PLAYFAB®

AdVenture Capitalist Post-Mortem

Or: How Hyper Hippo Learned to Stop Worrying and Love Game Operations

hyper hippo

Playfab:
James Gwertzman, CEO | Matt Augustine, CTO

Hyper Hippo:
Kevin Yockey, Back-End Engineer

Please turn ON your phones

(and please install AdVenture Capitalist)

What is PlayFab?

Everything you need to operate your game in a single, highly-scalable back-end platform.

Game Services

Back-end building blocks for your live game. Storage, compute, commerce, analytics and much, much more.

Game Manager

Mission control for your whole team. All the data and tools you need to engage, retain and monetize your players.

PlayStream

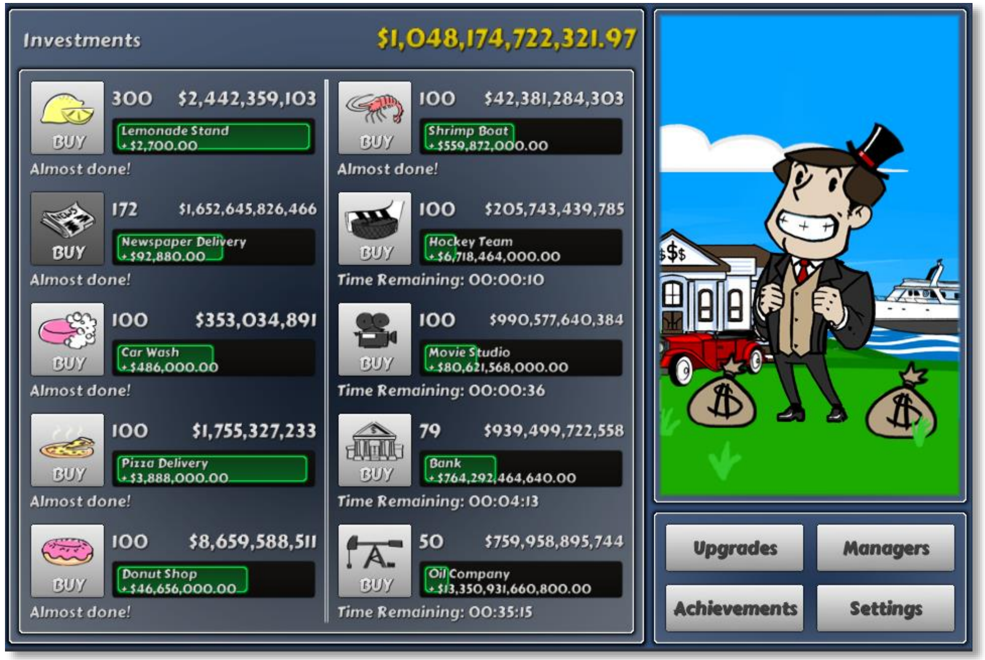
The activity stream that ties it all together. Events, triggers and real-time segmentation to automate your live ops.

Add-On Marketplace

Pre-integrated tools and services from industry-leading partners. Reduce SDK fatigue, with (mostly) single-click access.

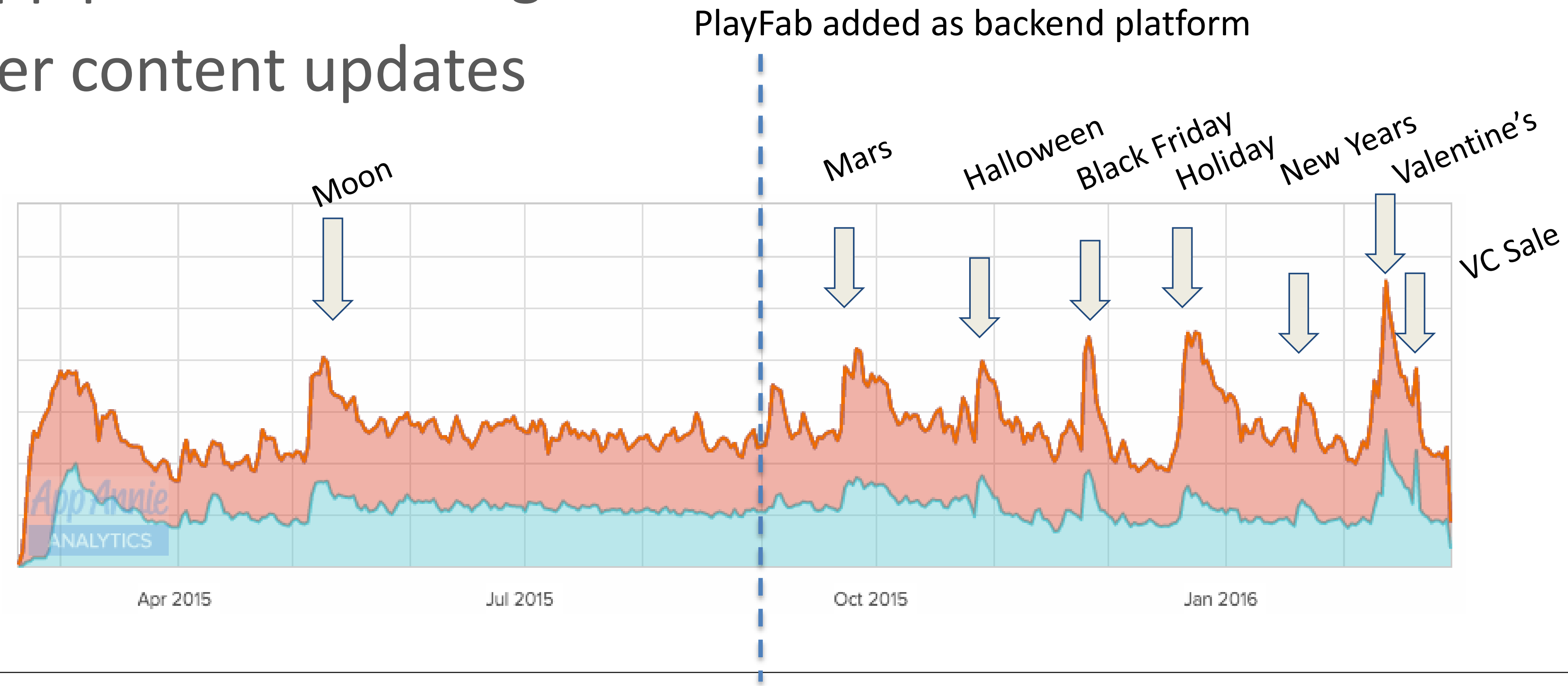
What is AdVenture Capitalist?

- Launched May 2014 as prototype on Kongregate.com
  - Hit “Most Played Game” on Kong in 2014
  - Currently, 2nd Most Played All-Time
  - Launched on Android, iOS, and Steam in Q1 2015
  - 15+ Platform “New + Updated” Features
- 17 million installs
- 65% Lifetime D1 Retention
- 4.5 Average Lifetime Rating on All Platforms
- 1 Billion+ Sessions
- 100 million+ Ads Served
- 1 quadragintillion lemons squeezed



The situation: why start a live-ops effort?

- Combat fraud
- In-app purchase testing
- Faster content updates



So make your own backend already

- We’re not a backend company, we’re a game company
- I’m lazy
- I’m lazy

Why PlayFab?

- Ready to go
- I’m lazy
- Cheaper

Order of implementing PlayFab w/ AdCap

- Authentication
- Receipt validation (mobile)
- Steam purchasing
- Saving player profiles in the cloud for Facebook
- Facebook purchasing
- Live events
- Player notifications
- Server-based item catalog
- Flash sales

Authentication

- All PlayFab calls require a user account of some type.
- We started with a "Guest" account using the mobile device id.
  - Later we added Steam, Facebook, and Kongregate authentication
- User is authenticated on game start.

Authentication (Code)

```
public void LoginAndroid(string deviceId) {

    var request = new LoginWithAndroidDeviceIDRequest {
        TitleId = PlayFabSettings.TitleId,
        AndroidDeviceId = deviceId,
        CreateAccount = true}; // Create the account if it doesn't exist

    PlayFabClientAPI.LoginWithAndroidDeviceID(
        request,
        this.OnLoginResult,
        this.OnLoginFail);
}
```

Sidetrack: Reactive Extensions

- From msdn.microsoft.com:
  “a library to compose asynchronous and event-based programs using observable collections and LINQ-style query operators.”
- aka: Observable/observer pattern with filtering
- UniRx is a Unity-specific implementation
  https://github.com/neuecc/UniRx

Wrapping PlayFab with Rx (Code)

```
public class PlayFabWrapper {
    private Action<IPlayFabEvent> _EventStream = delegate { };
}
```

Old

```
PlayFabClientAPI.LoginWithAndroidDeviceID(
    request,
    this.OnLoginResult,
    this.OnLoginFail);
```

New

```
PlayFabClientAPI.LoginWithAndroidDeviceID(
    request,
    e => this._EventStream(new LoginEvent(e)),
    err => this._EventStream(new LoginEvent(err));
```

Wrapping PlayFab with Rx (Code)

```
public class PlayFabWrapper {
    public IObservable<T> EventStream<T>() where T : IPlayFabEvent
    {
        return Observable.FromEvent<IPlayFabEvent>(
            h => this._EventStream += h,
            h => this._EventStream -= h
        ).OfType<IPlayFabEvent, T>();
    }
}
```

Old

```
playFab.EventStream += this.OnLogin;

private void OnLogin(IPlayFabEvent e) {
    if (e.Success) {
        // Handle Login
    }
}
```

New

```
playFab.EventStream<LoginEvent>()
    .Where(e => e.Success)
    .Subscribe(this.OnSuccessfulLogin);
```

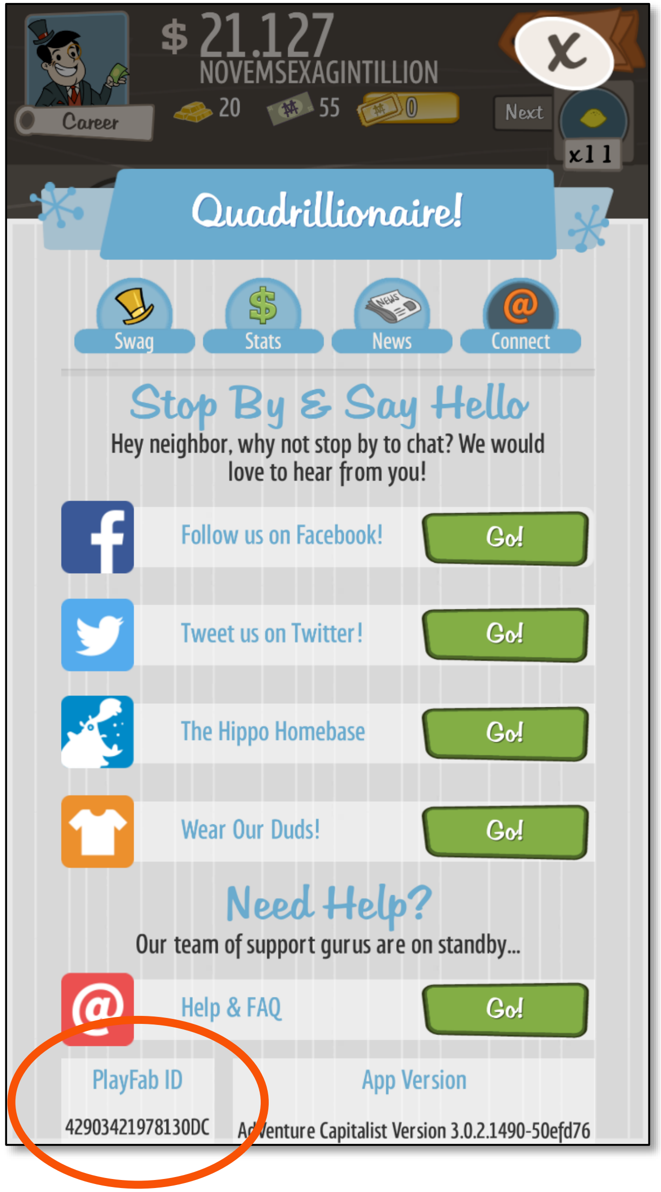
Authentication Tips

- Show PlayFab ID in the UI somewhere

```
this.EventStream<LoginResult>()
    .Where(result => result.Success)
    .Subscribe(result => playFab.PlayFabId.Value = result.PlayFabId);

playFab.PlayFabId.SubscribeToText(this.supportText);
```

- Refresh login tokens periodically

```
Observable.Timer(TimeSpan.FromHours(6))
    .TakeUntil(this._IsLoggedIn.Skip(1))
    .Subscribe(_ => {
        Debug.LogWarning("Login timeout detected, logging user out");
        this._IsLoggedIn.Value = false;
    });
```



Stop By & Say Hello

Hey neighbor, why not stop by to chat? We would love to hear from you!

Need Help?

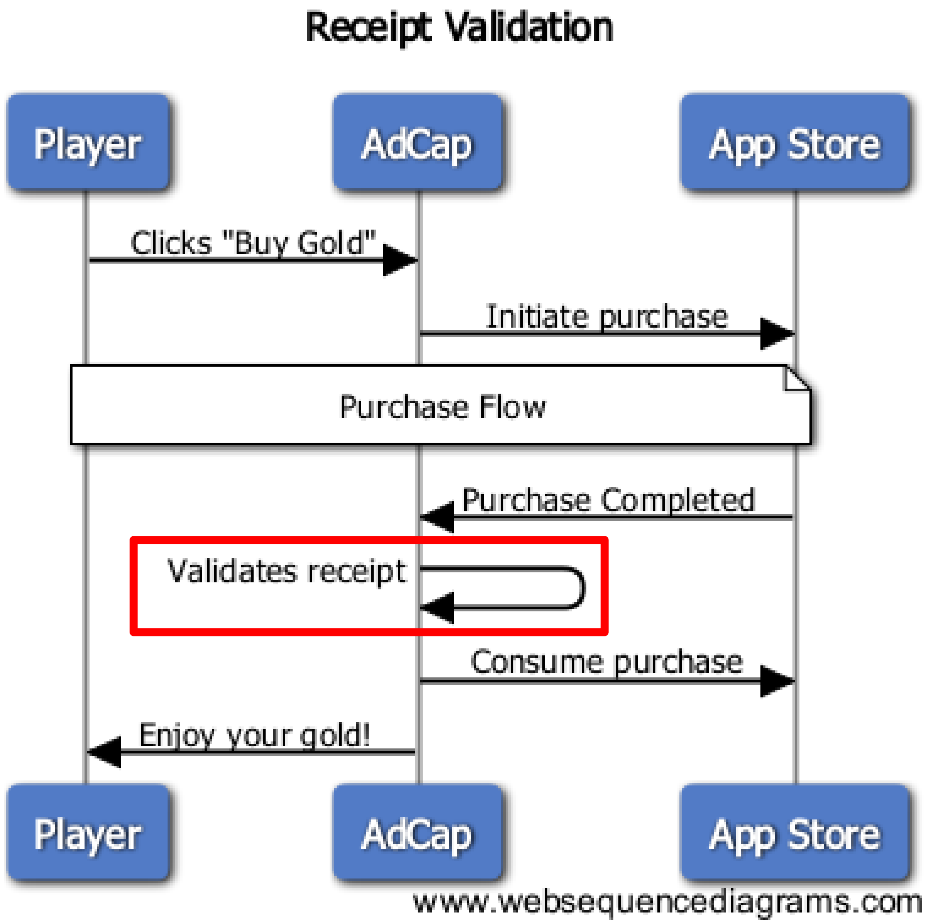
Our team of support gurus are on standby...

