GGA Game Growth Advisor

MOBILE GAME CONSULTANT

Level up your game's growth.

Ex-Gameloft and SFR. I help mobile studios, publishers and IP owners read their KPIs, fix monetization and retention, and land the UA, publishing and distribution deals that make growth pay back.

20+
YEARS IN GAMES

17
YEARS AT GAMELOFT

€12M+
P&L MANAGED



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The boss fights I get called in for

Soft-launch limbo

"Our KPIs are borderline. Scale, iterate or kill?"

D1 looks fine, D30 is fragile and the test budget is running out.

Monetization plateau

"Revenue is flat and every new offer eats the last one."

ARPDAU has stalled and a few whales carry the P&L.

CPI spiral

"CPIs keep rising and ROAS never hits payback."

Meta and Google are saturated and SKAN hides half the signal.

Term sheet trap

"We need a publisher. Who, and on what terms?"

Recoup, revenue share and IP rights decide what the studio keeps for years.

Distribution maze

"Web shop, alternative stores, new markets?"

Each channel can grow margin, or distract a small team.

IP dilemma

"We own a strong IP. What game should it become?"

The first decision sets the budget, the partner and the odds of a return.

Six fixed-scope missions, each built around one decision

01 · 2 weeks

Growth & KPI Diagnostic

Retention, monetization and UA economics read against genre benchmarks.

02 · 2-3 weeks

F2P Monetization Audit

Economy, pricing, offers, ads and LiveOps turned into a ranked test backlog.

03 · 2-4 weeks

UA & Go-to-Market Strategy

Channel mix, payback targets and launch sequencing.

04 · 3-month mandate

Publisher Search & Deal Advisory

Prepare the project, meet the right publishers, negotiate the deal.

05 · 2-4 weeks

Branded & IP Mobile Games

The right format, genre and partner model before you brief a studio.

06 · Monthly

Fractional Growth Advisor

Senior judgment on call while growth, partnership and funding decisions evolve.

Each mission ends with a written recommendation, the numbers behind it and a plan your team can run.

Mission 01 · 2 weeks

Growth & KPI Diagnostic

A soft-launch or live-game readout of retention, monetization and UA economics against genre benchmarks and your break-even model.

- Cohort retention, LTV and payback analysis
- Benchmarks by genre, platform and geo
- Scale, fix or stop recommendation

LOOT Decision memo · KPI scorecard · 90-day plan

Mission 02 · 2-3 weeks

F2P Monetization Audit

Your economy, IAP pricing, offers, ads and LiveOps calendar, turned into a ranked backlog of tests.

- Economy sources, sinks and inflation
- Store, price ladder and first-purchase offers
- Hybrid IAP and ads balance

LOOT Audit report · Test backlog · Revenue model

Mission 03 · 2-4 weeks

UA & Go-to-Market Strategy

Channel mix, payback targets and launch sequencing for a game that has to grow without burning its runway.

- Channel diversification beyond Meta and Google
- Creative testing cadence and SKAN read
- Markets, D2C web shop, telco, OEM and cloud channels

LOOT GTM plan · Channel targets · Agency brief

Mission 04 · 3-month mandate

Publisher Search & Deal Advisory

Fund your game and sign with the right publisher: I prepare the project, introduce you to publishers that fit and negotiate the deal with you. Fixed fees plus a success fee.

- Pitch, budget and rights ready for publishers
- Targeted shortlist and introductions
- Offer comparison and counterproposals

LOOT Publisher shortlist · Deal comparison · Negotiation notes

Mission 08 · 2-4 weeks

Branded & IP Mobile Games

For brands, media groups and IP owners: the right format, genre and partner model before you brief a studio.

- Format and genre options for the IP
- Studio profile and deal model
- Budget logic and first milestone

LOOT Format memo · Partner brief · Budget frame

Mission 06 · Monthly

Fractional Growth Advisor

Senior judgment on call for founders and executive teams while growth, partnership and funding decisions evolve.

- Weekly or bi-weekly working sessions
- KPI, pipeline and deal reviews
- Board and investor preparation

LOOT Working sessions · Decision support · Reviews

GGA Game Growth Advisor

From first call to a decision in a few weeks

1 · Day 0

Discovery call

30 minutes, free. We define the decision, what's at stake and whether I'm the right person to help.

2 · Week 1

Data & context review

KPI exports, UA and revenue data, the build, decks and any term sheet, plus interviews with key people.

3 · Weeks 2-3

Diagnosis & recommendation

A written memo: what to scale, fix, test or stop, the evidence behind it and the targets that will prove it.

4 · Ongoing

Execution support

Optional: test reviews, partner and publisher calls, negotiation, or a monthly advisory seat.

You know the scope, the price and the deliverable before any work starts.

GGA Game Growth Advisor

Built for teams that ship mobile games

Studios

Soft launch, monetization, UA economics and publisher deals, without hiring a full growth team.

Publishers & investors

Portfolio reviews, KPI due diligence and a second opinion before greenlighting scale.

Brands & IP owners

An audience or an IP turned into a mobile game with the right format, studio and deal model.

Platforms, telcos & OEMs

Game catalogues, cloud gaming and B2B2C offers that studios want to join and players pay for.

GENRES Hybrid-casual · Midcore · 4X strategy · Sports & licensed IP · Cloud gaming

MARKETS Europe & Tier-1 · LATAM · MENA · Southeast Asia · Soft-launch markets

What a mission looks like in practice

Studio · Soft launch

A midcore studio six weeks into soft launch

Question. Retention was on target but revenue per user was not. Scale UA now, or iterate first?

Outcome. A "fix, then scale" memo with three monetization tests and the KPI gates to unlock UA budget.

Studio · Publishing

An indie team choosing between two publishers

Question. Two offers with different advances, recoup terms and marketing commitments. Which one, and on what terms?

Outcome. A recommendation, a counterproposal and negotiation notes for the call.

Media group · IP

A media brand turning its audience into a mobile game

Question. Branded game, licensing deal or co-development? What would the first version need to prove?

Outcome. A board-ready decision memo and a partner brief for studio outreach.

Representative, anonymized mission types. Client names and data are never published.

GGA Game Growth Advisor

Cyril Guilleminot, in mobile games since the first Java download stores

I started on the operator side, launching SFR's first mobile game download services. I then spent 17 years at Gameloft, building distribution with operators and OEMs, running the France & Benelux business unit and leading cloud gaming worldwide. Since 2024 I advise studios, publishers, platforms and IP owners independently. I've sat on both sides of the table, as the distributor and as the publisher.

2002
Launched SFR's first mobile game download services

+80%
Sales growth in six months as Head of Mobile Games at SFR

17 years
At Gameloft: Country Manager, then BU Director France & Benelux

€12M+
P&L across distribution, partnerships and advertising

2020-2024
Global Director Cloud Gaming, launches with telcos, OEMs and platforms

Awards
Gold Trophy "Honor France", Bronze Trophy "Paris 2024"

PRESS START

What decision is your game facing?

Bring your KPIs, your deck or your term sheet. In 30 minutes you'll know whether outside help is worth it, and what it would cost.

Book a free 30-minute call

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BASED IN Paris, France · Madrid, Spain

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