

# **PLAYNOMICS**

## **The Power of Segmentation and Targeting**

**Casual Connect Asia 2013**

# About Playnomics

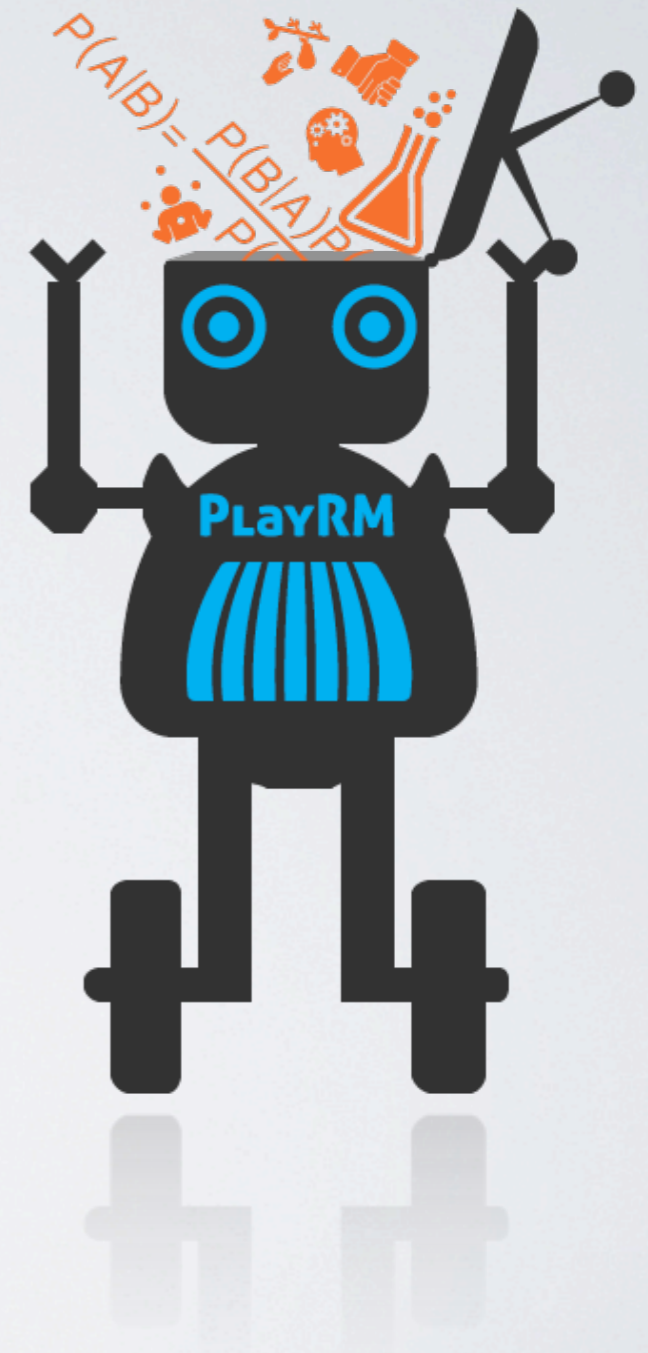
Founded in 2009 with Offices in San Francisco and New York

Pioneered Prediction and Data mining in Games – won GDC Gamesbeat 2010

Focused on how and why people play

Funded by FirstMark Capital, Vanedge Capital, xSeed Ventures, Accelerator Ventures and TriplePoint Capital

Over **100M+ Player Profiles** and **30M+ Monthly Active Users** across 100s of games





# Having A Successful Game Is Hard Work



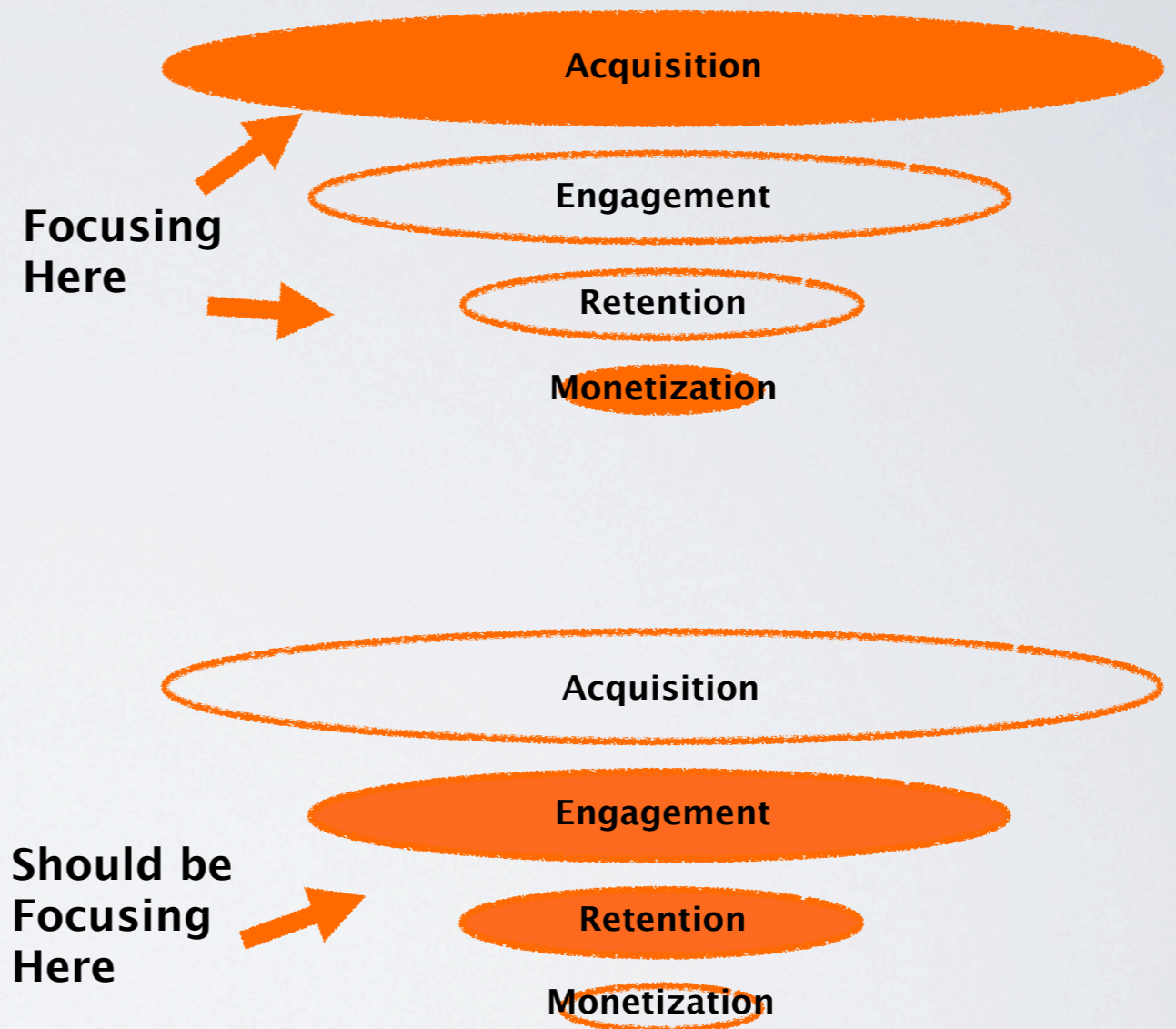
- Crowded Marketplaces
- High Acquisition Costs
- Intensive UA Efforts

- Most 1st-Time Players Leave
- Low First Month Retention
- Ongoing Churn Mgmt

- Multiple Sessions to Monetize
- Low % of Audience Pays
- Freemium & Low App Pricing
- Distribution Platform Taxes

# Developers Heavily Focused On UA and High Level Analytics

- Use quick burst, short term UA strategies instead of long-term services model
- Heavy focus on top (acquisition) and bottom (monetization) of the funnel
- Competing against well capitalized studios
- Neglect marketing to retain players
- Treat all players the same





