

THE BEGINNER'S GUIDE TO ARCADE PRICING STRATEGIES

Amusement Connect Game Pricing
Recommendations to Maximize Sales

POWERED BY



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INTRODUCTION

Determining the correct prices for your arcade games can be tricky for any operator, as setting them too high can result in lost sales, and prices too low could weaken your profits.

To ensure you make the best pricing decision for your games, we have crafted this guide to provide helpful tips and fundamental strategies to enable you to understand better how to price correctly to maximize both customer engagement and revenue goals.

4 PILLARS OF GAME ROOM PERFORMANCE

Arcade operators recognize that success lies not in relying solely on a few popular games but in taking a data-driven approach to game selection and pricing. According to our research, four pillars have emerged as essential to ensuring high arcade revenue.

01

Game
Selection

The games you
choose for your room

02

Credit
Structure

The amount of
credits per dollar

03

Pricing
Strategy

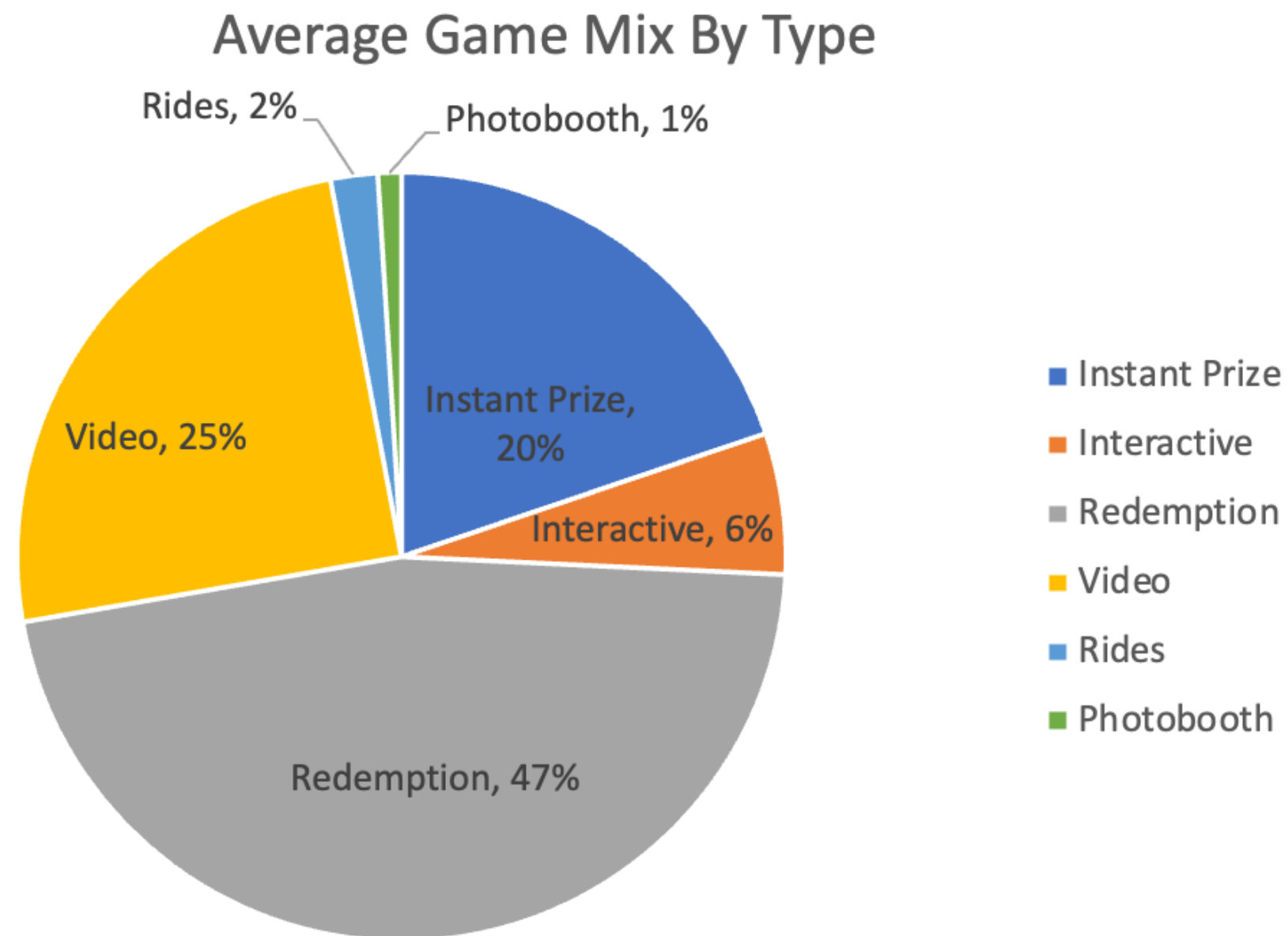
How you price your
games

04

Design and
Layout

How you place your
equipment

GAME SELECTION

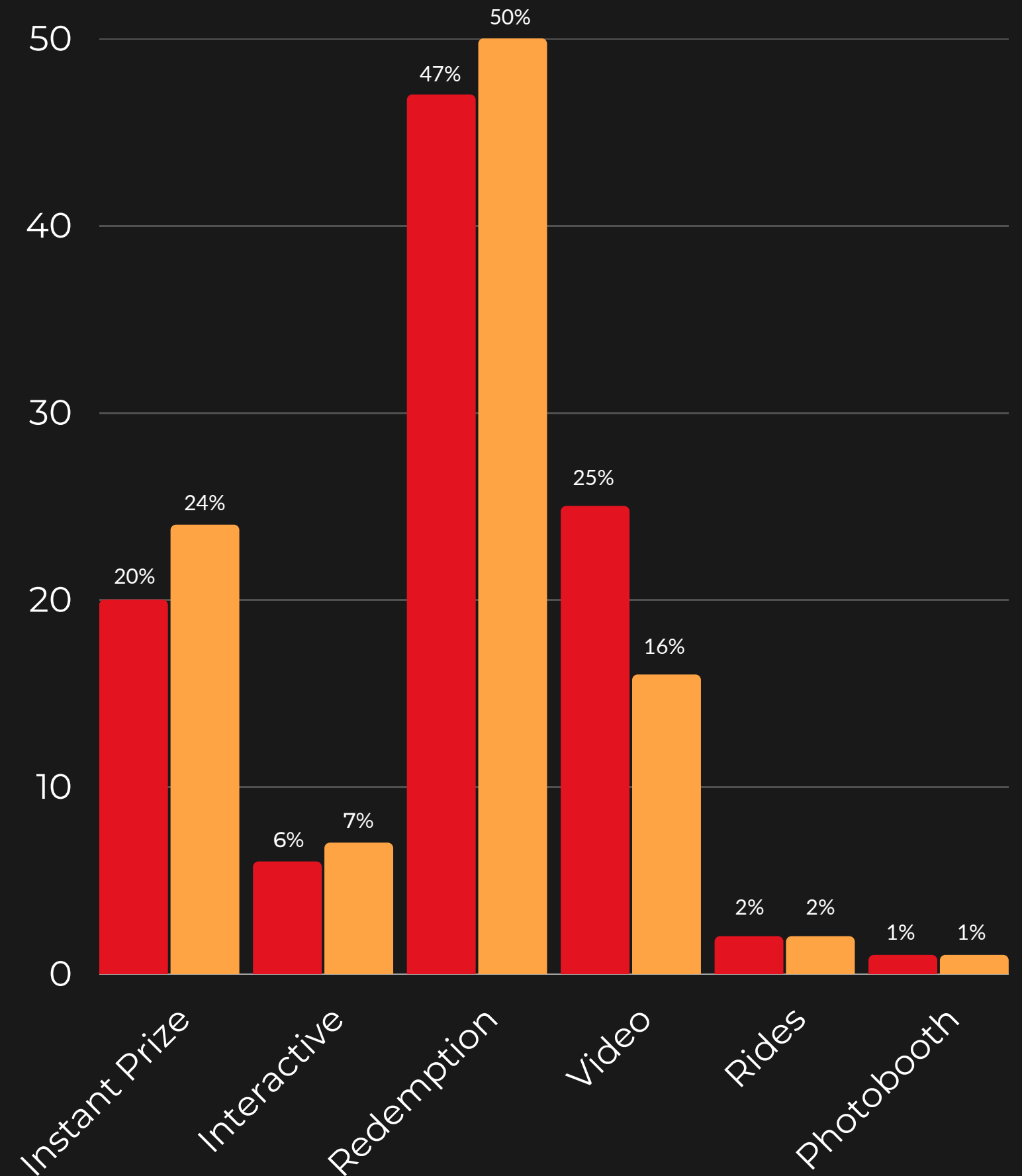


When it comes to game selection, there are several factors to take into account. First, you need to understand the preferences and demographics of your target audience in order to choose the right game types. Next, industry benchmarks can provide guidance and helpful insights into how other arcades are allocating their machines, allowing you to make educated decisions about what will work for you.

Ultimately, no two arcades are identical, and selecting the most profitable mix of titles requires careful research and a thorough understanding of the modern arcade landscape.