PlayFab ID
42903421978130DC

App Version
AdVenture Capitalist Version 3.0.2.1490-50efd76

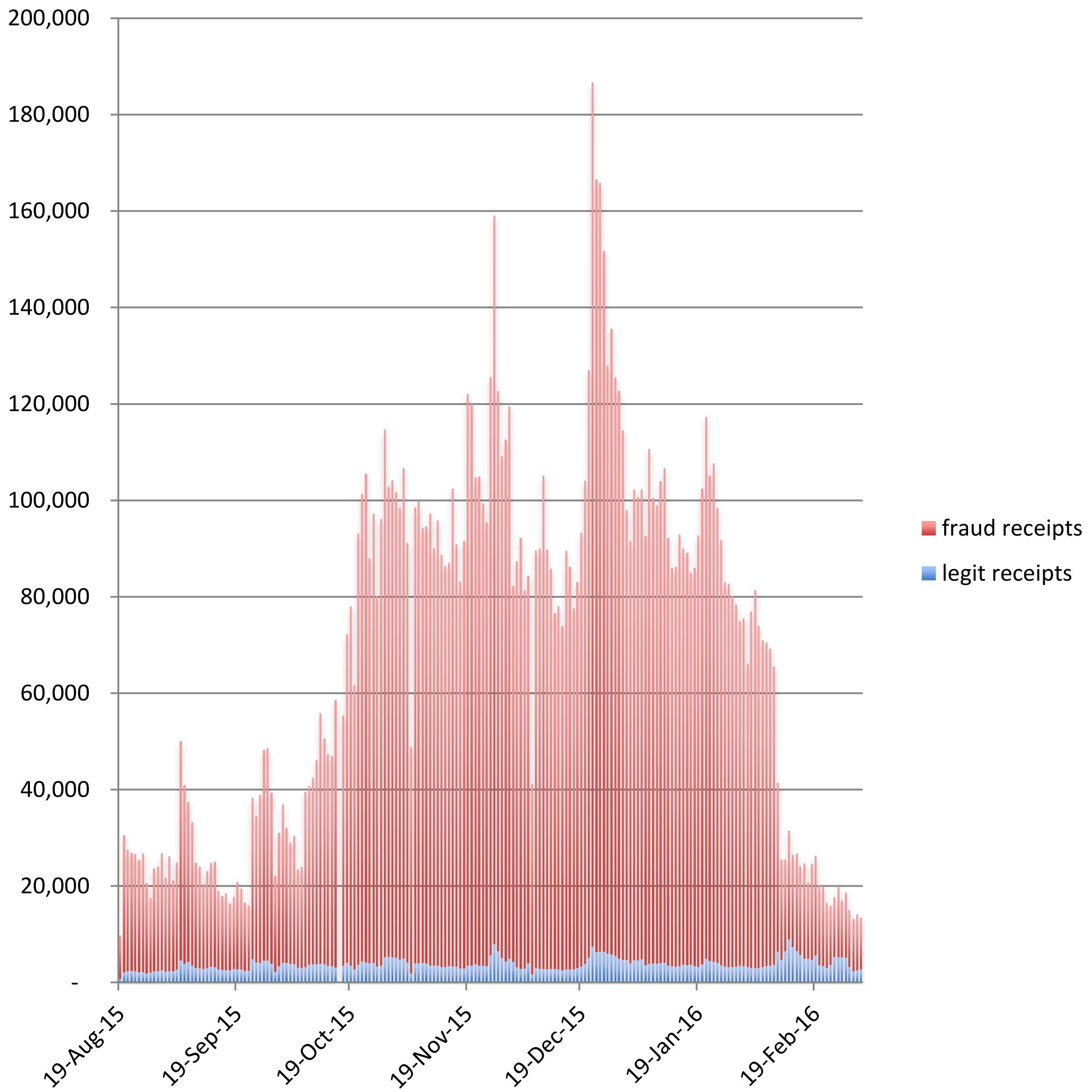
Receipt Validation

- On iOS/Android, hackers can spoof receipts
- Can’t trust client validation
- Hard to do paid user acquisition without more accuracy

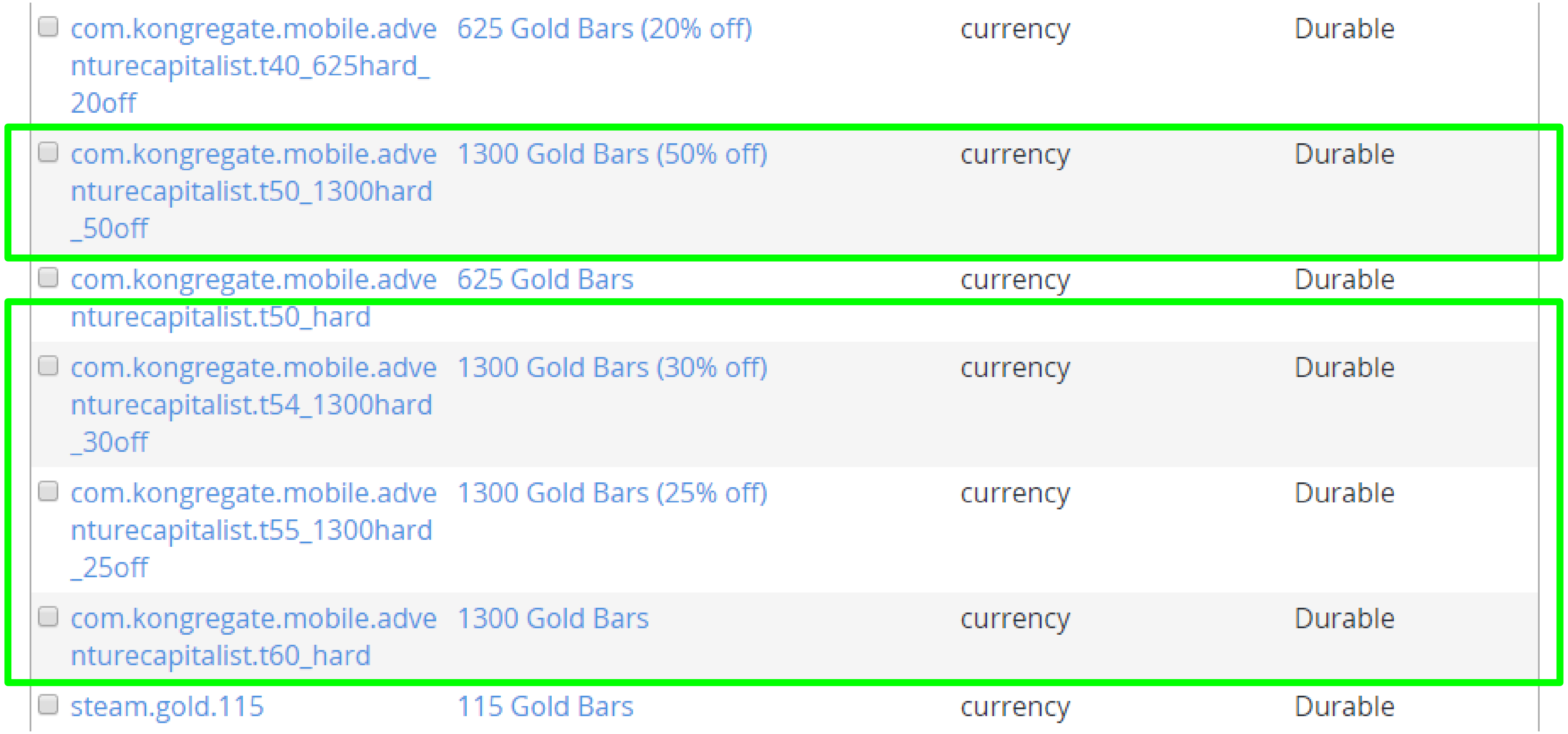


This is a big problem

Total Fake Revenue	$976,609,233
Total Fake Receipts	12,585,975
Avg. Fake Receipt	$77.60

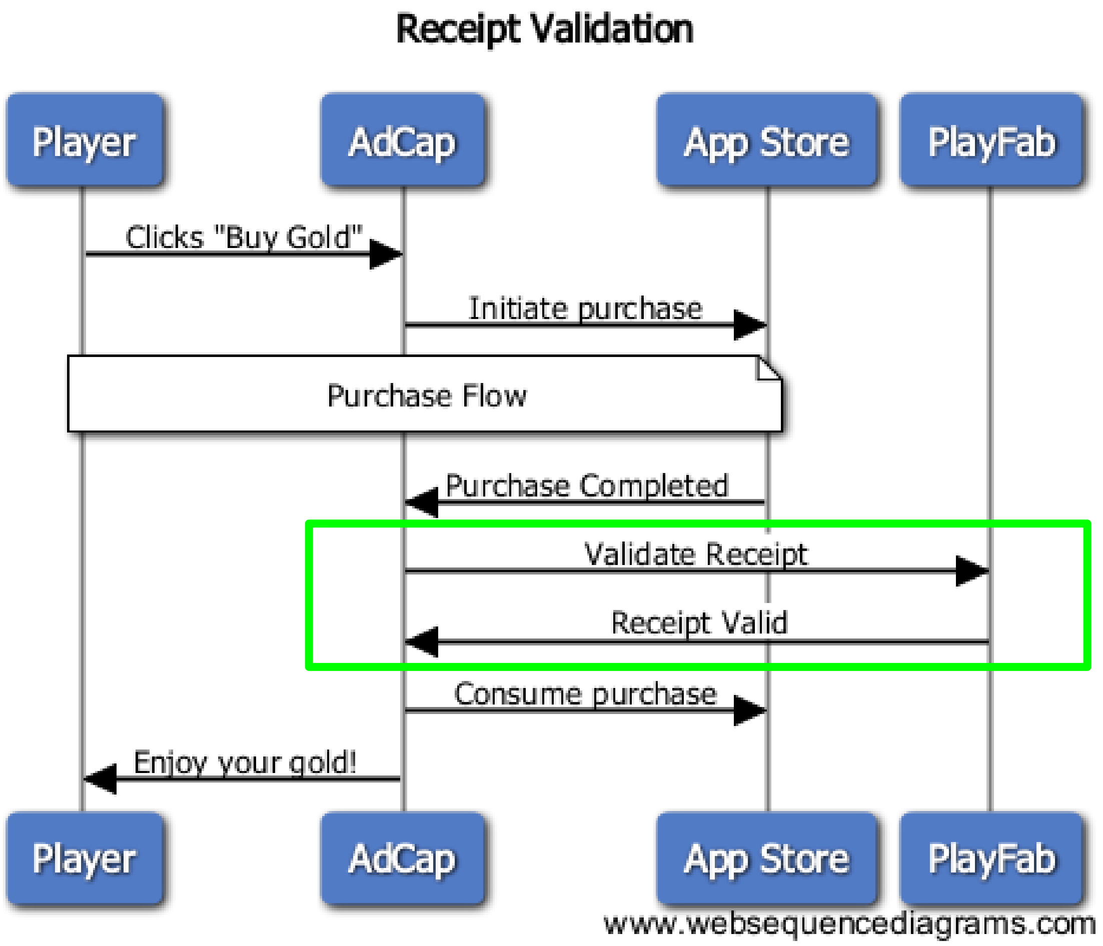


Configuring Receipt Validation



□ com.kongregate.mobile.adventurecapitalist.t40_625hard_20off	625 Gold Bars (20% off)	currency	Durable
□ com.kongregate.mobile.adventurecapitalist.t50_1300hard_50off	1300 Gold Bars (50% off)	currency	Durable
□ com.kongregate.mobile.adventurecapitalist.t50_hard	625 Gold Bars	currency	Durable
□ com.kongregate.mobile.adventurecapitalist.t54_1300hard_30off	1300 Gold Bars (30% off)	currency	Durable
□ com.kongregate.mobile.adventurecapitalist.t55_1300hard_25off	1300 Gold Bars (25% off)	currency	Durable
□ com.kongregate.mobile.adventurecapitalist.t60_hard	1300 Gold Bars	currency	Durable
□ steam.gold.115	115 Gold Bars	currency	Durable

Implementing Receipt Validation w/ PlayFab



Implementing Receipt Validation (Code)

```
// PlayFabWrapper Class

private void ValidateReceiptAndroid(string receipt, string sig) {
    var request = new ValidateGooglePlayPurchaseRequest() {
        ReceiptJson = receipt,
        Signature = sig};

    PlayFabClientAPI.ValidateGooglePlayPurchase(
        request,
        _ => this._EventStream(
                 new RVEvent(Platform.Android, new[] {receipt, sig})),
        err => this._EventStream(
                 new RVEvent(Platform.Android, new[] {receipt, sig}, err)));
}
```

Implementing Receipt Validation (Code)

