

AUDIENCE INTELLIGENCE REPORT

Research & Content Strategy

Prepared with Market58 | October 10, 2026

BUSINESS CONTEXT

Ridgeway Cargo is a low-poly cargo trucking game by Keramoti Studio, in late development for web (HTML5) and Android. Signature features: open-road cargo delivery, an in-game RJ radio system with weather reporting, day/night cycle with roadside lighting, and a legacy control scheme its early testers prefer. Target audience: casual mobile gamers 18-35 who play driving and simulation games (fans of mobile truck simulators and low-poly indie driving games), initially North America, then global Google Play launch. Goals: learn what players praise and complain about in competitor trucking games (controls, ads, monetization, game feel)

725

Collected records

430

Analyzed records

3

Platforms

5

Observed themes

Research scope

Exploratory, nonrepresentative public evidence. All included platforms contribute to the same analytical distributions. Comments, editorial excerpts, and search snippets have different evidentiary meanings.

## 01 | Executive summary

Across 430 analyzed items from YouTube, imported discussions, and Google Search, the strongest actionable signals concern game feel and usability: controls are praised when they feel manageable, while control-binding problems and progression blockers also appear. The aggregate dataset records 39 intrusive-ad pain points, 48 pricing/value items, and 6 complaints categorized as misleading game ads; these are counts within the collected sample, not market-wide prevalence estimates. Pricing discussions include skepticism about expensive paid content and appreciation for quality that feels worth paying for, but much of that discussion concerns PC mods rather than mobile games. Use Ridgeway Cargo's real gameplay footage and clear control options to set expectations, test a smooth first delivery, and validate monetization preferences before committing to a model. Recommendations beyond the supplied evidence are labeled as hypotheses.

### Strategic takeaways

- Make control choice and dependable input a visible part of the product story: sampled discussion includes both praise for manageable mobile controls and complaints about bindings changing or failing.
- Treat intrusive advertising as a risk to validate, not a proven Ridgeway-specific issue: the aggregate sample includes 39 intrusive-ad pain points, but the supplied excerpts do not include a direct ad complaint.
- Set accurate expectations with footage of actual gameplay. The sample includes misleading-ad complaints, though this is a limited signal and not specific evidence about Ridgeway Cargo.
- Prioritize a reliable first delivery and recovery from blocked states; one sampled game-feedback item describes being unable to continue after running out of fuel. This is a usability warning, not evidence of a Ridgeway defect.
- Test perceived value before choosing paid add-ons or other monetization. Pricing discussion signals sensitivity to price and quality, but its PC-mod context means mobile willingness to pay remains unverified.

## 02 | Research overview

| Metric                 | Result                                    |
|------------------------|-------------------------------------------|
| Collected evidence     | 725                                       |
| Included in analysis   | 430                                       |
| Excluded as irrelevant | 295                                       |
| Not classified         | 0                                         |
| Unresolved relevance   | 0                                         |
| Platforms included     | YouTube, ridgeway-Imported, Google Search |

## Research methodology and evidence accounting

Evidence is collected from public sources and retained locally. The Decisions API assigns relevance and other labels. Relevant and partially relevant records enter the analytical distributions; irrelevant records do not. These relevance judgments can be wrong and should be audited against original sources.

## Record-level inclusion audit

| Status                                   | Records |
|------------------------------------------|---------|
| Included: relevant or partially relevant | 430     |
| Excluded: classified irrelevant          | 295     |
| Not classified in current run            | 0       |
| Unrecognized relevance label             | 0       |

Exclusion rationale available: relevance label only. The current Decisions response does not store a record-specific explanation; Market58 does not invent one. Duplicate removal, language exclusion, or content-length rejection cannot be inferred from this audit.

## Source register and coverage

Counts describe evidence records, not unique people. YouTube comment links are grouped by video when a video ID is available. Other URLs are shown individually.

| Platform / source                                                                                                                                                                                          | Collected | Included | Excluded | Pending |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|----------|---------|
| YouTube   <a href="https://www.youtube.com/watch?v=gpek-L17Q14">https://www.youtube.com/watch?v=gpek-L17Q14</a><br><a href="#">Open source</a>                                                             | 210       | 130      | 80       | 0       |
| YouTube   <a href="https://www.youtube.com/watch?v=YI91euLi5co">https://www.youtube.com/watch?v=YI91euLi5co</a><br><a href="#">Open source</a>                                                             | 146       | 81       | 65       | 0       |
| YouTube   <a href="https://www.youtube.com/watch?v=mCx4UTjmMYI">https://www.youtube.com/watch?v=mCx4UTjmMYI</a><br><a href="#">Open source</a>                                                             | 120       | 58       | 62       | 0       |
| YouTube   <a href="https://www.youtube.com/watch?v=QTvjkg-8Mg8">https://www.youtube.com/watch?v=QTvjkg-8Mg8</a><br><a href="#">Open source</a>                                                             | 24        | 13       | 11       | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/trucksim/comments/svw38e/comment/hxj70v7/">https://www.reddit.com/r/trucksim/comments/svw38e/comment/hxj70v7/</a><br><a href="#">Open source</a>     | 2         | 0        | 2        | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/trucksim/comments/svw38e/comment/hxj2srs/">https://www.reddit.com/r/trucksim/comments/svw38e/comment/hxj2srs/</a><br><a href="#">Open source</a>     | 2         | 0        | 2        | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/trucksim/comments/svw38e/comment/hxk4mhb/">https://www.reddit.com/r/trucksim/comments/svw38e/comment/hxk4mhb/</a><br><a href="#">Open source</a>     | 2         | 1        | 1        | 0       |
| Google Search   <a href="https://www.youtube.com/watch?v=MfVlfAY9ZsU">https://www.youtube.com/watch?v=MfVlfAY9ZsU</a><br><a href="#">Open source</a>                                                       | 1         | 1        | 0        | 0       |
| Google Search   <a href="https://www.facebook.com/groups/284546506630958/posts/807586050993665/">https://www.facebook.com/groups/284546506630958/posts/807586050993665/</a><br><a href="#">Open source</a> | 1         | 1        | 0        | 0       |

