

A vibrant, comic-style illustration featuring a central red robotic dinosaur with glowing yellow eyes and a large 'MARVEL SNAP' logo on its chest. The dinosaur is surrounded by various Marvel characters in dynamic poses, including Iron Man, Spider-Man, Wolverine, Deadpool, and others. The background is a dark purple space with blue and white geometric shapes and light rays. The title 'Marvel Snap Teardown' is written in large white letters across the center, with a horizontal line underneath.

Marvel Snap Teardown

By Connor Graham

MARVEL SNAP: GAME OVERVIEW



Title: Marvel Snap

Genre: Strategy

Subgenre: Card-Collecting Game (CCG)

Developer: Second Dinner

Worldwide Release: 10/18/2022

Price: Free

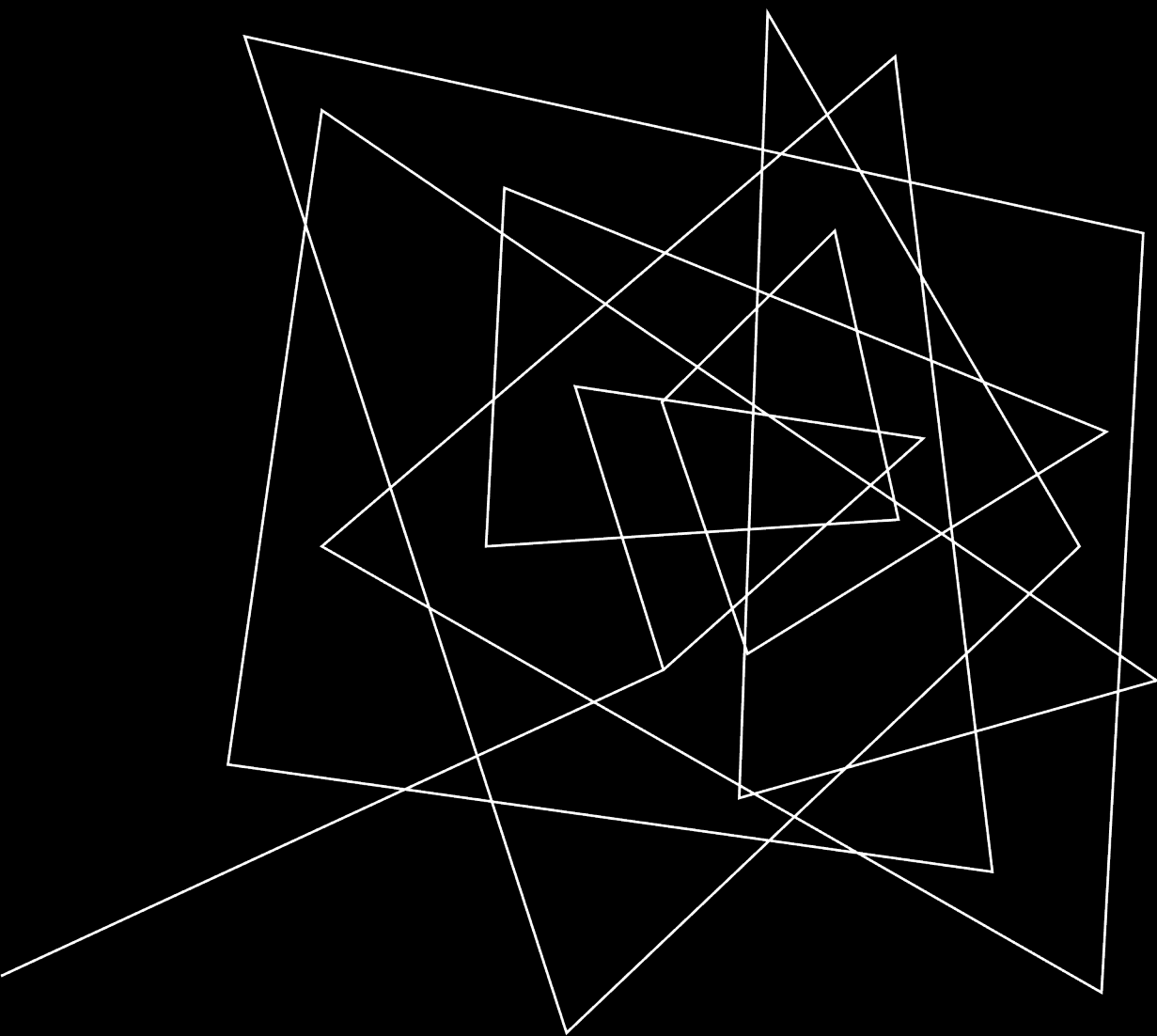
In-App Purchases: Yes

Interface Languages: English, French, Italian, German, Spanish, Japanese, Korean, Portuguese, Traditional & Simplified Chinese, Thai, Indonesian, Russian, Vietnamese

Marvel Snap is a collectible card game (CCG) developed by Second Dinner. It is a fast-paced collectible card game with a unique 12-card deck and three-minute games. Snap is available in a cross-platform format; you can save the game file on your Android and play it later in the evening on your iPad.

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FIRST TIME USER
EXPERIENCE (FTUE)

FIRST TIME USER EXPERIENCE (FTUE)

Marvel snap introduces players to the game through moving cards to location, core card abilities, card upgrades & rewards, deck reorganization, stacking energy mechanic, and location abilities.



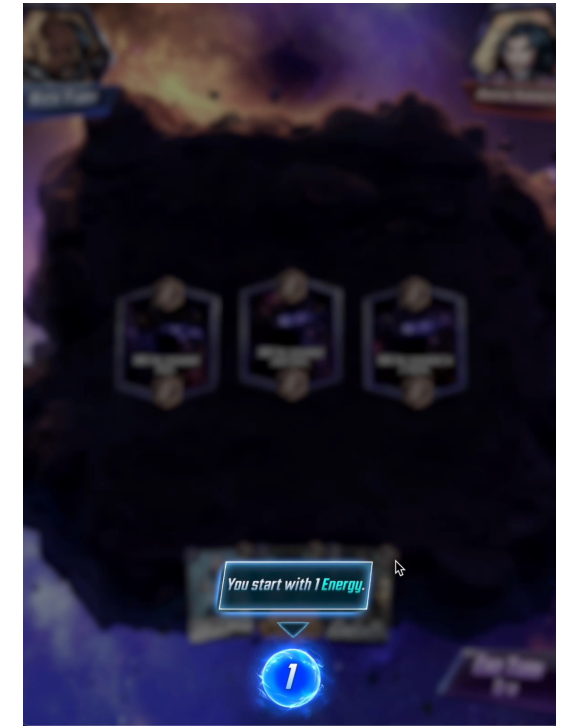
GAME 1

- The beginning of the game introduces the player to the core mechanic of sliding cards into a location.
- Players are introduced to a core game rule; win 2/3 locations to win a match.
- Introduces Star Lord to showcase individual card abilities (On Reveal, if your opponent played a card here, +3 power).



END OF GAME 1



- At the end of the first game, players learn how upgrade process works.
- Introduces core mechanic; upgrade card for a chance at a new reward – in this case, a new card.
- Players are ported back to the main menu to learn how to add and remove cards from their deck.

