



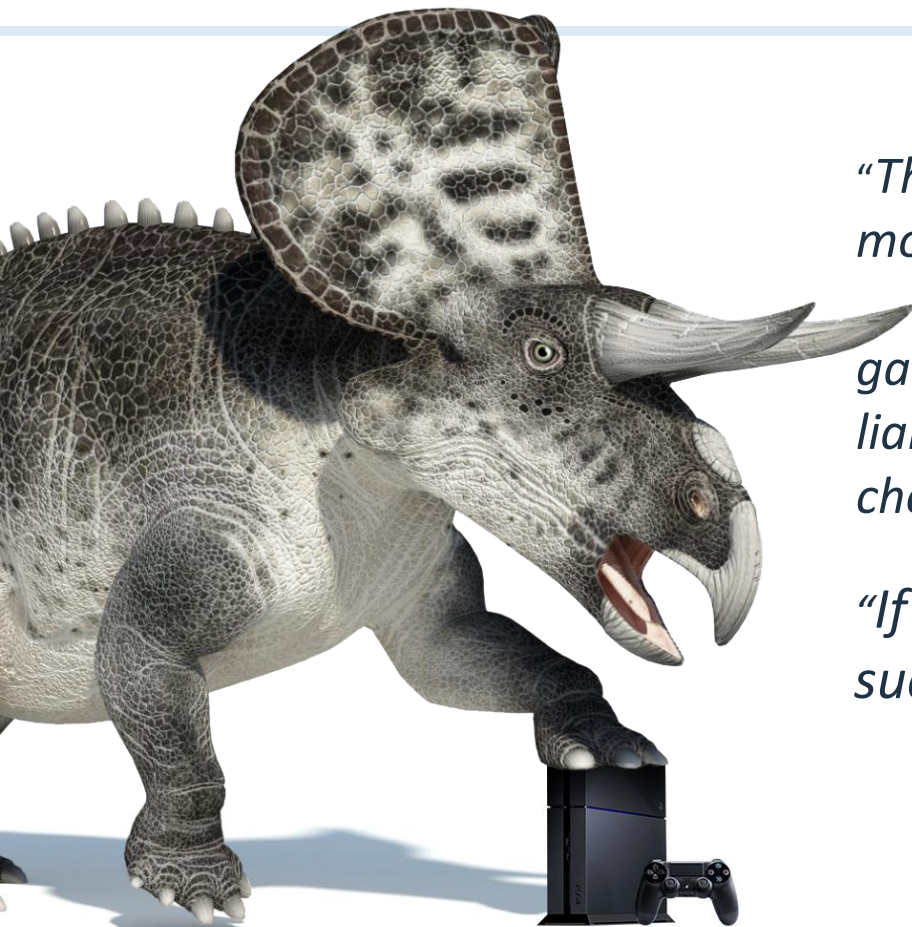
WHY PLAYERS ARE LEAVING YOUR GAME

Chris Wright & Mark Robinson
Co-founders deltaDNA

deltaDNATM
CHANGE THE **GAME**



Brave new world



"The impact of the free to play business model will hit consoles with the force of a meteor strike, and like dinosaurs, many gaming conventions of years past are liable to slump to the ground as the dust chokes them"

"If you know your players you will build successful and profitable games"

