

GDC[®]

The Power of an Embedded
Community Platform to Inform,
Engage, Educate and Retain

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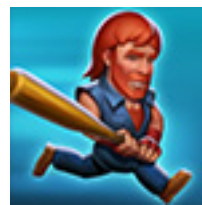
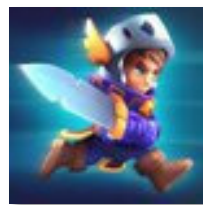
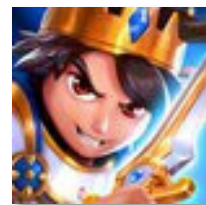


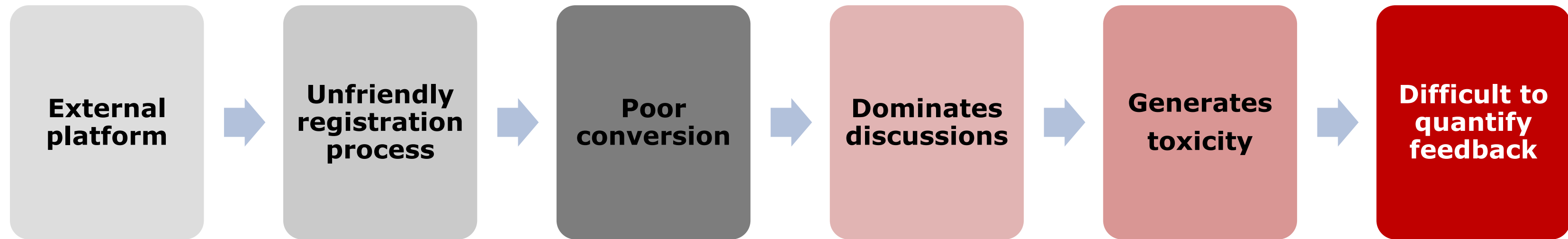
Nicolas Nottin

Senior Community Development Specialist

FLAREGAMES

F2P Mobile Game Publisher







Easy to access



High conversion



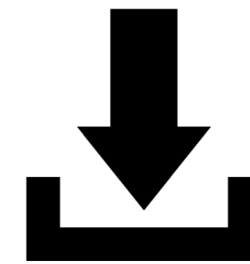
Engagement



**Community strategy
& Retention**



UGC



Easy to install



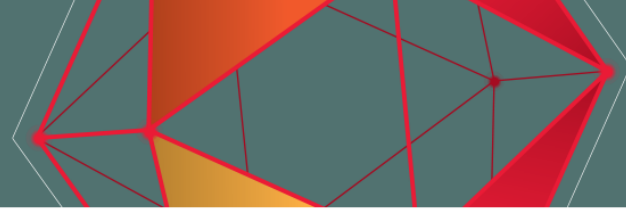
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. Easy to access

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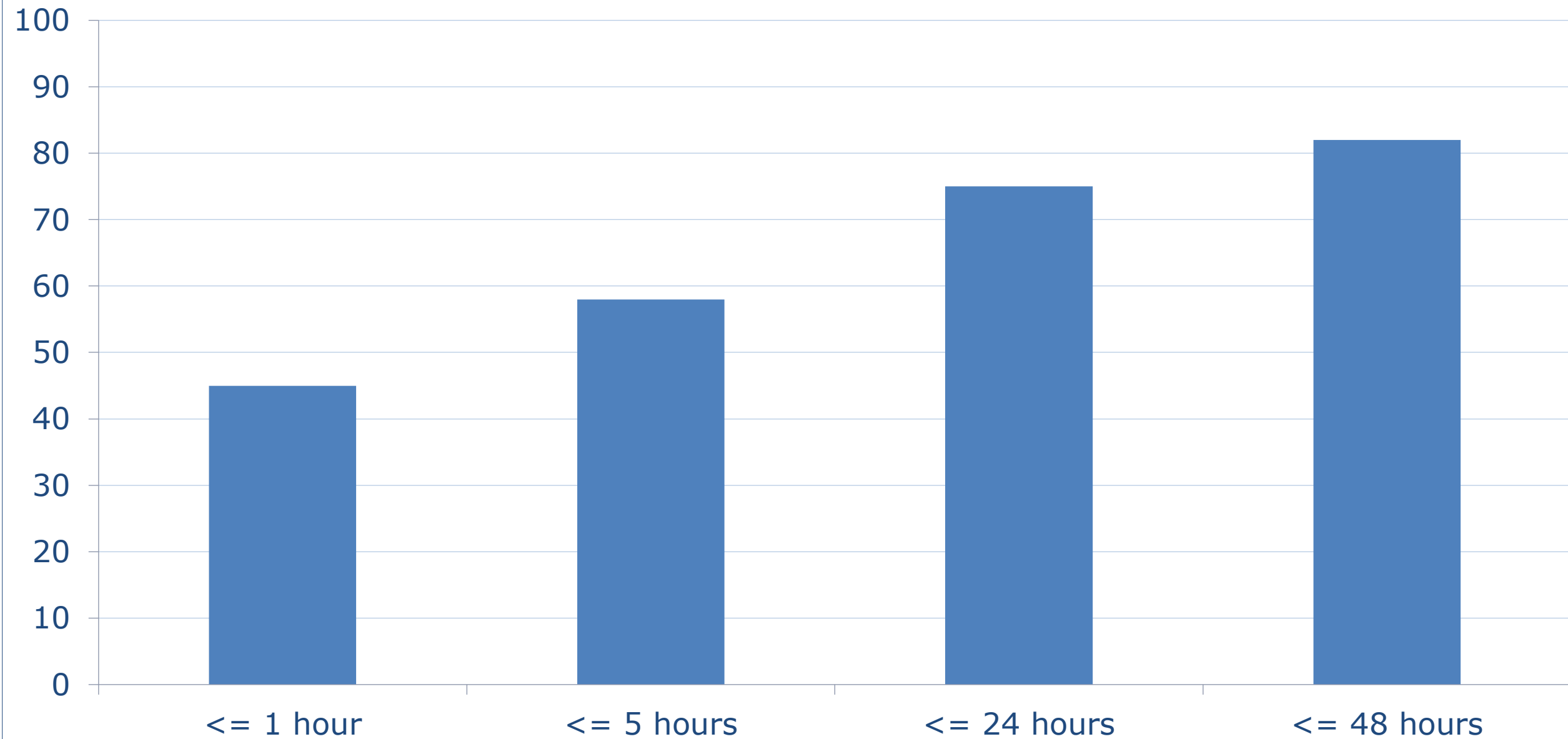