# Instead, Focus on Why and How People Play

Predicted LTV



Psychographics



Competitor



Scientist

Incentives



Gifts



Viral Invites



**PLAYNOMICS**

# Simple Game, right?

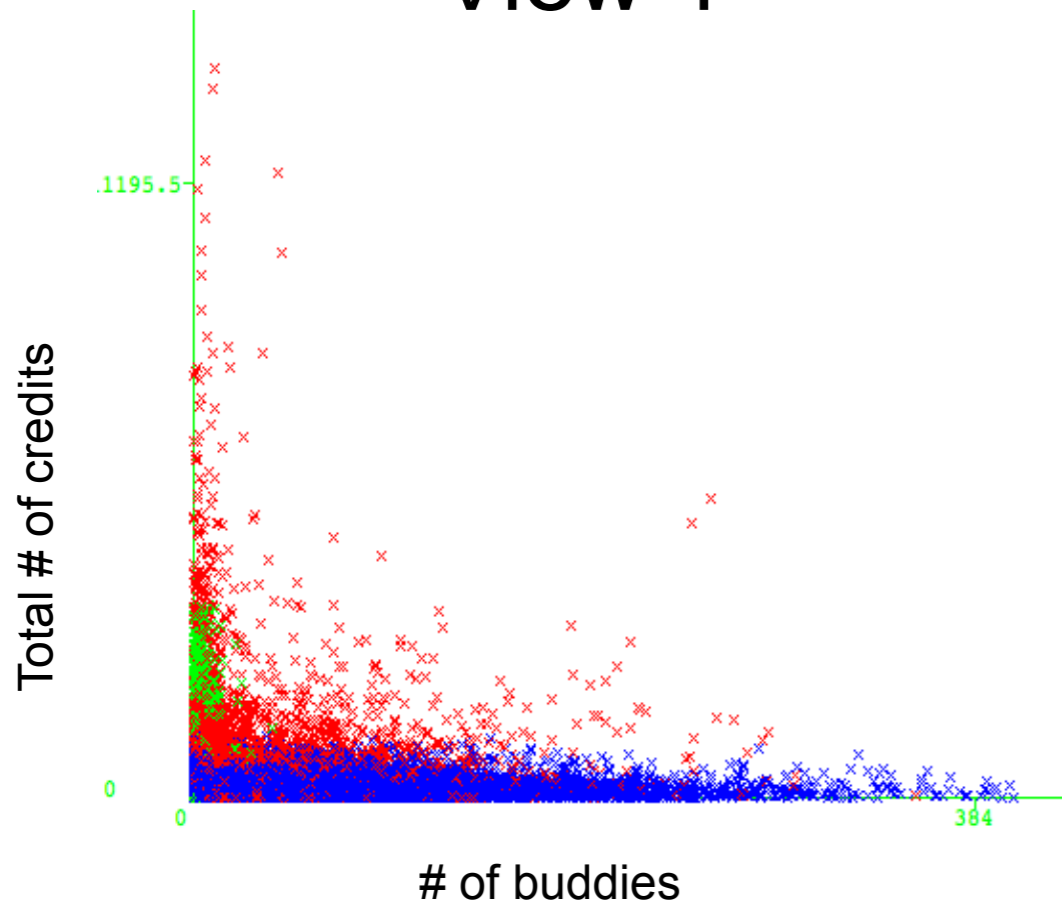




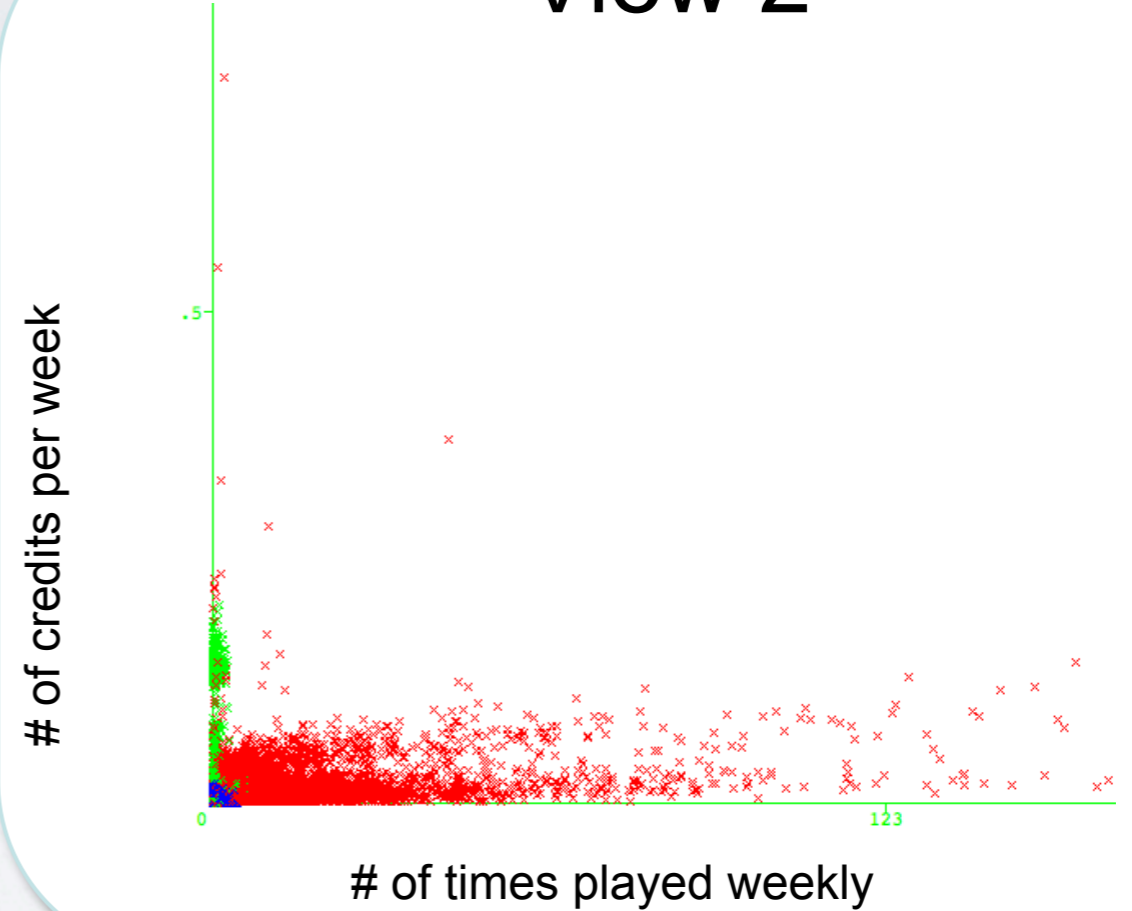
# Not So Simple Motivations

Collectors Socialites Competitors

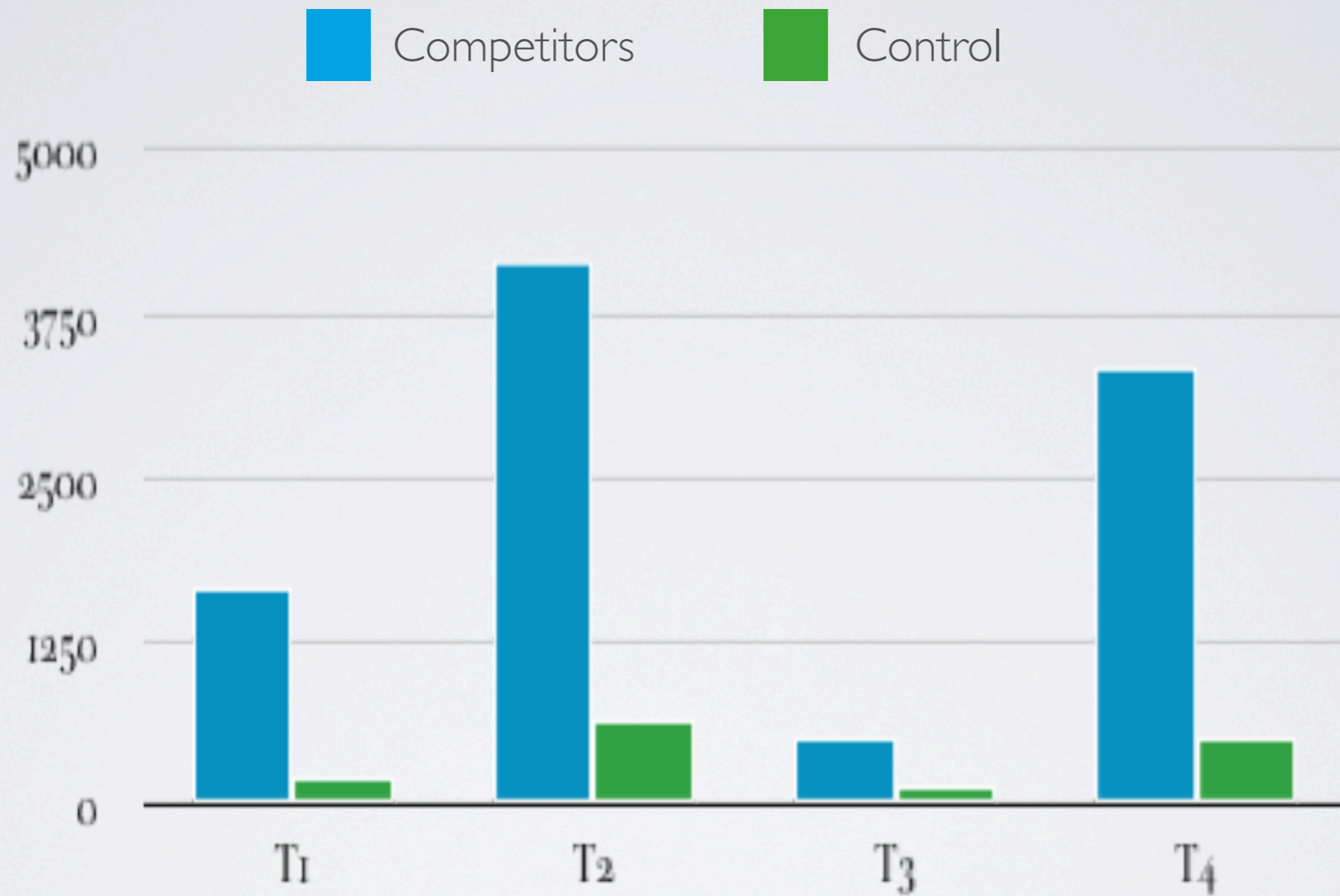
## View 1



## View 2



# Big Difference in Outcomes From Targeting





# Segmentation = Marketing 101

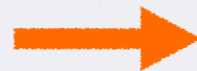
## Insights From Segmentation

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Player Behavior and Motivations



