



Wordscapes Search Highlighters Event: A Successful Vanity Collectible Feature to Drive Engagement

Carol Miu, CEO

Jonathan Lindsay-Rivera, Product Manager

March 21, 2023

Jonathan's Background

Education

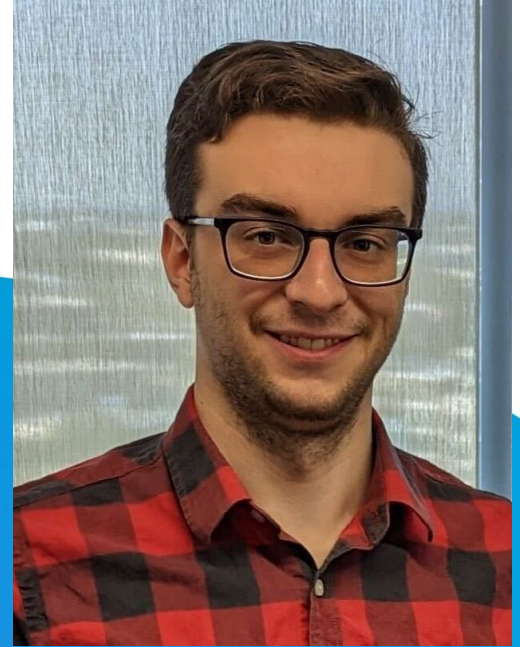
Cornell University, BS Industrial and Labor Relations, 2018

Loyola University Chicago, MBA, 2022

Work

Game Data Analyst, 8 months

Product Manager, 5 months



Carol's Background

Education

MIT, SB Economics, 2001

UMD, MS Marketing, 2007

UT Dallas, ABD Management Sciences, 2012

Work

Litigation Consulting Economics Expert Witness, 10 years

University Lecturer, 5 years

Gaming Industry, 9 years



Mentorship Philosophy and EDGE Method

"My job is not to be easy on people. My job is to take these great people we have and to push them and make them even better." — Steve Jobs

"A mentor is someone who sees more talent and ability within you, than you see in yourself, and helps bring it out of you." — Bob Proctor

1. Explain
2. Demonstrate
3. Guide
4. Enable

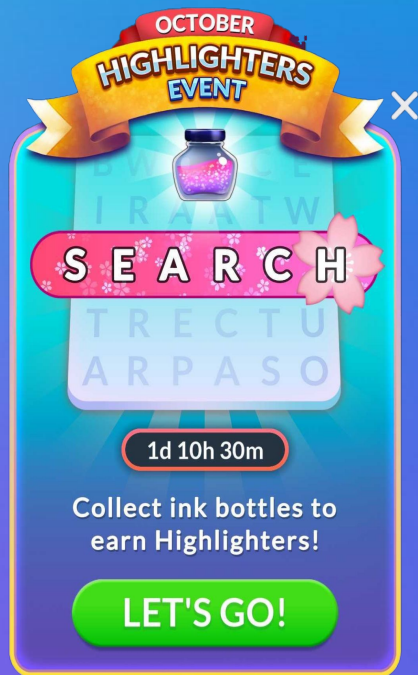
Highlighters Event

Highlighters are a special vanity collectible prize that change the appearance of the letter selection in the puzzle.



Play the new Highlighters Event and earn colorful highlighters to decorate the game board!

