"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"

EDGE

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

Games analytics

www.gamesanalytics.com

PlayerRelationship**Management**

amazon.com®

TESCO

HSBC

The new doctrine in games is PRM

needing help ?

sporadic interest

losing momentum Zz

confident completer

social influencer

borderline incompetent D

early enthusiast !

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

Big Data gives developers total understanding of PLAYERS

games analytics

www.gamesanalytics.com
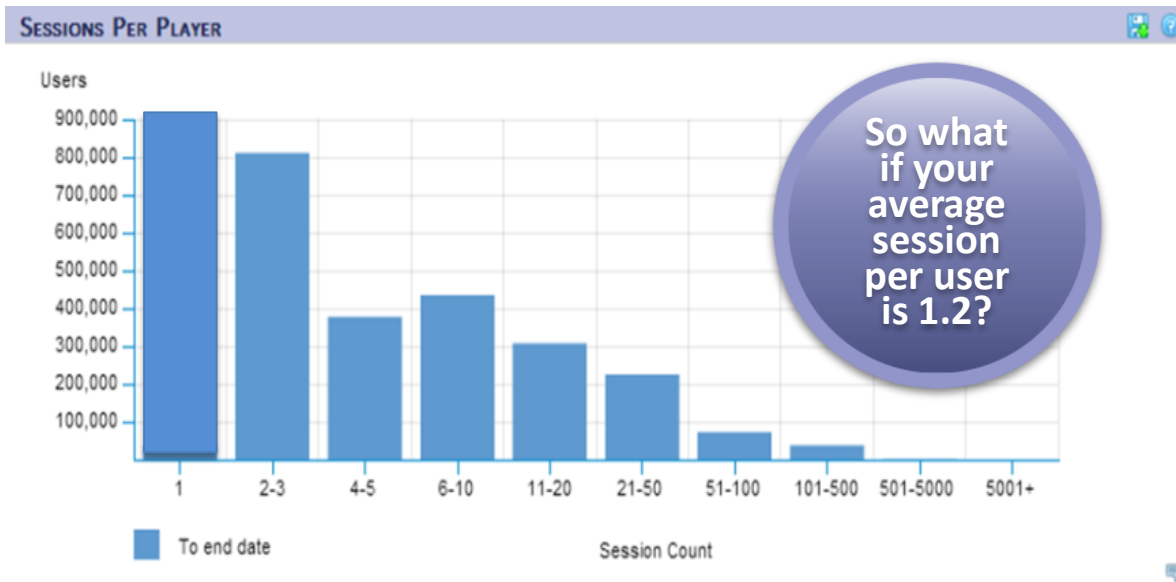
Good Vs Bad Analytics

1. At the same speed as the business
2. Actionable
3. Planned in design phase
4. Accurate – use cohorts
5. Tells you something you didn't know or brings tacit knowledge into clear view
6. Is part of the culture of the organisation

1. Environment too slow to deliver 'train of thought analysis
2. Bolted on at the end
3. Lots and lots of @*!* charts
4. Broad not specific
5. So what?
6. Along the corridor and up the stairs…

