



The marketplace for  
messaging games

Presentation originally shared at the Jest  
Developer Luncheon during GDC 2026

 Game devs: apply for  
up to **\$1M in funding** to  
build on Jest

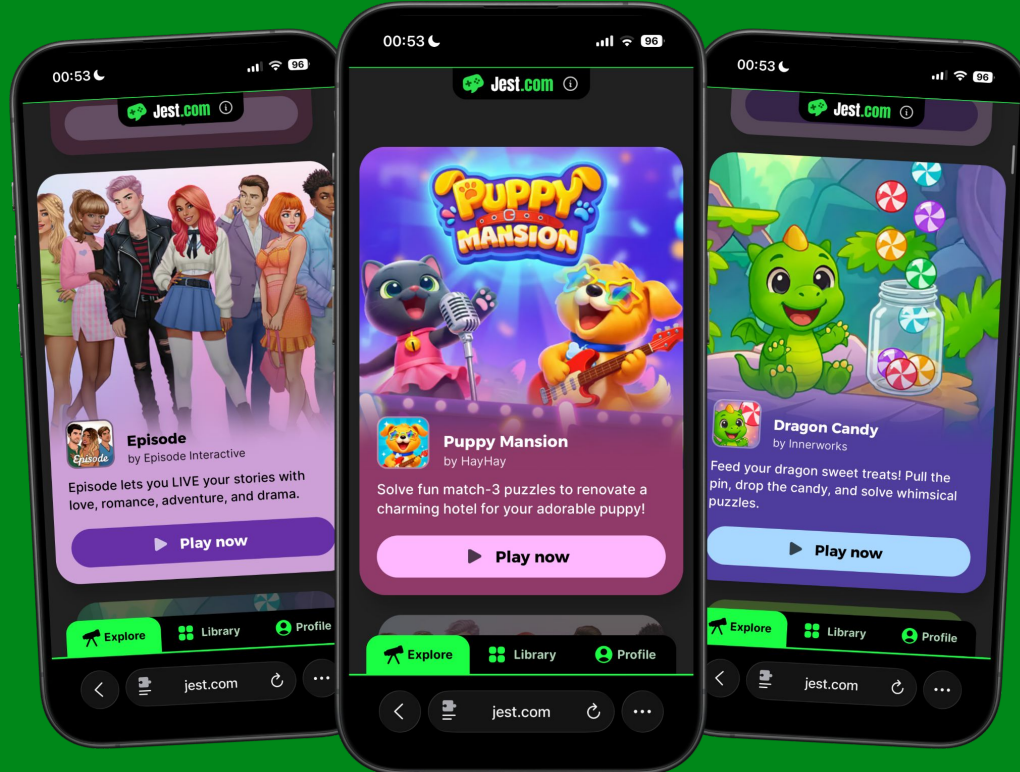
# Jest is a marketplace for messaging games

We plug directly into messaging turning it into a platform for distribution and retention



# Developers publish games to Jest.com

You need a mobile web build and Jest SDK integration: <https://docs.jest.com/>



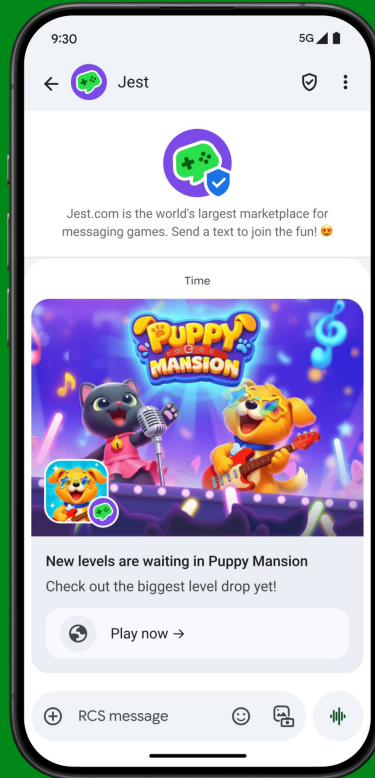
# Players sign up frictionlessly via text message

Joining is as simple as sending a text



# Players retain via the messaging thread

Messaging is mobile's stickiest surface



# RCS gives messaging app-like superpowers

Supported in the native messaging apps on all Android and iOS devices starting in 2025

