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Social Impact in Design and Acquisition

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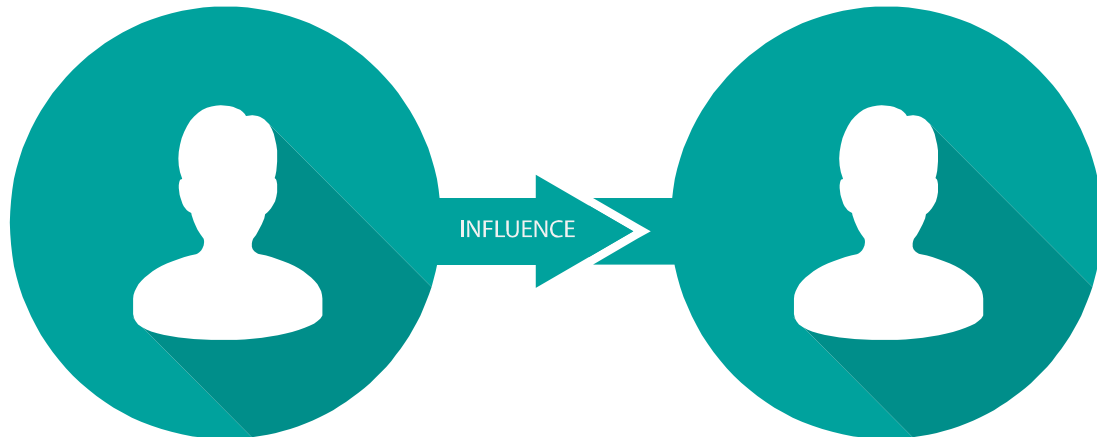


Talk Overview

- The fundamentals of social measurement
- Validating the metric
- Differences by game type/mechanics
- Adjustments by platform
- Adjustments by country
- Adjustments by acquisition source and campaign



How do you measure the impact of players on each other?

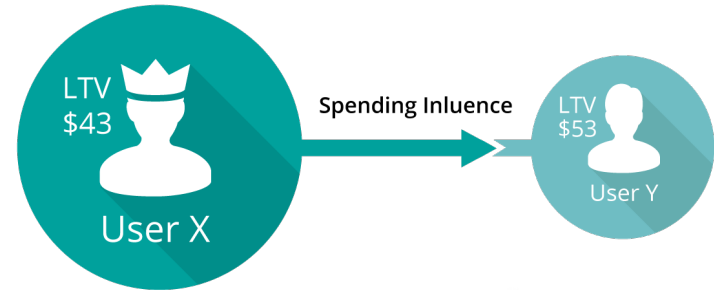




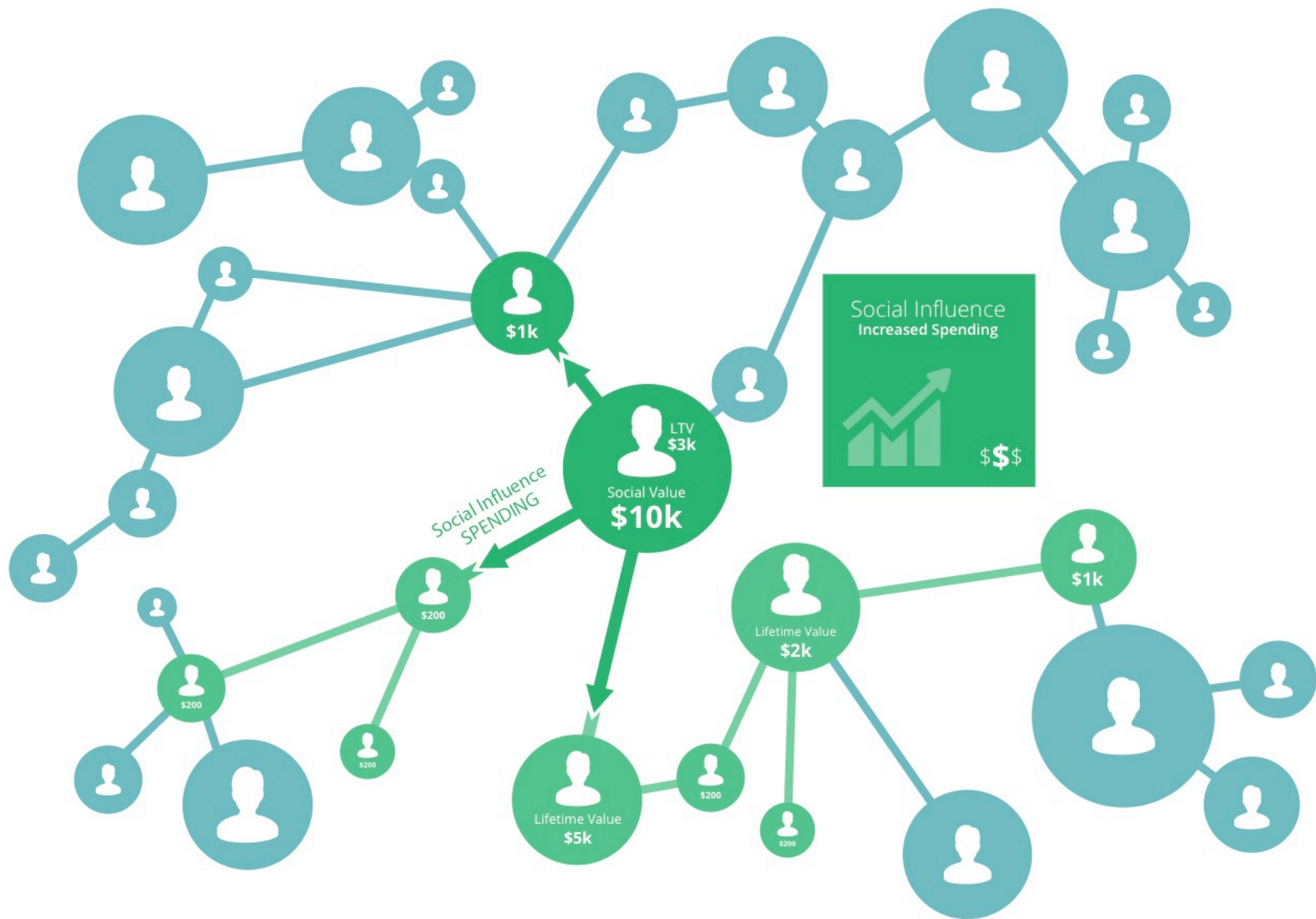
What is Social Value?