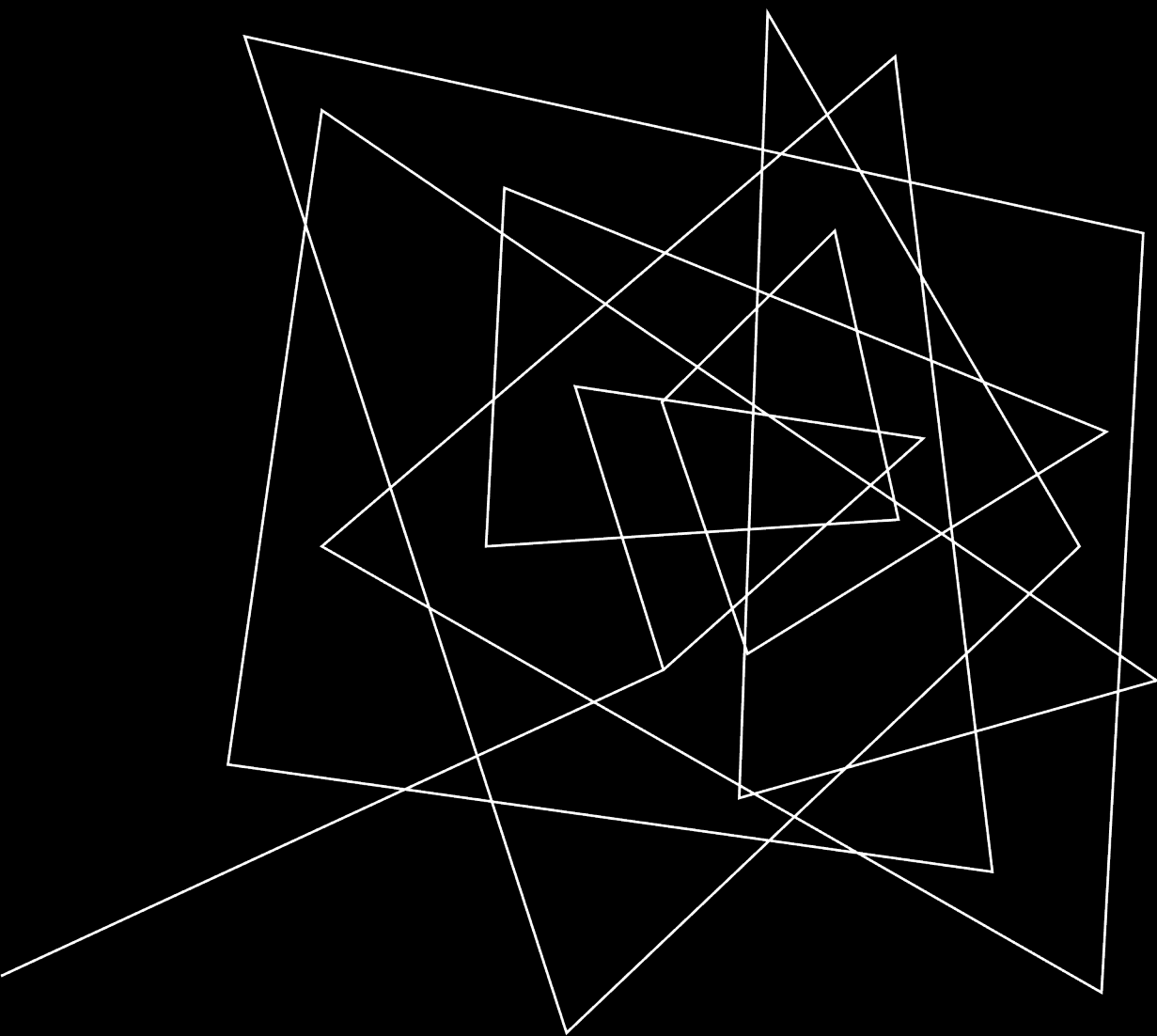


GAME 2

- Players are introduced to energy, and they receive an amount of energy equal to the current turn number.
- Takes a more 'hands-off' approach as core mechanics have been introduced and allows player to upgrade their card at the end of the game.
- Showcases 'ladder-based' progression; upgrade cards for new rewards (new cards, in-game currency, etc).

SUMMARY OF LIKELY FTUE GOALS

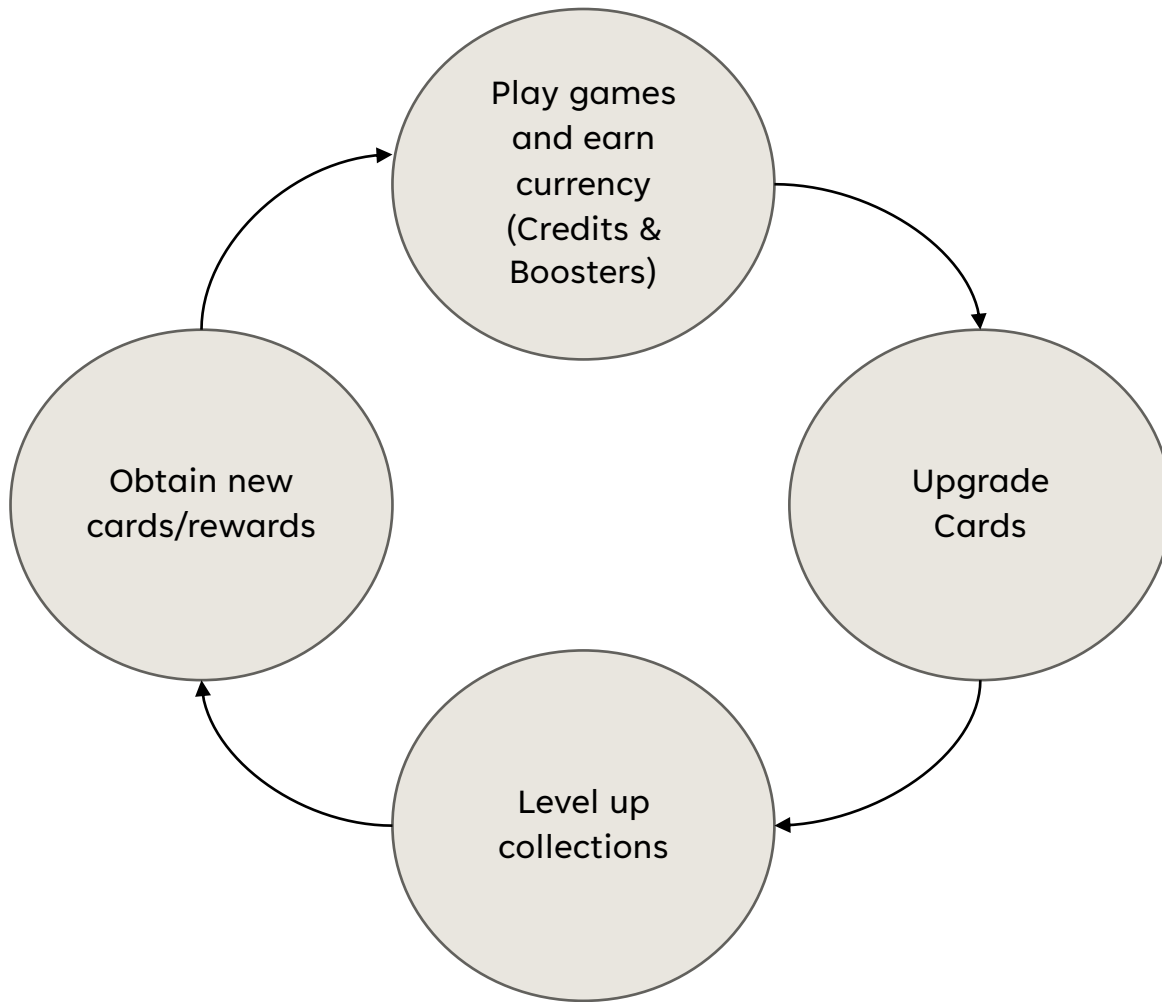
Likely FTUE Goals 	FTUE Sequence 
<ul style="list-style-type: none">• <i>Acceptance of Data Tracking</i>• <i>Understand key mechanics (how to play cards, understand abilities, card acquisition, upgrading cards, understand progression)</i>• <i>Get players to set long term goals to play with objectives/missions</i>• <i>Present depth for players to show mastery, unique strategies, deck customization</i>	<ul style="list-style-type: none">• <i>Acceptance of Data Tracking</i>• <i>Understand Gameplay (Sliding cards to locations)</i>• <i>Understanding of win-condition</i>• <i>Intro to abilities via Star Lord</i>• <i>Intro to location abilities</i>• <i>Card upgrades</i>• <i>Add/remove cards from deck</i>• <i>Understand new mechanic – energy</i>• <i>Show progression – upgrade cards for new rewards, new cards, in-game currency and more.</i>• <i>Boosters</i>• <i>Mission introduction</i>• <i>Iron ranking</i>• <i>Learn ‘Snap’ mechanic, importance of cubes, & escaping battles</i>



CORE GAME LOOP & META LOOPS

CORE GAME LOOP

Marvel Snap utilizes a ranking system, a 'Snapping' mechanic, and retreat options to allow players to strategically climb and earn rewards.



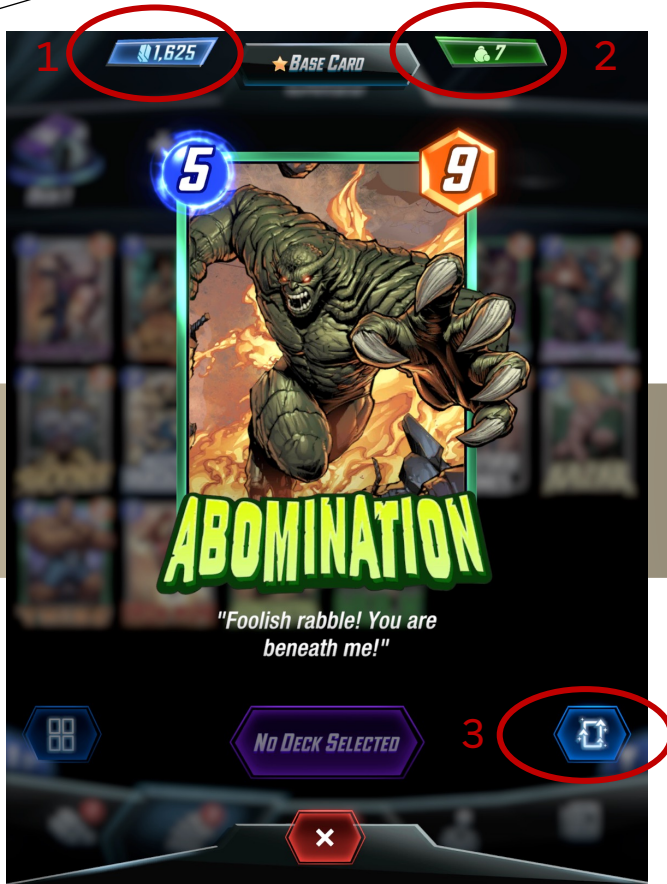
Ranks: Players earn Cubes for winning, and ranking up, and lose Cubes if they retreat or lose. Generally, gaining 7 cubes constitutes players going up a rank.

