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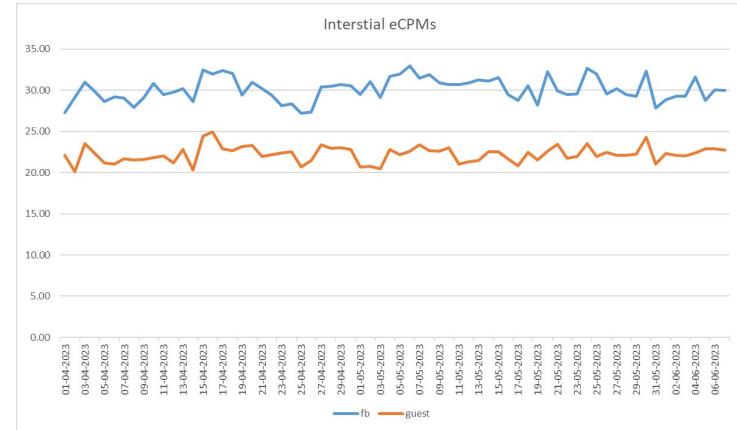
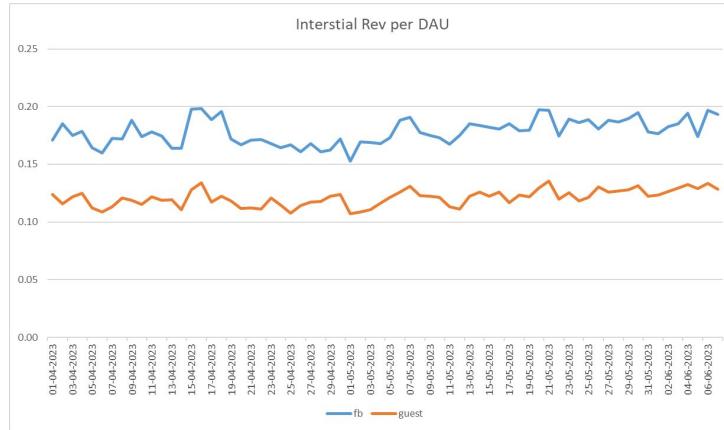
# Social Connect %

— Better Profiling of Users in Game —

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# 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

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# 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

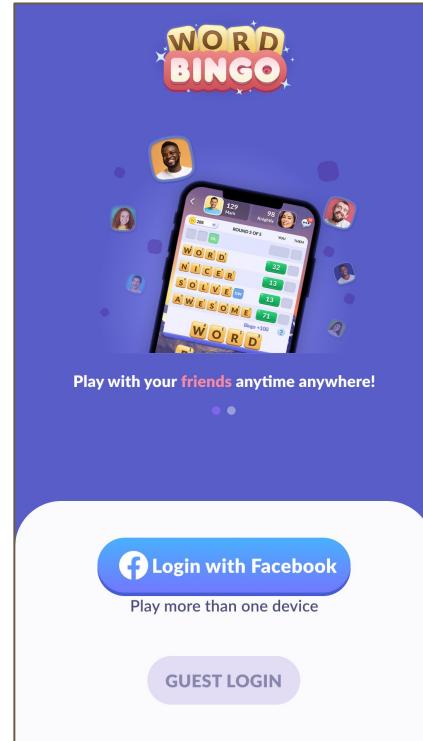
- More login options for the players to save their progress

# Overview

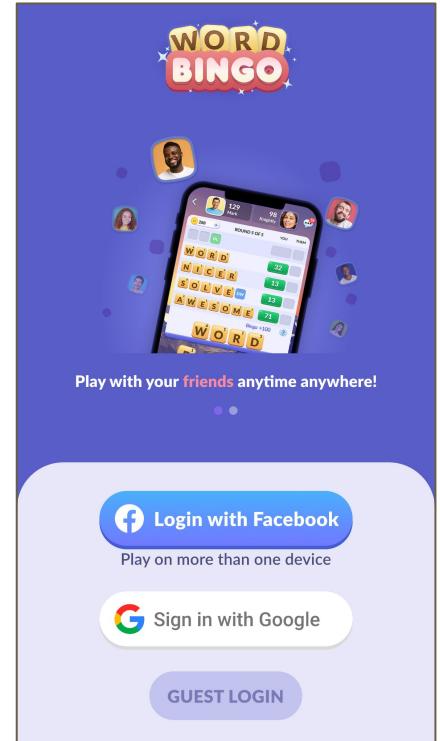
- Google login option on login page for Android
- Flow for new user
- Flow for old user
- User Data
- Multi Login Scenario

# 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

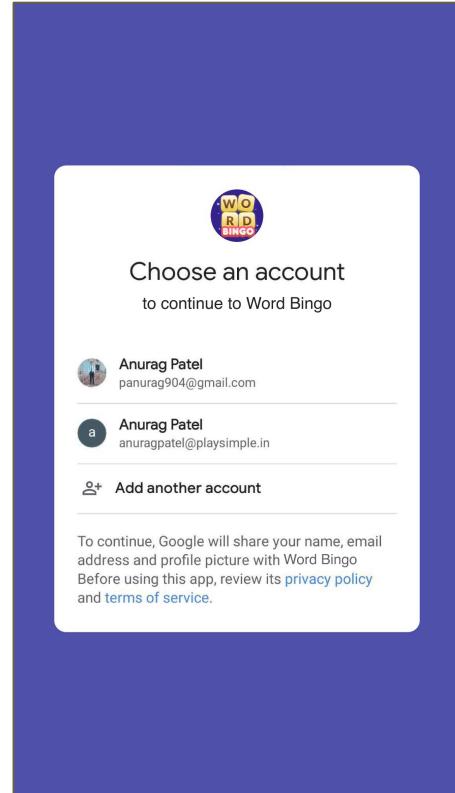
# Flow - New User

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

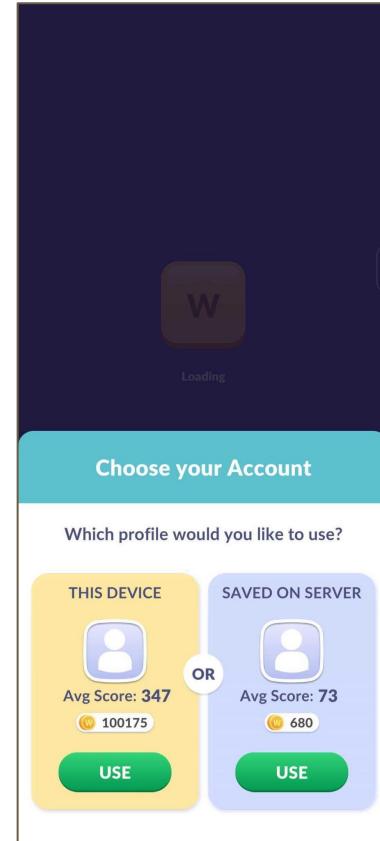
Here an old user is defined as a user who has some progress saved to the google account he chooses to login to

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 user 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](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

