



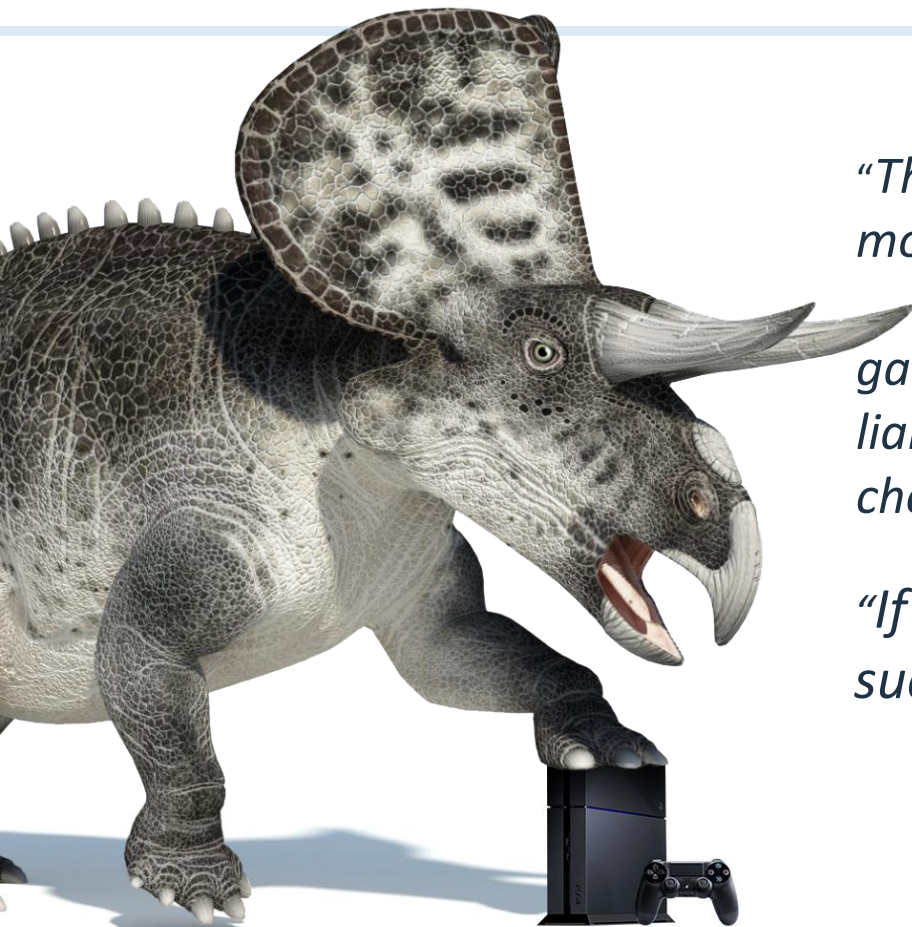
# WHY PLAYERS ARE LEAVING YOUR GAME

Chris Wright & Mark Robinson  
Co-founders deltaDNA

**deltaDNA**<sup>TM</sup>  
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"*

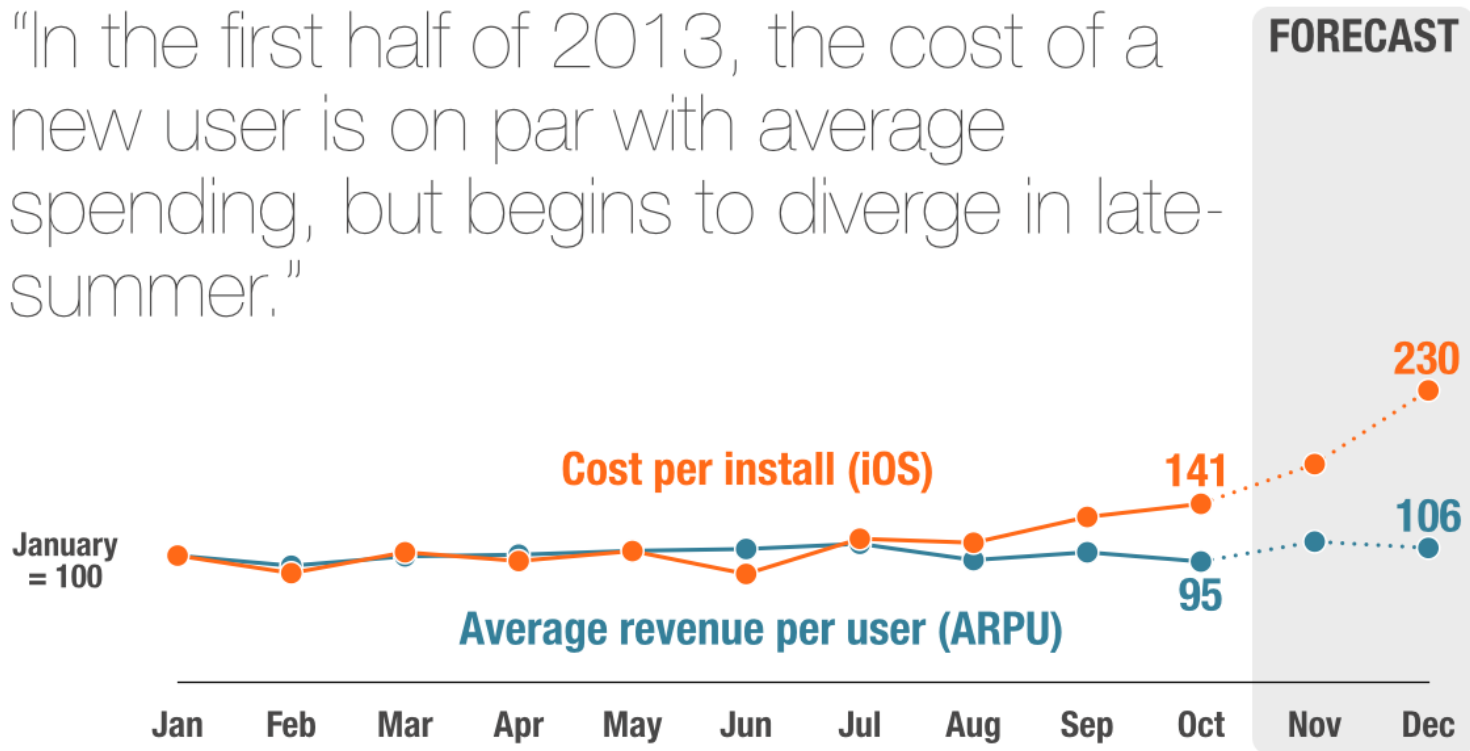
# EDGE

# 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."



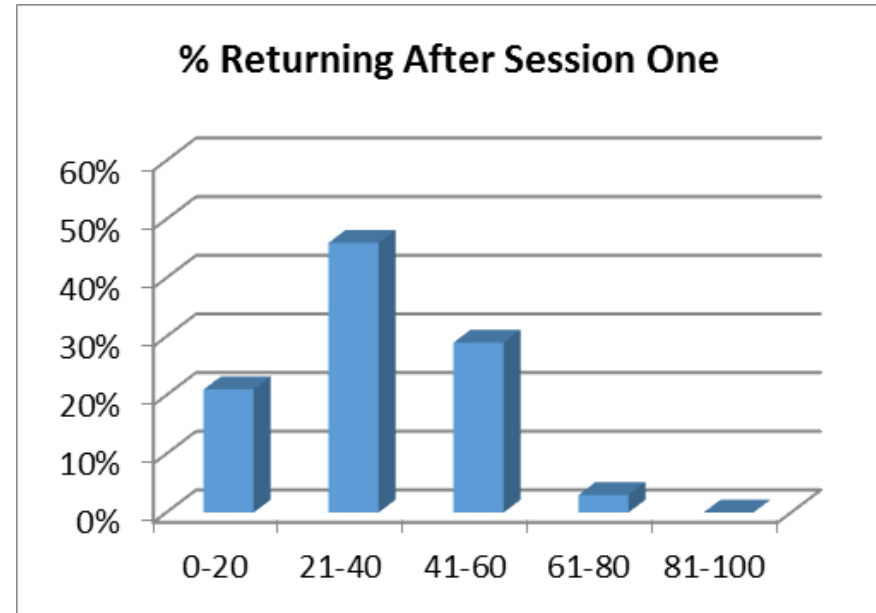
**Notes:** The month-to-month changes in cost per install (CPI, indexed) for mobile gamers in iOS, and average revenue per user for mobile game category (ARPU, indexed) in the United States. Numbers subject to change. Copyright © 2013 **SuperData Research**. All rights reserved.

