# Preparing for Release

## (and beyond!)

# First things first-
# Hi, I’m Ria.

# Who are you?

# About Steam

## Some of our goals:

- **Make it quick and easy for a game dev to update their game.**
- **Make it quick and easy for customers to get those updates!**

## Some of our goals:

- **Develop tools & features to better serve both developers and Steam users.**
- **Connect games with people who will love them.**

**No** paid advertising on Steam.

# Customer interest drives featuring & visibility

# Preparing for Release on STEAM®

**(now with more context.)**

## Today's Agenda:

- Framework Planning
- First Impressions
- Steam-specific tasks & tools for launch
- Post-launch tools & tips

# Framework Planning

***important factors to consider early***

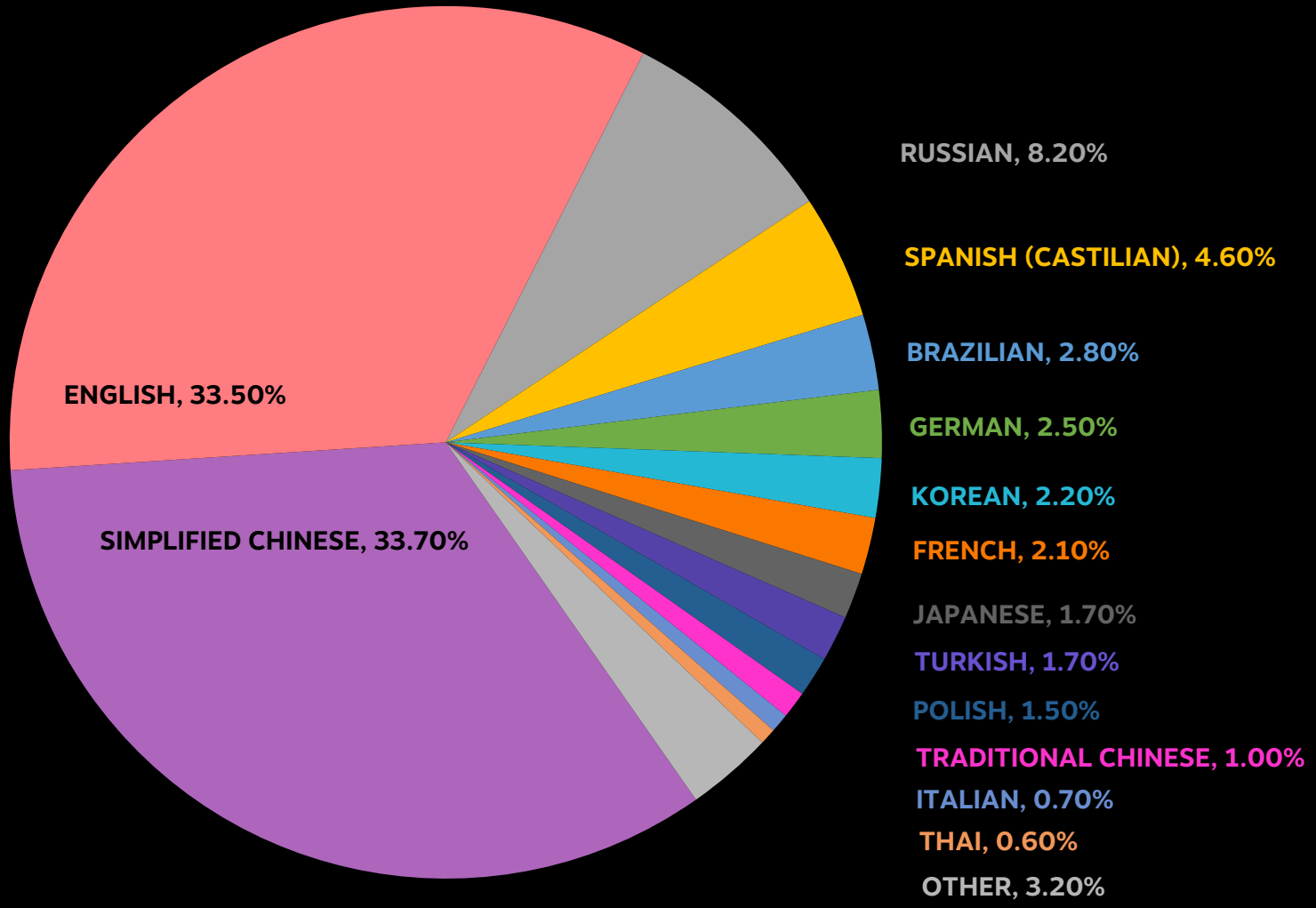
# Localization

***expand your potential audience.***

# User Languages 2024

**Steam supports 29 languages**

1% is still millions of players!



