

 **PLAYSIMPLE**



Spec:

iOS / ATT + Notif permission

28th Apr'23



Problem Statement

1. From iOS 14.5 onwards, mobile apps are required to request permission to track users data beyond the app in use
2. Players who allow tracking are tagged as non-LAT in our system
3. Bingo's non-LAT share (22%) is lower compared to the gaming industry benchmark (30%) [source](#)
4. non-LAT players have visibly higher eCPMs (25-100%) compared to LAT players
5. Also, currently the native notif permission is shown at a later stage, post FTUE

interstitial	LAT	non LAT
Imp per DAU	10.41	10.86
eCPM	7.78	10.61

banner	LAT	non LAT
Imp per DAU	105.77	112.50
eCPM	0.15	0.31

w2e	LAT	non LAT
Imp per DAU	1.75	2.10
eCPM	14.36	17.59

Objectives

1. Increase ATT permission for players on iOS 14.5 onwards (500 bps)
2. Increase Notif permission (400 bps)

Expected Outcomes

Business/Design

Business

- 1. Increase D0 ATT conversion to 27%, which increases the iOS rev/DAU by 1.23%
- 2. Increase the Notif permission givers per DAU by 400 bps which will increase the RR by 50 bps
- 3. Overall, resulting to a LTV Upside of 2.8%
- 4. LTV/CPI upsides can be leveraged to get additional new installs leading to an additional \$66 Rev/Day

Design

- 1. Clear communication in the pop-ups
- 2. Focus on benefits given to the player

	Control	Var
Lat %	80%	75%
Non-lat %	22%	27%
Ad Rev/DAU	0.142	0.146
IAP Rev/DAU	0.1	0.1
Overall rev/DAU	0.242	0.246
Rev/DAU Upside		1.23%
Retention	23.1%	23.18%
Retention Upside in bps		12.5
Notif % upside		400 bps
RR Upside in bps (Notif permission)		50
Overall LT Days upside		1.57%
Overall LTV Upside		2.80%

LTV/CPI upsides	0.81	0.83
Add. Spend		500
Potential for new installs inc.		77
DAU upside (1 month)		270
Daily Net Rev upside		66.5

Scope

1. **Phase 1:** ATT + Notif conversions in the d0 funnel

The focus of this phase of the release is to improve the conversion rates for users who are not global-denied

2. **Phase 2:** Resurfacing logic for ATT + Notif / Questcenter

Global/local-denied users will be addressed in the next phase of the release.

VISION

- Clear and easily comprehensible ATT & Notif custom pop-ups
- Clear communication on the ATT copy.
- Abide by Apple's Guidelines

ANTI VISION

- Drop-off on D0 and D0+
- Missing of the technical edge-cases
- ATT & Notif conversions dropping below the current level
- Players should not be under any coercion to agree to the ATT pop-up

ATT Status

Brief

The app tracking statuses are [defined by Apple](#), and may be summarised as follow:

1. Authorized
 - a. Represents players who tapped 'Allow app tracking' via the ATT prompt
2. Denied - represents 2 groups of players, which apple doesn't separate
 - a. Local denied: Players who saw the prompt and tapped 'Ask App Not to Track'. These users denied tracking for an app via the ATT prompt
 - b. Global denied: Players who went to iOS Privacy Settings and toggled 'Allow Apps to Request to Track' OFF. These users denied tracking for all apps at once, preventing apps from presenting the prompt
3. Restricted
 - a. Represents players with 'Allow Apps to Request to Track' setting OFF and DISABLED. Apple disables this setting for devices with Apple IDs associated with minors, for example. These users never have a choice to select a tracking option and cannot be tracked by default
4. Not Determined
 - a. Represents players who have not seen the prompt and who have toggled 'Allow Apps to Request to Track' setting ON. These users have not been asked yet to select a tracking option and are by default not being tracked

Feature Overview

In Scope

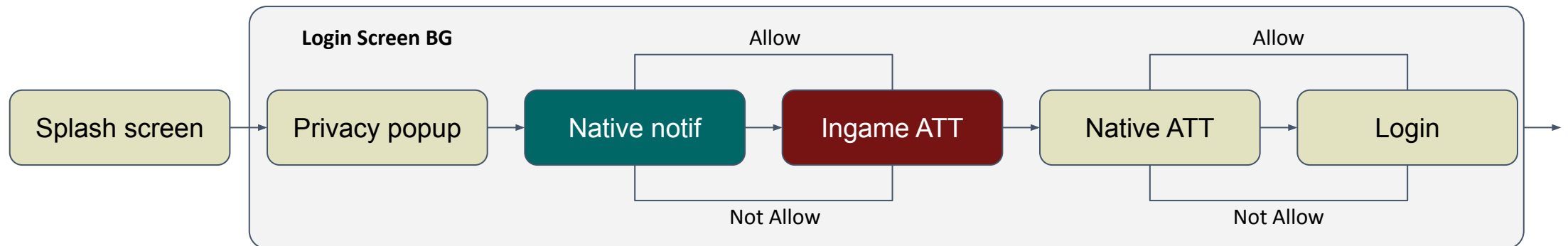
1. ATT pop-ups should work only for new install players who are on iOS 14.5 or above
2. Due to current limitations of new installs on iOS, we will be experimenting with 1 variant only
3. A new custom in-game ATT permission prompt will be shown to the players before the native ATT pop-up
4. The experimentation would be done over the ordering of the native notification permission and ATT pop-ups
5. The customizable sub-text in the native ATT pop-up will also be changed

Future Scope

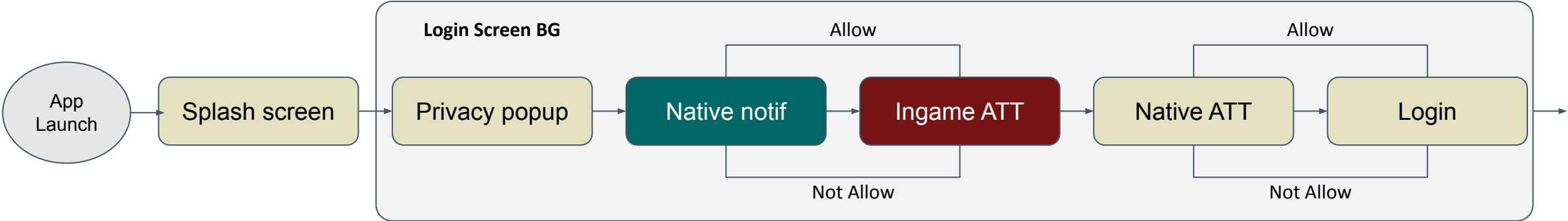
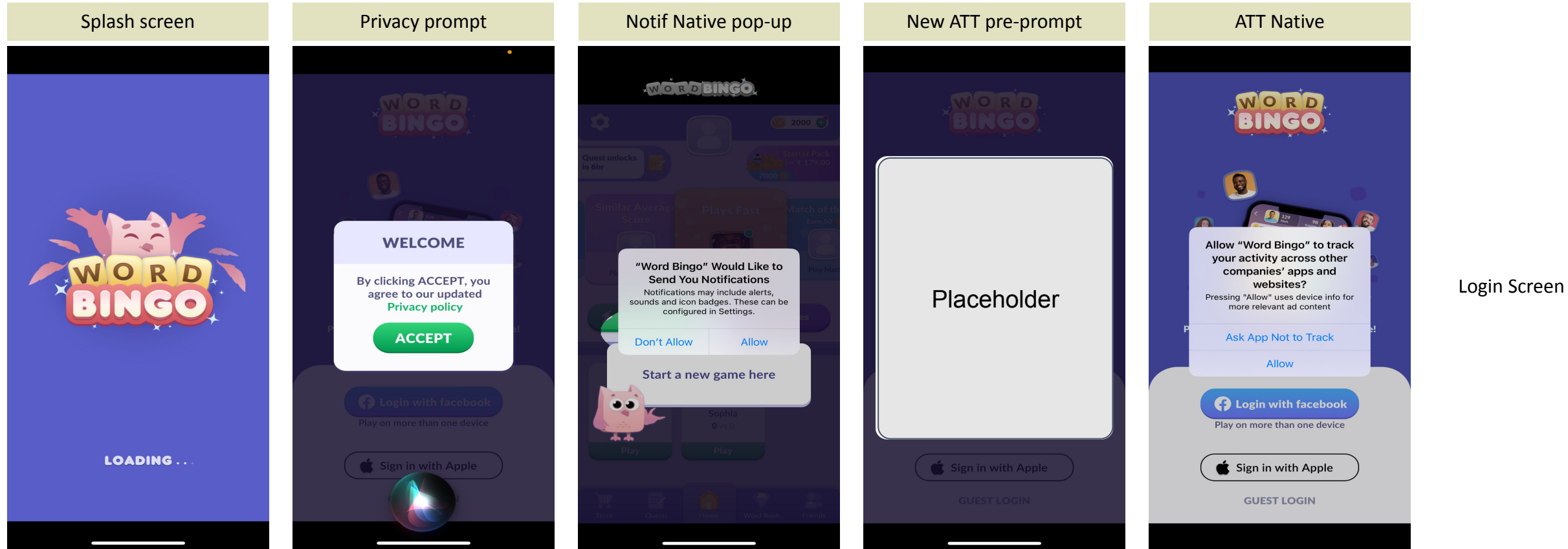
1. Settings redirect flows for resurfacing for players who have denied ATT/notif permissions
2. Notif permission in Epic Quests