games analytics

GameMetricsAreOK

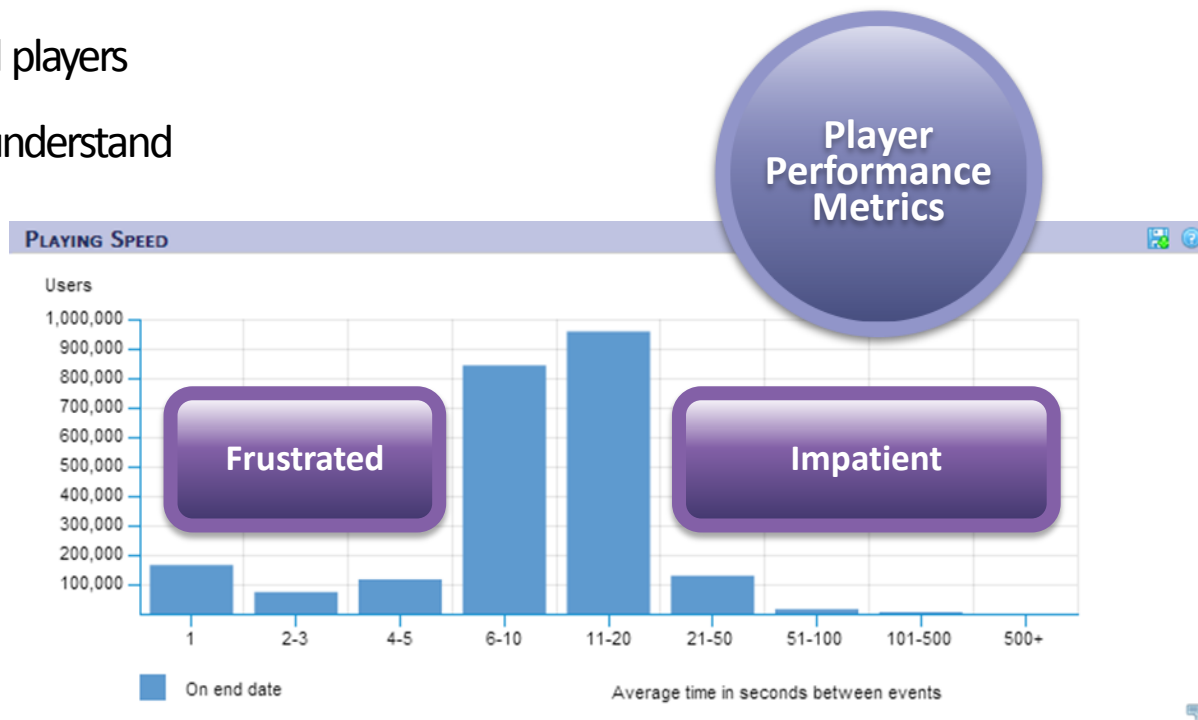- Game performance metrics don't help you understand players
- Analytics need to be actionable

SESSIONS PER PLAYER

Users

So what if your average session per user is 1.2?

Session Count

To end date

games analytics

www.gamesanalytics.com
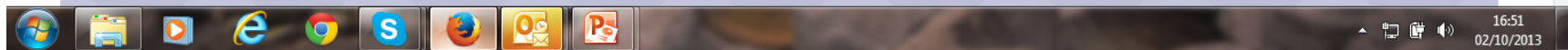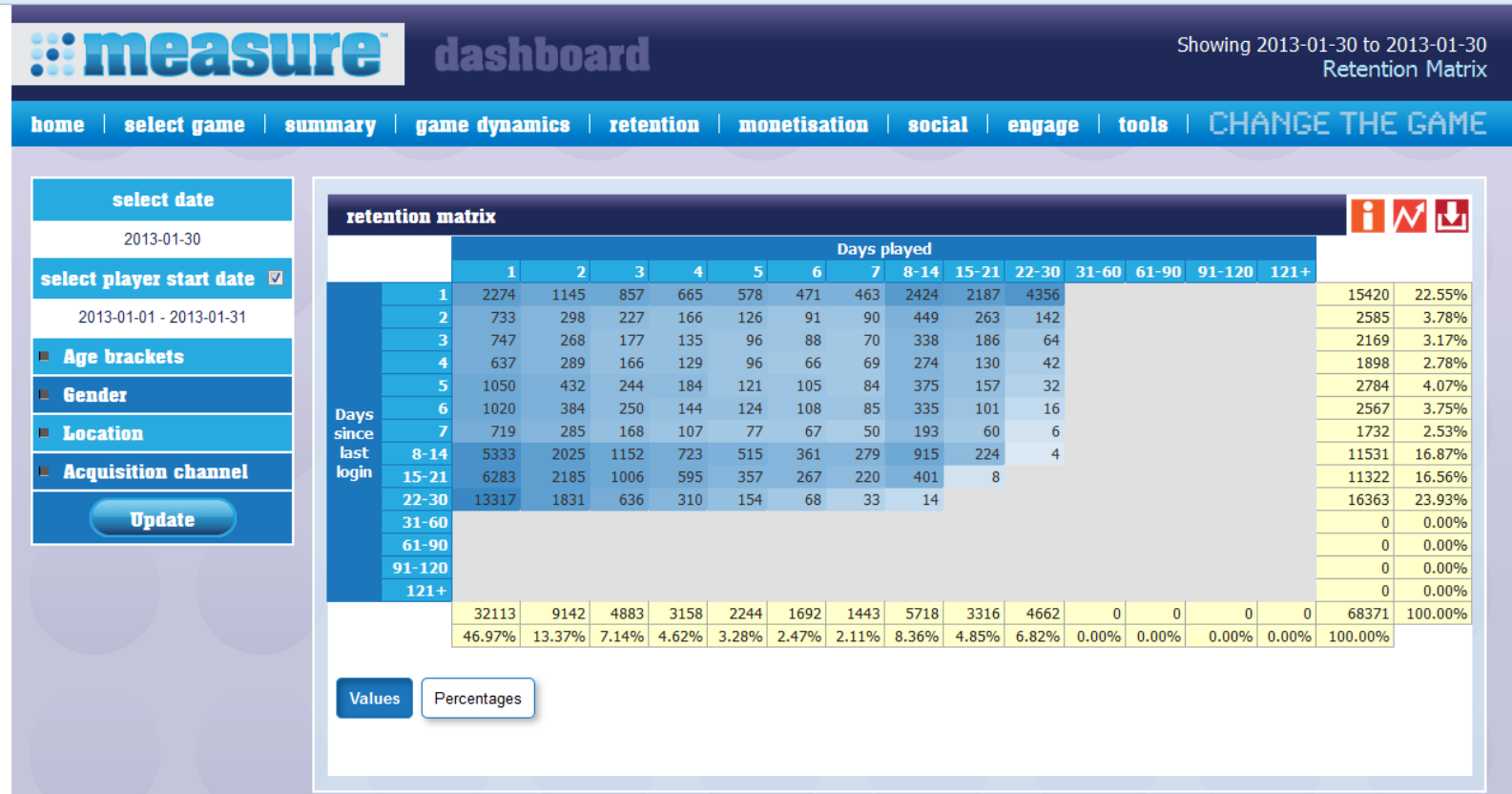
PlayerMetricsAreBetter