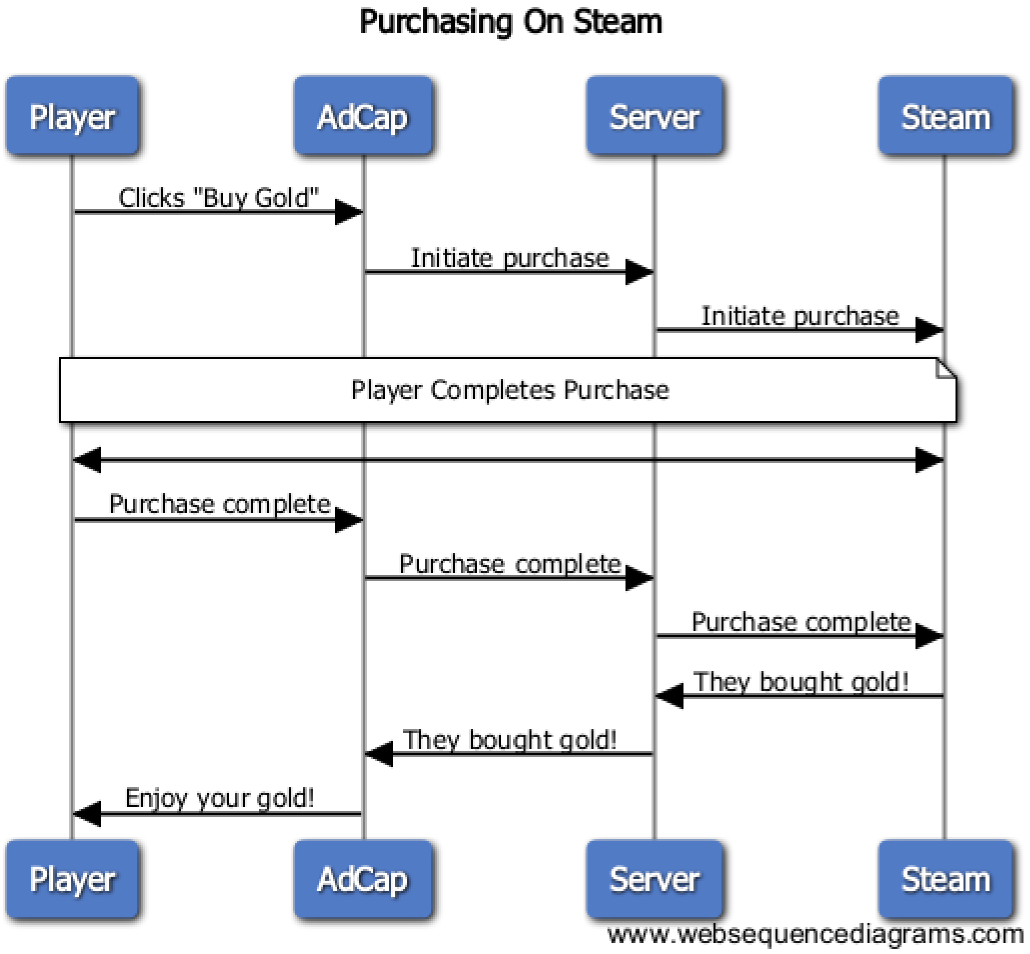
```
// PlatformStoreAndroid class

public void Init(PlayFabWrapper playFab) {
    GoogleIABManager.purchaseSucceededEvent +=
        p => this._EventStream(new PurchaseCompletedEvent(p));

    this.EventStream<PurchaseCompletedEvent>()
        .Where(e => e.Success)
        .Subscribe(e =>
           playFab.ValidateReceiptAndroid(e.originalJson, e.signature));

    playFab.EventStream<RVEvent>()
        .Where(e => e.Success)
        .Subscribe(e => this.ConsumePurchase(e[0]));
}
```

Receipt Validation Tips

- Be prepared to handle unconsumed items
- When first starting out, use a test Title Id

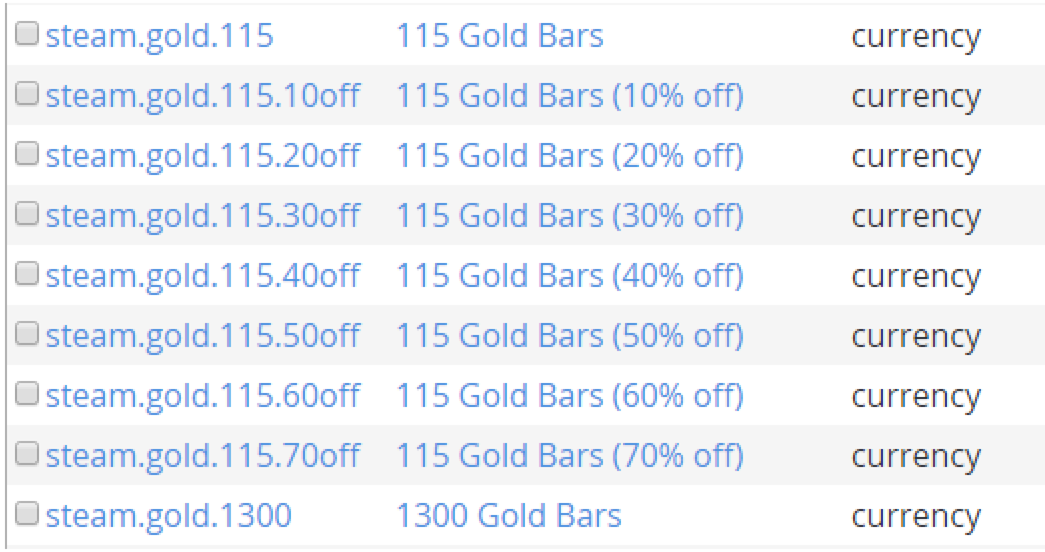
Steam In-App Purchase Flow

- Steam requires a server to initiate and complete purchases.

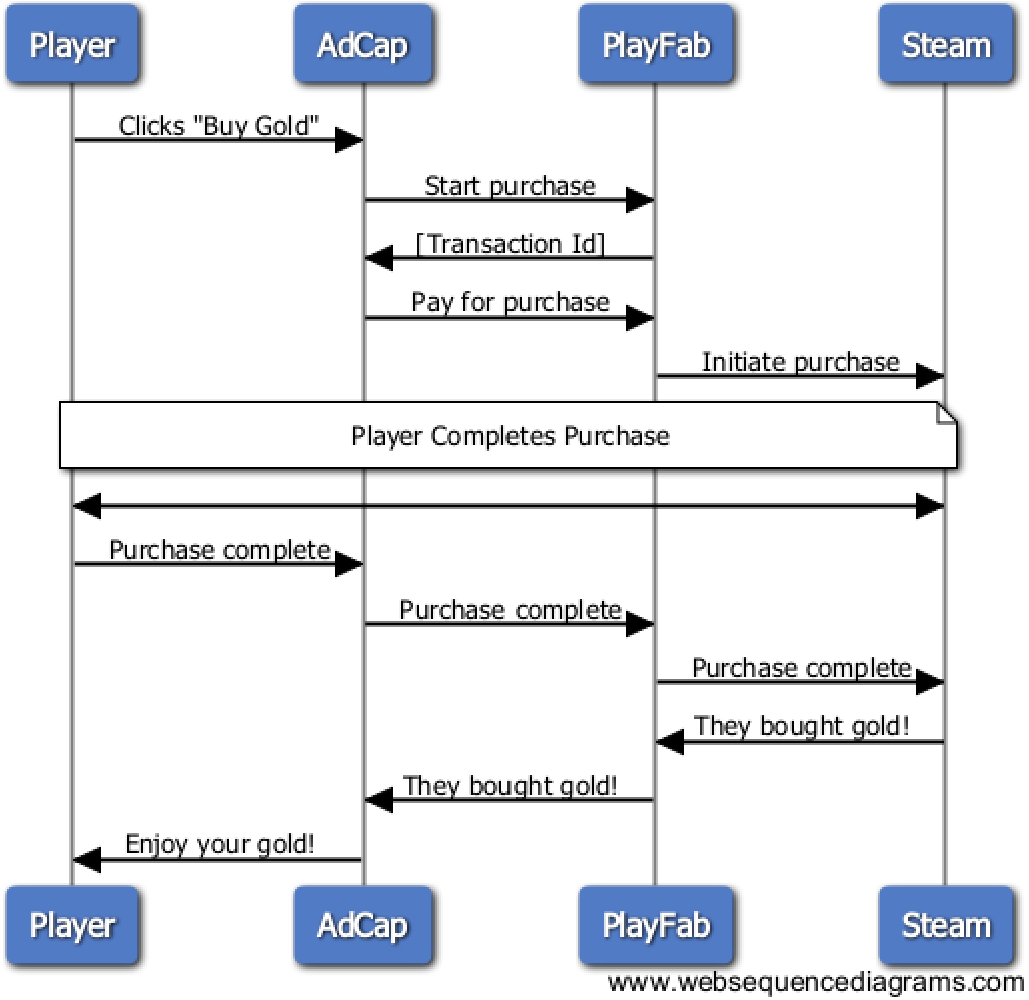


Steam In-App Purchase Flow with PlayFab

- PlayFab can be that server



□ steam.gold.115	115 Gold Bars	currency
□ steam.gold.115.10off	115 Gold Bars (10% off)	currency
□ steam.gold.115.20off	115 Gold Bars (20% off)	currency
□ steam.gold.115.30off	115 Gold Bars (30% off)	currency
□ steam.gold.115.40off	115 Gold Bars (40% off)	currency
□ steam.gold.115.50off	115 Gold Bars (50% off)	currency
□ steam.gold.115.60off	115 Gold Bars (60% off)	currency
□ steam.gold.115.70off	115 Gold Bars (70% off)	currency
□ steam.gold.1300	1300 Gold Bars	currency



Player AdCap PlayFab Steam

Clicks "Buy Gold"

Start purchase

[Transaction Id]

Pay for purchase

Initiate purchase

Player Completes Purchase

Purchase complete

Purchase complete

Purchase complete

They bought gold!

They bought gold!

Enjoy your gold!

Player AdCap PlayFab Steam

www.websequencediagrams.com

Steam In-App Purchase Flow (Code)

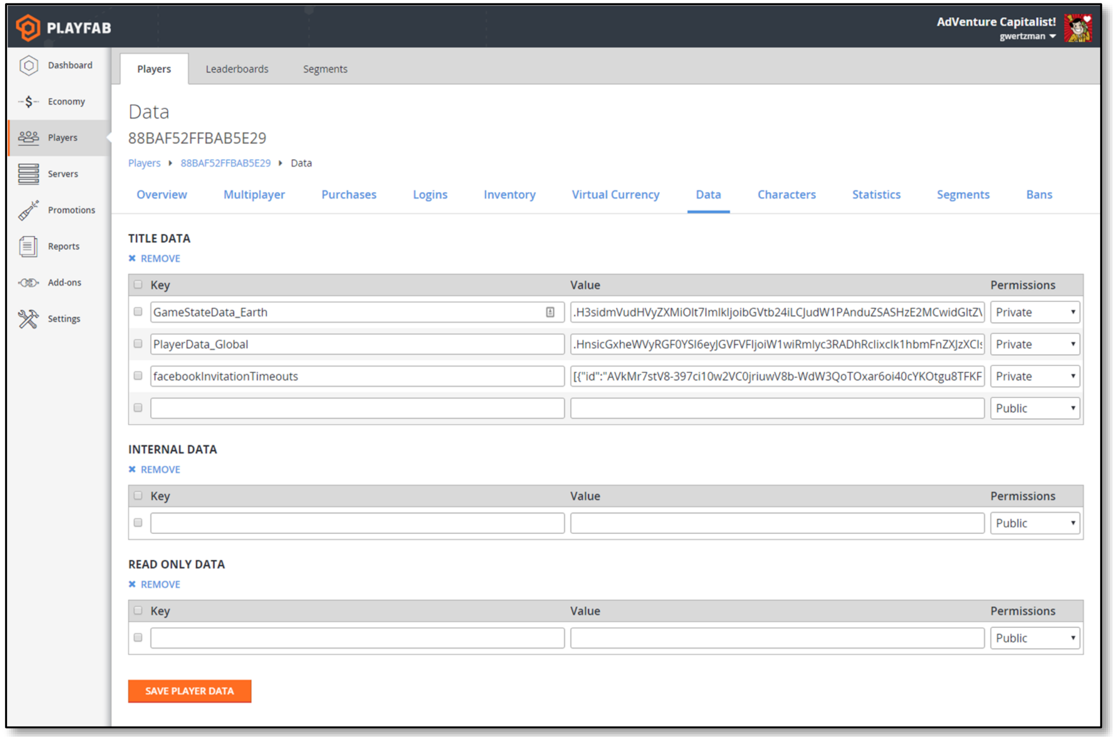
```
// StartAndPayForFunction method
var request = new StartPurchaseRequest() {
    Items = new List<ItemPuchaseRequest>() {
        new ItemPuchaseRequest() {
            ItemId = itemId,
            Quantity = quantity}}};

PlayFabClientAPI.StartPurchase(
    request,
    result => this.PayForPurchase(result),
    err => this._EventStream(new BeginPurchaseEvent(err)));
```

Steam Tips

- Create a test title id in PlayFab.
- Ask PlayFab to enable Steam Sandbox mode.
- Overlay doesn’t appear until player gets request from Steam.

