelines [here](#).

Step 4. Make Your Game Discoverable

Start by creating a game detail page and submit it for review. The game detail page helps potential players understand what makes your game special.

Videos, screenshots and descriptions will help set it apart. This [link](#) will help you with setting up a listing that best represents your game.

The team uses a [variety of signals](#) including quality, player ratings and engagement to determine if a game should be listed on Facebook. Information on login permissions and localization can be found at the bottom of this [page](#).

Step 5: Submit For Review

Prerequisite:

Once you are an Approved Partner you are eligible to submit apps to Instant Games. Refer to Step 3 to learn more about submitting to the Approved Partner Program.

In the left hand nav, under Instant Games go to the “Review” tab and click “Add to Submission”. The rest of the instructions as well as answers to FAQs can be found [here](#). Review should take under a week to complete. Once a game is reviewed, it does not need to be reviewed again unless it is found to be in violation of our developer policies.



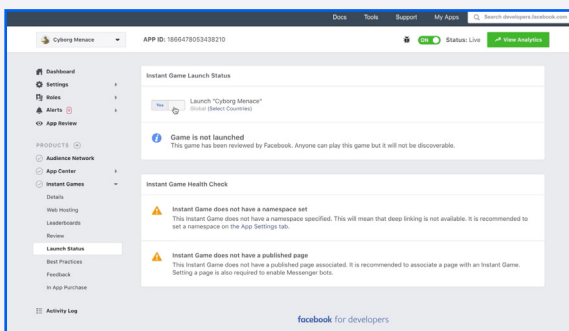
Note:

- During submission, you must provide an Apple Developer team ID in accordance with Apple’s App Store Review Guidelines 4.7. This enables distribution on iOS.
- Do not include the Instant Game In-App Purchases option in your submission if your game doesn’t have an in-app purchasing feature. Review our [In-App Purchases page](#) for more info.
- There is a limit of one (1) Instant Game submission per week. It typically takes us less than one week to process your submission but may take longer during peak periods.
- You don’t need to submit updates for a game that has already been submitted and approved. You can just upload the updated version and push it in production.

Step 6: Launch Your Game

Once your Instant Game has been reviewed and approved, you are ready to launch.

You can track the status of your game on the Launch Status tab of the developer dashboard.



In the left hand nav, under Instant Games, go to “Launch Status” and change your app status from “In Development” to “Public” using the toggle. Change the button toggle to “Yes”. Congratulations on successfully completing the 6-step process.



Note:

Once your game is launched, it may take up to 4 weeks and a minimum amount of players to be searchable in Facebook Gaming Tab.

Global or Country Launch

A game can be launched either globally or by country. By selecting the “Select Countries” option you can choose the individual countries. You might want to release your Instant Games in a limited number of countries first as a soft launch, in order to check the game’s behavior and early player response on a smaller scale before releasing globally. Closely monitor KPIs like DAU, Daily New Users, D1 and D7 retention rates, as all these can help you identify where you could improve your game.

After Launch

There is only so much that can be prepared and anticipated before release. Once your game is live, getting early data from your first players can help identify issues and necessary adjustments. You can release your game globally from Day 1, but you can also choose to release the game first in a limited selection of countries as a soft launch to gather data and tweak your game before going global.

Please refer to our [best practices](#) from top performing games on improving retention performance.

Here are a few areas that are crucial on Instant Games and on which you can still work on after the initial launch:

Reduce Loading Time

Instant Games players are generally looking for very quick initial loading times; the drop-off rate starts to increase after just 3 seconds of loading, so try to make your game as instant as possible.

Documentation: [Load times and performance](#)




Ensure a Smooth Cross-platform Experience

Engage your players by ensuring the best gaming experience on every platform and device. Instant Games are available on Android, iOS, PC, and Mac. Make sure your games are optimized to allow flexibility in the devices people play on and how they interact with their friends.

Localizing Your Game

Players tend to engage more with the game if they can play in a language that’s natural to them. If you haven’t already, consider translating and localizing everything: your game content, UI, tutorial, the custom updates and the admin messages you send.