Get The Right Players



Best Practices & Compulsion Loops



Content and Marketing ROI's



Monetization Opportunities

## Opportunities Opened by Segmentation

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Better Player Insights

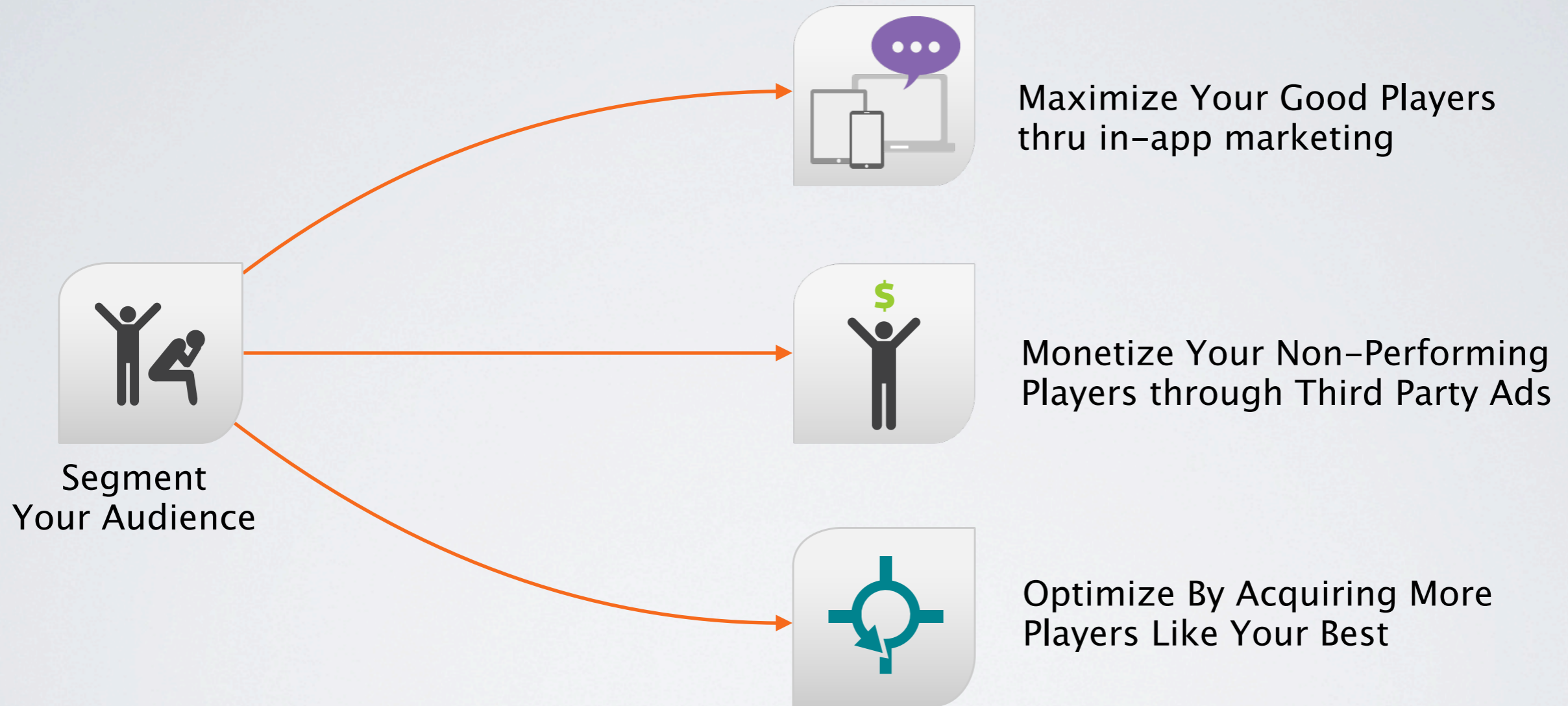
Stronger Relationships With Players

Better Conversion & Spend

Optimized Marketing Spend

Increased Player Lifetime Value

# Segmentation Lets You Treat Different Players Differently



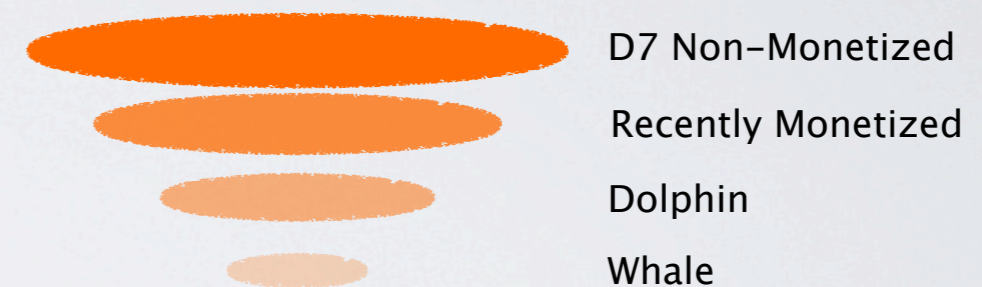


# Targeting Reveals the Incentives of Segments – And The Playbooks

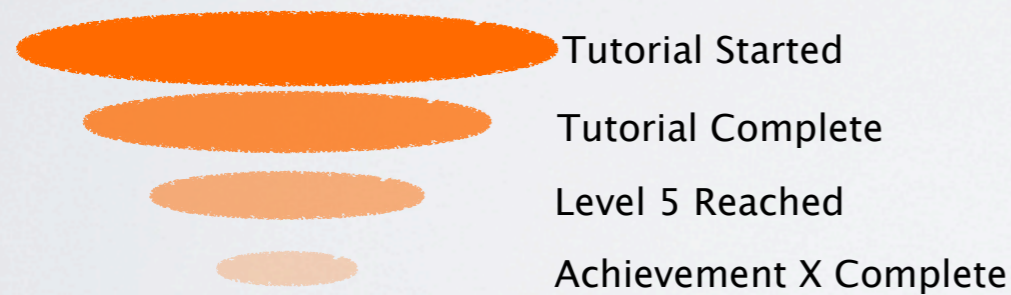
## Early Retention



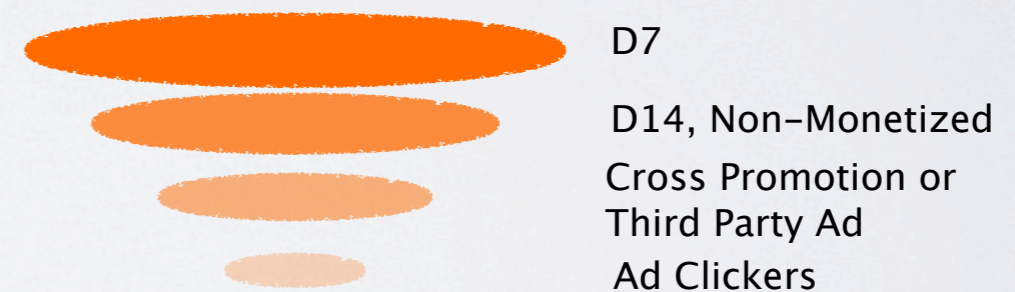
## Monetized



## Milestones



## Non-Spenders



# Starter Segmentation Examples

## Entry Funnel

Active Today  
D1, D7, D14, D30  
D1, D7, D14, D30 Monetized  
D1, D7, D14, D30 Non-Monetized  
D14, D30 Lapsed

## Engaged

D30 Active  
Newly Engaged  
Highly Engaged  
Non-Engaged

## Location

North America  
Europe  
MENA  
APAC  
Latin America

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## VIP

Recently Monetized  
Highly Engaged Monetized  
High Monetizer  
Highly Viral  
Recently Viral  
Influencer  
Non-Monetizing

## Milestones

Tutorial Started/  
Complete  
Reached Level X  
X% Level Complete  
Achievement Gained  
Collection Incomplete