Feature Flow

1. In variant, when the player comes on to the Bingo splash screen for the first time, the '**Privacy Policy**' prompt should be surfaced (as per current logic)
2. The player should immediately see '**native notif permission**; pop-up (new logic)
 - a. If the player is not in the region required for T&C/Privacy popup, then he should see the "Notif Permission" popup first on launching the game
3. Irrespective of the option selected by the user, it will be followed by the custom ATT permission pop-up
4. Once the player taps on 'Continue', the native ATT permission will be surfaced
5. Irrespective of the option selected by the user on the native ATT permission, the player should be taken to the login screen
6. **Note:** For a user who has denied ATT permission in the phone settings, the custom and native ATT permission pop-ups won't be shown



Feature Flow Variant



Feature

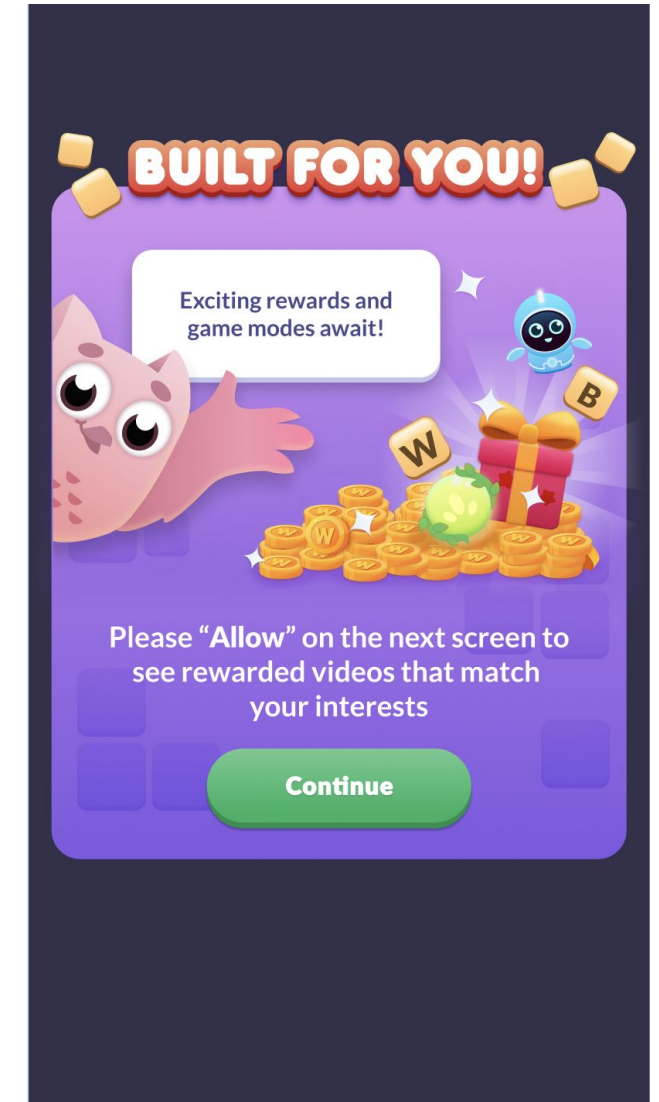
Other details

1. The native pop-up should be shown only once in a player's lifetime (as per current logic) - till the time user has performed an action i.e. he/she can not skip this screen
2. App minimize / Kill
 - a. Native pop-up will be shown to players if they killed the app before performing an action
 - i. Should follow the iOS guidelines
 - b. Ingame ATT pre-permission prompt will be shown again based on the existing runtime [Link](#)
3. The surfacing of all the prompts(Privacy pop-up, ATT pre/native, notif native) are to be done on the Login screen in background
4. ATT pre-prompt and ATT native pop-up are to be triggered for 'Eligible user' only
 - a. User on iOS 14.5 or above
 - b. Users whose ATT status is not equal to 'restricted' or 'global_denied' [should ideally be Not determined]
5. In case of internet disconnection, the flow should remain as is
6. No new runtimes to be added

Feature Flow

Pre-prompt ATT

- The popup will have one CTA for the user to click if the ATT status is identified as “Not Determined”.
- The above (game-side) popup is non-dismissible and player will have to click on the Continue CTA to continue to the game
- In case a force close is done on the same screen, the game side popup will be shown again based on the existing runtime. Example, if runtime value=1, the popup will only surface once, and on relaunch(when ATT status is still not determined), the native popup will be directly shown
- Clicking on the CTA will show the iOS native popup. The text on this native popup will be changed through info.plist file
- Copy for in-game popup :
 1. Title : BUILT FOR YOU
 2. Body Text: Please “Allow” on the next screen to see rewarded videos that match your interests
 3. Secondary copy + Art : Exciting rewards and game modes await!
 4. Primary CTA : Continue

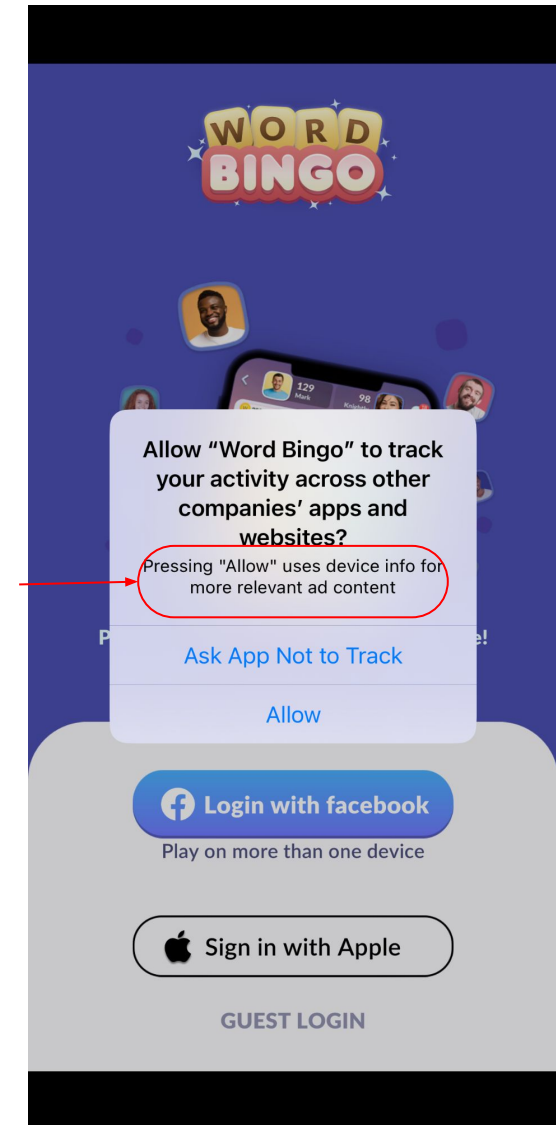


Feature Flow

Native ATT

1. When the user clicks the “Continue” CTA the pre-prompt pop up will be dismissed and the native pop up will be triggered.
2. The secondary copy for this native pop-up can be changed
 - a. Secondary copy : Pressing “Allow” removes irrelevant ads and helps us keep the game FREE
3. Due to limitations → This copy would be same for both control and variant

Secondary copy



Experimentation

Experiment Name: att_notif_opts_1

This will be a hardcoded experiment to account for the launch time.