## SMS

Phone number

Plain text

Links



## RCS

Verified brand

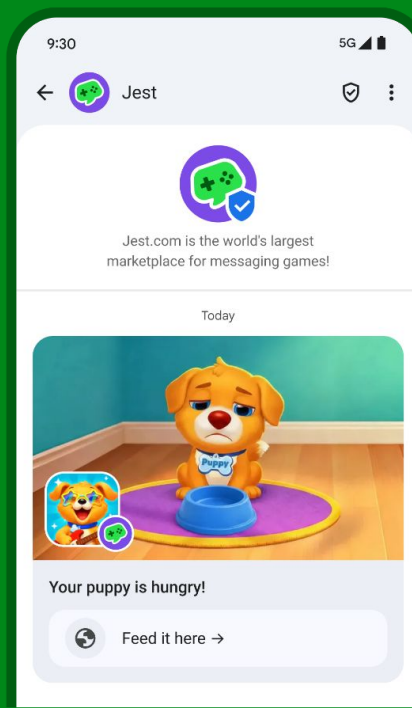
Images

Videos

Buttons

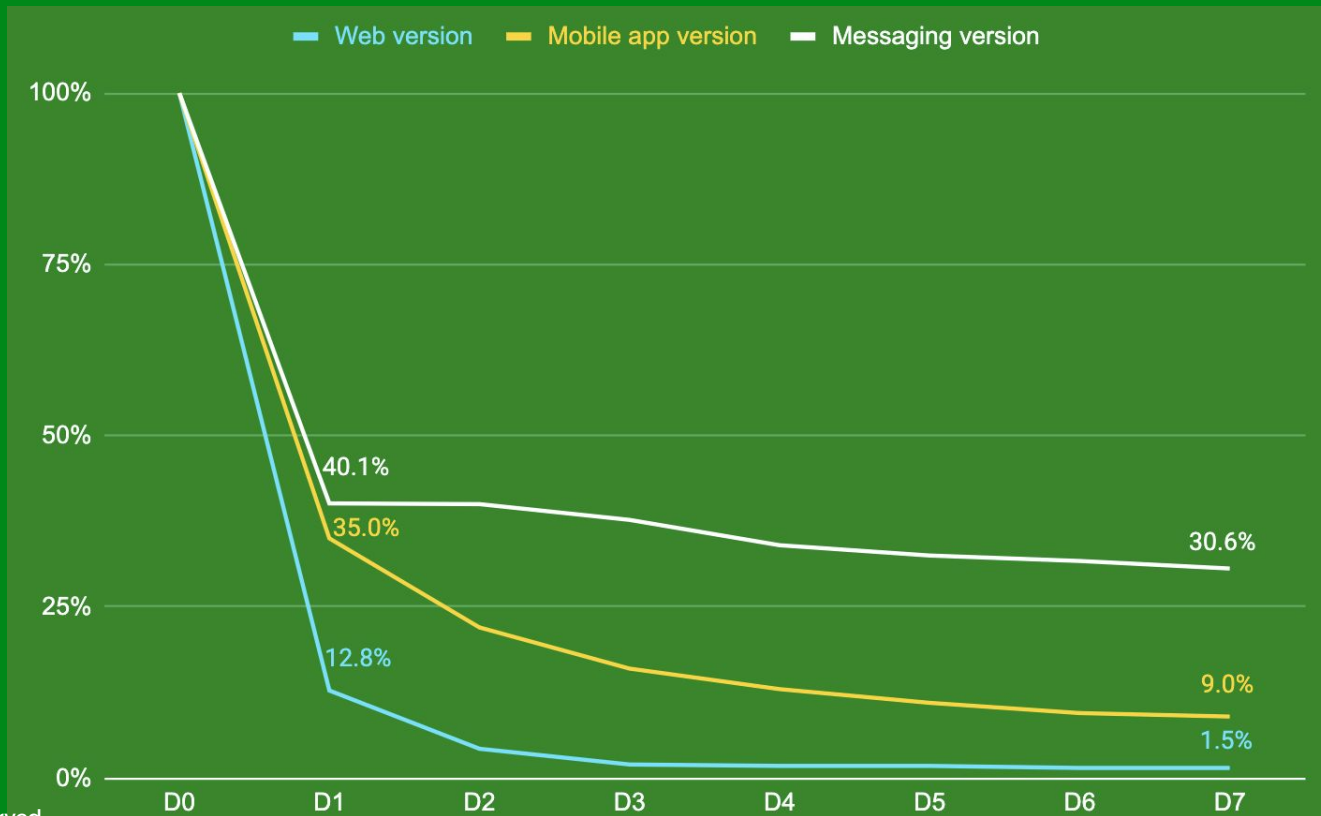
Read receipts

and more



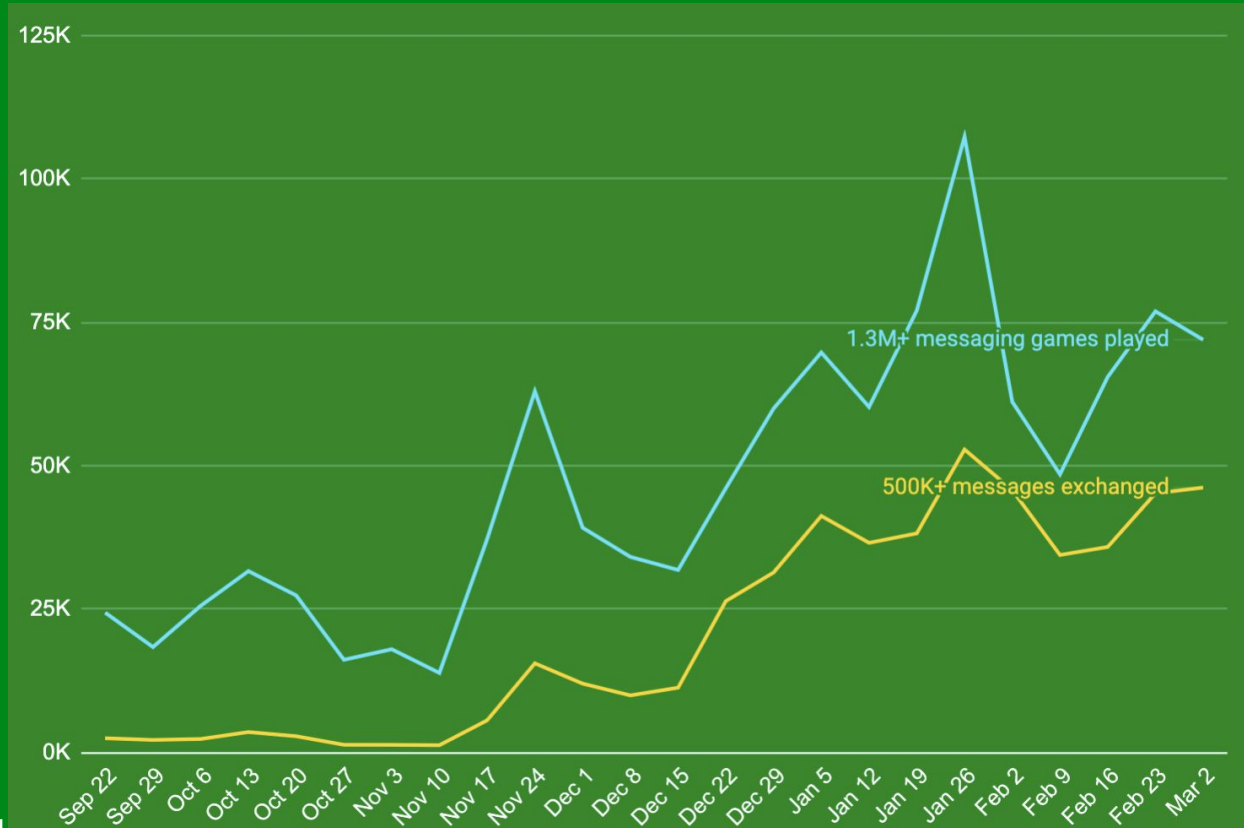
# Messaging reshapes the retention curve

Comparing D1-7 retention for same title as a web, mobile, and messaging game



# 6 months in: growing at 10%+ WoW

500K+ players | 1.3M+ games played | 500K+ messages



# Messaging games are an untapped opportunity

**3-4x**

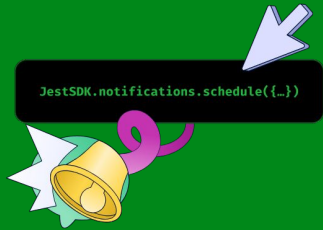
higher retention  
than other platforms

**35-60%**

cheaper UA  
than other platforms



# Why choose Jest for your messaging game?



Built-in messaging  
infrastructure



Zero messaging  
cost



Developers  
keep 90%



# Jest Games Fund

Up to \$1M in growth capital + services per messaging game

 Explore

**\$40K**

 Scale

**\$200K**

 Flagship

**\$1M**

Apply by **April 15** at  
**[about.jest.com/fund](https://about.jest.com/fund)**



# Learn more

- General information: <https://about.jest.com/>
- Fund information: <https://about.jest.com/fund>
- Developer docs: <https://docs.jest.com/>
- Developer console: <https://jest.com/developers>
- Try a messaging game: <https://jest.com/> (only live in the US)
- Reach out: [devs@jest.com](mailto:devs@jest.com)