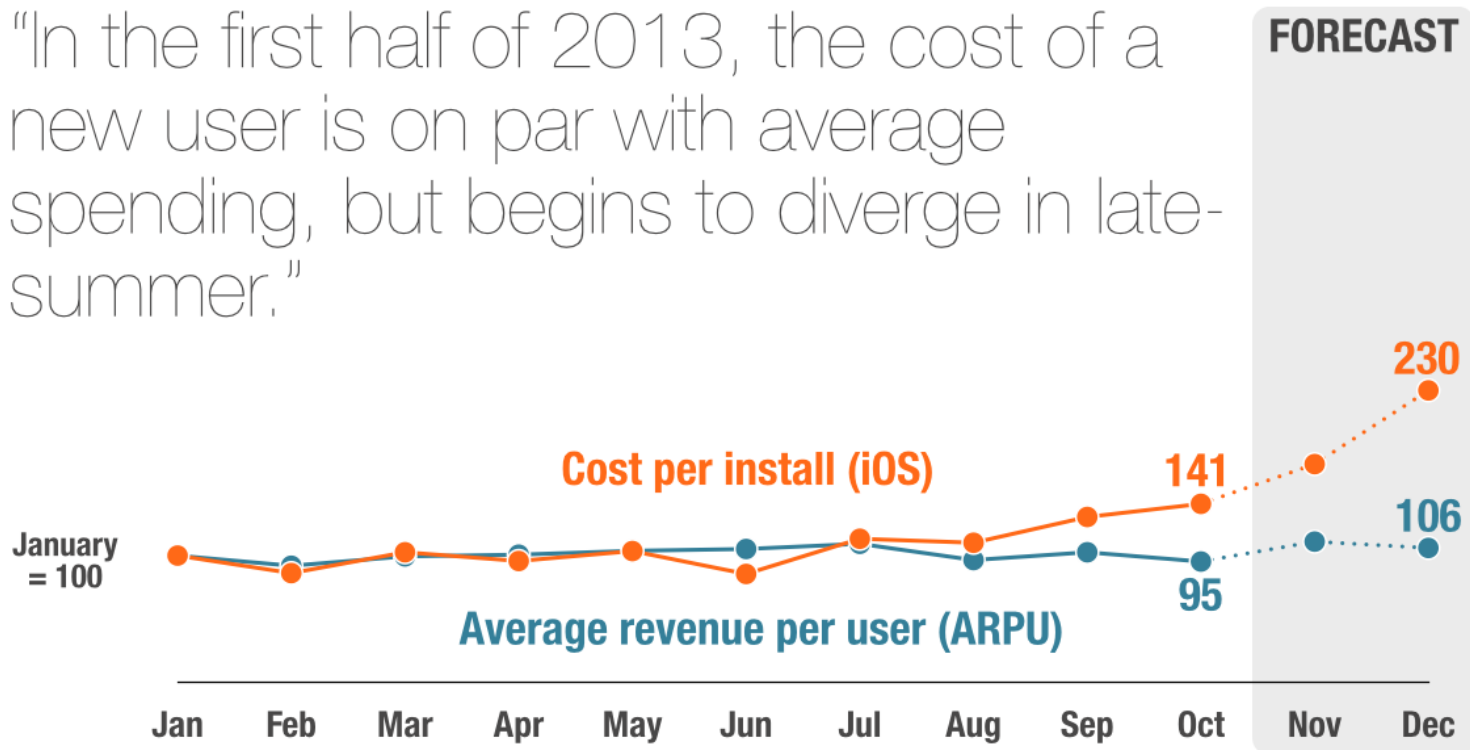
EDGE

CPI vs. LTV



CPI vs. LTV

"In the first half of 2013, the cost of a new user is on par with average spending, but begins to diverge in late-summer."



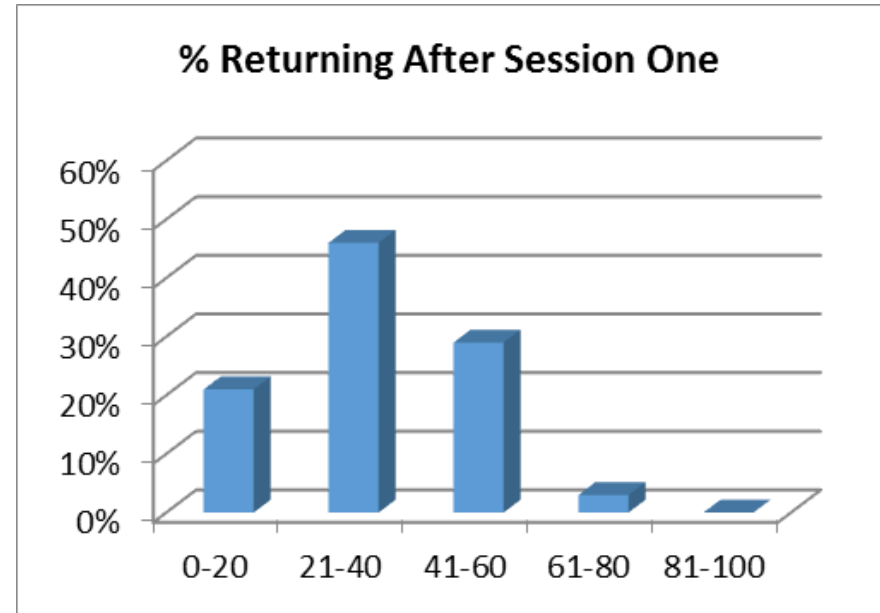
Notes: The month-to-month changes in cost per install (CPI, indexed) for mobile gamers in iOS, and average revenue per user for mobile game category (ARPU, indexed) in the United States. Numbers subject to change. Copyright © 2013 **SuperData Research**. All rights reserved.