- The extra behavior created by someone across their social graph
- Spending, time or sessions
- Social Value vs. Asocial LTV
- Add the two: true total value
- $\$43 + \$53 = \$96$ (Opportunity Cost)

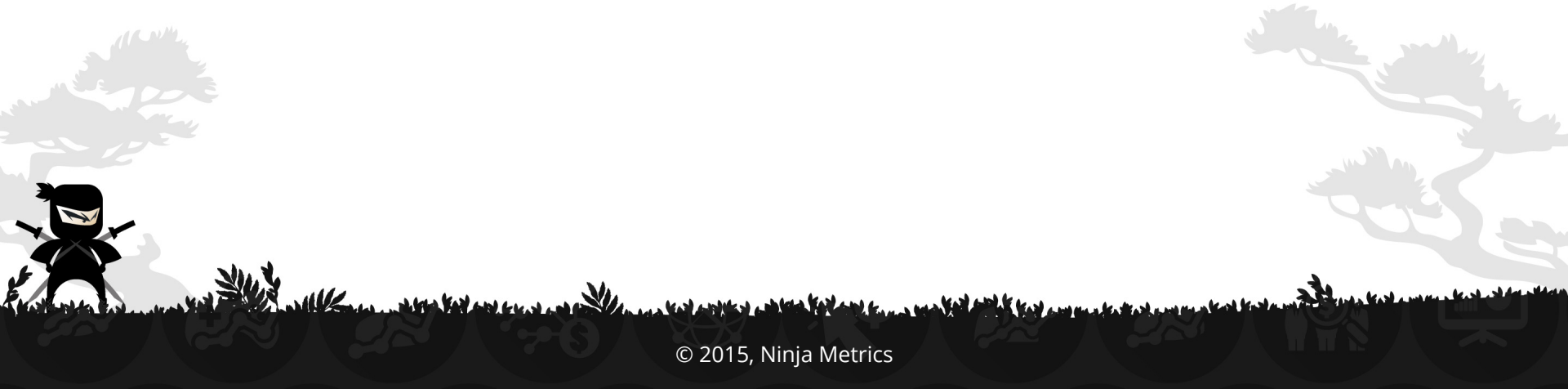
Socially Influenced Spending

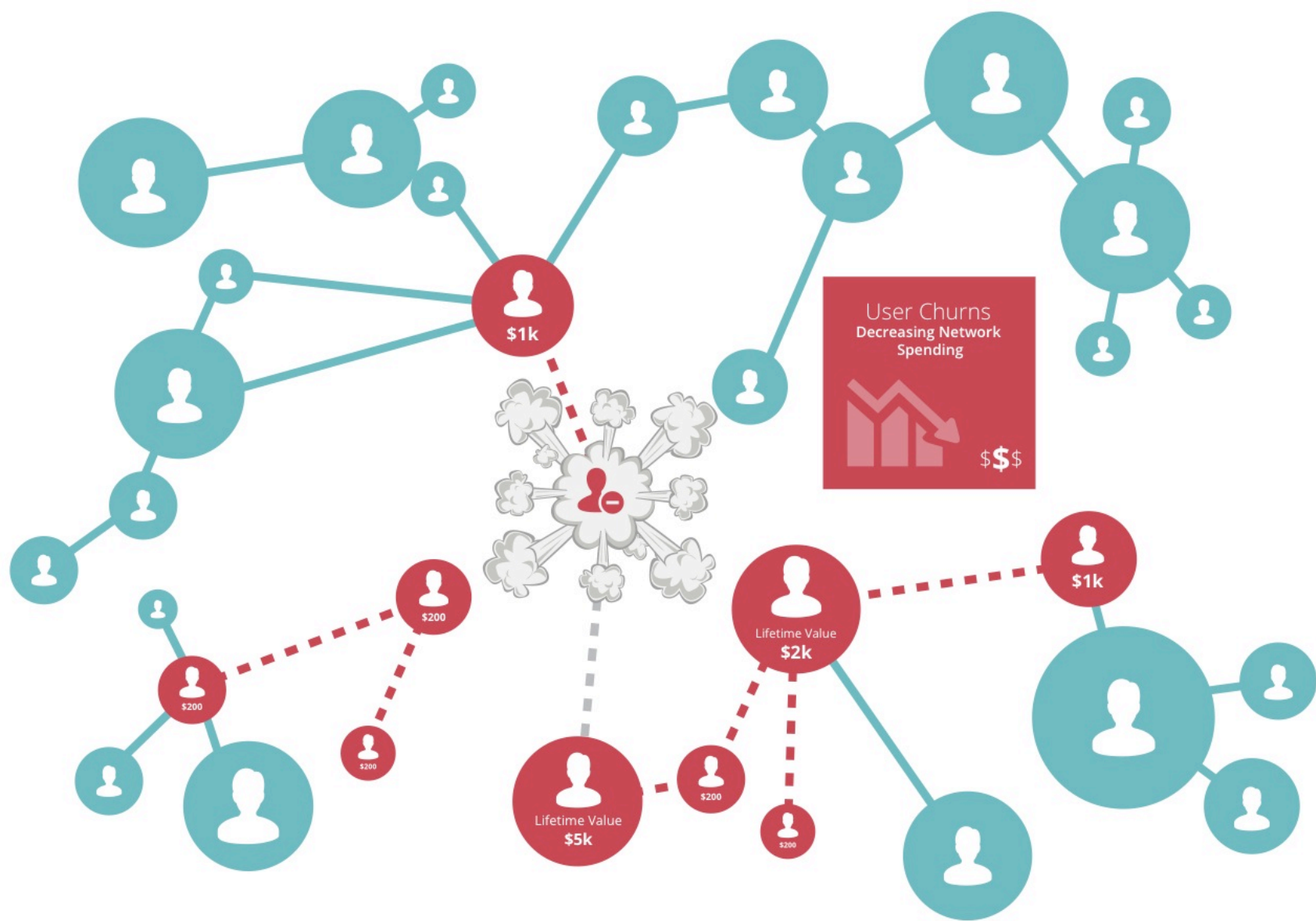


Lifetime Value	Social Value™	True Total Value
\$43	\$53	\$96



Why Do We Care?







Special case: Negative SV

- Negative Social Value vs. LTV
- 5-10% of players
- 2% Super-bad apples