Cloud Save

- Primary purpose: Launch WebGL version of our game on FB
- Saving player data on WebGL problematic, so save on PlayFab



Data

88BAF52FFBAB5E29

Players ▸ 88BAF52FFBAB5E29 ▸ Data

Overview | Multiplayer | Purchases | Logins | Inventory | Virtual Currency | Data | Characters | Statistics | Segments | Bans

TITLE DATA

✖ REMOVE

□	Key	Value	Permissions
□	GameStateData_Earth	.H3sidmVudHVyZXMiOlt7ImlkIjoibGVtb24iLCJudW1PAnduZSASHzE2MCwidGltZ\	Private ▾
□	PlayerData_Global	.HnsicGxheWVyRGF0YSI6eyJGVFVFIjoiW1wiRmlyc3RADhRclixclk1hbmFnZXJzXCI:	Private ▾
□	facebookInvitationTimeouts	[{"id":"AVkMr7stV8-397ci10w2VC0jriuwV8b-WdW3QoTOxar6oi40cYKOtgu8TFKF	Private ▾
□			Public ▾

INTERNAL DATA

✖ REMOVE

□	Key	Value	Permissions
□			Public ▾

READ ONLY DATA

✖ REMOVE

□	Key	Value	Permissions
□			Public ▾

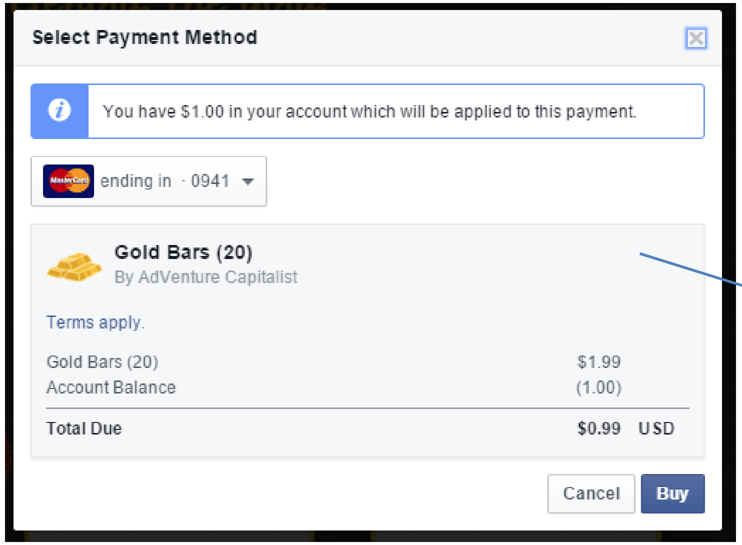
SAVE PLAYER DATA

Cloud Save (Code)

```
public void LoginWithFacebook(string accessToken)
    var request = new LoginWithFacebookRequest() {
        AccessToken = accessToken,
        CreateAccount = true,
        TitleId = PlayFabSettings.TitleId
    }

    PlayFabClientAPI.LoginWithFacebook(
        request,
        e => this._EventStream(new LoginEvent(e)),
        err => this._EventStream(new LoginEvent(err));
}

public void UpdateUserData(Dictionary <string, string> kvp) {
    var request = new UpdateUserDataRequest() {Data = kvp};

    PlayFabClientAPI.UpdateUserData(
        request,
        result => this._EventStream(new UpdateEvent(result),
        err => this._EventStream(new UpdateEvent(err));
}
```

Facebook In-App Purchase Flow

- PlayFab manages Facebook purchase system
  - Generates required XML objects from our item catalogs
  - Purchase initiated through PlayFab; order id sent to Facebook for payment
  - On success, resulting transaction id sent to PlayFab and items are granted



Select Payment Method

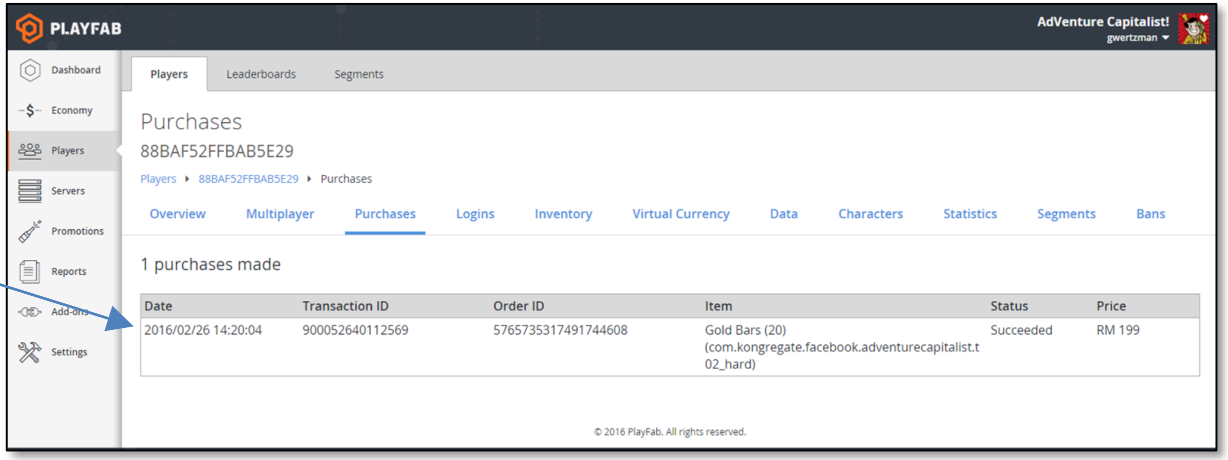
You have $1.00 in your account which will be applied to this payment.

ending in · 0941

Gold Bars (20)
By AdVenture Capitalist

Terms apply.

Gold Bars (20)	$1.99
Account Balance	(1.00)
Total Due	**$0.99** USD



Purchases

88BAF52FFBAB5E29

Players ▸ 88BAF52FFBAB5E29 ▸ Purchases

1 purchases made

Date	Transaction ID	Order ID	Item	Status	Price
2016/02/26 14:20:04	900052640112569	5765735317491744608	Gold Bars (20) (com.kongregate.facebook.adventurecapitalist.t02_hard)	Succeeded	RM 199

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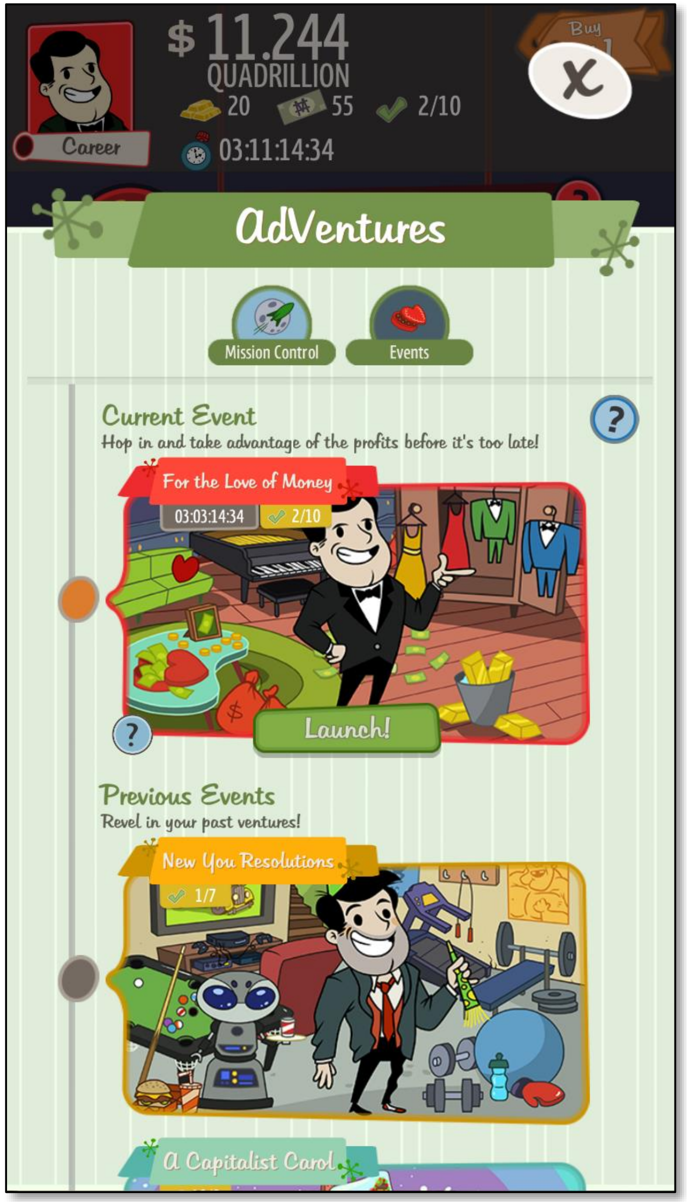
Live Events

- Primary purpose: increase player engagement by releasing limited-time events
- Secondary purpose: tweak gameplay balance and fix bugs without going through mobile cert



Current Event

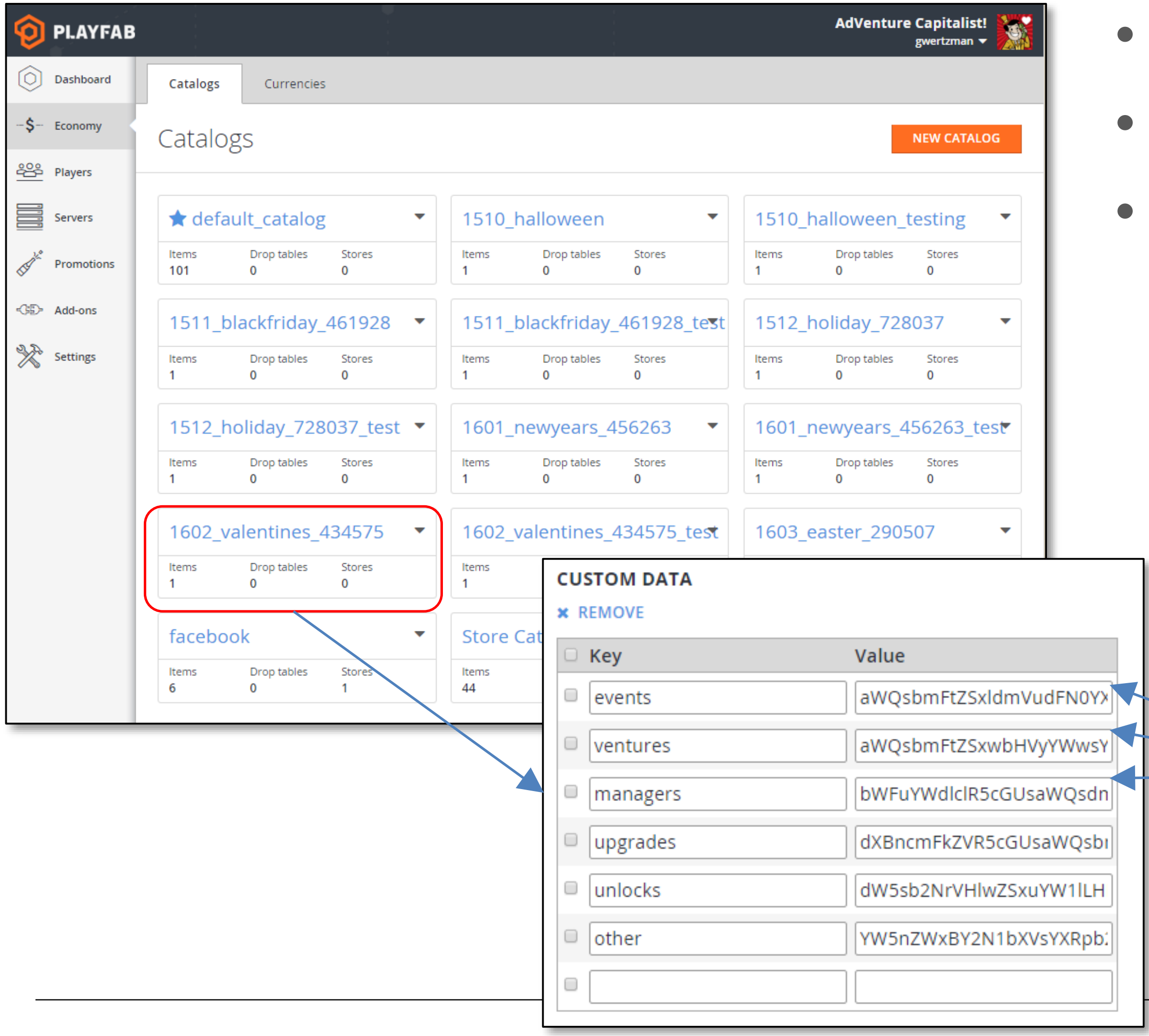
Hop in and take advantage of the profits before it's too late!

Previous Events

Revel in your past ventures!

Setting up a live event

- Moved art/assets into Unity AssetBundle
- Moved planet config to Google Sheets
- Export data to PlayFab catalogs



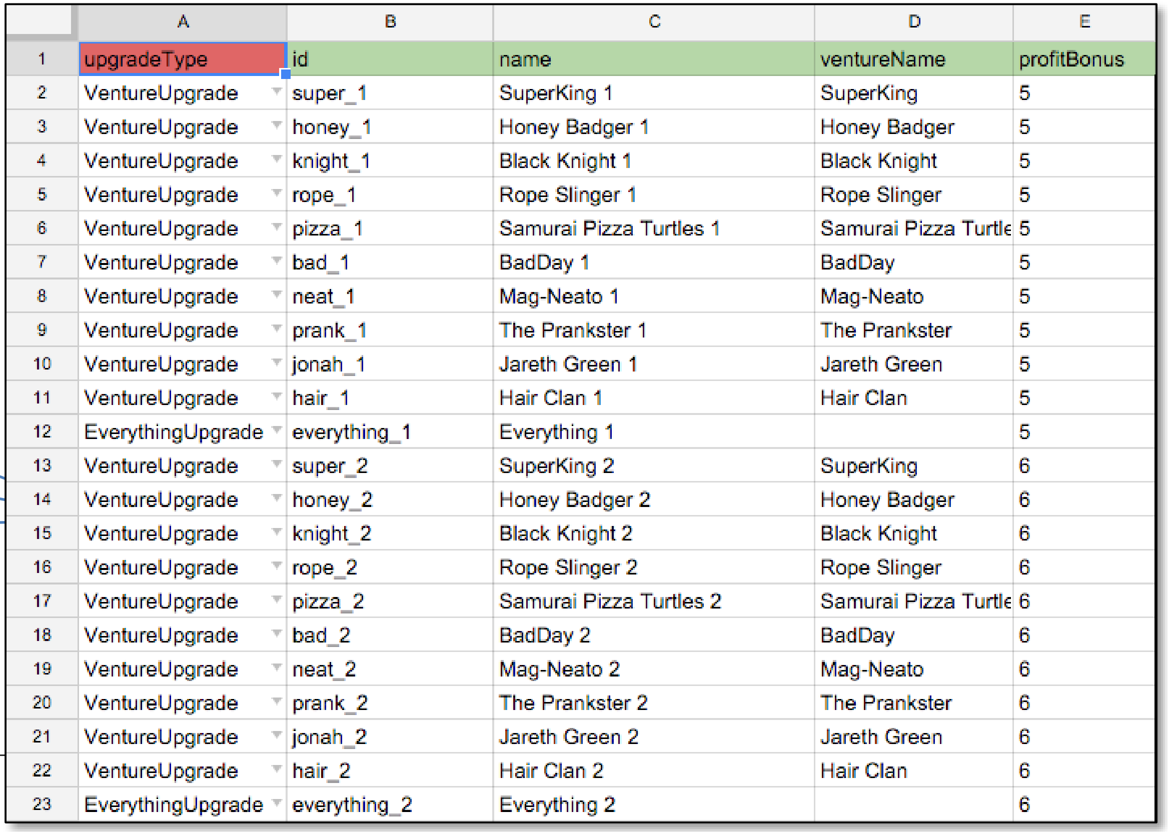
Catalogs

Catalog	Items	Drop tables	Stores
default_catalog	101	0	0
1510_halloween	1	0	0
1510_halloween_testing	1	0	0
1511_blackfriday_461928	1	0	0
1511_blackfriday_461928_test	1	0	0
1512_holiday_728037	1	0	0
1512_holiday_728037_test	1	0	0
1601_newyears_456263	1	0	0
1601_newyears_456263_test	1	0	0
1602_valentines_434575	1	0	0
1602_valentines_434575_test	1		
1603_easter_290507			
facebook	6	0	1
Store Cat	44		