| Platform / source                                                                                                                                                                                                    | Collected | Included | Excluded | Pending |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|----------|---------|
| Google Search   <a href="https://www.facebook.com/groups/1156199621490543/posts/1373099216467248/">https://www.facebook.com/groups/1156199621490543/posts/1373099216467248/</a><br><a href="#">Open source</a>       | 1         | 1        | 0        | 0       |
| Google Search   <a href="https://www.youtube.com/watch?v=joqJyBGej44">https://www.youtube.com/watch?v=joqJyBGej44</a><br><a href="#">Open source</a>                                                                 | 1         | 1        | 0        | 0       |
| Google Search   <a href="https://www.youtube.com/watch?v=gwn7mz2Jssl">https://www.youtube.com/watch?v=gwn7mz2Jssl</a><br><a href="#">Open source</a>                                                                 | 1         | 1        | 0        | 0       |
| Google Search   <a href="https://www.youtube.com/watch?v=RFPwmNYutjo">https://www.youtube.com/watch?v=RFPwmNYutjo</a><br><a href="#">Open source</a>                                                                 | 1         | 1        | 0        | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/AndroidGaming/comments/1tsvlnh/comment/ooz4tbk/">https://www.reddit.com/r/AndroidGaming/comments/1tsvlnh/comment/ooz4tbk/</a><br><a href="#">Open source</a>   | 1         | 1        | 0        | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/AndroidGaming/comments/1tsvlnh/comment/op0tmjm/">https://www.reddit.com/r/AndroidGaming/comments/1tsvlnh/comment/op0tmjm/</a><br><a href="#">Open source</a>   | 1         | 0        | 1        | 0       |
| Google Search   <a href="https://www.facebook.com/groups/350407424136936/posts/489367000240977/">https://www.facebook.com/groups/350407424136936/posts/489367000240977/</a><br><a href="#">Open source</a>           | 1         | 1        | 0        | 0       |
| Google Search   <a href="https://www.reddit.com/r/trucksim/comments/bsspx4/any_good_truck_simulat...">https://www.reddit.com/r/trucksim/comments/bsspx4/any_good_truck_simulat...</a><br><a href="#">Open source</a> | 1         | 1        | 0        | 0       |
| Google Search   <a href="https://www.facebook.com/groups/897212767447956/posts/2346906539145231/">https://www.facebook.com/groups/897212767447956/posts/2346906539145231/</a><br><a href="#">Open source</a>         | 1         | 1        | 0        | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx0to/">https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx0to/</a><br><a href="#">Open source</a>           | 1         | 0        | 1        | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx18b/">https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx18b/</a><br><a href="#">Open source</a>           | 1         | 0        | 1        | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx363/">https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx363/</a><br><a href="#">Open source</a>           | 1         | 1        | 0        | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx51y/">https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx51y/</a><br><a href="#">Open source</a>           | 1         | 1        | 0        | 0       |

| Platform / source                                                                                                                                                                                          | Collected | Included | Excluded | Pending |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|----------|---------|
| ridgeway-Imported   <a href="https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx5ko/">https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx5ko/</a><br><a href="#">Open source</a> | 1         | 1        | 0        | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx64p/">https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx64p/</a><br><a href="#">Open source</a> | 1         | 1        | 0        | 0       |
| ridgeway-Imported   <a href="https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx7ge/">https://www.reddit.com/r/AskReddit/comments/1uszyo5/comment/owrx7ge/</a><br><a href="#">Open source</a> | 1         | 1        | 0        | 0       |

201 additional sources are available in the full Source Coverage CSV export.

Provenance and processing limitations

Original source links and record IDs are preserved in the evidence audit CSV. Search snippets, editorial webpages, and authored comments are not equivalent measures of consumer opinion. The research is nonrepresentative, and highly concentrated sources can bias the results. Taxonomy categories are generated from sampled evidence, then classifications are assigned by the Decisions API; strategic recommendations are model-generated hypotheses.

Discovered pain-point taxonomy

Categories are specific to this research dataset. Example quotations are verified against the sampled evidence; citations reference underlying evidence IDs. Neither examples nor categories establish prevalence.

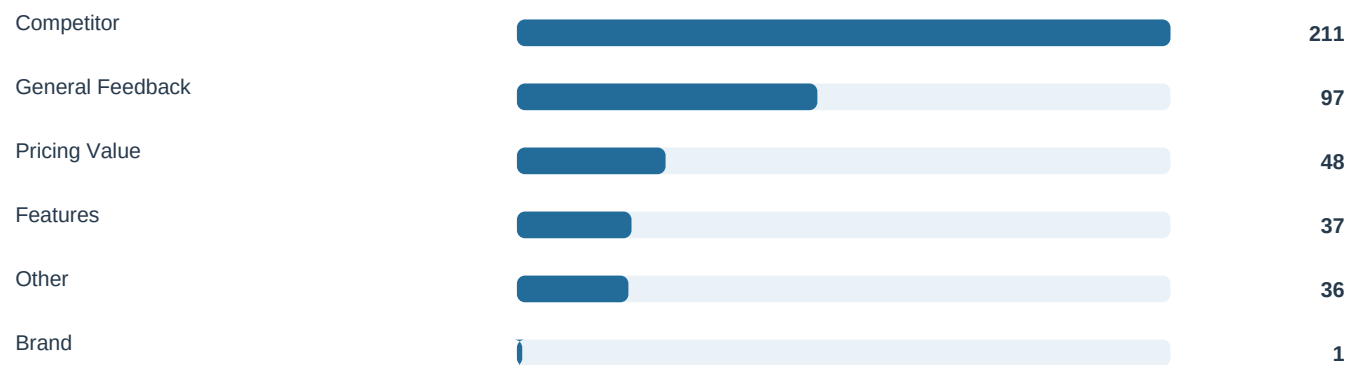
| Pain point             | Definition, example and evidence                                                                                                                                                                                                                                                                                                              |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Disruptive advertising | <p>Frequent or forced ads interrupt gameplay and make players unwilling to continue playing.</p> <p>Example: "ADS.....30 seconds of play.....3 minutes of ads."</p> <p>Record IDs: 302658c4c4e2</p> <p><a href="#">Open supporting evidence 1</a></p>                                                                                         |
| Ad-gameplay mismatch   | <p>Players are frustrated when the game they install plays differently from what its advertisement showed.</p> <p>Example: "Nothing makes me uninstall faster than booting up a game that looked fun and then it's nothing like the ad."</p> <p>Record IDs: 89587100dad3</p> <p><a href="#">Open supporting evidence 1</a></p>                |
| Paywalled progression  | <p>Players reject games when desirable content or progress feels effectively unobtainable without additional payment.</p> <p>Example: "If there's something in the game that is pretty much impossible to get without paying more im not going to play"</p> <p>Record IDs: 0ef6f80095b7</p> <p><a href="#">Open supporting evidence 1</a></p> |

| Pain point                         | Definition, example and evidence                                                                                                                                                                                                                                                                                                         |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Performance and stability problems | <p>Lag or unexpected game closures disrupt play on some devices or in particular situations.</p> <p>Example: "When you select interior camera mode during raining it's very laggy"</p> <p>Record IDs: 5ffdc9cac34d, 44de44860586</p> <p><a href="#">Open supporting evidence 1</a></p> <p><a href="#">Open supporting evidence 2</a></p> |
| Control and navigation bugs        | <p>Input or menu-navigation behavior can become unreliable and make settings harder to use.</p> <p>Example: "the cursor / focus point was constantly scrolling up."</p> <p>Record IDs: f90eb8afa302</p> <p><a href="#">Open supporting evidence 1</a></p>                                                                                |
| Consent-screen friction            | <p>Players are frustrated by burdensome privacy or cookie choices that delay getting into the game.</p> <p>Example: "have to block every single 'legitimate interest' cookie separately instead of having a deny all option"</p> <p>Record IDs: c8782f2f2563</p> <p><a href="#">Open supporting evidence 1</a></p>                       |
| Lack of recognizable trucks        | <p>Some players want more real-world truck models and are disappointed when a game's truck selection falls short.</p> <p>Example: "with trucks not they need to add real trucks like ets2 and tsu"</p> <p>Record IDs: d68eee2553d4</p> <p><a href="#">Open supporting evidence 1</a></p>                                                 |