- The opportunity is to understand players
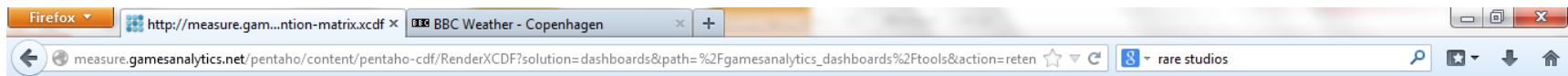
- From analysing first session can understand

  - How long do they play?

  - Are they coming back?

  - What was their experience?

  - Is the tutorial working?

  - What was their exit event?

Player Performance Metrics

PLAYING SPEED

Frustrated

Impatient

Users

On end date

Average time in seconds between events

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Here's One…Rule Based

measure dashboard

Showing 2013-01-30 to 2013-01-30
Retention Matrix

home | select game | summary | game dynamics | retention | monetisation | social | engage | tools | CHANGE THE GAME

select date

2013-01-30

select player start date ☑

2013-01-01 - 2013-01-31

- Age brackets
- Gender
- Location
- Acquisition channel

Update

retention matrix

Days since last login		Days played															
		1	2	3	4	5	6	7	8-14	15-21	22-30	31-60	61-90	91-120	121+		
1		2274	1145	857	665	578	471	463	2424	2187	4356					15420	22.55%
2		733	298	227	166	126	91	90	449	263	142					2585	3.78%
3		747	268	177	135	96	88	70	338	186	64					2169	3.17%
4		637	289	166	129	96	66	69	274	130	42					1898	2.78%
5		1050	432	244	184	121	105	84	375	157	32					2784	4.07%
6		1020	384	250	144	124	108	85	335	101	16					2567	3.75%
7		719	285	168	107	77	67	50	193	60	6					1732	2.53%
8-14		5333	2025	1152	723	515	361	279	915	224	4					11531	16.87%
15-21		6283	2185	1006	595	357	267	220	401	8						11322	16.56%
22-30		13317	1831	636	310	154	68	33	14							16363	23.93%
31-60																0	0.00%
61-90																0	0.00%
91-120																0	0.00%
121+																0	0.00%
		32113	9142	4883	3158	2244	1692	1443	5718	3316	4662	0	0	0	0	68371	100.00%
		46.97%	13.37%	7.14%	4.62%	3.28%	2.47%	2.11%	8.36%	4.85%	6.82%	0.00%	0.00%	0.00%	0.00%	100.00%	

