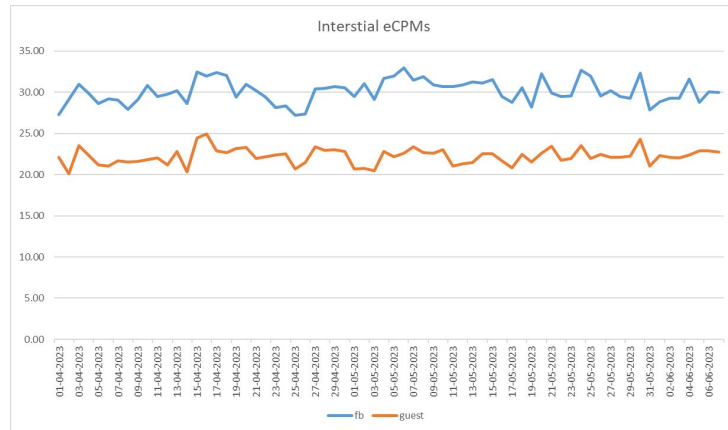
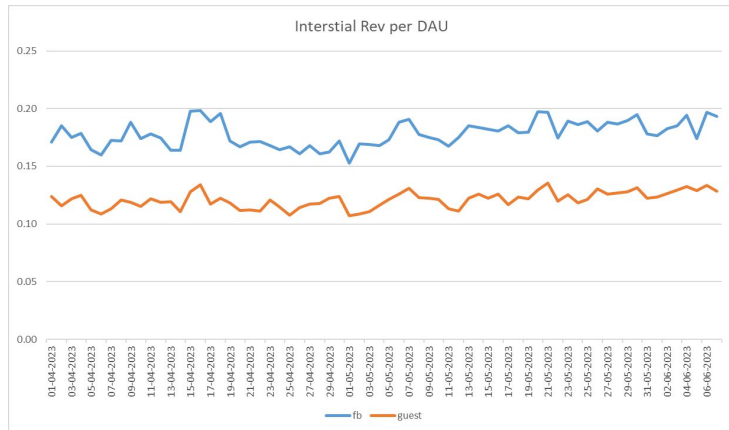

Social Connect %

—— Better Profiling of Users in Game ——

Opportunities Identified

- In Word Bingo Rev per DAU for FB logged in users is ~40% higher than guest users (~10 cents higher)
 - Delta is majorly coming from eCPMs lift
 - FB logged in users have ~30% higher eCPMs for interstitial and w2e compared to guest users.
 - For Banner eCPMs are ~8% higher for FB logged in users
- In Word Wars, Rev per DAU for FB and google logged in users is 30% and 20% respectively higher than guest users



Scope

- **Scope V1: Integrate google login**
 - Add google sign in option on login page to understand the impact on eCPMs in our games (Android Only)
- **Scope V2: Login screen revamp**
 - Standardize login screen as per current guidelines (login page carousel, choose your account pop up, loading screen)
 - Increase emphasis on the fb login button (if fb logged in users have higher eCPMs)
 - Incorporate learnings from scope v1
- **Scope V3: Social login pop up**
 - Introduce popup to further increase social connect %
 - Also to convert older guest users who did not see google login option
 - Ex: “Save your progress”, “Connect with friends” etc... can be few intents for the pop up
- **Scope V4: Auto login & Multi login (Need to explore)**
 - Auto Login: In games like ‘cats & soup’ or ‘survivor.io’ users are automatically logged into their google play games account when they launch the app for the first time
 - Multi Login: Letting user to login to facebook as well as google can increase the eCPMs further

Google Login

Spec: V1

Index

- Vision & Anti Vision
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- Overview
- Google Login
- Flow - New User
- Flow - Old User
- Users Dta

- Experimentation Plan
- Tracking
- Hypothesis & Analysis Plan
- Expected Upsides

Vision

- Increase social connect % in the game leading to increase in eCPMs
- More login options for the players to save their progress

Anti-vision

- Decision paralysis due to multiple login option
- Drop off due to low success rate of login option