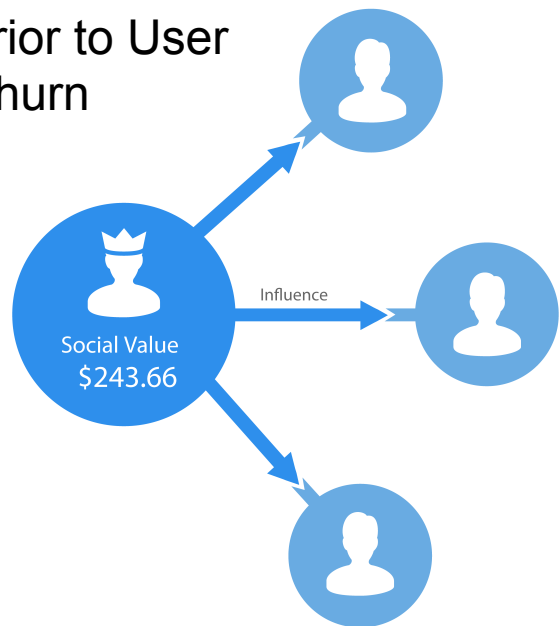
Examples:

- -\$25 S.V. & \$50 LTV: Net +\$25
- -\$25 S.V. and \$10 LTV: Net -\$15
- Troll Pool

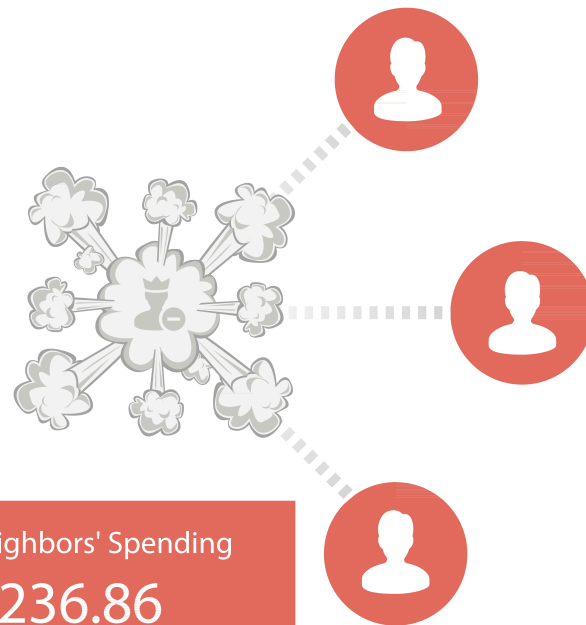


Real-World Churn Example

Prior to User Churn



User Churns



*Case accuracy 97%

Understanding Social Whales

- What are they?
- They require others to have value—context dependent.
- Biggest white whale to date: ~ \$1.5k/month in others' spending
- Distributions: not like spenders; 60% of SV from 10% of players

