

Moving a Games Company from Gut Feeling to Metrics

Lars Janssen

Director of Game Analysis & Monetization
Travian Games GmbH



Most of you moved into a new role once already.
Can a whole organization do that as well?

First things first...some facts on Travian Games:

Based in **Munich**, Germany

7 games at the moment (more coming soon)

More than **130m** registered users

Publishing in more than **50** countries (over **40** languages)

Over **230** employees

Billions of datasets generated every single day

...and responsible for more than **0.01%** of the beer consumption at this year's Oktoberfest in Munich

STEP 1:

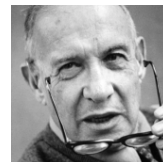
Decide for change



We were flying blind. And yet successful.

So why metrics? And why now?

“What’s measured improves.”



Peter Ferdinand Drucker
1909-2005

STEP 2:

Pick your destination

What did we want to achieve?



Reduce guesswork!

There was plenty of data. We had to choose.

Player activity

Revenue metrics

Ad channels and partners

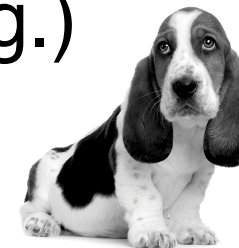
Support efforts

Costs

Premium features

Everyone and his dog wanted access to the data.

Nearly everyone was supposed to get it.
(Except for the dog.)



STEP 3:

Get help or
do it on your own

In-house know-how is great.
Reinventing the wheel isn't.

STEP 4:

Clear out your stuff

Sometimes you need to make a cut.
Even though it hurts.

STEP 5:

Pack the boxes

Good preparation is half the battle.
So they say...

Organizational Challenges

Create **transparency**

Overcome people's **fear** of change

Let the departments **participate**

Pace ourselves

Introduce new structures where **helpful**

Technical Challenges

Migrate data as **precisely** as possible

Allow for (at least) **daily** data imports

Process and prepare **historical** data

STEP 6:

Get the thing going

No matter how good you are prepared,
you'll always forget something.

So, you can as well get going and fix it later.

STEP 7:

Settle in

The Pareto principle sounds familiar?

20% of the metrics were sufficient
to get (at least) 80% of the insights we needed.

Tutorial Conversion

ARPPU

MAUs

MUPs

Stickiness

CLV

Revenue

PCR



Churn

ARPU

DAUs

Say hello to change.

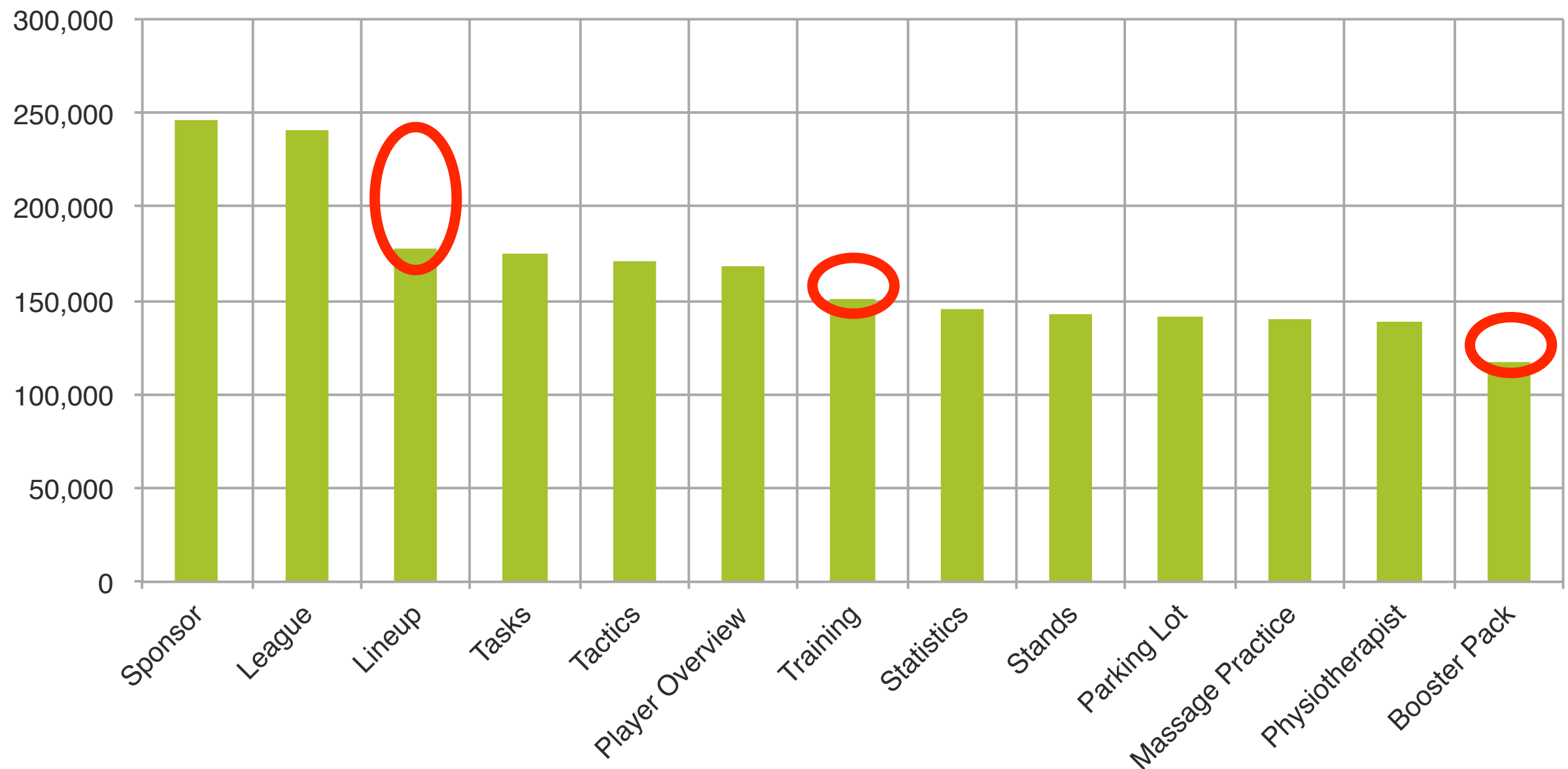
But don't overdo it.

STEP 8:

Be productive

Time to promote your gut feeling.
Or prove it wrong.

goalunited Tutorial Funnel



Get everyone on the same page.

*“You are the embodiment of the information
you choose to accept and act upon.”*



Adlin Sinclair

British businessman and humanitarian

STEP 9:

Don't you ever rest

Are we there yet?

I'm glad that's not the case.

Questions?

Feel free to get in touch:

l.janssen@traviangames.com