CUSTOM DATA

✖ REMOVE

□	Key	Value
□	events	aWQsbmFtZSxldmVudFN0YX
□	ventures	aWQsbmFtZSxwbHVyYWwsY
□	managers	bWFuYWdlclR5cGUsaWQsdn
□	upgrades	dXBncmFkZVR5cGUsaWQsbı
□	unlocks	dW5sb2NrVHlwZSxuYW1lLH
□	other	YW5nZWxBY2N1bXVsYXRpb:
□		

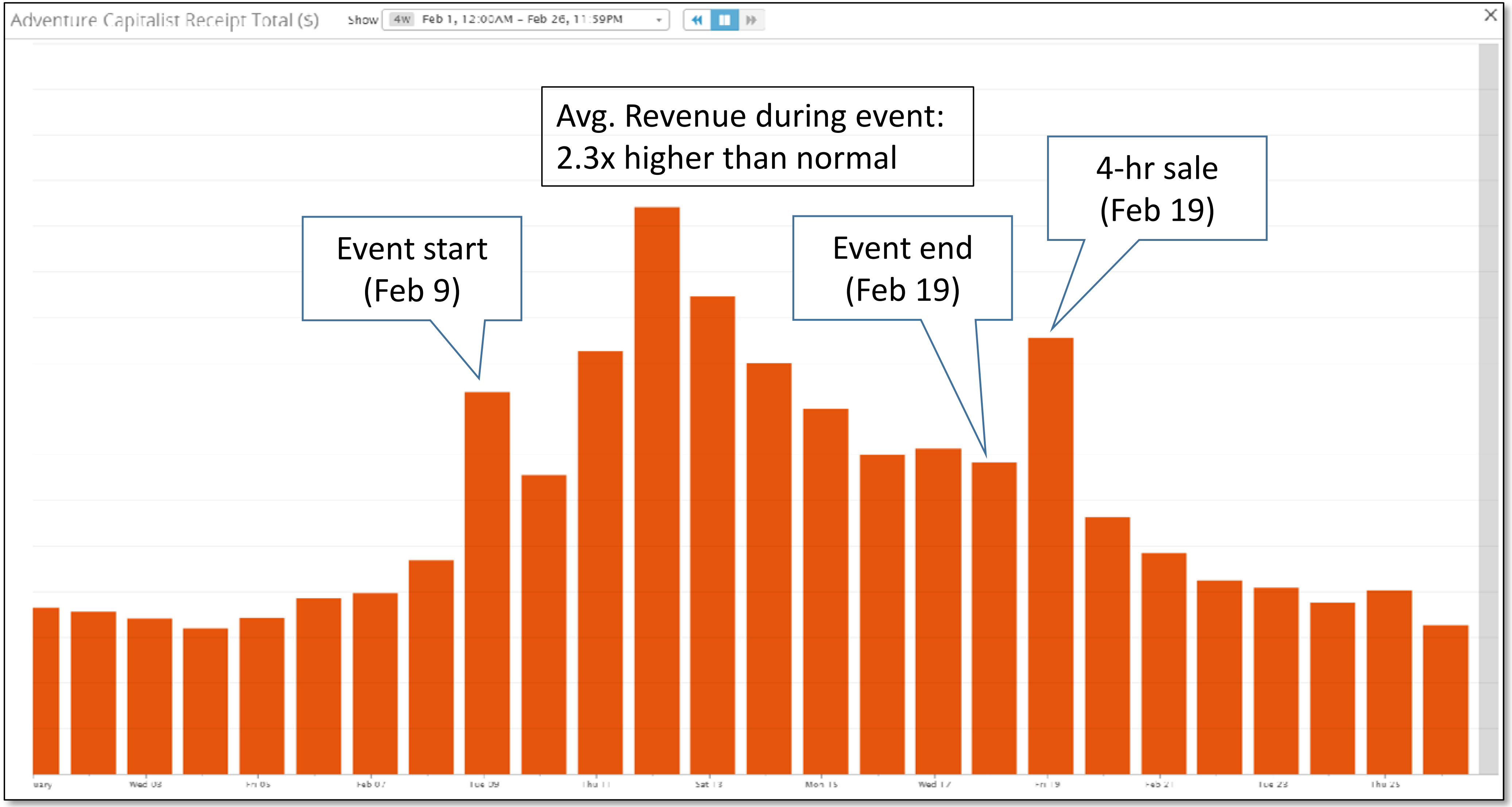


	A	B	C	D	E
1	upgradeType	id	name	ventureName	profitBonus
2	VentureUpgrade	super_1	SuperKing 1	SuperKing	5
3	VentureUpgrade	honey_1	Honey Badger 1	Honey Badger	5
4	VentureUpgrade	knight_1	Black Knight 1	Black Knight	5
5	VentureUpgrade	rope_1	Rope Slinger 1	Rope Slinger	5
6	VentureUpgrade	pizza_1	Samurai Pizza Turtles 1	Samurai Pizza Turtle	5
7	VentureUpgrade	bad_1	BadDay 1	BadDay	5
8	VentureUpgrade	neat_1	Mag-Neato 1	Mag-Neato	5
9	VentureUpgrade	prank_1	The Prankster 1	The Prankster	5
10	VentureUpgrade	jonah_1	Jareth Green 1	Jareth Green	5
11	VentureUpgrade	hair_1	Hair Clan 1	Hair Clan	5
12	EverythingUpgrade	everything_1	Everything 1		5
13	VentureUpgrade	super_2	SuperKing 2	SuperKing	6
14	VentureUpgrade	honey_2	Honey Badger 2	Honey Badger	6
15	VentureUpgrade	knight_2	Black Knight 2	Black Knight	6
16	VentureUpgrade	rope_2	Rope Slinger 2	Rope Slinger	6
17	VentureUpgrade	pizza_2	Samurai Pizza Turtles 2	Samurai Pizza Turtle	6
18	VentureUpgrade	bad_2	BadDay 2	BadDay	6
19	VentureUpgrade	neat_2	Mag-Neato 2	Mag-Neato	6
20	VentureUpgrade	prank_2	The Prankster 2	The Prankster	6
21	VentureUpgrade	jonah_2	Jareth Green 2	Jareth Green	6
22	VentureUpgrade	hair_2	Hair Clan 2	Hair Clan	6
23	EverythingUpgrade	everything_2	Everything 2		6

Setting up a live event (Code)

```
var eventKey = "event-v6";

playfab.EventStream<TitleDataEvent>()
    .Subscribe(this.OnDataReceived);

playfab.EventStream<UserDataEvent>()
    .Subscribe(this.OnDataReceived);

playfab.EventStream<CatalogEvent>()
    .Subscribe(this.OnCatalogReceived);

playfab.IsLoggedIn
    .Where(i => i)
    .Take(1)
    .Subscribe(_ => {
        playfab.GetTitleData(eventKey);
        playfab.GetUserReadOnlyData(playfab.PlayFabId.Value, eventKey});
```

Live event results: Valentine's Day



Avg. Revenue during event: 2.3x higher than normal

Event start (Feb 9)

Event end (Feb 19)

4-hr sale (Feb 19)

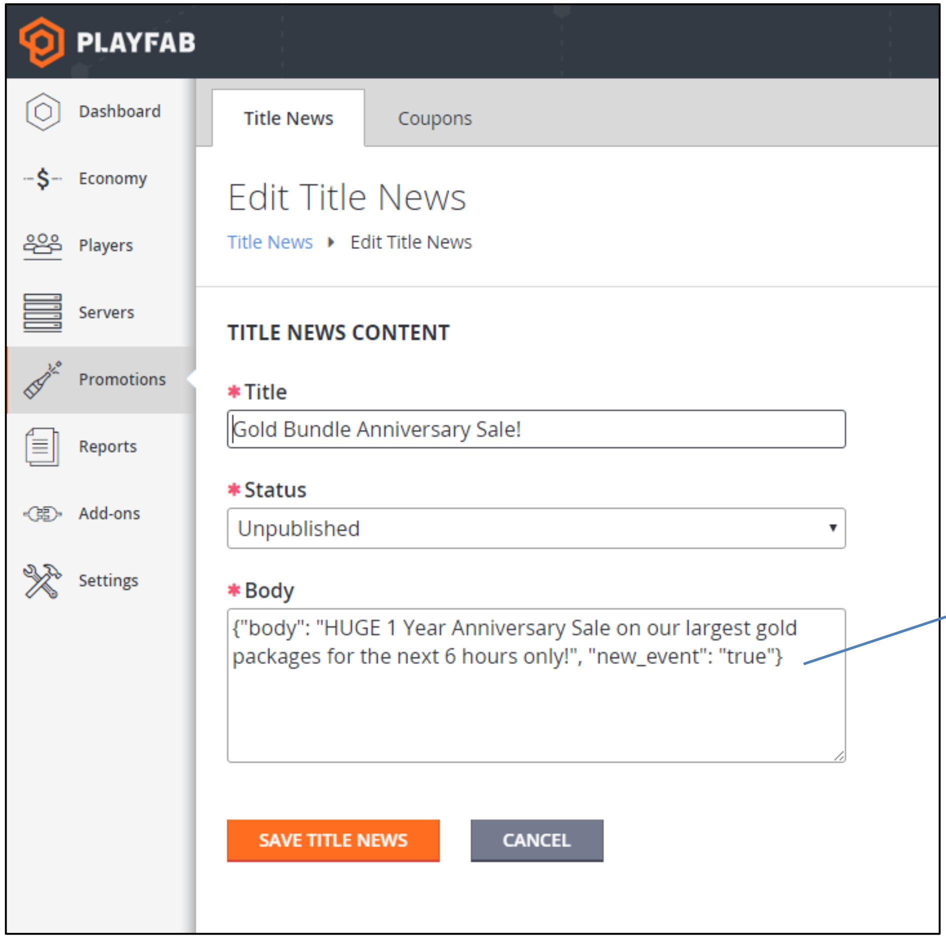
Live event tips & results

- Approve binary before event is complete
  - After approval still tweaking gameplay, adding art, fixing bugs
- Live tuning based on feedback and analytics while event running
  - Acquiring angels too quickly -> reduced rate of accumulation by 3x
- Results: increase in sustained engagement and in-app spend

Player Notifications

- Primary purpose: Notify players when a new event starts
- Secondary purpose: Notify players when a sale is on
- In-game: Use TitleNews
- Out-of-game: Use PushNotifications
- PlayFab has 1-to-1 push notification support, but recommended partner OneSignal for bulk messages (~2.4M)

In-game Notifications



Edit Title News

Title News ▸ Edit Title News

TITLE NEWS CONTENT

*Title

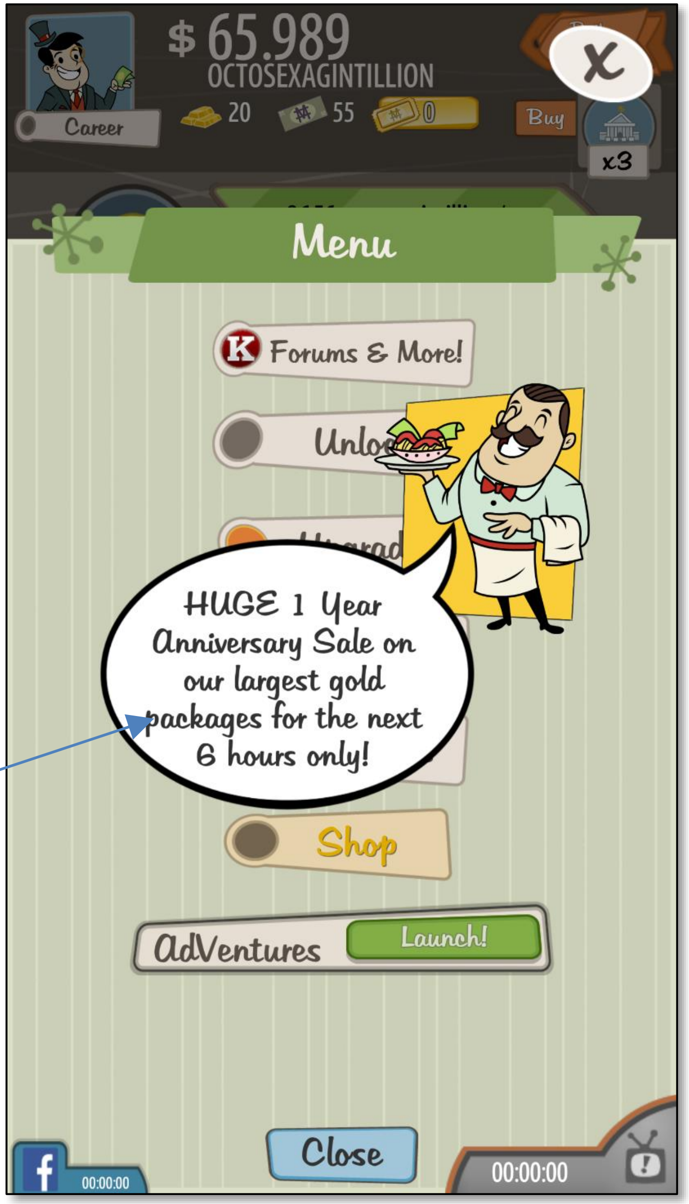
Gold Bundle Anniversary Sale!