# Pricing

***you control your own pricing.***

# Playtesting / Demos

***do you have the capability & interest in handling pre-launch feedback?***

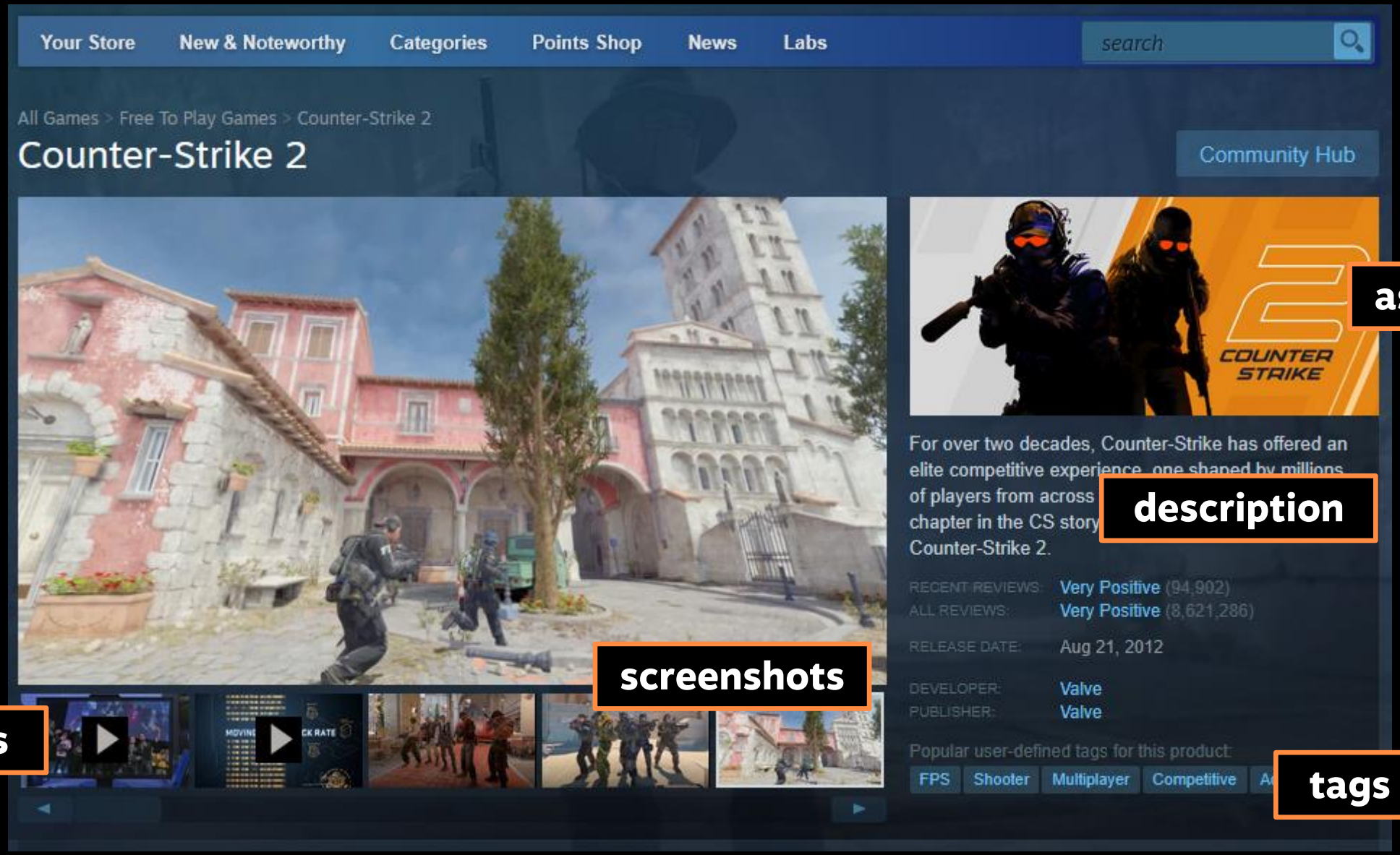
# Post-Launch Planning

***DLC? free updates? seasonal hats?***

***nothing is also a totally reasonable answer.***

# First Impressions

***getting someone to visit your store page is the first hurdle.***

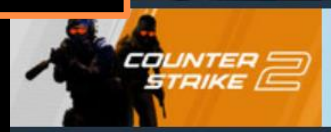
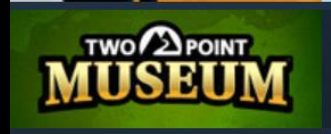

Your Store
New & Noteworthy
Categories
Points Shop
News
Labs
search
All Games > Free To Play Games > Counter-Strike 2
Counter-Strike 2
Community Hub
COUNTER STRIKE
asset
For over two decades, Counter-Strike has offered an elite competitive experience, one shaped by millions of players from across
chapter in the CS story
Counter-Strike 2.
description
RECENT REVIEWS: Very Positive (94,902)
ALL REVIEWS: Very Positive (8,621,286)
RELEASE DATE: Aug 21, 2012
DEVELOPER: Valve
PUBLISHER: Valve
Popular user-defined tags for this product:
FPS
Shooter
Multiplayer
Competitive
tags
screenshots
trailers

# In Charts

New & Trending | Top Sellers | Popular Upcoming | Specials | Trending Free

Include free to play items

asset

| | | | |
|---|---|---|---|
| | Monster Hunter Wilds<br>Hunting, Action, Multiplayer, Co-op | | $69.99 |
| | R.E.P.O.<br>Early Access, Horror, Online Co-Op, Co-op | -20% | ~~$9.99~~ $7.99 |
| | Tom Clancy's Rainbow Six® Siege<br>FPS, PvP, eSports, Multiplayer | -80% | ~~$19.99~~ $3.99 |
| | Steam Deck | | $399.00 |
|  | Counter-Strike 2<br>FPS, Shooter, Multiplayer, Competitive | | Free |
|  | Two Point Museum<br>Casual, Simulation, Strategy, Building | | $29.99 |
| | Marvel Rivals<br>Free to Play, Multiplayer, Hero Shooter, Third-Person Shooter | | Free |
| | PGA TOUR 2K25<br>Sports, Golf, Simulation, Realistic | | $69.99 |
| | Kingdom Come: Deliverance II<br>RPG, Medieval, Open World, Singleplayer | | $59.99 |
| | Split Fiction<br>Adventure, Split Screen, Online Co-Op, Local Co-Op | | $49.99 |

