



# Steam Visibility

How games get surfaced  
to players

**Nice to meet you.**

**Erik Peterson, Valve**  
Steam Business Team

## VALUES

**Our goal with Steam is to match games with the players who will love them.**

## VALUES

We work hard to build long-term relationships with players and developers.

**It's important to us that players trust that the games they're seeing are relevant and interesting to them.**

VALUES

**We don't sell  
advertising  
or placement**

VALUES

**We don't think Steam  
should be pay to win.**

Not selling ads levels the playing field and makes  
recommendations better for players.

## VALUES

You don't need to work with an editor to get featured.

You don't need a secret handshake or know the right person on the inside.

**Most visibility on Steam happens automatically.**

VALUES

**We're surprised all the time by the games that are hugely successful.**



## VALUES

Instead of predicting success, we've learned to follow **player interest**—the games they are excited to get into and play, right now.

**So how do we  
figure out what  
to show?**

Visibility on Steam is a mix:

**ALGORITHMIC** + **CURATED**

All visibility on Steam is driven by player interest.

**Algorithmic visibility is  
personalized.**

**Curated featuring is not.  
(It's shown to everyone.)**





# DAVE

THE DIVER

V1.0 NOW AVAILABLE



## FEATURED & RECOMMENDED



STEAM DECK

Get Yours Now



STEAM GIFT CARDS

Give the Gift of Game

### RECENTLY VIEWED

- New World
- Remnant II
- Breakout 13



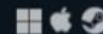
## Necesse



Recommended because you played games tagged with

- Class-Based
- Stealth
- Combat
- Online Co-Op

\$9.99





# DAVE

THE DIVER

V1.0 NOW AVAILABLE



Curated

FEATURED & RECOMMENDED



STEAM DECK

Get Yours Now



STEAM GIFT CARDS

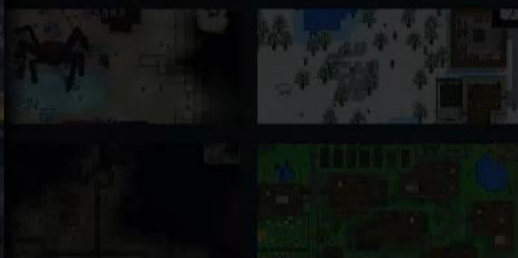
Give the Gift of Game

RECENTLY VIEWED

- New World
- Remnant II
- Breakout 13



## Necesse



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- Class-Based
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- Online Co-Op

\$9.99



AVAILABLE

FEATURED & RECOMMENDED

# NECESSE



## Necesse



Recommended because you played games tagged with

Class-Based   Stealth   Combat   Online Co-Op

\$9.99

# Algorithmic

### STEAM DECK

Get Yours Now



### STEAM GIFT CARDS

Give the Gift of Game

### RECENTLY VIEWED

- New World
- Remnant II
- Breakout 13
- Overwatch® 2

### YOUR TAGS

- Class-Based
- Third-Person Shooter
- Stealth
- Combat
- Online Co-Op

### RECOMMENDED

- By Friends
- By Curators
- Tags

### BROWSE CATEGORIES

### SPECIAL OFFERS

BROWSE MORE



Today's deal!

**-55%** ~~\$50.97~~ \$26.97



Give the Gift of Game

RECENTLY VIEWED

- New World
- Remnant II
- Breakout 13
- Overwatch® 2

YOUR TAGS

- Class-Based
- Third-Person Shooter
- Stealth
- Combat
- Online Co-Op

RECOMMENDED

- By Friends
- By Curators
- Tags

BROWSE CATEGORIES

- Top Sellers
- New Releases
- Upcoming
- Specials
- VR Titles
- Controller-Friendly
- Great on Deck

HARDWARE

- Steam Deck
- Steam Deck Dock
- VR Hardware

BROWSE BY GENRE

- Free to Play
- Early Access
- Action
- Adventure
- Casual
- Indie
- Massively Multiplayer
- Racing
- RPG



Recommended because you played games tagged with

- Class-Based
- Stealth
- Combat
- Online Co-Op

\$9.99



SPECIAL OFFERS

BROWSE MORE



FIGHTING GAME SALE

MIDWEEK DEAL

Offer ends Aug 17 @ 10:00am.

Up to -85%



MIDWEEK DEAL

Offer ends Aug 10 @ 10:00am.

