



HOW UNICO AND UNITY TEAMED UP TO TURBOCHARGE A GAME

GAME CONSULTANCY & ANALYTICS → CASE STUDY

Boosted KPIs and improved player engagement: The story of Unico, Who is? 2, and the Unity Game Consultancy & Analytics team



The challenges

Understanding why a game sequel was struggling despite multiple updates.

Platform

Android, iOS

Project staff

40-50

Location

Palo Alto, California, U.S

UNICO: A UNITY CASE STUDY

After the soft launch of *Who Is? 2*, the sequel to one of their most popular puzzle games, Unico saw some concerning data. Day one retention was down and session duration was below what they were expecting.

This, however, is what soft launches are for. Unico made some changes and updated the game, but things didn't improve. One more time back to the workshop and another update, but they still weren't happy with the results.

Why wasn't this game hitting its target KPIs when its predecessor did so well?

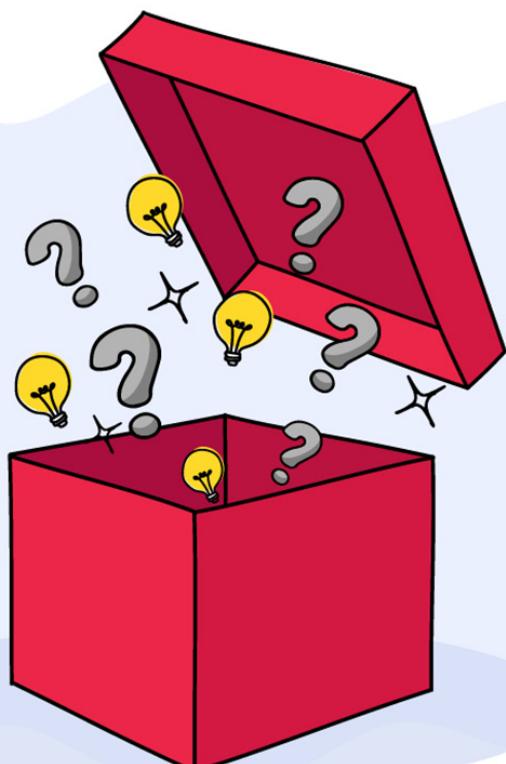
THE NUMBERS DON'T LIE

Based in California, Unico has become a leader in the industry with their innovative trivia and puzzle games such as *Who Is?*, *Word Pearls: Word Games*, and *Brain Test*. With over 20 titles under their belt, published in 26 different languages, and over 300 million downloads on their five best performing titles, Unico knows how to make a game work.

They have always prided themselves on adapting to the wants and needs of their players and adapting to what their own data is telling them, which is why Unico was a bit puzzled with the launch of *Who Is? 2*, as their updates were not having an impact on the KPIs they were looking for.

Sadullah Imat, Publishing Manager at Unico, said: "It was a tough time for our studio. We soft launched in the Philippines and India in March and updated based on that data but we didn't get good results following that."

