



WARGAMING.NET
LET'S BATTLE

Five-Year Journey to Predictability

Data-Driven Relationship

Sergei Vasjuk

s_vasjuk@wargaming.net

telegram: @Sergei_Vasjuk

GDC



Intro



Sergei Vasjuk

Wargaming.net

Director of Player Relationship
Management

5+ years in Game industry

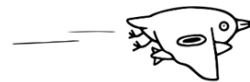
Launched data warehouse and real-time targeted promotions solutions

Responsible for creation of a 360° player profile for personalizing the entire journey

Developing revenue and engagement streams along the player journey through recommendations



Wargaming Today



550Mln+

Events / Day

World of Tanks, World of Tanks:
Blitz and World of Warships

3TB+

Raw Data / Day

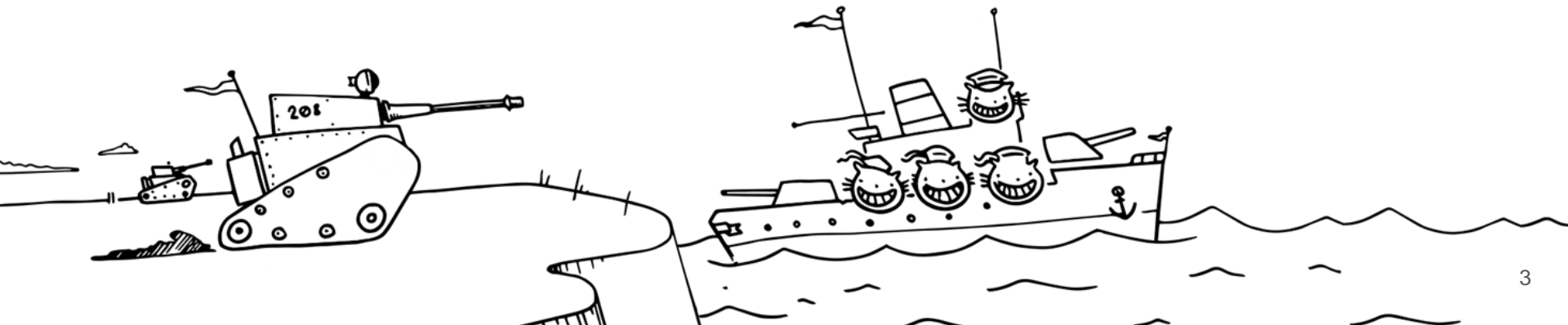
15+ different data sources for each
game multiplied by regions