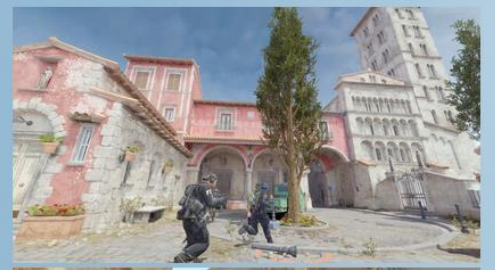
See more: Top Sellers or Global Top Sellers

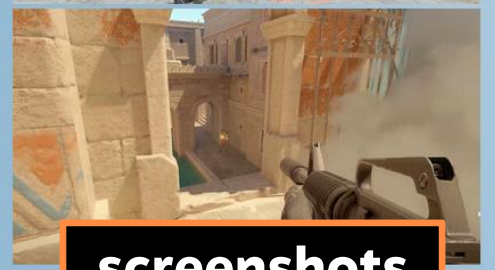
## Counter-Strike 2

Overall user reviews:
Very Positive (8,615,708)

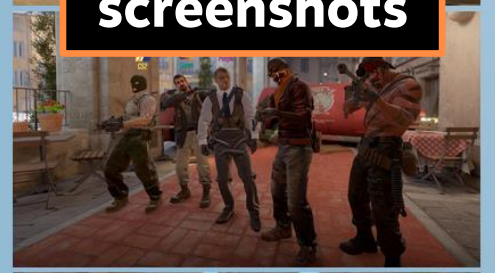
tags

FPS | Shooter | Multiplayer | Competitive | Action

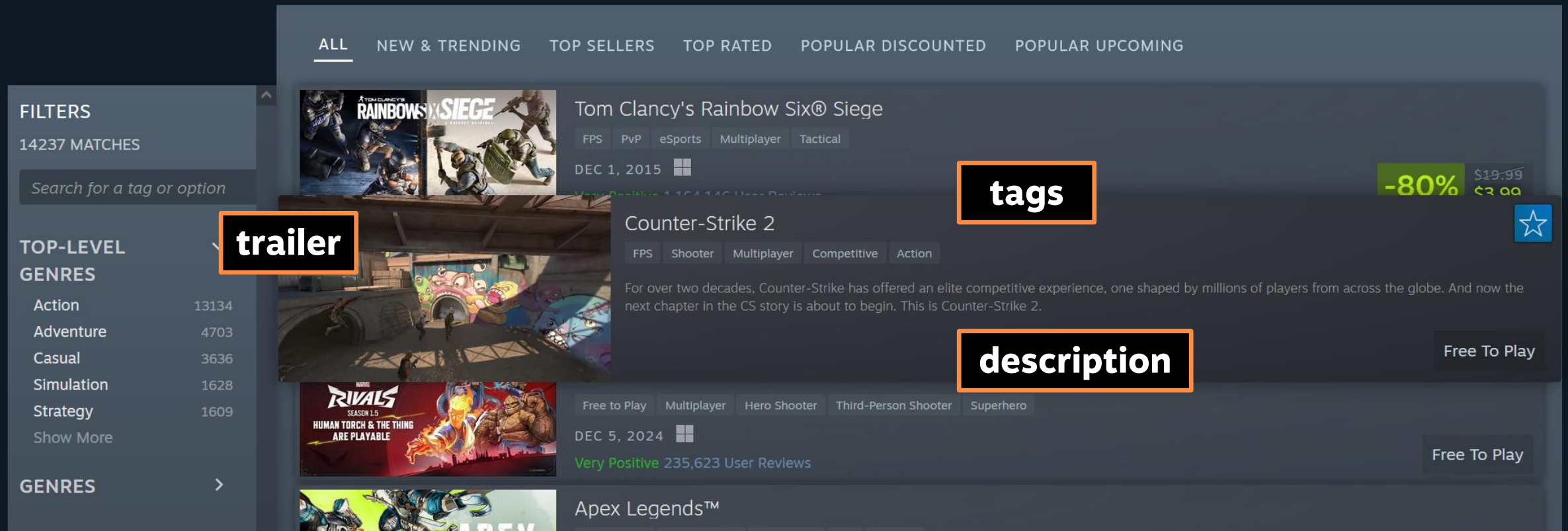




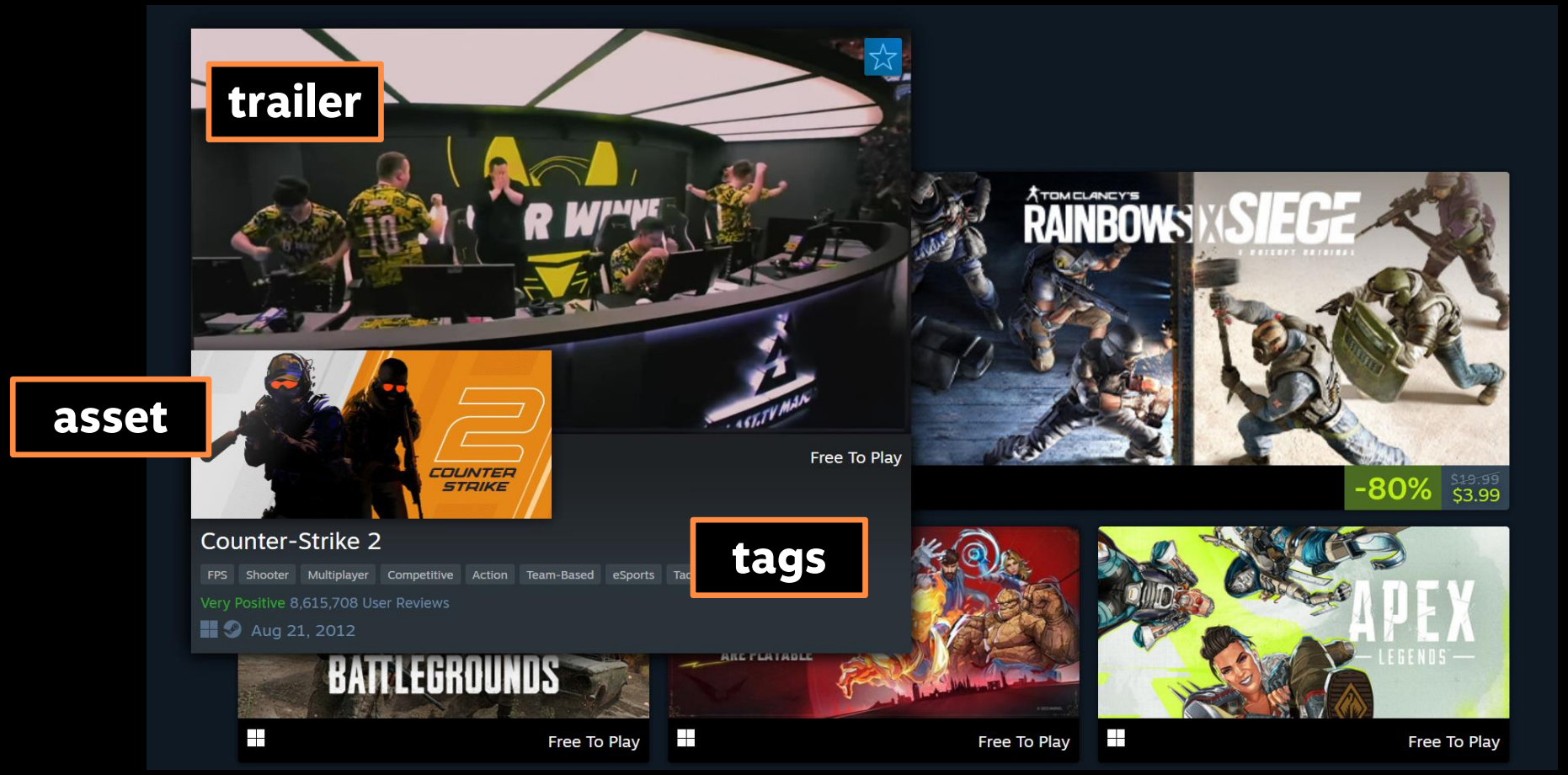
screenshots



# In Tag Hubs


ALL
NEW & TRENDING
TOP SELLERS
TOP RATED
POPULAR DISCOUNTED
POPULAR UPCOMING
FILTERS
14237 MATCHES
Search for a tag or option
TOP-LEVEL GENRES
Action 13134
Adventure 4703
Casual 3636
Simulation 1628
Strategy 1609
Show More
GENRES
Tom Clancy's Rainbow Six® Siege
FPS PvP eSports Multiplayer Tactical
DEC 1, 2015
-80%
$19.99
trailer
tags
Counter-Strike 2
FPS Shooter Multiplayer Competitive Action
For over two decades, Counter-Strike has offered an elite competitive experience, one shaped by millions of players from across the globe. And now the next chapter in the CS story is about to begin. This is Counter-Strike 2.
description
Free To Play
RIVALS
SEASON 1.5
HUMAN TORCH & THE THING ARE PLAYABLE
Free to Play Multiplayer Hero Shooter Third-Person Shooter Superhero
DEC 5, 2024
Very Positive 235,623 User Reviews
Free To Play
Apex Legends™

# In Carousels



# Off Steam

store.steampowered.com
Counter-Strike 2 on Steam
For over two decades, Counter-Strike has offe…ne
shaped by millions of players from across the …e
CS story is about to begin. This is Counter-Strike 2. (64 kB)

description

asset

screenshot

Steam
https://store.steampowered.com › app › CounterStrike_2
Counter-Strike 2 on Steam
Built on the Source 2 engi…
based rendering, state of t…
tools.
9/10 ★★★★½ (8,631,383)

About This Game

Steam
Counter-Strike 2
For over two decades, Counter-Strike has offered an elite competitive experience…om across the globe. And n…s about to begin. This is Counte… Counter-Strike 2 marks the largest technical leap in Counter-Strike's history. Built on the Source…
Recommendations
4407828