Acquisition Landscape

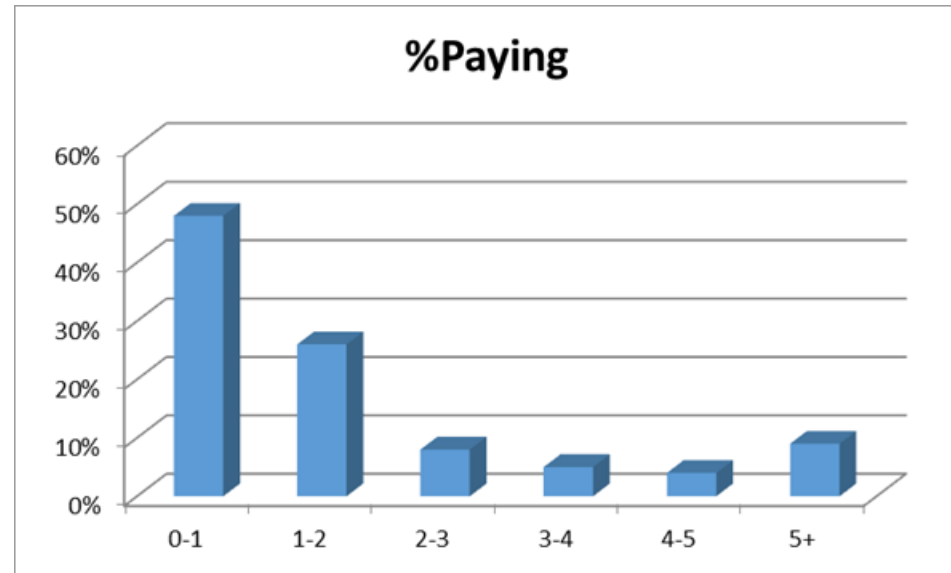


Day One Retention Rates

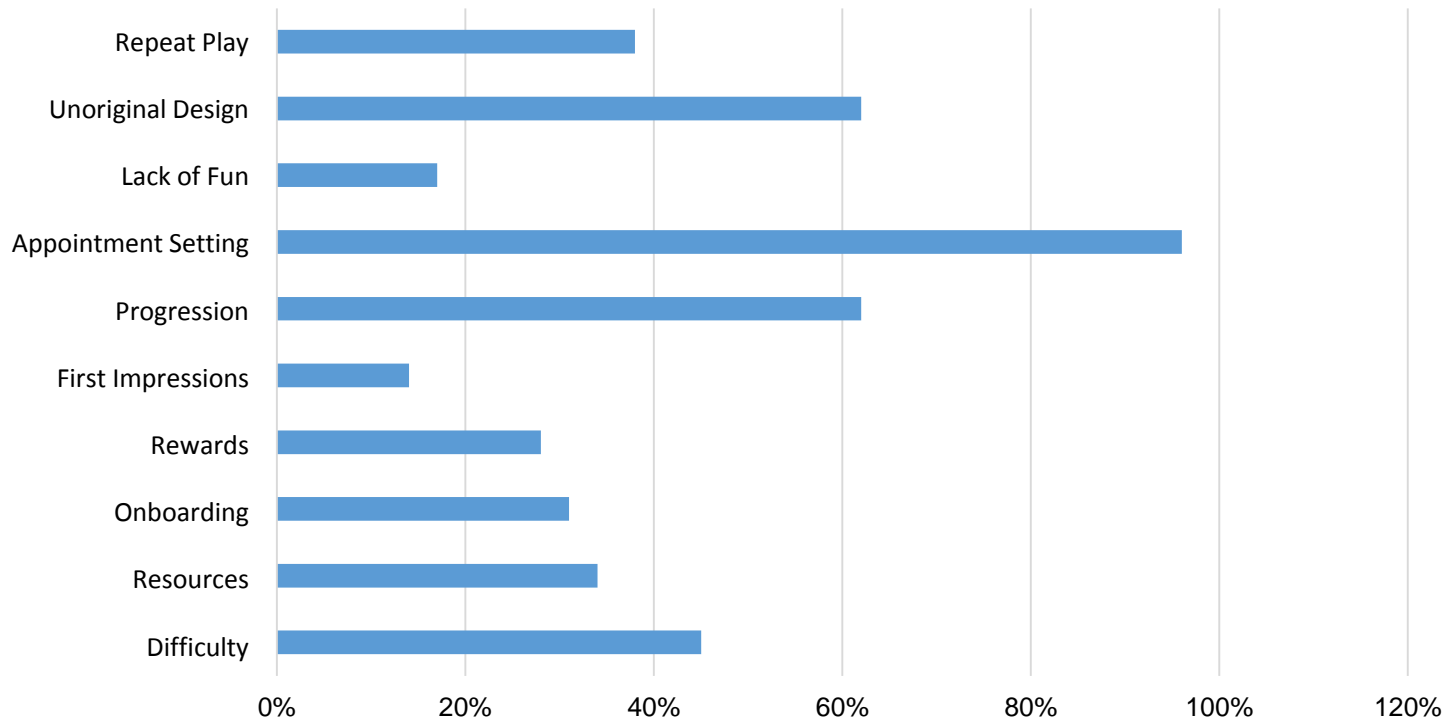
- On average less than 40% of players return to a free-to-play game after just one session
- 44% have 60 – 80% of players not returning after one session