UP TO 40k

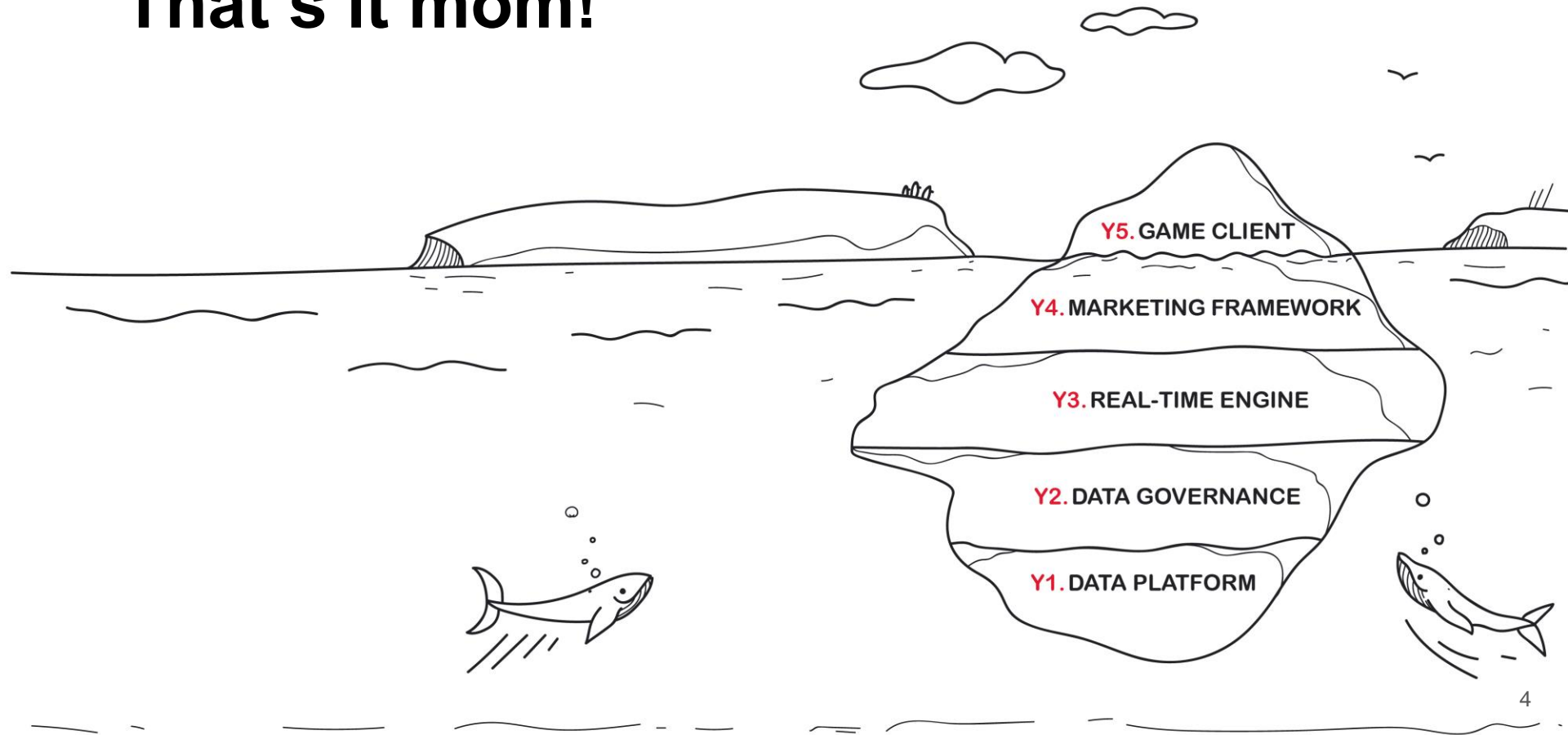
Events / Second

Battle & financial logs, any logs from
any activities on our web services





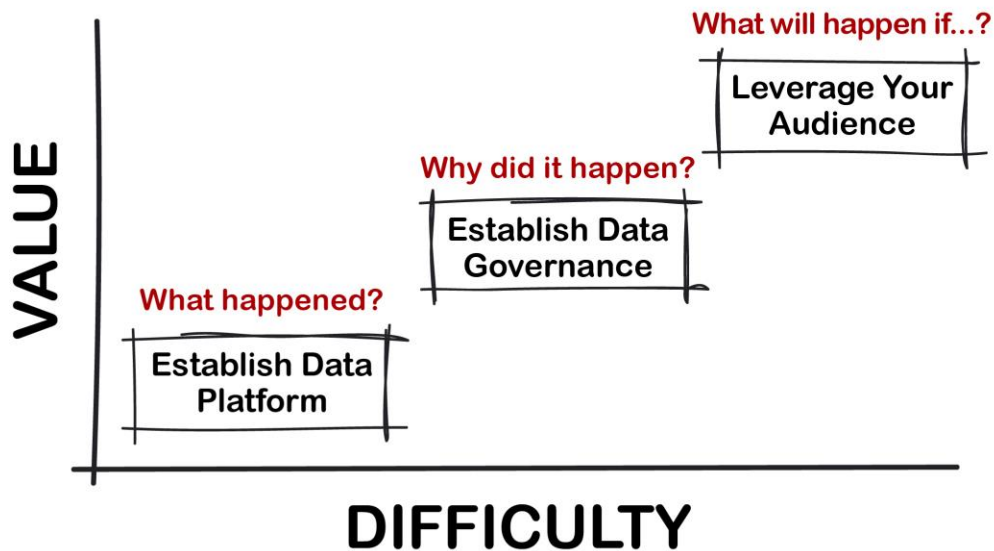
That's it mom!