Consider the top 10 languages as must have and the next 10 languages as nice to have:

 Ranking	 Language	 Priority
Top 10 Languages	EN (English), ES (Spanish), PT (Portuguese), FR (French), AR (Arabic), ID (Indonesian), VI (Vietnamese), TH (Thai), TR (Turkish), DE (German)	Must have
Next Top 10 Languages	IT (Italian), ZH (Chinese), RU (Russian), PL (Polish), JA (Japanese), NL (Dutch), SV (Swedish), HU (Hungarian), EL (Greek), CS (Czech)	Nice to have

Tutorial and First Session Tips

The tutorial and first session of gameplay is a great opportunity to hook your players and keep them coming back. In order to encourage players to continue playing, here are some tips we recommend:

- In order to identify potential onboarding issues, be sure to check player behaviors early on. Are players dropping midway through the tutorials? Are some players having a hard time completing tutorials?
- Make sure that the gameplay and rules are easy to understand and that the core fun element of your game is experienced in the first few seconds.
- A quicker tutorial and early rewards are a good way to catch a player's interest in the beginning

Game Updates

If you have a new game update, just upload the latest version and push it to production. No need to go through game submissions for game updates, as long as the initial game was submitted and approved.

Part 3: Build Social Games



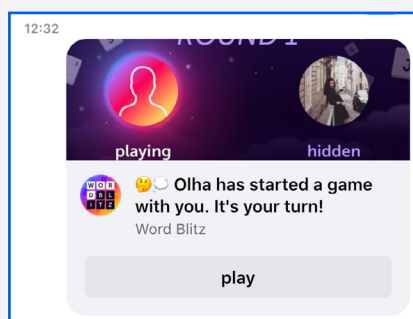
Now that you've taken the steps necessary to become an Approved Partner and successfully launched your game, the next step is to start building traction by building social elements within your game.

Our experience has shown that building games with deep social integrations may help lead to higher retention and virality, so ensuring your game is social is a critical first step to helping drive discovery of your games.

To create social experiences in your game:

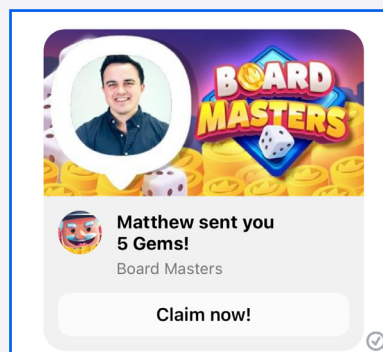
1-Build a Social Core Game Loop to Support Retention and Engagement

If there are two friends playing the same game, make sure to provide an option to match them. Some examples include:



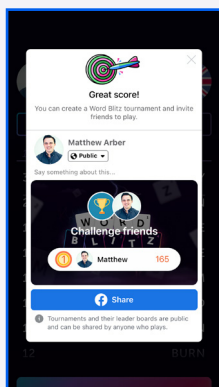
For turn-based games, create bot messages & Messenger updates to notify players of their turn in a timely manner.

*'Word Blitz' by Lotum



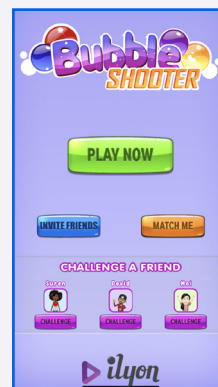
Sending custom update messages to friends for a fun touch of interaction.

*'Board Masters' by Playco



Sharing the match played in tournaments to your News Feed.

*'Word Blitz' by Lotum



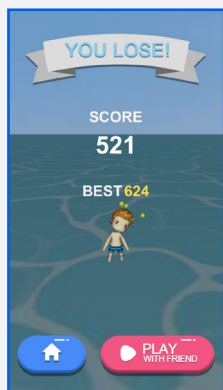
Surfacing Friends in the game to help drive instant player interaction.

*'Bubble Shooter' by Ilyon

Attaching a payload to shares in order to bring players back to a relevant point in your game.

