Using **Data To Generate USD500+ LTV**

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Overview

▌ **Business Intelligence within the organization:**

Use data from across the enterprise to empower smarter decision making!

- Marketing

- Product Management and Operations (PMO)

- Customer Support & Finance

Marketing is Cohort Analytics

▍ Track each gamer throughout their lifetime
- Which ad did this gamer click on which site?
- Time/date of registration / first session
- Play frequency / session duration
- Charging and Purchasing behavior/cycles

▍ KPI Benchmarks and Goals:
- % Buying (2.5%), Level Progression, Playtime, Retention, ARPPU ($55) and ARPU

Start with the audience

▮ Segment your gamers / create profiles

▮ Identify your audience demographics using web analytics, competitive analysis, and surveys

▮ Creative and Landing Page testing

▮ Conversion Process

Segment Your Gamers

By Maturity
Level Progression, Purchasing Behavior, Playtime

By Source
Organic, SEM, Display Advertising, Social Media

By Geography
USA/Canada, EU, Asia, Latin America, Middle East

Segmentation

❚ Target segments to

- Increase their engagement through relevant messaging
- Enhance gaming experience with tailored events
- Reduce breakaway rate to as low as 20%
- Reduce monthly churn to lower than 40%
- Recommend virtual items
- etc

Creative and Landing Page

▌ **Best Practices in Online Advertising**
- A/B Testing
- Landing Page Optimization

▌ **Beyond CTR and Conversion Rate**
- Retention
- Play Frequency
- ARPU
- ARPPU

Conversion Process

▌BI will identify your weak spots:

- Custom landing pages for certain channels?

- Reg to download or download to reg?

- Why is there a gap between reg and player?

Marketing Conclusion

▌ Effective marketing requires robust reporting

▌ Cohort Analytics empowers media buyers, web UI, creative design, SEM/SEO managers…

▌ Marketing doesn't end at user acquisition. Tracking users by cohort over their lifetime in the game to maximize LTV requires Marketing to work with PMO

▌ Make it easy to use

PMO : Offline Analytics

▌ Reporting to staff and back office users

  - Report player behavior to monitor health of the game

  - Report player behavior to support decisions in
     content management and tuning

  - Support in-game events, promotions and contests

PMO : Offline Analytics

Monetization	Retention	Engagement	Virality
Daily Active Users	Daily Active Users	Daily Active Users	Daily Active Users
Buying User %	Days Since Last Purchase	Days Since Last Purchase	Days Since Last Purchase
ARPU	Concurrent Users	Concurrent Users	Average Session Length
ARPPU	Average Session Length	Average Session Length	Organic New Users
New Buying User %	Breakaway Rate	Frequency Of Buys	Total New Users

PMO : Offline Analytics

Data will show when users are most and least active in the game. Leverage this to design and schedule sales and events, and to schedule downtime and maintenance.

Identify peak times to cast a wide net for promotions and events.

Example: Booster items are used a lot during weekends – Therefore promote such items on Friday.

PMSO : Offline Analytics

Monthly Sales Plan / Retention and LTV

Different gamers are retained at different revenue levels.

The difference between maximizing ARPPU immediately and maximizing retention over the long term in order to achieve a higher LTV.

If you focus on ARPPU without an appreciation that squeezing money out of a gamer can drive them away, you are missing an opportunity to better monetize the gamer over a longer retained period.

PMO : Offline Analytics

▎ How to leverage data to better monetize users: Progression vs. Hours Logged

▎ Classify gamers based on Progression Ratio:

- Faster progression: These gamers might be ambitious, motivated and driven to be the best (sell them enhancements, EXP boosts, faster movement)

- Slower progression: Might need help or could be more interested in socializing(sell them vanity items, roars, gifting)

PMO : Offline Analytics

▌ Retention + Monetizaton = Higher LTV

 - Taylor game content creation (e.g. new features, maps, tweaks to game play) to better retain players, keep them interested.

 - Create desirability of items to better monetize players: We can design and tune items to meet the gamer's aesthetic preferences based on purchasing history.

PMO : Online Analytics

Data is processed to impact the player's real-time experience via game clients, item stores, websites, etc

▌ Examples:

- Item purchase recommendations to buying gamers.
- Customized dynamic game content such as interstitials and pop-ups to personalize the game.
- A/B testing and experimentation engine

Customer Service & Finance

Fraud and Abuse Detection

　- Unusual and suspicious spending

　- Account sharing and account hacking

Removing abusive players from the game improves user experience and helps improve retention.

Payment Systems

QA unusually low spending on whether the gateway is down. This removes obstacles to players spending money and improving LTV.

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