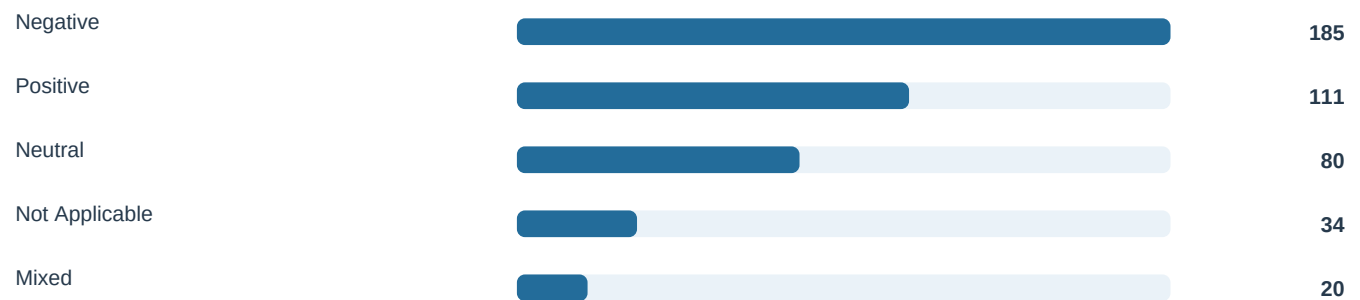
For full, unabridged record IDs, download the taxonomy JSON from Market58.