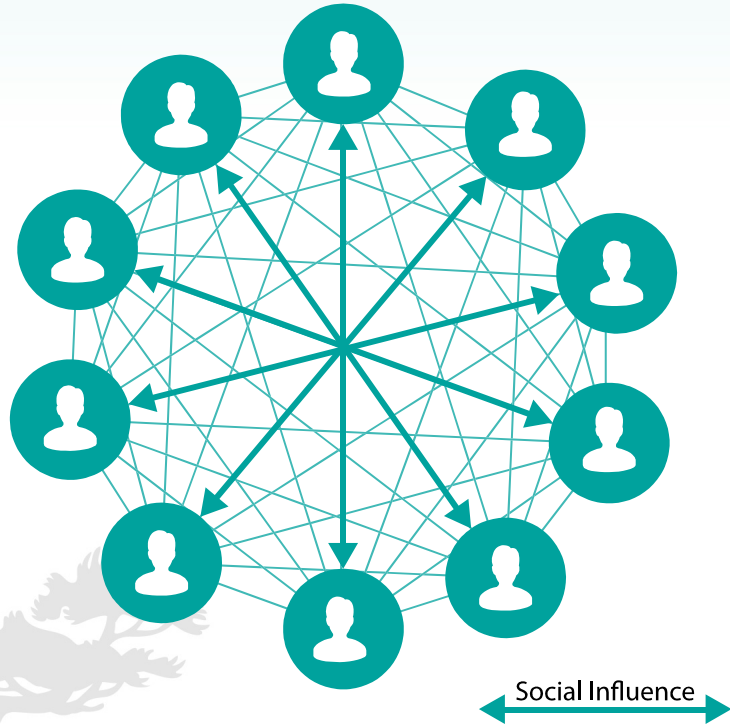


Social Whale™

Bar Analogy



Socially Equal



Social Whale

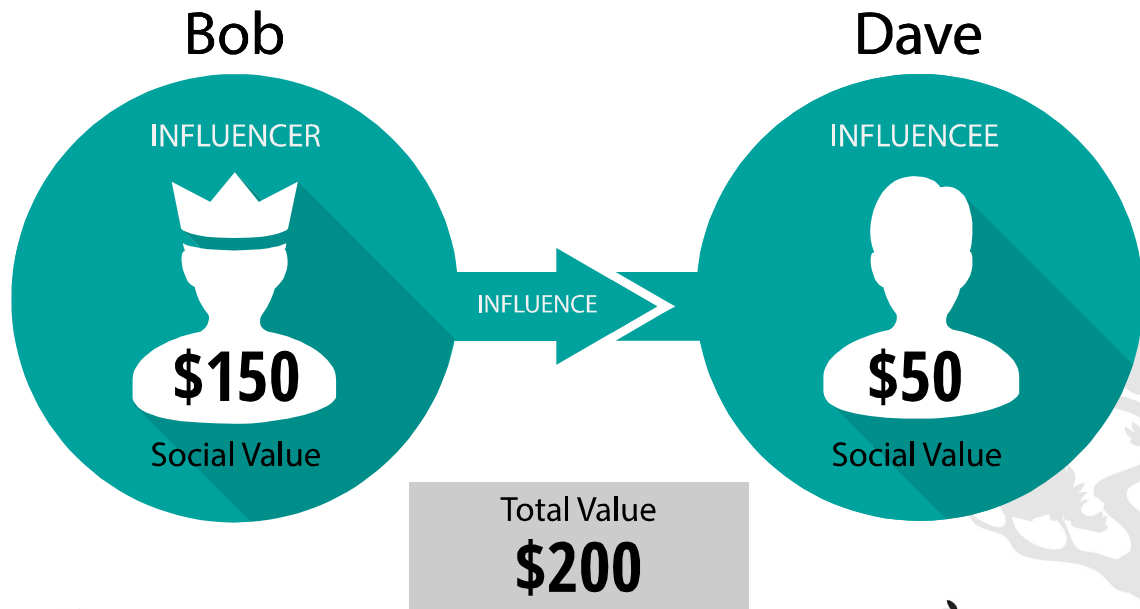


Understanding Social Whales

Linking Social Whales and Value to platform, geography, acquisition channel and genre/mechanics

Example:

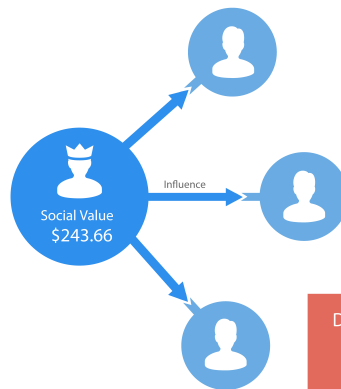
Bob and Dave.



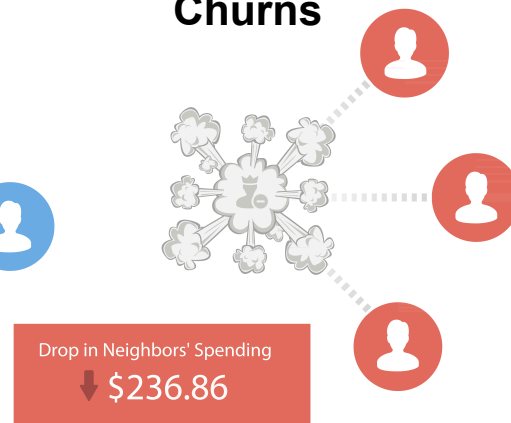
General report statistics

- Data size: 365m accounts, 2013-present
- Statistical significance
- Accuracy rate: 85%

Prior to User Churn



User Churns



*Case accuracy 97%

% SV by Game Genres

Looked at:

- ✓ Mobile single player
- ✓ Mobile social games
- ✓ PC hardcore multiplayer
- ✓ MMOs

Big range. Why?



Mobile Single Player Games

Average is 6%



Mobile Social Games

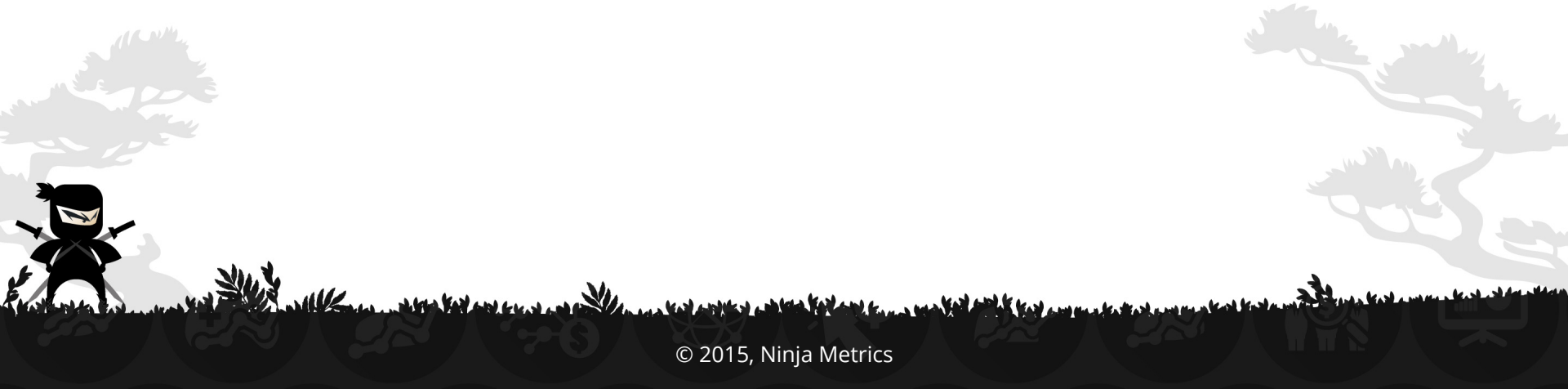
Average is 28%



The Moral of the Story

Community is not a nice-to-have.