Highlighters Event Schedule



Events Calendar						
(Example Month)						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
Tournament Friday 4PM CT - Sunday 9PM CT	Rotational Sticker Event #1 Mon 8AM CT - Tue 10PM CT		Rotational Highlighter Event #1 Wed 8AM CT - Fri 12AM CT		Tournament Friday 4PM CT - Sunday 9PM CT	
6	7	8	9	10	11	12
Tournament Friday 4PM CT - Sunday 9PM CT	Rotational Sticker Event #1 Mon 8AM CT - Tue 10PM CT		Rotational Highlighter Event #1 Wed 8AM CT - Fri 12AM CT		Tournament Friday 4PM CT - Sunday 9PM CT	
13	14	15	16	17	18	19
Tournament Friday 4PM CT - Sunday 9PM CT	Rotational Sticker Event #2 Mon 8AM CT - Tue 10PM CT		Rotational Highlighter Event #1 Wed 8AM CT - Fri 12AM CT		Tournament Friday 4PM CT - Sunday 9PM CT	
20	21	22	23	24	25	26
Tournament Friday 4PM CT - Sunday 9PM CT	Rotational Sticker Event #2 Mon 8AM CT - Tue 10PM CT		Rotational Highlighter Event #1 Wed 8AM CT - Fri 12AM CT		Tournament Friday 4PM CT - Sunday 9PM CT	
27	28	29	30	1	2	3
Tournament Friday 4PM CT - Sunday 9PM CT	Rotational Sticker Event #1 Mon 8AM CT - Tue 10PM CT		Rotational Highlighter Event #1 Wed 8AM CT - Fri 12AM CT		Tournament Friday 4PM CT - Sunday 9PM CT	
4	5	6	7	8	9	10
Tournament Friday 4PM CT - Sunday 9PM CT	Rotational Sticker Event #1 Mon 8AM CT - Tue 10PM CT		Rotational Highlighter Event #2 Wed 8AM CT - Fri 12AM CT		Tournament Friday 4PM CT - Sunday 9PM CT	

Sticker events and Tournaments are other liveops events that do not reward Highlighters

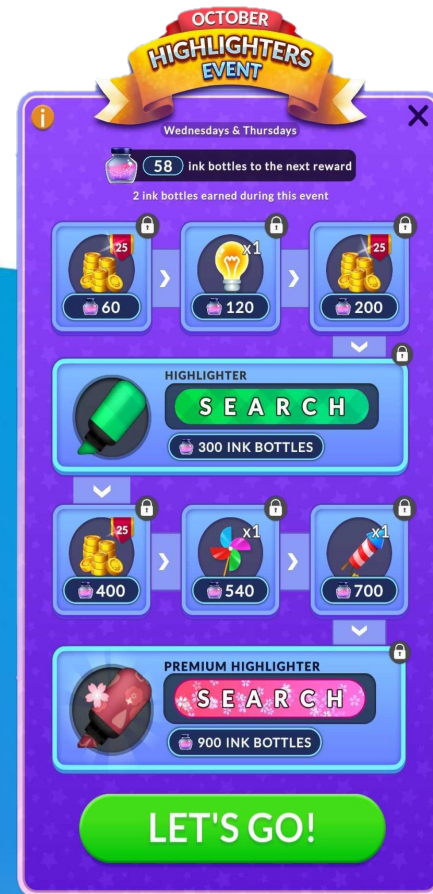
Milestone Rewards

Players earn rewards as they collect ink bottles during the event

- Ink bottles continue counting even if rewards are not claimed
- Players acquire Highlighters in addition to smaller milestone rewards
- A/B tested generous and stingy variants

Variant C-highlighters_stingy_tune		
Missions Completed	Reward	Coin Value
0	Basic Highlighter Trial	0
30	25 coins	25
60	Lightbulb	100
100	25 coins	25
150	Basic Highlighter	0
200	25 coins	25
270	Fan	150
350	Rocket	200
450	Premium Highlighter	0
Coin value		525

Variant D-highlighters_generous_tune		
Missions Completed	Reward	Coin Value
0	Basic Highlighter Trial	0
20	25 coins	25
50	Lightbulb	100
70	25 coins	25
100	Basic Highlighter	0
130	25 coins	25
160	Fan	150
190	Rocket	200
220	Premium Highlighter	0
Coin value		525