Snapping: Players can 'Snap' to up the ante during a game; a match can be either 1, 2, 4, or 8 Cubes (Ex 1 Appendix).

Retreat Now: If players are headed towards a loss, they can retreat now, only losing the number of cubes displayed on the screen (1).

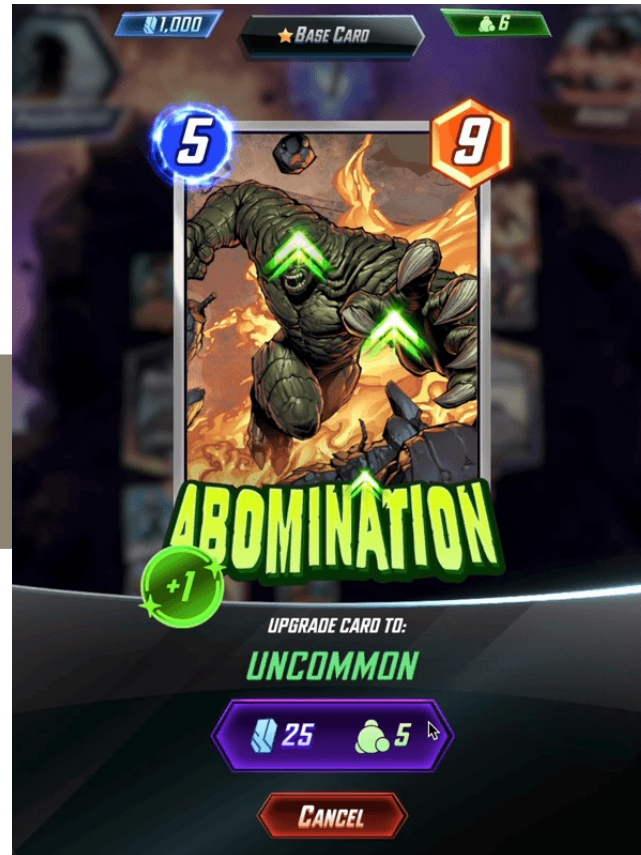
Retreat Later: Instead of instantly retreating, it waits for an opponent; if the opponent also retreats, the game will end in a tie. If the opponent plays their turn, the player will lose the number of cubes displayed on the cube at the top of the screen.

META GAME SYSTEMS

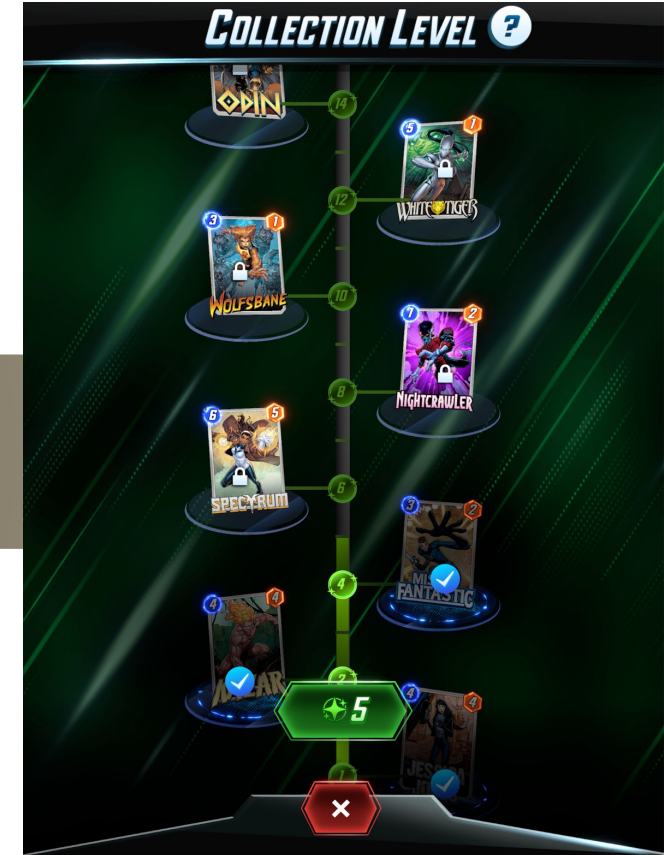


Players play games to upgrade cards
(See corresponding numbers to match image location):

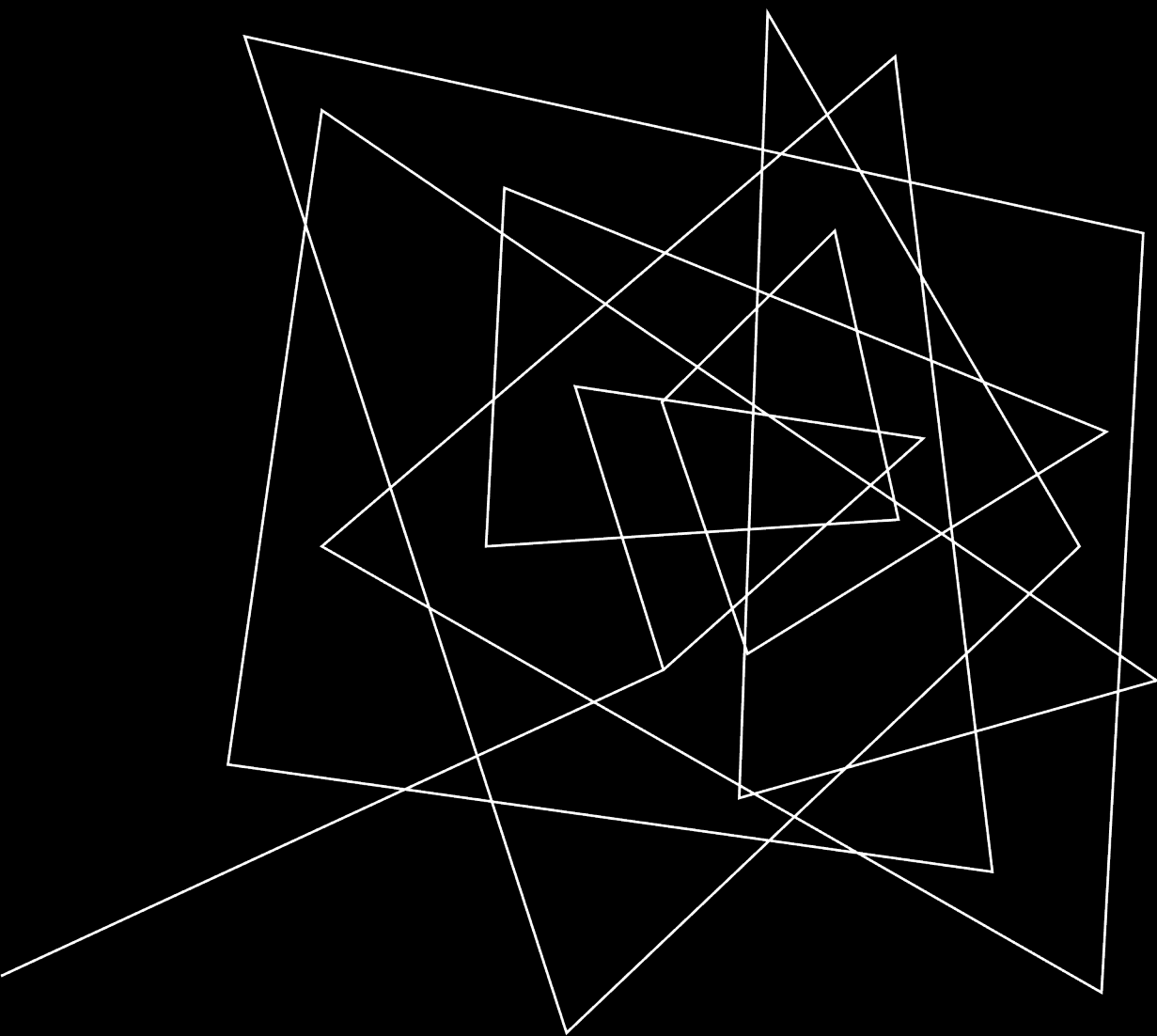
1. Available player credits
2. Card specific boosters (Abomination)
3. Card upgrade selector



Upgrading is a core form of progression for players. Upgrades leads to a visual upgrade, which more importantly increases the chance at increasing collection.