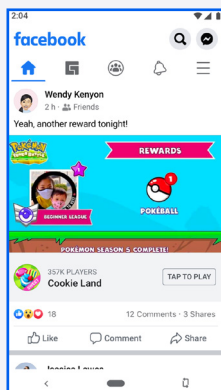
2-Add Viral Mechanics

If a player doesn't have any friends yet, there are ways to share the game and engage with more people:



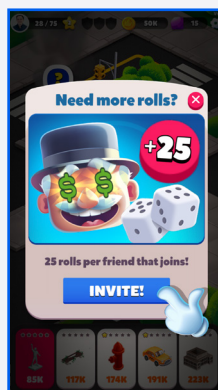
Send invites to play with a friend with shareAsync

*'Water Slide' by CapJoy



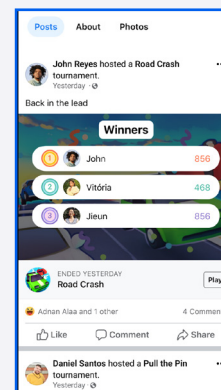
Suggest players share meaningful moments in the game on their feed

*'Pokemon Tower Battle' by Bombay Play



Offer players a reward for inviting new friends to the game (be aware, players should only get a reward when the invited friend joins, not just for inviting)

*'Word Blitz' by Lotum



Offer players to share tournament results on Feed to invite new friends to compete

*'Road Crash' game by Lucky Kat Studios



More Resources:

Best practices on fb.gg/developers blog posts on [retention](#), [design](#) and [social experience](#).

Part 4: Monetization Made Easy



This section of the playbook will guide you through monetization best practices. The Instant Games platform is a global HTML5 cross-platform gaming experience across Facebook for both mobile and web. It allows developers to create and launch high-quality games, grow audiences, retain players, and monetize through ads powered by Audience Network.

There are two ways to monetize your Instant Games: in-app purchases (IAP) and in-app ads (IAA) through Facebook Audience Network. Both need to be submitted and approved by the Facebook team.

Here is a quick look at the different monetization methods on Instant Games depending on the platform.

	In-App Ads Interstitials	In-App Ads Rewarded Video	In-App Purchases
Android	✓	✓	✓
iOS	✓	✓	
Mobile Web	✓	✓	✓
Desktop Web	✓	✓	✓

Setting Up

When setting up ads monetization, make sure to:

Preload Ads

Ensure a smooth player experience by loading some ad instances (API calls `getRewardedVideoAsync` and `getInterstitialAdAsync` - maximum of 3 each prior to the ad request.)

Verify Ad Support

Some player sessions won't support ads. Make sure to call the API `FBInstant.getSupportedAPIs()` to verify that ads are supported for that session before trying to request an ad.

Customize "No Fill" Message

Set up a player-friendly message that will display in instances when an ad is not filled. Seeing a message that matches the game UI with friendly language to smooth the disruption in player experience.

QA Test Ad Integration

Before submitting your game for Audience Network review, verify your ad integration is functioning as intended. As a developer of the app, you will be eligible to see ads even before the game is live.



More Resources:

For more details on testing your ad implementation, refer to this [guide](#).

For more information about how to set up and configure Audience Network you can refer to the [Monetization Manager Help Center](#).

Best Practices by Game Genre

Ad strategies and best practices can vary by game genre. To help publishers and developers implement in-app ads without negatively impacting player experience or retention, we've developed a series of genre-specific Success Factors guides. These guides aggregate the latest industry research, best practices and real-life examples. Click below to download the guides:

Hardcore & Midcore Games Success Factors

- Build ads into your game
- Choose the right ad format
- Integrate the right entry points
- Optimize for revenue
- Re-invest in user acquisition to drive additional growth

Casual & Hypercasual Games Success Factors

- Build in ads from the start
- Choose the right ad format
- Integrate the right design flows
- Consider ad frequency
- Build for retention
- Optimize your revenue

Social Casino Games Success Factors

- Build ads into your game
- Choose the right ad format
- Integrate the right entry points
- Test and optimize

Optimize By Performance

Ads monetization placement can be optimized by performance:

CPM Targets

Publishers should not set up CPM targets. Placements should be left of 'Accept all prices'. As Audience Network is the only demand source, 'Accept all prices' will maximize your revenue.

User Experience Driven Ad Optimization

Take into account the user experience when setting ad placement.

- For example, in your ad inventory, you should consider the average session duration, average number of sessions, or average number of events (e.g. levels) completed within the game. You might be setting ads "too late" in your game and lose potential revenue.

Player Segmentation & Personalized Ad Experience

Segment players based on characteristics valuable to the game.

You can segment players and the way ads are displayed to them based on:

- Players completing In-App Purchases (IAP).
- Players not spending on IAP, not using our social features and likely to churn.

