



MEDIA INFORMATION

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InnoGames Draws Women with Elvenar, Finds Monetary Success

Hamburg, January 28, 2016. [InnoGames](#) just completed an in-depth player survey, which confirmed its projected success: women are flocking to its most recent title [Elvenar](#), and paying big too. Near half of the online game's player-base are now women, which is a stark contrast to the rest of InnoGames' male-targeted portfolio.

Even more importantly, these women are buying more often (30 percent more) and are spending overall more than men in the game, based on ARPPU (average revenue per paying user). Gender makes a difference in types of purchases as well – where men put their money into map expansions, women consistently focus on researching. Elvenar's product manager, Ulrike Kunkel, discusses InnoGames' goal of attracting more women in a new [video](#).

Elvenar also attracts the oldest players in the company's portfolio, with 70 percent being over the age of 35 –a vast difference compared to the company's original title, Tribal Wars, comprised of mainly 15-24 year olds. This likewise greatly attributes to the game's monetary success, as the survey found that the older the player is, the higher the ARPPU. Revenue is directly affected by playtime, as this also increases significantly with age. InnoGames partially attributes this to younger players playing several games at the same time, and not being as dedicated to just one title.

Elvenar is a city-building strategy-MMO, set in an exotic fantasy world. Tasked with creating a flourishing city, players can choose between Elves or Humans as a starting race. The game's focus lies on building and upgrading a city, but players also trade or explore the world map. The choice between Elves and Humans influences the way the players' cities and inhabitants look and which technologies and units are at their disposal. The Elves live and breathe magic and exist in close harmony with nature, whereas Humans are ambitious and determined engineers.