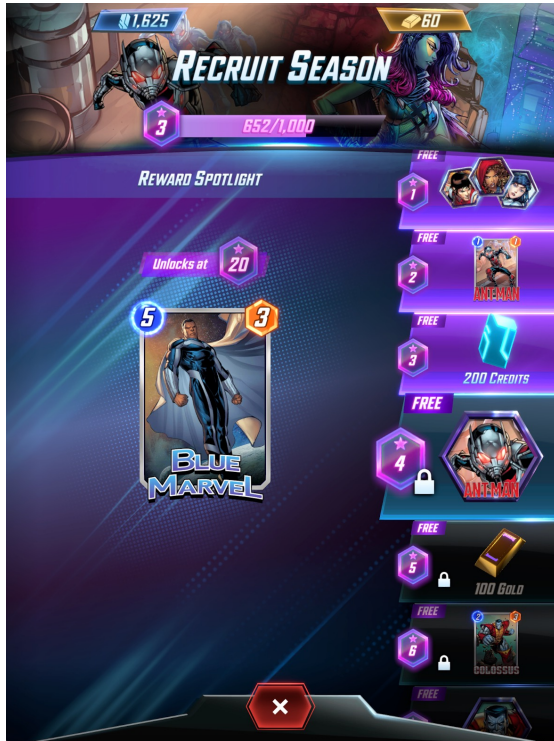


Playing more games means more opportunities to level up to unlock new cards, card aesthetic variants, and boosters.



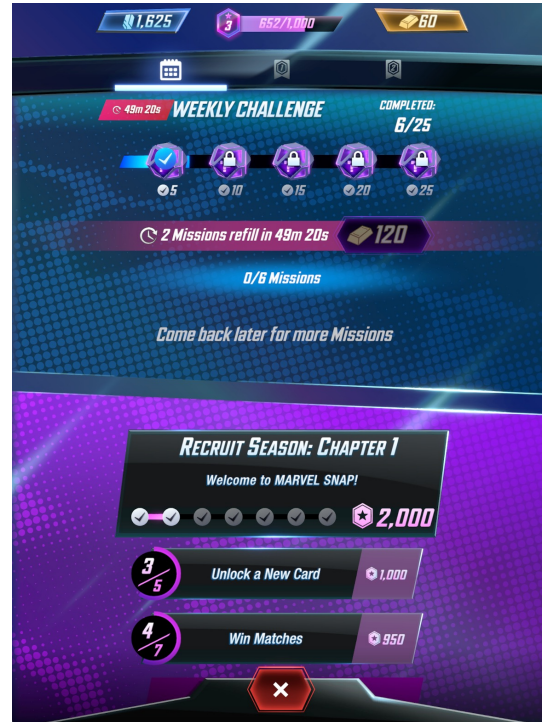
LIVE OPS

LIVE OPS: RECRUIT SEASON, WEEKLY CHALLENGES, MISSIONS, GAME MODES (1/2)



RECRUIT SEASON

Players complete missions and/or challenges to climb the recruit season pass.



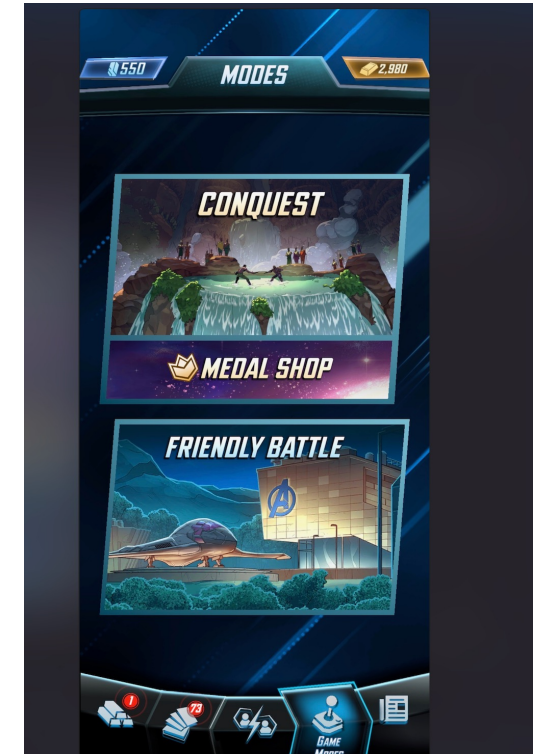
WEEKLY CHALLENGES

Complete weekly challenges to progress the ladder and earn currency.



MISSIONS

Complete recruit season missions to climb the recruit season pass.

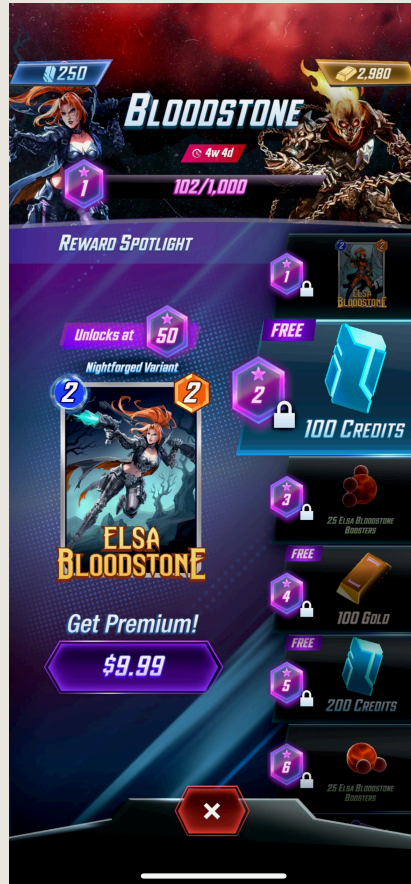


GAME MODES

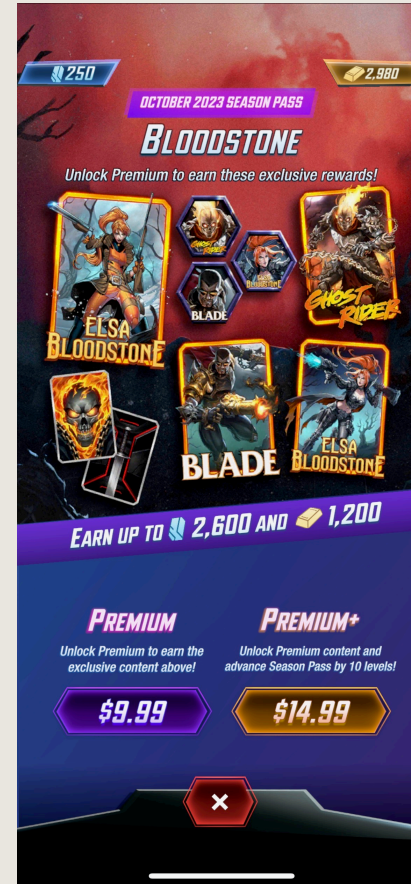
Buy tickets using gold to play in a competitive format with the following ranks: Proving grounds, Silver, Gold, Infinity.

LIVE OPS: RECRUIT SEASON CONT'D (2/2)

Snap has a free battle pass, a premium pass, and a premium + pass.