Player Relationship

Our way to implement technological & marketing frameworks



WHAT: long-term relationship

WHY: to create, facilitate, and maintain mutually beneficial exchange of relationships

HOW: by uncovering differences among players and tailor relationship to those differences



Year 1. What happened?

Collect all data in one place

1. **Collect data without impacting the game**
2. **Decrease volume and simplify format**
3. **Accommodate the future**

Spend the whole time gathering all historical data





Year 2. Why did it happen?

Data governance is key to let your data tell the story

1. **Determine clear data language**
2. **Automate data quality**
3. **Implement fast incident response**

The hardest part is to convince everybody to believe in your data



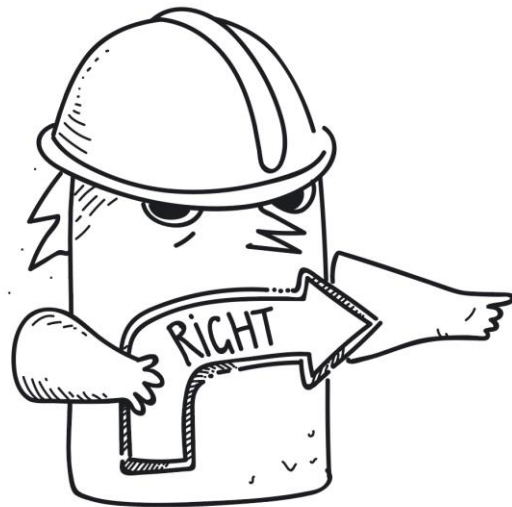


Year 3. What will happen if...?

From big data to fast data

1. **Establish real-time data stream**
2. **Implement stream processing**
3. **Build fast data storage**

Recommend the **right** information to the **right** players at the **right** time





Technologies can help but can't lead!



- Can your technologies do what I want?
- Yes! ...but they can't do it on their own

Human being should
decide what to do and
lead ongoing operations!





Year 4. Marketing process framework

Sustainable value creation

1.



2.



3.



4.

Segmentation

Who is the target audience?

Value Proposition

What player's problems do we solve?

Product & Price

What exactly is offered?

Promotion

What should the offer look like?

1. Implement target vs control group measurement

2. Establish unified operational processes

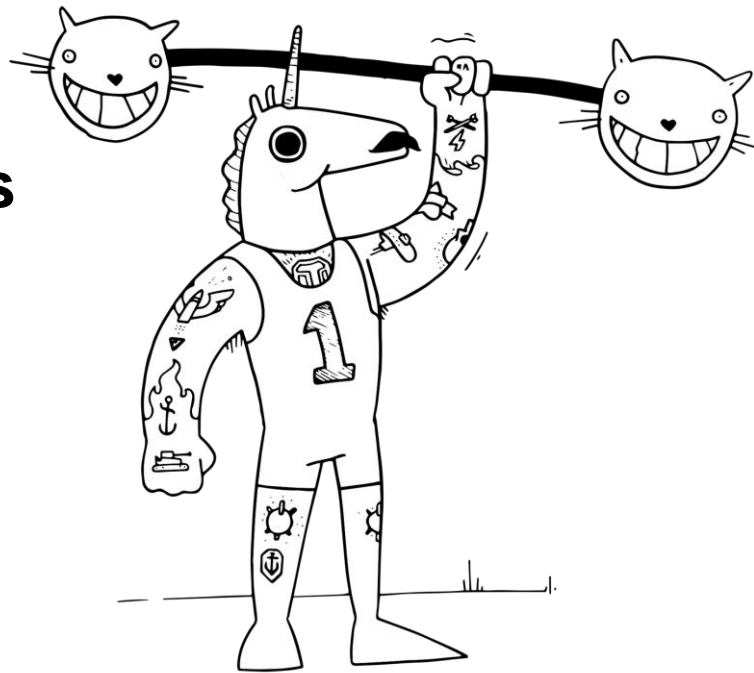


Year 5. Experience through testing

59 out of 78 monthly campaigns go down the drain

1. **Explore data to generate ideas**
2. **Test on small cohorts**
3. **Scale findings and insights**

Engagement, Monetization, On-boarding and
Win-back





Moment

Find emotional moments in your game

EPIC MEDALS MEAN EPIC OFFERS

So that Epic medal you just earned means you can start bragging. Well, take that bragging even further; your feat of skill rewards you with a 20% off coupon meaning you can buy anything you've had your eye on for a while at a great discount.