- Control: Current flow (50%)
- Variant: As explained earlier in the spec (50%)

Trackings

1. **Getting ATT status (common for PS):** This tracking is not coming 100% of the time and should be fired at the app launch. Null values share for Bingo is much higher compared to other PS games

Comment	kingdom	phylum	class	order
Tracking for ATT status responses (we need to fire tracking in first session of every day whenever a status check is done)	ios14_idfa	permission_status	authorized/denied /restricted/not_determined	source <apple/adjust>

2. Native **Notif status:** This tracking is not getting fired for iOS currently

Comments	Description	kingdom (k)	phylum (p)	class (c)	order (o)	family (f)	genus (g)
Existing (Android)	Notif permission to be fired on every app launch	local	permission/no_permission	<os_version>			
Existing (Android)	When user sees a native permission pop-up	dialog	Login screen/home screen	<device_mode> (dark / light)	notif_permission_native	view/allow/dont_allow	

3. **ATT :** This tracking is existing and verified

- k=dialog, o=ios14_idfa, f=view/turn_on --for game side popup
- k=dialog , o = idfa_track_native , f = view/allow/not_allow ---for native popup

Appendix | xxx



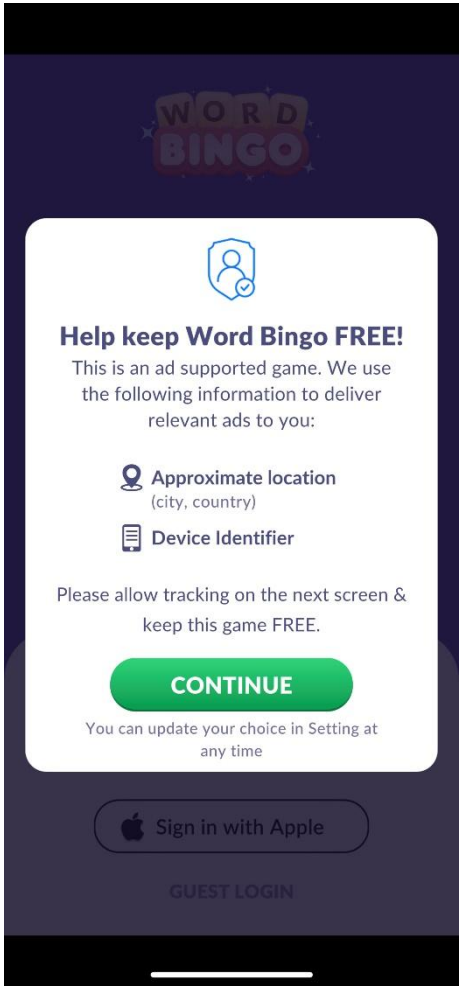
Kick Off:

iOS / ATT + Notif permission
25th Apr'23

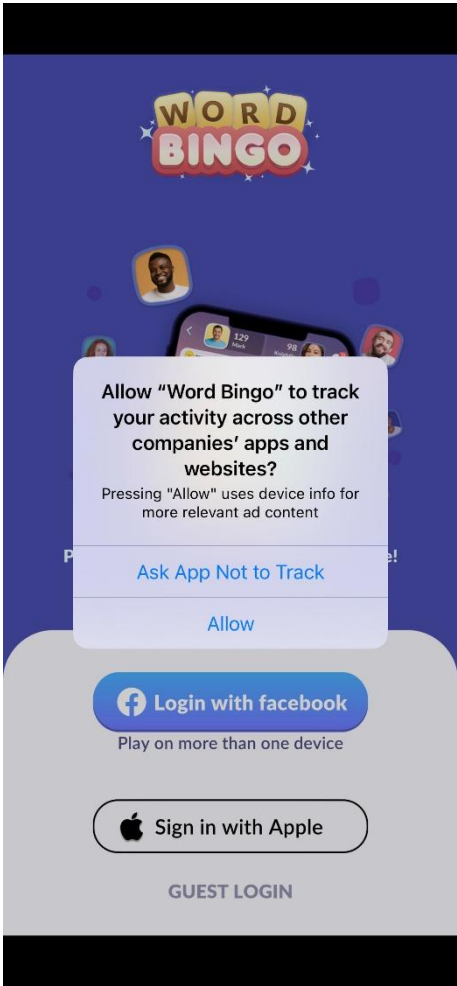


Current State Word Bingo

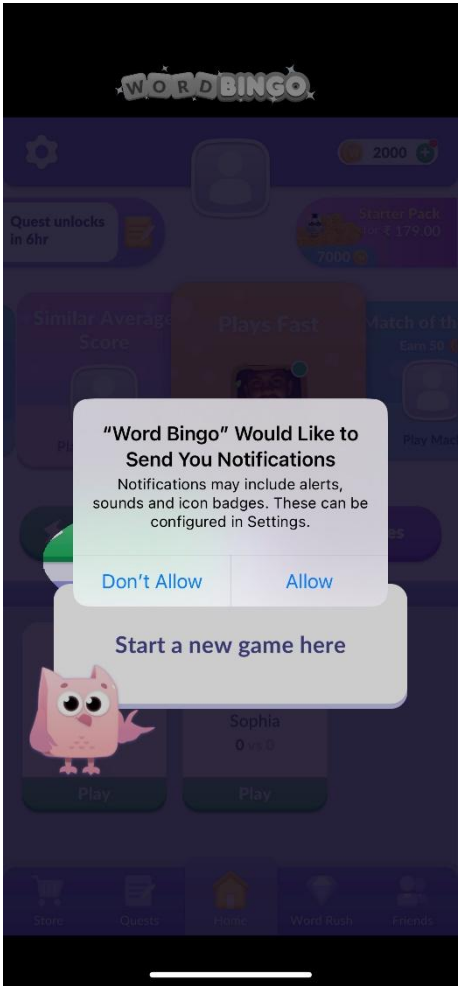
D0 permission flow



Login screen



1st Home screen



OS Version	User Share
GE 14.5	97%
LL 14.5	3%

	dtc	trip	wars	jam	bingo
authorized	13%	16%	13%	21%	22%
global_denied	32%	29%	35%	26%	72%
local_denied	45%	50%	49%	47%	4%
restricted	10%	5%	3%	6%	2%

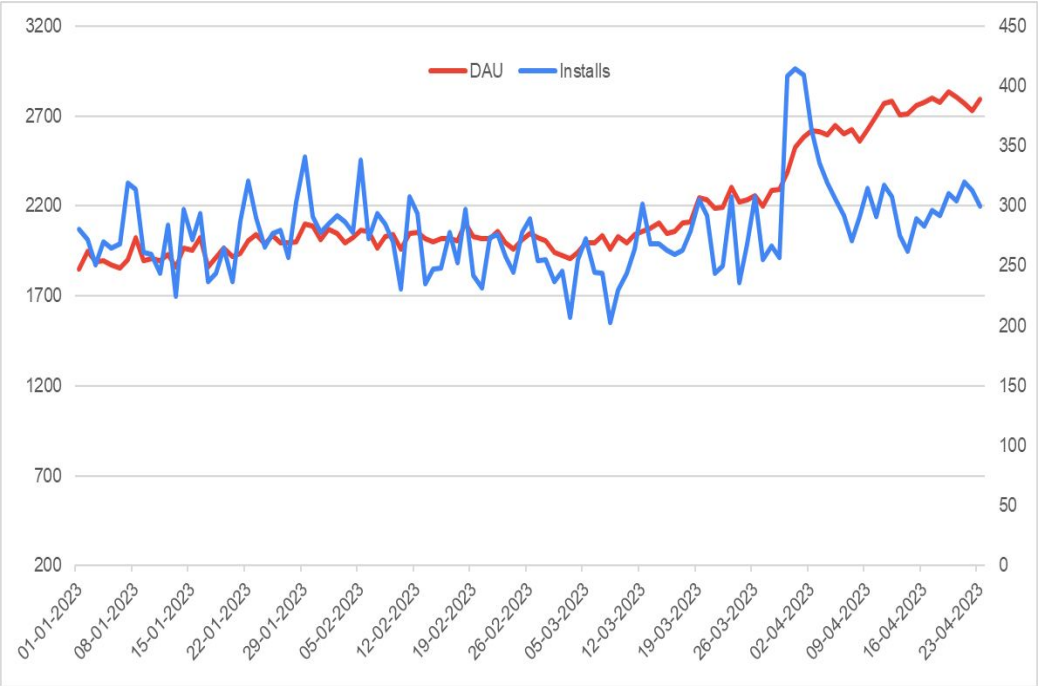
- All players are above build 34 – ATT tracking available [Force update not required]
- Almost all users are on OS GE 14.5
- ‘Denied’ comprises both **Local** denied and **Global** denied: currently global denied instances can not be segregated [settings redirect]

In game pop-up of ATT permission ☐ Native pop-up for ATT permission ☐ FTUE ☐ Native notif permission pop-up