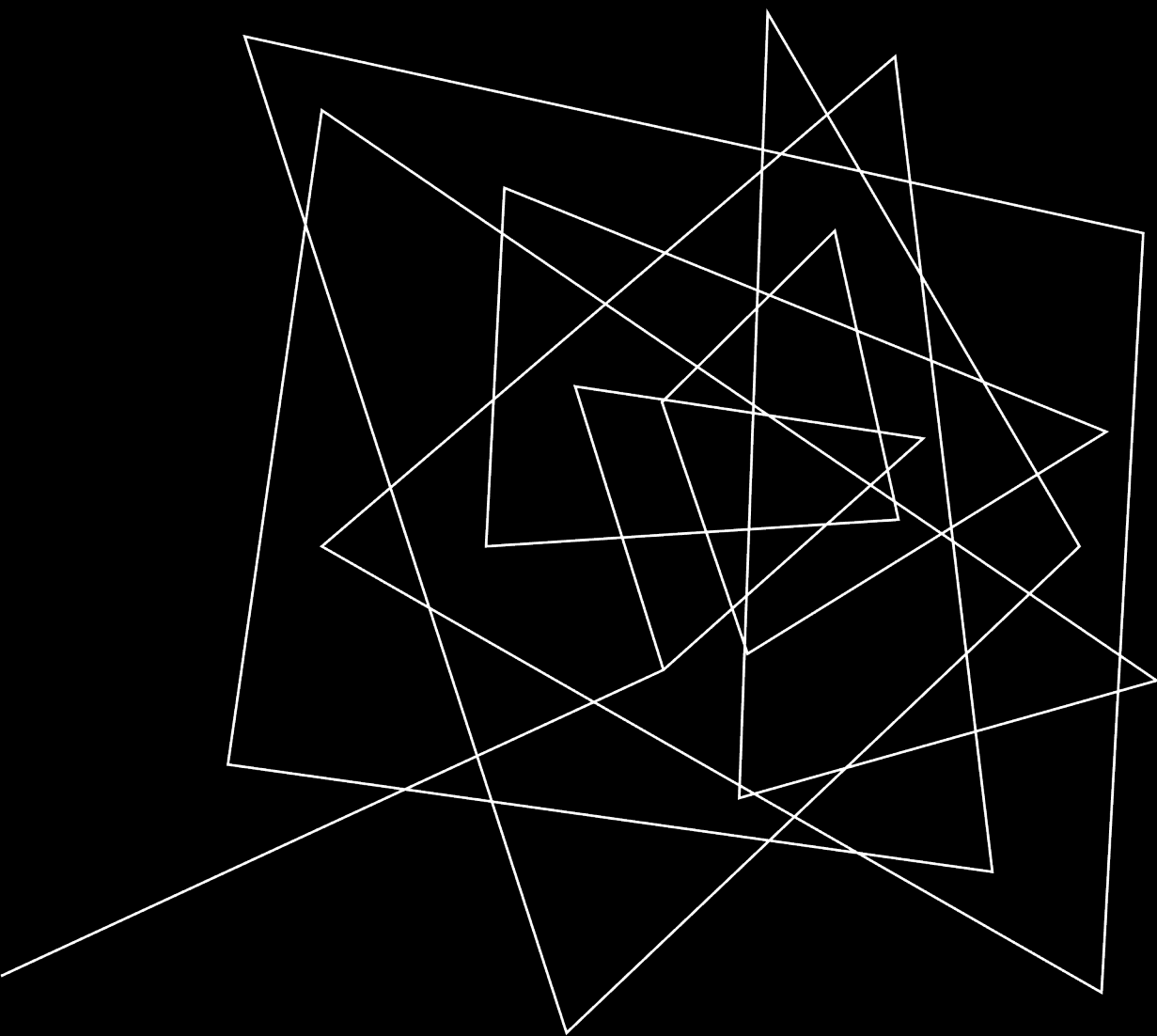


Recruit Season: The regular battle pass, aka recruit season, allows players to progress and get caches. However, fewer rewards are given to players in the regular Recruit Season. For example, in the image to the left, the only unlockable item for the player in this example for through the first 6 tiers are 100 credits.



Premium Pass: The premium pass allows everything in the regular battle pass, and players can gather every reward that is listed in the pass as they progress.

Premium+: Premium+ offers everything in the premium pass, but players get to skip the first 10 levels of the battle pass.



THE SNAP ECONOMY

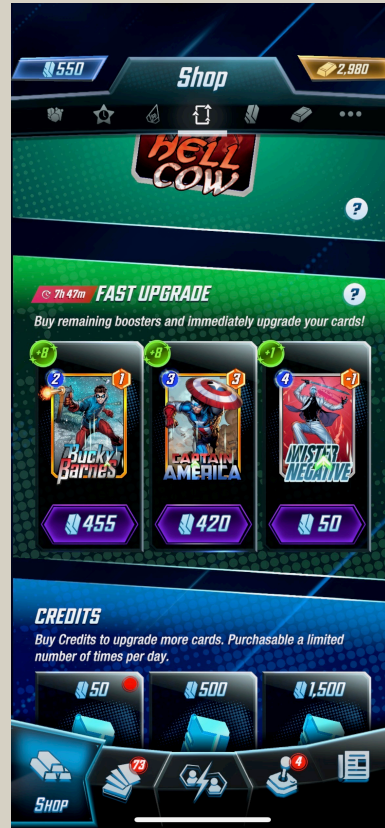
THE SNAP ECONOMY - STORE (1/2)

Daily Offers



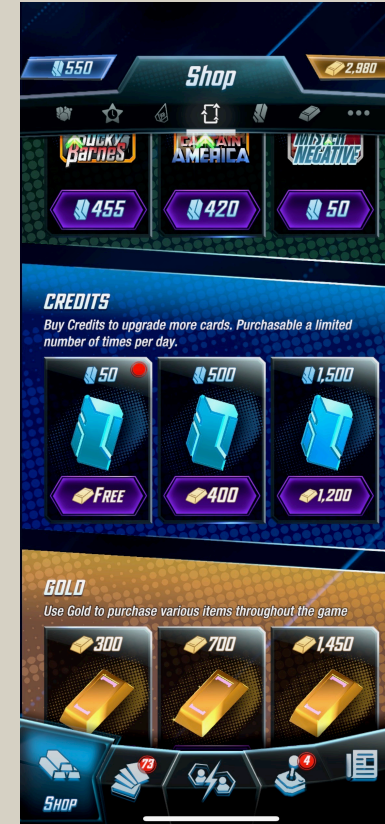
6 different card variants for already owned cards.

Fast Upgrades



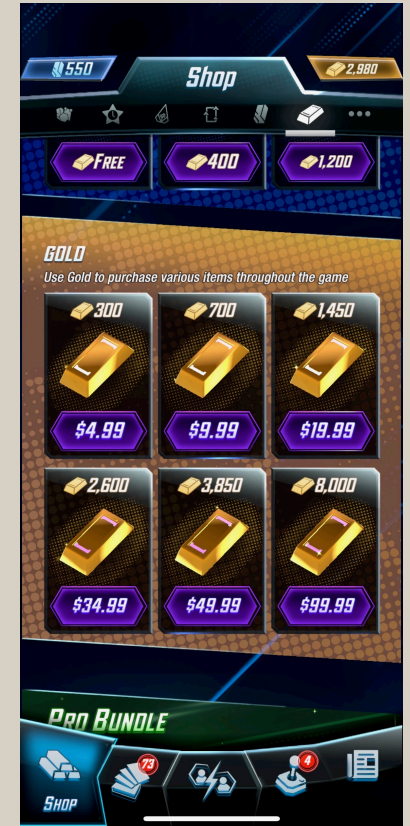
Purchase 3 boosters in exchange for credits.

Credits



Earn 50 free credits per day, or purchase for Gold.

Gold



Exchange real money for Gold.

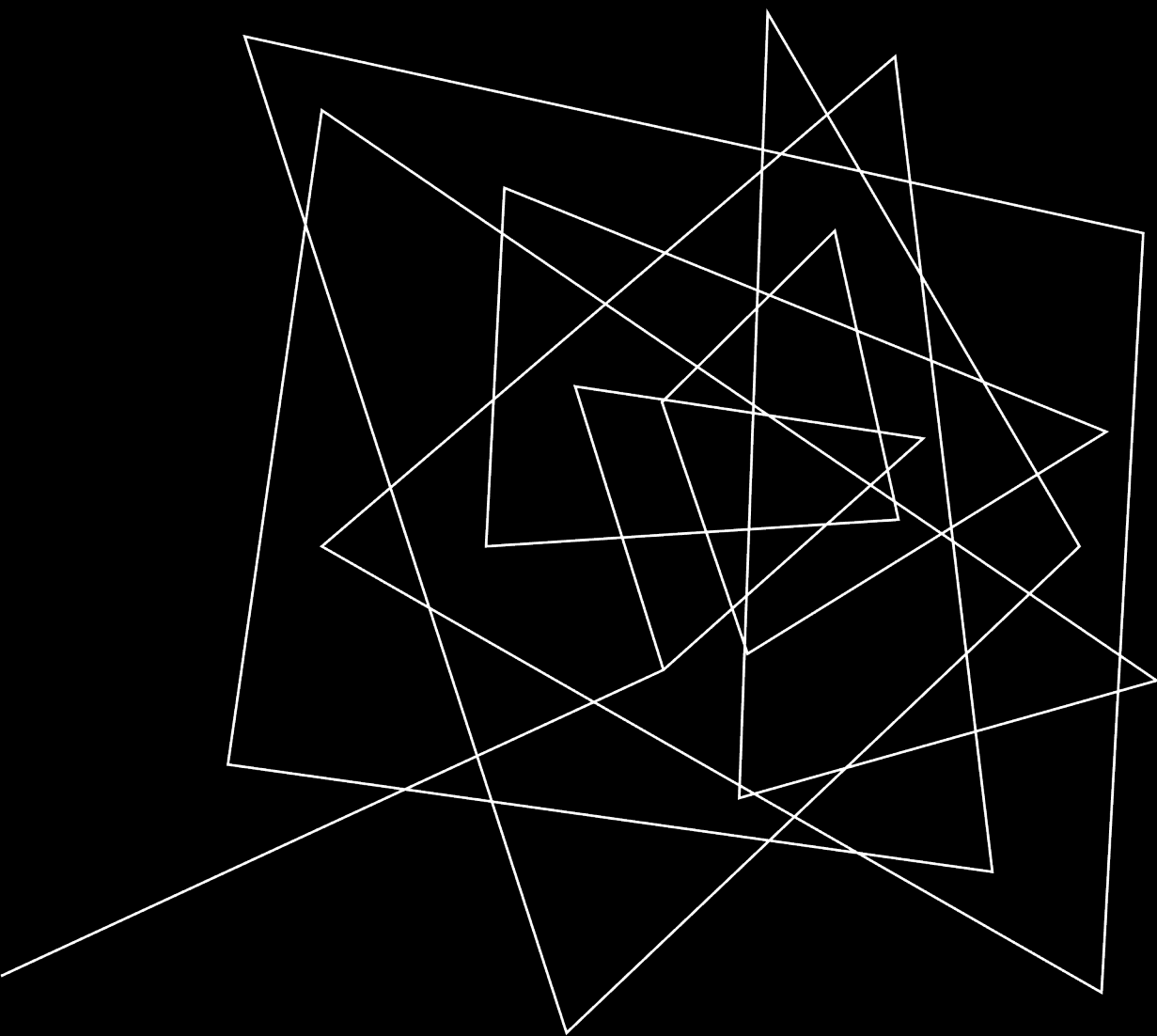
THE SNAP ECONOMY – PRICING MECHANISMS (2/2)

See ex 3 for a more detailed breakdown of the in-game currency conversions.