- Direct access
- In-game overlay
- No registration process
- Hub ID = game ID





Opening Time Percentage



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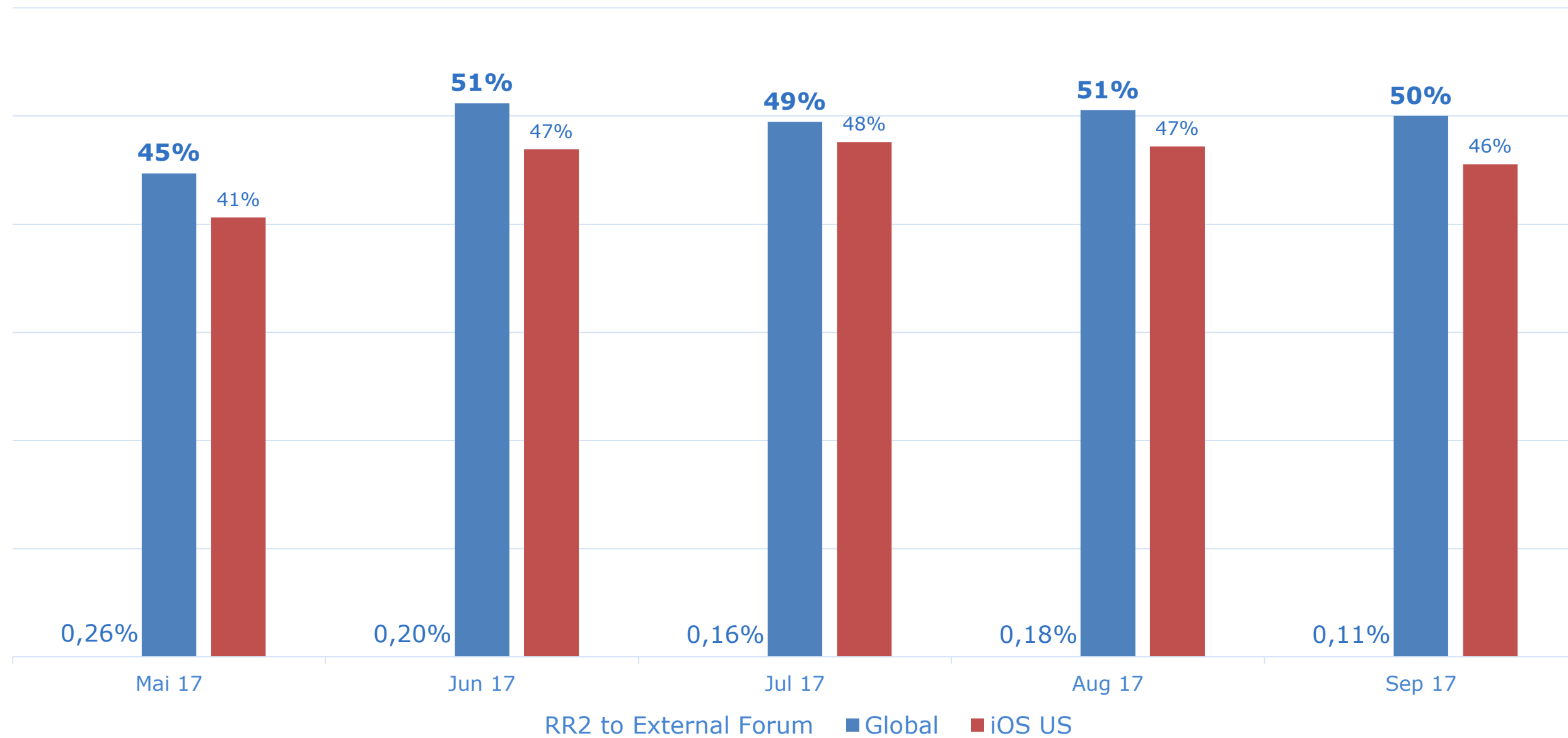
. High Conversion

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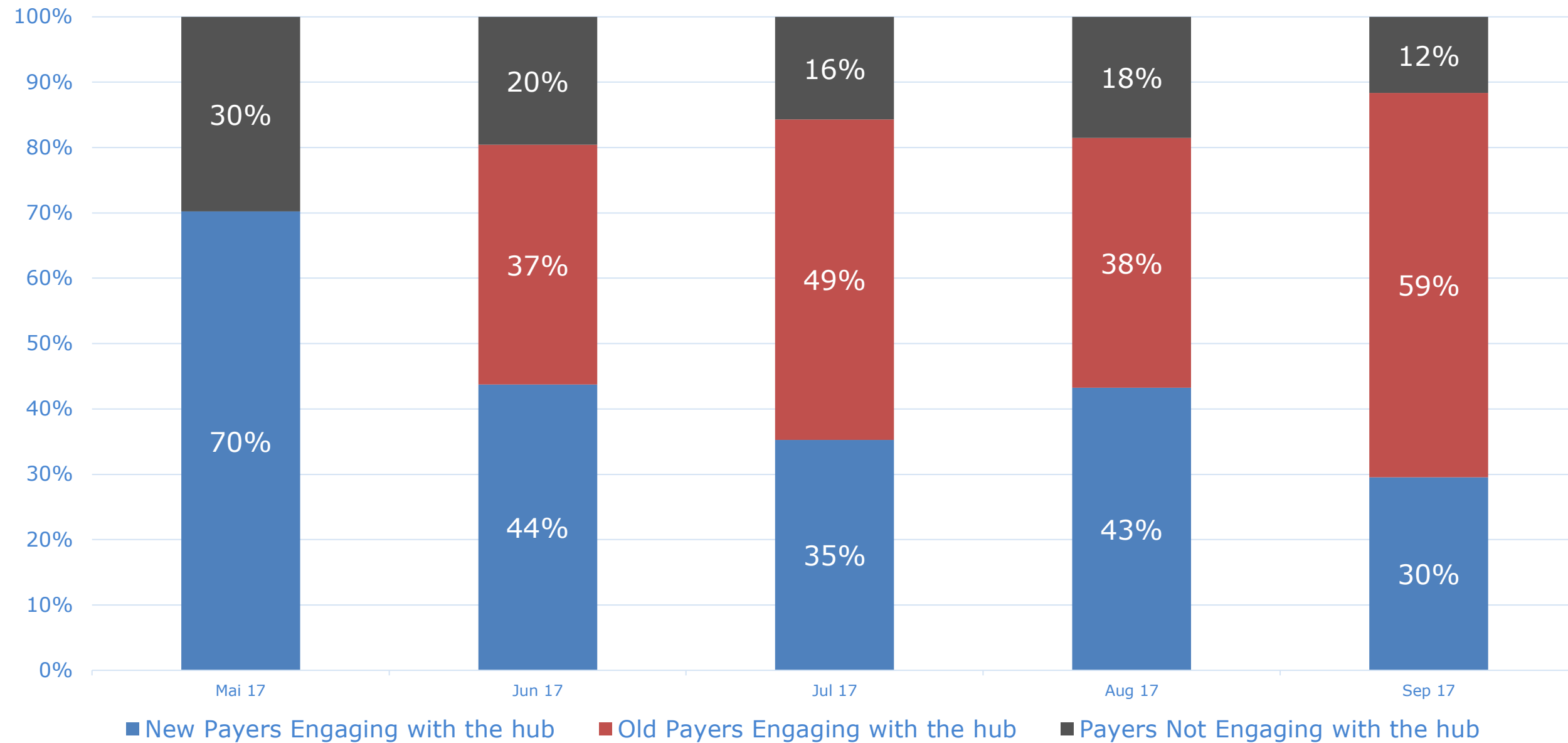