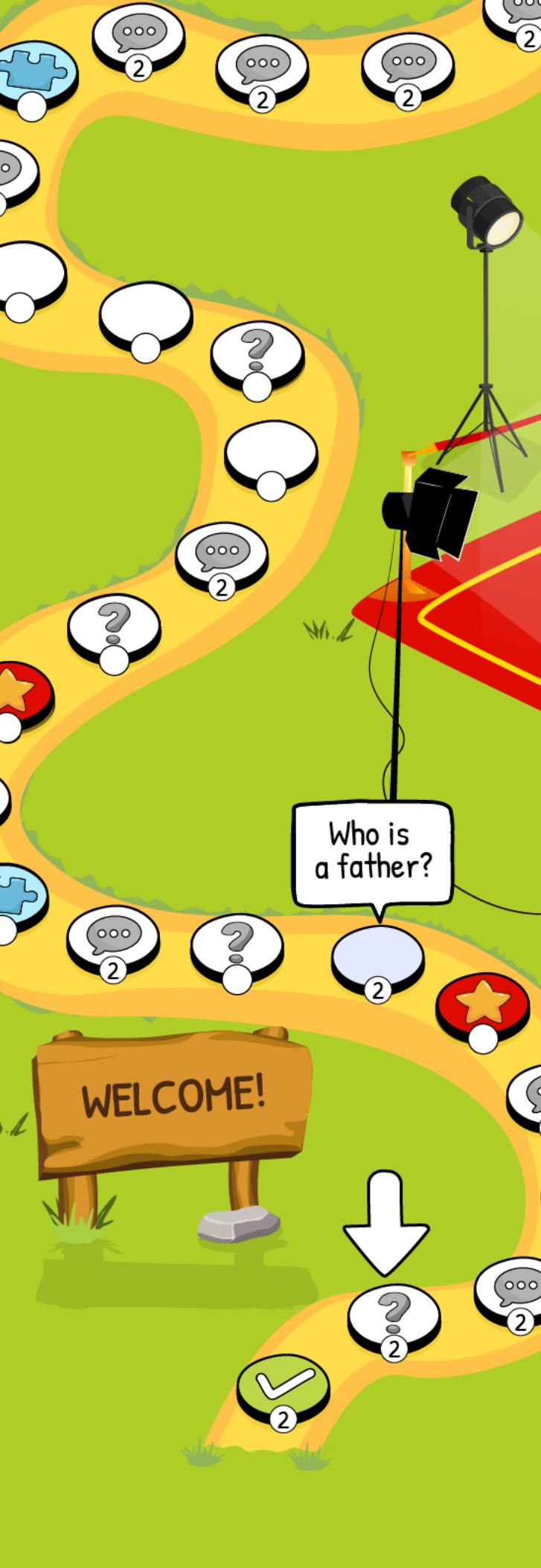
"We tried again at the end of the month but it still wasn't good enough. We just couldn't get the right numbers and that is when, I suppose you could say, we got an angel from Unity."



THE RESULTS

- After making the changes recommended by Unity's **Game Consultancy & Analytics team**, Unico saw retention values for day one, three, seven, and 30 improve by approximately **10%**
- **9%** increase in average engagement time
- **5%** increase in engaged sessions per user
- **25%** increase in-app sales in other games where Unico implemented the changes recommended by Unity





A LITTLE HELP FROM OUR FRIENDS

Unico decided it was time to tag in a friend and get some support with interpreting their data. They knew the foundations were solid as the original game did well, but knew they were missing something. But what?

Having built their games in Unity, Unico was already familiar with the flexibility and vast tools offered by the engine. In addition to being [made with Unity](#), Unico is also using [Unity Ads](#) for almost every game in their portfolio, and worked closely with that team to monetize their games and acquire new players.

However, it was through a partner, where Unico learned of Unity's Game Consultancy & Analytics team, who are experts at game design and data analysis. The team provides in-depth consultations that include play-testing games, gathering market data across thousands of games and genres, and providing game design analysis in order to provide actionable game recommendations to help studios reach their goals.

By helping studios find the main problems of any games, studios are able to better understand the root causes and solve them for their current games and implement more effective player strategies for future games.

"For example, we got feedback from our tutorial about how it wasn't really clear for our players how to do certain things. We totally trusted our tutorial before that but we went through issues one by one and started getting good numbers for the KPIs we care about like session duration and player retention."

For Unico, they were interested in some assistance analyzing the game design strategy across all stages of their game that might impact player engagement. They also wanted to better understand how their KPIs compared to their peers, and further delve into their data to work out what was going wrong and how they could fix it.

THE UNITY GAME AUDIT

Unity's consultants got to work, comparing *Who Is? 2*'s data to dozens of comparable games from the thousands in our database, crafting a document packed with key findings and recommendations for their core loops, in-app purchases (IAPs), first-time user experience (FTUE), and many other parts of their game.

For example, when playtesting *Who Is? 2*, the Unity Game Consultancy & Analytics team identified certain search and interact mechanics not being explained, causing a churn risk for players unfamiliar with the genre.

These insights were backed by data analysis from Unity and, in this instance, the team checked *Who Is? 2*'s performance against the benchmark for number of sessions per user in the early game.



PLAY THE BONUS LEVEL FOR SPECIAL REWARDS



PLAY NOW!

No thanks, I want to miss the bonus reward



Learn the true reason of her divorce.

Hello, what can I do for you?

Hello, Kim. I'm a big fan of yours.

Thank you, darling. What can I do for you?

HOW ARE YOU HOLDING UP?

WHY DID YOU DIVORCE FROM KANYE BEST?