Business Goals

- 2.98% increase in LTV
- 4% increase in Ad Rev per DAU

Design Goals

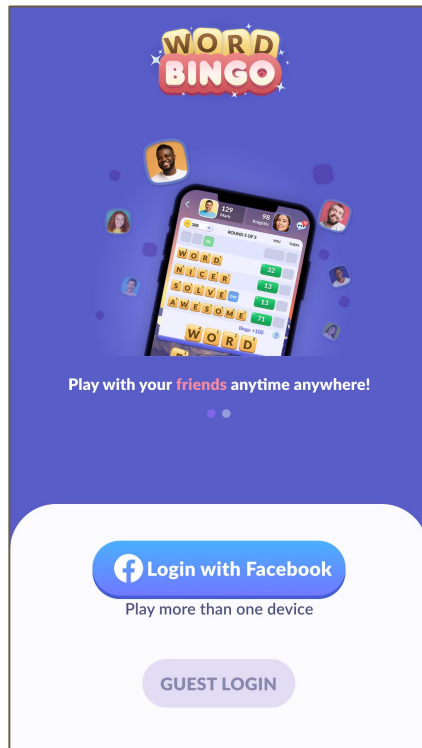
- More login options for the players to save their progress

Overview

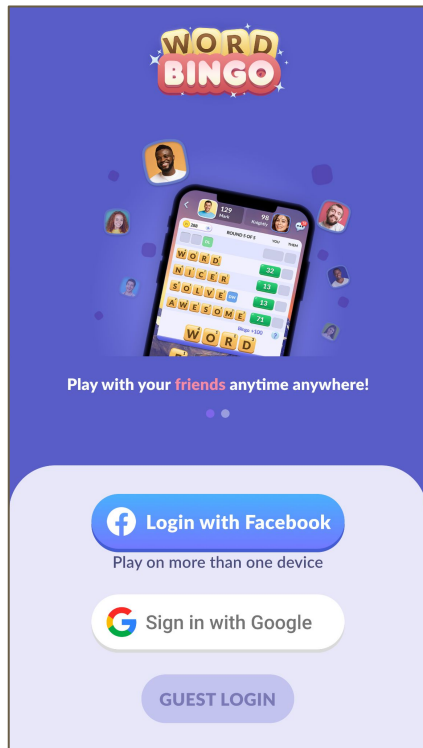
- Google login option on login page for Android
- Flow for new user
- Flow for old user
- User Data
- Multi Login Scenario

Google Login

- A google login button is to be added on the login page.
- Bottom popup background color is to be changed so that google button is visible.
- Guest login button is to be updated on the login page so that it does not break hierarchy and is visible on the popup.
- Facebook button is to be updated on the login page so that the logo of facebook and google buttons align.
- Reference Mock: [link](#)
- Google button guidelines: [link](#)
- Facebook button guidelines: [link](#)



Current Mock



New Mock

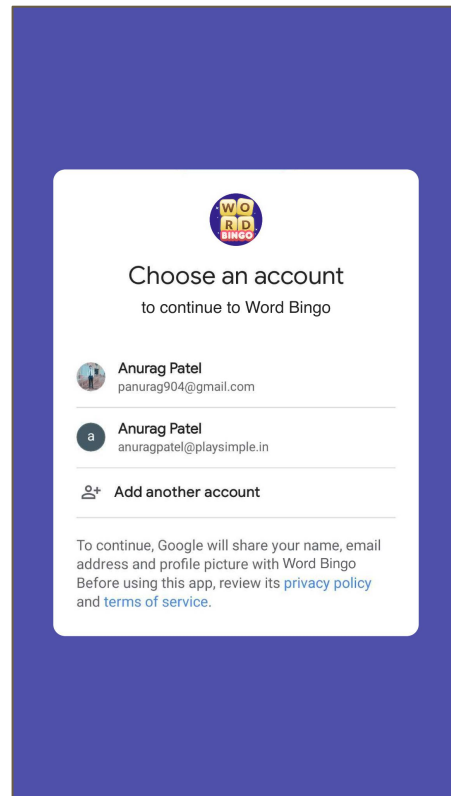
Flow - New User

The flow for the new users will be very similar to FB login option

- Clicking on google login button will open the loading screen and redirect user to google's "choose an account" window (ref: image)
- On successful login player will be redirected to FTUE
- On unsuccessful login player will be redirected to the login page

Edge Case

- If player terminates the app, then on relaunch player will be redirected to the login page