It's the perfect time to treat yourself.

USE THIS EPIC DISCOUNT





Education

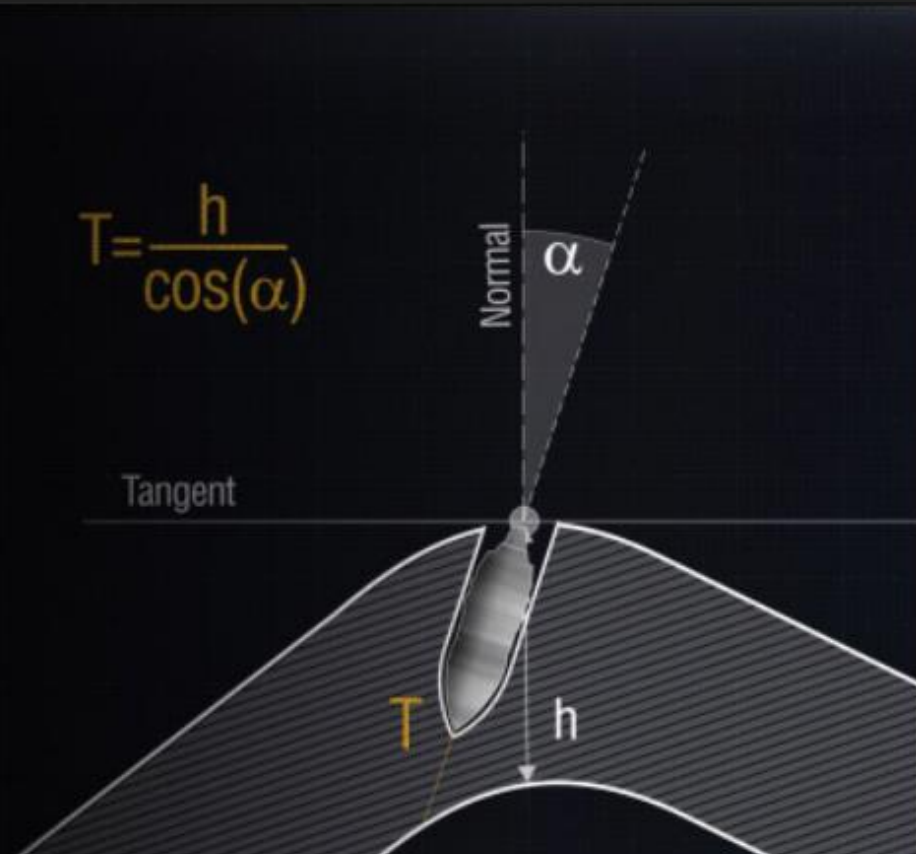
Help your players with concise messages

ARMOUR PENETRATION AND WEAK SPOTS

Penetration is a key aspect of the game and you'll need to know it if you want to be a successful tanker. Knowing how it works will dramatically increase your chances to deal major damage.

Common weak spots include: turret cupolas, lower glacis, main drive sprockets, hatches, and visors.

MORE INFORMATION





Win-back

Players remember the most used element of gameplay



World of Tanks

31 May 2017 ·

For the next 100 victories in light tanks, get x3 experience.



TAKE ON THE SCOUT CHALLENGE

ACCEPT THE CHALLENGE

[Learn More](#)



Update 1.0

Player experience in omni-chanel environment



WORLD of TANKS

1.0



Key learnings from the past five years

1. **Reliable data platform**
2. **Trustworthy metrics**
3. **Real time relationship**
4. **Power offer**
5. **A little bit of luck 😊**





WARGAMING.NET
LET'S BATTLE

Thank You!

Q&A

Sergei Vasjuk

s_vasjuk@wargaming.net

telegram: @Sergei_Vasjuk

GDC