Up to -70%



Today's deal!

-55% \$59.97 \$26.97



Today's deal!

Curated



STEAM DECK All-in-one portable PC gaming



VALVE INDEX



ANIME

CO-OPERATIVE

ROGUE-LIKE

OPEN WORLD

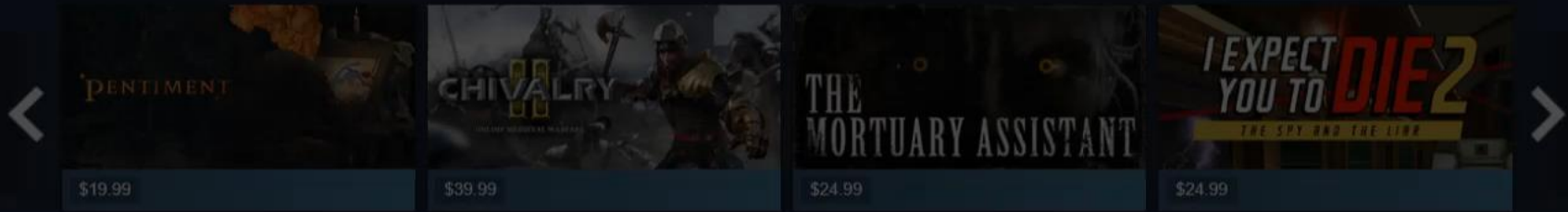
YOUR DISCOVERY QUEUE

LEARN MORE



Click here to begin exploring your queue

Algorithmic



BROWSE STEAM

NEW RELEASES

SPECIALS

FREE GAMES

BY USER TAGS

CREATOR RECOMMENDATION

LEARN MORE

ANIME

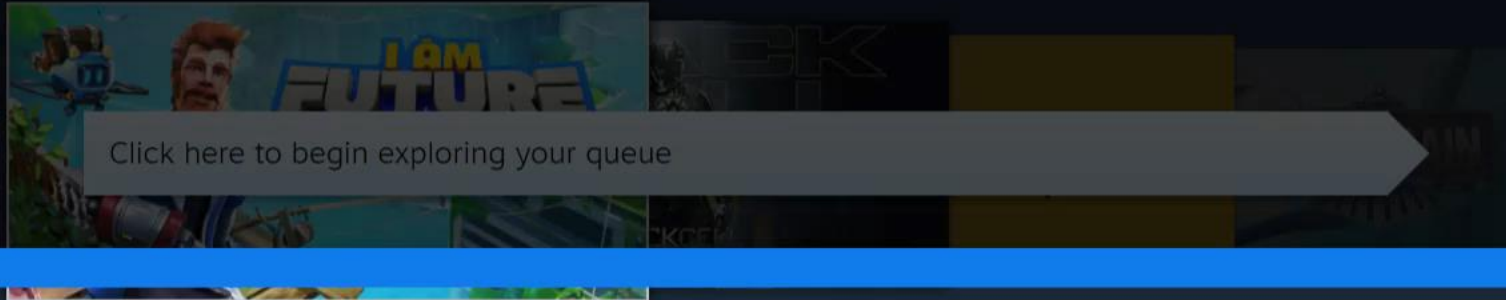
CO-OPERATIVE

ROGUE-LIKE

OPEN WORLD

YOUR DISCOVERY QUEUE

LEARN MORE



RECOMMENDED BASED ON THE GAMES YOU PLAY

EXPLORE AND CUSTOMIZE



Algorithmic

BROWSE STEAM

NEW RELEASES

SPECIALS

FREE GAMES

BY USER TAGS

CREATOR RECOMMENDATION

LEARN MORE

NEW RELEASES

SPECIALS

FREE GAMES

BY USER TAGS

CURATOR RECOMMENDATION

SEE MORE



**DOOMBLADE** \$14.99

**m** "Metascore 83/100. Userscore 78/100."

The banner features a central image of a character in a red and black suit, surrounded by a dark, atmospheric environment. The title 'DOOMBLADE' is written in a stylized, glowing font. A yellow and black 'm' logo is positioned to the left of a black box containing the Metascore and Userscore information. The price '\$14.99' is displayed at the bottom right of the banner.