Community is a *profit center*.



PC Hardcore Multiplayer

Average is 30%



Penny Arcade ftw

Unreal Tournament 2004 lends incontrovertible proof
to John Gabriel's Greater Internet Fuckwad Theory.

Normal Person



Anonymity



$2+3=\text{Cats}$

Audience



$s_x = \sqrt{\frac{1}{n} \left\{ \sum x_i^2 - \frac{1}{n} (\sum x_i)^2 \right\}}$

Total Fuckwad

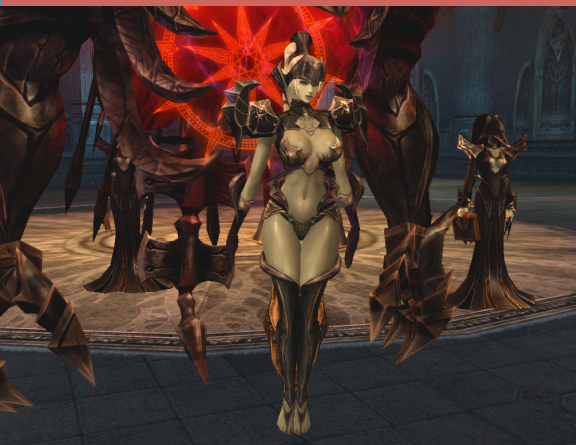


Average is 30%



MMOs

60%+



Mobile Single Player Games