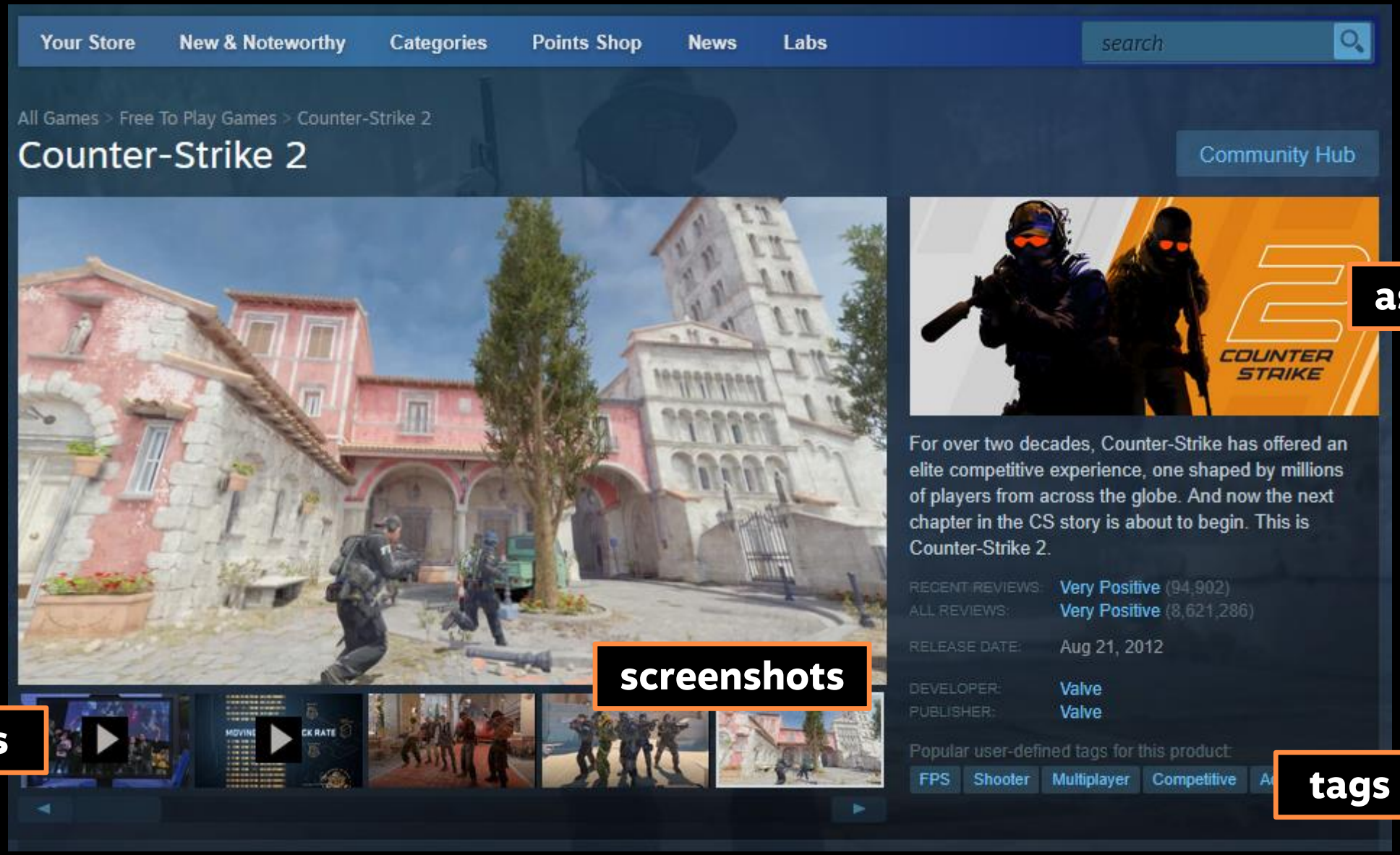
description

asset

Steam
https://store.steampowered.com › app › 730 › CounterStrike_2
Play Counter-Strike 2 - Steam
This is **Counter-Strike 2**. A free upgrade to CS:GO, **Counter-Strike 2** marks the largest technical leap in **Counter-Strike's** his…ine, **Counter-Strike 2** is modernized with realistic physic…he art networking,…
9/10 ★★★★½ (8M)

description

screenshot


Your Store
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Counter-Strike 2
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COUNTER STRIKE
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Shooter
Multiplayer
Competitive
tags

# Look at other games

***see what other people are doing well.***

***take notes!***

# Example – Counter Strike 2

# Example - DREDGE

# Example – Ultimate Chicken Horse

# Best Practices

***My coworker Kaci did a much longer video about this, so go watch that.***

# Double check your work

*ever realize your shirt was inside out several hours after putting it on? yeah.*

# Get feedback

***sometimes you need a someone else to tell you that your shirt is ugly.***

# Steam-specific Tasks

***give yourself time***

# Store Page Review

***We will tell you your shirt is inside out!***
***but that can take some time.***

# Build Review Tips

***common stumbling blocks***

- **Submit a feature-complete build as early as possible**
- **You can make changes after passing review!**

# Build Review Tips

*common stumbling blocks*

- **Any claims you make should be true:**
  - **If you say you have multiplayer, your submitted build needs to have multiplayer**
  - **7 levels? Achievements? Those better be in there!**
- **Give our testers a debug mode / skip ahead mode**

# Store / Build Review Timeline

- A perfect submission will still take about a week to pass both reviews
- Give yourself more than that – 3-4 weeks total means you have plenty of breathing space