Add to Wishlist Ignore

MORE CURATOR RECOMMENDATIONS



**METAL GEAR SOLID**  
METAL GEAR SOLID  
THE TWIN SNAKES

**m** \$59.99

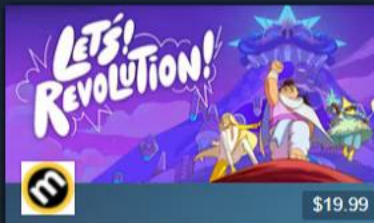
The cover art for Metal Gear Solid: The Twin Snakes features a close-up of Snake's face with a red visor. The 'm' logo is in the bottom left corner, and the price '\$59.99' is in the bottom right corner.



**METAL GEAR SOLID**  
METAL GEAR SOLID 3  
SNAKE EATER

**m** \$59.99

The cover art for Metal Gear Solid 3: Snake Eater features a close-up of Snake's face in a military uniform. The 'm' logo is in the bottom left corner, and the price '\$59.99' is in the bottom right corner.



**LET'S!**  
**REVOLUTION!**

**m** \$19.99

The cover art for Let's Revolution! features a colorful, stylized illustration of a character in a red and white outfit. The 'm' logo is in the bottom left corner, and the price '\$19.99' is in the bottom right corner.



**METAL GEAR SOLID**  
METAL GEAR SOLID 2  
SONS OF LIBERTY

The cover art for Metal Gear Solid 2: Sons of Liberty features a close-up of Snake's face. The 'm' logo is in the bottom left corner.

**Algorithmic**

FROM DEVELOPERS AND PUBLISHERS THAT YOU KNOW

BROWSE ALL



FROM DEVELOPERS AND PUBLISHERS THAT YOU KNOW

BROWSE ALL



**BANDAI NAMCO** \$29.99  
Follow



**2K** -75% \$99.99 \$24.99  
Follow



**Ubisoft** \$39.99  
Follow



**EA Play** \$69.99  
Follow

POPULAR VR GAMES

BROWSE ALL



\$24.99



-25% \$19.99 \$14.99



\$9.99



\$29.99

Algorithmic

New & Trending

Top Sellers

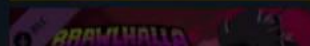
Popular Upcoming

Specials

See more: [New Releases](#)



**30XX** -20% \$15.99  
Action Roguelike, Side Scroller, 2D Platformer, Rog













Brawlhalla - Battle Pass Season 8

30XX

Overall user reviews: Very Positive (1,123)

Action Roguelike Side Scroller 2D Platformer

See more: [New Releases](#)

|   |  |
|---|--|
|    | <p><b>30XX</b></p> <p>Action Roguelike, Side Scroller, 2D Platformer, Rog</p> <p><b>-20%</b> <del>\$19.99</del><br/><b>\$15.99</b></p>                   |
|    | <p><b>Brawlhalla - Battle Pass Season 8</b></p> <p>Action, Free to Play, Indie</p> <p><b>\$9.99</b></p>  |
|    | <p><b>Mondealy</b></p> <p>Story Rich, Singleplayer, Multiple Endings, Choices</p> <p><b>-15%</b> <del>\$11.99</del><br/><b>\$10.19</b></p>               |
|    | <p><b>Deathbuge: Battle of the Bands</b></p> <p>RPG, Indie, 2D, Comedy</p> <p><b>-15%</b> <del>\$19.99</del><br/><b>\$16.99</b></p>                      |
|    | <p><b>Call of Duty®: Modern Warfare® II - BlackCell (S...</b></p> <p>Action, Gore, Violent</p> <p><b>\$29.99</b></p>                                     |
|    | <p><b>Beecarbonize</b></p> <p>Strategy, Simulation, Card Game, Resource Management</p> <p><b>Free</b></p>  |
|   | <p><b>Rise of the Triad: Ludicrous Edition</b></p> <p>Old School, FPS, Retro, Arena Shooter</p> <p><b>-20%</b> <del>\$19.99</del><br/><b>\$15.99</b></p> |
|  | <p><b>Pseudoregalia</b></p> <p>Metroidvania, 3D Platformer, Exploration, Parkour</p> <p><b>\$5.99</b></p>  |
|  | <p><b>Deadlink</b></p> <p>Cyberpunk, FPS, Class-Based, Action Roguelike</p> <p><b>-25%</b> <del>\$19.99</del><br/><b>\$14.99</b></p>                     |
|  | <p><b>Disfigure</b></p> <p>Action Roguelike, Bullet Hell, 2D, Twin Stick Shooter</p> <p><b>Free To Play</b></p>  |

## 30XX

Overall user reviews:  
Very Positive (1,123)

Action Roguelike Side Scroller 2D Platformer



**Algorithmic**

Let's take a look:  
**New & Trending**  
**Top Sellers**  
**Popular Upcoming**  
**Specials**

# New & Trending Algorithmic

Regional list of popular games that have recently released.