# Acquisition Landscape

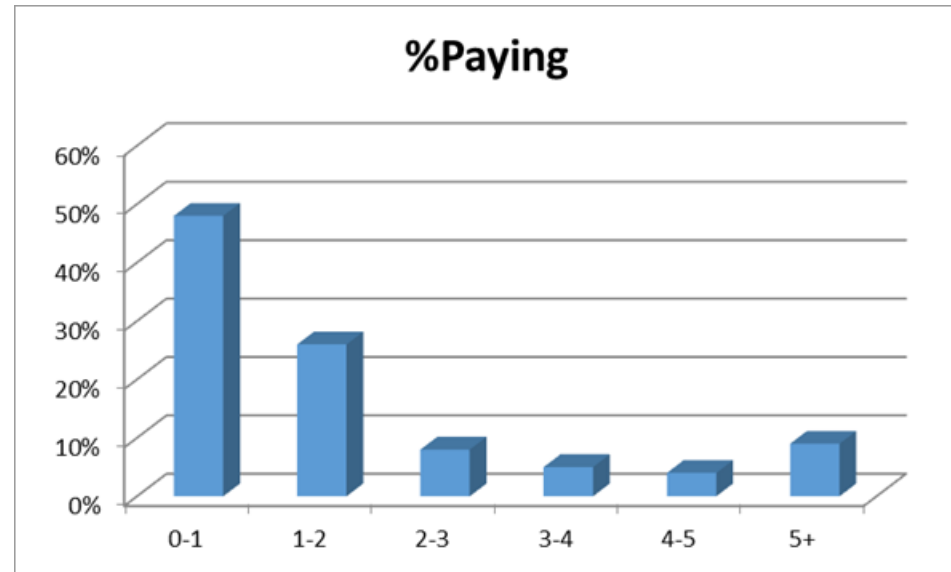


## Day One Retention Rates

- 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

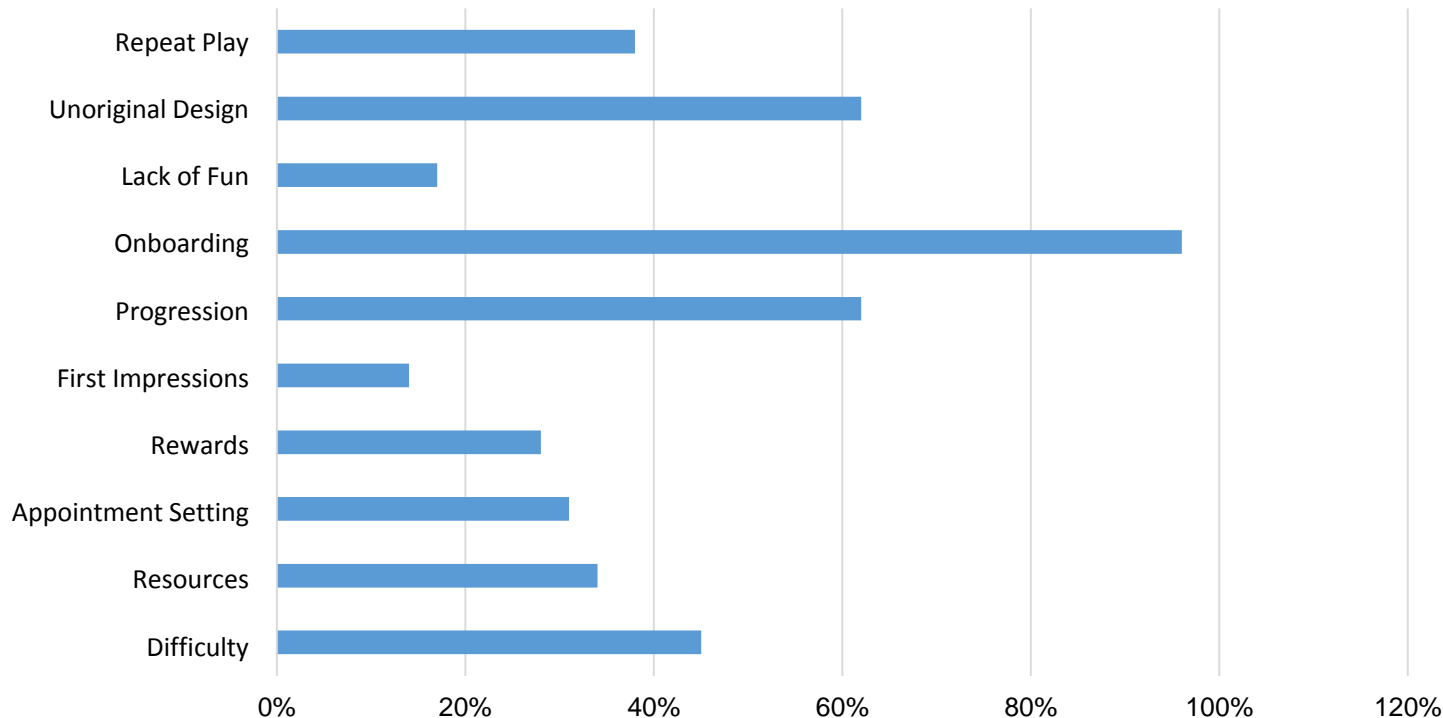


## Conversion from Player to Payer



# Why players leave your game

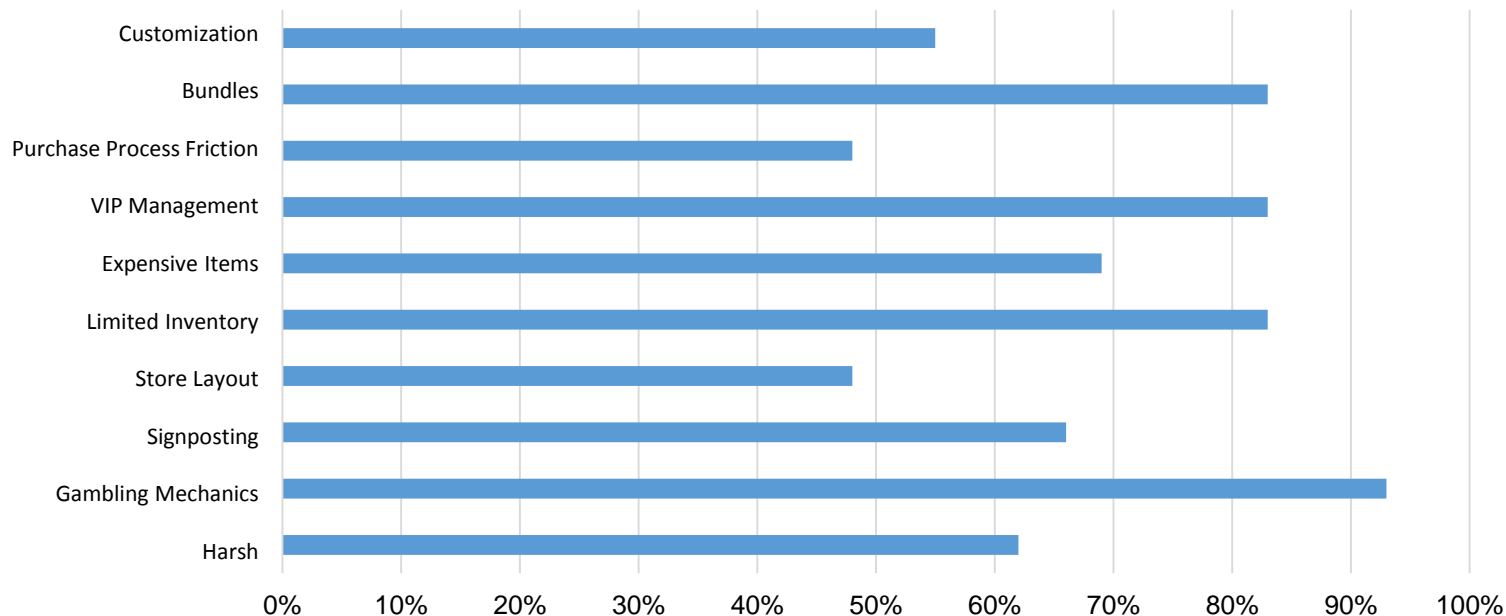