# Next Fest, Fests, and Third-Party Events

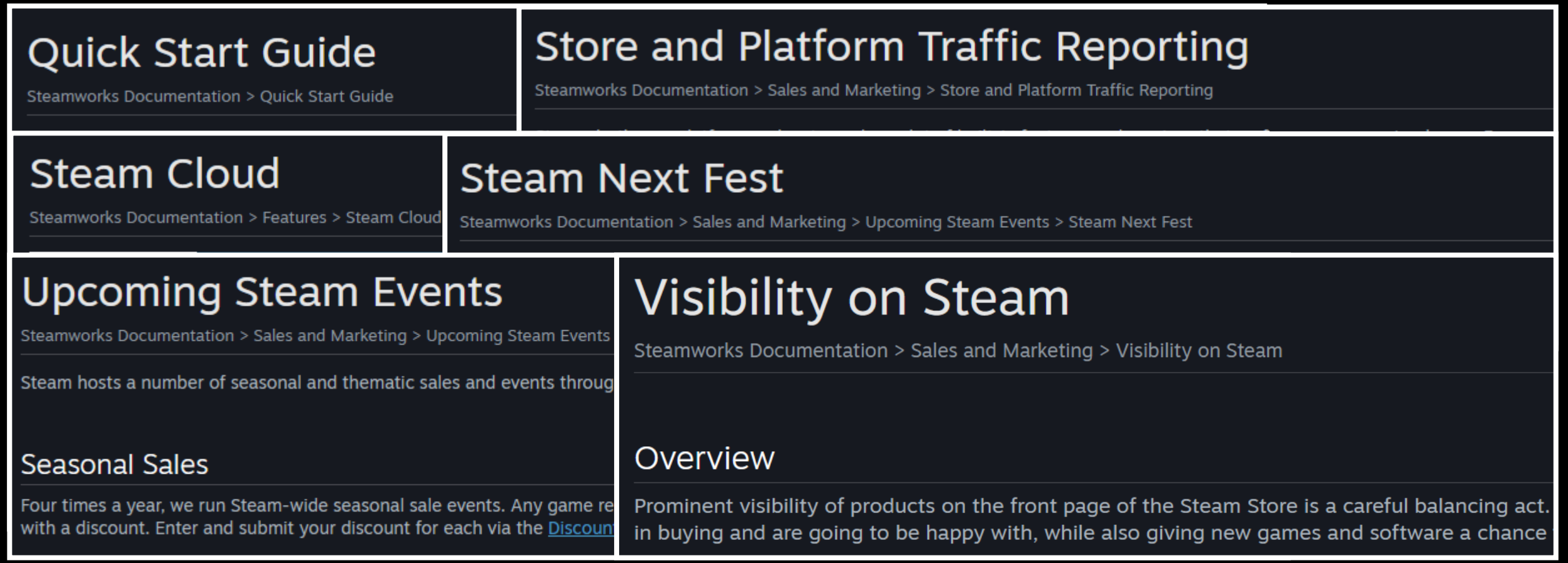
***visibility is good.***

# How Visibility Works on Steam

***customer interest is king. go listen to my coworker Erik talk about it.***

# Documentation

***the answer to your questions?***
***probably in documentation.***



## Quick Start Guide

Steamworks Documentation > Quick Start Guide

## Store and Platform Traffic Reporting

Steamworks Documentation > Sales and Marketing > Store and Platform Traffic Reporting

## Steam Cloud

Steamworks Documentation > Features > Steam Cloud

## Steam Next Fest

Steamworks Documentation > Sales and Marketing > Upcoming Steam Events > Steam Next Fest

## Upcoming Steam Events

Steamworks Documentation > Sales and Marketing > Upcoming Steam Events

Steam hosts a number of seasonal and thematic sales and events throug

### Seasonal Sales

Four times a year, we run Steam-wide seasonal sale events. Any game re
with a discount. Enter and submit your discount for each via the Discoun

## Visibility on Steam

Steamworks Documentation > Sales and Marketing > Visibility on Steam

### Overview

Prominent visibility of products on the front page of the Steam Store is a careful balancing act.
in buying and are going to be happy with, while also giving new games and software a chance

# Release Day & Beyond

***you did it!***

# Revenue & Units

***Steam gives you real-time (ish) data.***

# Revenue & Units

***regional data can teach you a lot about your customers.***

| Countries | | |
|---|---|---|
| United States | 37.6% | Revenue |
| | 31.1% | Units |
| Germany | 7.0% | Revenue |
| | 6.0% | Units |
| United Kingdom | 5.6% | Revenue |
| | 4.8% | Units |
| Russian Federation | 4.6% | Revenue |
| | 9.8% | Units |
| China | 3.8% | Revenue |
| | 4.7% | Units |
| Canada | 3.5% | Revenue |
| | 3.0% | Units |
| Australia | 2.3% | Revenue |
| | 1.9% | Units |
| France | 2.2% | Revenue |
| | 2.0% | Units |

# Wishlists

***direct signals from your potential customers – what can you learn from it?***

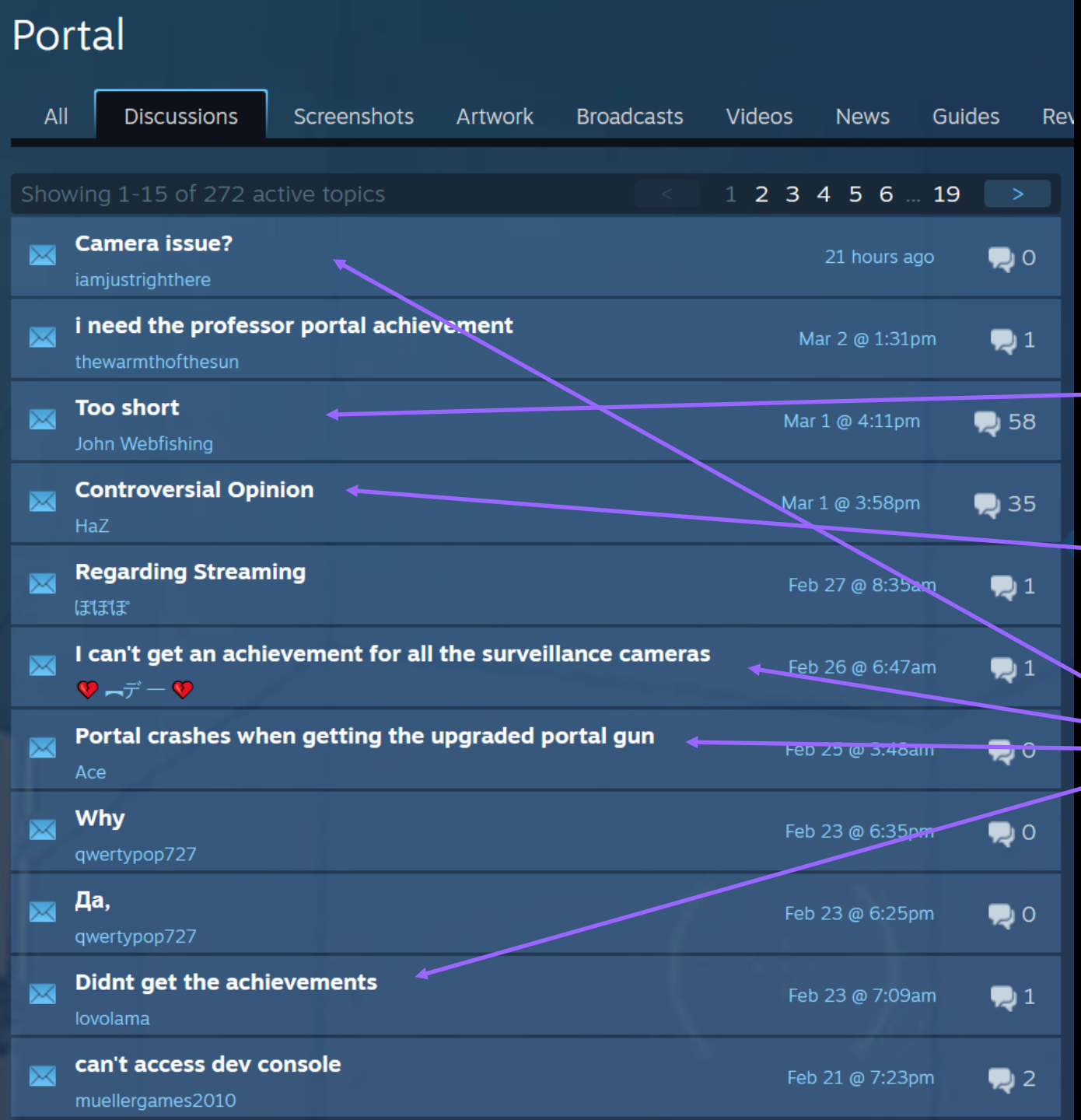
**Wishlist Action Summary, most recent week**

