Breaking down hybrid-casual: What it is and how to get started

Like hyper-casual, hybrid-casual games offer simple gameplay that appeal to a mass audience, but these games include deeper virtual economies or content that can lead to a better user experience and higher retention.

Here's a breakdown of the key differences between hyper and hybrid games:

Hyper-casual

- Monetize primarily through interstitial (80%-90%) and Rewarded Video (RV)
- Basic or non-existent economy
- ~ 5 month development cycle and requires few resources to build
- D7 retention between 5-10%
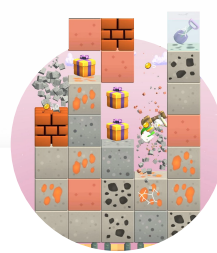
Hybrid-casual

- Monetize primarily through In-app purchases (IAP) and Rewarded Video (RV)
- Deeper content, such as core loop, levels, progression features, and meta layers
- Meaningful economy
- ~ 10 month development cycle and requires many resources to build
- D7 retention between 15-25%

Is your hyper ready for hybrid?

▶ **Hybridize:**
Turning a hyper-casual game into a hybrid-casual one.

While not every hyper-casual game needs (or should) be turned hybrid-casual, existing marketable hyper-casual games can be a great jumping point. If you're looking to make the shift, here's a few questions that can help you successfully hybridize your game.

What are the most successful elements of your hyper-casual game that can be transferred to your hybrid one?

The same simple and marketable core gameplay in your hyper-casual game can allow for high scale and low CPI in your hybrid one.

Is your game loop deep enough?

A deeper game loop can lead to higher LTV, so creating a challenge, and boosting the level design as the player progresses are important elements to keep in mind.

Do you have meaningful meta games?

Meta games are also important to add in your hybrid games because they create an environment where users can spend their in-game currency.

Contact us to learn more about building your next hit