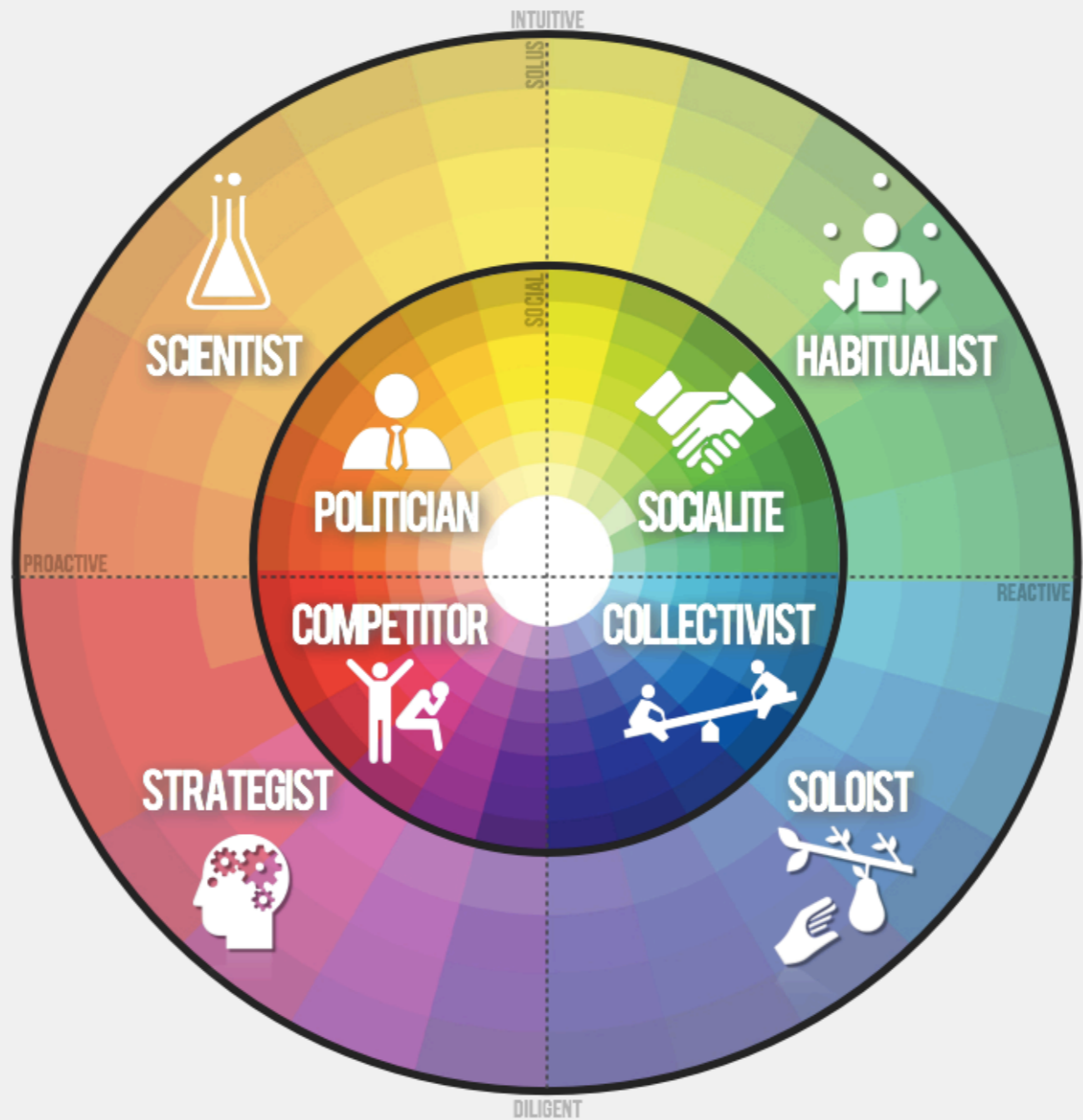
## Predictive

At Risk Engaged  
At Risk Monetizer  
Likely to Churn  
Likely Engager  
Likely Monetizer  
Likely Viral



# Segments Can Also Be Personality Based

**PLAYER**



**TYPES**

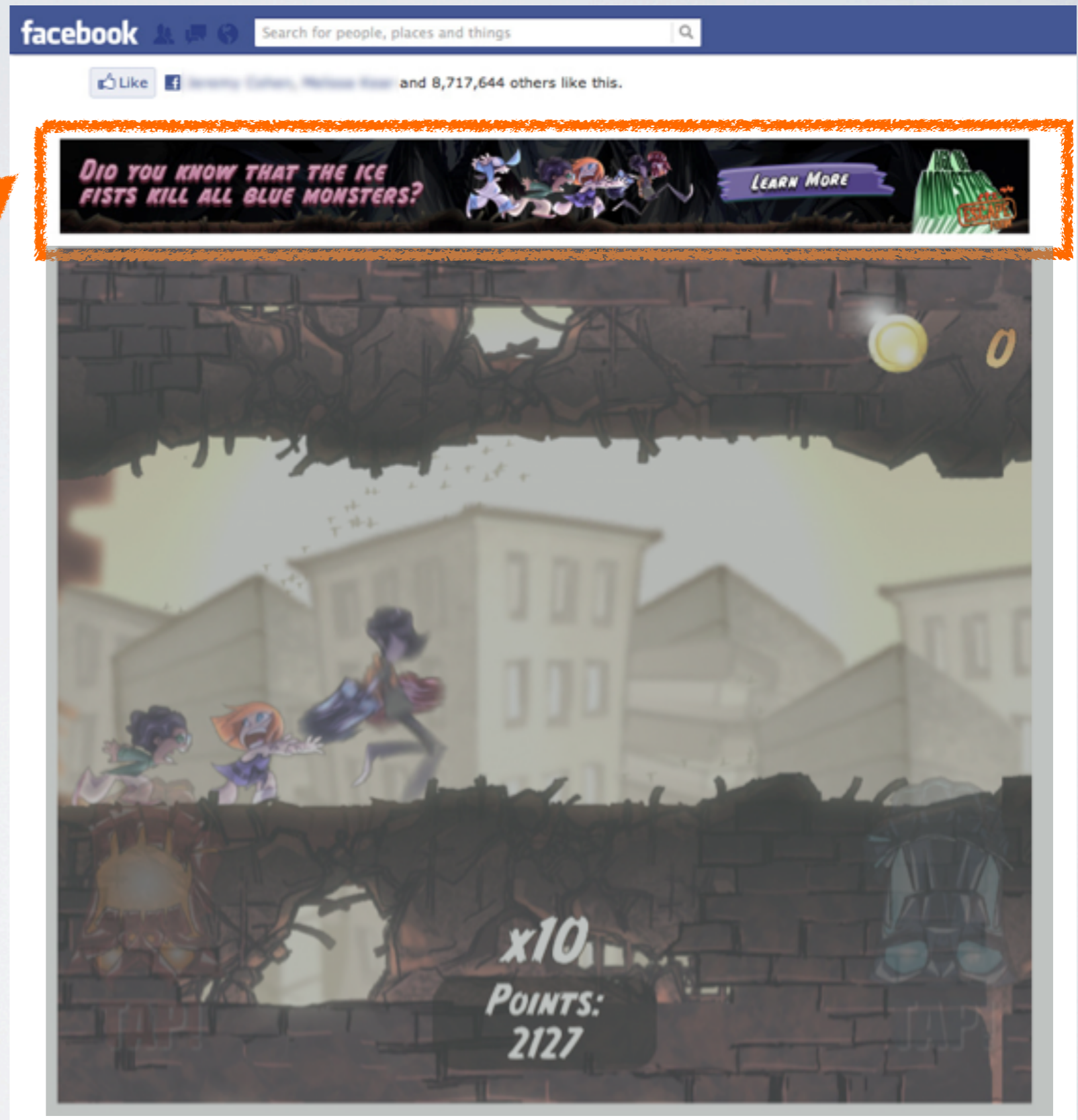
# Once You Have Segments, Target Them





# Playbooks for the First Week

Message your **First D7** players with **Tips & Tricks** or **Power-Ups** to help them motivate and advance





# Retarget Early Players To Gain Mindshare

The screenshot shows the Metacritic website interface. At the top, the Metacritic logo and navigation menu are visible. A prominent banner for the game 'New Monsters Have Spawned!' is highlighted with an orange border. Below the banner, the 'New Game Releases' section is shown, featuring a list of games with their respective scores and critic counts. A text overlay is placed over this section, and another orange-bordered banner for the same game is shown to the right. The bottom right corner contains 'Essential Links' to various articles.