GOLD	BOOSTERS	CREDITS
IAP's Season Cache Season Pass PVP Ranking	Daily Missions Weekly Challenges Increasing Collection Season Passes Free Daily Credits Bundle	Playing Matches IAP's Bundles Gold
		
SINK ▽	SINK ▽	SINK ▽
Items Bundles Credits	Upgrade Cards	Upgrade Cards Increase Collection
1 gold ≈ \$0.01394	1 Booster ≈ \$0.892	1 Credit ≈ \$0.01115

How To Earn
<p><u>Gold</u>: Gold can be earned through the Season Pass, progressing the ladder, reserve caches, weekly quests, and IAP's through the item shop.</p> <p><u>Boosters</u>: Boosters are earned by playing matches, purchases through the store using Credits, bundle offer IAP's, and Gold. Boosters are used to boost individual cards.</p> <p><u>Credits</u>: Credits are earned through mission completion, weekly challenges, increasing Collection level, progressing through season passes, 50 daily credits free in the item shop, and IAP's.</p>

* **ASSUMPTIONS**: No individual boosters are sold. So I used Pro Bundle. 12,500 credits = 155 boosters, so 1 booster is approx. 80 credits.



FINANCIALS & MARKET COMPETITION

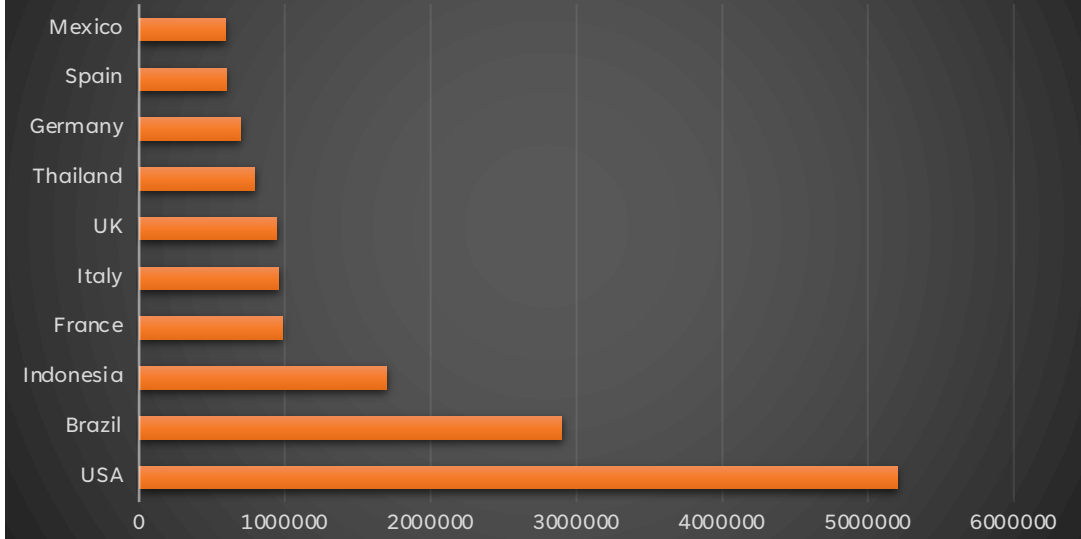
HOW IS SNAP DOING FINANCIALLY? (SEE EX 3)

Top Markets (Revenue)



- Snap has done incredibly well revenue wise. As of September 1st 2023, the game surpassed \$100M of total revenue (4).
- The App store covers for 55% of Snap's lifetime revenue (2).
- Cumulative revenue per download is \$4.57, with leaders being Hong Kong, USA, and South Korea at \$12.89, \$11.70, and \$7.60 respectively.

Top Markets (Downloads)

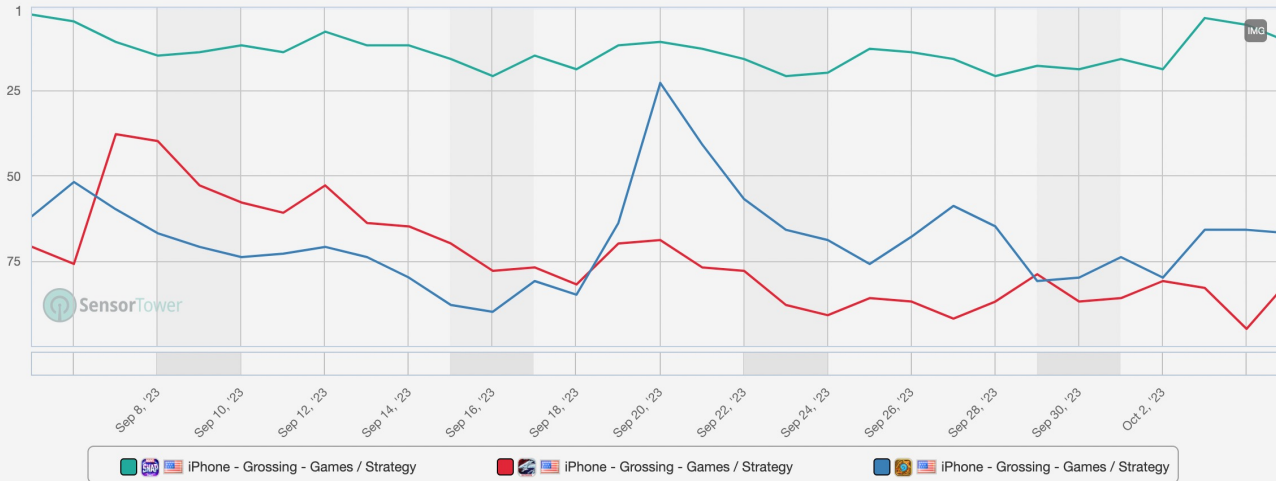


- Snap's peak month was launch in which over 7.4 million installs occurred (3).
- USA accounts for approximately 24% of downloads, followed by Brazil (11.3%) and Indonesia (8%).
- However, monthly downloads are starting to stagnate; monthly downloads have dipped below 1M.