PERCENTAGE OF ARCADE REVENUE BY GAME TYPE

From game mix benchmarks, we have found that instant prize (4%), redemption (3%), and Interactive (1%) outperform their room contribution. Knowing which pieces of equipment are bringing in the most money or aren't seeing much use can cast light onto areas where improvements are needed. By keeping track of this data, you can make well-informed decisions in regard to the strategy and effectiveness of your arcade operations.



AMUSEMENT CONNECT RECOMMENDED PRICING STRUCTURE

Credits per Dollar	20
Dollar Spend	Bonus Credit
\$5	0
\$10	20
\$20	80
\$30	100
\$50	200
Credits for Card	10
Min Transaction	1
Multicard Purchase	On
Upsell	On

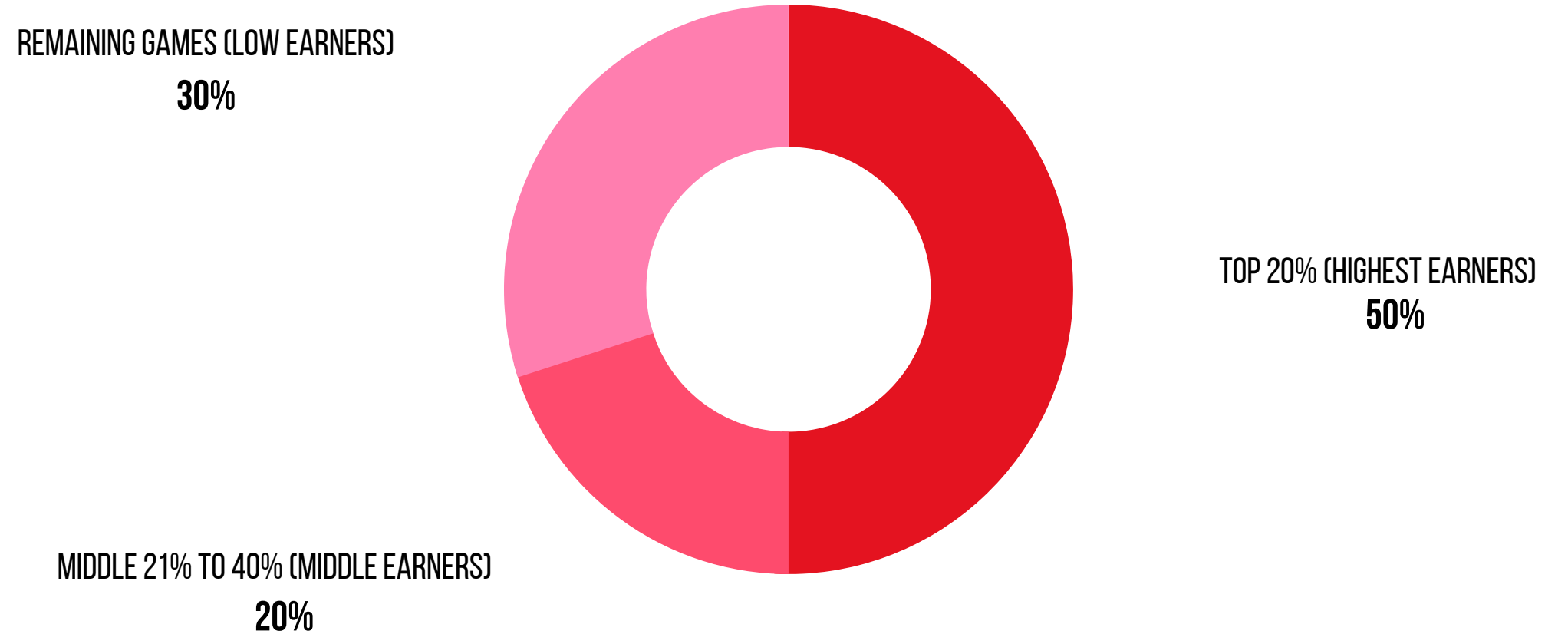
We analyzed data from the Amusement Connect system to identify the 16 top-earning games that contributed to 50% of our total revenue over a period of three months in 2022.