% New Community Members (per month)



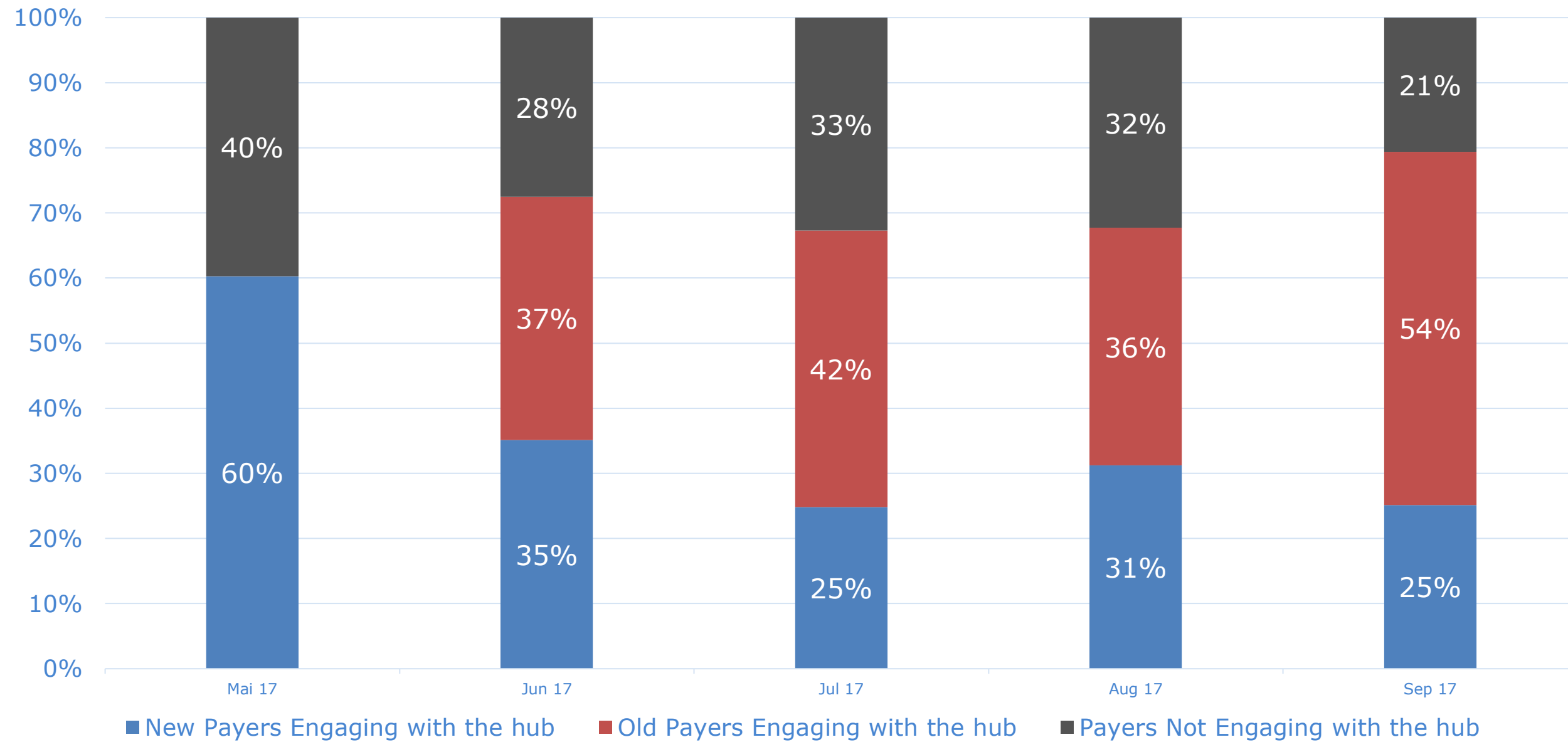


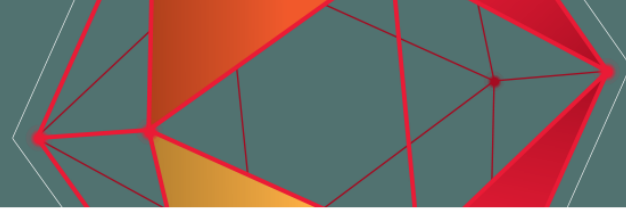
Payer Distribution in Community Hub (Global)