Testing different monetization strategies for such groups can help with achieving revenue uplift without harming game retention.

Optimize by Format

Ads monetization placement can be optimized by format (Interstitial and Rewarded Video):

Interstitial

Set Optimal Frequency: Avoid a Disruptive Experience

- Our policy permits showing a maximum of 1 interstitial ad every 30 seconds to players as we believe that any more than that could create a “spammy” experience for players. Note that this doesn’t mean that the optimal frequency for your game is one interstitial ad every 30 seconds, but that’s the maximum.
- Finally, refrain from showing an ad within the first 30 seconds of a game session, as a disruptive ad experience can affect your game’s quality review results.

Placement

- Launch interstitial ads at natural breaks during gameplay, like between levels or stages.

Test and Optimize

- Make sure to test where and when you place your ads for optimal ROI, like during natural breaks. You can A/B test to optimize the duration of showing interstitial to maximize the revenue without disturbing gameplay.

Rewarded Video

Use Descriptive Entry Point

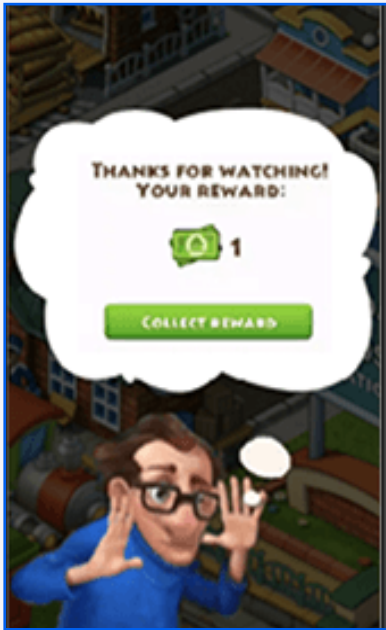
Clearly establish what players will receive and what is being given in return. Make sure players have a clear understanding of the value proposition taking place in the game.

Have Congruent User Experience

Avoid accidental clicks. Design the user experience to reduce accidental clicks / unintentional video-starts of the ad which can frustrate players and get them to leave your game.

Build a Balanced Economy

Keep rewards valuable and ad engagement strong. Serving too many reward video (RV) ads to players can negatively impact ad engagement. Players may perceive RV ads as an easy button-click to receive in-game items instead of being engaged with the video being shown.



Use Transparent Communication

Set appropriate expectations with players. If you tell players from the start that not completing the video will not give them the reward, then you are clearly laying out the value exchange concept through explicit messaging.

User-initiated Video Ads

Learn how to integrate user-initiated video ads into your game and see how they can help build a sustainable business that creates value at scale for your game, along with [recommendations](#) for top placements for rewarded video ads in your game.

Avoid Consecutive Ad Display

If a player declines to watch a rewarded video, do not show them an interstitial ad in its place as it might give a negative impression of your game and contributes to churn.

Keep Monitoring and Improving

Ad monetization optimization isn't a one-time process and we encourage partners to keep A/B testing ad placement entry points and ad frequency.

In-App Purchases (IAP)

When setting up In-App Purchases monetization, make sure to:

Optimize Your Store

Choose price points that are sensible and appealing to players. When showing multiple package prices, make sure to highlight the best-value item, and show players the savings they make by choosing this item.

Create Sales & Events

Run sale and discount events, especially linked to seasonal holidays. Sales both increase spend among existing payers and help convert new payers.

You might want to consider different offers or frequency of offers for:

- Repeated payers and/or one - time payers.
- High-spenders and/or low-spenders.

Offer Daily Rewards

Rewarding players for logging in on consecutive days is a great way to increase retention but also helps monetization as players get a sense of the benefit of having more coins/currency within the game.

No In-App Purchases on iOS

You shouldn't show any reference to payments on iOS, and avoid prompting users to play on other platforms where this could be available.



Test and Measure

Make sure to set up tests and measure effectiveness of in-app purchases to maximize your ROI. For measurement, you can use both Facebook and 3rd party solutions.