**metacritic** Keeping score of entertainment. [Movies](#) [Games](#) [TV](#) [Music](#) [Features](#)  [Advanced Search Beta](#)

[New Releases](#) [Coming Soon](#) [High Scores](#) [Browse A-Z](#) [Publications](#) [Publishers](#) [Reports](#) [Trailers](#) [Log in](#) [Sign up](#) [Help](#)

**New Monsters Have Spawned!** [Deploy Now!](#)

### New Game Releases

Send targeted display ads to you **FIRST D3** and **FIRST D7 Monetized** players out-of-game

**81** Based on [24 critics](#) »

**85** Based on [40 critics](#) »

**84** Based on [19 critics](#) »

### Essential Links

- [Best Games of 2011](#)
- [Best iPhone/iPad Games of 2011](#)
- [iPhone Games: Best by Month](#)
- [2011 Game Publisher Rankings](#)
- [Hardware Review: PS Vita](#)
- [2012 Videogame Preview](#)

[More articles](#) »



# Reward Loyal Players To Influence Engagement

The image is a screenshot of a Facebook post from the game 'Angry Birds'. The post features a large, semi-transparent reward message box with an orange border. The message reads: "We MISSED YOU. TRY OUR NEW MONSTER SUIT." The background of the post shows a game scene with a stone wall and a gold coin. At the bottom of the game scene, it says "x10 POINTS: 2127". The Facebook interface includes a search bar, a navigation bar with the user's name 'Levin Sadsad', and various social media icons. The post has a 'Like' button and a notification that 8,717,644 others have liked it. The right sidebar shows recommendations for other games like 'Sims' and 'Madden NFL 13'.

facebook Search for people, places and things Levin Sadsad Home

Like and 8,717,644 others like this.

Did you know that the ice fists kill all blue monsters? [LEARN MORE](#)

**We MISSED YOU. TRY OUR NEW MONSTER SUIT.**

x10 POINTS: 2127

Recommendations: Angry Birds, Farm Heroes, etc.

Sponsored: Break Free, Sims dragging you down? Fun lives here

Download the Madden NFL 13 Demo NOW on the Xbox 360! <http://bit.ly/NAAV6f>

LIKE if you're ...

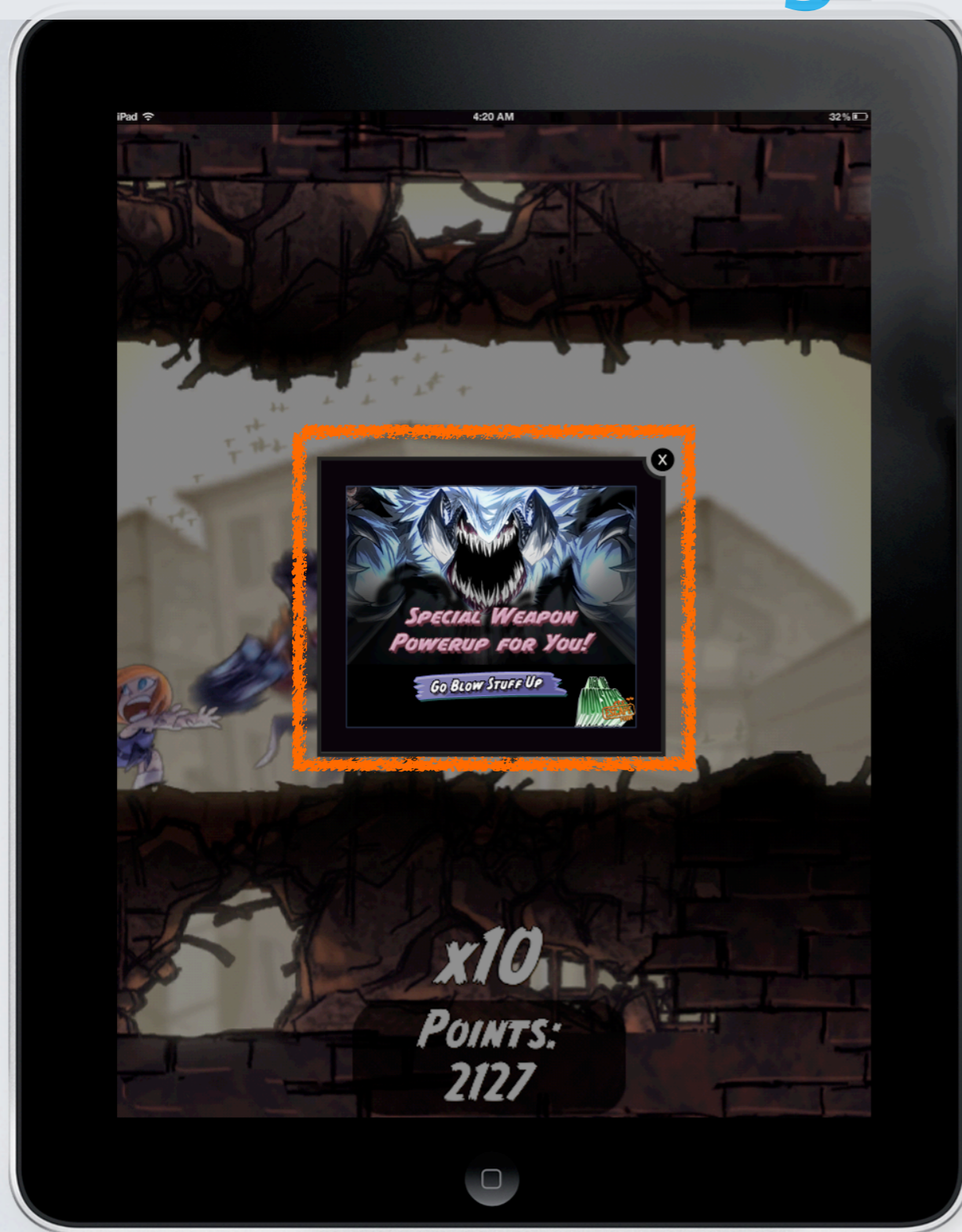
Like This Page

DoubleDown POKER! Play Now!

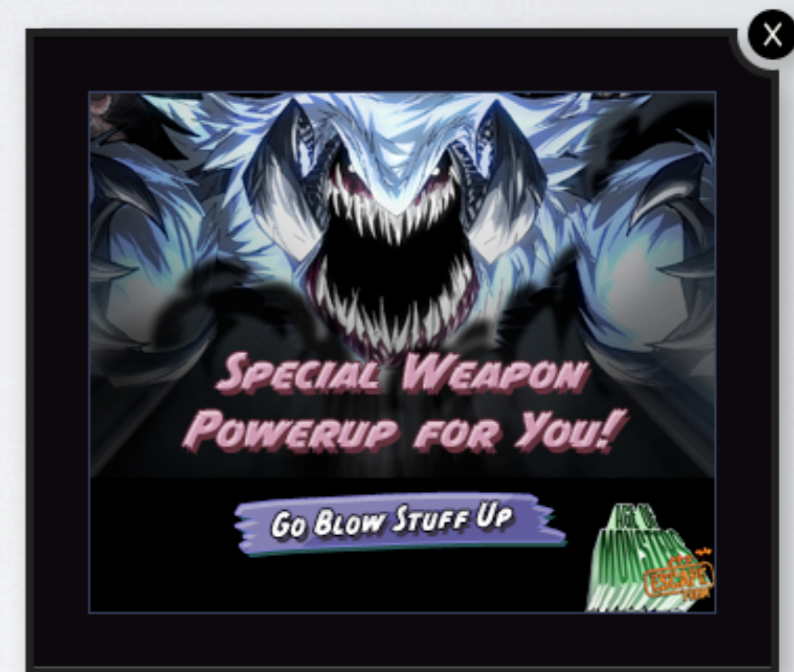
Reward your **HIGHLY ENGAGED** players with exclusive items to encourage their loyalty and retention



# Give Monetizers the Chance to Buy Again, Soon



Encourage **RECENT MONETIZER** to monetize again with special offers





# Keep Loyal Customers in Your Network



Cross promote to **AT RISK** players to move them to other games in your portfolio





# Case Study – Increase Early Spend

## Campaign Overview

Online and Mobile Gaming Company targeted players within First 3–7 Days with two personalized promotions – “50K Free Chips” and “100K Free Chips” – to encourage player retention

## Insights

Campaign was successful in increasing retention and monetization  
The 50K Free Chip offer outperformed the 100K Free Chip offer