*Status

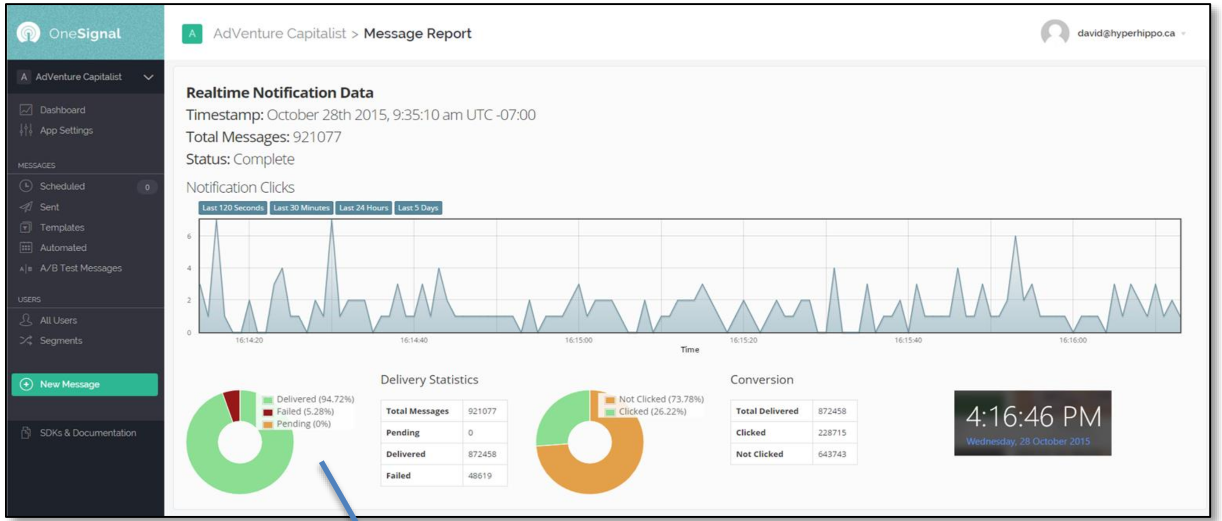
Unpublished

*Body

{"body": "HUGE 1 Year Anniversary Sale on our largest gold packages for the next 6 hours only!", "new_event": "true"}



Push notifications



AdVenture Capitalist > Message Report

Realtime Notification Data

Timestamp: October 28th 2015, 9:35:10 am UTC -07:00

Total Messages: 921077

Status: Complete

Notification Clicks

🟩 Delivered (94.72%)
🟥 Failed (5.28%)
🟧 Pending (0%)

Delivery Statistics

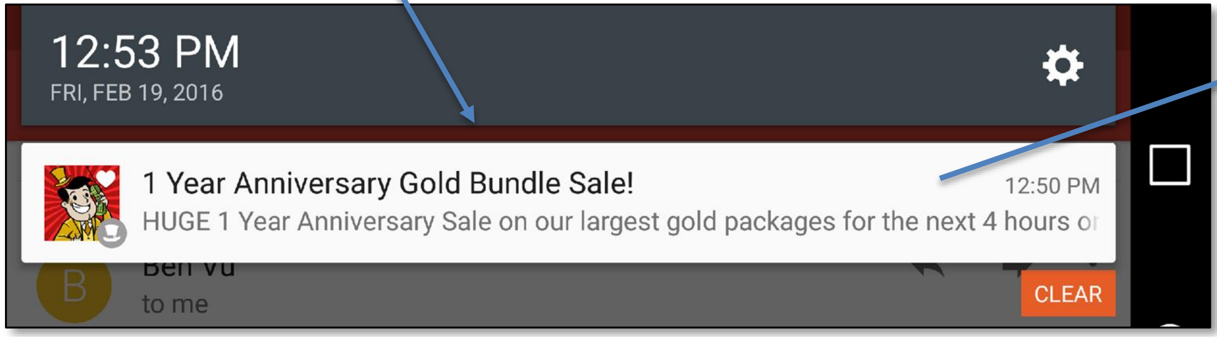
Total Messages	921077
Pending	0
Delivered	872458
Failed	48619

🟧 Not Clicked (73.78%)
🟩 Clicked (26.22%)

Conversion

Total Delivered	872458
Clicked	228715
Not Clicked	643743

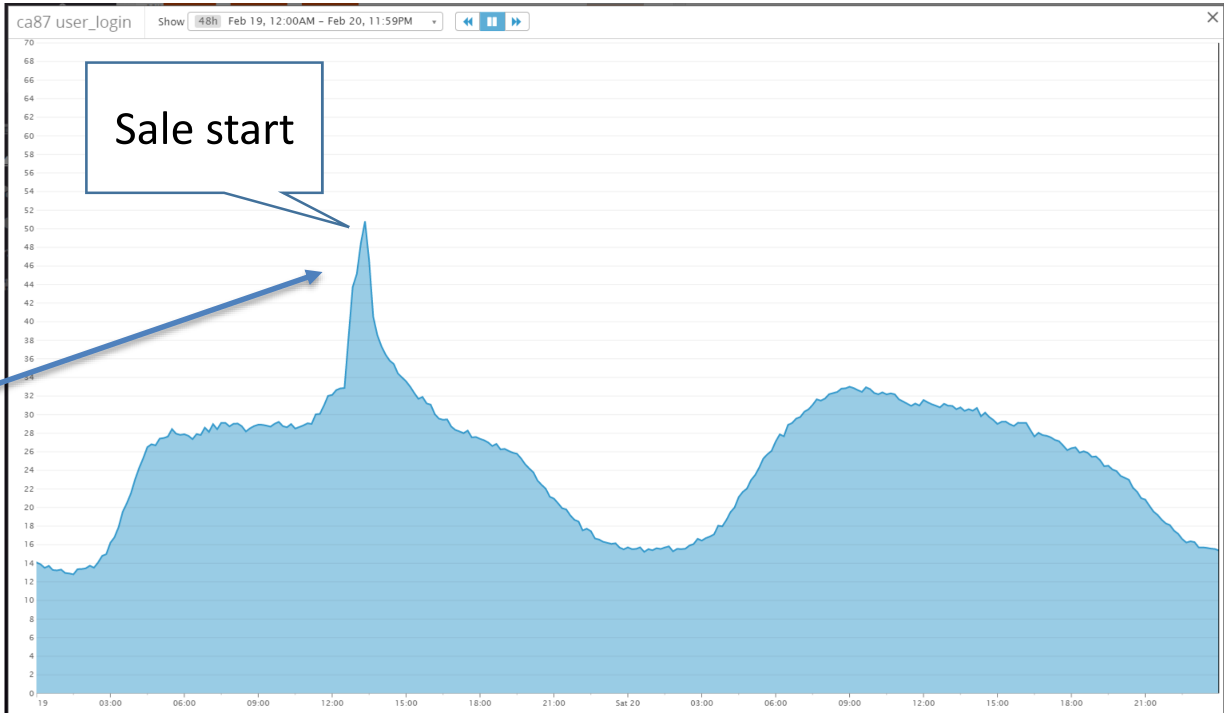
4:16:46 PM
Wednesday, 28 October 2015



12:53 PM
FRI, FEB 19, 2016

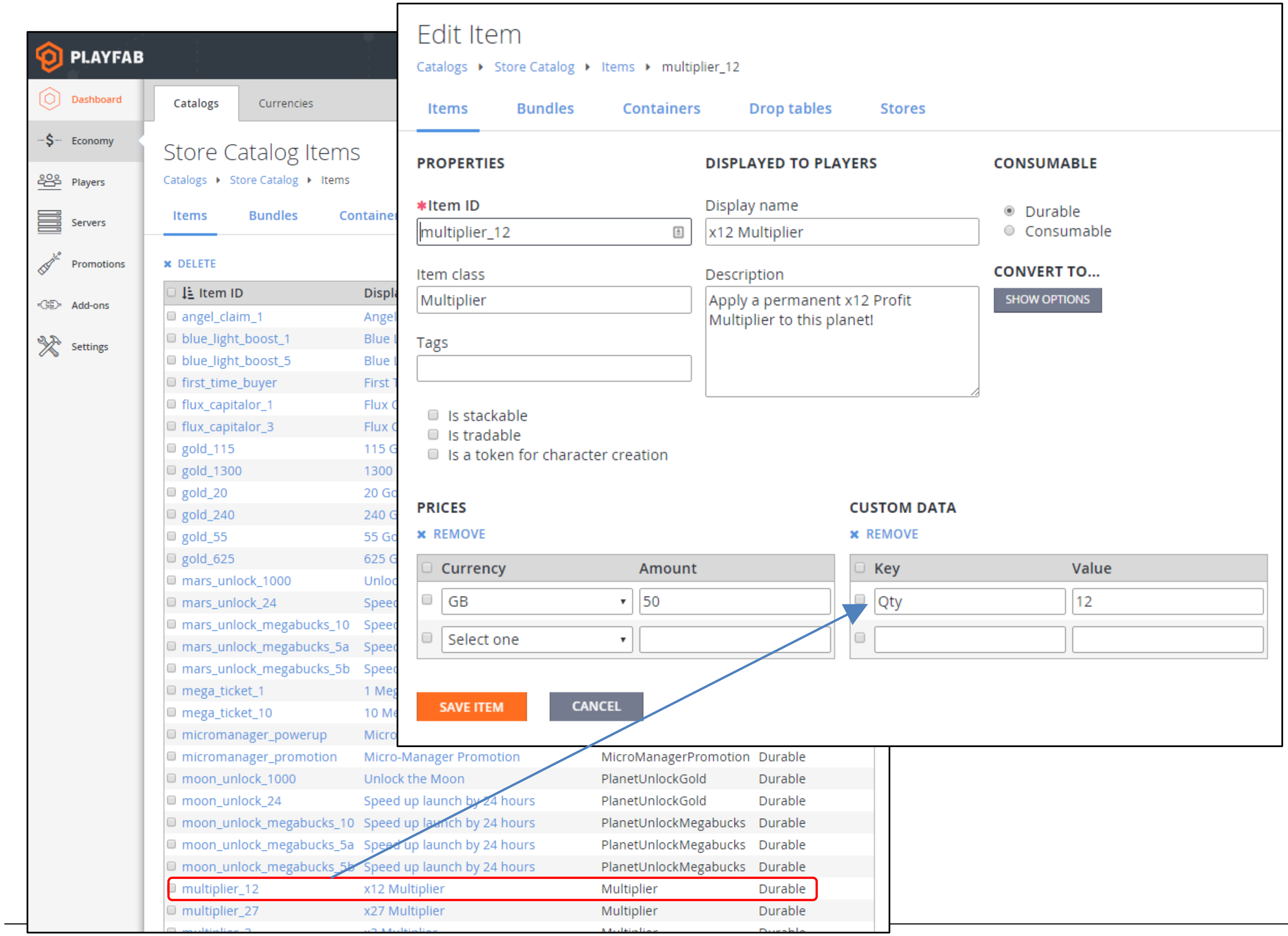
1 Year Anniversary Gold Bundle Sale! 12:50 PM
HUGE 1 Year Anniversary Sale on our largest gold packages for the next 4 hours o

5% - 10% click-through rate for push notifications



Logins / Second

In-App Commerce



Store Catalog Items

Catalogs ▸ Store Catalog ▸ Items

Items | Bundles | Containe

✖ DELETE

□ Item ID	Displa		
□ angel_claim_1	Angel		
□ blue_light_boost_1	Blue		
□ blue_light_boost_5	Blue		
□ first_time_buyer	First		
□ flux_capitalor_1	Flux C		
□ flux_capitalor_3	Flux C		
□ gold_115	115 G		
□ gold_1300	1300		
□ gold_20	20 Go		
□ gold_240	240 G		
□ gold_55	55 Go		
□ gold_625	625 G		
□ mars_unlock_1000	Unloc		
□ mars_unlock_24	Speed		
□ mars_unlock_megabucks_10	Speed		
□ mars_unlock_megabucks_5a	Speed		
□ mars_unlock_megabucks_5b	Speed		
□ mega_ticket_1	1 Meg		
□ mega_ticket_10	10 Me		
□ micromanager_powerup	Micro		
□ micromanager_promotion	Micro-Manager Promotion	MicroManagerPromotion	Durable
□ moon_unlock_1000	Unlock the Moon	PlanetUnlockGold	Durable
□ moon_unlock_24	Speed up launch by 24 hours	PlanetUnlockGold	Durable
□ moon_unlock_megabucks_10	Speed up launch by 24 hours	PlanetUnlockMegabucks	Durable
□ moon_unlock_megabucks_5a	Speed up launch by 24 hours	PlanetUnlockMegabucks	Durable
□ moon_unlock_megabucks_5b	Speed up launch by 24 hours	PlanetUnlockMegabucks	Durable
□ multiplier_12	x12 Multiplier	Multiplier	Durable
□ multiplier_27	x27 Multiplier	Multiplier	Durable
□ multiplier_3	x3 Multiplier	Multiplier	Durable

Edit Item

Catalogs ▸ Store Catalog ▸ Items ▸ multiplier_12

Items | Bundles | Containers | Drop tables | Stores

PROPERTIES

*Item ID: multiplier_12

Item class: Multiplier

Tags:

□ Is stackable
□ Is tradable
□ Is a token for character creation

DISPLAYED TO PLAYERS

Display name: x12 Multiplier

Description: Apply a permanent x12 Profit Multiplier to this planet!

CONSUMABLE

● Durable
○ Consumable

CONVERT TO...

SHOW OPTIONS

PRICES

✖ REMOVE

□ Currency	Amount
□ GB ▾	50
□ Select one ▾	

CUSTOM DATA

✖ REMOVE

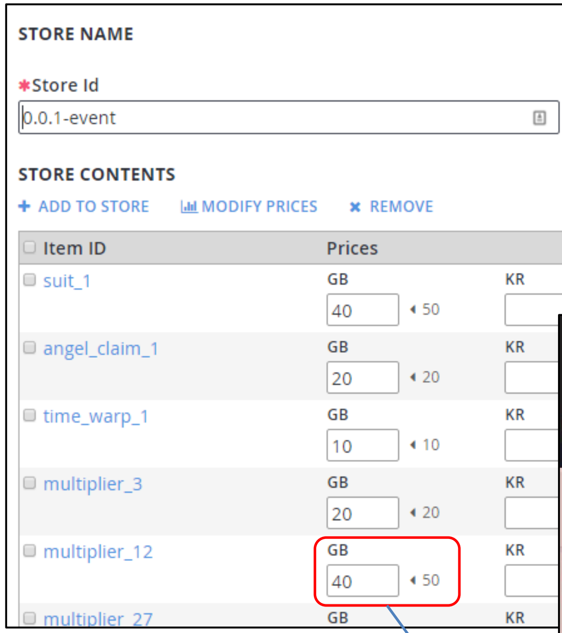
□ Key	Value
□ Qty	12
□	

SAVE ITEM | CANCEL

- Primary purpose: more control over game economy
- Moved all in-app purchase data into PlayFab catalogs
- New variations of items can be created without binary update

Running sales

- Weekend discounts and flash sales on virtual items and currency packs
- Reduced our hangover period
  - Engagement and spending often drop after an event.
  - This still happens, but flash sales smooth out the hump.