Conversion from Player to Payer

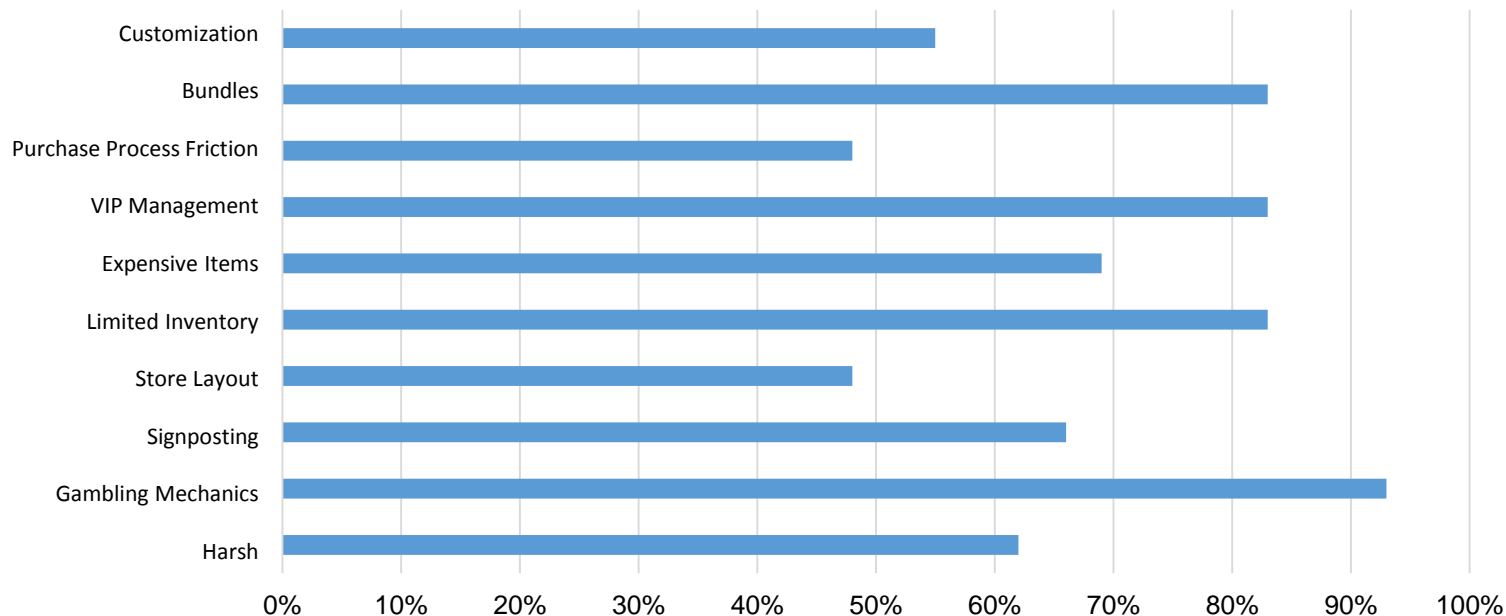


10 Reasons for Poor Retention



Why players don't spend in your game

10 Reasons for Poor Monetization



Game design is changing



Visual progression



Daily return bonuses



Daily quests



On-boarding & signposting