(view as .csv)

| | Most recent week | Daily average during period | Change vs. previous period |
|---|---|---|---|
| Wishlist additions | 13,685 | 1,955 | +263% |
| Wishlist deletions | (3,909) | (558) | +54% |
| Wishlist purchases & activations | (5,141) | (734) | +1672% |
| Wishlist gifts | (181) | (26) | +964% |
| **Wishlist balance for period** | **4,454** | | +378% |

# Check on your Community

***if people are trying to talk to you constructively, listen.***




**Feedback for the next game**

**Grain of salt**

**Bug reports**

# Check on your Community

***actions speak louder than words.***

**Player-Requested Feature**

FEBRUARY 2

REGULAR UPDATE

Introducing Endless mode

Hello Cashiers, You asked, we listened: Endless Mode is here! Customize your ideal shift and play as long as you want. No timer, no stress, no problem. Added Endless mode.

RECENT EVENTS & ANNOUNCEMENTS

Coral Island "Quality of Life" update Available Now!

Tue, November 19, 2024

**QoL Update – addressing customer issues?**

**Customer experience update**

DEC 19, 2024

REGULAR UPDATE

Steam Deck and Gamepad update live for all! And we're 20% off!

We've just released an update that makes big improvements to the game's controls on gamepad and its UI on Steam Deck and smaller screens. Also, we're 20% off in the Winter Sale!

# Refund Rates & Reasons

***not everyone is going to like your game, and not all of them are just totally wrong.***

# What are your refunds telling you?

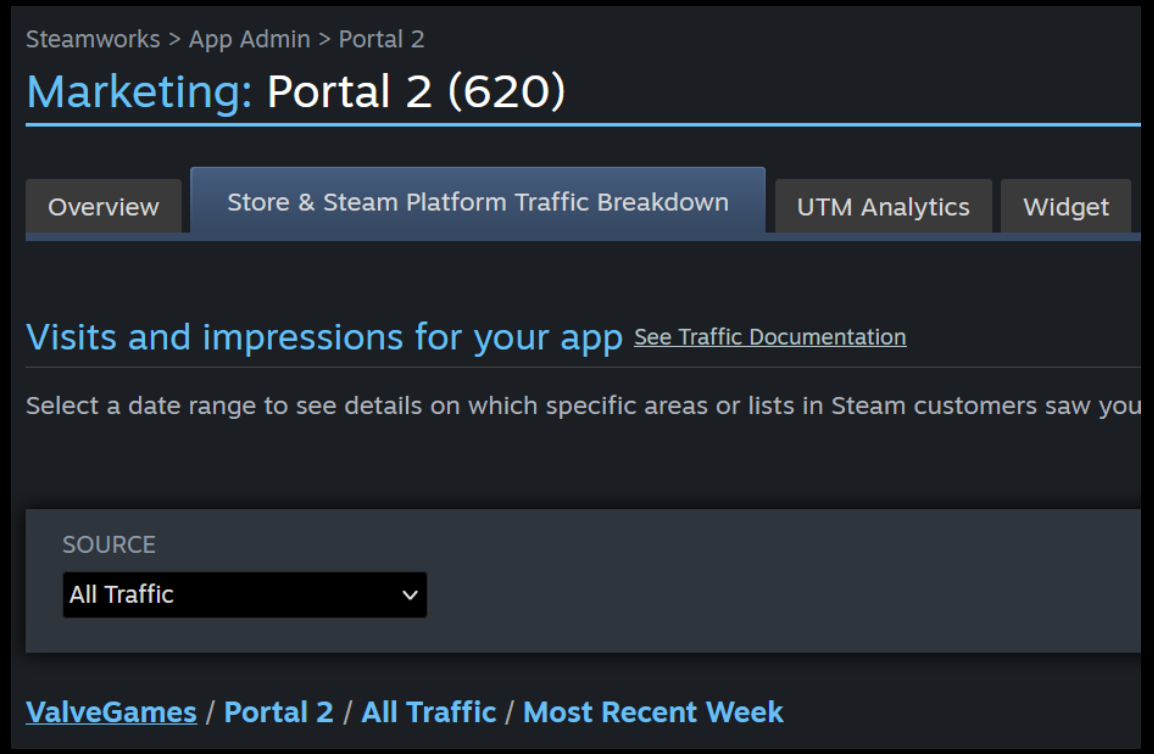
***“Frame rate too low” and “Performance issues” point to potential issues with your games’ performance***