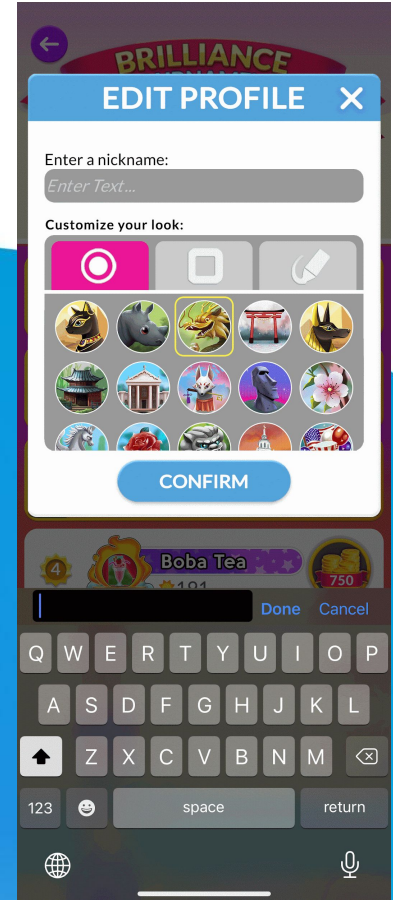
Leaderboard Vanity

Stickers & Highlighters

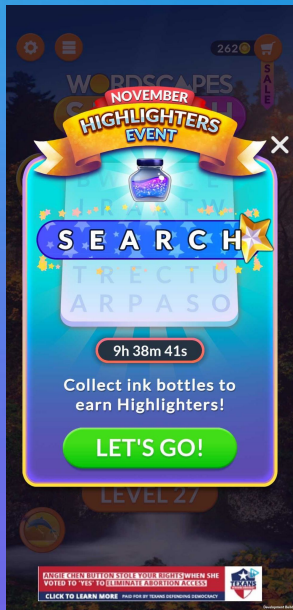
- The Stickers and Highlighters selected from the Tournament leaderboard profile editor are now surfaced to all players on the Tournament leaderboard on the server
- Selections made here will also be shown on the player Collections page and Collections button

Highlighter shows under name

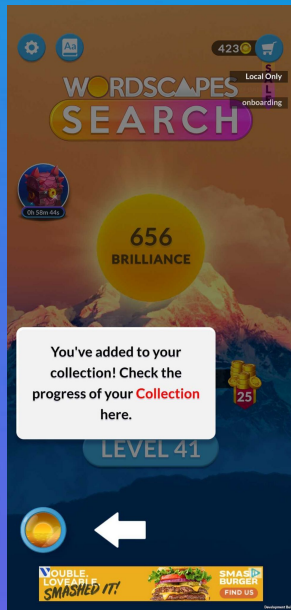
Example of user doesn't equip Highlighter



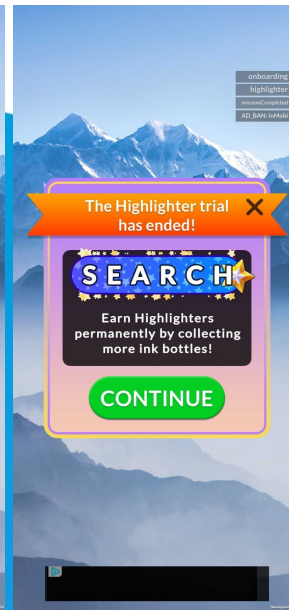
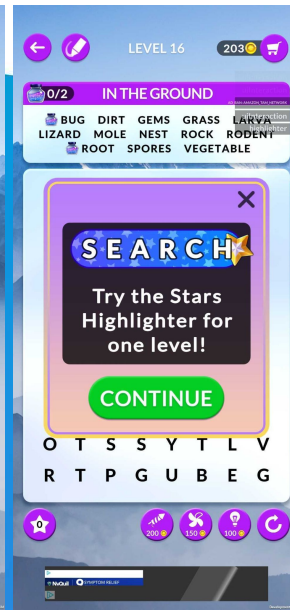
First-Time User Experience