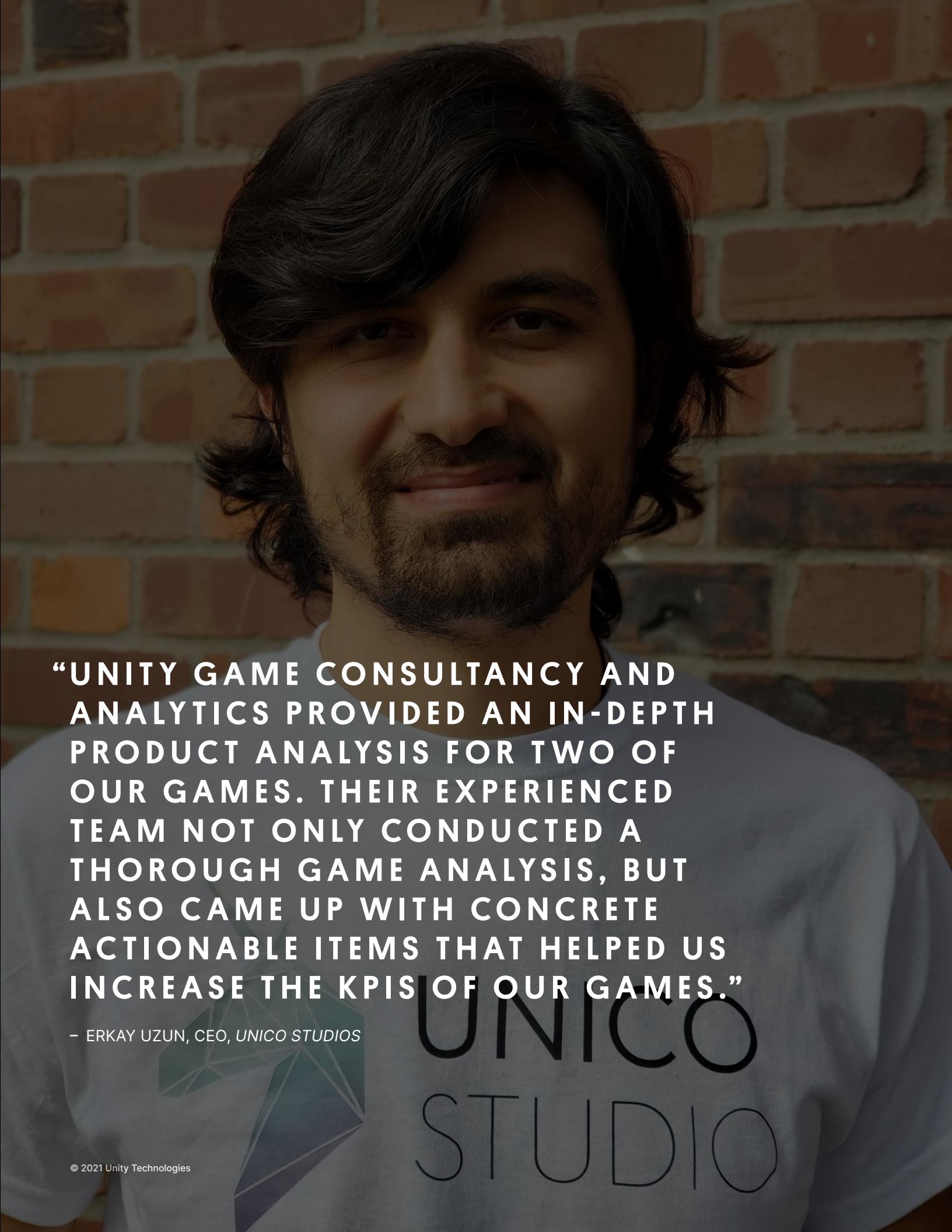
Moving past FTUE, other areas that were looked into were the lack of a progression map and the low levels of player rewards or incentives to progress through later levels. Improvements in these areas would help keep players engaged during mid-game content and propel them towards late game.

Following up from this was a workshop and Q&A session to develop a roadmap to get *Who Is? 2* back on track and review other elements of the audit.

Imat highlighted how this consultation was incredibly beneficial in helping to understand their player experience and many extra areas they hadn't considered before.

Unity consultants gave suggestions on changing levels that had high rates of churn, design tweaks for a smoother FTUE, implementing a visual progression system so players could aspire to certain goals and many more updates.

Imat added: "The feedback was extremely valuable and trustworthy as there were screenshots and data presented alongside them. It was important to see the comparison with other similar games as well."