STORE NAME

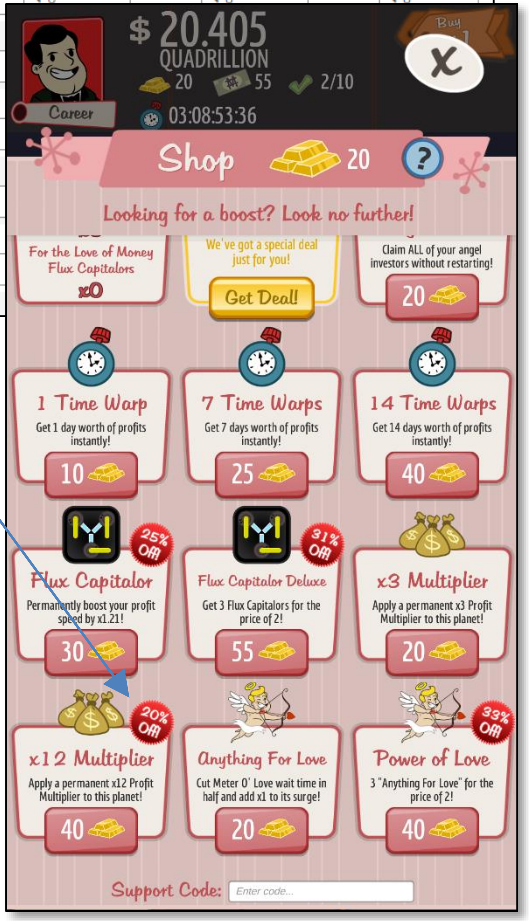
*Store Id

0.0.1-event

STORE CONTENTS

+ ADD TO STORE   MODIFY PRICES   ✖ REMOVE

□ Item ID	Prices			
□ suit_1	GB 40 ◂ 50	KR ◂ 0	MB ◂ 0	RM ◂ 0
□ angel_claim_1	GB 20 ◂ 20	KR		
□ time_warp_1	GB 10 ◂ 10	KR		
□ multiplier_3	GB 20 ◂ 20	KR		
□ multiplier_12	GB 40 ◂ 50	KR		
□ multiplier_27	GB	KR		



$ 20.405 QUADRILLION

20   55   2/10

03:08:53:36

Career

Shop 20

Looking for a boost? Look no further!

For the Love of Money Flux Capitalors x0

We've got a special deal just for you! Get Deal!

Claim ALL of your angel investors without restarting! 20

1 Time Warp: Get 1 day worth of profits instantly! 10

7 Time Warps: Get 7 days worth of profits instantly! 25

14 Time Warps: Get 14 days worth of profits instantly! 40

Flux Capitalor (25% Off): Permanently boost your profit speed by x1.21! 30

Flux Capitalor Deluxe (31% Off): Get 3 Flux Capitalors for the price of 2! 55

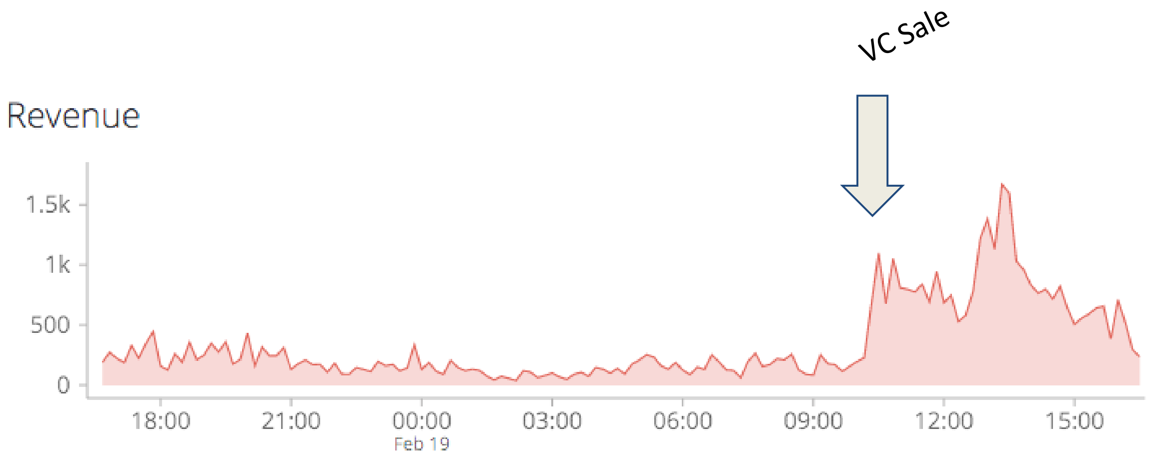
x3 Multiplier: Apply a permanent x3 Profit Multiplier to this planet! 20

x12 Multiplier (20% Off): Apply a permanent x12 Profit Multiplier to this planet! 40

Anything For Love: Cut Meter O' Love wait time in half and add x1 to its surge! 20

Power of Love (33% Off): 3 "Anything For Love" for the price of 2! 40

Support Code: Enter code...

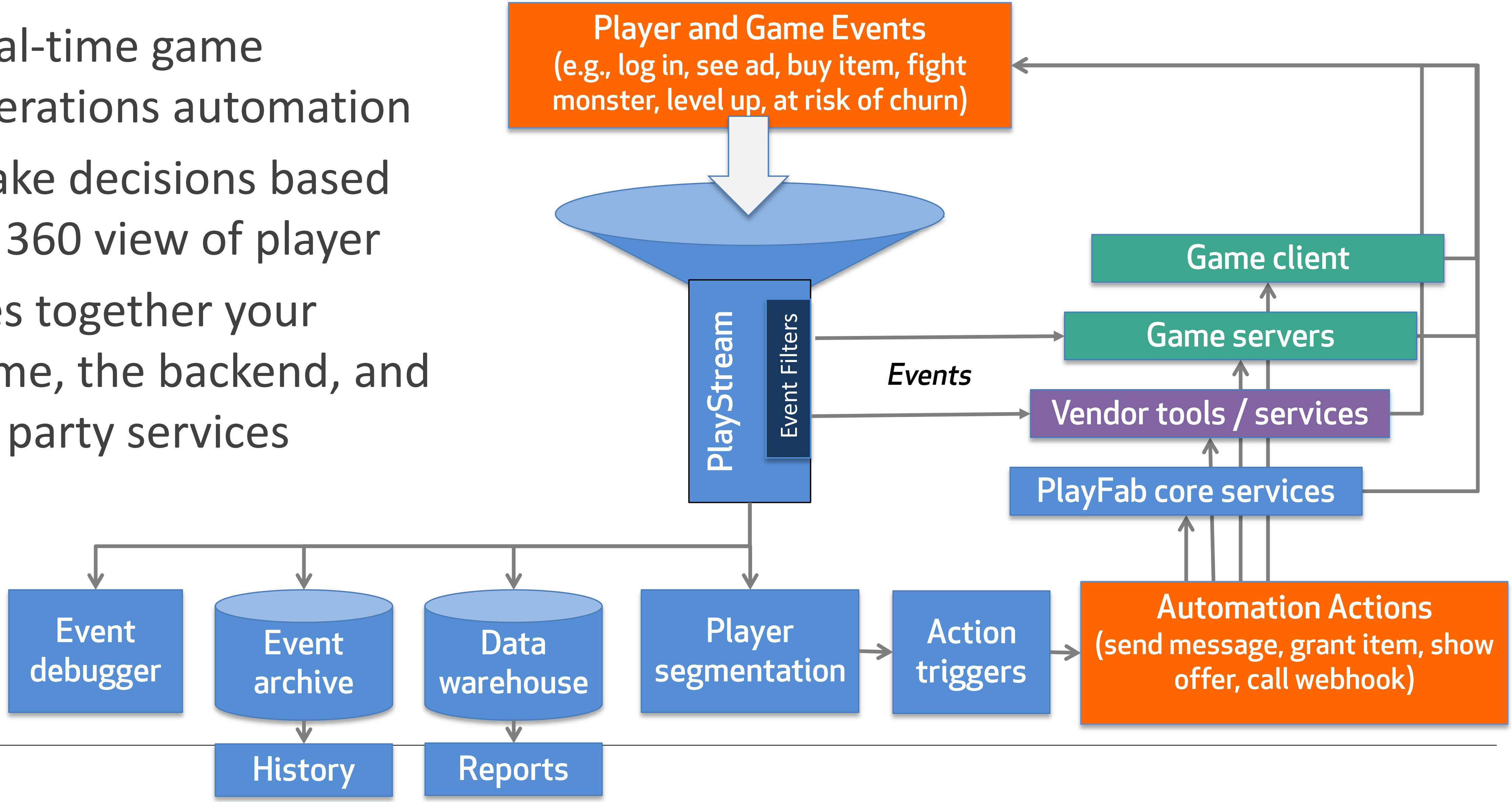


VC Sale

How about we try launching a sale right now, champ?

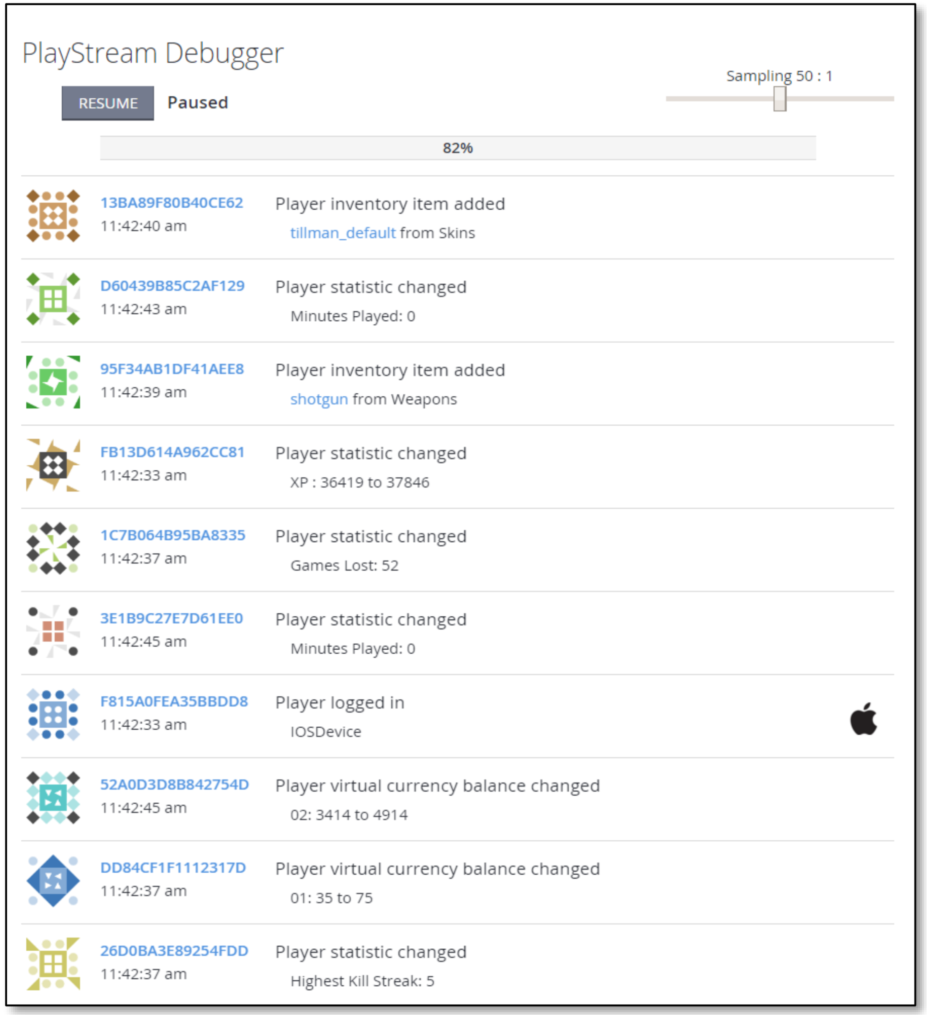
Introducing PlayStream

- Real-time game operations automation
- Make decisions based on 360 view of player
- Ties together your game, the backend, and 3rd party services



Monitor live event flow

- Sample the real-time event feed to ensure everything is working.
- Click to inspect specific players or events.