Word Bingo

Experimentation limitations

Funnel	% installs	Comments
ccpa_gdpr view	99.0%	
ccpa_gdpr accept	90.7%	Pop-up disappears when app is re-opened (should be corrected?)
in game pre-prompt ATT view	61.2%	Global denied cases are not seeing the prompt
in game pre-prompt ATT cont.	60.5%	kill app more than once and the prompt disappears or then global denied
Native ATT view	60.5%	
Login page	89.4%	Net drop is 1.3%



interstitial	LAT	non LAT
Imp per DAU	10.41	10.86
eCPM	7.78	10.61

banner	LAT	non LAT
Imp per DAU	105.77	112.50
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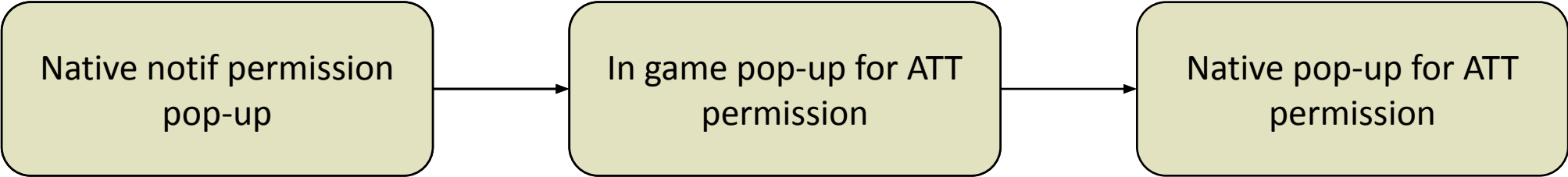
w2e	LAT	non LAT
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- In game pre-prompt view ☐ continue drop off is 0.7%
- New installs per day is ~300 ☐ This limits the number of experiments that can be run at the same time
- Notifs tracking issue

Other PS Games

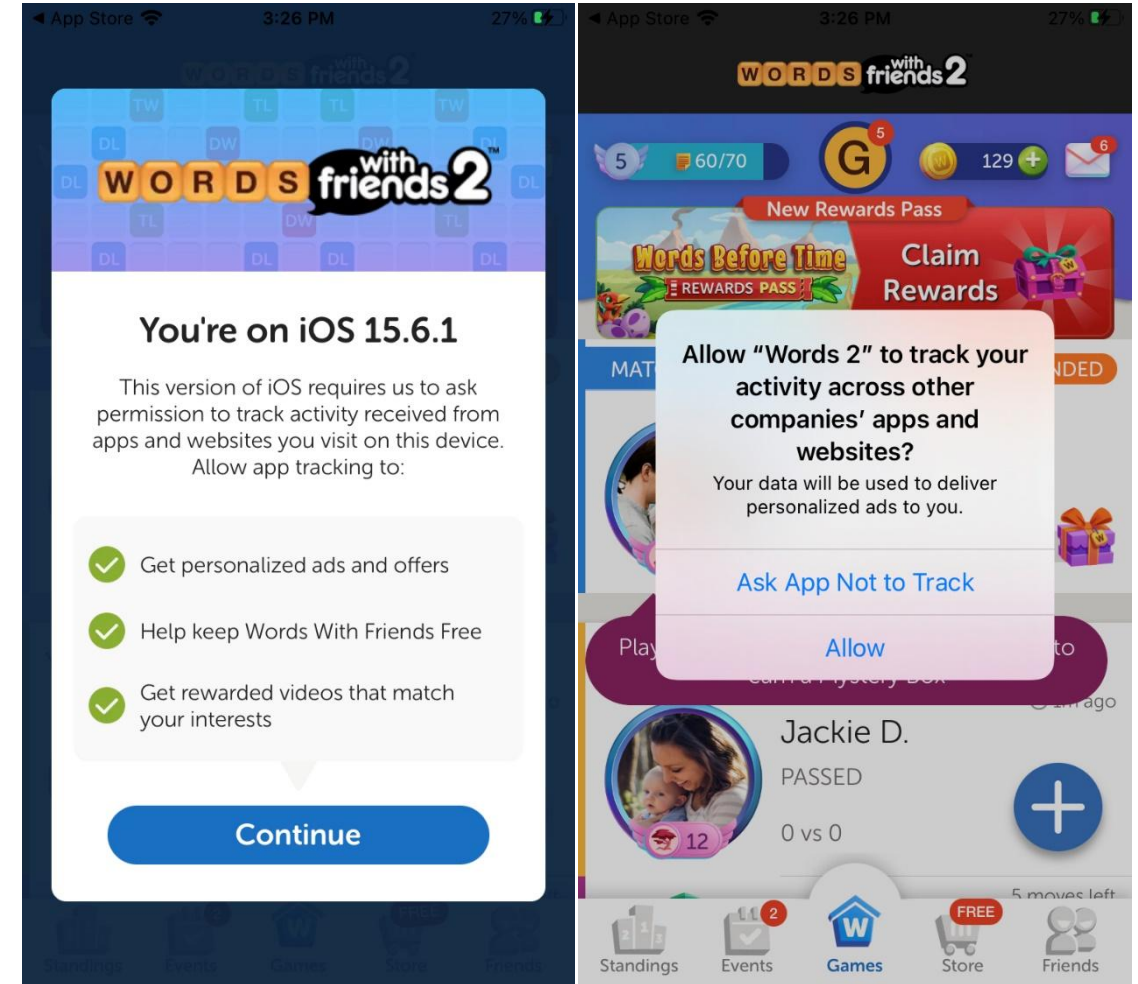
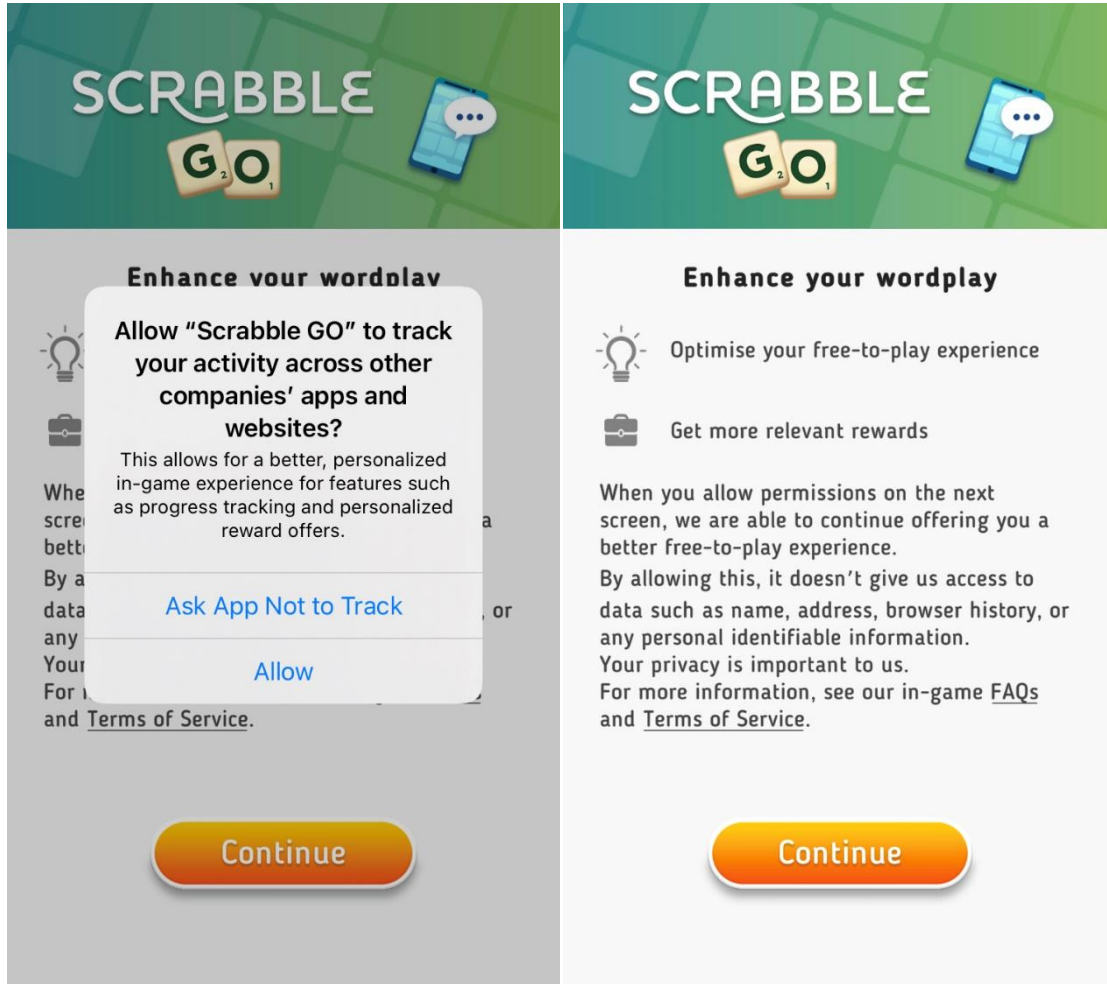
D0 permission flow

Step	DTC	Trip	Jam	Wars	Bingo
1	Splash Screen	Splash screen	Splash screen	Splash screen	Splash screen
2	Notif pop-up on the Login screen	Notif pop-up on the Login screen	Notif pop-up on the Login screen	Notif pop-up on the Login screen	In Game ATT pop-up on the Login screen
3	Don't allow	Don't allow	Don't allow	Don't allow	Continue
4	Continue as guest	Play as guest	Play as guest	In-game ATT pop-up on the Login screen	Native ATT pop-up
5	In Game ATT pop-up	In-Game ATT pop-up	In-Game ATT pop-up	Continue	Ask app not to track
6	Next	Continue	Continue	Native ATT pop-up	Continue as guest
7	Native ATT pop-up	Native ATT pop-up	Native ATT pop-up	Ask app not to track	FTUE
8	Ask app not to track	Ask app not to track	Ask app not to track	FTUE	Notif pop-up on the Home screen
9	FTUE	FTUE	FTUE		