Event Announcement



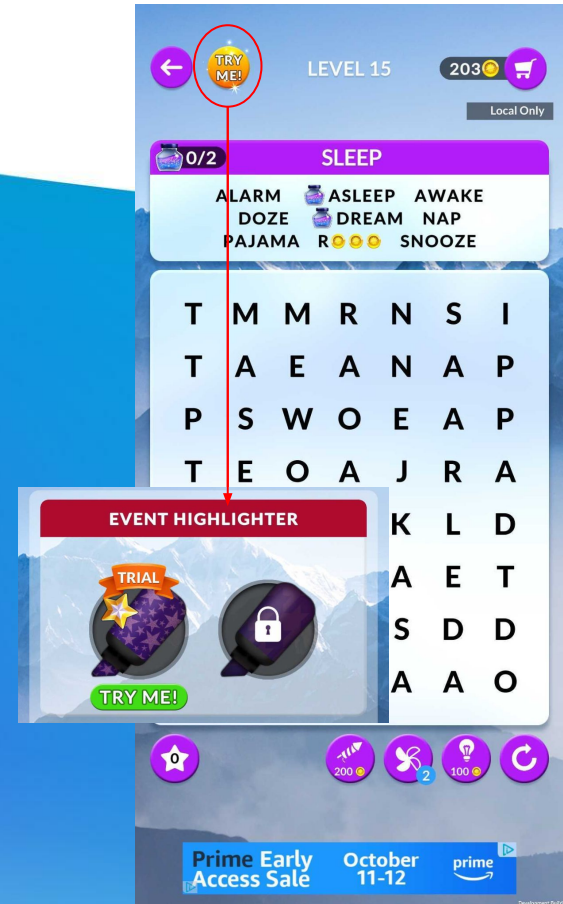
Collections FTUE



Trial Highlighter Flow, only if the user interacts with the in-level "TRY ME" button

Executive Summary

- Engagement up to 12.2% over non-event baseline
 - Measured in missions played
- Total ARPDAU up to 7.8% over non-event baseline
- Highlighters Event funnel shows limited interaction with trial Highlighter
 - Less than 6% of all active event users used the trial Highlighter
- Based on the results of the A/B Test, variant D - stingy tune is the winner