13BA89F80B40CE62 11:42:40 am
Player inventory item added
tillman_default from Skins

D60439B85C2AF129 11:42:43 am
Player statistic changed
Minutes Played: 0

95F34AB1DF41AEE8 11:42:39 am
Player inventory item added
shotgun from Weapons

FB13D614A962CC81 11:42:33 am
Player statistic changed
XP : 36419 to 37846

1C7B064B95BA8335 11:42:37 am
Player statistic changed
Games Lost: 52

3E1B9C27E7D61EE0 11:42:45 am
Player statistic changed
Minutes Played: 0

F815A0FEA35BBDD8 11:42:33 am
Player logged in
IOSDevice

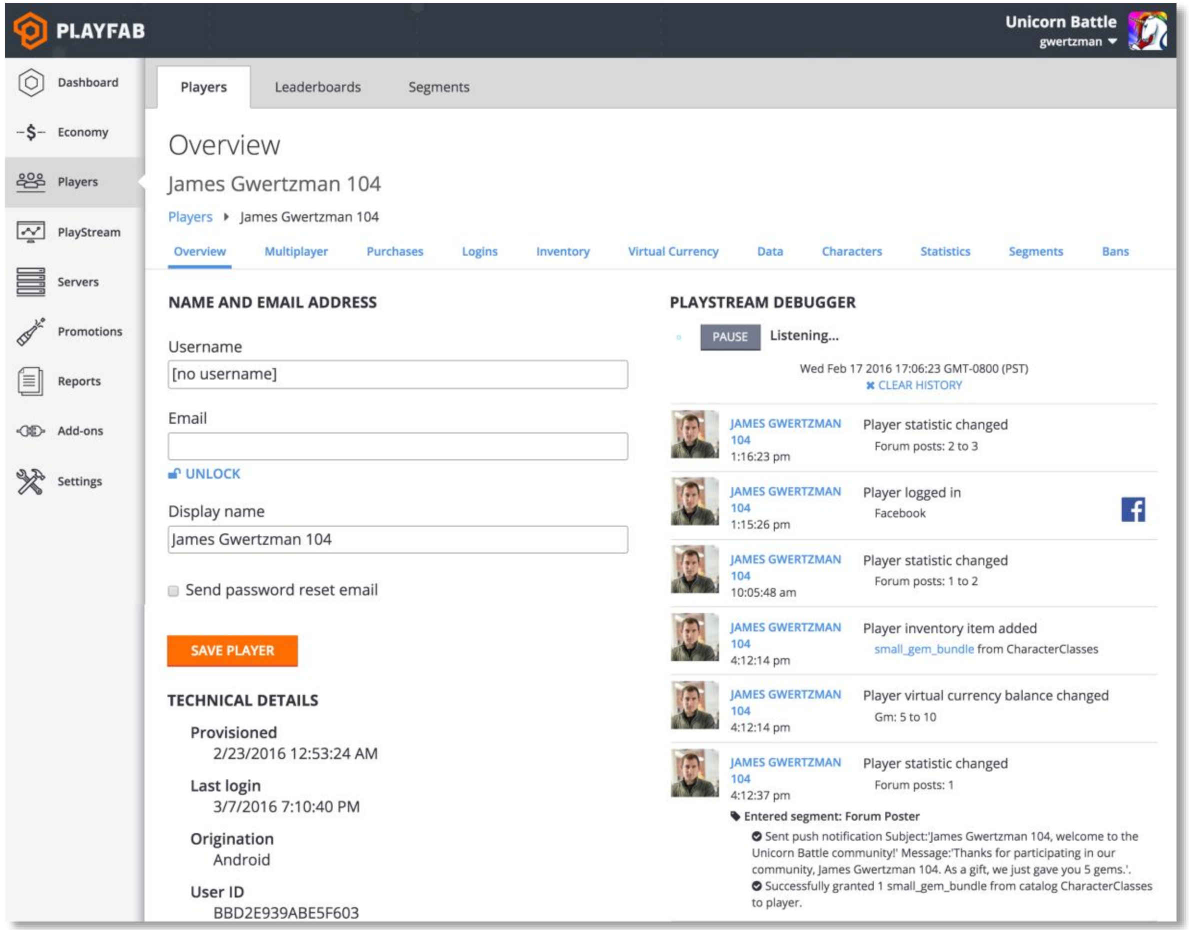
52A0D3D8B842754D 11:42:45 am
Player virtual currency balance changed
02: 3414 to 4914

DD84CF1F1112317D 11:42:37 am
Player virtual currency balance changed
01: 35 to 75

26D0BA3E89254FDD 11:42:37 am
Player statistic changed
Highest Kill Streak: 5

View player history

- View a player's history of data events to assist with customer support and debugging.
- See player specific events in real-time to monitor specific player performance.



Overview

James Gwertzman 104

NAME AND EMAIL ADDRESS

Username: [no username]

Email:

UNLOCK

Display name: James Gwertzman 104

□ Send password reset email

SAVE PLAYER

TECHNICAL DETAILS

Provisioned: 2/23/2016 12:53:24 AM

Last login: 3/7/2016 7:10:40 PM

Origination: Android

User ID: BBD2E939ABE5F603

PLAYSTREAM DEBUGGER

PAUSE Listening...

Wed Feb 17 2016 17:06:23 GMT-0800 (PST)

✖ CLEAR HISTORY

JAMES GWERTZMAN 104, 1:16:23 pm: Player statistic changed. Forum posts: 2 to 3

JAMES GWERTZMAN 104, 1:15:26 pm: Player logged in. Facebook

JAMES GWERTZMAN 104, 10:05:48 am: Player statistic changed. Forum posts: 1 to 2

JAMES GWERTZMAN 104, 4:12:14 pm: Player inventory item added. small_gem_bundle from CharacterClasses

JAMES GWERTZMAN 104, 4:12:14 pm: Player virtual currency balance changed. Gm: 5 to 10

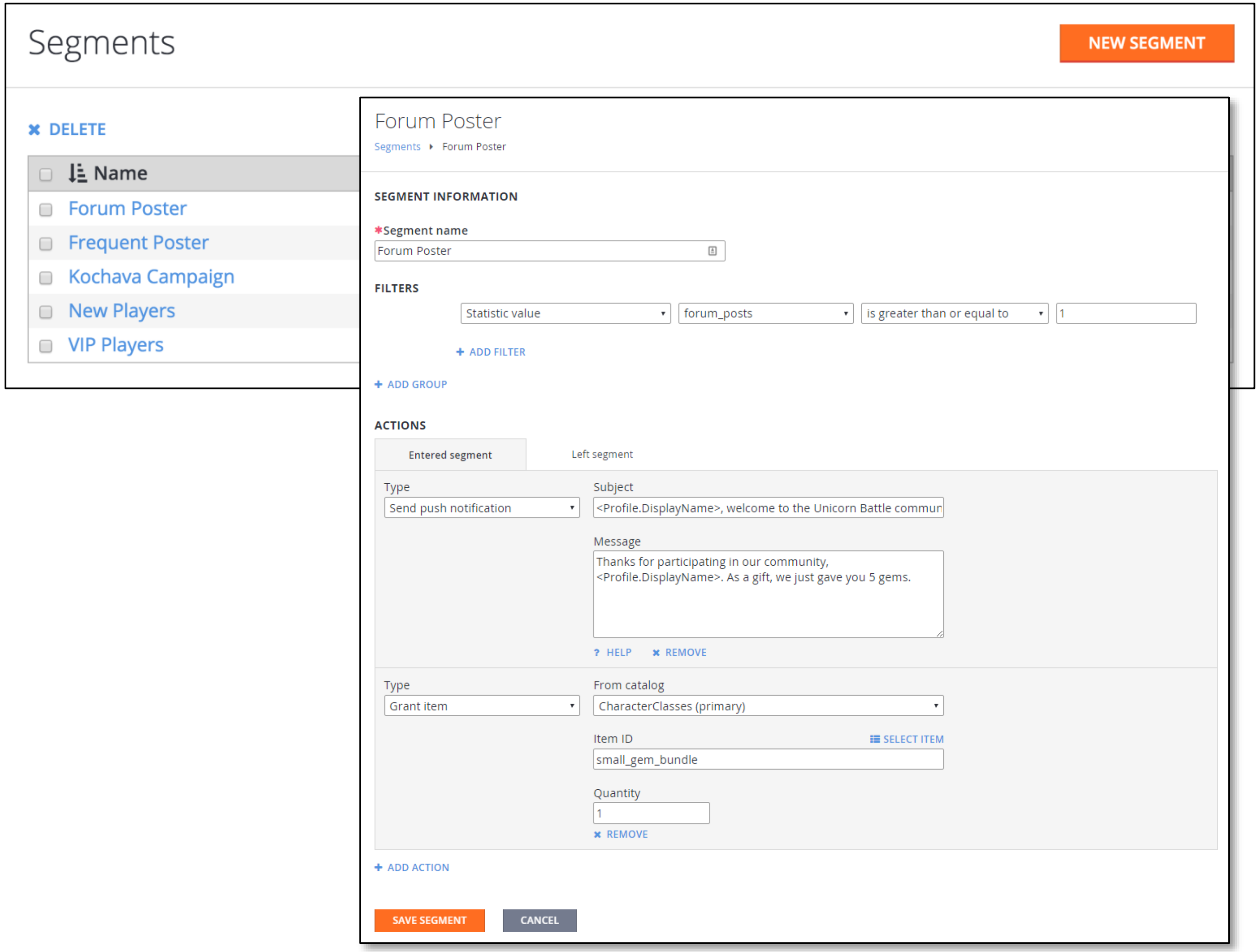
JAMES GWERTZMAN 104, 4:12:37 pm: Player statistic changed. Forum posts: 1

Entered segment: Forum Poster

- Sent push notification Subject:'James Gwertzman 104, welcome to the Unicorn Battle community!' Message:'Thanks for participating in our community, James Gwertzman 104. As a gift, we just gave you 5 gems.'.
- Successfully granted 1 small_gem_bundle from catalog CharacterClasses to player.

Segmentation & Action Triggers

- Define player segments based on properties
- Trigger actions as players enter or exit segments, in real-time



- □ Forum Poster
- □ Frequent Poster
- □ Kochava Campaign
- □ New Players
- □ VIP Players

Forum Poster

Segments ▸ Forum Poster

SEGMENT INFORMATION

*Segment name: Forum Poster

FILTERS

Statistic value | forum_posts | is greater than or equal to | 1

ACTIONS

Entered segment | Left segment

Type: Send push notification

Subject: <Profile.DisplayName>, welcome to the Unicorn Battle commur

Message: Thanks for participating in our community, <Profile.DisplayName>. As a gift, we just gave you 5 gems.

Type: Grant item

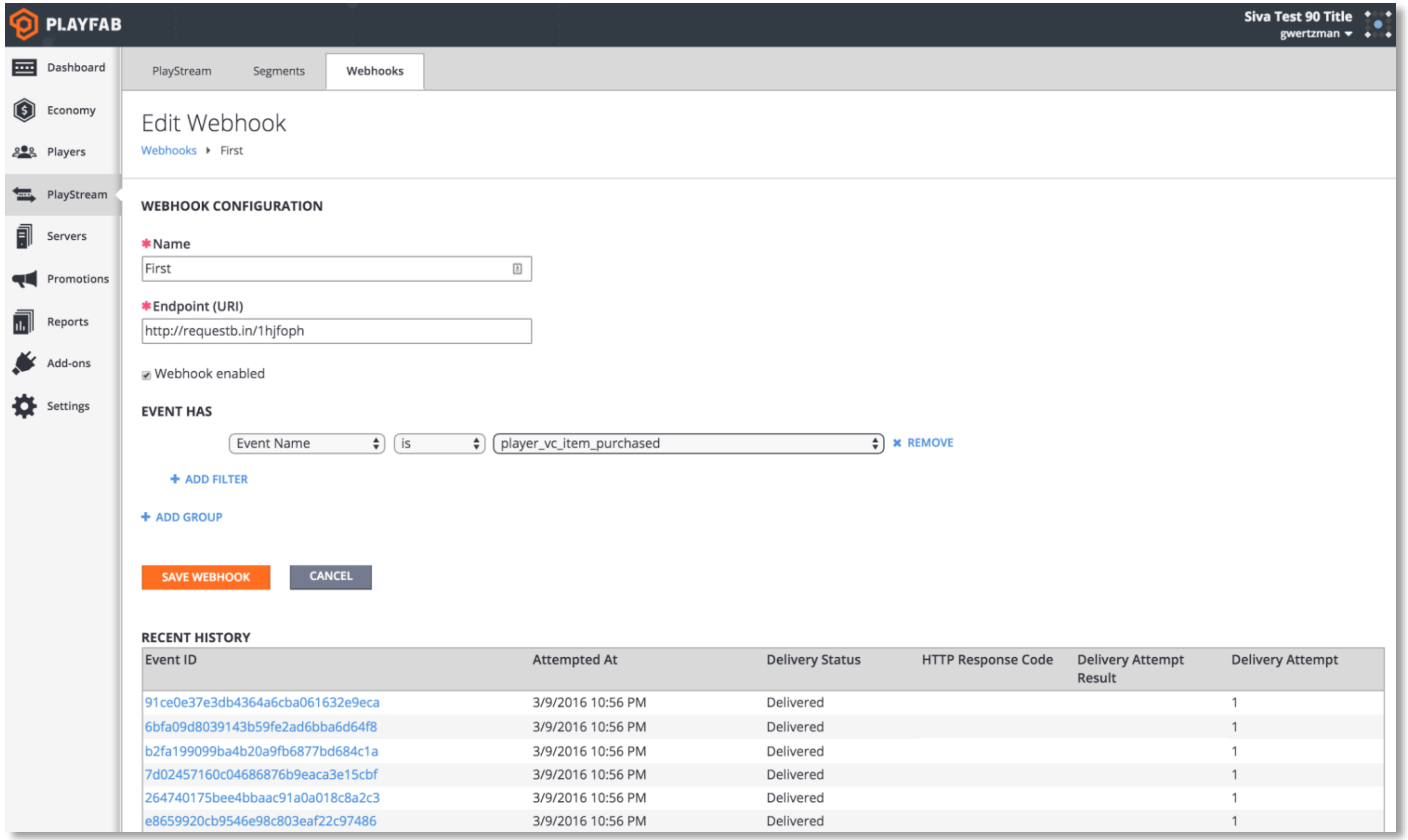
From catalog: CharacterClasses (primary)

Item ID: small_gem_bundle

Quantity: 1

Send filtered events to any webhook

- Send a filtered stream of events to any external webhook.
- Monitor recent events.
- Failed events will retry automatically.



Edit Webhook

Webhooks ▸ First

WEBHOOK CONFIGURATION

*Name: First

*Endpoint (URI): http://requestb.in/1hjfoph

☑ Webhook enabled

EVENT HAS

Event Name | is | player_vc_item_purchased ✖ REMOVE

RECENT HISTORY

Event ID	Attempted At	Delivery Status	HTTP Response Code	Delivery Attempt Result	Delivery Attempt
91ce0e37e3db4364a6cba061632e9eca	3/9/2016 10:56 PM	Delivered			1
6bfa09d8039143b59fe2ad6bba6d64f8	3/9/2016 10:56 PM	Delivered			1
b2fa199099ba4b20a9fb6877bd684c1a	3/9/2016 10:56 PM	Delivered			1
7d02457160c04686876b9eaca3e15cbf	3/9/2016 10:56 PM	Delivered			1
264740175bee4bbaac91a0a018c8a2c3	3/9/2016 10:56 PM	Delivered			1
e8659920cb9546e98c803eaf22c97486	3/9/2016 10:56 PM	Delivered			1

Questions?

Email: james@playfab.com