

Game Unit Economics Calculator

Gaming, Esports & Digital Entertainment

Document type: Financial model / analysis · Generated 15 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Calculates per-player unit economics for a game from discrete inputs — retention, ARPDau/ARPU, CAC and store fees — giving LTV, LTV/CAC and payback, the core viability test. Use it to judge whether UA is profitable. For studio-wide finances use the Studio P&L Modeller.

Purpose of this tool & output

LTV, CAC and payback per player

How the output is used

Use it to compute LTV, CAC and payback per player so you know if growth is profitable.

Who should vet it

Your finance or growth lead, to confirm the LTV and CAC inputs behind the unit economics.

Important cautions

Estimates from your inputs. LTV/CAC is the decisive test — you can only scale paid UA profitably when LTV comfortably exceeds CAC with reasonable payback. Retention and ARPU drive LTV most; fix them before scaling. Use cohort data to validate.

Companion documents

- Game Studio P&L Modeller
- Real-Money Gaming Economics Modeller
- Studio Burn & Runway Planner
- Game Break-Even Calculator
- Gaming Fundraise Financials Builder
- Gaming Venture Valuation Guide

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.