Values | Percentages

Value of understanding Player Potential

Behaviours of players impact their potential to engage and monetise

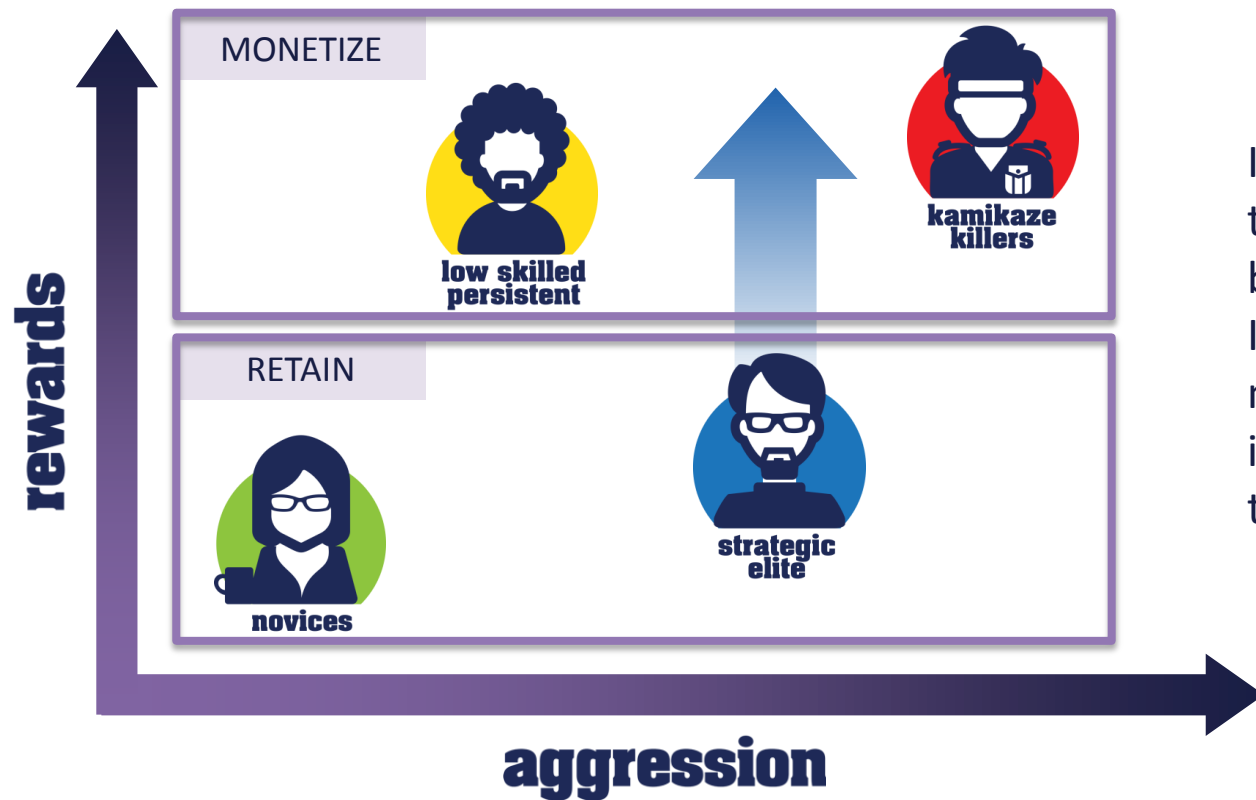Understanding your player segments is the first step to developing targeted gaming experiences

www.gamesanalytics.com

There are key drivers which describe a player's playing style

competency
momentum
competitiveness
resource usage
collaboration
reward outcomes
purchase decisions

games analytics

Identifying design imbalances by player types

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

www.gamesanalytics.com

Analytics helps develop Player Relationship Management strategies

	strategic elite	**kamikaze killers**	**low skilled persistent**	**novices**
Behaviour	Experts, high survival rate but lapsing	Very aggressive and engaged but not monetizing	Getting killed a lot but staying engaged	Nursery Experience
Findings	Very under-rewarded for their playing style	Spending lots of time out of the game healing	Not very competent but enthusiastic players	Novice players at risk of quick defection
Strategy	Retention	Monetisation	Subtle monetization	Engagement
Action	Change rewards system	Monetize with boosters when healing	Hints & tips to improve skill level and weapon selection	Match against other novices – improve chances of early success
Outcomes	Increase in engagement	Increase in monetization	Increase in monetization	Increase in engagement