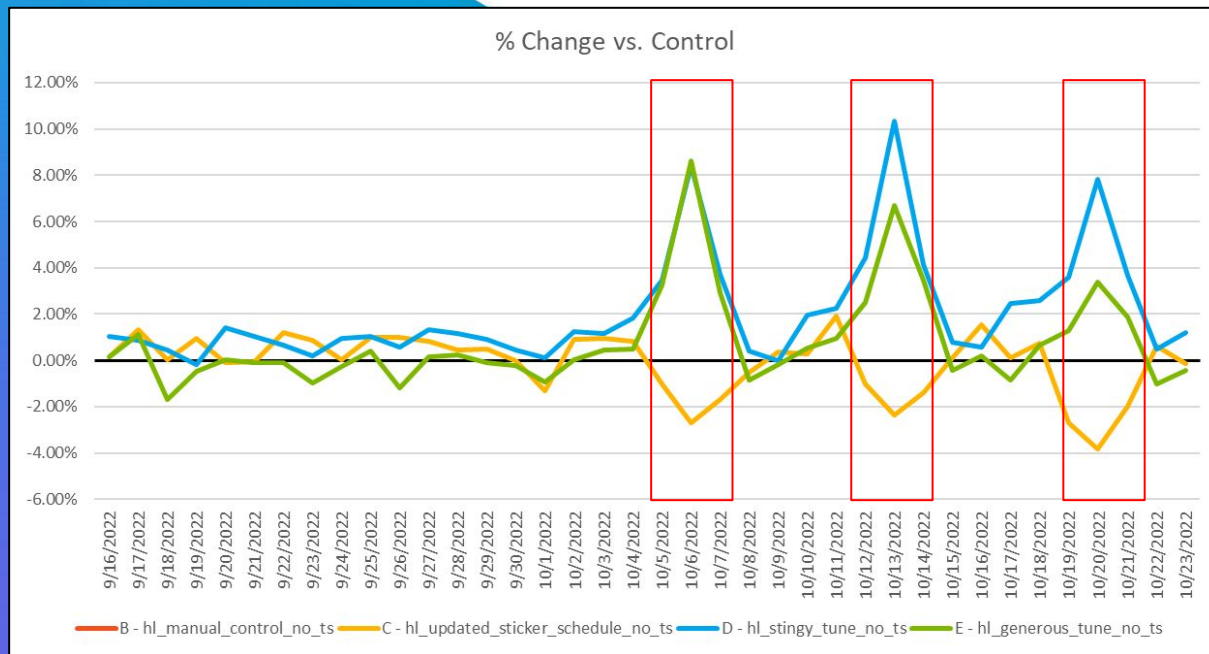


A/B Test Enrollment

- Fill Dates: 9/30/22 - 10/28/22
- Install Dates: Up to and including 9/29/2022
- Data from: 9/30/22 - 10/23/22
- Event dates UTC:
 - 10/05/22 - 10/07/22
 - 10/12/22 - 10/14/22
 - 10/19/22 - 10/21/22
- Wednesday 8:00 AM -
Thursday 11:59 PM Central Time

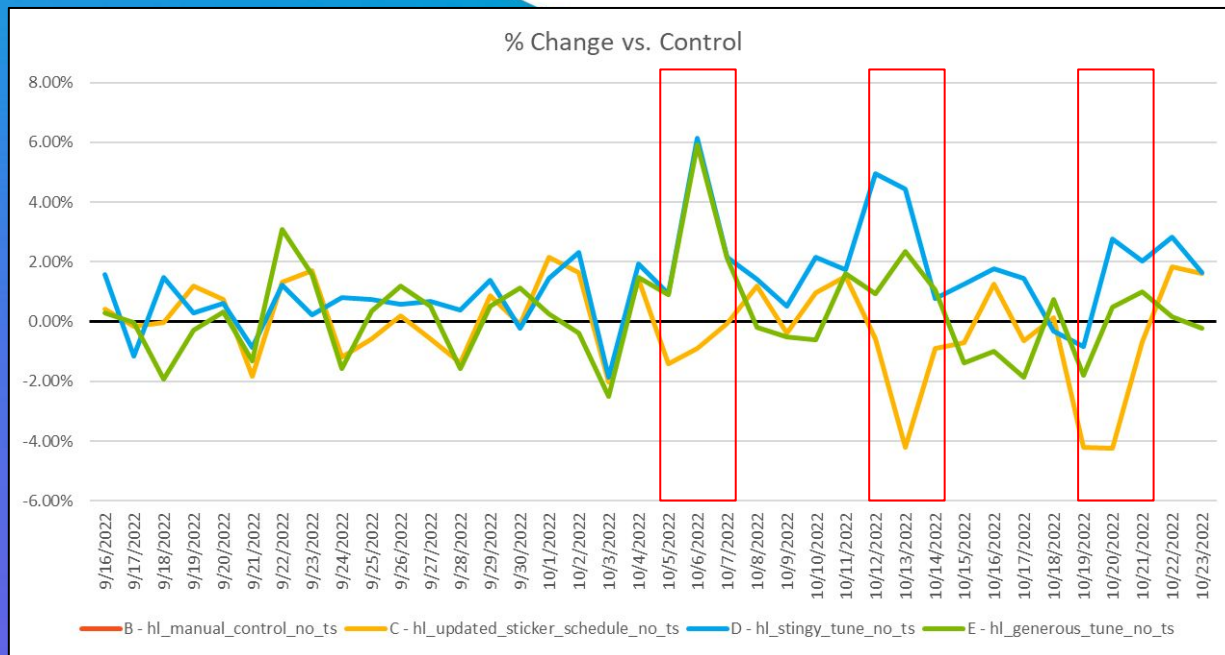
Response Variant Name	Users	Percentage of Users in Test	Percentage of Users in Variant over Level 15
B - hl_manual_control_no_ts	363,773	24.97%	87.57%
C - hl_updated_sticker_schedule_no_ts	364,599	25.03%	87.57%
D - hl_stingy_tune_no_ts	364,271	25.01%	87.63%
E - hl_generous_tune_no_ts	364,025	24.99%	87.65%
Total	1,456,668	100.00%	