## 10 Reasons for Poor Retention





# 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

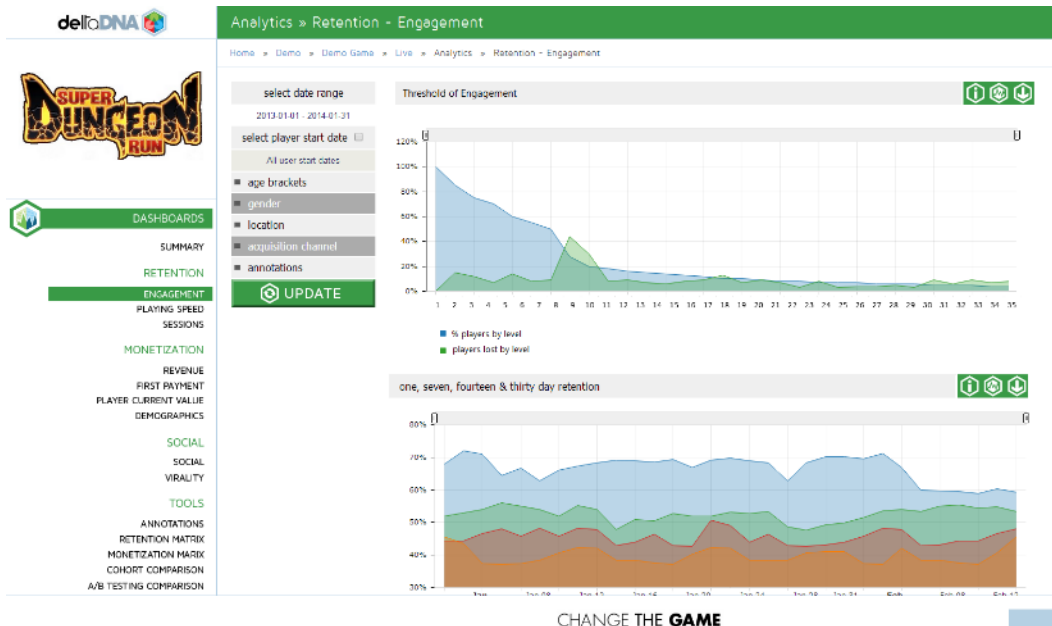


Drive engagement with bundles aimed at novice, intermediate and expert players



Rewards and achievements

# Monetization Issue: Progression Blockers



Game Type

FPS