## 03 | Unified audience intelligence

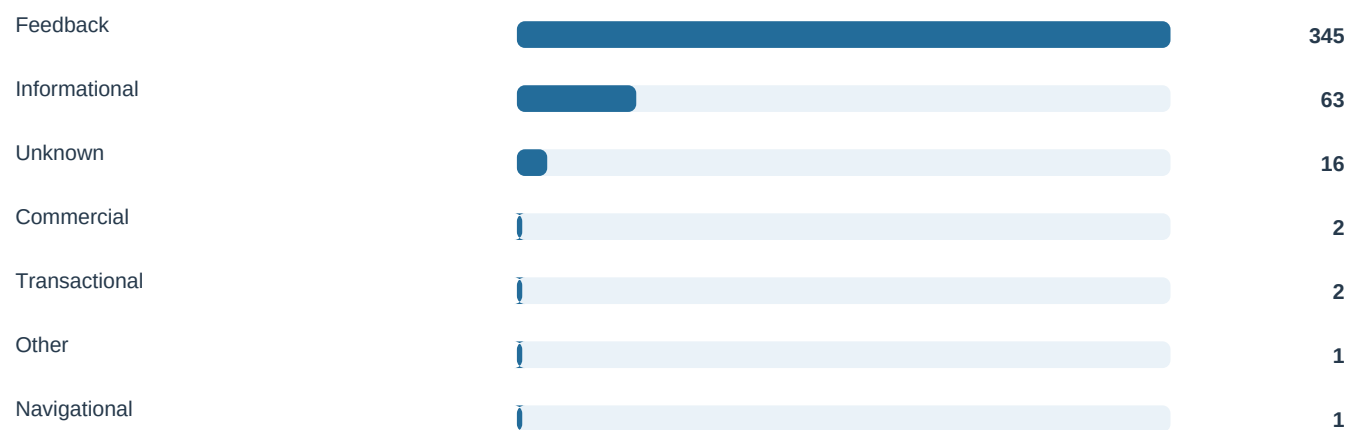
### Research themes



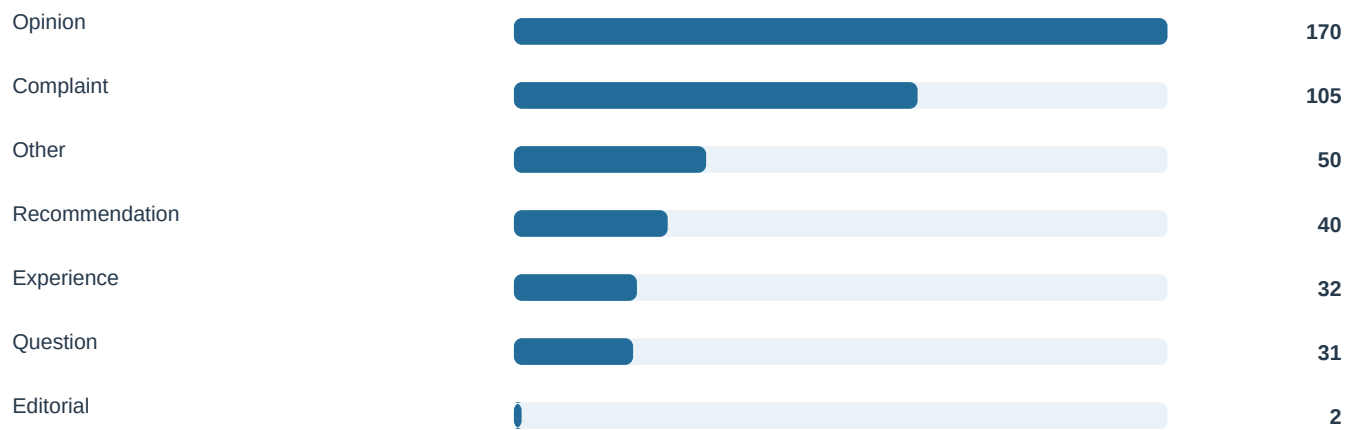
### Sentiment across evidence



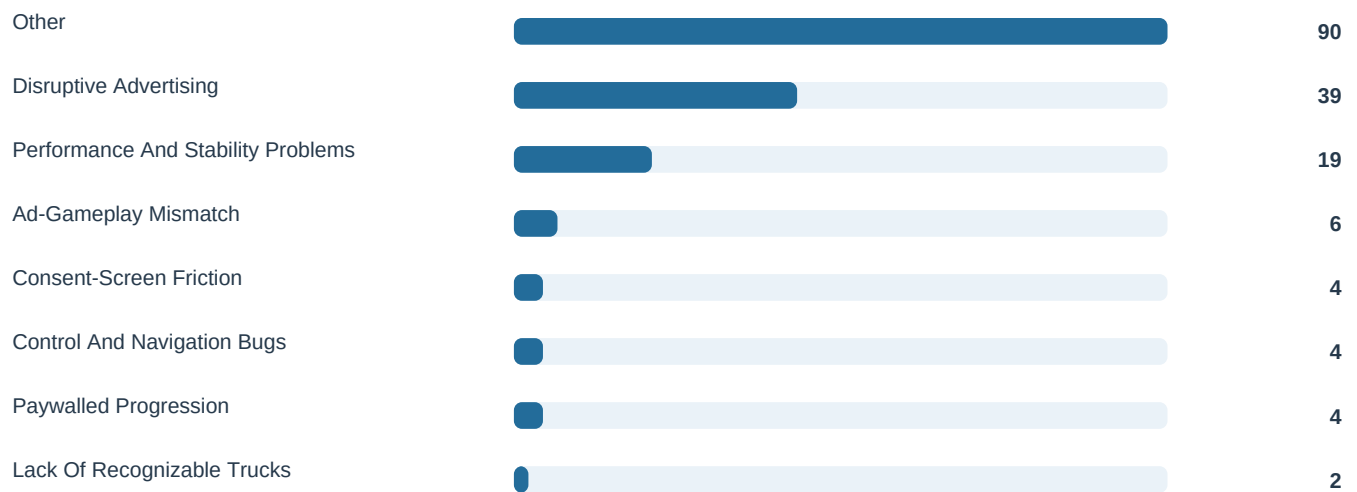
### Audience intent



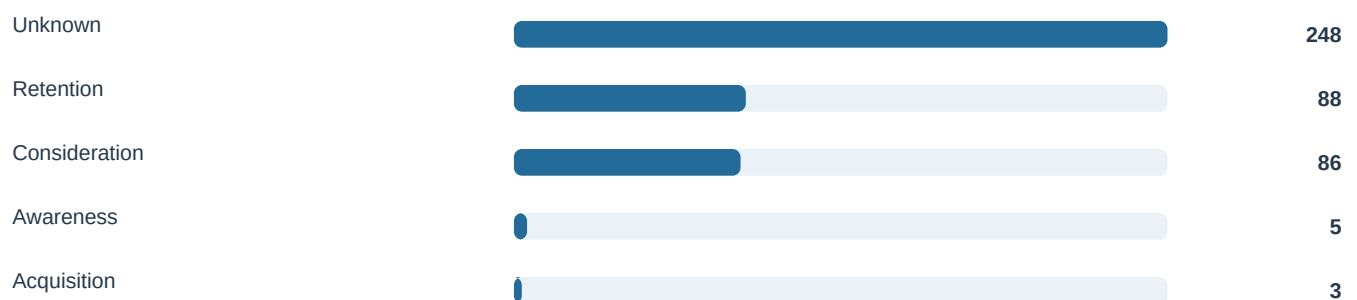
### Communication types



### Pain points



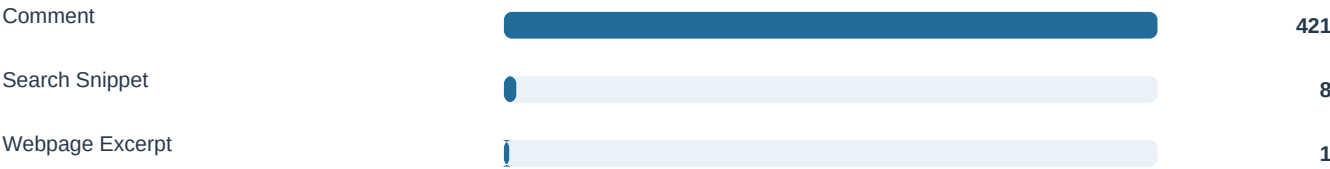
### Inferred funnel stages



### Platform coverage



Evidence types



Classification quality checks

Pain points expressed: 168 | No pain point expressed: 262 | Unmatched among expressed pain points: 90 (53.6%) | Unknown funnel placement: 248 (57.7% of included records).

Other applies only to an expressed pain point that does not fit discovered categories; none means no pain point expressed. Unknown funnel placement avoids unsupported journey claims.

Taxonomy quality warning: unmatched pain points exceed the exploratory 15% review threshold.

Percentages and counts refer to included evidence records, not population-level consumer preferences. Editorial content and snippets are not individual consumer testimonials.

## 04 | Evidence-backed findings

### Competitor

211 of 430 included evidence records were categorized as competitor.

ridgeway-Imported (comment): Truckers of Europe 3 is probably the easiest one to try first. It is not full PC sim depth, but for Android it feels decent and the controls are not too painful.

[View original evidence](#)

ridgeway-Imported (comment): If you like truck simulator games that take place in the wilderness, give MudRunner a try.

[View original evidence](#)

ridgeway-Imported (comment): Oh nice, treating all your customers with contempt and then the childish wink and wave emoji to top it off. Children playing at businessman.

[View original evidence](#)

### General Feedback

97 of 430 included evidence records were categorized as general\_feedback.

ridgeway-Imported (comment): I only use free mods and this still rings true to me. Juggling mods since a developer hasn't had the time to update them get's more frustrating every year. (Not faulting mod devs. I'm not paying them, so I don't expect promptness.)

[View original evidence](#)

ridgeway-Imported (comment): Just go and rebind the buttons in the game. I don't know if people who complain about this stuff just don't know that is possible or they do and are simply being too lazy to spend the 2 minutes it'd take to go and re-bind anything that supposedly got screwed up.

I don't know if people who complain a

[View original evidence](#)

ridgeway-Imported (comment): It wasn't a "little" update, but a main line one: 1.58. Controller users aren't alone. I use a truck wheel and some of my binds no longer work either. Thankfully they're minor and I'm already familiar with what they are on the keyboard, but it's still unfortunate. Controller users aren't alone. I us

[View original evidence](#)

### Pricing Value

48 of 430 included evidence records were categorized as pricing\_value.

ridgeway-Imported (comment): Imagine paying 40€ for a mod and then something out of your control happens and now you have to pay 10€ everytime you want an update. This here is a good example as to why people should stick with free mods.

[View original evidence](#)

ridgeway-Imported (comment): kinda crazy how paid mods seems normalized in this subs all should be voluntarily donation based all should be voluntarily donation based

[View original evidence](#)

ridgeway-Imported (comment): Not on every one of Aerosoft released paid mods. In OMSI 2 the majority of these paid mods are a joke and are sometimes of worse quality than freeware mods.

[View original evidence](#)

## Features

37 of 430 included evidence records were categorized as features.

YouTube (comment): Bro but at the 7 th avoid one is if you off the windows rain blurred it will be not lagging

[View original evidence](#)

YouTube (comment): ■I am totally stuck and cannot play the game. I finished a long delivery right as my fuel hit zero. The mission finished, but now when I start a new job, the truck is still empty and won't start. There is no option to refuel or call for service while the tank is empty, and I cannot move. Please add

[View original evidence](#)

YouTube (comment): Garage and the assets required xp

[View original evidence](#)

## Other

36 of 430 included evidence records were categorized as other.

ridgeway-Imported (comment): my conspiracy is they're all spyware - you get enough downloads from the crowd that's too lazy to uninstall anything and they have a nice little backdoor into all your data the devs then sell to data brokers.

[View original evidence](#)

ridgeway-Imported (comment): I just play on airplane mode.

[View original evidence](#)

ridgeway-Imported (comment): You need to give gps to play this game

[View original evidence](#)

## Brand

1 of 430 included evidence records were categorized as brand.

ridgeway-Imported (comment): Better to have real companies in the game than stuff like Walbert and Gallon Oil. If it's just advertising for real companies, I say add it for the immersion.

[View original evidence](#)

## 05 | Visual content funnel

Proposed journey, not measured conversion volume. Stages and recommendations are generated for the supplied business context.



## 06 | Detailed content funnel

### 1. Awareness

**Objective:** Introduce Ridgeway Cargo's distinctive driving experience and attract relevant casual driving and simulation players.

**Audience need:** A quick, credible sense of what the game looks and feels like before deciding whether to try it.

**Research signal:** The sample contains 6 complaints categorized as misleading game ads. This is a limited cross-game signal, not proof of a Ridgeway-specific problem; actual gameplay footage is a hypothesis for improving expectation-setting.

**Call to action:** Watch real gameplay

**Testing priority:** High

**Recommended content:** Short clips showing real open-road cargo deliveries, the day/night cycle, roadside lighting, and RJ radio weather reports.; A control-focused clip showing the legacy scheme in play; test whether this detail attracts the intended audience.