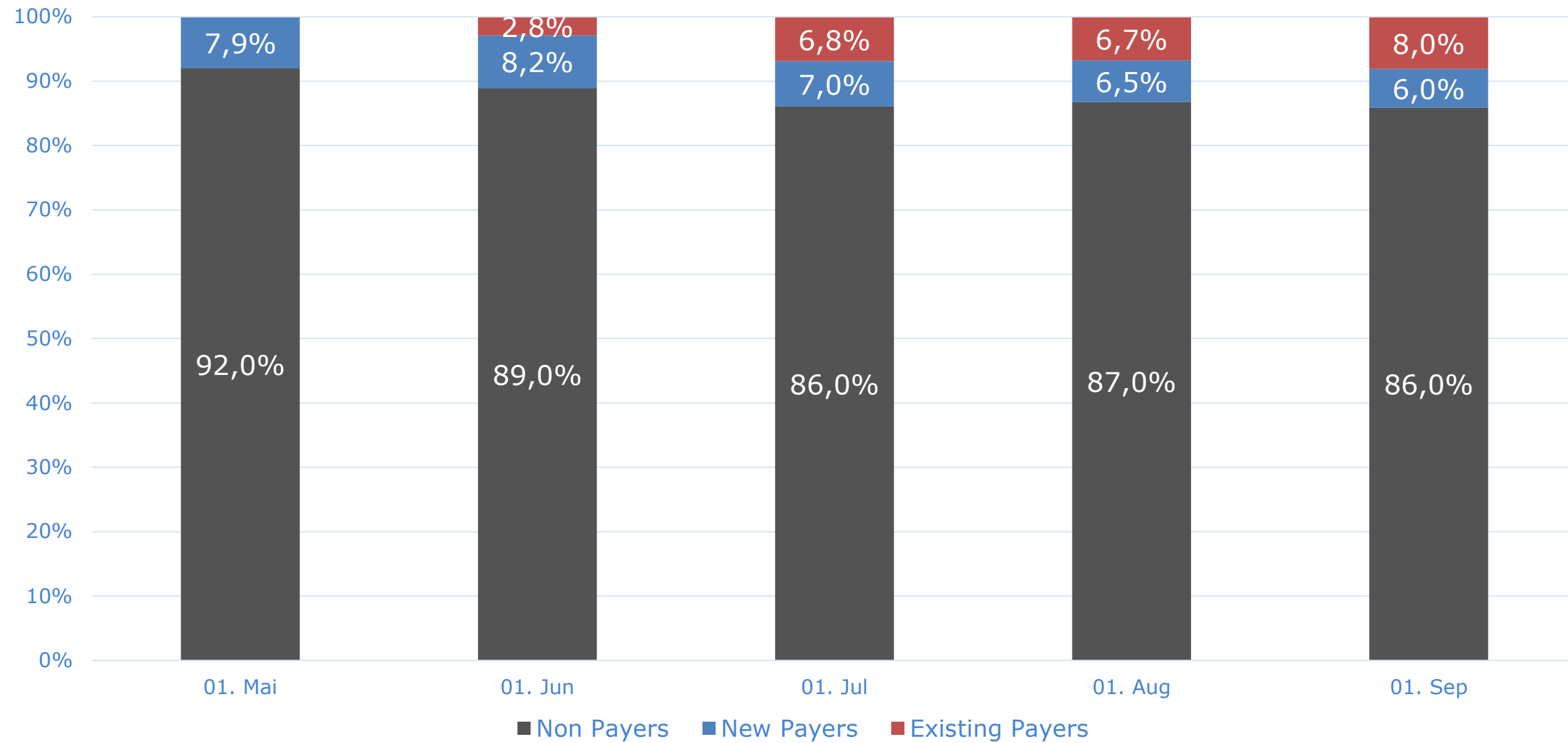


Revenue Distribution in Community Hub (Global)





Paying vs Non-Paying Audience (Global)



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1.5M community members after 1st week

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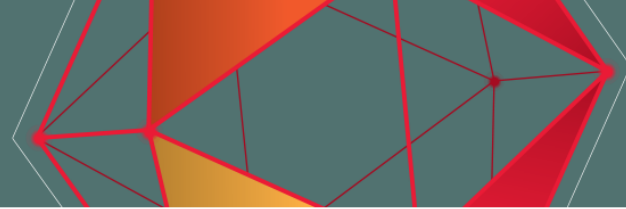


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. Engagement

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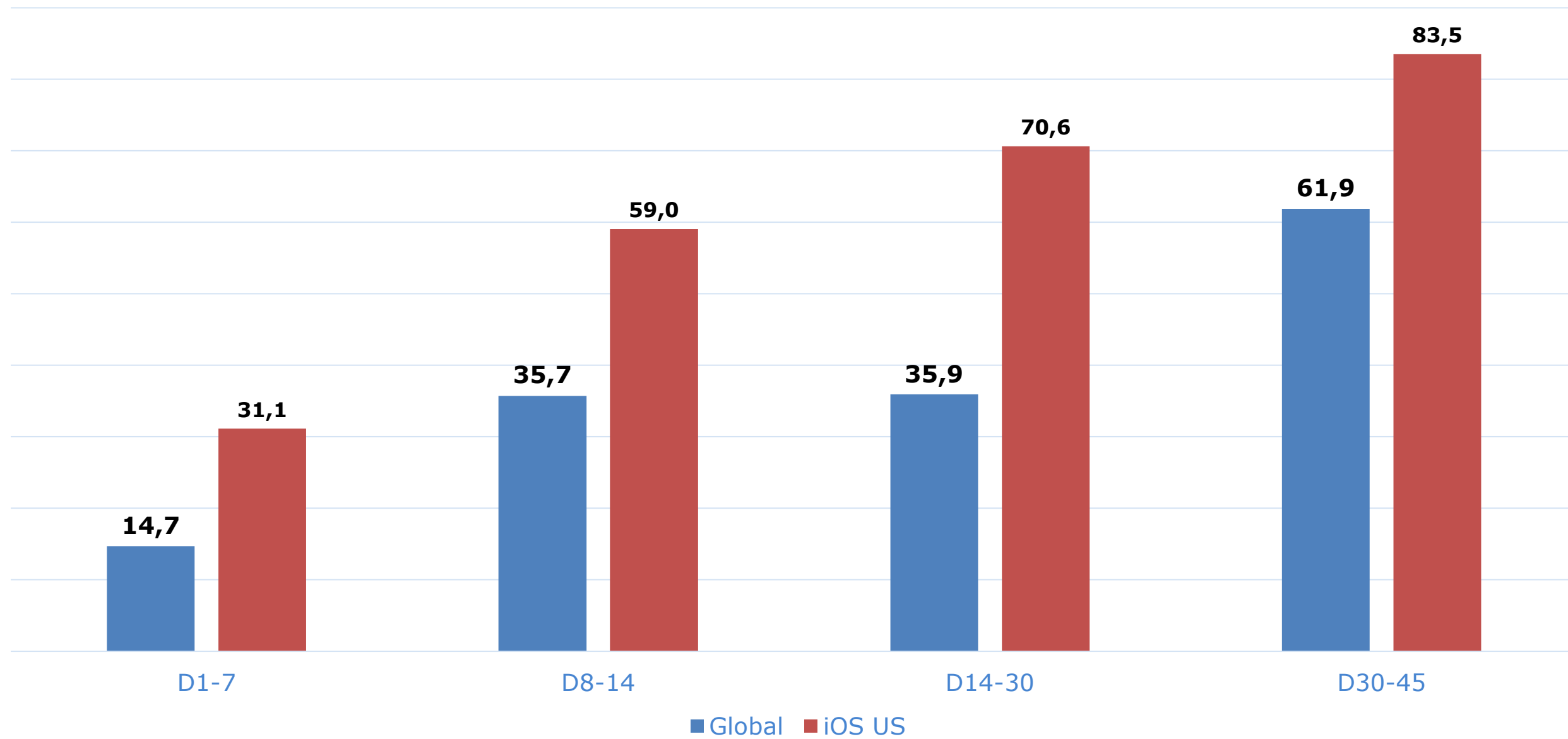