Average is 6%



Mobile Social Games
Average is 28%



PC Hardcore Multiplayer
Average is 30%



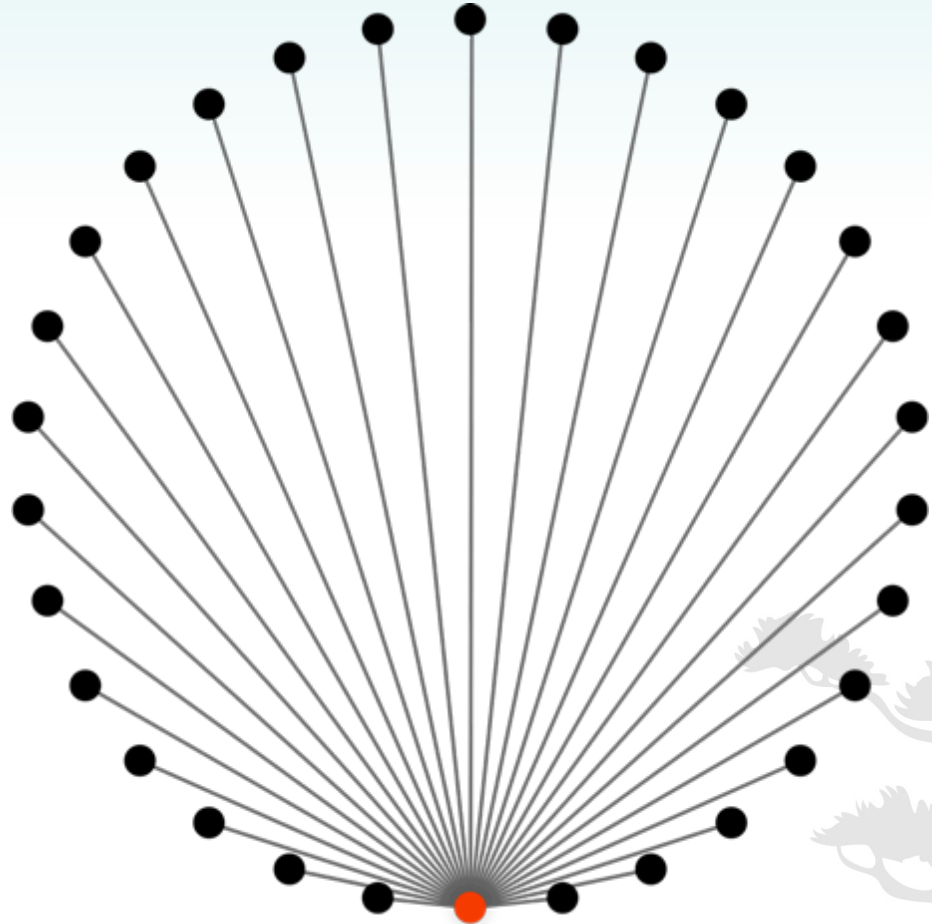
MMOs
Average is 60%



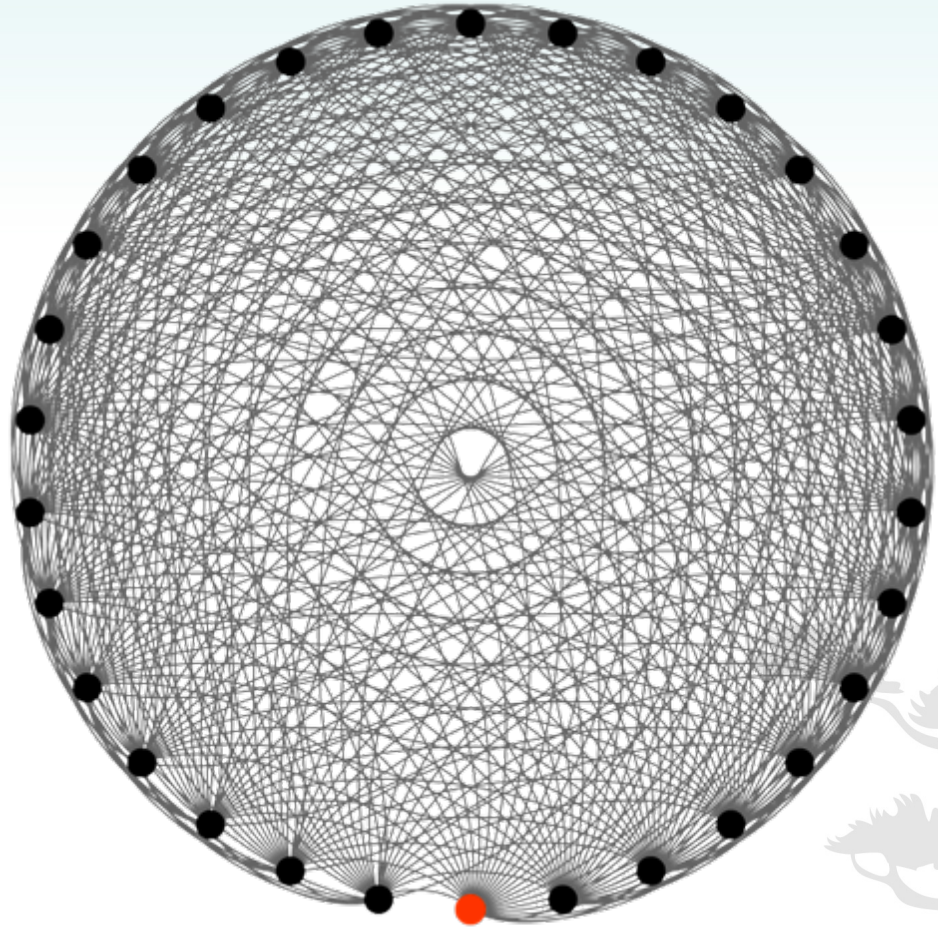
- Does time equal money?
- Influence on time is easier



Your view

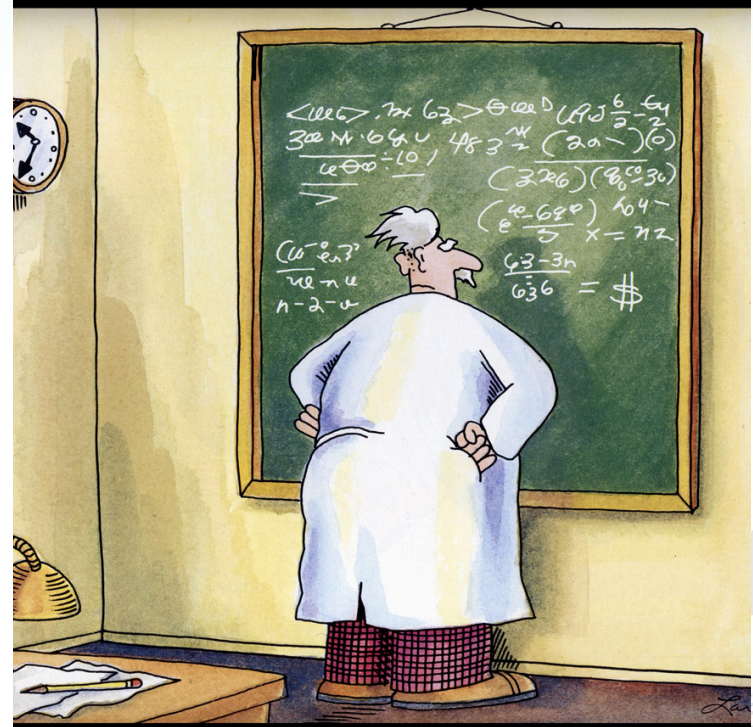


Reality



Time vs. Money vs. the Social Draw

- Does time equal money?
- Influence on time is easier
- It's about them with each other, not you.