Flow - Old User

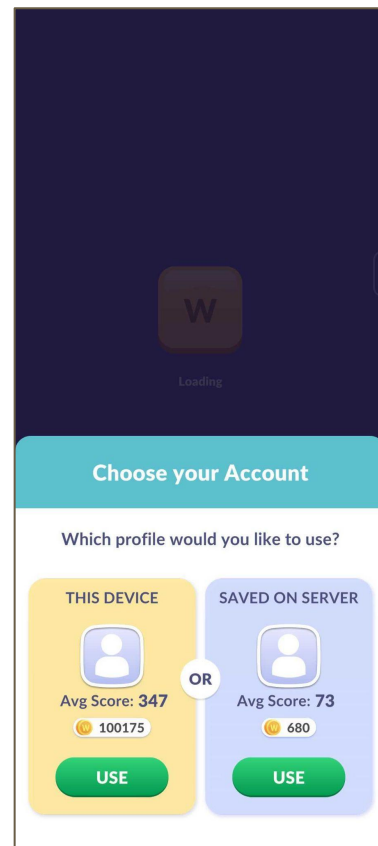
Here an old user is defined as a user who has some progress saved to the google account he chooses to login to

The flow for the old users will also be very similar to FB login option

- Clicking on google login button will open the loading screen and redirect user to google's "choose an account" window
- On successful login player will be redirected to choose your account screen (ref: image)
 - Based on the account player chooses, the progress will be updated
- On unsuccessful login player will be redirected to the login page

Edge Case

- If player terminates the app, then on relaunch player will be redirected to the login page



User Data

- Currently in our game if a users is logged in to FB then the player's profile name and image is taken as it is from FB
- For google logged in users also the profile name and image is to be updated in the game

Multi Login Scenario

- In iOS if a new user logs in via apple id and then connects to fb id inside game, the login id of user is overridden by fb id
- In Android also if a new user logs in via google id and then connects to fb id inside game, the login id of user will be overridden by fb id (flow similar to wars)

Edge Case:

- Player is on device A logged in as fb.
 - Player now connects to google on device B.
 - Now on device B player connects to fb acc (same fb of device A)
 - In this case player will be prompted choose your account popup where player can decide which progress he/ she wants to continue with (flow similar to wars)

Support ticket Data

- "connect_type^fb" is surfaced for FB users in support ticket
- Connect_type will be set as following post this build
 - LOGIN_TYPE_GUEST
 - LOGIN_TYPE_FB
 - LOGIN_TYPE_FB_INSTANT
 - LOGIN_TYPE_APPLE
 - LOGIN_TYPE_GOOGLE
 - LOGIN_TYPE_PS_LOGIN

Experiment

- The experiment will be a hardcoded experiment
- Experiment Name: google_login
 - Control: No changes
 - Variant: Google login option on login page
- Allocation
 - Control: 70%
 - Variant: 30%

Tracking requirement

Link:

https://docs.google.com/spreadsheets/d/1vra_8xrj1-Ckjt3CjVqfz8wypZdK3Ov2lahwyBEmNA4/edit#gid=0

Hypothesis & Analysis Plan

- Hypothesis:
 - Increase in social connect % will lead to better profiling of our users
 - This will increase eCPMs of Ads shown in the game leading to increase in Ad rev
- Analysis Plan:
 - Impact on overall social connect %
 - Impact on FB connect % due to additional login option
 - Impact on Ad rev due to impact on eCPMs
 - Impact on D0 funnel due to additional login option

Expected Upsides

Assumptions:

- 20% increase in social connect %
- 10% of user will be choosing google login option over FB login option. Hence, FB connect % will take a hit.
- I have considered 20% increase in eCPMs for IT and w2e for google logged in user and for banner I have considered 5% increase in eCPMs.
- Assuming, 75 bps drop in FTUE viewers per DAU after considering 95% success rate for google login option (similar to FB login success rate)

Upsides:

- 2.98% upside in LTV
- 4% increase in Ad Rev per DAU

	Current	Expected	
DAU	100%	100%	
%Users (logged in to fb/google)	50%	70%	
IT Rev per DAU	0.210	0.218	
W2e Rev per DAU	0.050	0.052	
Banner Rev per DAU	0.090	0.094	
Ad Rev per DAU	0.350	0.364	4.0%
			^ Upside

Appendix

Login V3

Goal :

- Increase social connect % in the game

Details :

- Integrate Google Sign In option in the game
- Try out different messaging on login page in the carousel section to increase login rates