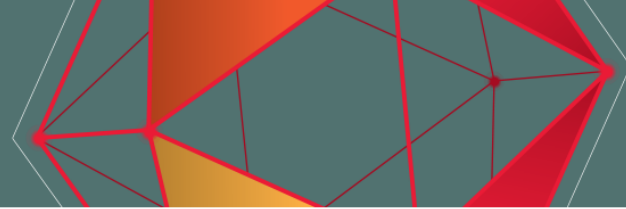
- Fully branded
- Information hub
- Screenshots & Gameplay videos
- A place for evangelists and influencers



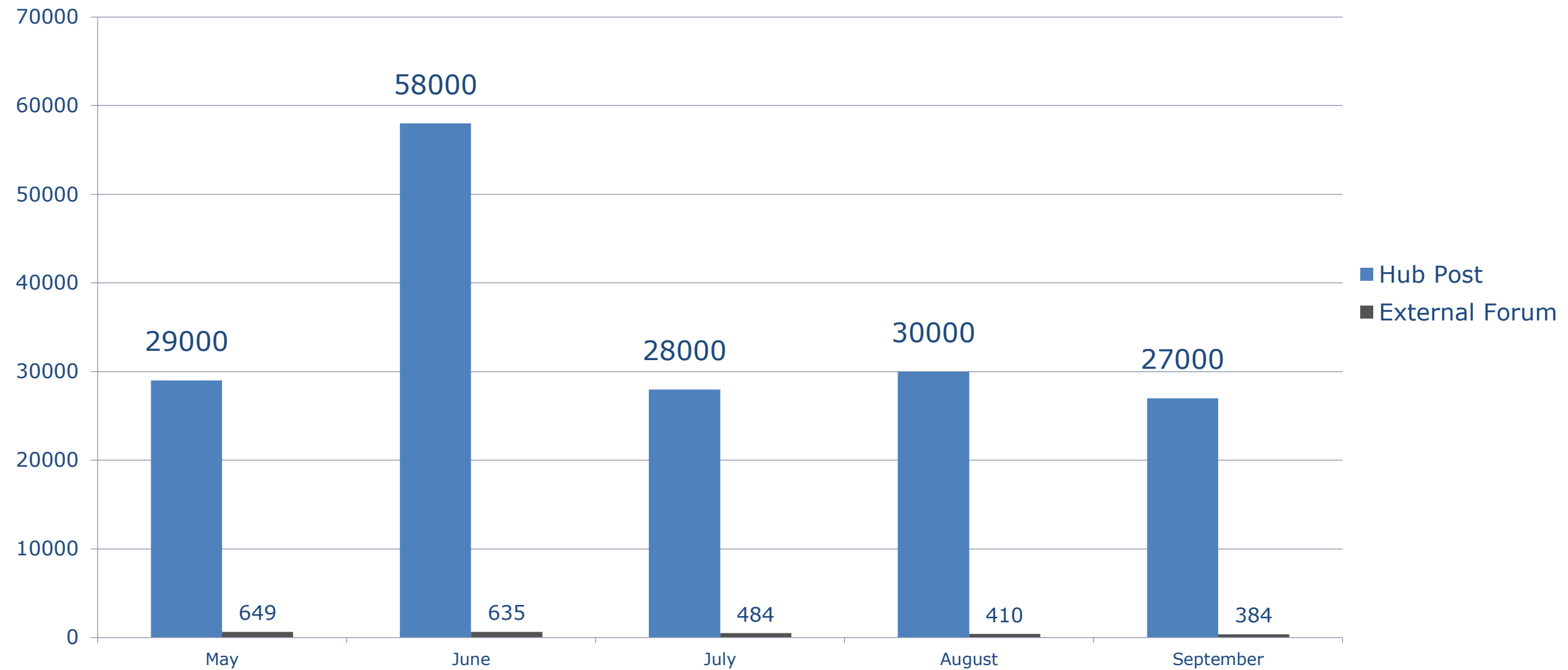


Avg. Time Spent in Community Hub per Day (mins)



