

# LET US HELP YOU JOIN THE KICKSTARTER

## REVOLUTION

Casual Game Revolution has collected and analyzed two full years of Kickstarter data in the Tabletop Games section. What categories of games are the most successful? What is the impact of being designated as a Staff Pick? How much funding should a project owner expect to receive on average? These are all questions we set out to answer.

### TABLETOP CROWDFUNDING AT-A-GLANCE (2014-2016):



The average non Staff Pick receives 388 backers with a total pledge level of \$25,168.

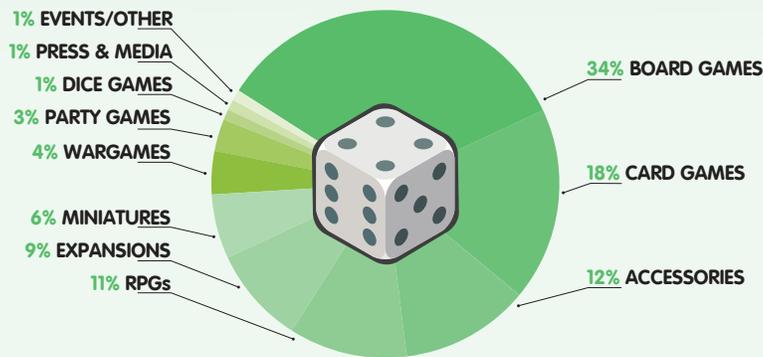


The average Staff Pick receives 1,722 backers for a total pledge level of \$129,708.



**?**  
How does being a Staff Pick correlate with a game's crowdfunding success?

### TOTAL FUNDING BY CATEGORY:

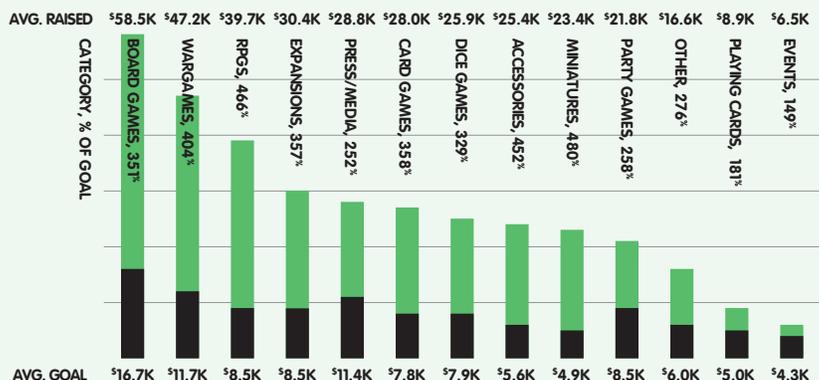


**34%** of projects are chosen as Staff Picks. They raise

**64%** of the total funding.

Cause or Effect? There is a clear correlation between very successful projects and the designation as a Staff Pick. While Staff Picks receive extra exposure, it is more likely the quality of the project and audience that sets them apart in the amount of funding received.

### AVERAGE FUNDING BY CATEGORY:



How can I get my project featured?

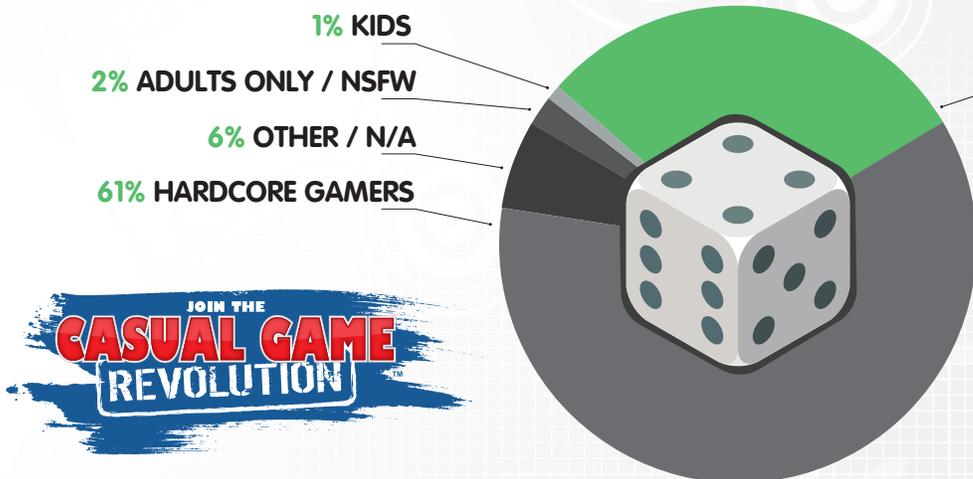
“Build a wonderful, exceptional project!”  
— KICKSTARTER

Tabletop games have eclipsed video games and mobile app campaigns, including a record-shattering

**\$8.8** million raised by the *Exploding Kittens* card game.



## TOTAL FUNDING BY TARGET AUDIENCE:



**30%** of total funding goes to projects aimed at families and casual gamers ("casual games").

Casual games are our passion — let us help spread the word about your games!

- Kickstarter Previews
- Ads (Print & Online)
- Company Sponsorships

<http://CasualGameRevolution.com/advertise>

## AVERAGE PLEDGE STATISTICS:

### BY PROJECT CATEGORY

AVG. PLEDGE AMOUNT / AVG. BACKER COUNT

Events	\$101	93
Wargames	\$99	411
Miniatures	\$97	198
Accessories	\$70	361
Board Games	\$70	868
RPGs	\$56	585
Expansions	\$52	530
Party Games	\$49	512
Card Games	\$44	681
Dice Games	\$41	658
Press / Media	\$40	679

### BY TARGET AUDIENCE

AVG. PLEDGE AMOUNT / AVG. BACKER COUNT

Hardcore Gamers	\$76	501
Kids	\$58	281
Other / N/A	\$58	380
Adults Only / NSFW	\$53	530
Families / Casual Gamers	\$45	741



Targeting the family / casual gamer market produces more backers on average.

What does this mean? Build and snowball your audience faster!



**BARNES & NOBLE**  
BOOKSELLERS

**BAM!**  
BOOKS-A-MILLION

**2,100 Game Stores**  
Promotional copies via ACD, GTS,  
PHD, Continuum Games

**10,000+ Monthly  
Website Visitors**



Casual Game Insider Mag is on **KICKSTARTER**  
Discounted Ads & Game Previews • Ends Aug. 8!  
<http://CasualGameRevolution.com/kickstarter>