Problem

Level capping

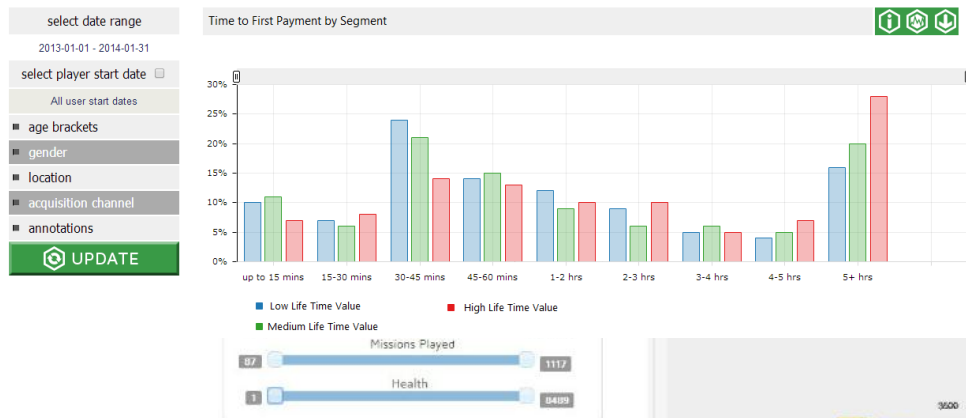
Solution

Boosters, upgrades, customization



# Monetization Issue: First Time Payment

Home » Demo » Demo Game » Live » Analytics » Life Time Value



Game Type

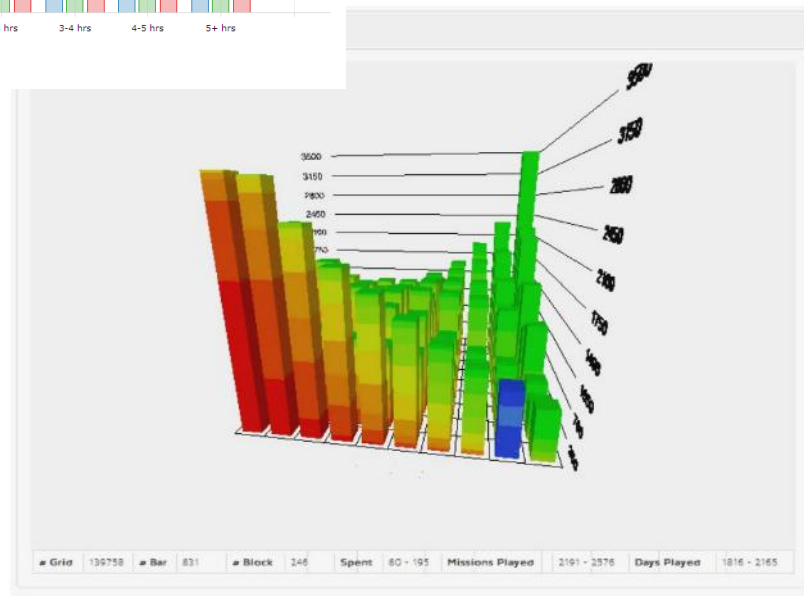
FPS

Problem

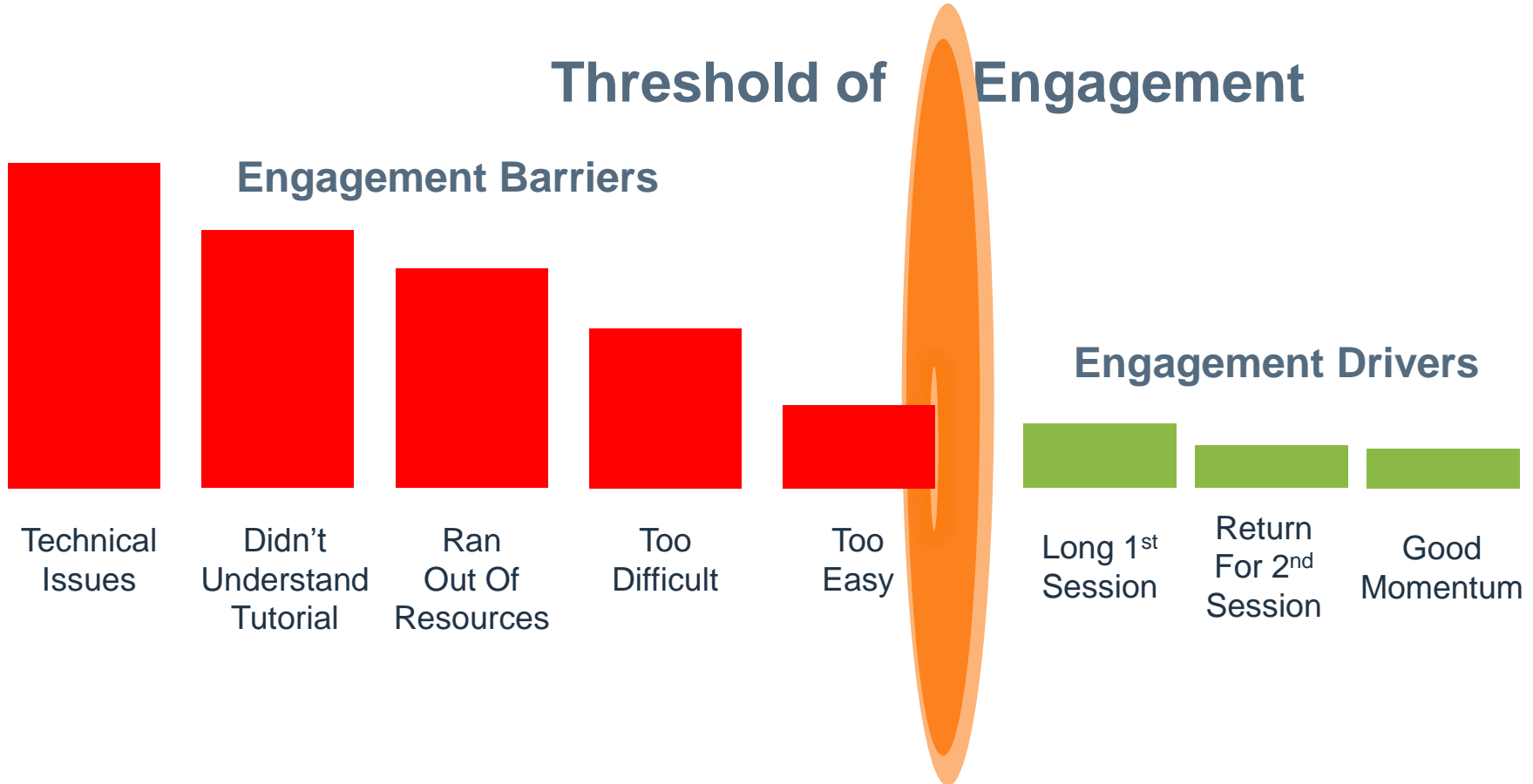