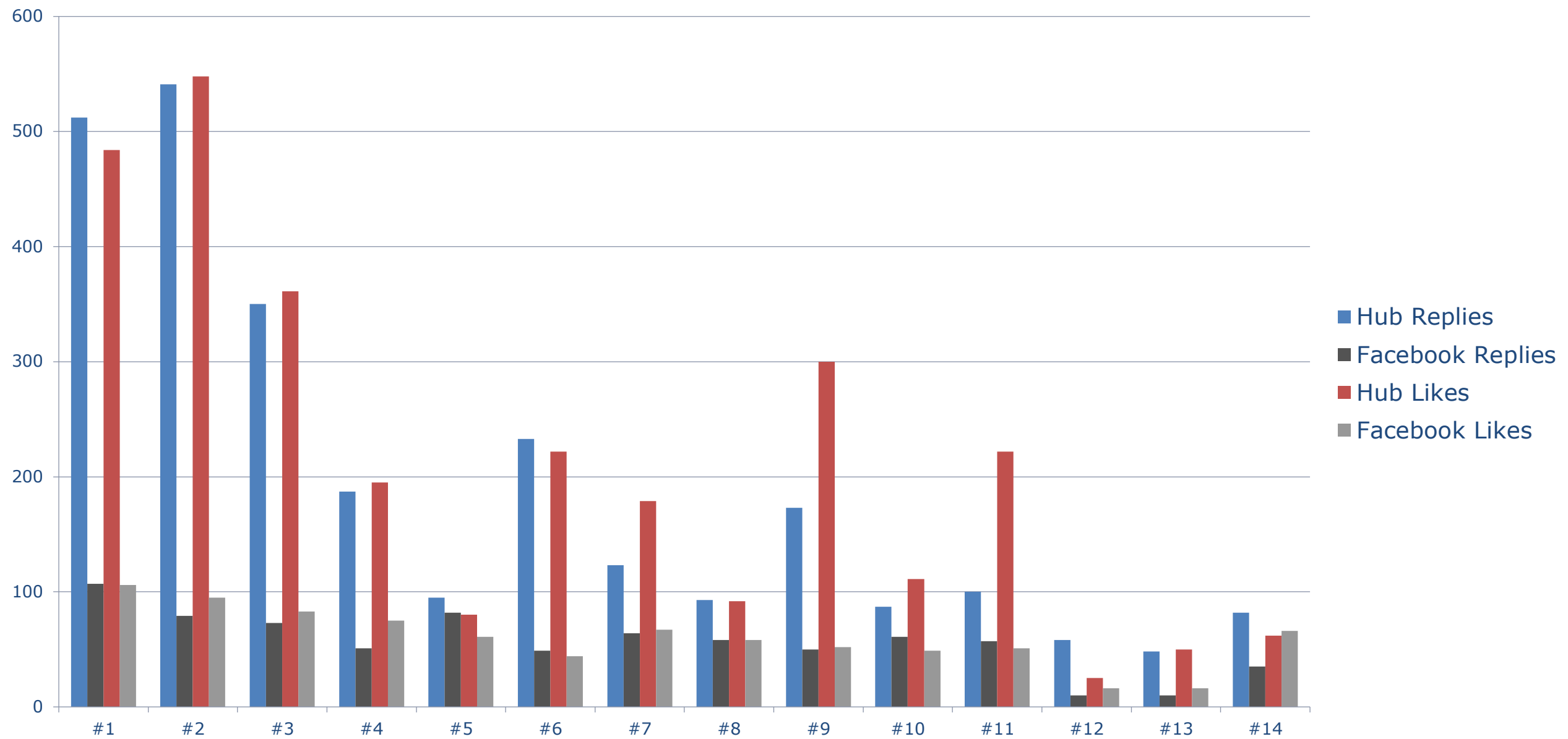


Content Embedded Hub VS External



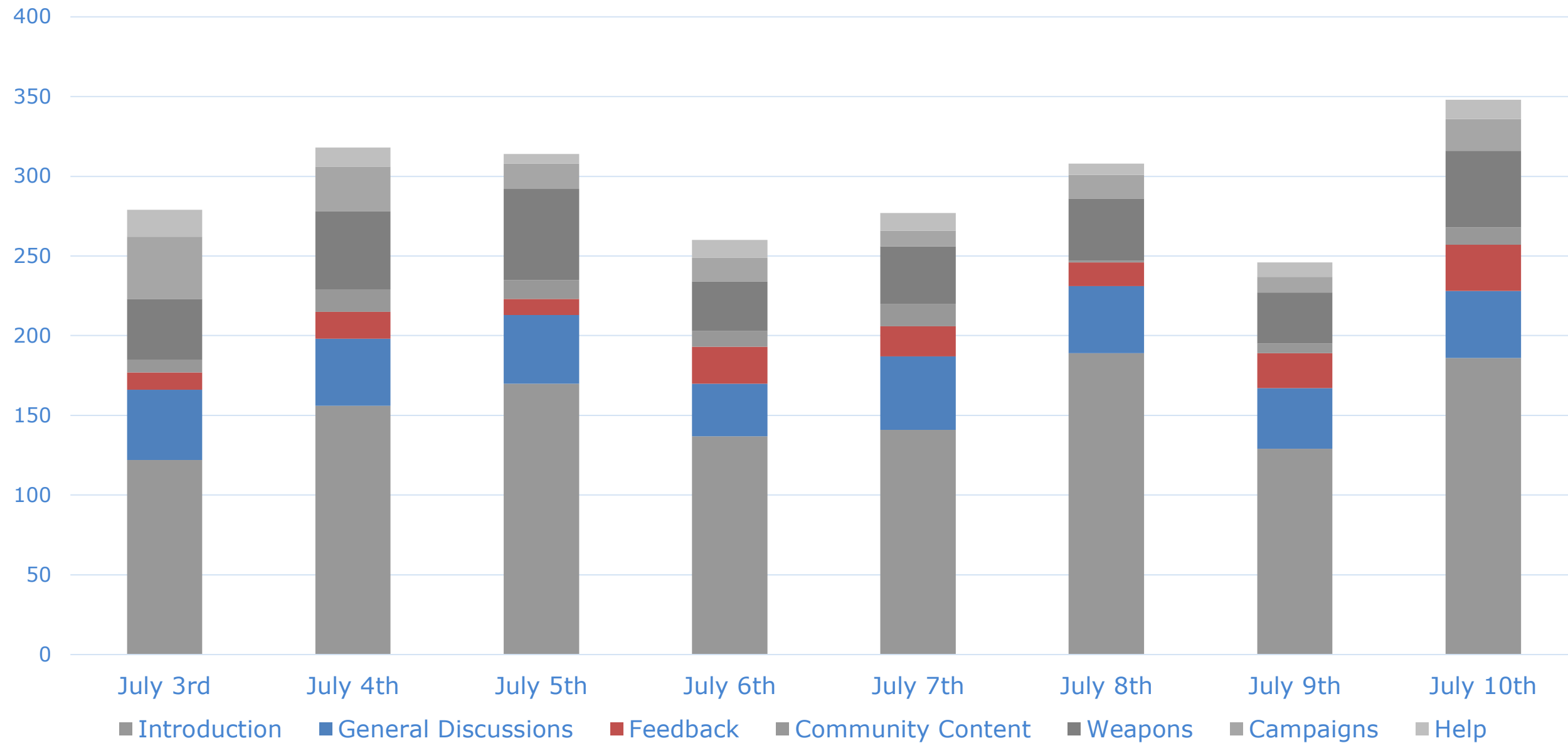


Engagement on Hub vs Facebook (Live Event Threads)





Community Hub activities during week of July 4th.



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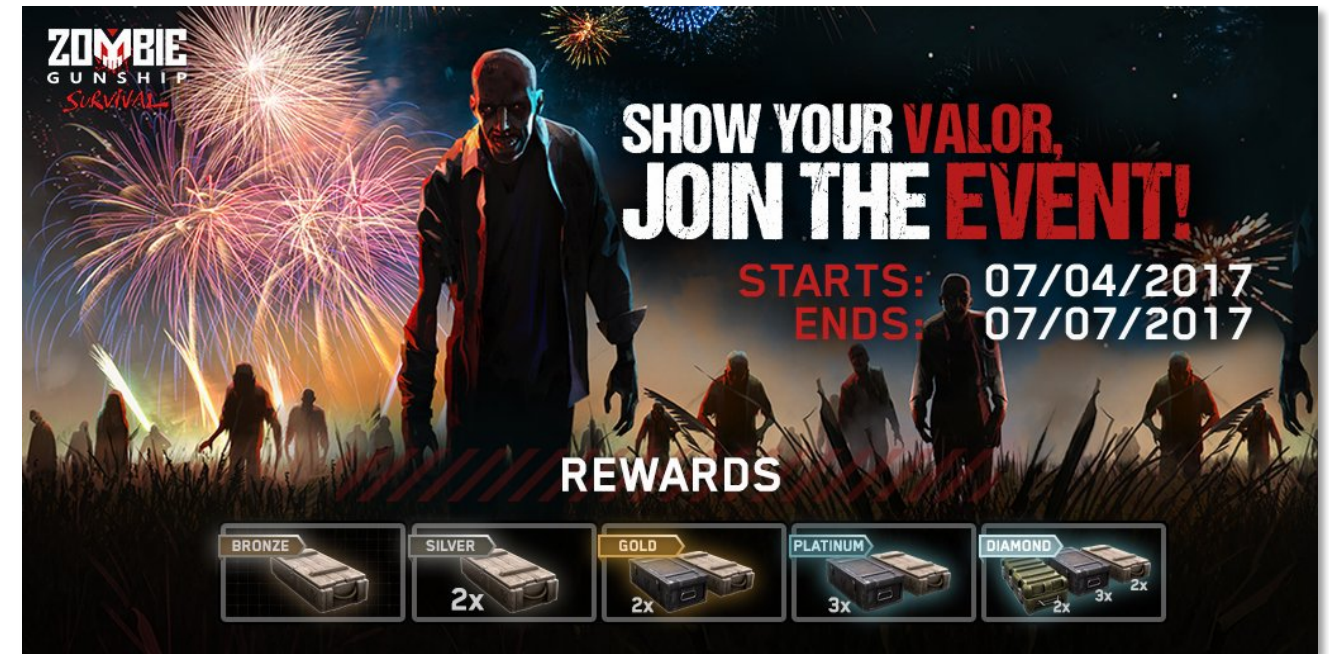
Community Strategy