**Refund reasons**

| Category | Refunds |
|---|---|
| Performance issues | 5,488 |
| Not fun | 5,235 |
| Frame rate too low | 4,841 |
| System requirements not met | 4,598 |
| Other issues | 3,265 |

# Traffic & Marketing

***we show you where on Steam you're getting traffic from***



# Steam Sales, Fests, and Third-Party Events

***so many opportunities!***

# Fests

STEAM
TOWER DEFENSE FEST

STEAM
FISHING FEST
JUNE 16 - JUNE 23 AT 10 AM PT

STEAM
CAPITALISM AND ECONOMY FEST
JAN 8 - 15 AT 10 AM PT

STEAM
DECK BUILDERS FEST
MAR 25 - APR 1 AT 10 AM PT

STEAM
IDLER FEST
FEB 3 - 10 AT 10 AM PT

STEAM
PIRATES VS NINJAS FEST
JAN 22 - 29 AT 10 AM PT

STEAM
REMOTE PLAY TOGETHER FEST
FEB 12 - FEB 19 AT 10 AM PT

STEAM
REAL-TIME STRATEGY FEST
JAN 20 - 27 AT 10 AM PT

STEAM
SOKOBAN FEST
APRIL 21 - 28 AT 10 AM PT

# Steam Seasonal Sales

# Events & Deadlines BETA

All | Events | Releases | Dismissed

Search

## Mar 2025

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| 23 | 24 | 25 | 26 | 27 | 28 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

13 SEASONAL SALE — EDIT (VO) — DISMISS

**Spring Sale 2025**

MAR 13 - MAR 20

Enter Discounts...

Learn More...

24 THEME SALE — EDIT (VO) — DISMISS

**City Builder & Colony Sim Fest** Mar 24 - Mar 31

Learn More...

## Apr 2025

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

21 THEME SALE — EDIT (VO) — DISMISS

**Sokoban Fest** Apr 21 - Apr 28

Learn More...

28 THEME SALE — EDIT (VO) — DISMISS

**Wargames Fest** Apr 28 - May 5

Learn More...

## May 2025

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

12 THEME SALE — EDIT (VO) — DISMISS

**Creature Collector Fest** May 12 - May 19

Learn More...

26 THEME SALE — EDIT (VO) — DISMISS

**Zombies vs Vampires Fest** May 26 - Jun 2

Learn More...

# Discounting

***plenty of opportunities – pick the ones that are right for your game.***

# Events & Announcements

***if anything is happening with your game – talk about it.***

# Events & Announcements

***if you're doing things, let your community know!***

**fanart showcase**

**community messages**

**bug fixes**

Steam View Friends Games Help

STORE LIBRARY COMMUNITY [redacted]

Home

Games and Software

PLAY

CLOUD STATUS
Up to date

LAST PLAYED
Dec 7, 2024

PLAY TIME
46.1 hours

Store Page | Community Hub | Discussions | Guides | Support

ACTIVITY

*Say something about this game to your friends...*

FEBRUARY 26

REGULAR UPDATE

Early Access Patch 8 Notes

We appreciate all the feedback following last week's Warsong Update! This patch includes fixes and targeted adjustments for a smoother play experience as you battle toward the...

FEBRUARY 19

MAJOR UPDATE

Strike True in The Warsong Update

Our second Major Update for Hades II has arrived, featuring all-new encounters at the

**In the Library...**

# In the Library...

Steam View Friends Games Help

STORE LIBRARY COMMUNITY [redacted]

Home

Games and Software

What's New

Yesterday

A Live Performance of CSD 3's "Chakalaka" by Indiana State University!

Cook, Serve, Delicious! 3?!

Today

2025 Roadmap & March Dev Update!

Coral Island

Yesterday

Official Vampire Survivors Wiki now live

Vampire Survivors

This week

The Neowsletter - March 2025

Slay the Spire

..and in the Store!

Buy Slime Rancher 2 - Game & Soundtrack Bundle

Includes 2 items: Slime Rancher 2, Slime Rancher 2 Soundtrack

Bundle info | ~~-10%~~ -29% ~~$35.98~~ $25.63 | Add to Cart

CONTENT FOR THIS GAME

Browse all (1)

Slime Rancher 2: Original Soundtrack -25% ~~$9.99~~ $7.49

$7.49 Add all DLC to Cart

RECENT EVENTS & ANNOUNCEMENTS

View All

Slime Rancher 2 - Into the Labyrinth - Patch 0.6.0 Notes

Thu, December 12, 2024

Treat Yourself

Wed, November 20, 2024

See all updates (Latest: Jan 28)

Report bugs and leave feedback for this game on the discussion boards

See all discussions

Verified Learn more

TITLE: Slime Rancher 2

GENRE: Action, Adventure, Casual, Indie, Simulation, Early Access

DEVELOPER: Monomi Park

PUBLISHER: Monomi Park

FRANCHISE: Slime Rancher

RELEASE DATE: Sep 22, 2022

EARLY ACCESS RELEASE DATE: Sep 22, 2022

Visit the website

Discord

View update history

Read related news

View discussions

Find Community Groups

Embed

# Building Customer Interest

***be where your customers are.***

# Thanks!

# Q&A Session

***anything you want to ask that wasn't covered?***

# Reference Links