When a new game is released and meets a certain threshold it will appear here automatically and starts at the top.

It will get pushed down, and eventually off of the list as new and trending games are released.

Early Access games are excluded (until they go 1.0).











New & Trending

Top Sellers

Popular Upcoming

Specials

See more: [New Releases](#)

|  |   |
|--|---|
|    | <b>Backfirewall_</b><br>Adventure, Narration, Casual, Comedy<br>-10%<br>\$14.99<br>\$13.49                      |
|    | <b>Bloody Hell</b><br>Metroidvania, Bullet Hell, Twin Stick Shooter, Indie<br>Free                              |
|    | <b>Dead Space</b><br>Horror, Third-Person Shooter, Space, Sci-fi<br>\$59.99                                     |
|    | <b>Pizza Tower</b><br>2D Platformer, Action, Cartoony, Comedy<br>\$19.99  |
|    | <b>Death in the Water 2</b><br>Survival Horror, Score Attack, Atmospheric, Gun Ct<br>-10%<br>\$19.99<br>\$17.99 |
|    | <b>Juno: New Origins</b><br>Building, Science, Space Sim, Programming<br>-35%<br>\$19.99<br>\$12.99             |
|   | <b>Hi-Fi RUSH</b><br>Action, Rhythm, Action-Adventure, Singleplayer<br>\$29.99                                  |
|  | <b>Ultimate Admiral: Dreadnoughts</b><br>Naval Combat, Naval, Wargame, Military<br>-20%<br>\$34.99<br>\$27.99   |
|  | <b>Pets Hotel: Prologue</b><br>Simulation, Family Friendly, Realistic, Relaxing<br>Free To Play                 |
|  | <b>Forspoken</b><br>Exploration, Female Protagonist, Open World, Parkour<br>\$69.99                             |

Backfirewall\_

Overall user reviews:  
Positive (17)

[Adventure](#) [Narration](#) [Casual](#) [Comedy](#)





# Top Sellers Algorithmic



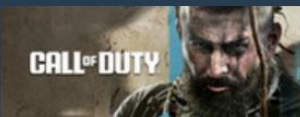
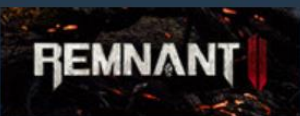






Based on total revenue, including all sources such as DLC and in-game transactions so we can get a more complete picture.

The list is localized for your region.

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

Include free to play items ⓘ




See more: [Top Sellers](#) or [Global Top Sellers](#)

|  |   |
|--|---|
|    | <b>Baldur's Gate 3</b><br>Early Access, RPG, Choices Matter, Character Customization<br>\$59.99                       |
|    | <b>Counter-Strike: Global Offensive</b><br>FPS, Shooter, Multiplayer, Competitive<br>Free to Play                     |
|    | <b>Call of Duty®</b><br>FPS, Multiplayer, Action, Shooter   |
|    | <b>Remnant II</b><br>Souls-like, Action, Adventure, RPG<br>\$49.99  |
|    | <b>Steam Deck</b><br>\$399.00   |
|    | <b>American Truck Simulator</b><br>Automobile Sim, Driving, Open World, Transportat<br>-75% <del>\$19.99</del> \$4.99 |
|   | <b>STARFIELD</b><br>Open World, Space, RPG, Singleplayer<br>\$69.99   |
|  | <b>Apex Legends™</b><br>Free to Play, Multiplayer, Battle Royale, Shooter   |
|  | <b>Dead by Daylight</b><br>Horror, Survival Horror, Multiplayer, Online Co-Op<br>\$19.99                              |
|  | <b>BattleBit Remastered</b><br>FPS, Shooter, Multiplayer, Destruction<br>\$14.99                                      |

## Baldur's Gate 3

Overall user reviews:  
Very Positive (66,613)

[Early Access](#) [RPG](#) [Choices Matter](#)













# Top Sellers Algorithmic

Here's what it looks like in Germany.