## Results

Compared to Control Group

**+5.3x**  
CLICK-THRU-RATE

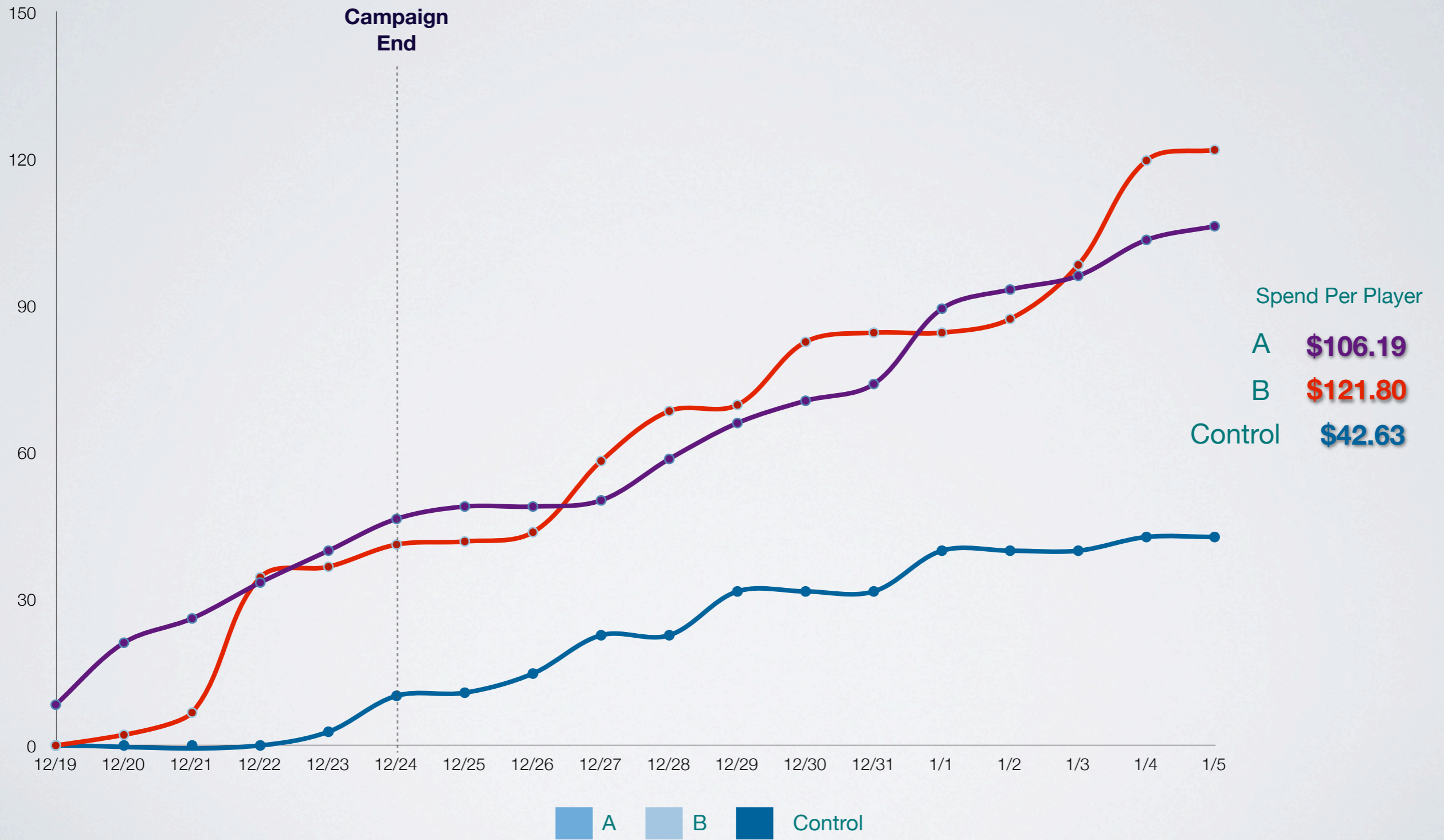
**DOUBLE**  
CUMULATIVE SPEND

**+28%**  
AVG. TOTAL HRS PLAYED

**+23%**  
AVG. RETURN RATE



# Big Big Big Impact on Spend



# Playnomics Makes it Easy



## 81 Attention ↓ -1%

1 of 3 factors used to understand how a player spends time with your game by analyzing the time component of players accessing your content.



Avg sessions per player in last 7 days

**20.0**

Total hours played in last 7 days

**15,865**

Avg session length in minutes in last 7 days

**20**

## 93 Loyalty ↓ -0%

2 of 3 factors that measures with what regularity people play your game and can be counted on to play every week, every day and even multiple times a day.



Users in last 7 days that also played the prior week

**99.1%**

Avg gap between plays in days

**1.0**

Avg days of week played

**6.0**



# A Deep Segmentation Engine

Highly Engaged

▼

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2,506

players

The power players and backbone of your game population. Changes in these players' behaviors will likely impact the monetization of your game.

0.0%  
of total population

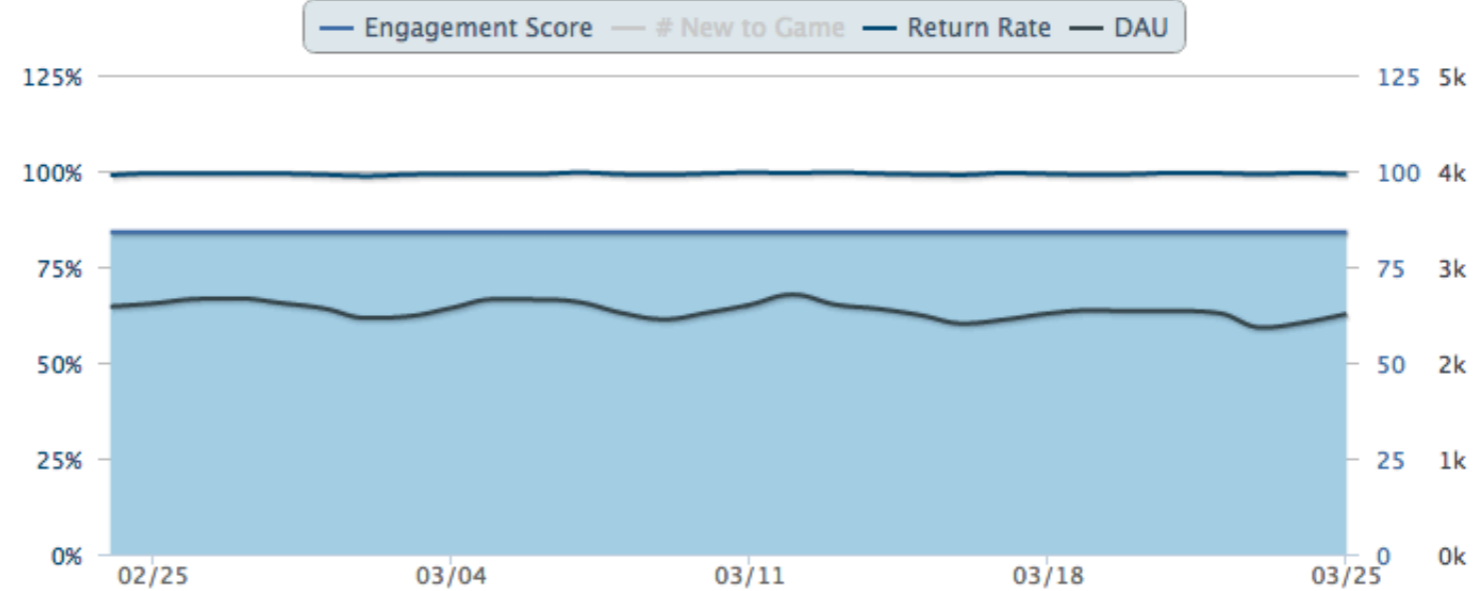
+ TARGET



**Overall Engagement Score** ↓ -0%

Measures engagement based on individual player in-game behavior.

The score is calculated using three factors: **Attention**, **Loyalty** and **Intensity** all on a scale of 0 to 100.



Segment Scores vs Avg Player In Game			
	Segment		Avg Player
Overall	84	+61.4%	52
Attention	81	+79.1%	45
Loyalty	93	+85.9%	50
Intensity	77	+27.5%	60

Segment Activity		
	Today	Total 30 Day
Active Members	2,506	2,506
New to Game	0	0
New vs Existing	0.0%	n/a

# Segments Galore



## Retention

Segments based on where a player falls in their lifecycle

Segment	Engagement Score	DAU	MAU	Monetization Score	ARPPDAU	Revenue Today	Campaign Status	Actions
Active Today	52 ▲	12,913	12,913	33 ▼	\$0.01	\$81.27	●	🕒 📈
Everyone	52 ▲	12,913	110,185	33 ▼	\$0.01	\$81.48	●	🕒 📈
First 3 Days								

- First 3 Days
- First 7 Days
- First 14 Days
- First 30 Days
- Newly Engaged
- Lapsed 15 Days
- Lapsed 30 Days



## Monetization

Segments based on the spending pattern of players

Segment	Engagement Score	DAU	MAU	Monetization Score	ARPPDAU	Revenue Today	Campaign Status	Actions
Monetized	64 ▲	536	2,480	86 ▲	\$0.07	\$36.82	●	🕒 📈
High Monetizer	84 ▲	161	161	0 ▼	\$0.00	\$0.00	●	🕒 📈
Recent Spend	40 ▲	441	1,789	34 ▼	\$0.00	\$0.49	●	🕒 📈
Recent Dolphins	60 ▲	4,018	4,018	31 ▼	\$0.01	\$21.84	●	🕒 📈
Recent Whales	85 ▲	124	124	0 ▼	\$0.00	\$0.00	●	🕒 📈



# Even More Segments



## Geography

Segments based on a player's geographic location

Segment	Engagement Score	DAU	MAU	Monetization Score	ARPPDAU	Revenue Today	Campaign Status	Actions
APAC	52 ▲	1,545	12,255	25 ▼	\$0.00	\$6.30	●	🕒 📈