Competition Benchmarking (1/2)

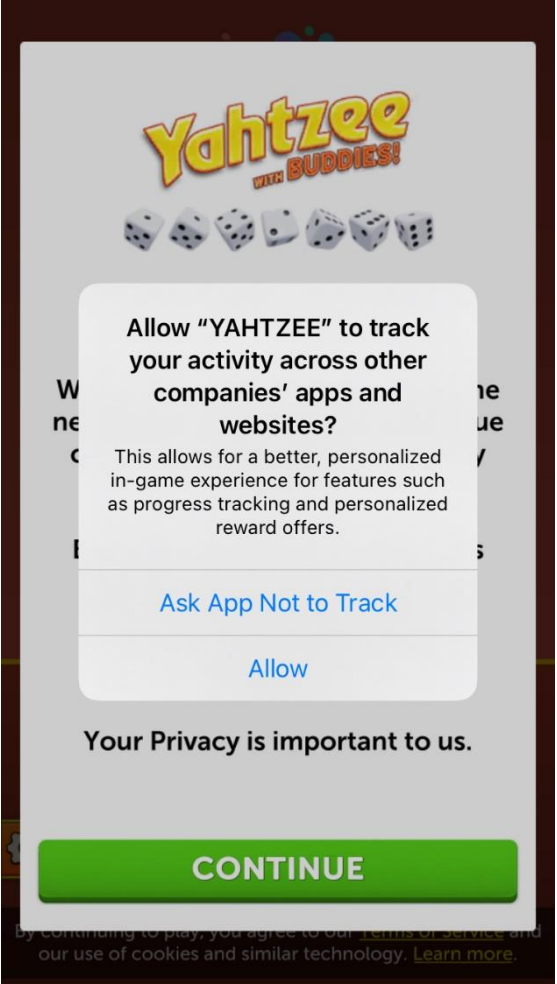
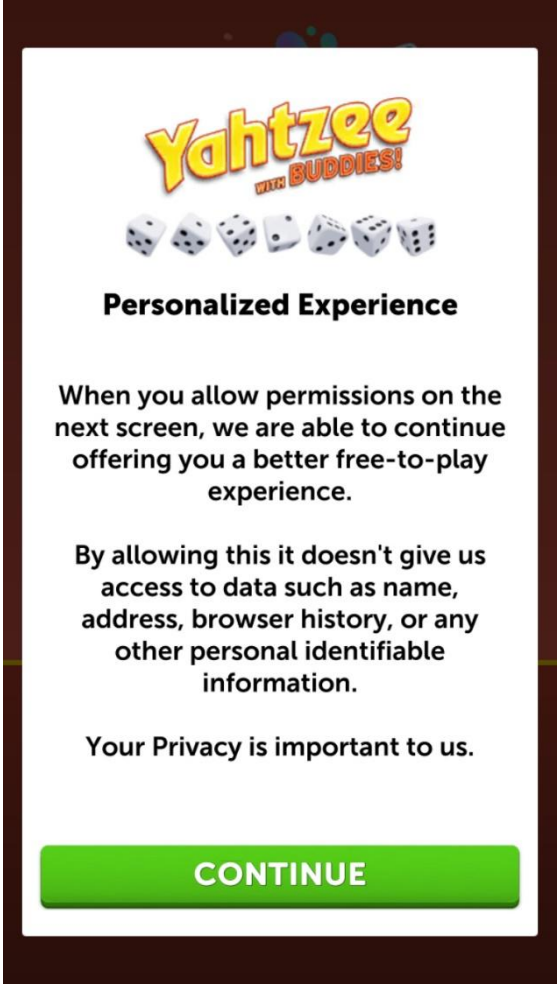
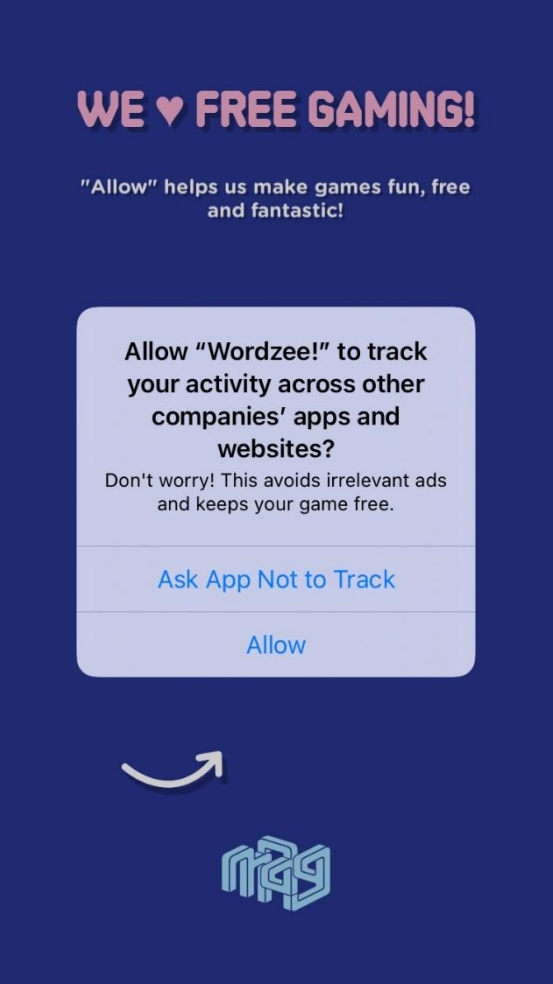
D0 permission flow



In game pop-up of ATT permission ☐ Native pop-up for ATT permission

Competition Benchmarking (2/2)

D0 permission flow

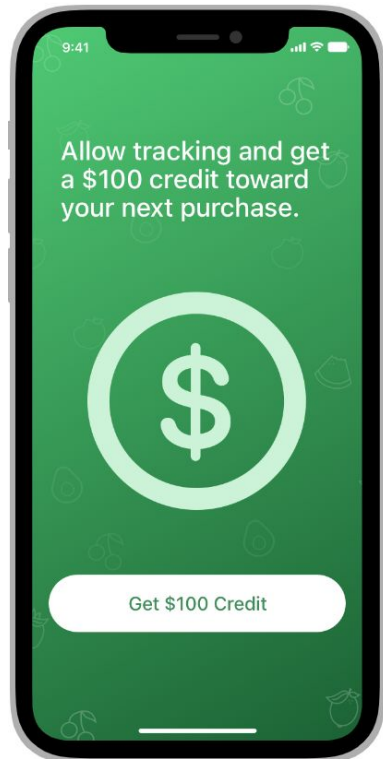


In game pop-up of ATT permission ☐ Native pop-up for ATT permission

Guidelines

Apple design [Link](#)

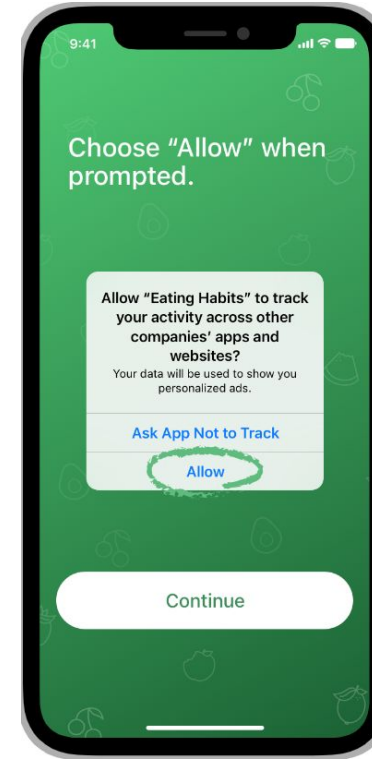
1. Pre-permission prompt / Pre-alert screens
2. Customize second string ATT text – iOS native ATT pop-up
3. Incentivization on native ATT pop-up is not allowed
4. Fine tuning of surfacing of ATT pop-up