Part 5: Build a Player Community



Now that you are knowledgeable in monetization best practices, let's proceed to build a player community. This section will focus on scaling your Instant Games through user acquisition:



SECTION 1

Acquire New Players and Re-Engage Lapsed Players



SECTION 2

Measure Performance



SECTION 3

Case Studies

Section 1: Acquire New Players and Re-engage Lapsed Players with Click-to-Play Ads (C2P)

What are C2P Ads?

Instant Play

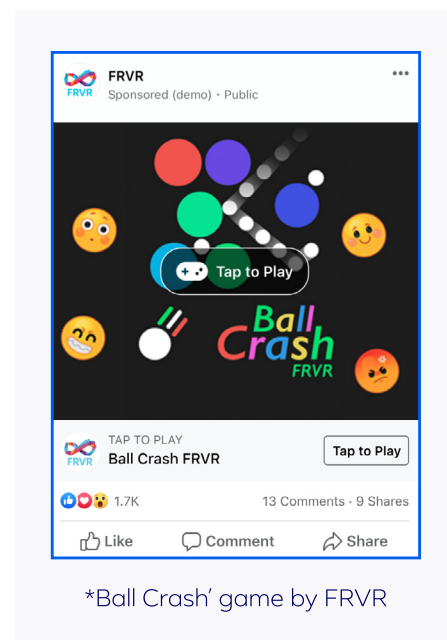
A unique ad format that encourages immediate play directly from the ad, allowing players to jump right into the game upon engaging - no install or redirect required, they just tap to play!

Lower Cost

Based on our mobile app ad experiences, advanced targeting and lower friction from ad-to-play for games on Facebook, have resulted in lower cost of acquisition for developers.

Versatile

Available on both desktop and mobile and across various campaign optimizations, placements and formats. Effective for both new user acquisition and re-engagement.



Optimizations

App Installs, App Events, Retention optimization (Beta), Value Optimization, Link Clicks, Conversion Optimization through Facebook pixel for Instagram placements

Placements

Facebook Feed & In-stream, Facebook Messenger Stories, Audience Network Interstitials, Instagram Feed (Beta)

Available Bidding By Optimization Types:

App Install Optimization:

- Lowest Cost - Recommended
- Bid Cap
- Target Cost
- Cost Cap

App Event Optimization:

- Lowest Cost - Recommended
- Bid Cap – Recommended (as a starting point, set the bid to 1.5X your target CPA)
- Cost Cap

Value Optimization:

- Minimum ROAS - Recommended
- Highest Value

Audience Targeting:

Minimum audience size recommended:

- Installs: 2M+
- App Events: 5M+
- Value: 10M+

Broad ←————→ Specific



Core Audiences

- Interest for niche games
- People who have played Facebook Web Games in the last 1,3,7, or 14 days
- People who have the gaming tab
- People who have watched a rewarded video ad in the last 30 days



Lookalike Audiences

- LAL of retained users
- LAL of purchases
- LAL of viral players (based on social events like inviting friends, sharing, etc.)



Custom Audiences

- Cross-Promotional audiences (Target people who have used App A to install App B)
- Lapsed players
- Lapsed purchases



Audiences Exclusion

- Users that have been active in the last 30 days are automatically excluded
- No need to use custom exclusion

Improve Retention With Your UA Campaigns

To understand how to improve retention you must be aware of the potential challenges, such as:

- Competition with other content in Facebook App.
- Lack of Awareness of Facebook Gaming as a primary gaming destination.
- Lack of other entry points for players to rediscover games.

To navigate the potential retention challenges, below is a list of tips to strengthen your user acquisition strategy:

- Optimize for down funnel events vs. just install.
 - tutorial complete
 - content view (Beta)
 - >60s first session, etc
- Run re-engagement campaigns to reinforce initial play.
- Exclude retained new players from re-engagement campaigns.

Remember, it's important to adapt your UA Strategy to the Platforms and Monetization Models

- IAA Instant Games on iOS and Android:
 - Drive low CPI's with Automated App Ads and worldwide targeting.
 - Optimize for retentive play within a 7 day window (Beta).
- IAP Instant Games on Android:
 - Use App Event Optimisation (AEO) to optimize for lower funnel events like purchase or level achieved.
 - Use Value Optimisation (VO) to find high quality players.
 - Focus on top tier geographies that support IAP.
 - Deliver on desktop to capture high quality paying users.