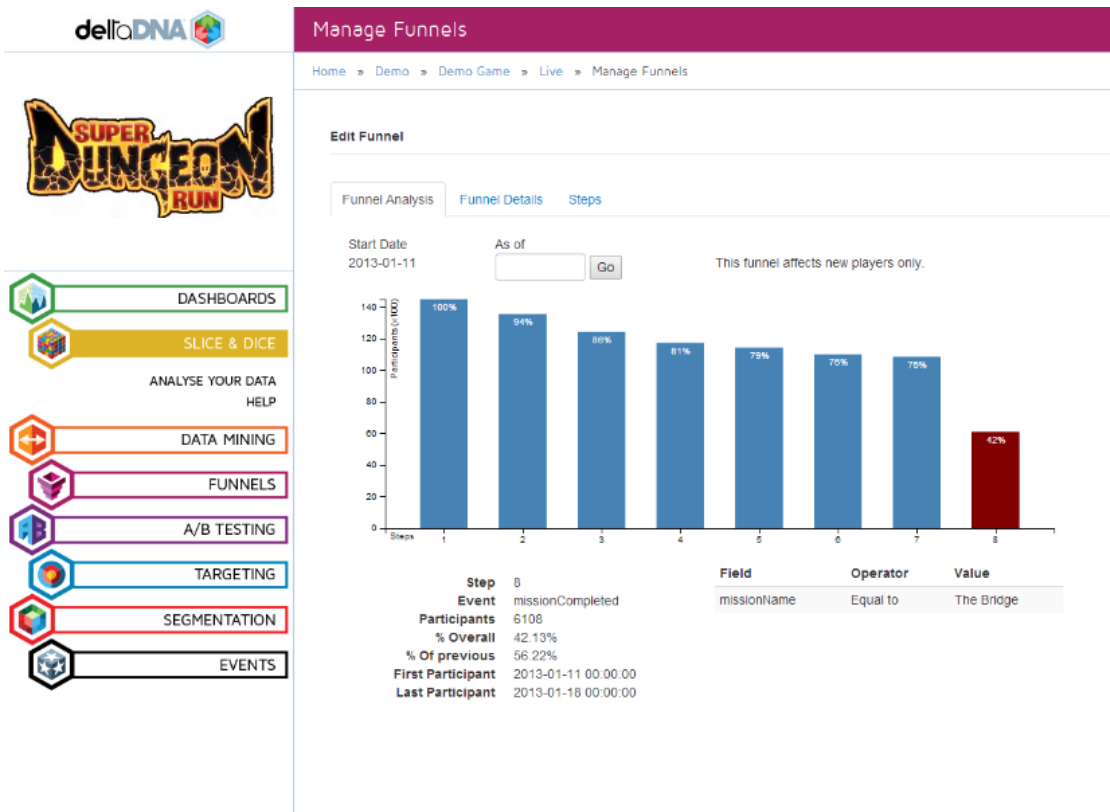


Drive engagement with bundles aimed at novice, intermediate and expert players



Rewards and achievements

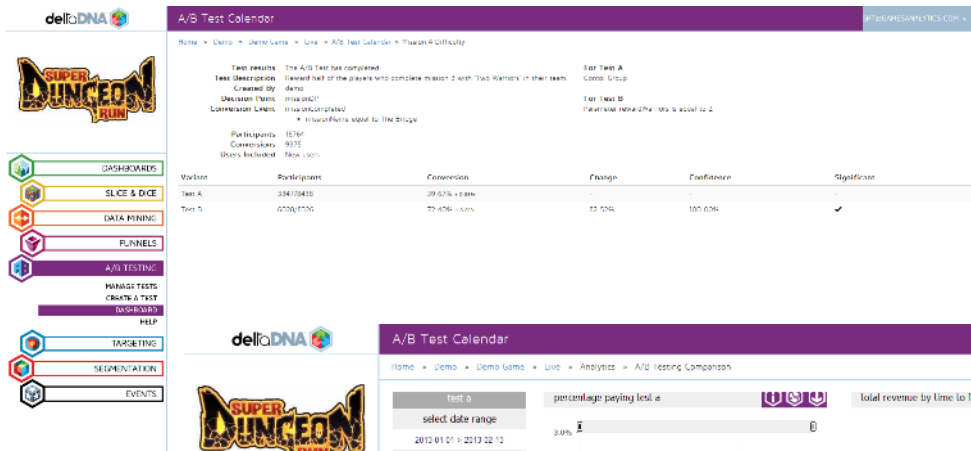
Retention Issue: Game Balancing



Game Type	Casual
Problem	Difficulty levels spike too early
Solution	Smooth progression