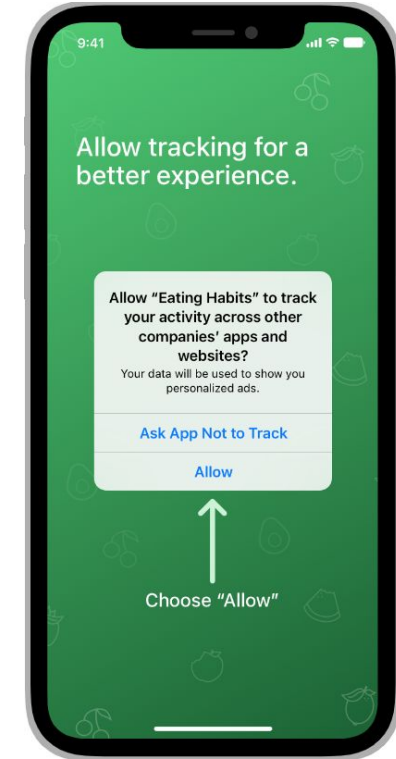
Incentive



Imitation request



Alert Image

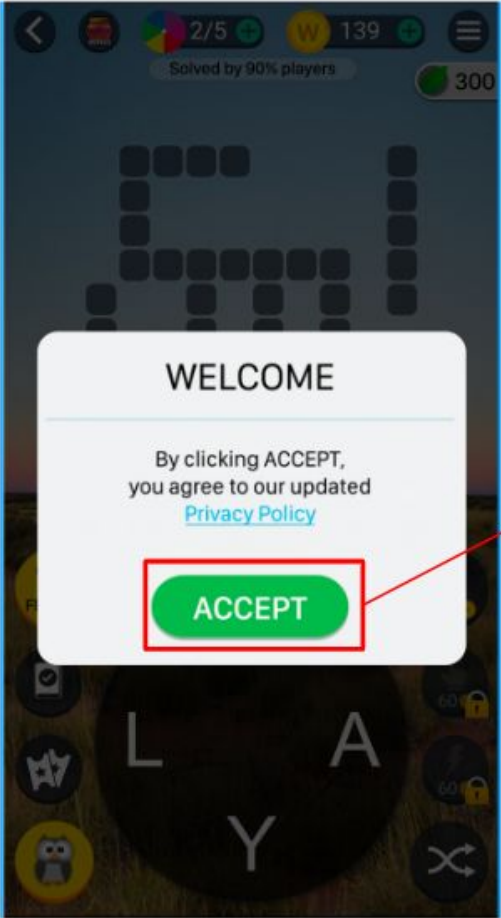


Alert Annotation

Winning Variant

Word Jam

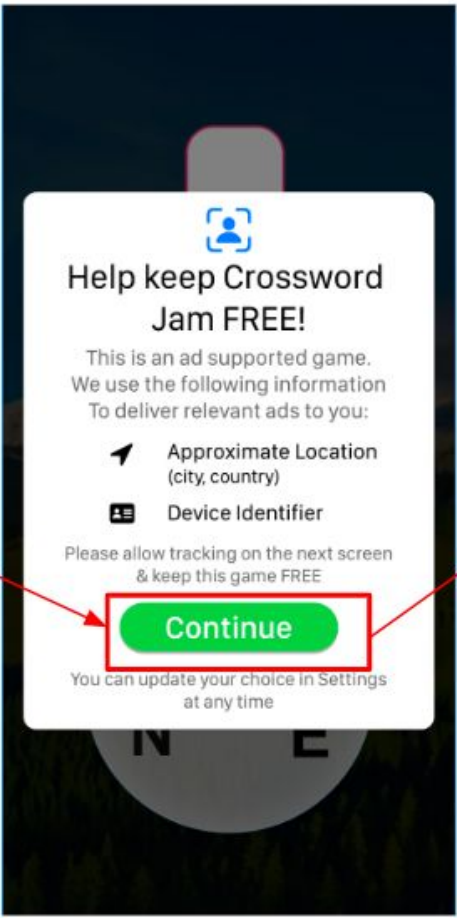
Var 1 Onboarding flow



1. T&C / Privacy
(In-game popup)



2. Notif Permission
(Native popup)



3. ATT / IDFA
(In-game popup)



4. ATT / IDFA
(Native popup)

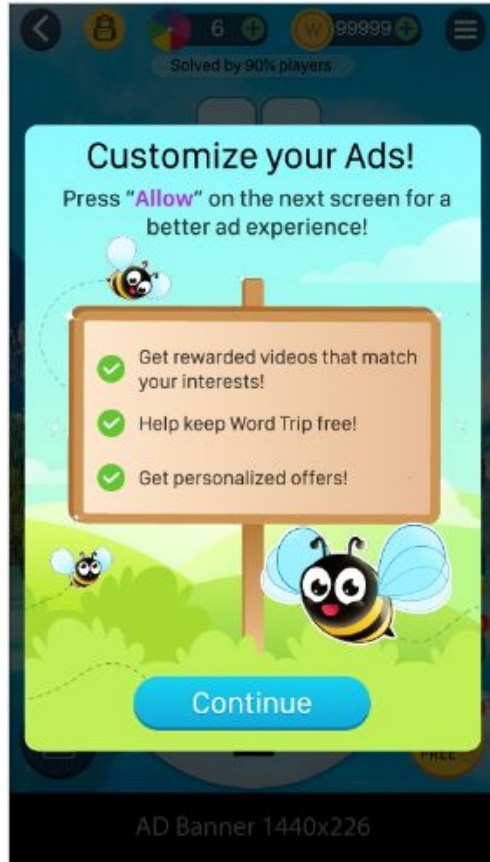
LTV and Retention
upsides

ATT allow – 200bps
Notif cvr – 28.6% vs
11%

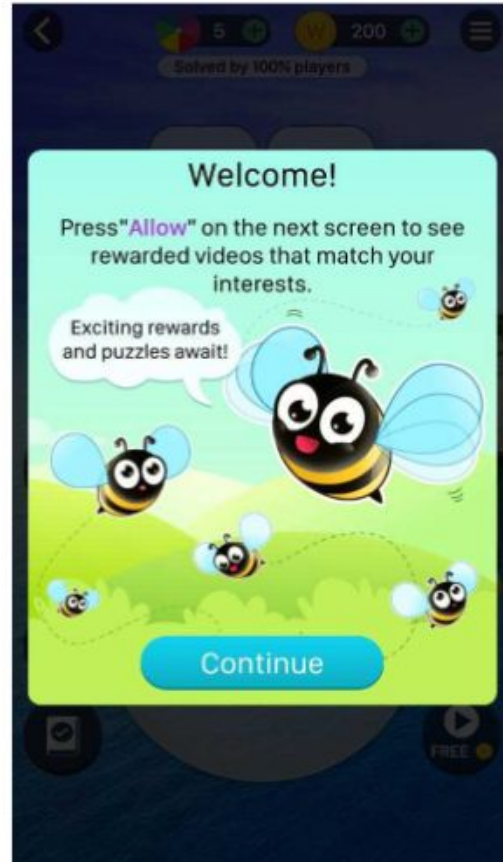
Control
gdpr ☐ ATT ingame
☐ ATT native ☐ 4
puzzles ☐ notif
ingame ☐ notif
native