Europe

Latin America

MENA

North America



## Engagement

Segments based on a player's level of engagement

Segment	Engagement Score	DAU	MAU	Monetization Score	ARPPDAU	Revenue Today	Campaign Status	Actions
Highly Engaged	84 ▼	2,506	2,506	36 ▼	\$0.01	\$18.27	●	🕒 📈
Highly Intense	60 ▲	6,016	6,016	27 ▼	\$0.00	\$23.31	●	🕒 📈
Highly Loyal	74 ▼	4,368	5,229	35 ▲	\$0.01	\$40.53	●	🕒 📈
Highly Attentive	77 ▲	2,515	2,515	56 ▼	\$0.02	\$47.95	●	🕒 📈
At Risk	52 ▼	91	476	0	\$0.00	\$0.00	●	🕒 📈

# Dynamically Target Segments in Real Time

## Manage Experience for **Active Today** Segment

SEGMENT **Active Today** ▼

PRIORITY LEVEL **2**

 Actions

CAMPAIGN **Active Players Campaign (04/0...** ▼

START **04/01/2013**

END **04/30/2013**

Run indefinitely

STATUS: ● **ACTIVE**


BANNERS **PUSH MESSAGES**

AVAILABLE CREATIVES

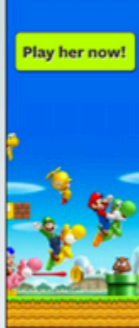
 **UPLOAD**

160 X 600


**Exclusive access to new features**  
[View now](#)



**Your friend Salley just beat your high score!**  
[Play her now!](#)

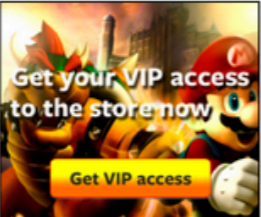


**Have you checked your leaderboard today?**  
[Check now!](#)




300 X 250

**Get your VIP access to the store now**  
[Get VIP access](#)




**Try the daily challenge**  
[Take it now!](#)



LIVE IN-GAME


FRAME: BANNER (728X90, FRAMEID: VRJXDZKSNCWF3NKQ)

**Special 20% coupon just for you** [Redeem now](#)



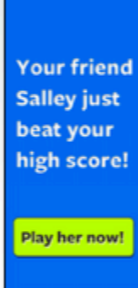
FRAME: BTM. BOX (300X250, FRAMEID: JVCEDDXWYERC64VW)

**Try the daily challenge**  
[Take it now!](#)



FRAME: SIDEBAR (160X600, FRAMEID: RUXEGPSSCSBIJLHR)

**Your friend Salley just beat your high score!**  
[Play her now!](#)



Drag and drop creative into frame


Click creative to enlarge and modify

Drop frame here to clean it up



# Even Behavioral Push

**BANNERS** **PUSH MESSAGES**



**Your push message will reach**  
**23,456** players

- Opt-Ins to Push Notifications**  
11% 23,546
- Opt-Outs Will Not Receive**  
89% 201,567

**MESSAGE** 44 characters left

Congrats for finishing Level 1!

**SOUND**

ENTER FILENAME

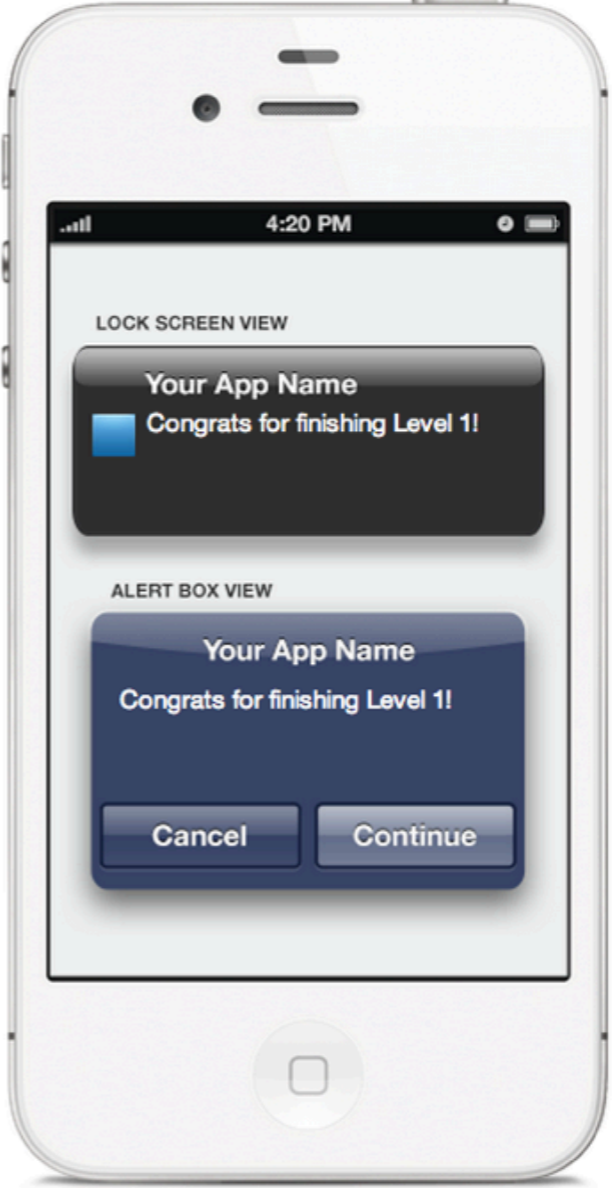
**SCHEDULE (based on UTC)**

SEND IN

**SET FREQUENCY**

MAX MESSAGES

**SAVE**



LOCK SCREEN VIEW

Your App Name  
Congrats for finishing Level 1!

ALERT BOX VIEW

Your App Name  
Congrats for finishing Level 1!