SNAP & THE COMPETITION

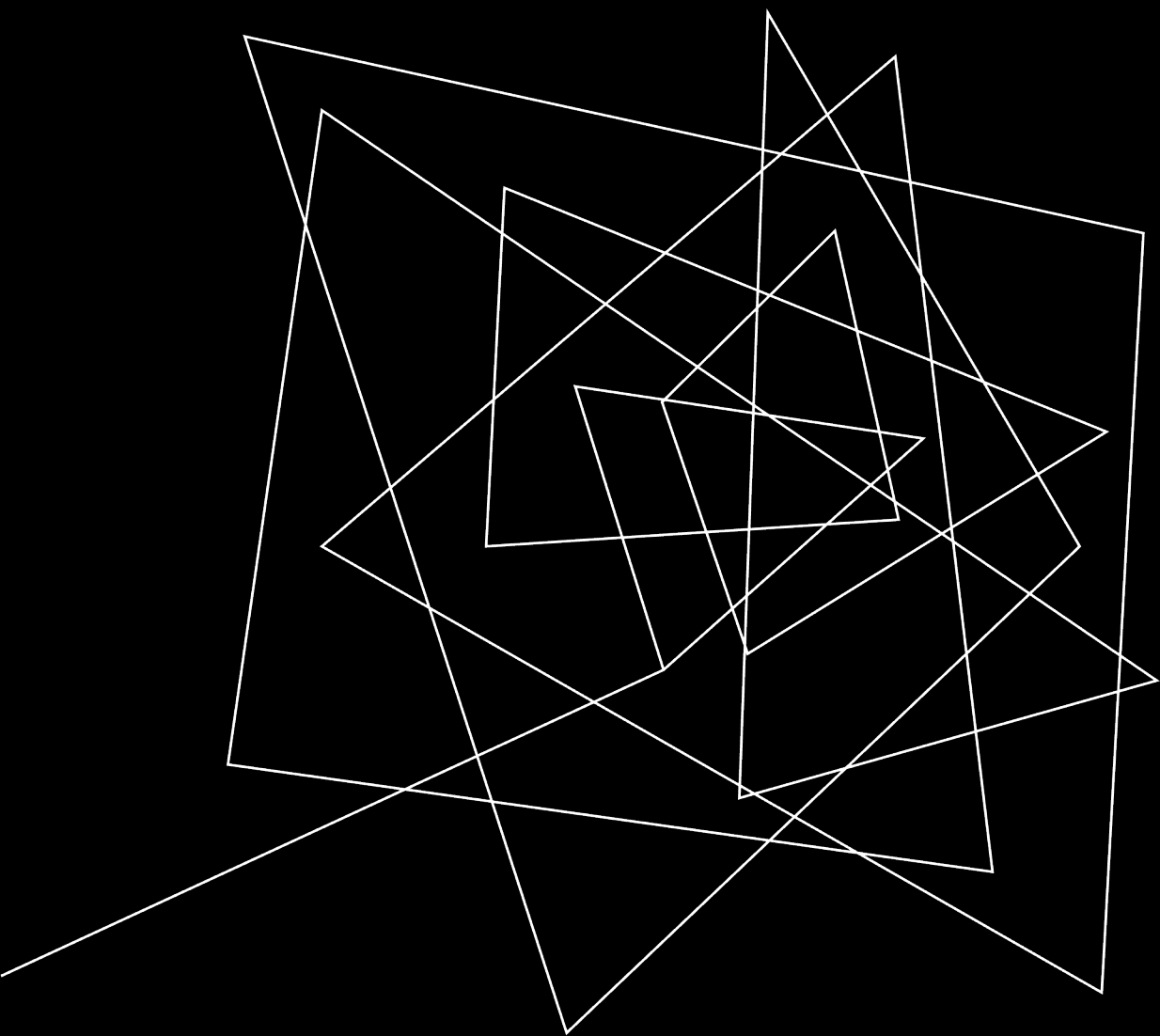
*THESE FIGURES APPEAR AS APP/PLAY STORE ONLY

Daily Category Rankings
App Store - Sep 5, 2023 - Oct 5, 2023 - iPhone - Games / Strategy - US - Grossing



- Snap leads the way \$73 million in IAP revenue this year. It is followed by Yu-Gi-Oh! Master Duel (\$33.4 million), Yu-Gi-Oh! Duel Links (\$21.8 million), Magic: The Gathering Arena (\$19.6 million), and Hearthstone (\$18.6 million).
- Both Yu-Gi-Oh games, and especially Yu Gi Oh Master Duel have done relatively well in 2022, amassing over \$120M in revenue for the year with approximately \$2M in monthly revenue.
- Magic: The Gathering Arena is hovering at approximately \$1M in monthly revenue this year.
- Hearthstone continues strong, with approximately \$1M per month, amassing over \$700M lifetime.
- Interestingly, it can be extrapolated that Snap appears to be on a similar trajectory, revenue wise as Master Duel, which may be a leading indicator of why Second Dinner is working on a new “Super Cool Secret Project”.

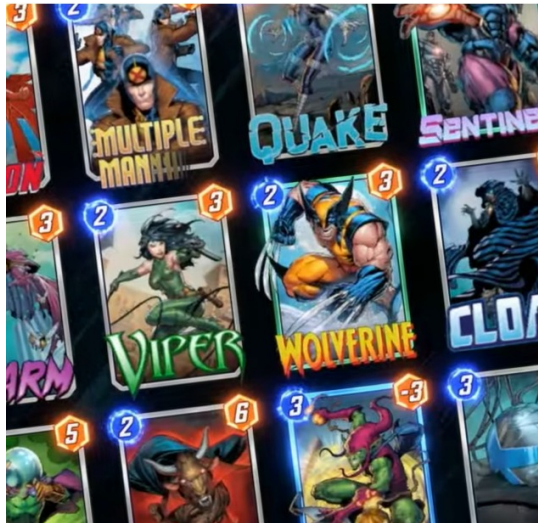
> R	🌐	📱	MARVEL SNAP	WW (57 Countries)	\$73 098 554
> R	🌐	📱	Yu-Gi-Oh! Master Duel	WW (60 Countries)	\$33 452 063
> R	🌐	📱	Yu-Gi-Oh! Duel Links	WW (60 Countries)	\$21 806 875
> R	🌐	📱	Magic: The Gathering Arena	WW (60 Countries)	\$19 675 576
> R	🌐	📱	Hearthstone	WW (60 Countries)	\$18 635 751
> R	🌐	📱	シャドウバース (Shadowverse)	WW (60 Countries)	\$16 117 052
> R	🌐	📱	WWE SuperCard - Battle Cards	WW (60 Countries)	\$14 388 214
> R	🌐	📱	Harry Potter: Magic Awakened™	WW (16 Countries)	\$12 951 607
> R	🌐	📱	デュエル・マスターズ ブレイス	WW (3 Countries)	\$11 643 641
> R	🌐	📱	Top Drives - Car Cards Racing	WW (60 Countries)	\$10 711 602



RECOMMENDATIONS

RECOMMENDATIONS SUMMARY

Add more cards!



Clans



Simplify Token
Accumulation



Narrative-Based
Progression



ADD MORE CARDS!

PROBLEM	SOLUTION
Snap releases cards on a weekly basis, but it makes it relatively difficult to obtain because they are behind caches which are difficult to progress through, reducing player incentives. Plus, in the meta, overpowered decks become hard to counter with limited counter-pick options.	Snap can continue to keep cards behind the caches but should make it more viable for players to earn cards. Players could earn cards retroactively once the season was completed or earn weekly or bi-weekly cards for free via the item shop – similar to login or daily rewards.

Pros	<p><u>Balances meta</u>: Swiftly releasing cards will present counter-strategies for overpowered decks for top players, and even players at lower levels.</p> <p><u>‘Something new’</u>: Players always want something new – this keeps the excitement high as players have something to look forward to. They can also diversify their strategy, and rapidly swap out decks as desired.</p> <p><u>Reduced pay-to-win</u>: One of the better ways to get new cards is to purchase the recruit season +, which has an easier access to cache’s. If player’s can earn through gameplay, it can make it more appealing to wider player groups.</p>
Cons	<p><u>Game Balance</u>: New cards may inadvertently create overpowered strategies or imbalance in the game, which may require frequent adjustments and testing.</p> <p><u>Card Rarity</u>: If new cards are introduced too frequently or made too accessible, it might diminish the perceived value of ‘rare’ or ‘premium’ cards.</p> <p><u>Player fragmentation</u>: For newer players, it may become increasingly difficult to “catch-up”, as other players will have significantly more cards.</p>

CLANS

PROBLEM	SOLUTION
As it currently stands, Marvel Snap's social's are nearly nonexistent. Players can engage with official discord and Snap's website, but there's no place for them to hangout or play games with friends.	Introducing clans will bring a much stronger social aspect. Players could hang out and message each other in game, and engage in 'War-Games', playing consecutive or team battles against other clans for clan-based rewards like gold, boosters, or credits.

Pros	<p><u>Enhanced Social Engagement:</u> A social game player gets a feeling of belonging to a community that have similar interests.</p> <p><u>Player Retention:</u> The ability to instantly communicate with friends, automatically keeps the user in the game for a longer time</p> <p><u>Reduced conversion cost:</u> As opposed to organically getting users, social engagement can help you acquire those users for significantly cheaper through word of mouth</p>
Cons	<p><u>Dev Effort:</u> Resource-intensive in terms of development and maintenance</p> <p><u>Potential player fragmentation:</u> Clans can lead to the fragmentation of the player base, as players may choose to exclusively interact with their clanmates.</p> <p><u>Moderation:</u> May need to moderate clan activities to prevent abuse, harassment, or cheating within clans.</p>

SIMPLIFY ACCUMULATED TOKENS

PROBLEM	SOLUTION
Arguably, the most important currency are credits and boosters, which upgrade cards. However, there simply aren't many opportunities to earn credits or boosters, but players get more than adequate awards. Outside of credits, players really have no use for currency. The best option for players is to spend gold into missions, which offers the potential of more credits which means quicker progression.	One of the ways is to diversify the spend of currency. I believe Snap has done wonderfully in getting players excited for the aesthetics, but they could simplify the accumulation of currency by offering different ways to spend. For example, instead of only allowing cards to be upgraded with credits, allow gold to be spent at a somewhat increased rate to upgrade cards, or spend gold and credits for a discounted rate for card upgrades.