Lack of conversion

Solution

Better Targeting



## Threshold of Engagement



# Player Relationship Management

amazon.com<sup>®</sup>



citibank



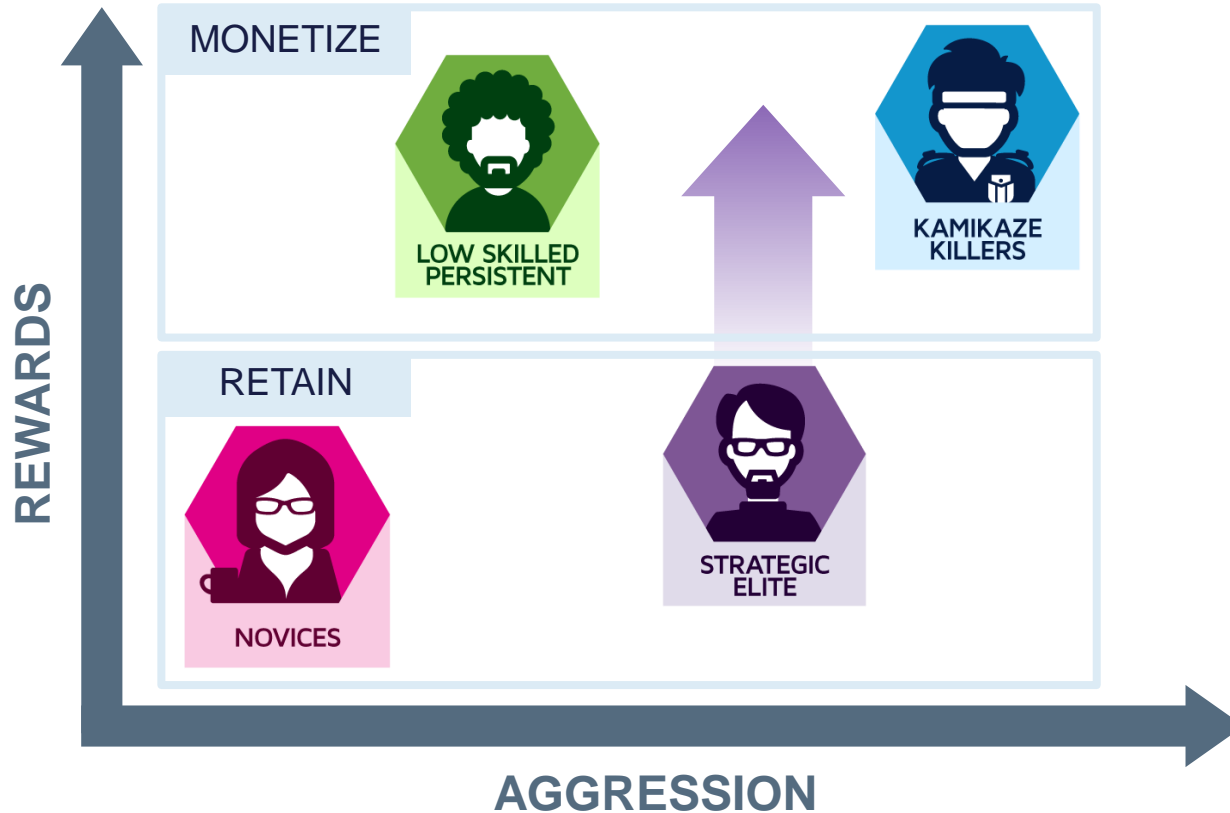
Heavy investment in CRM to create  
proactive and intelligent relationships  
with CUSTOMERS