Retention Issue: Lack of resources & rewards



Game Type

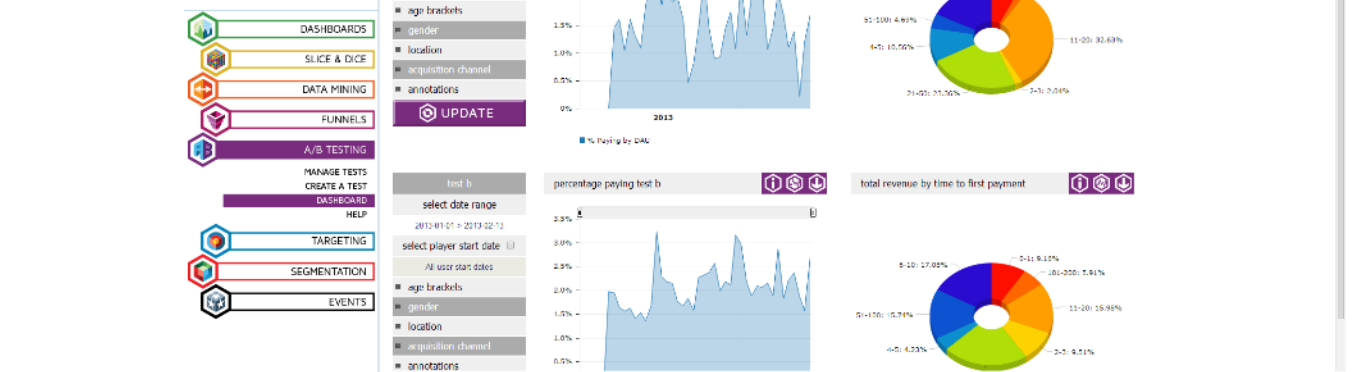
MMORPG

Problem

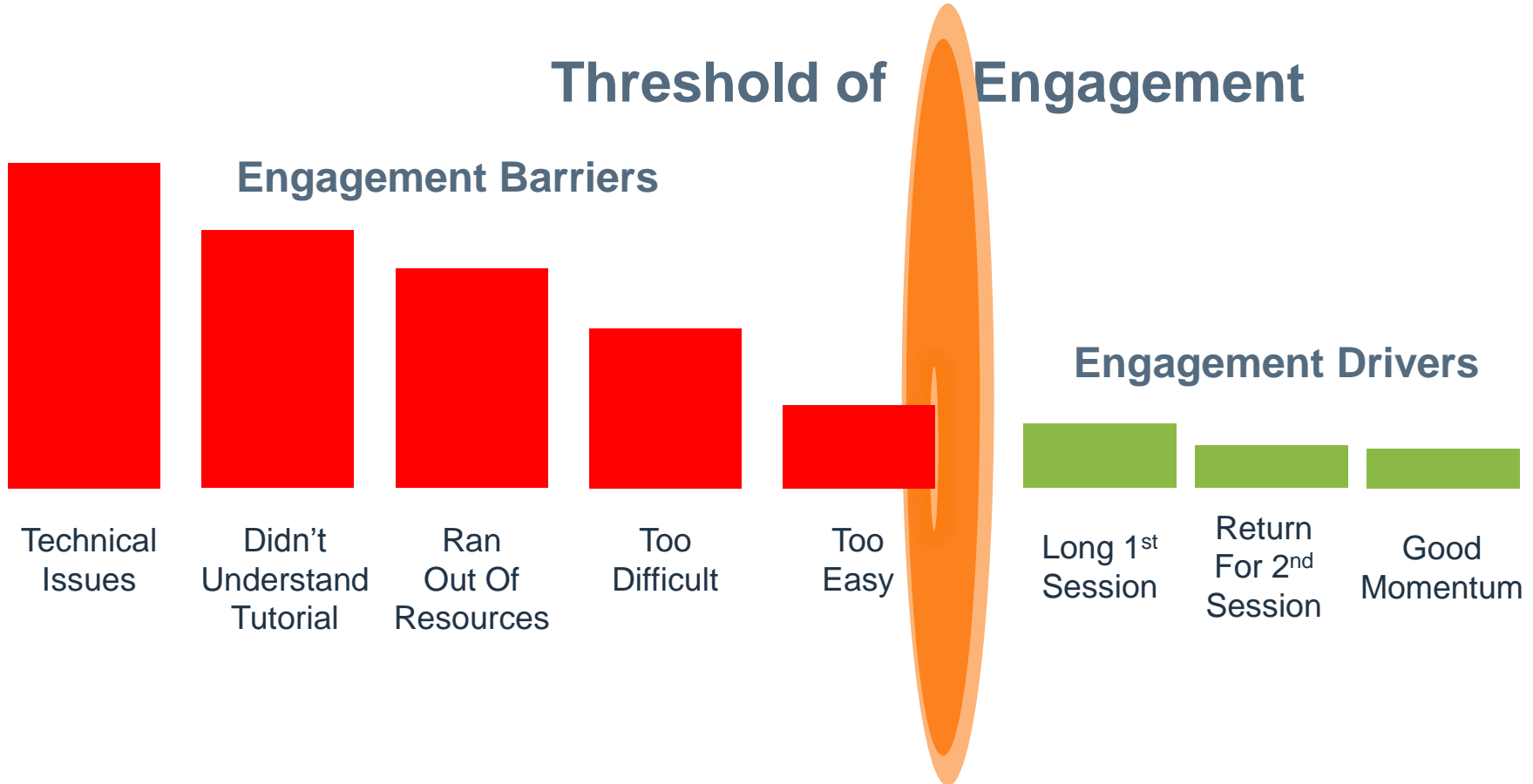
No reward for levelling up or completing tasks

Solution

Reward progress with resources



Threshold of Engagement



Player Relationship Management

amazon.com[®]