Pros	<p><u>Enhanced Monetization Opportunities:</u> Players may feel more incentivized and excited to buy.</p> <p><u>Greater Flexibility:</u> Alternative progression strategies can be formed, and players will feel better about having a diverse set of currency.</p> <p><u>Simplified for players:</u> Players will feel less apt to only spend gold and other currency on missions, and will have the freedom to spend elsewhere.</p>
Cons	<p><u>Pay-to-Win:</u> If not managed properly, allowing multiple currencies for upgrades can lead to pay-to-win scenarios.</p> <p><u>Balancing:</u> Players might feel pigeon-holed to focusing on gold or credits, which can create a meta of players building up specific currencies to 'cheat' progression.</p> <p><u>Inflation:</u> If players are able to earn and use multiple currencies, it can unintentionally devalue other currencies, and unbalance the economy.</p>

NARRATIVE BASED PROGRESSION

PROBLEM	SOLUTION
As previously mentioned, the progression is fairly 1-dimensional, and hyper-focused on aesthetic based progression. Plus, some players simply are not interested in visual upgrades and effects.	A great addition would be narrative based progression. Snap has access to Marvel IP, so there would be no 'net-new' narratives to create. So, they could add another layer, or different way to progress, through narratives. For example, players could play games to watch events of Spiderman unfold or get access to unique animated shorts between Tony Stark and Pepper Potts.

Pros	<p><u>Alternate Progression:</u> Players that are not interested in visual effects and/or upgrades will feel more incentivized.</p> <p><u>Marvel Storytelling:</u> Marvel is arguably the most popular IP in the world to date; narrative progression can re-immense players in the Marvel Universe.</p> <p><u>Player Retention:</u> Well crafted narratives can extend gameplay longevity and retention. Caroline Krenzer, co-founder & CEO of Trailmix Games, attributed an update to Love & Pie's narrative to a 10% increase in retention(5).</p>
Cons	<p><u>Resourcing:</u> To name a few, Second Dinner will need to invest tons of money into narrative, narrative design, animations, development, and voice acting if they choose to use voice actors instead of scroll-based text.</p> <p><u>Player Expectations:</u> A double-edged sword exists; meeting player expectations for beloved Marvel characters could prove very difficult.</p> <p><u>Storage Space:</u> While not as crucial for computer Snap version, the newly added narrative content could consume too much storage space; leading to complaints and fewer people being able to engage with the content.</p>

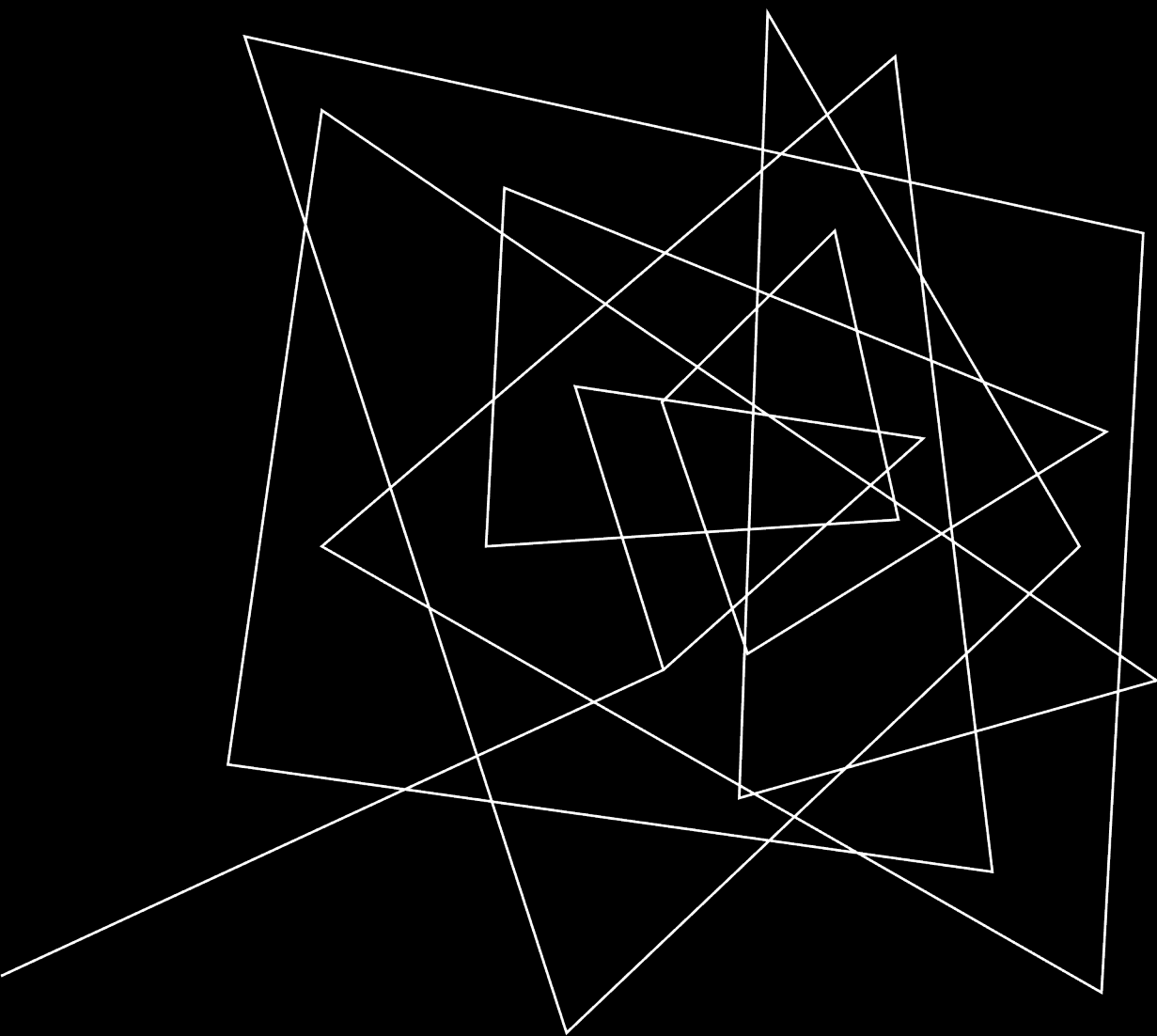
THE END!

Thank you for taking a look; I hope you enjoyed it as much as I enjoyed putting it together! 😊

All in all, Snap is a wonderfully designed, and incredibly fun game; I highly recommend playing it!

REFERENCES

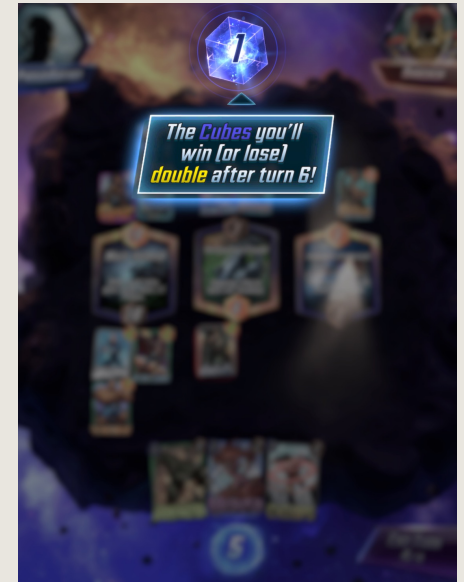
1. [What does Retreating do? — MARVEL SNAP Help Center \(helpshift.com\)](#)
2. [MARVEL SNAP - Overview - Google Play Store - US - App Information, Downloads, Revenues, Category Rankings, Keyword Rankings, Ratings, and Reviews \(sensortower.com\)](#)
3. [Marvel Snap is about to break \\$100m in earnings for developer Second Dinner - Mobilegamer.biz](#)
4. [Marvel Snap tops \\$100 million in mobile revenue, solidifying its status as top-grossing CCG this year | Game World Observer](#)
5. [Arkknights: Tower Defense Redefined | Naavik](#)



APPENDIX

EX 1: SNAP MULTIPLIER

Snap Count	Cube Count	Final Cubes Earned or Lost (Snap Multiplier)
0	1	2
1	2	4
2	4	8



EX 2: IAP COSTS & ECONOMY CONTINUED

Gold/Currency Offered	IAP Cost	Approximate USD per Gold
300 Gold	\$4.99	\$0.01663
700 Gold	\$9.99	\$0.01427
1450 Gold	\$19.99	\$0.01379
2600 Gold	\$34.99	\$0.01346
3850 Gold	\$49.99	\$0.01297
8000 Gold	\$99.99	\$0.01250
		Average Gold/USD = \$0.01394

Credits	IAP Cost (Roughly)	Approximate USD per Gold
500 Credits (400 Gold)	\$5.58	\$0.01116
1500 Credits (1200 Gold)	\$16.73	\$0.01115
		Average Credit/USD = \$0.01115

EX 3: TOP MARKETS

Top Markets (Revenue)	
USA	\$ 60,500,000
South Korea	\$ 4,000,000
Canada	\$ 3,300,000
UK	\$ 3,000,000
Italy	\$ 2,600,000
Japan	\$ 2,600,000
France	\$ 2,600,000
Germany	\$ 2,200,000
Hong Kong	\$ 1,800,000
Taiwan	\$ 1,800,000

Top Markets (Download)	
USA	5,200,000.00
Brazil	2,900,000.00
Indonesia	1,700,000.00
France	984,000.00
Italy	958,000.00
UK	942,000.00
Thailand	795,000.00
Germany	695,000.00
Spain	597,000.00
Mexico	591,000.00