Deep-dive data unlocks  
understanding of PLAYERS

# Key Player Behavior Drivers



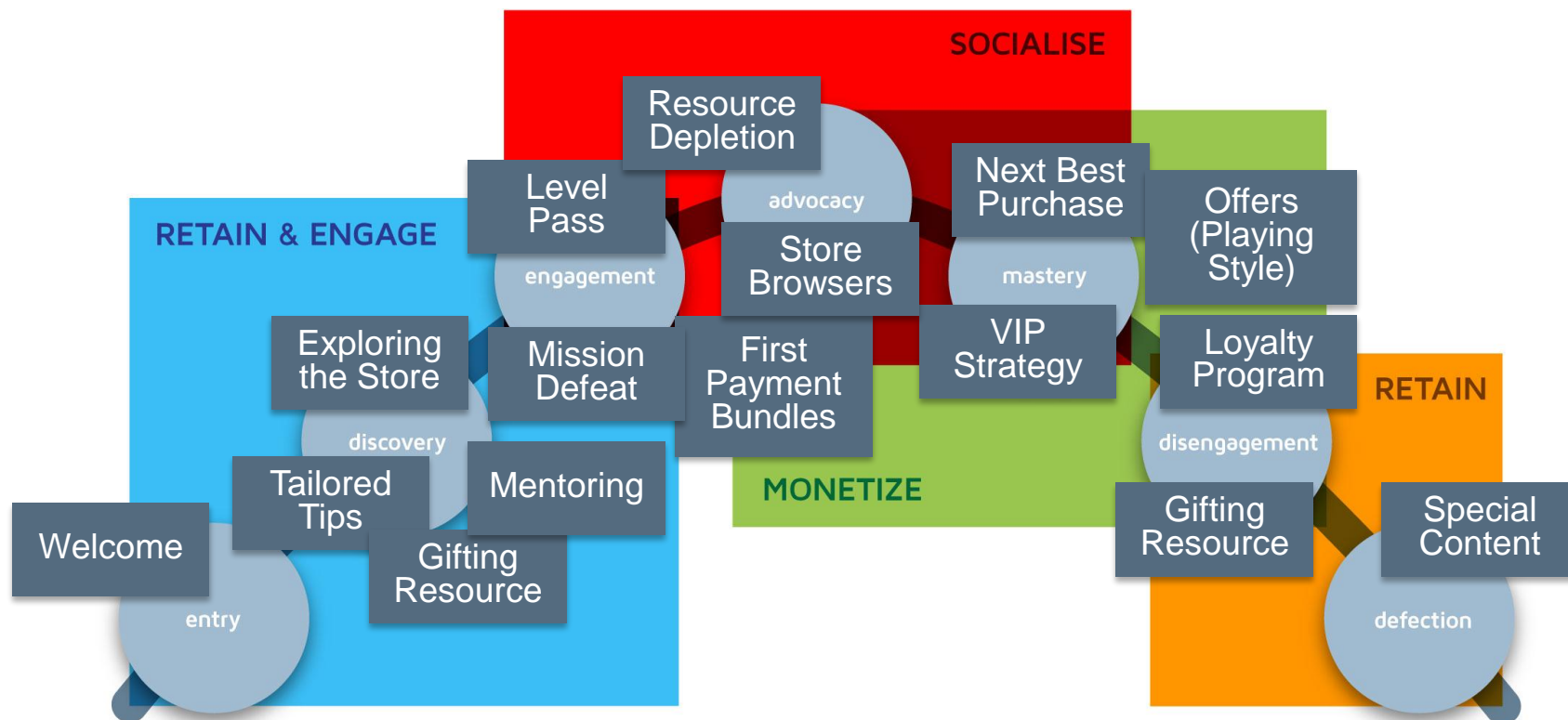
# Player Segmentation



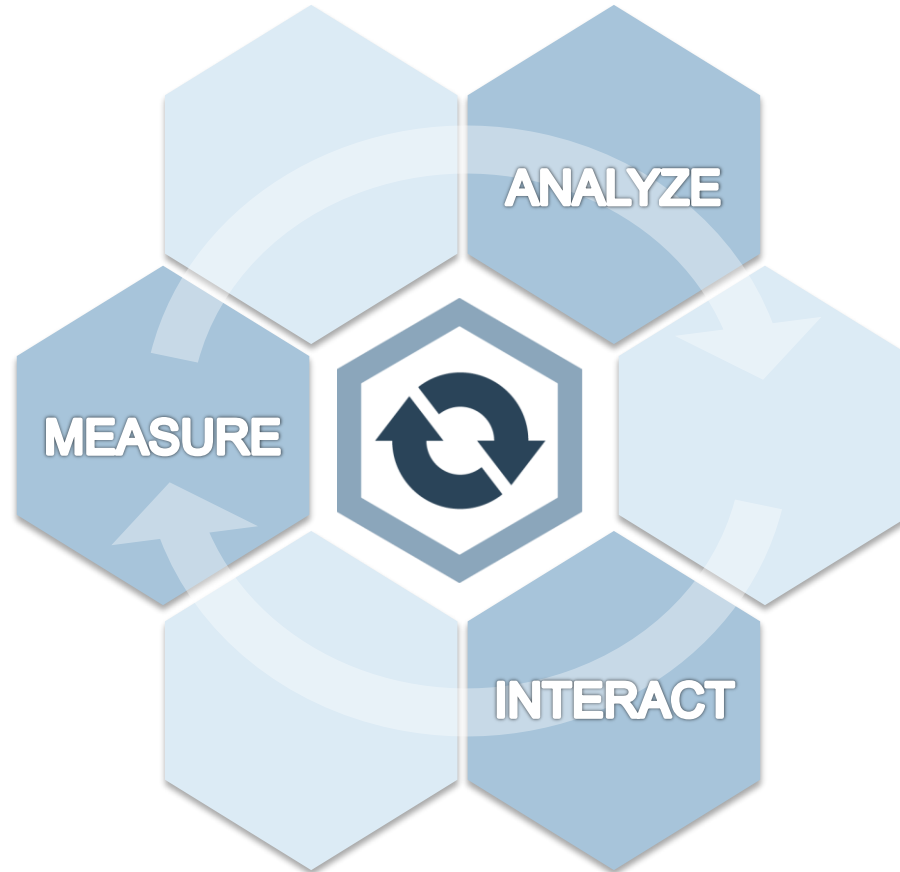
- In this MMO four player types were identified based on key behavioral drivers
- Improve engagement & monetization by increasing rewards targeted at the Strategic Elite

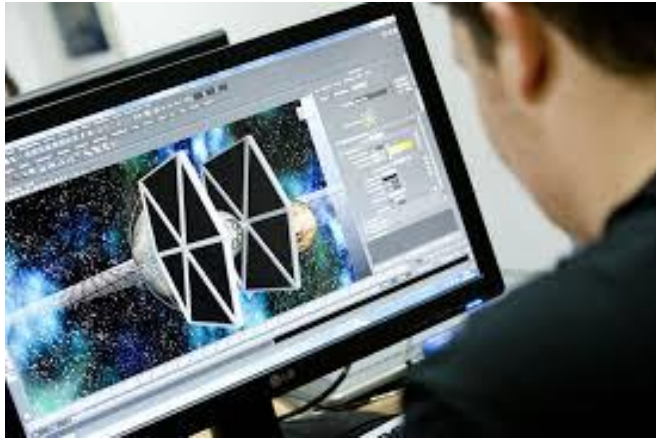


# Managing the Player Lifecycle



# 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.

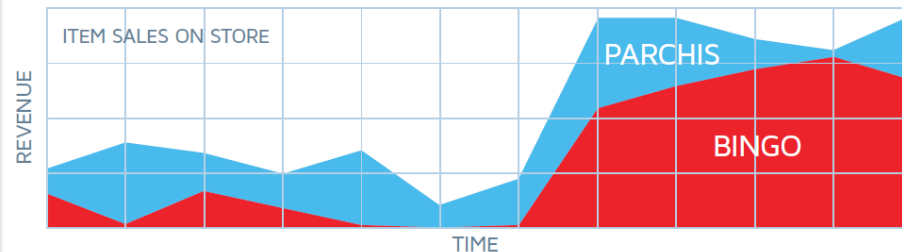
# Case Study: Implementation

- 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
<b>Average Purchases</b>	7	34	x5
<b>Maximum Purchases</b>	654	842	x1.3
<b>Average Spent Coins</b>	243	1920	x8
<b>Maximum Spent Coins</b>	19021	419790	x22
<b>Average Spent Credits</b>	19	585	x30
<b>Maximum Spent Credits</b>	1898	33642	x8





# CPI vs. LTV





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