“UNITY GAME CONSULTANCY AND ANALYTICS PROVIDED AN IN-DEPTH PRODUCT ANALYSIS FOR TWO OF OUR GAMES. THEIR EXPERIENCED TEAM NOT ONLY CONDUCTED A THOROUGH GAME ANALYSIS, BUT ALSO CAME UP WITH CONCRETE ACTIONABLE ITEMS THAT HELPED US INCREASE THE KPI'S OF OUR GAMES.”

– ERKAY UZUN, CEO, UNICO STUDIOS

BACK ON TRACK

After working alongside Unity's game consultants, Unico saw retention values for day one, three, seven and 30 improve by approximately 10% and an increase in overall session duration and return on ad spend (ROAS).

Unity's consultants put together a list of recommendations with different priority levels so Unico had a solid action plan and knew what steps they could take to help *Who Is? 2* reach its potential.

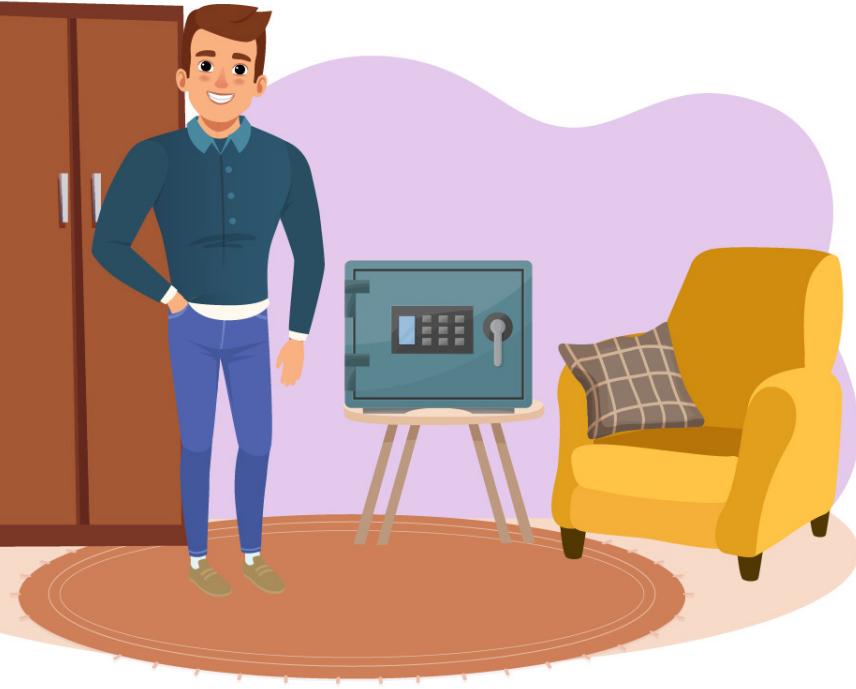
This ranged from urgent things like removing certain levels and changing design elements for clarity to the ways they can change their store design and late-game content to encourage long-term engagement and boost player retention.

However, the advice and feedback from Unity's consultants wasn't just limited to helping out with *Who Is? 2* as Unico started to apply the tips they had picked up to their other titles.

**UNICO SAW RETENTION
VALUES FOR DAY
ONE, THREE, SEVEN
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APPROXIMATELY**

