# re-koup

OUR LATEST SUCCESS STORY

re-koup

BACKGROUND:
In November 2023, Old Apes and Re-koup initiated a collaboration, implementing Re-koup's **Lifecycle Management Services** for their quiz game "Papa's Quiz," available on Steam, Xbox, PlayStation, and Nintendo.

"Papa´s Quiz" is an excellent family game from a Studio without a dedicated commercial team. A game with untapped potential.

THE RESULT:
After careful planning and execution, Re-koup managed to drive unit sales and revenue to levels far beyond what the title had ever seen before.

Release
Dec 29th 2020

Re-koup's
Lifecycle Management
Services implemented

■ Steam ■ Nintendo ■ Playstation ■ Xbox
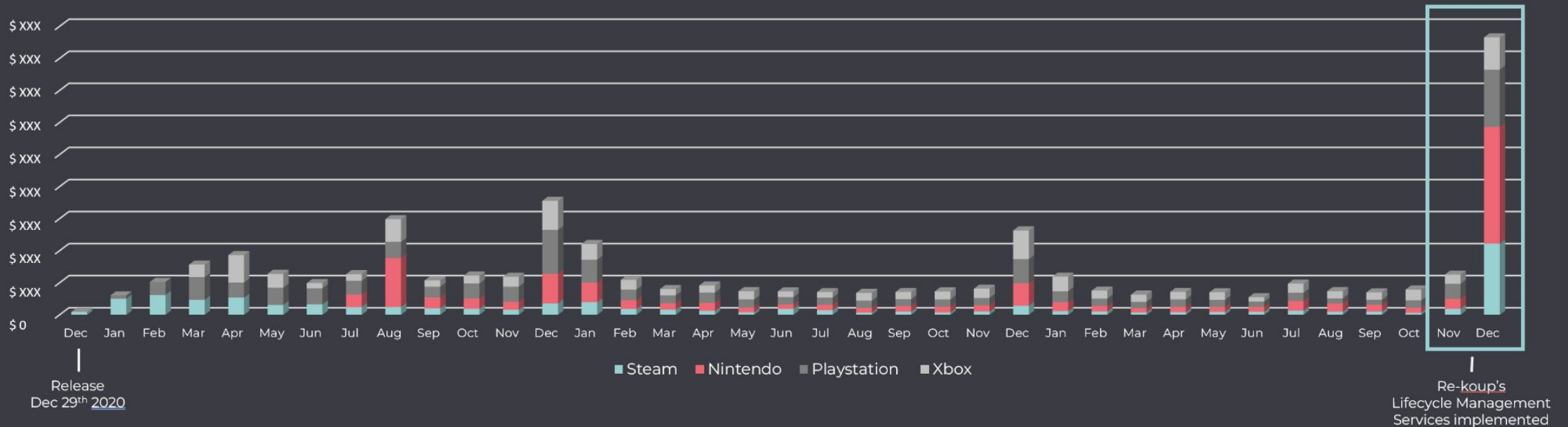
HOW DID IT HAPPEN?

Through hard work. There are no shortcuts to revenue!
Here, we share **8 important factors** that will influence your revenue intake and unit sales.

1. Correct base price (do not undervalue your product)
2. Correct local pricing (do not let bad FX rates "steal" your revenue and adjust your prices according to current financial conditions in each region)
3. Optimize your Store Pages (make sure your store pages work for you in terms of driving discoverability and conversion)
4. Enter the correct sales promotions (don't drown in AAA titles to high discounts)
5. Optimize your discount level (higher discount does not equal to more revenue)
6. Push 1st and 3rd Parties for visibility and out of dash support (discoverability/awareness is key to success for all indie titles)
7. Do cross promotions (piggyback on successful titles in the same genre)
8. Find Curators and Ambassadors (there are a lot of influential people (influencers/streamers/curators) that will promote you game for free if it is good enough)

The increase in sales for Papa's Quiz was made without any marketing spend.