**Suggested channels:** YouTube gameplay and short-form video; Google Play listing; Ridgeway Cargo web game landing page

**KPIs:** Video view-through rate; Google Play listing visits from campaign content; Web demo starts

## 2. Consideration

Objective: Help interested players assess whether the controls, driving feel, and feature set suit them.

Audience need: Clear information about how driving works and what distinguishes the game, without overstating simulation depth.

Research signal: Sampled discussion describes a mobile truck game's controls as manageable, while other sampled discussion describes control bindings failing or needing rebinding. These are contrasting signals from the broader category, not Ridgeway player feedback.

Call to action: Try the web demo

Testing priority: High

Recommended content: A concise control walkthrough, including how to use the legacy scheme and what alternatives are available.; A side-by-side feature demonstration of delivery driving, radio weather reports, and day/night transitions.; A plain-language FAQ describing the intended level of simulation depth; validate wording with players.

Suggested channels: Google Play listing screenshots and video; YouTube feature walkthrough; Web landing page and demo

KPIs: Demo-start rate from product-page visits; Control walkthrough completion rate; Demo-to-install conversion rate

## 3. Acquisition

Objective: Convert interested North American players into web players or Android installs, then support the planned broader Google Play launch.

Audience need: A low-friction way to start playing, with an accurate description of the game and its requirements.

Research signal: The sample includes complaints categorized as misleading game ads and permission-related concern. These are limited category-level signals; minimizing surprise in the store listing and clearly explaining permissions are hypotheses to test.

Call to action: Install on Android

Testing priority: High

Recommended content: A Google Play listing with real gameplay footage, clear feature descriptions, and accurate screenshots.; A web entry point that lets players try the HTML5 version without first installing the Android app; validate the effect on conversion.

Suggested channels: Google Play; HTML5 web game; YouTube links to the store listing or web demo

KPIs: Store listing conversion rate; Install volume by region; Cost per install for any paid acquisition tests; Web demo start-to-play rate

## 4. Activation

Objective: Get new players through a satisfying first delivery and ready to begin another route.

Audience need: Controls that are understandable and dependable, plus clear guidance when a delivery or vehicle state blocks progress.

Research signal: Sampled feedback includes a report of being unable to continue after a delivery ended with an empty fuel tank, and separate complaints about control bindings. These are category usability warnings, not evidence of Ridgeway Cargo defects.

Call to action: Complete your first delivery

Testing priority: High

Recommended content: A short, skippable first-drive tutorial that explains the selected control scheme and core delivery actions.; An in-game recovery prompt for common blocked states, if supported by testing and implementation.; A first-session checklist for testing control selection, route completion, fuel behavior, and starting a subsequent job.

Suggested channels: In-game onboarding; First-session support or FAQ; Web demo feedback prompt

KPIs: Tutorial completion rate; First-delivery completion rate; Time to first delivery; First-session abandonment rate; Rate of players starting a second job

## 5. Monetization

Objective: Find a monetization approach that supports sustainable development without undermining perceived value or trust.

Audience need: Transparent pricing and a clear understanding of what payment provides.

Research signal: The analyzed sample contains 48 pricing/value items. Provided excerpts show both objections to expensive paid mods and support for paying when quality merits the price; because these discussions largely concern PC mods, mobile willingness to pay is unverified. The sample also records 39 intrusive-ad pain points, an aggregate signal that warrants testing rather than proof of player preference for Ridgeway.

Call to action: Share your preferred way to support the game

Testing priority: Medium

Recommended content: Test transparent monetization concepts with target players before launch; compare a clearly described paid option with an ad-supported concept.; If considering ads or purchases, prototype and test their timing, frequency, and value communication before release. This is a hypothesis, not an established preference in the supplied excerpts.

Suggested channels: Web demo and opt-in player surveys; Android playtests; In-game feedback after players have completed multiple deliveries

KPIs: Survey response rate among activated players; Preference split across tested monetization concepts; Purchase conversion rate, if paid content is offered; Ad engagement and session-retention difference, if ads are tested; Reported value and monetization-related complaint rate

## 07 | Content action plan

| Stage         | Content idea                                                                                                                                                                                                                                                                                                                                        | CTA                                          | KPIs                                                                                                                                                     |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Awareness     | Short clips showing real open-road cargo deliveries, the day/night cycle, roadside lighting, and RJ radio weather reports.; A control-focused clip showing the legacy scheme in play; test whether this detail attracts the intended audience.                                                                                                      | Watch real gameplay                          | Video view-through rate; Google Play listing visits from campaign content; Web demo starts                                                               |
| Consideration | A concise control walkthrough, including how to use the legacy scheme and what alternatives are available.; A side-by-side feature demonstration of delivery driving, radio weather reports, and day/night transitions.                                                                                                                             | Try the web demo                             | Demo-start rate from product-page visits; Control walkthrough completion rate; Demo-to-install conversion rate                                           |
| Acquisition   | A Google Play listing with real gameplay footage, clear feature descriptions, and accurate screenshots.; A web entry point that lets players try the HTML5 version without first installing the Android app; validate the effect on conversion.                                                                                                     | Install on Android                           | Store listing conversion rate; Install volume by region; Cost per install for any paid acquisition tests                                                 |
| Activation    | A short, skippable first-drive tutorial that explains the selected control scheme and core delivery actions.; An in-game recovery prompt for common blocked states, if supported by testing and implementation.                                                                                                                                     | Complete your first delivery                 | Tutorial completion rate; First-delivery completion rate; Time to first delivery                                                                         |
| Monetization  | Test transparent monetization concepts with target players before launch; compare a clearly described paid option with an ad-supported concept.; If considering ads or purchases, prototype and test their timing, frequency, and value communication before release. This is a hypothesis, not an established preference in the supplied excerpts. | Share your preferred way to support the game | Survey response rate among activated players; Preference split across tested monetization concepts; Purchase conversion rate, if paid content is offered |

## 08 | Unified evidence appendix

All platforms remain in the same evidence collection. To keep this report usable, a representative appendix is shown; the complete classified dataset remains exportable from Market58.

### 1. ridgeway-Imported | Comment

Truckers of Europe 3 is probably the easiest one to try first. It is not full PC sim depth, but for Android it feels decent and the controls are not too painful.

Theme: Competitor | Intent: Informational | Sentiment: Positive

[View original evidence](#)

### 2. ridgeway-Imported | Comment

If you like truck simulator games that take place in the wilderness, give MudRunner a try.