C2P for Re-Engagement:

Running an ever-green re-engagement campaign will help build the habit of getting back into Instant Games and drive stronger retention. Below is a list of tips to support re-engagement:

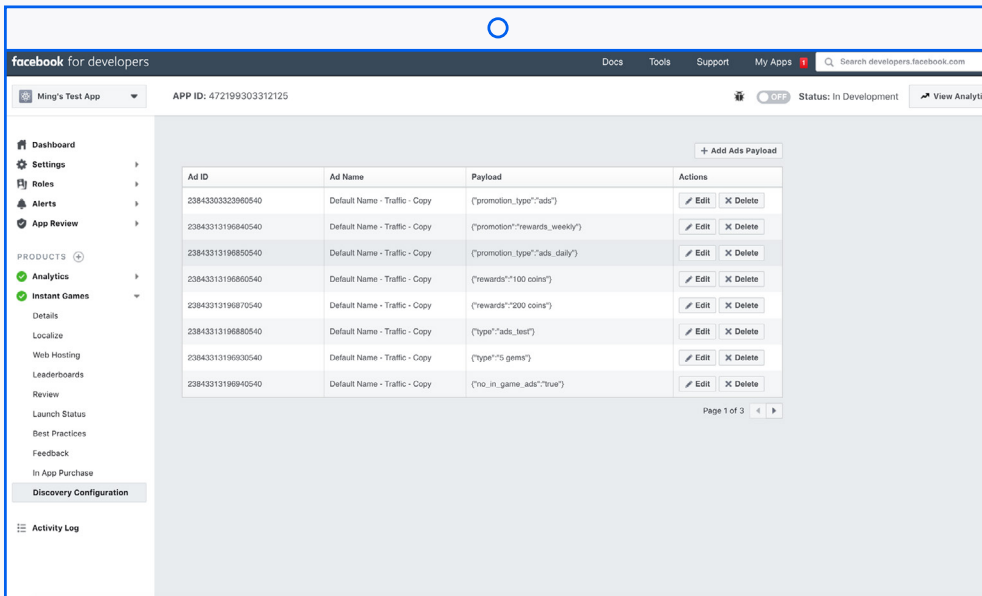
- Focus on maximizing volume for traffic campaigns.
- Optimize link clicks.
- Target players who installed the game in the last 5 days.
- Exclude players who opened in the last day.
- Tailor the message to the audience, highlight the features they haven't discovered about your game yet.

Section 2: Measure Performance

Measurement and attribution:

Keeping track of your campaign performance is crucial:

- Use payloads for measurement and attribution of your C2P campaigns
 - Payloads can send back data to your third-party measurement tool
 - Payloads are a JSON snippet of code attached to each ad ID
- To attach a payload, go to the developer dash in discovery configurations, and add in payloads (more info [here](#))
- Automation is available upon request



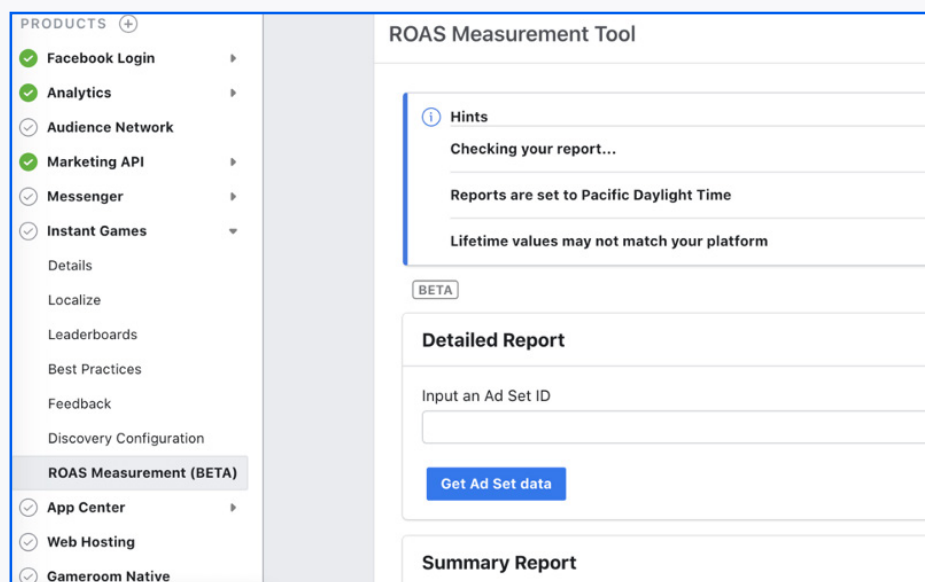
The screenshot shows the Facebook for developers interface for an app named "Ming's Test App" with APP ID: 472199303312125. The page is titled "Discovery Configuration" and displays a table of ad configurations. The table has four columns: Ad ID, Ad Name, Payload, and Actions. The Actions column contains "Edit" and "Delete" buttons for each row. The table contains 8 rows of data.