New & Trending **Top Sellers** Popular Upcoming Specials

Include free to play items  Include items in my library ⓘ




See more: **Top Sellers** or **Global Top Sellers**

|  |   |                                     |
|--|---|-------------------------------------|
|    | <b>Baldur's Gate 3</b><br>RPG, Choices Matter, Character Customization, Story Rich    | 59,99€                              |
|    | <b>Counter-Strike: Global Offensive</b><br>FPS, Shooter, Multiplayer, Competitive     | Free to Play                        |
|    | <b>Lost Ark</b><br>MMORPG, Free to Play, Action RPG, Multiplayer                      | Free To Play                        |
|    | <b>Steam Deck</b>   | 419,-€                              |
|    | <b>STARFIELD</b><br>Open World, Space, RPG, Singleplayer                              | 69,99€                              |
|    | <b>Cyberpunk 2077</b><br>Cyberpunk, Open World, Nudity, RPG                           | -50%<br><del>59,99€</del><br>29,99€ |
|   | <b>Desynced</b><br>Strategy, Automation, Base Building, RTS                           | -15%<br><del>29,99€</del><br>24,64€ |
|  | <b>Sengoku Dynasty</b><br>Early Access, Adventure, Simulation, Life Sim               | -15%<br><del>26,99€</del><br>22,94€ |
|  | <b>Apex Legends™</b><br>Free to Play, Multiplayer, Battle Royale, Shooter             | Free to Play                        |
|  | <b>Ship Graveyard Simulator 2</b><br>Simulation, Destruction, Exploration, Management | -12%<br><del>49,50€</del><br>17,16€ |

## Baldur's Gate 3

Overall user reviews:  
Very Positive (172,883)

RPG Choices Matter Character Customization













# Top Sellers Algorithmic

Here's what it looks like in Japan.

New & Trending **Top Sellers** Popular Upcoming Specials

Include free to play items  Include items in my library ⓘ

See more: [Top Sellers](#) or [Global Top Sellers](#)

|  |  |
|--|--|
|    | <b>ARMORED CORE™ VI FIRES OF RUBICON™</b><br>Mechs, 3D, Character Customization, Third Person<br>¥ 8,690                 |
|    | <b>Apex Legends™</b><br>Free to Play<br>Free to Play, Multiplayer, Battle Royale, Shooter                                |
|    | <b>Yu-Gi-Oh! Master Duel</b><br>Free To Play<br>Card Game, Free to Play, Strategy, Trading Card Game                     |
|    | <b>BlazBlue Entropy Effect</b><br>-12% <del>¥ 2,300</del><br>¥ 2,024<br>Early Access, Action Roguelike, Action-Adventure |
|    | <b>STARFIELD</b><br>ON WISHLIST<br>¥ 9,680<br>Open World, Space, RPG, Singleplayer                                       |
|    | <b>Sengoku Dynasty</b><br>-15% <del>¥ 3,599</del><br>¥ 3,059<br>Early Access, Adventure, Simulation, Life Sim            |
|   | <b>Street Fighter™ 6</b><br>¥ 7,990<br>2D Fighter, Fighting, Action, Arcade  |
|  | <b>Grand Theft Auto V</b><br>Open World, Action, Multiplayer, Crime  |
|  | <b>Baldur's Gate 3</b><br>¥ 8,499<br>RPG, Choices Matter, Character Customization, Story Rich                            |
|  | <b>Hammerwatch II</b><br>-10% <del>¥ 3,544</del><br>¥ 3,189<br>Hack and Slash, Action RPG, Co-op, Dungeon Cra            |

## ARMORED CORE™ VI FIRE...

Overall user reviews:  
No user reviews

[Mechs](#) [3D](#) [Character Customization](#)



# Popular Upcoming Algorithmic

This is a list of the most Wishlisted upcoming games, sorted by release date.

New & Trending

Top Sellers

Popular Upcoming

Specials

See more:

Upcoming Releases



A Guidebook of Babel



Adventure, Story Rich, Time Manipulation, Puzzle



Flutter Away



Exploration, Hidden Object, Creature Collector, Ph...



Project F



FPS, Action, PvP, Shooter

Free To Play



Canvas of Kings



Software, Hand-drawn, Procedural Generation, Lev...