Winning Variant

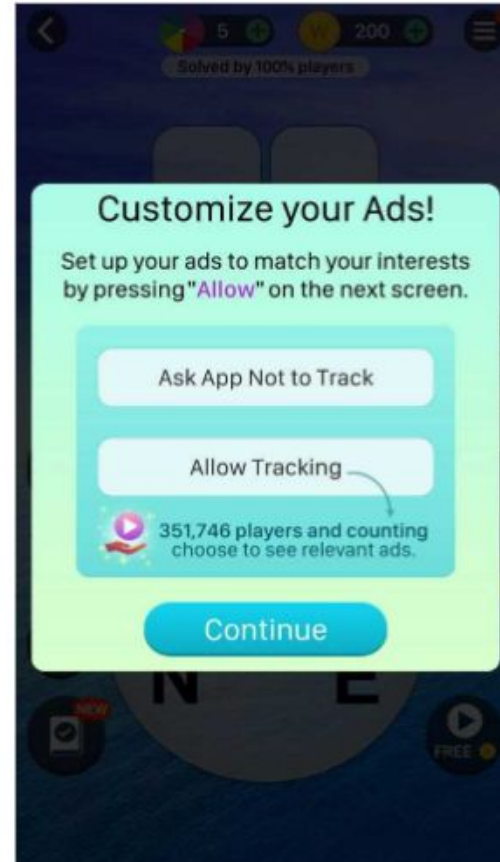
Word Trip



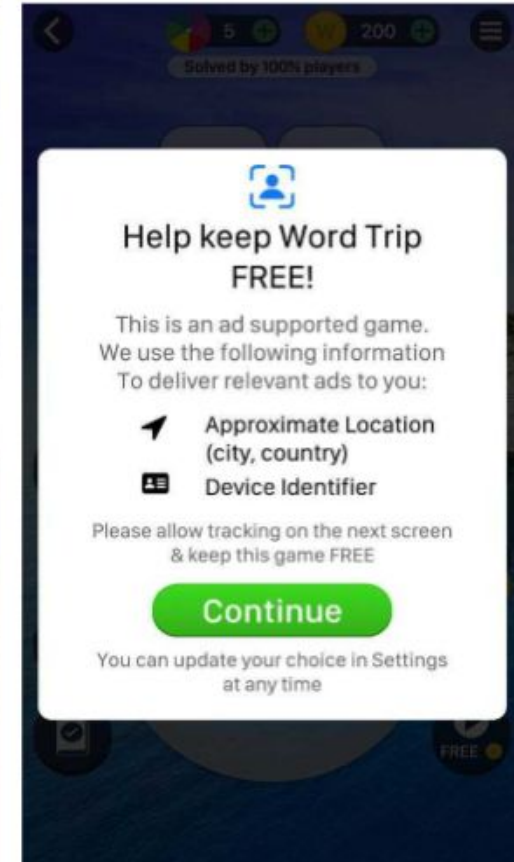
Var3



Var2



Var1



Control

Control – ad support

Var1 – social proof

Var2 – hinting incent

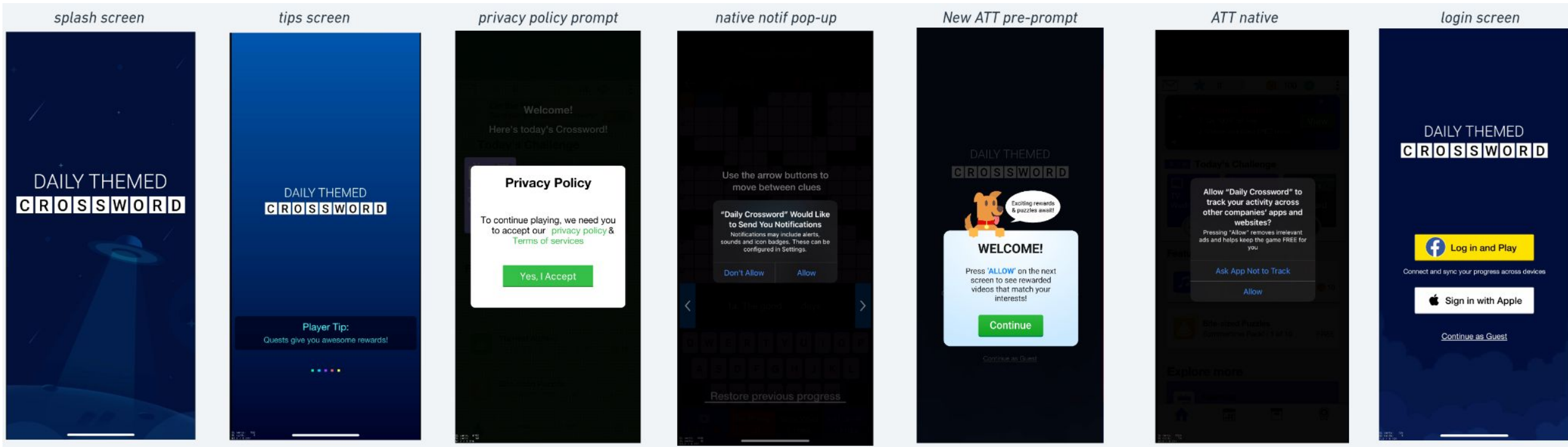
Var3 - checklist

ATT allow – 80bps

Rev/DAU, LTdays

Winning Variant

DTC

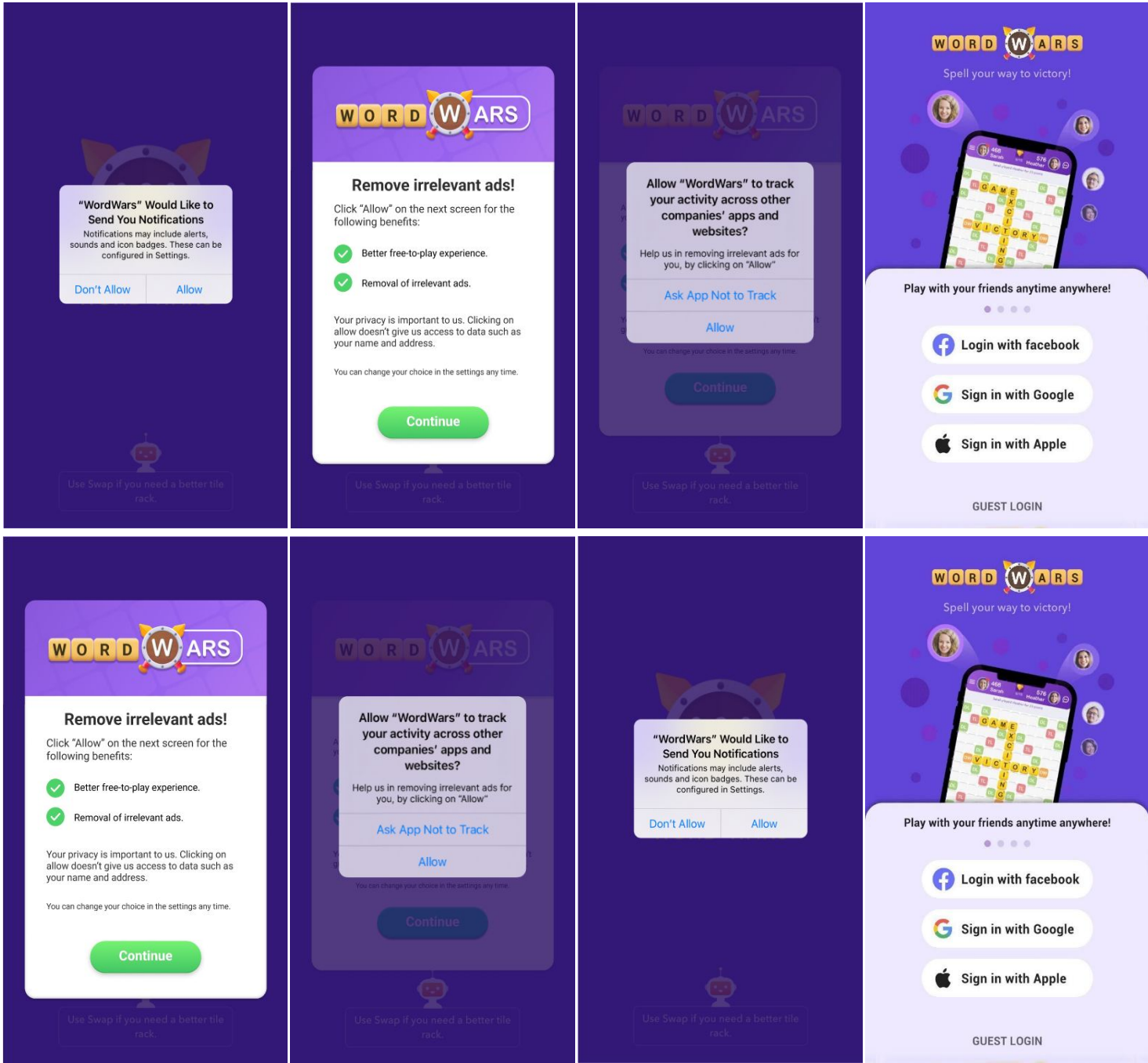


ATT allow – 290bps

- Control
- splash ☐ ATT tips ☐
 - Notif native ☐ login ☐
 - ☐ privacy ☐ ingame
 - ATT ☐ ATT native