10%





**UNICO SAW A
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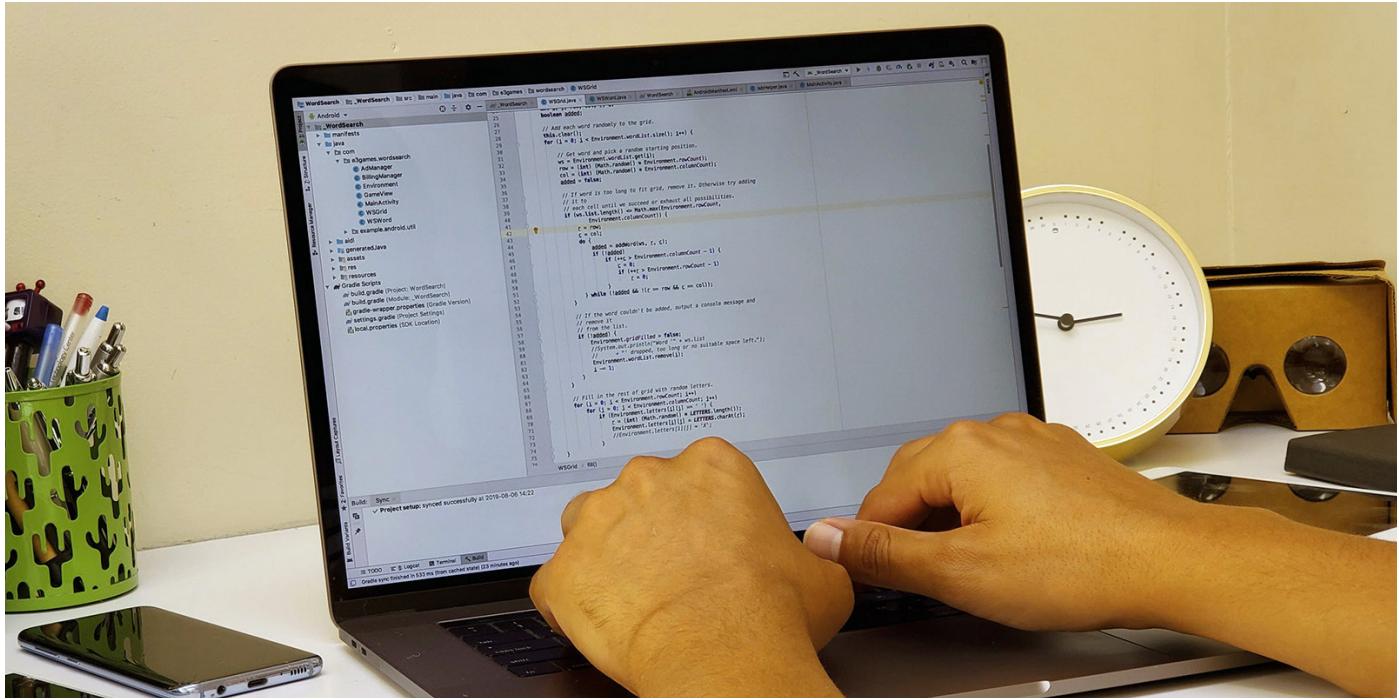
SHARING THE KNOWLEDGE ACROSS VARIOUS TITLES

By using the analysis given by the Game Consultancy and Analytics team, Unico was able to change their tutorials and do a significant update on monetizing a few of their titles. By increasing the number of levels for certain sections, changing puzzle types that Unity identified as a leading cause of player drop-offs, Unico was able to improve player retention.

In addition, Unico took Unity's advice on changing up their in-app purchases (IAPs), adding and removing items that were more or less attractive to users. By doing this, Unico saw a 25% increase in-app sales across their game titles and a 3-4% in buying that Imat believes "could make a real impact as the studio scales".

By taking Unity's feedback and tips, and applying it to the onboarding and tutorial process for their other games, Unico was able to see overall improvement not just in *Who Is? 2*, but across multiple game titles in their portfolio.

Thanks to a team up with Unity and some excellent updates from Unico, *Who Is? 2* is a successful and worthy successor to its predecessor and a strong part of the Unico lineup of games.



HOW TO STAY IN CONTROL OF YOUR GAME

Unity's Game consultancy is about far more than just problem solving when something goes wrong. The team can be brought in at dozens of different stages in a games development lifecycle to help with planning and development, performance and quality, boosting KPIs, and improving player experience.

It can cover everything from developing core gameplay loops, balancing progression and pacing, community building, live ops, monetization, and just about every element in game development.

Whether you are a small or large studio, it never hurts to get some help from time to time. Plus, with the wealth of data Unity has access to, you're accessing benchmarks and best practices that span across genres and thousands of other game titles.

Imat added: "This kind of expertise is hard to find and the team from Unity really knows how to play the game and how people will expect a game to be. They felt like real professionals and gave us great feedback on how to provide more value to our players to keep them coming back to our game."


"THEY FELT LIKE REAL PROFESSIONALS AND GAVE US GREAT FEEDBACK ON HOW TO PROVIDE MORE VALUE TO OUR PLAYERS..."

— SADULLAH IMAT, PUBLISHING MANAGER, UNICO STUDIOS



UNITY'S GAME CONSULTANCY & ANALYTICS

If your studio has been struggling to get the results they are looking for or you just want to take your game to the next level, reach out to Unity's [Game Consultancy & Analytics](#) team and let's see what we can do together.

There are multiple different offerings from Unity's Game Consultancy & Analytics team, from masterclass talks with engineers and interactive workshops to KPI reports and full-blown audits of the early, mid, and late game.

[Get in touch with us](#) today to learn how the Unity Game Consultancy & Analytics teams can drive better results for your game.