Word Factori



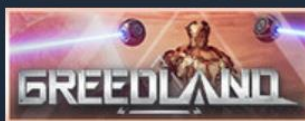
Puzzle, Programming, Logic, Automation



WHITE ALBUM: Memories like Falling...



1990's, Romance, Visual Novel, Dating Sim



Greedland



Action Roguelike, Bullet Hell, Roguelite, Action



Super Space Club



Action, Indie, Bullet Hell, Action Roguelike



Slash



2D Fighter, Fighting, Casual, Hand-drawn



Soul Stalker



Action Roguelike, Bullet Hell, Roguelite, Roguelike

## A Guidebook of Babel

Overall user reviews:

No user reviews

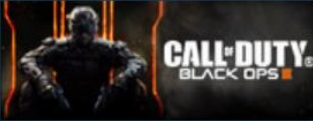









Adventure Story Rich Time Manipulation Puzzle



See more: [Specials](#)

# Specials Algorithmic

The most popular discounted games, sorted by sales.

|  |   |      |  |
|--|---|------|--|
|    | <p>Call of Duty®: Black Ops III</p> <p>Multiplayer, FPS, Zombies, Shooter</p>                     | -67% | <p><del>\$59.99</del></p> <p>\$19.79</p> |
|    | <p>Red Dead Redemption 2</p> <p>Open World, Story Rich, Western, Adventure</p>                    | -67% | <p><del>\$59.99</del></p> <p>\$19.79</p> |
|    | <p>Call of Duty®: Modern Warfare® II</p> <p>Action, FPS, War, Co-op</p>                           | -45% | <p><del>\$69.99</del></p> <p>\$38.49</p> |
|    | <p>Totally Accurate Battle Simulator</p> <p>Sandbox, Simulation, Funny, Singleplayer</p>          | -66% | <p><del>\$19.99</del></p> <p>\$6.79</p>  |
|    | <p>Tribes of Midgard</p> <p>Open World Survival Craft, PVE, Online Co-Op, Act</p>                 | -66% | <p><del>\$19.99</del></p> <p>\$6.79</p>  |
|    | <p>Call of Duty®: Black Ops Cold War</p> <p>Action, FPS, Zombies, Shooter</p>                     | -67% | <p><del>\$59.99</del></p> <p>\$19.79</p> |
|   | <p>Call of Duty®: Black Ops II</p> <p>Action, Multiplayer, FPS, Shooter</p>                       | -67% | <p><del>\$59.99</del></p> <p>\$19.79</p> |
|  | <p>Fallout 4: Game of the Year Edition</p> <p>RPG, Post-apocalyptic, Open World, Singleplayer</p> | -75% | <p><del>\$39.99</del></p> <p>\$9.99</p>  |
|  | <p>The Elder Scrolls V: Skyrim Special E...</p> <p>Open World, RPG, Adventure, Singleplayer</p>   | -75% | <p><del>\$39.99</del></p> <p>\$9.99</p>  |
|  | <p>The Elder Scrolls V: Skyrim Anniversa...</p> <p>RPG, Open World, Singleplayer, Fantasy</p>     | -60% | <p><del>\$49.99</del></p> <p>\$19.99</p> |

## Call of Duty®: Black Ops III

Overall user reviews:  
Very Positive (107,241)

Multiplayer FPS Zombies Shooter Action



How does Steam select which games are featured in the **algorithmic** and **curated** areas of the store?

We hear a lot about “The Algorithm,”  
but **there is no one algorithm.**

1. Steam is **personalized for you**
2. **Player interest** drives visibility



Steam automatically customizes elements of the store for every user.

**We let player preferences drive the visibility to make recommendations relevant.**

As Steam has gotten bigger,  
it's gotten more diverse.

**We think that's cool.**

Action  
Arcade & Rhythm  
Fighting & Martial Arts  
First-Person Shooter  
Hack & Slash  
Platformer & Runner  
Third-Person Shooter  
shmup  
Adventure RPG  
Casual  
Hidden Object  
Metroidvania  
Puzzle  
Story-Rich  
Visual Novel  
RPG  
Adventure RPG  
JRPG  
Party-Based  
Rogue-like  
Strategy RPG

**The more you interact  
with Steam, the better it  
gets at recommendations.**

# Tags!

(They're important.)