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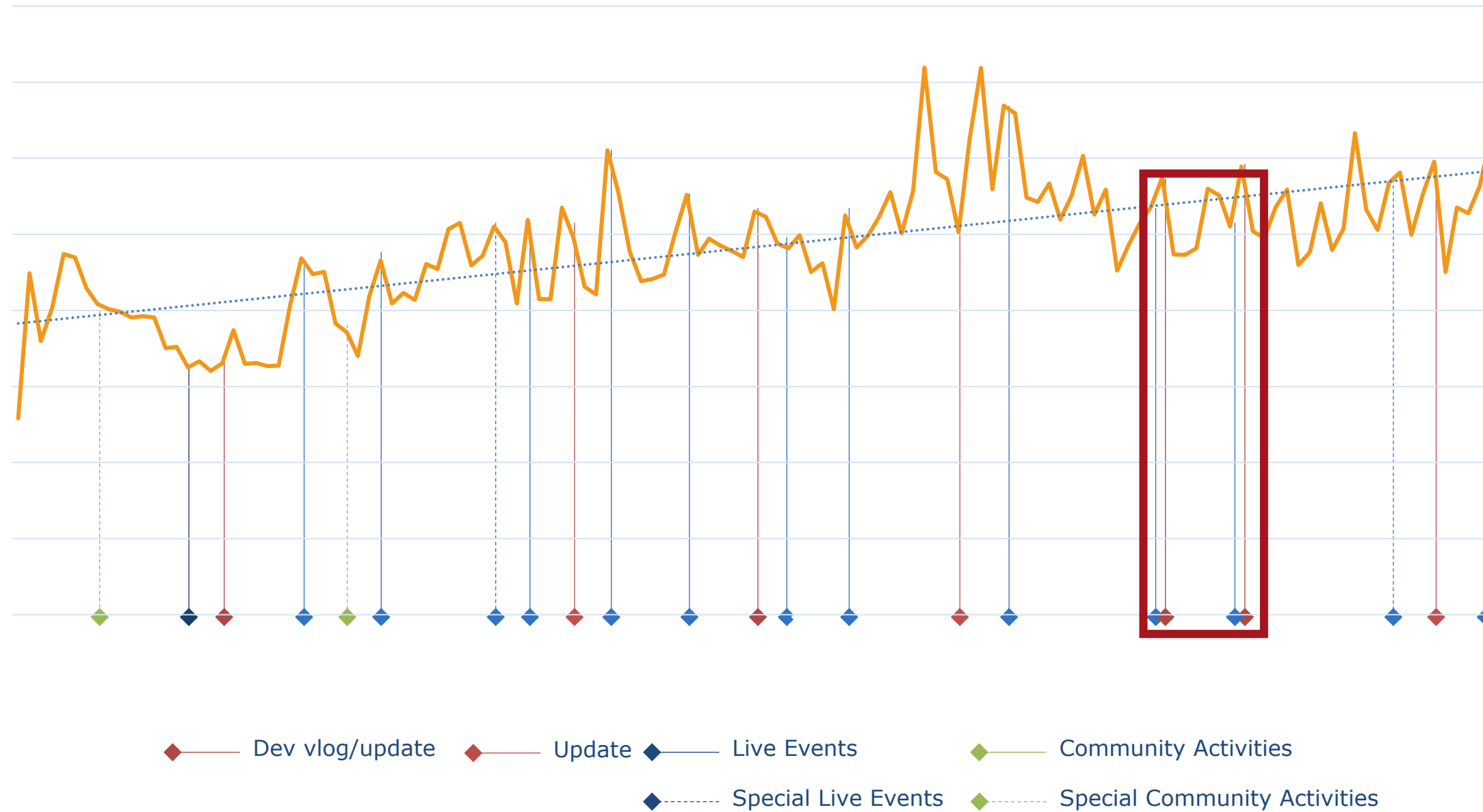


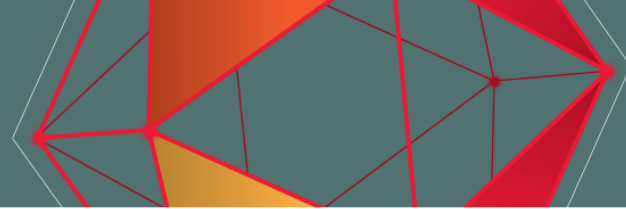
- Special cultural & lore events
- Surprising & unexpected
- Establish more diversity
- “More than just a game”