Slot Machine Players

bottom feeders

Happy to play for fun

Zoning out of a hectic life momentarily

in the clouds

Focused on levelling up as quickly as possible

Completers

Motivated by ranking

rollercoasters

Like betting big

Enjoy the thrill of winning

And the risk of losing

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Poker Segmentation

	Aggression	Playing Style	Average Bet Value	Win Rate
beginner	Passive	Loose	Low	Low
solid	Medium	Tight	Medium-High	Medium
fish	Aggressive	Medium	Medium	Low
shark	Aggressive	Loose	High	High
rock	Passive	Tight	Medium	Medium-High
maniac	Super Aggressive	Loose	High	Medium-Low

Segmentation allows you to dig into the player traits and predict behaviours.

Fish will run out of chips and need top ups.

Maniacs will burn through chips and be responsive to big bet offers.

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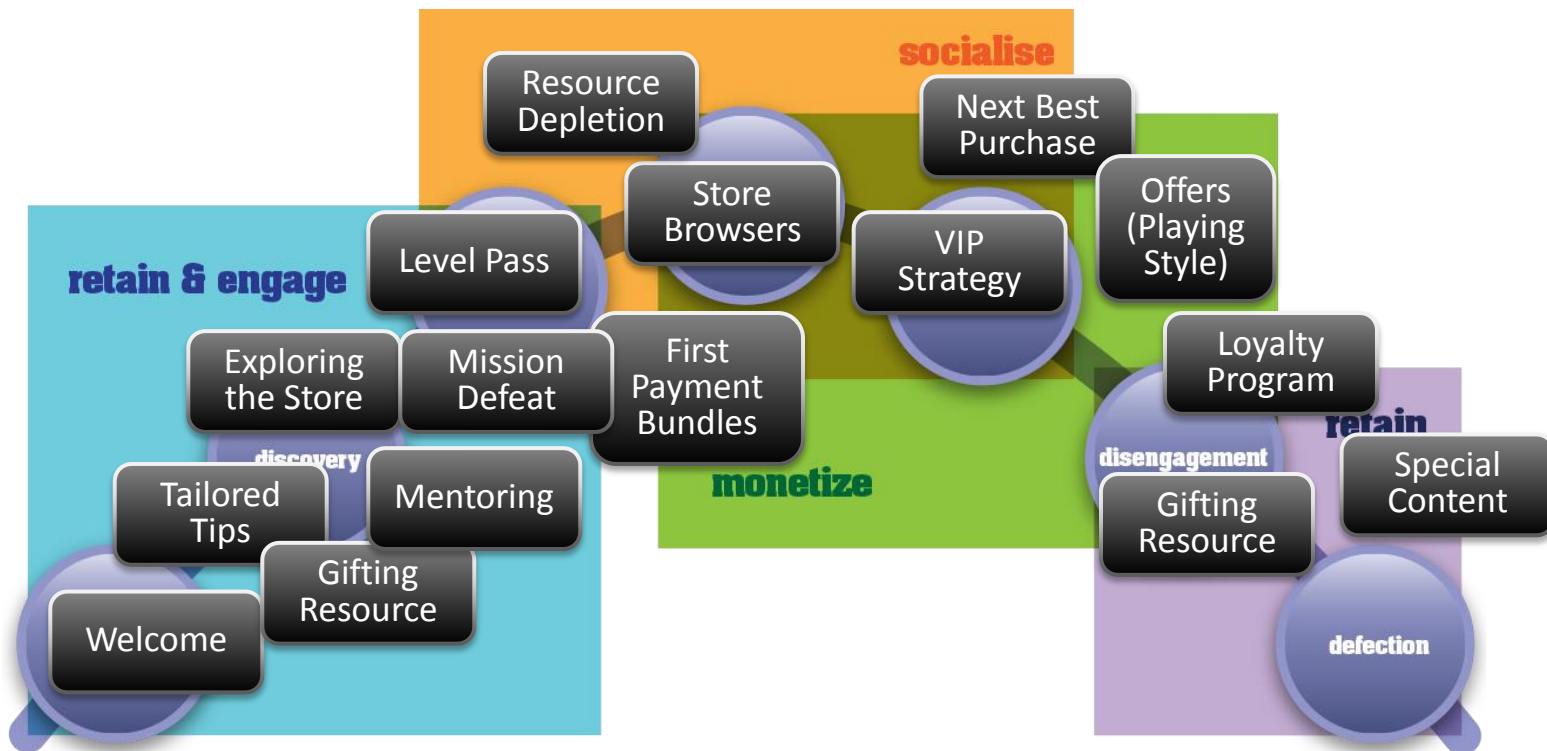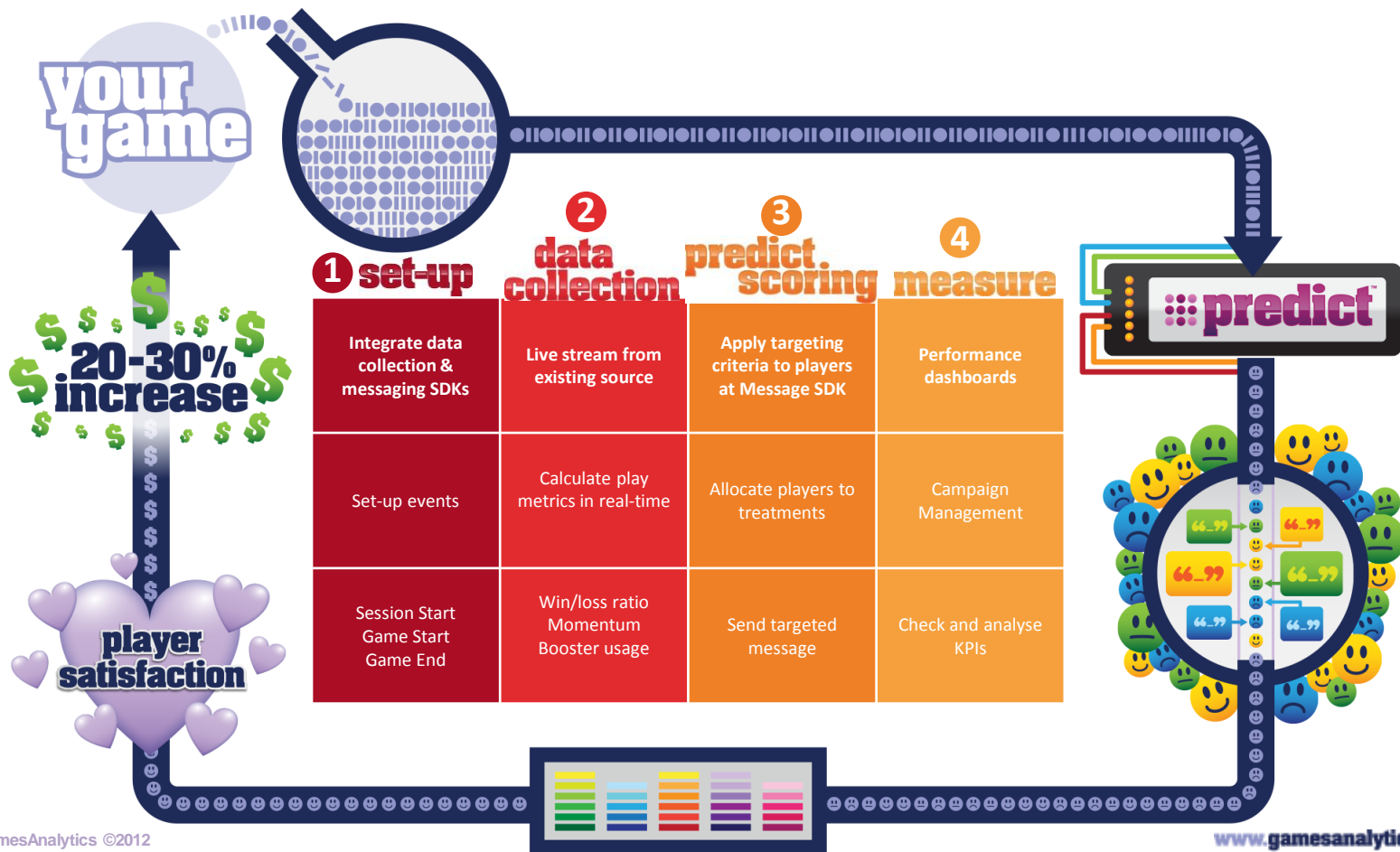
Your players are trying to tell you about their experiences

Are we listening?

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www.gamesanalytics.com

mark.robinson@gamesanalytics.com
www.gamesanalytics.com
@gamesanalytics

CHANGE THE GAME

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