# Personalization of the Main Capsule

FEATURED & RECOMMENDED



STEAM DECK  
Get Yours Now



STEAM GIFT CARDS  
Give the Gift of Game

YOUR TAGS

MOBA  
Class-Based  
Co-op Campaign  
CRPG  
eSports



Omega Strikers



Recommended because you played  
games tagged with

MOBA eSports Team-Based Combat

Free To Play



Personalization of the Main Capsule is based on:

**The games you've played or wishlisted**

**The games your friends are playing or have Wishlisted**

**Games your friends have recommended**

**Top sellers (regionalized)**

**New releases and updates**

**Curators you follow**

# Personalized Recommendations on the Front Page

BECAUSE YOU PLAYED THE RIFTBREAKER



\$19.99

Base Building

Strategy

Automation

Sandbox



LIVE

\$29.99

Base Building

Sci-fi

Exploration

Sandbox



\$19.99

Base Building

Atmospheric

Sci-fi

Story Rich



LIVE

\$29.99

Strategy

Base Building

Sci-fi

Automation

Content hubs are a big source of traffic.

**They are like mini-versions of the front page, scoped to a genre that are also personalized.**



# SIMULATION



## Crusader Kings III

Release date: Sep 1, 2020

**Very Positive** | 61,767 User Reviews

Strategy Simulation RPG Grand Strategy Medieval Historical Management RTS  
Character Customization Life Sim Singleplayer 4X Sandbox Choices Matter War

### Why this game is relevant to you:

✓ Similar to games you've played



✓ Recommended by 2 friend

✓ Owned by 3 friends

✓ Wishlisted by 5 friends

**Player interest  
drives visibility**

One of the most reliable and accurate ways we've figured out to measure player interest is revenue.

**When players spend time and money on your game, it's a strong signal to Steam it could be interesting to other players, too.**

Steam's **algorithms** react to player interest quickly and automatically, and it can happen any time during the life cycle of a game.

**Curated** featuring and promotions are earned with player interest.

This includes

**Daily Deals**

**Midweek and Weekend Deals**

**Front page takeovers**

**Content hub takeovers**

What does it take to qualify for a **curated** promotion?

**They are earned, and it's competitive. They're also based on a mix of sales and other customer signals.**

If your goal is to qualify for a **curated** promotion, think about ways to make your game appeal to a broad audience.

**Localization**

**Regional pricing**

**Marketing assets**

**Controller support**



Even if your launch doesn't go as planned, you can recover.

**Steam never makes a permanent decision about your game.**

Every game has a  
chance to be successful.  
**That's by design.**

Demystifying what  
drives **algorithmic** visibility  
on Steam

VISIBILITY ON STEAM

# Store page traffic

VISIBILITY ON STEAM

**NOT A FACTOR!**

# Store page traffic

VISIBILITY ON STEAM

**NOT A FACTOR!**

**Store page traffic**  
**Review Score**

VISIBILITY ON STEAM

**Store page traffic**  
**Review Score**

**NOT A FACTOR!**

**NOT A FACTOR!\***

*\*Usually!*

VISIBILITY ON STEAM

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**Wishlists**



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VISIBILITY ON STEAM

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**Localization**

**IT'S A FACTOR!**

There is no magical number to get featured by our algorithms.

**Steam is reacting to player interest. But there are things you can do to generate that interest.**

Steam is designed to help your game find your audience and snowball to success, but you'll need to get the ball rolling.

**Launching a store page and hoping for the best is not a marketing plan.**

It's important to do the work to build a community and generate interest in your game. Launch with momentum.

**Discord, forums, social media**

**Press and influencers**

**Paid marketing**

**Local tradeshows, meetups, and groups**



Focus energy around big events—launch, a major update, or a healthy discount.

**Think about ways to create the biggest burst of sales and players possible.**

**Learn from other  
developers.**

**They'll have innovative and effective  
ways to build your snowball.**

We're always working to improve Steam for both players and developers.

**Visibility on Steam is driven by fans and the games they buy and play.**

**Our goal with Steam is to match games with the players who will love them.**

All kinds of games can find an audience, and success, on Steam.

**There's room for  
everyone.**

**Want to help us make  
Steam better?**

**Apply to work at Valve**

**<https://www.valvesoftware.com/>**

# Questions?

Helpful links and a  
downloadable PDF of this  
presentation.