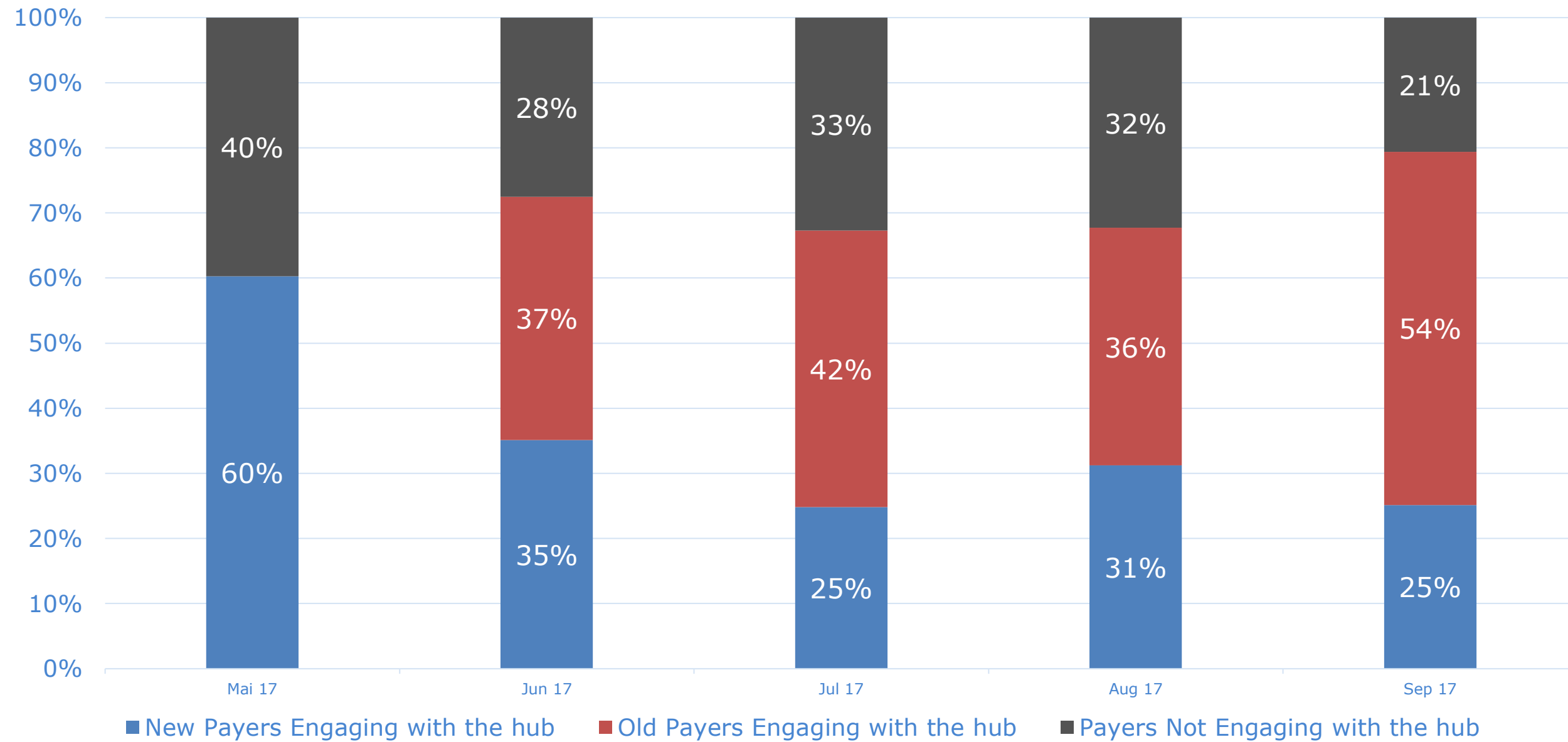


Community Hub Click Engagement over Time





Revenue Distribution in Community Hub (Global)



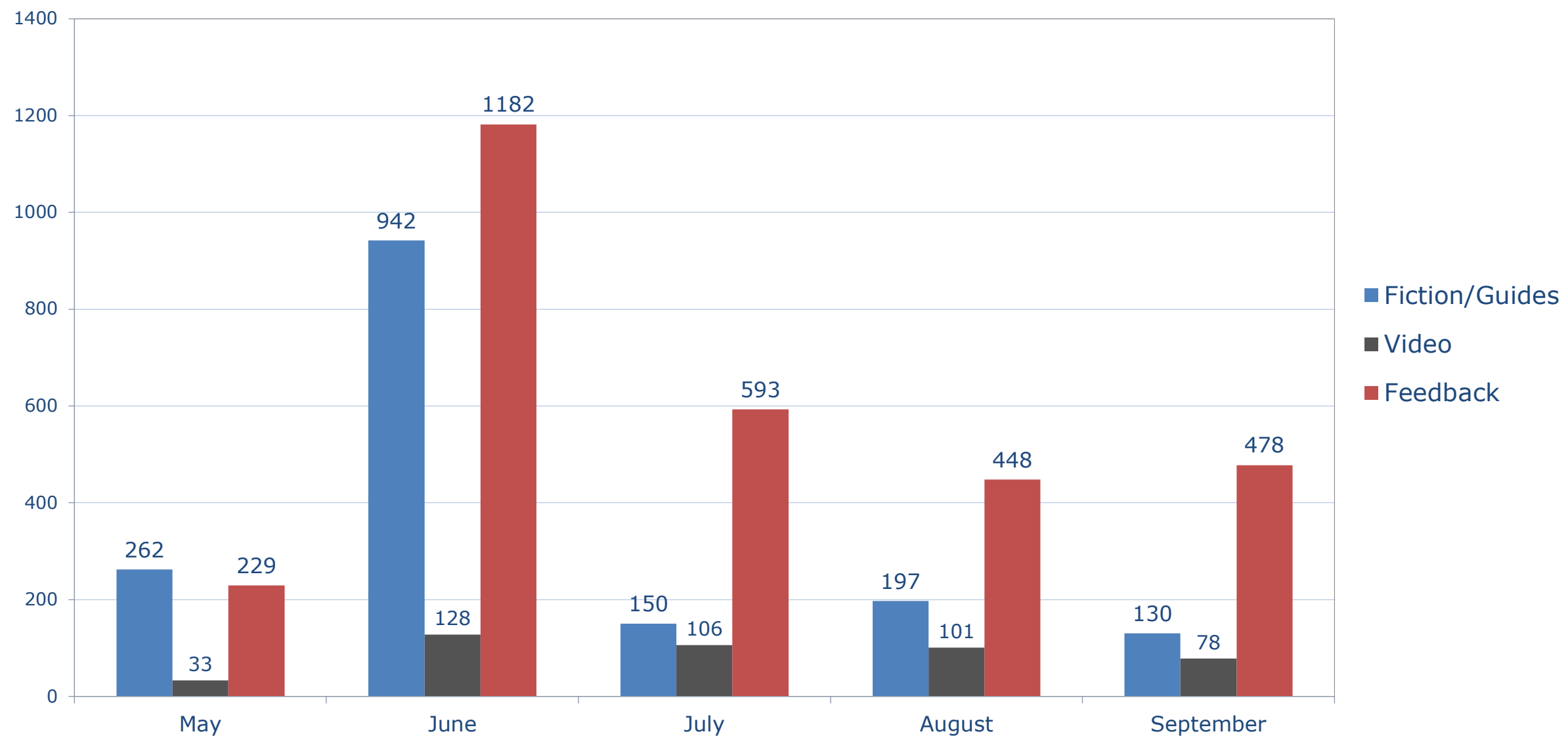


- **More ambitious ideas**
- **Help to connect**
- **Unique memories**
- **Stand-alone story**
"More than just a game"





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Learnings & Best Practices

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- 1. Assure an easy access (landing screen, avoid sub-menus)**
- 2. Branding is key to conserve immersion**
- 3. Proper introduction (FTUE, tutorials)**
- 4. Prepare deeplinks & redirect for IAM to official threads**
- 5. Allow external access in “Read Only” for visitors & during downtime**
- 6. Think long term with Global Portfolio Account**





Thank you!
Questions?

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