citibank



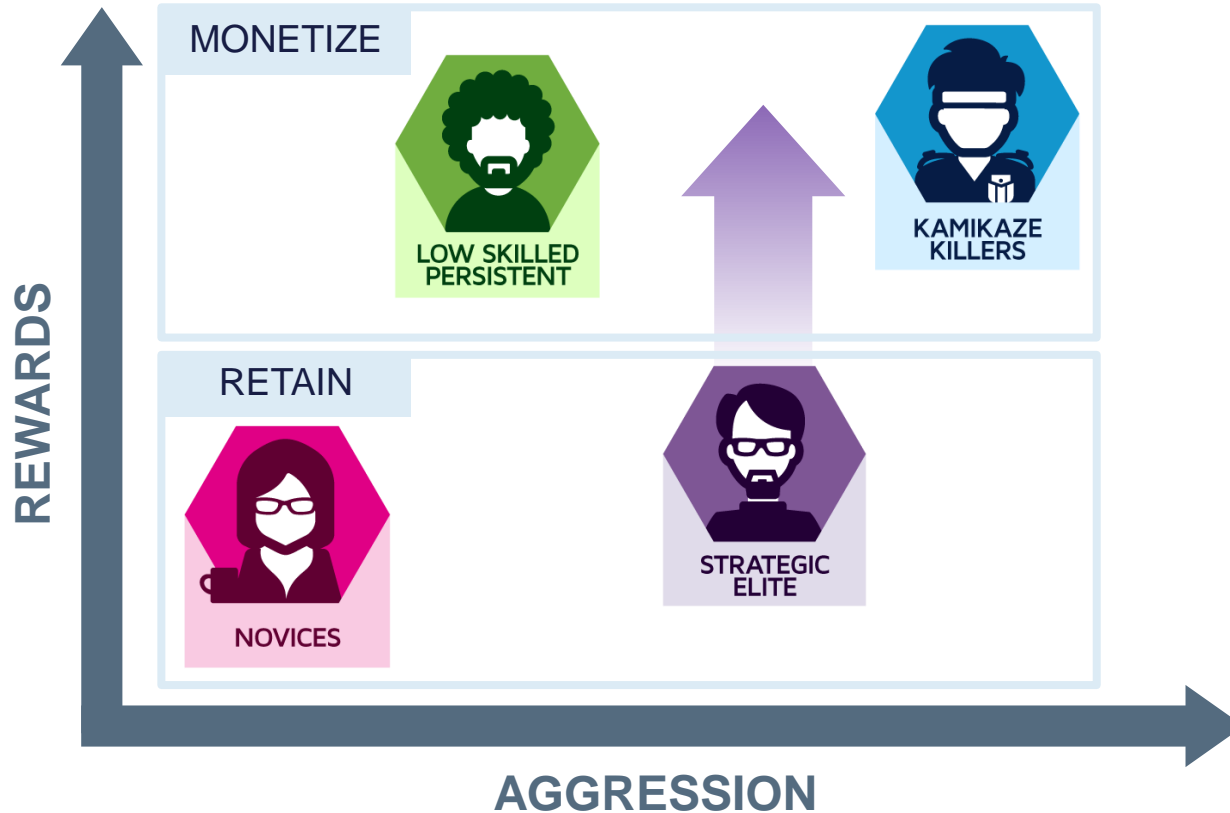
Heavy investment in CRM to create
proactive and intelligent relationships
with CUSTOMERS