Theme: Competitor | Intent: Commercial | Sentiment: Positive

[View original evidence](#)

### 3. ridgeway-Imported | Comment

Oh nice, treating all your customers with contempt and then the childish wink and wave emoji to top it off. Children playing at businessman.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 4. ridgeway-Imported | Comment

Imagine paying 40€ for a mod and then something out of your control happens and now you have to pay 10€ everytime you want an update. This here is a good example as to why people should stick with free mods.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 5. ridgeway-Imported | Comment

kinda crazy how paid mods seems normalized in this subs all should be voluntarily donation based  
all should be voluntarily donation based

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 6. ridgeway-Imported | Comment

They are of a massively different quality though, every switch works, even on a 747. Engines are modelled so there is wear on each cylinder, you can hear misfires, get all kinds of failures. There is nothing special about any paid mod in truck sims. There is nothing special about any paid mod in truck sims.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 7. ridgeway-Imported | Comment

Not on every one of Aerosoft released paid mods. In OMSI 2 the majority of these paid mods are a joke and are sometimes of worse quality than freeware mods.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 8. ridgeway-Imported | Comment

Aerosoft don't make top quality stuff. A2A, PMDG and the Dash 8 makers do. In truck sim terms, any wheel nut could come loose, you could get vibrations from any number of things, shocks could fail, you could overheat, the windows would freeze up if the AC was broken, the engine might struggle to start in the cold, you'd get bugs and dirt on windows, 5th wheel would be movable, each tyre would wear separately etc

In truck sim terms, any wheel nut could come loose, you could get vibrations from any number of things, shocks could fail, you could overheat, the windows would freeze up if the AC was broken, the engine might struggle to start in the cold, you'd get bugs and dirt on windows, 5th wheel

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 9. ridgeway-Imported | Comment

idk, there is RSS for Assetto Corsa. Their cars are very detailed, and have outstanding quality. I am perfectly happy with paying a few euros for a car. With a donation only model these cars simply wouldn't exist.

Theme: Pricing Value | Intent: Feedback | Sentiment: Positive

[View original evidence](#)

### 10. ridgeway-Imported | Comment

First time I hear about this. Forty fucking euros for a fucking truck? Jesus Christ, may as well buy like two or three truck scale model kit from Italeri or something. That's ridiculous.

Forty fucking euros for a fucking truck? Jesus Christ, may as well buy like two or three truck scale model kit from Italeri or something. That's ridiculous.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 11. ridgeway-Imported | Comment

There are some creators that charge up to 100+ USD for a mod

Theme: Pricing Value | Intent: Informational | Sentiment: Negative

[View original evidence](#)

### 12. ridgeway-Imported | Comment

yeah paying 40 euros for a truck is still unbelievably, utterly stupid

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 13. ridgeway-Imported | Comment

Not all paid mod authors are like this, majority of the bad ones like this are on Facebook and I steer clear of them. About the only paid mods I have are zeemods and that's because he has literally the best sound mods in the community

Theme: Pricing Value | Intent: Feedback | Sentiment: Mixed

[View original evidence](#)

### 14. ridgeway-Imported | Comment

paid mod authors of "real world" things are thieves. they don't own the licences of these things so they can't charge money for them, legally.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 15. ridgeway-Imported | Comment

Lmao I didn't even know about this stupid paid mod until now, let alone executives who don't even play the game Still, one tweet is probably all it takes to take down this 'hard work'  
Still, one tweet is probably all it takes to take down this 'hard work'

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 16. ridgeway-Imported | Comment

This is one of the many, many reasons why I still play without any mods at all. Free or otherwise.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 17. ridgeway-Imported | Comment

Oh cool, so what I'm reading is that we should all hoist the black sails if we want this mod.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 18. ridgeway-Imported | Comment

I mean, dude is basically doing something illegal anyways , as I don't imagine him having permission from MAN/VAG to use their branding and truck. (Not that those companies wouldn't give them out, a modder for SnowRunner apparently just asked nicely and was allowed to make a Zentros mod)

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 19. ridgeway-Imported | Comment

Well, I wouldn't really go THAT far as extortion is a criminal term, but it's definitely predatory or bad business practices. Don't bite the hand you feed, especially if they can easily get stuff from other sources.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 20. ridgeway-Imported | Comment

a modder for SnowRunner apparently just asked nicely and was allowed to make a Zentros mod)  
To be fair, using intellectual property for free, non commercial mods is something entirely different than those pay mod ripoffs. But good on them for asking anyway

Theme: Competitor | Intent: Feedback | Sentiment: Positive

[View original evidence](#)

### 21. ridgeway-Imported | Comment

And the Zentros mod is probably one of the best SnowRunner mod!

Theme: Competitor | Intent: Feedback | Sentiment: Positive

[View original evidence](#)

### 22. ridgeway-Imported | Comment

Literally the only thing I've paid for a few times is ProMods since I want to support the devs behind it.

Theme: Pricing Value | Intent: Feedback | Sentiment: Positive

[View original evidence](#)

### 23. ridgeway-Imported | Comment

Yeah, honestly, Promods is such high quality and also such a large amount of content that I don't mind spending the 90p or whatever it is occasionally on the quicker download to support them. Frankly if it were an official expansion I'd be happy to pay at least £30 for it, so 90p occasionally is a bargain.

Theme: Pricing Value | Intent: Feedback | Sentiment: Positive

[View original evidence](#)

### 24. ridgeway-Imported | Comment

Well you do get something back, in this case faster download speeds, but yeah I guess it is a donations in a way.

Theme: Pricing Value | Intent: Feedback | Sentiment: Mixed

[View original evidence](#)

### 25. ridgeway-Imported | Comment

Supporting mods through donations is the best thing to do, even if a "thank you for your work," suffices for them.

Theme: Pricing Value | Intent: Feedback | Sentiment: Positive

[View original evidence](#)

### 26. ridgeway-Imported | Comment

This! The mod "market" and monetization has become so untrustworthy, that everything I play is vanilla now. Instead of chasing the holy grail, I enjoy the project for what it is as the developer intended, for better or worse. So much more relaxing, and much less work in trying to massage mods.

Theme: Competitor | Intent: Feedback | Sentiment: Positive

[View original evidence](#)

### 27. ridgeway-Imported | Comment

I only use free mods and this still rings true to me. Juggling mods since a developer hasn't had the time to update them get's more frustrating every year. (Not faulting mod devs. I'm not paying them, so I don't expect promptness.)

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 28. ridgeway-Imported | Comment

I sorta think anyone that pays 4 times the price of a full blown DLC created by the devs of the game are pretty much morons anyway.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 29. ridgeway-Imported | Comment

Of course it is, that's my point. "People will steal anything that isn't nailed down," including copyrighted trucks. "People will steal anything that isn't nailed down," including copyrighted trucks.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 30. ridgeway-Imported | Comment

People "stole" my mods (as in, reuploaded them to a bunch of alternative mod sites) back when i made mods for 18WoS: PTTM and early FS games too. I REALLY don't understand the issue, it gets the mod out to more users, and even IF they don't include credits (pretty much everyone does these days), it's not like modders even use their real names in the first place. Seriously, who gives a flying fuck if the author calls themselves "Nikola Trucks", "scaniafan1997" or "xxxxx". I was just happy to see people download and post screenshots enjoying my mods, why would I care where they downloaded it from.

Theme: Competitor | Intent: Feedback | Sentiment: Positive

[View original evidence](#)

### 31. ridgeway-Imported | Comment

That's why I'm skeptical about buying paid mods. So far, I've only paid for RTA's Mack Superliner, which I really like. I don't want to be scammed into something that's low quality, or if something like this happens.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 32. ridgeway-Imported | Comment

It's also unfair to those that already paid for that mod once, and now they have to pay for every update. If you want to stop leaks, that's not a good method to get them to stop.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 33. ridgeway-Imported | Comment

Truck/farm sim mod communities are the most toxic places on the planet. You won't change my mind.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 34. ridgeway-Imported | Comment

Most sim communities are tbh. Full of people that take it way too seriously because "it's not a game it's a sim" and that's not even getting into the constant shit show around mods

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 35. ridgeway-Imported | Comment

Full of people that take it way too seriously because "it's not a game it's a sim"

The Microsoft Flight Sim subreddit was great for that when it got a Game of the Year edition. The amount of crybaby elitists throwing tantrums and crying "it's supposed to be a sim not a game" were hilarious.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 36. ridgeway-Imported | Comment

Idk. I think Farm Sim is pretty good. I think LSPDFR/FiveM communities take the cake for most toxic.