We measured key performance indicators, including revenue contribution percentage, reload percentage, and the game plays by category.

PERCENTAGE OF REVENUE EARNED BY CATEGORY

Our analysis of 1400+ locations and rooms of all sizes shows a distribution of arcade performance where your high-performing games (top 20%) of games contribute to 50% of your revenue. The average and low-performing games contribute to the remaining 50% of your arcade revenue.

What does this tell us? When building out a game room, you should invest the most capital in high-earning games. The average and low-performing games should be selected according to your target audience.



CASE STUDY: ADJUSTING PRICING FOR HIGH-PERFORMING GAMES

As route operators with over 10 locations, we continuously test and seek ways to optimize game room performance.

We conducted a study in which we raised the prices of our top-performing games between 33-100%. Our hypothesis was that players are willing to endure extreme price increases for the top 20% revenue contributors in our game room.

Location Details:

- Unattended 84-piece arcade in a casino
- Game mix: Redemption, instant prize, and interactive games.
- 20 credits per dollar (\$.05 per credit)
- Lowest cost per play: Shooting Hoops (\$2)
- Highest cost per play: Astro Star Crane with Octopus/Plush (\$7)



PRICING ADJUSTMENTS

	New		Old	
	Cost	Credits	Credits	Cost
Instant Prize				
Key Master	52	\$ 2.60	26	\$1.30
Astro Star (Reverse Eez 6" Octopus)	140	\$ 7.00	105	\$5.25
Astro Star Win Every Time (Plush)	140	\$ 7.00	105	\$5.25
Astro Star (6" squishy)	105	\$ 5.25	80	\$4.00
Monster Crane (12" squishy)	105	\$ 5.25	80	\$4.00
Interactive				
Spider Boxer	58	\$ 2.90	29	\$1.45
Redemption				
Down The Clown	45	\$ 2.25	25	\$1.25
Whack And Win	55	\$ 2.75	30	\$1.50
Power Roll	50	\$ 2.50	30	\$1.50
Shooting Hoops (Left)	40	\$ 2.00	20	\$1.00
Shooting Hoops (Right)	40	\$ 2.00	20	\$1.00
Tons Of Tickets	70	\$ 3.50	35	\$1.75
Video				
Typhoon	120	\$ 6.00	60	\$3.00
Jurassic Park	60	\$ 3.00	30	\$1.50
VR Racing Game	120	\$ 6.00	60	\$3.00
Halo Fireteam Raven	60	\$ 3.00	30	\$1.50

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OUR FINDINGS FROM THE PRICE INCREASE

To our surprise, not only did revenue increase across all game categories but there was no significant drop-off in customers playing those games. Naturally, the reload percentage increased by 9%, and the contribution to arcade revenue increased to 56% for these games.

This observation suggests that players are willing to pay significantly more for the games they enjoy the most.