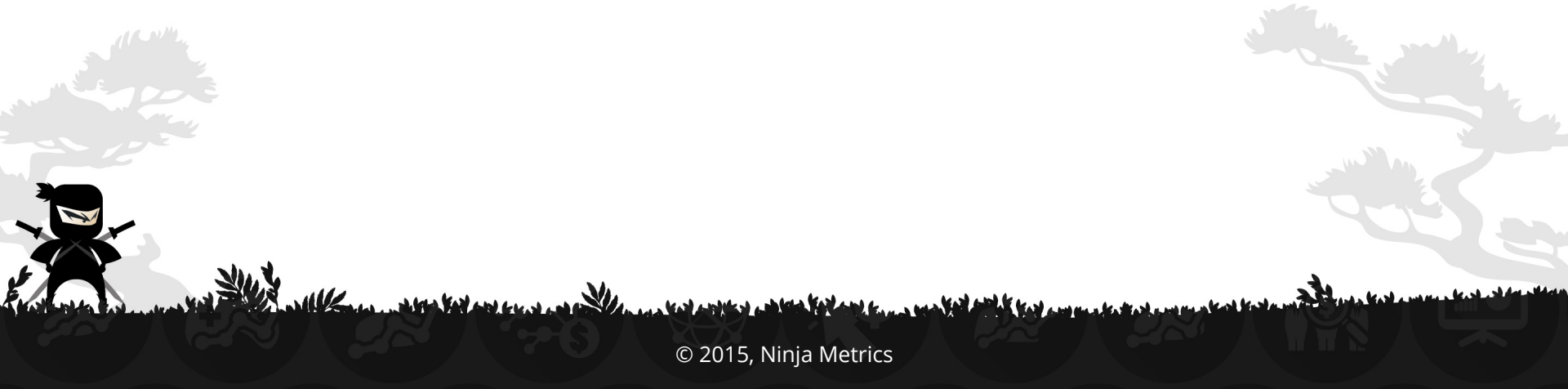


Group identity is powerful

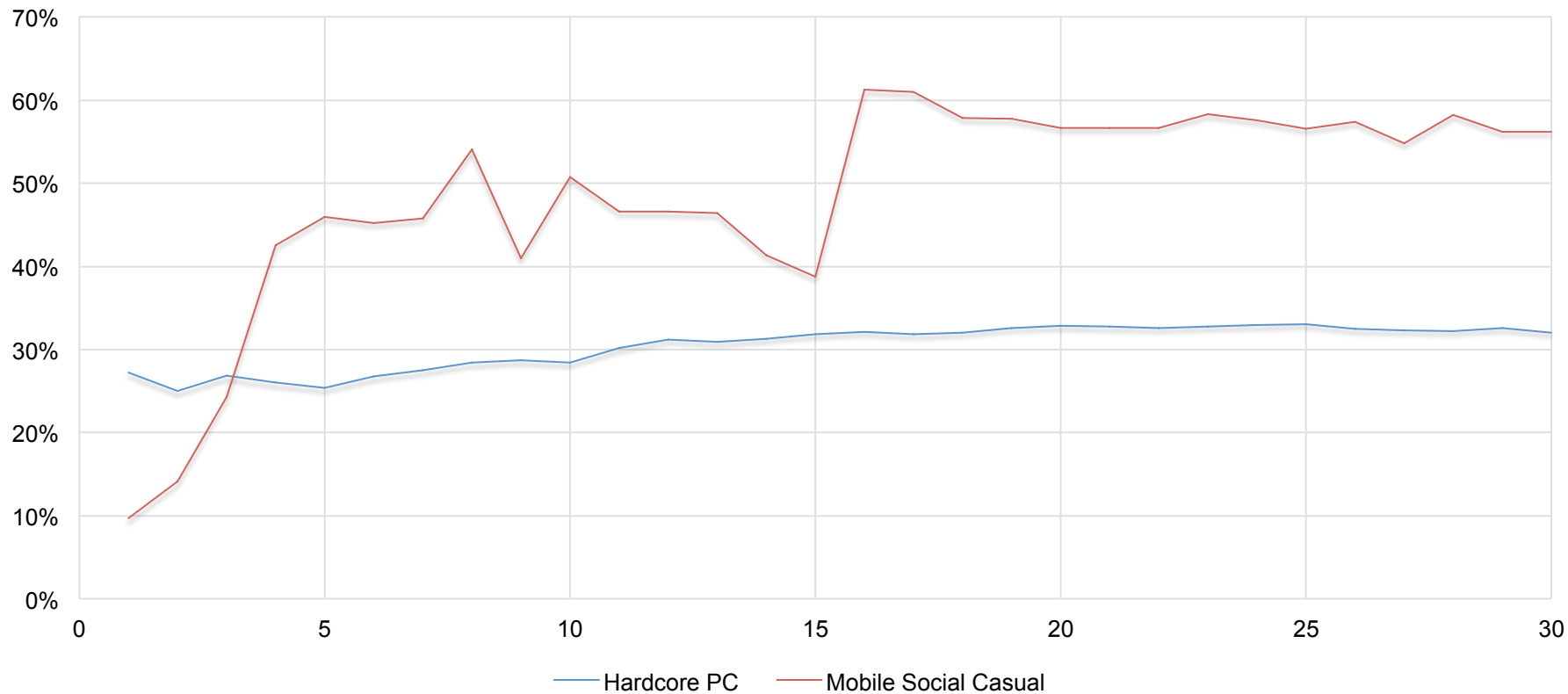


Correlations with game mechanics

- Levels as an example

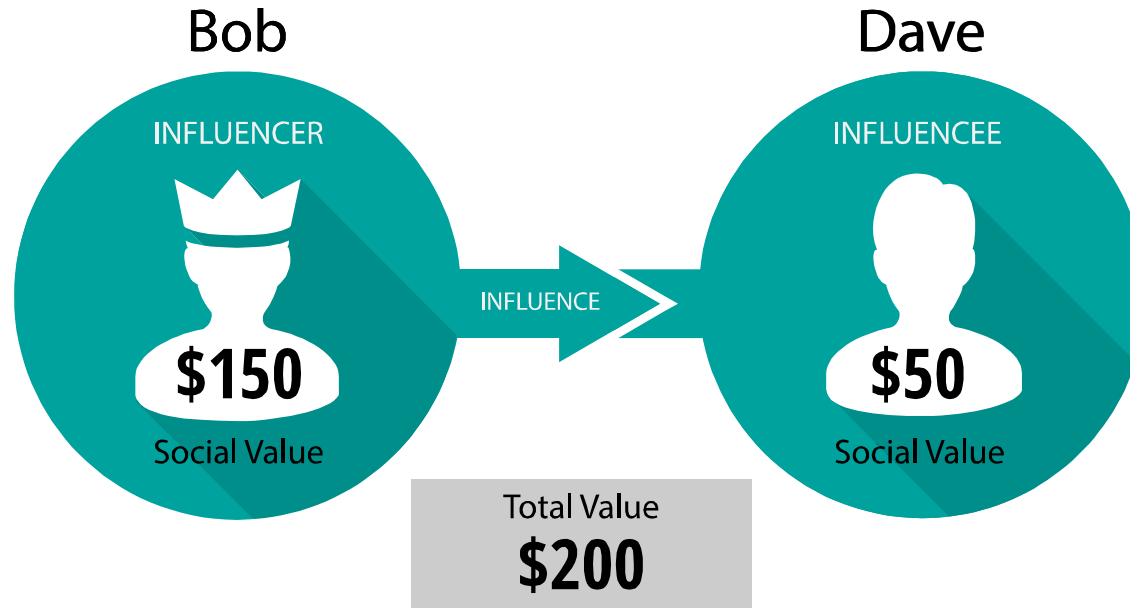


Percentage of Revenue from Social Value by Level, 2 titles



Systematic differences by source

- Minimum 5,000 accounts



Bidding adjustments



Bid Adjustment by Platform

iOS vs. Android, overall baseline:

iOS players are about 1.5-2x in revenue and ARPU.