Theme: Competitor | Intent: Feedback | Sentiment: Mixed

[View original evidence](#)

### 37. ridgeway-Imported | Comment

FiveM any day. It's 12 year old wannabe cops and discord mods Will add that the ETS2/TMP Local modding community can be occasionally toxic though

Will add that the ETS2/TMP Local modding community can be occasionally toxic though

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 38. ridgeway-Imported | Comment

So with the community of ATS/ETS and all 5ge free mods, he really thought this would work? Lmao. I buy from jon mudah. No bullshit . cool dude.even cooler trucks.free update for life. This kind of attitude is what making flight Sim slowly a shit ecosystem. We don't want this in trucking. FO my friend

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 39. ridgeway-Imported | Comment

First time I see paid mods being so widespread in a game, other communities would've destroyed this practice.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 40. ridgeway-Imported | Comment

Nice man, pls find a job, instead of robbing people. Modding should be based on enthusiasm and voluntary donations for those willing to give thanks to author. Such a childish behaviour

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 41. ridgeway-Imported | Comment

paid mods

Oh No, Cringe

Cringe

Theme: Pricing Value | Intent: Informational | Sentiment: Negative

[View original evidence](#)

### 42. ridgeway-Imported | Comment

I don't have ETS can someone explain what happened And some context

Theme: Competitor | Intent: Informational | Sentiment: Neutral

[View original evidence](#)

### 43. ridgeway-Imported | Comment

This person sells truck mods for 40-50€ usually, quality varies a lot. Anyway, as an attempt to avoid people sharing his work with others he threatens all of his customers that they would have to pay a fee to get an update (Updates are always free) if a leak happened. As you can see, shit hit the fan. Edit : Quick disclaimer that I never bought a mod of his, I just happened to be in his group to see the works

Edit : Quick disclaimer that I never bought a mod of his, I just happened to be in his group to see the works

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

#### 44. ridgeway-Imported | Comment

Paying for mods is like investing in stocks: Only spend what you can afford to lose.

Theme: Pricing Value | Intent: Informational | Sentiment: Negative

[View original evidence](#)

#### 45. ridgeway-Imported | Comment

Reminds me of Brazilian modders when it comes to the Scania's... And I say more: in other games you have modders who are fine with others forking mods that can no longer be maintained, in ETS2/ATS's in the other hand...

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

#### 46. ridgeway-Imported | Comment

I just thought this was from SCS, but it's not really a leak since that end of the year stream, where they showed off a few WIP stuff, including a 2021 TGX and Renault tuning DLC.

Theme: Competitor | Intent: Informational | Sentiment: Neutral

[View original evidence](#)

#### 47. ridgeway-Imported | Comment

Paid mods just why ? Never pay for mods anyways. I only pay for official SCS content.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

#### 48. ridgeway-Imported | Comment

Just go and rebind the buttons in the game. I don't know if people who complain about this stuff just don't know that is possible or they do and are simply being too lazy to spend the 2 minutes it'd take to go and re-bind anything that supposedly got screwed up.

I don't know if people who complain about this stuff just don't know that is possible or they do and are simply being too lazy to spend the 2 minutes it'd take to go and re-bind anything that supposedly got screwed up.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

#### 49. ridgeway-Imported | Comment

Same!!! I thought it was just me or a mod messing with my controller config file or something wtf

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

#### 50. ridgeway-Imported | Comment

It wasn't a "little" update, but a main line one: 1.58. Controller users aren't alone. I use a truck wheel and some of my binds no longer work either. Thankfully they're minor and I'm already familiar with what they are on the keyboard, but it's still unfortunate.

Controller users aren't alone. I use a truck wheel and some of my binds no longer work either. Thankfully they're minor and I'm already familiar with what they are on the keyboard, but it's still unfortunate.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 51. ridgeway-Imported | Comment

You do know you can go and bind keys/buttons in the game, correct?

Theme: General Feedback | Intent: Feedback | Sentiment: Neutral

[View original evidence](#)

### 52. ridgeway-Imported | Comment

Of course I know that. I'm saying, changing the key binds for a UI update nobody asked for in a game that has quite a lot of keybinds and big peripherals is not exactly the coolest thing the devs have done.

I'm saying, changing the key binds for a UI update nobody asked for in a game that has quite a lot of keybinds and big peripherals is not exactly the coolest thing the devs have done.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 53. ridgeway-Imported | Comment

Same here, although with only a few minor setbacks. Using ETS2 but the mechanic is the same as ATS. From update 1.58, they changed a ton of things, and my steering wheel direction keys used to work perfectly to navigate the menus, up down, select, back, and the side pads to change tabs in the UI. Everything was great. After this update, everytime I went to the menu to change some setting, the cursor / focus point was constantly scrolling up. I was not able to scroll down without it to go up on its own. I did a reset in the controller detection but didn't work. So I just disabled the use of the wheel when in the menu. I can still use my gamepad to navigate the menus, this glitch doesn't affect

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 54. ridgeway-Imported | Comment

I recall game companies using in-game assets for 'real world' ads before, but those examples were pretty heavy handed, and also blew immersion because the ads didn't correspond with the game world, at all. As a result, they failed, and the 'dynamic' assets used were reverted to in-game ads. In this case, it looks like SCS has found an ad partner that fits with the game world, and has actually considered how pervasive the ads should be. That said, I'd expect a mod for the game Real Soon Now that turns these Schneider billboards off or swaps them for something else, specifically for those people who don't like real world mixed with their game. Full disclosure: I run a mod that changes all of t

Theme: Competitor | Intent: Feedback | Sentiment: Mixed

[View original evidence](#)

### 55. ridgeway-Imported | Comment

Better to have real companies in the game than stuff like Walbert and Gallon Oil. If it's just advertising for real companies, I say add it for the immersion.

Theme: Brand | Intent: Feedback | Sentiment: Positive

[View original evidence](#)

### 56. ridgeway-Imported | Comment

I've been using mods to add real ads and companies to the games for quite a while, so I don't have an issue with it. I don't particularly like ads, but there are occasions where they can add to the immersion and authenticity. Sports and racing titles have carried them for decades.

I don't particularly like ads, but there are occasions where they can add to the immersion and authenticity. Sports and racing titles have carried them for decades.

Theme: Competitor | Intent: Feedback | Sentiment: Mixed

[View original evidence](#)

### 57. ridgeway-Imported | Comment

Why would anyone complain?