Engagement-Missions Started



Variant D has a 12.2% lead over Variant C's non-event baseline*

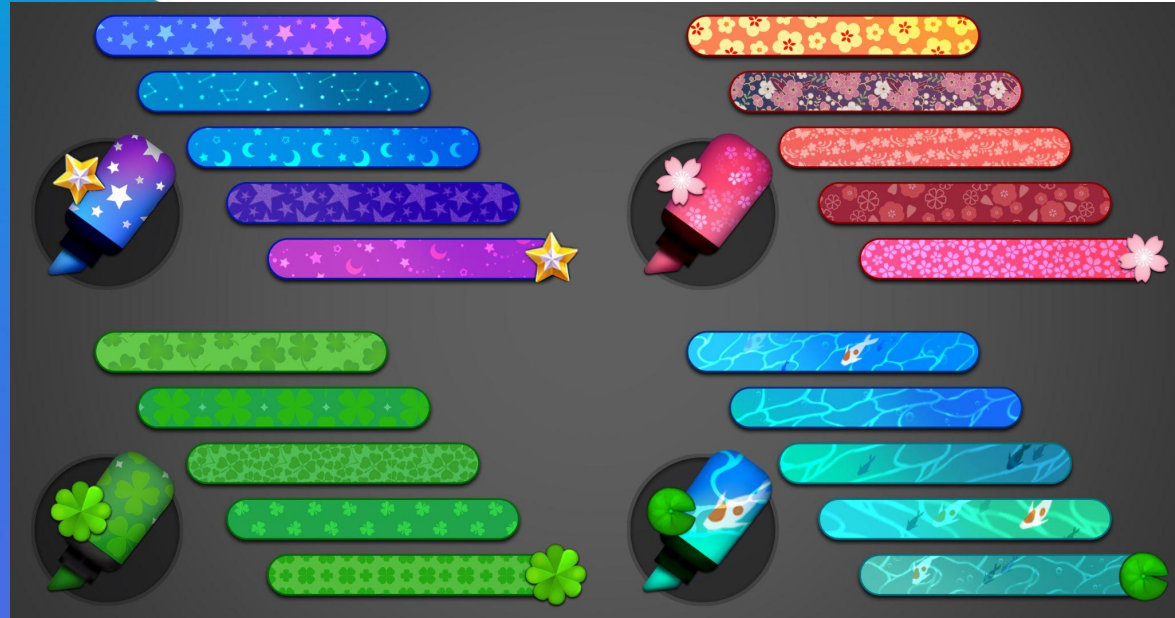
Total ARPDAU



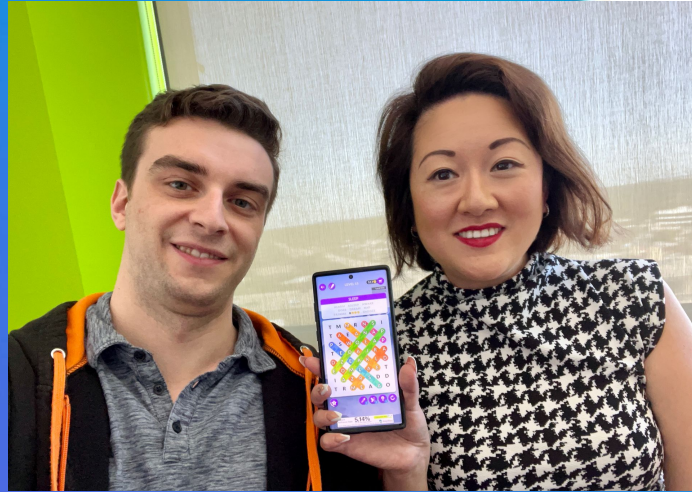
Variant D has a 7.8% lead over Variant C's non-event baseline*

Next Steps

- Run Highlighters Event on Wednesdays and Thursdays each week, with monthly content updates of 2 new Highlighters, 1 Basic and 1 Premium
- Seasonal Highlighters, such as hearts for Valentine's Day in February and shamrocks for St. Patrick's Day in March



Thank you!



Q&A