Cancel Continue

# Measure and Iterate It All

## Messaging Performance

Summary

Report

MANAGE SEGMENTS

- All Segments -

In-Game Campaigns

- All Campaigns -

Start 05/01/2011

SUBMIT

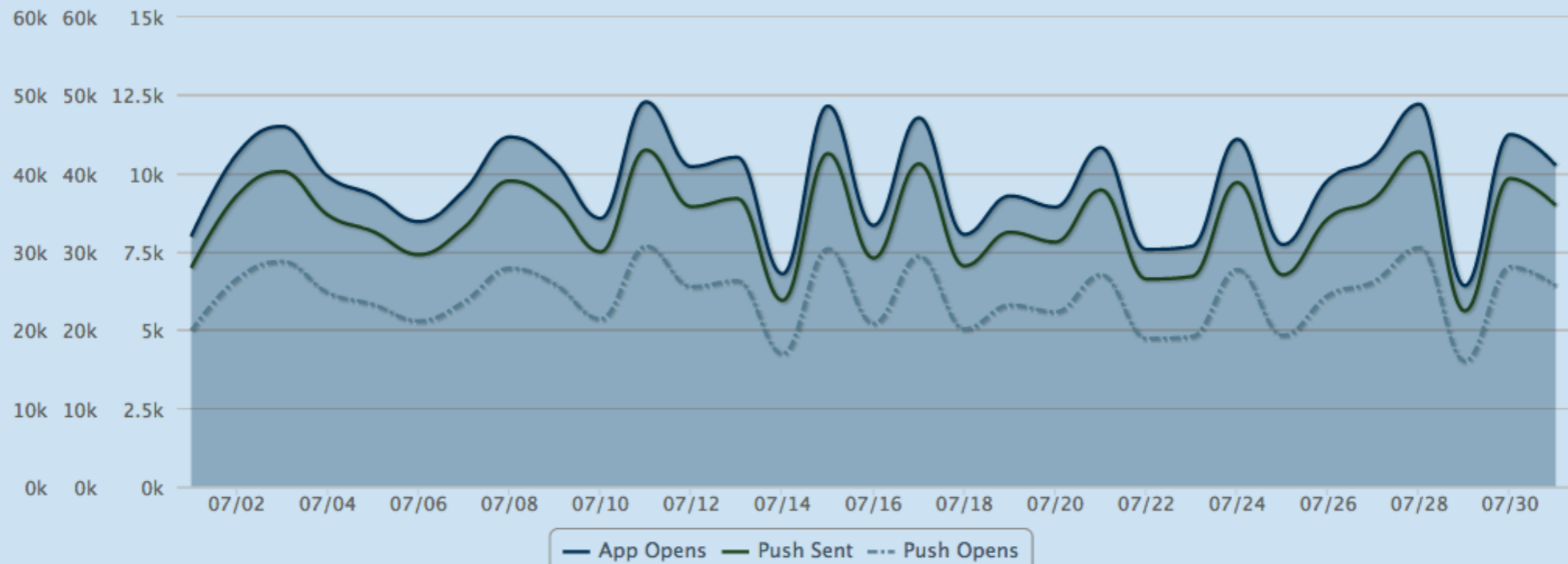
Frames

- All Frames -

End 03/26/2013

Push Notifications

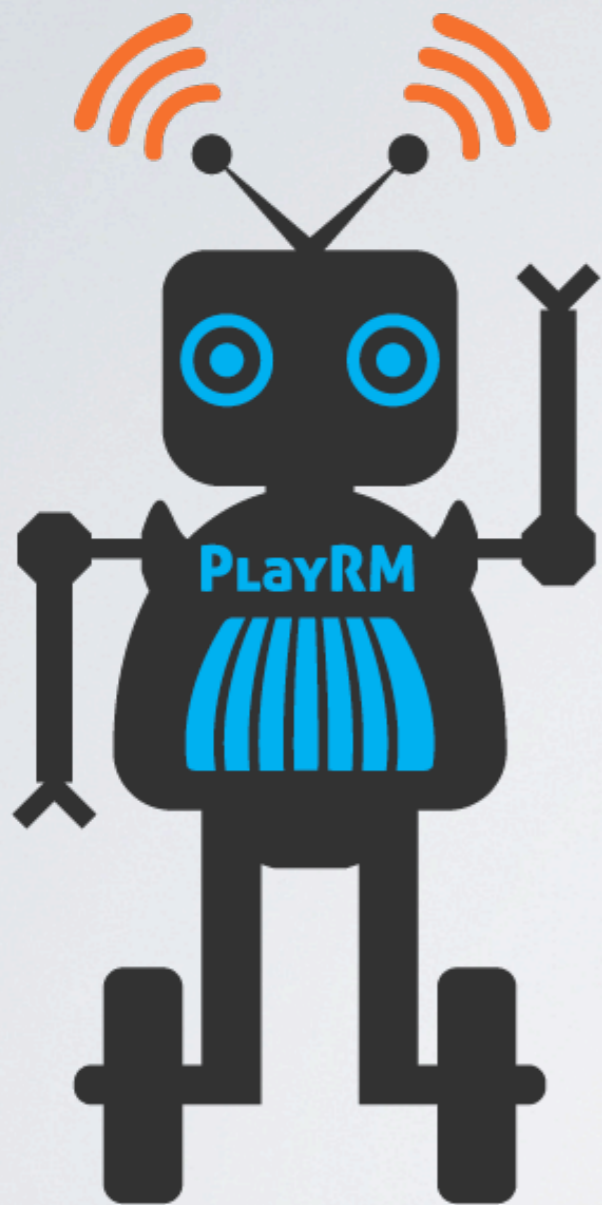
- All Campaigns -





# Takeaways

- Players are people too – treat each player differently
- Use robust, dynamic segmentation to find who is valuable
- Run a lot of marketing campaigns to figure out what people respond to – then run some more
- Take that information and **create playbooks to dramatically increase retention, loyalty, and monetization**



# Thanks

[www.playnomics.com](http://www.playnomics.com)

[johnc@playnomics.com](mailto:johnc@playnomics.com)

**PLAYNOMICS**

Playnomics Player Engagement Study, Q1 2013

1

## Playnomics Quarterly Player Engagement Study



### Report Overview

This report is a digest of data generated by millions of social, casual and mobile game players in the Playnomics game network, during the first quarter of 2013.

In addition to summarizing global social game engagement levels, this particular report takes a comparative look at the behavioral characteristics of arcade versus non-arcade players. Building upon our insights generated from these initial

**PLAYNOMICS**



# Case Study: Monetize Early Players

## Campaign Overview

Improve monetization by targeting the never monetized first 3–7 days segment with a promotional campaign 50,000 free coins

## Performance

Compared to Control Group

**+4.0x**  
ARPPU

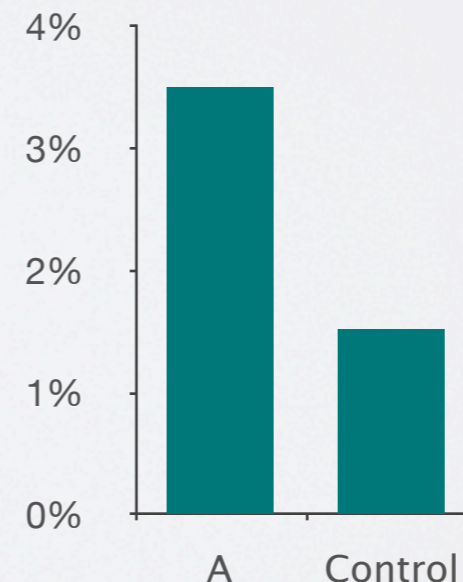
**+302%**  
CTR

**+132%**  
PAYING  
CONVERSION

## Takeaways

- Strong Increase of Monetizers
- Higher ARPPU
- Improved Engagement Score and Return Rate

Payers / Clickers



ARPPU





# Case Study: Increase Player Retention



UBISOFT®

## Campaign Overview

Encourage longer gameplay by targeting players in the First 7-Days of their lifecycle with personalized promotions

## Takeaways

- Longer Game Sessions
- Higher ARPPU & Conversion Rates
- Strong Correlation Between Monetization and Hours Played

## Performance

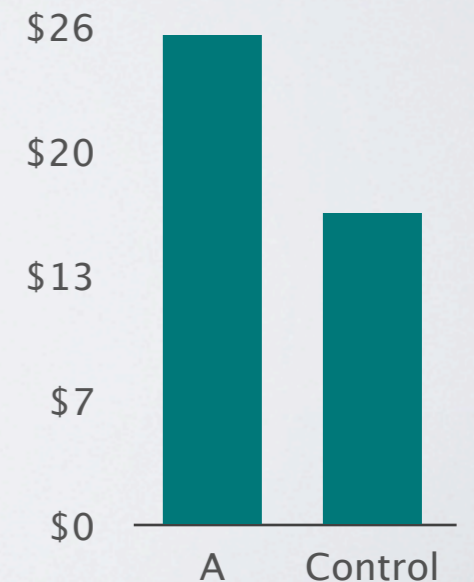
Compared to Control Group

<b>+2.4x</b> CLICK-THRU-RATE	<b>+2x</b> TOTAL HOURS PLAYED / DAU
<b>+30.3%</b> PAYING CLICKER CONVERSION	<b>+3x</b> ARPPU

Total Hours Played / DAU



ARPPU





# Case Study: Bring Monetizers Back to Game



## Campaign Overview

Retain monetizers and recapture lapsed players by sending targeted incentives to at risk monetizers and players that have left game

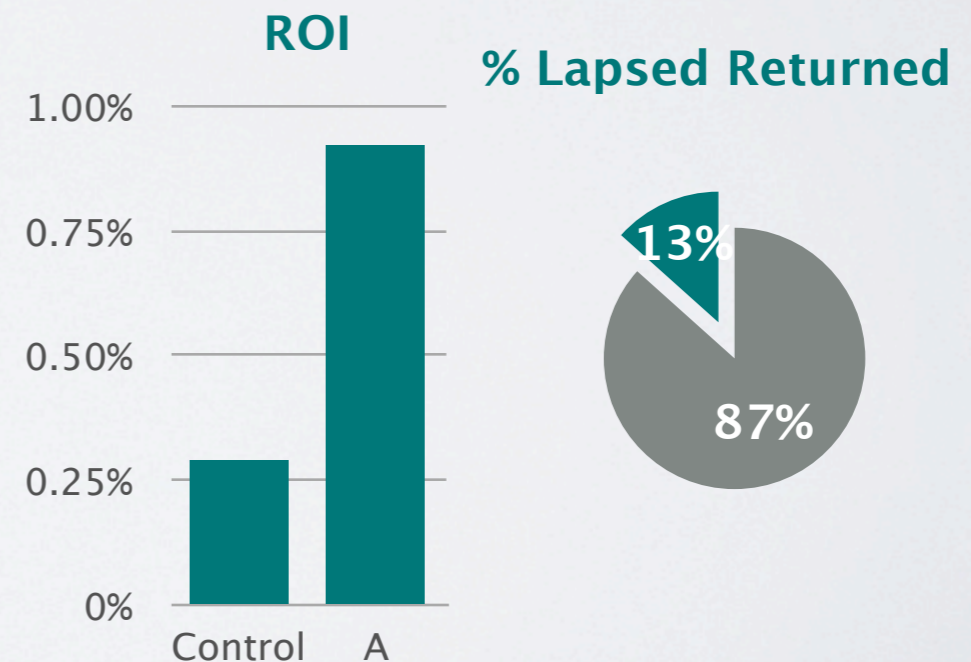
## Takeaways

- Higher Advertising Revenue Resulted from Longer Play Sessions
- PlayRM Successfully Found and Recaptured Lapsed Players

## Performance

Compared to Control Group

**25K** PLAYERS RESCUED      **+218%** ROI





# Case Study #2 – Increase Longer Play

## Campaign Overview

Social Game targeted players in the First 7-Days of their lifecycle with personalized promotions to encourage longer gameplay

## Results

Compared to Control Group

<b>+2.4x</b>	<b>+1.4x</b>
CLICK-THRU-RATE	TTL HRS PLAYED/DAU
<b>+30.3%</b>	<b>+1.6x</b>
PAYING CONVERSION	ARPPU

## Insights

Campaign was successful in the total hours played

The campaign also included monetization metrics – number of paying players and ARPPU