Winning Variant

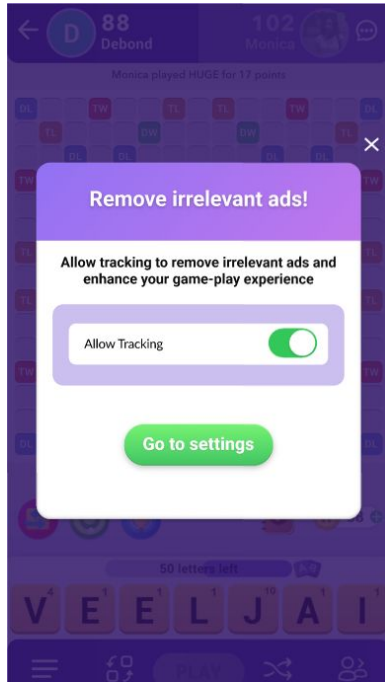
Word Wars



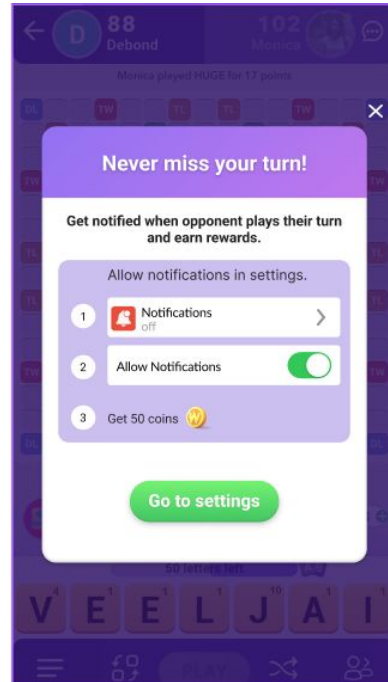
Variant 1

Variant 2

ATT/Notif Redirect Prompt

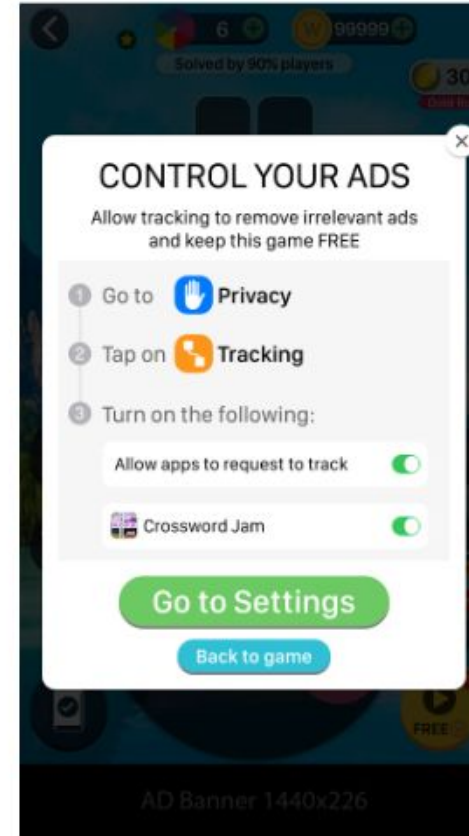


ATT redirect

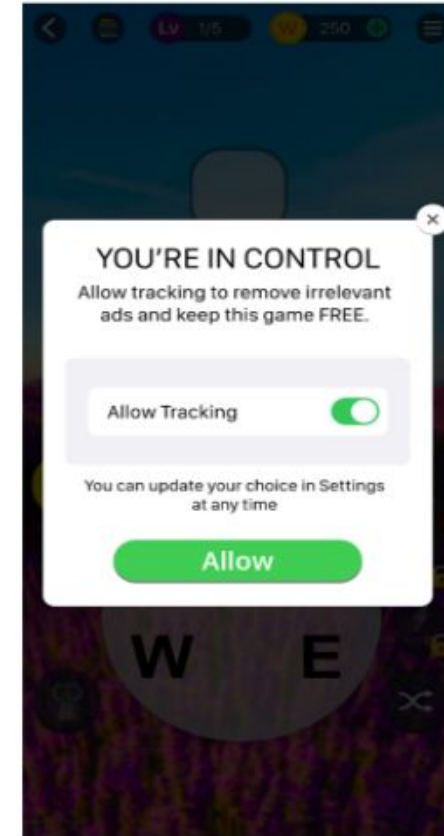


Notif redirect

Global Denied

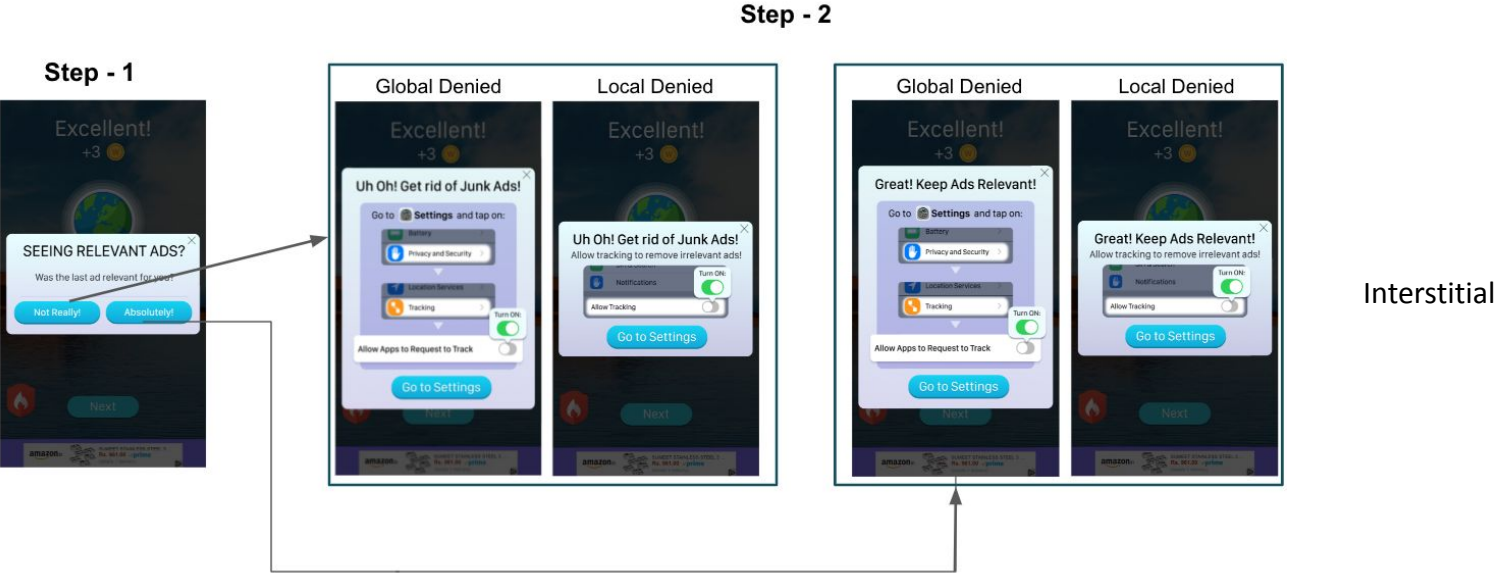
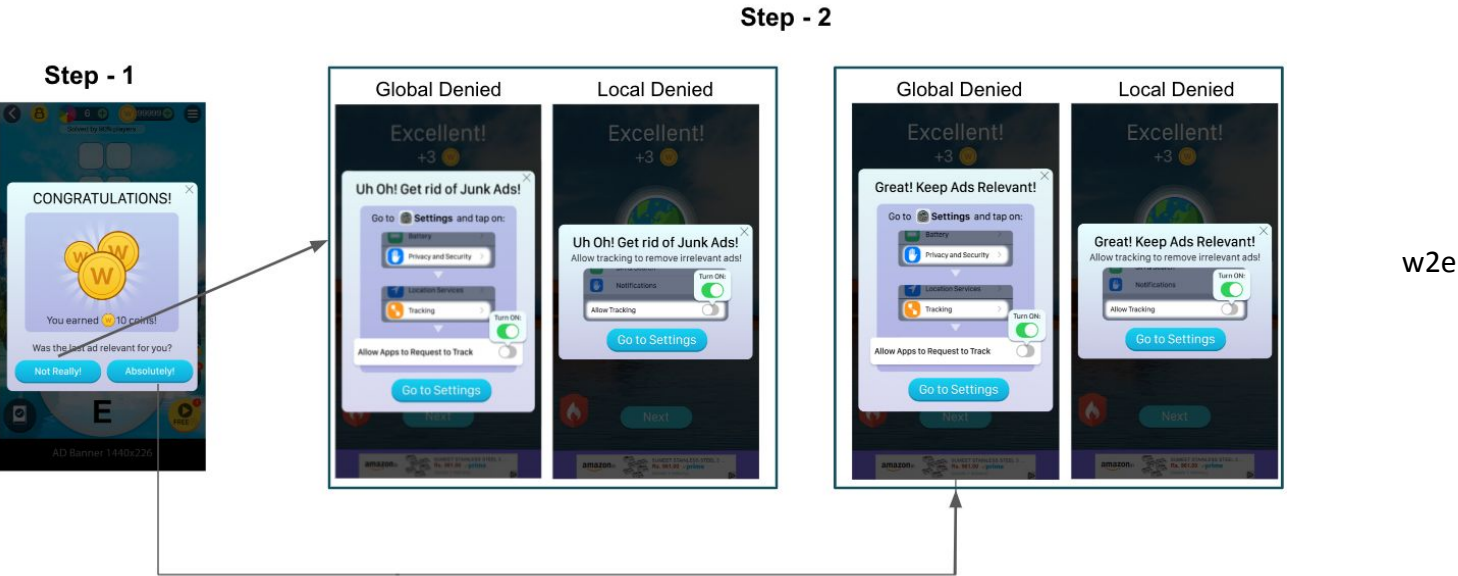


Local Denied



Winning Variant

Redirect



Learnings

1. Move prompts to splash screen
2. Privacy popup → Notif native → In game ATT prompt → Native ATT prompt
3. Hinting towards future Incentivization on In game ATT prompt
4. Triangulate global denied data for us
5. Resurfacing for notifs - native apple - redirect pop up - check apple guideline
6. Redirect flows to be coupled - check with dev - code side
7. Quest in quest center - check this