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 58. ridgeway-Imported | Comment

I can't answer for anyone else, but I'm complaining because I find ads really offensive, and I worry where this leads. When a billboard is erected, my time, attention, and the natural beauty of the landscape are all taken with no compensation to me. Instead of a mountain vista, I get told my teeth aren't white enough. Gross. Now that's mostly true of fake billboards too, but fake billboards keep the game dev's incentives aligned to ours - They want to make environments that reflect the world we live in, and that includes billboards. Once those billboards actually make them money, though... Now they're incentivized to add them in more places. More billboards are more money. More companies adv

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 59. ridgeway-Imported | Comment

But scs haven't added more billboards

Not yet. But now it's in their best interests to do so. Maybe they're a paragon of virtue, unlike all other companies, and despite their words saying they want to expand, they won't. I think that's a poor bet, myself. protest with your wallet, nobody is forcing you to buy the game I can't. I already bought a game that didn't have real ads, and it was changed into a version that I would not have purchased underneath me. This is an unsolved problem in the gaming industry in general.

protest with your wallet, nobody is forcing you to buy the game

I can't. I already bought a game that didn't have real ads, and it was changed into a version that I would not h

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 60. ridgeway-Imported | Comment

Wasn't what was advertised

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 61. ridgeway-Imported | Comment

I know those ads where they show you a game that isn't how the real game is played must work or they wouldn't keep doing it, but it makes no sense to me. Nothing makes me uninstall faster than booting up a game that looked fun and then it's nothing like the ad. 1 star and uninstall so fast.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 62. ridgeway-Imported | Comment

The crazy part is most of those games a 1 star does nothing because somehow they have 10k 5 star reviews, which blows my mind.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 63. ridgeway-Imported | Comment

my conspiracy is they're all spyware - you get enough downloads from the crowd that's too lazy to uninstall anything and they have a nice little backdoor into all your data the devs then sell to data brokers.

Theme: Other | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 64. ridgeway-Imported | Comment

You only need to install and run it once for it to grab your info.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 65. ridgeway-Imported | Comment

Yea what's up with that. I see on fb game ad, I download and it is completely different game. What kind of marketing is that. I just uninstall.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 66. ridgeway-Imported | Comment

I played a game that i was really enjoying and it was exactly like the advert and i stupidly spent £5 on some gems or something. Not long after i spent the money i completed the level and it changed to a completely different style of game and i could no longer play the mode i enjoyed. I was fucking fuming.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 67. ridgeway-Imported | Comment

Too many ads

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 68. ridgeway-Imported | Comment

if ads >= 1 then uninstall

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 69. ridgeway-Imported | Comment

I quit mobile games. I used to play a lot but nowadays I feel like the main purpose is watching ads and there are breaks to play some mini games.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 70. ridgeway-Imported | Comment

That's exactly what the purpose is. If the game is free, it's either a vehicle to get ads in your eyes, or get you addicted to the gameplay so they can sell you various forms of in-game currency or items, which are actually currency themselves just with extra steps.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 71. ridgeway-Imported | Comment

Ads that aren't optional.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 72. ridgeway-Imported | Comment

I recently downloaded sudoku to kill some time, my phone asks me to verify my age to ensure i'm not a child seeing inappropriate content, i declined, then sudoku starts spamming me with gambling ads. Genius.

Theme: Competitor | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 73. ridgeway-Imported | Comment

if i see an ad, i'm out

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 74. ridgeway-Imported | Comment

"An ad" is a bit unreasonable for a free game. You do you, of course, but I'm okay with a reasonable amount of ads for something that is otherwise free (if the game is good enough). I 100% will not tolerate seeing an ad in the middle of a "level" or whatever. Or depending on how long the levels are, in between levels.

Theme: Pricing Value | Intent: Feedback | Sentiment: Mixed

[View original evidence](#)

### 75. ridgeway-Imported | Comment

Ad shows up, it's a small demo video. It finishes, then shows me a gameplay demo that I can play. I sit and wait, then hit the "Skip" button... which brings me to another page with the game's logo visible. Then I have to wait and hit ANOTHER skip button.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 76. ridgeway-Imported | Comment

I just play on airplane mode.

Theme: Other | Intent: Feedback | Sentiment: Neutral

[View original evidence](#)

### 77. ridgeway-Imported | Comment

Or have a pi-hole (or ad-blocking VPN) running on your network :D

Theme: General Feedback | Intent: Feedback | Sentiment: Positive

[View original evidence](#)

### 78. ridgeway-Imported | Comment

The strat is to turn of wifi on your phone. Though there are some games out there without any ads so it's not always needed. Sucks if it's an online game though

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 79. ridgeway-Imported | Comment

You need to give gps to play this game

Theme: Other | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 80. ridgeway-Imported | Comment

It's ads every time. Especially when you get the first ad as soon as they prompted you to rate the game.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 81. ridgeway-Imported | Comment

"42069 companies have legitimate interest in your personal data" kind of popup

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 82. ridgeway-Imported | Comment

Forced ads

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 83. ridgeway-Imported | Comment

Too many micro transaction popups, or being forced into a subscription to use the app

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 84. ridgeway-Imported | Comment

game play is nothing like the advert.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 85. ridgeway-Imported | Comment

Single player games that doesn't work offline and requires internet to boot up Like f\*ck you I'm installing a game to play on a long road trip that doesn't have cell service

Like f\*ck you I'm installing a game to play on a long road trip that doesn't have cell service

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 86. ridgeway-Imported | Comment

A full-screen ad with sound right off the bat.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 87. ridgeway-Imported | Comment

ADS.....30 seconds of play.....3 minutes of ads.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 88. ridgeway-Imported | Comment

Unmuteable ads.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 89. ridgeway-Imported | Comment

When they get added to my phone during an update.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 90. ridgeway-Imported | Comment

"Sign up now!" fuck you no

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 91. ridgeway-Imported | Comment

Ads just to be allowed to keep playing.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 92. ridgeway-Imported | Comment

Ads and boring

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 93. ridgeway-Imported | Comment

Inappropriate ads

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 94. ridgeway-Imported | Comment

forced ads to continue playing. I don't mind ads to speed things up or get something. fine. But to play? Not a fan of that. Also reasonable priced X to remove all ads is sometimes worth it to me. and probably vastly more then the ads would have paid you.

Also reasonable priced X to remove all ads is sometimes worth it to me. and probably vastly more then the ads would have paid you.

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 95. ridgeway-Imported | Comment

I don't install mobile games

Theme: Other | Intent: Other | Sentiment: Negative

[View original evidence](#)

### 96. ridgeway-Imported | Comment

Forced ad. Every time an ad comes up unprompted, I close the game and uninstall

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 97. ridgeway-Imported | Comment

An ad blocking basic gameplay or timed ads instead of blocking a speed up or boost

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 98. ridgeway-Imported | Comment

Ads. Nope. Nope. Nope.  
Nope. Nope. Nope.

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 99. ridgeway-Imported | Comment

ads for sure

Theme: General Feedback | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

### 100. ridgeway-Imported | Comment

ads and forced paywalls

Theme: Pricing Value | Intent: Feedback | Sentiment: Negative

[View original evidence](#)

330 additional unique records omitted from the printable appendix; export the complete classified CSV in the app.

## 09 | Methodological limitations

- The sample is exploratory and may be biased by platform, search terms and selection.
- Automated classification and per-report pain-point discovery are fallible; even a verified quote does not prove the model interpreted it correctly. Audit a representative labeled sample.
- Search snippets and editorial webpages are not interchangeable with firsthand consumer opinions.
- Unknown funnel placement is intentionally retained when evidence does not establish a journey stage; a stage is not manufactured to fill charts.
- Content recommendations are hypotheses until validated with customer and campaign data.