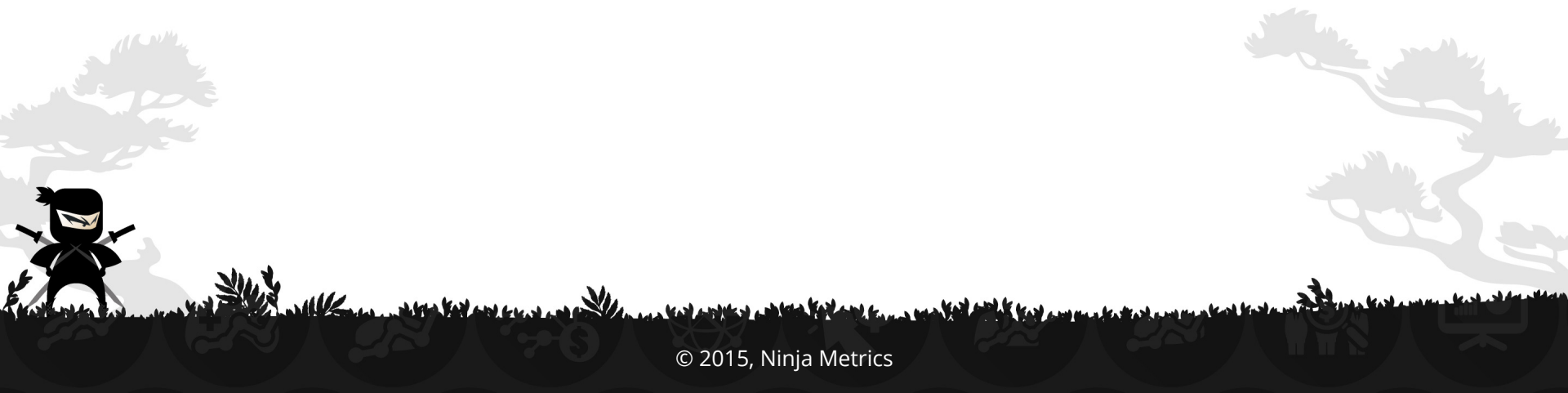
However . . .



Bid Adjustment by Platform

% adjustment for Social:

- Platform A is +2.5% vs. observed
- Platform B is -12% vs. observed



Bid Adjustment by Geography

- Bid Adjustment by Country



-8.64%

VS



+99.63%

Most influential players, global



Laos: +2,558%



Palestine: +2,331%



Cambodia: +945%



Sudan: +840%



Iran: +672%



Algeria: +2,558%



Ukraine: +2,331%



Belarus: +945%



Pakistan: +840%



Syria: +672%

Least influential players, global



Kenya: -57%



Iceland: -34%



Norway: -26%



Switzerland: -25%



Angola: -25%



Australia: -24%



USA: -24%



Japan: -23%



U.K.: -23%



South Africa: -22%

WTF?



Ted's hypothesis



Most influential players, global



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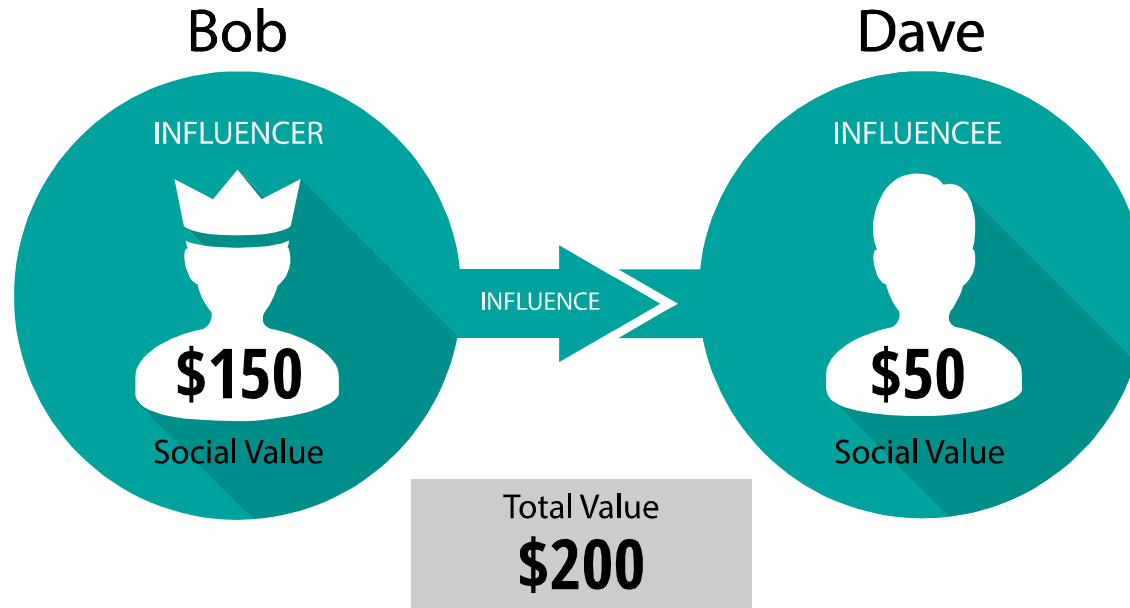
U.K.: -23%



South Africa: -22%

Acquisition Channels

- Minimum 5,000 accounts



The most social users, by acquisition source

1. +193%
2. +110%
3. +104%
4. +62%
5. +38.7%

Other notables:

Organic, +14%

Lowest: -27%



What about creative?

- We did not report on creative, and they matter even more:

Creative A vs. B, same channel

High: +900% (second was +310%)

Low: -70%

Variance: 131%



Conclusions

- Users are not created equally
- Genres and their social architecture matter a ton
- Poverty/wealth plays a role
- UA sources and campaigns vary widely





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