Ad ID	Ad Name	Payload	Actions
23843303328960540	Default Name - Traffic - Copy	("promotion_type":"ads")	Edit X Delete
23843313196840540	Default Name - Traffic - Copy	("promotion_type":"rewards_weekly")	Edit X Delete
23843313196850540	Default Name - Traffic - Copy	("promotion_type":"ads_daily")	Edit X Delete
23843313196860540	Default Name - Traffic - Copy	("rewards":"100 coins")	Edit X Delete
23843313196870540	Default Name - Traffic - Copy	("rewards":"200 coins")	Edit X Delete
23843313196880540	Default Name - Traffic - Copy	("type":"ads_test")	Edit X Delete
23843313196890540	Default Name - Traffic - Copy	("type":"gems")	Edit X Delete
23843313196940540	Default Name - Traffic - Copy	("no_in_game_ads":"true")	Edit X Delete

Return on Ad Spend (ROAS) Measurement

The **ROAS** tool is available to all partners and can be found in the Instant Games dashboard. The tool enables you to understand the return on acquisition campaigns and summarizes the return on ad spend across both In-App Advertising (IAA) and In-App Purchases (IAP), and measures social installs and social revenue. The tool allows you to analyse:

- Return on ad spend after [x] days
- Combined IAA + IAP revenue
- Breakdown by revenue type
- Breakdown by attribution window
- Calculations for Social Installs, Social LTV and Social ROAS
- No additional integrations needed (more info [here](#))



iOS14 Impact

iOS14 is bringing a lot of changes to ad personalization and attribution on iOS devices. However, rest assured that:

- Instant Games Platform is resilient to iOS 14 signal loss
- Engagement, acquisition and monetization all happen within the FB app
- It will retain mobile game developer's abilities to effectively monetize, measure ROAS and LTV, and utilize our existing UA targeting and optimization products



More Resources:

For more advice on user acquisition for Instant Games, please read [this blog post](#)

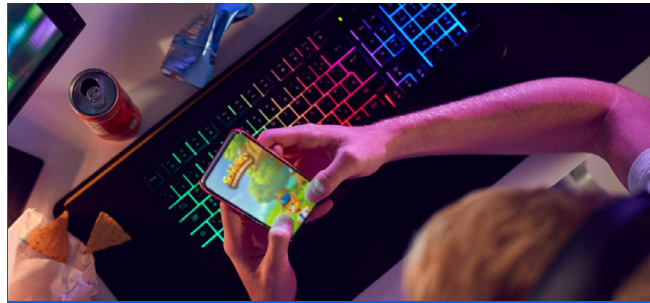
Section 3: Case Studies

Check out the latest case studies below too see how other developers found success with their Instant Games on Facebook Gaming.



SOFTGAMES:

Increased ROAS with
App Events Optimization



QUBLIX:

Increased In-game
Purchases with C2P Ads



Knock Knock Games:

Increased Engagement
with C2P Ads



Fox Cub Games:

Doubled Day-7
Retention with C2P Ads



More Resources:

Facebook for Developers Site: [App-Install Ads](#).

This concludes the step-by-step playbook on Instant Games. We hope the information from this guide will help you better understand the Instant Games platform and equip you with the knowledge needed to find success on Facebook Gaming.

It's time to translate what you have read into actionable steps to enhance your player journey, optimize monetization strategy and grow your player base!

We encourage you to catch up on all our latest best practices:

- Best Practices: Instant Games Discovery
- Best Practices: Instant Games Engagement & Retention
- Best Practices: Instant Games Monetization
- Best Practices: Launching High Quality Games on Facebook

For more technical guidance check out our [website](#).