Deep-dive data unlocks
understanding of PLAYERS

Key Player Behavior Drivers

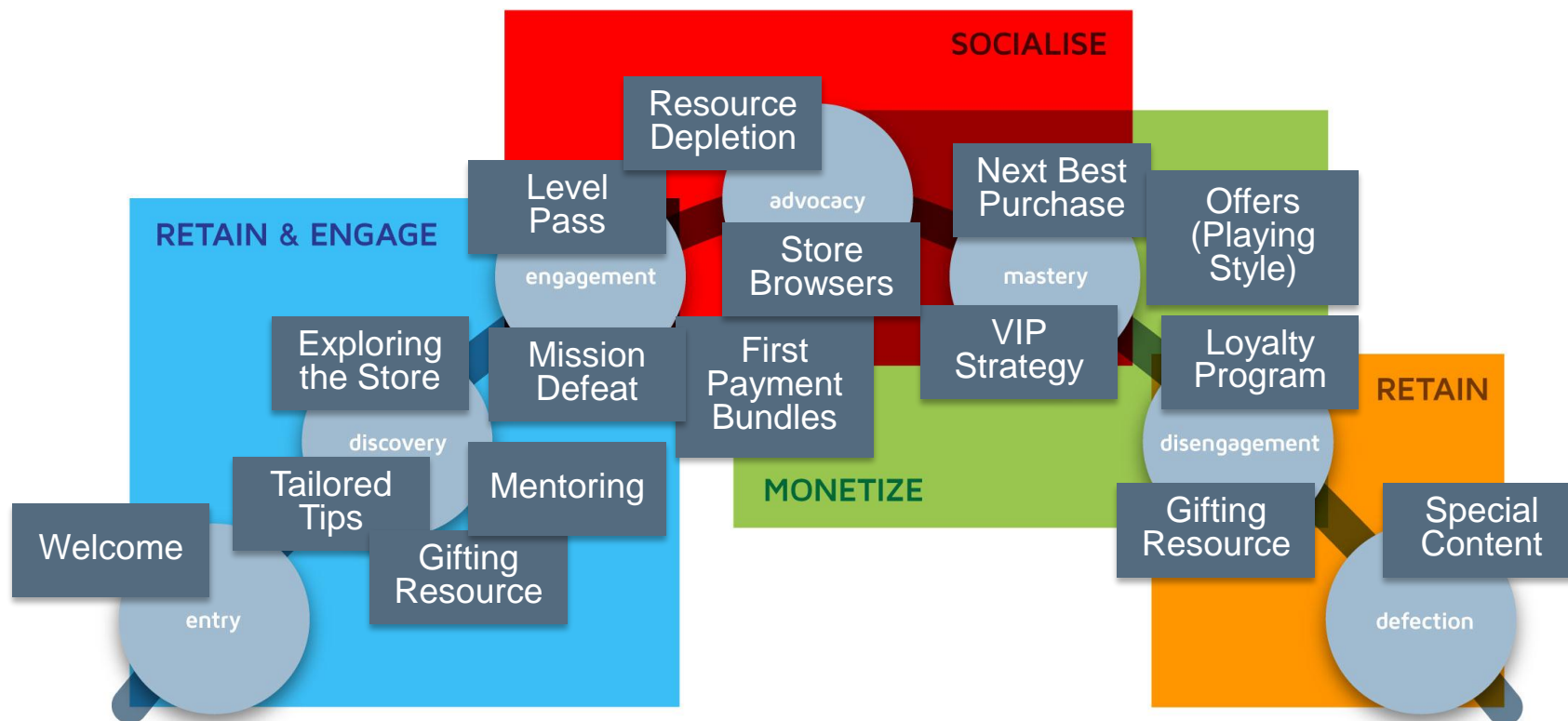


Player Segmentation



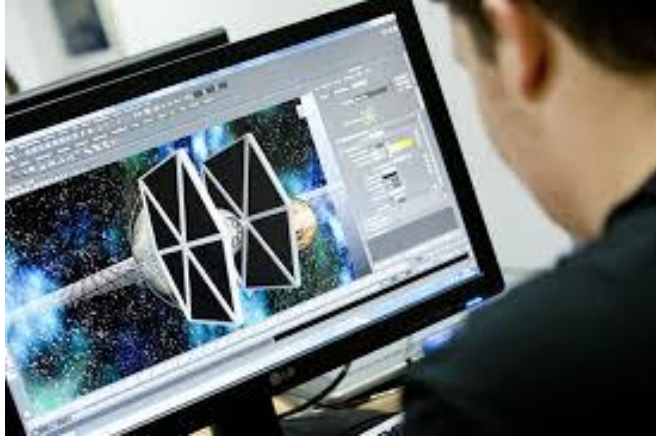
- In this MMO four player types were identified based on key behavioral drivers
- Improve engagement & monetization by increasing rewards targeted at the Strategic Elite

Managing the Player Lifecycle



Player Relationship Management





Real-time personalization to drive player engagement

CASE STUDY

Case Study: Social Casino

- Free coins each day to play at least one game
- Players unlock new features as they level up
- Soft currency (coins) to bet, play mini slots and purchase items
- Hard currency (credits) to customize experience, gift other players

Developer	Playspace
Games	Parchis, Bingo, Slots
Subscribers	7 Million



Case Study: Player Segmentation

Early Payers

Segment	% Players	win_rate	games_started	balance at 1st payment	friends_connected	FB_post_shares	level	avg_payments
Fast Track VIPs	11%	Medium High	Medium High	Medium Low	Medium High	High	Medium High	16
Staying Alive	42%	Low	Medium Low	Medium Low	Medium Low	Low	Medium Low	2
Connected Accelerators	8%	High	Medium Low	High	High	Low	Medium Low	2
Focused Competitors	39%	Medium High	Medium High	Medium Low	Medium	Low	Medium High	9

FAST TRACK VIPS

high momentum, engaged, spenders who are likely to become whales

STAYING ALIVE

low balance, low win rate but persistent players

CONNECTED ACCELERATORS

highly sociable, good win rates but more interested in chat

FOCUSED COMPETITORS

high wins rates and lots of game play, not social.

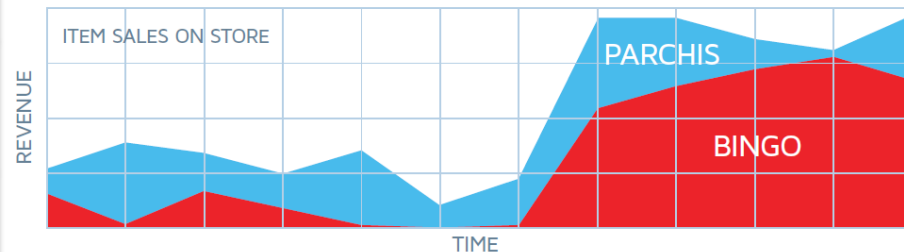
Case Study: Implementation

- Targeted messaging strategy in early gameplay
 - Expanded tutorial for novice players
 - Fast track to higher levels for expert players
 - Hints on good strategy
 - Match against similar skill level
 - Less payment messages
 - Clear progression via tasks
 - Store tab personalized for new players
 - Gift coins when running out (last chance)
 - Focus on achieving a good outcome from first game



Case Study: Results

	Before	After	Variance
Average Purchases	7	34	x5
Maximum Purchases	654	842	x1.3
Average Spent Coins	243	1920	x8
Maximum Spent Coins	19021	419790	x22
Average Spent Credits	19	585	x30
Maximum Spent Credits	1898	33642	x8



CPI vs. LTV





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