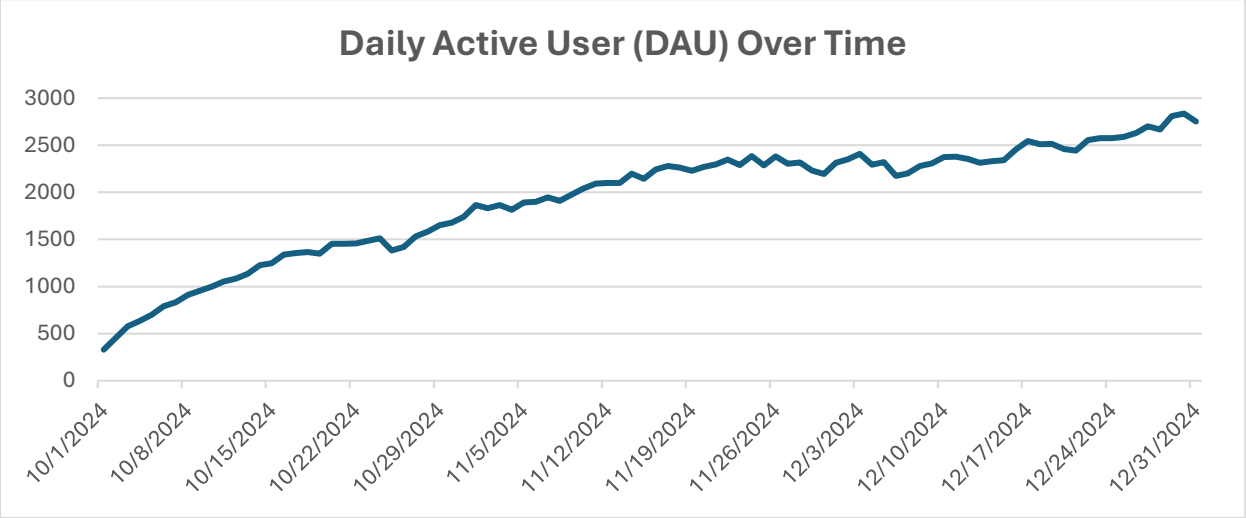
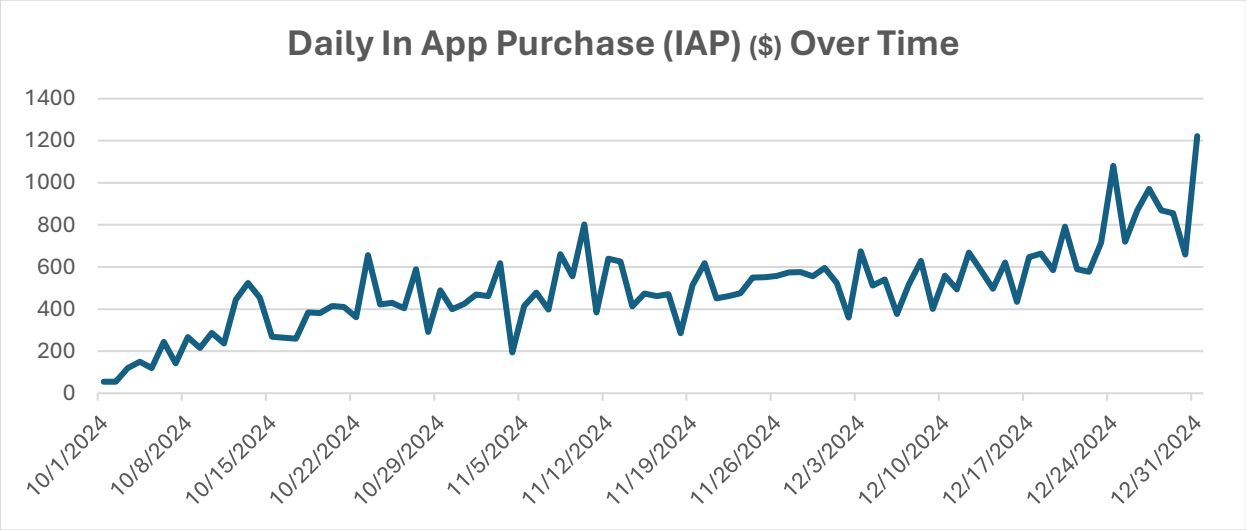
Combat Elite 2024 Quarter 4 Report

Overall Performance





The overall performance in Q4 2024 shows **strong growth in both user engagement and monetization**, as indicated by steady increases in Daily Active Users (DAU) and Daily In-App Purchases (IAP).

1. Daily Active Users (DAU)

- **Trend:** The DAU has consistently increased throughout the quarter.
- **Growth:** Starting from 330 active users on October 1st, the DAU climbed steadily and surpassed **2,800 users by the end of December**.
- **Notable Patterns:**

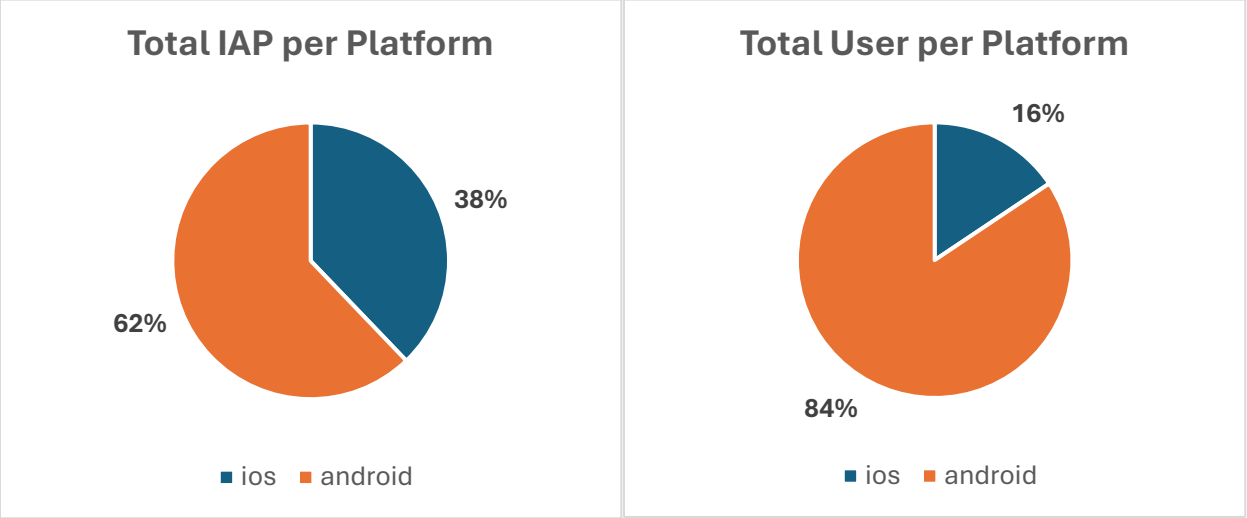
- Growth was especially rapid in October.
- From mid-November onward, the growth rate slowed slightly but remained positive.

2. Daily In-App Purchases (IAP)

- **Trend:** The IAP data shows more volatility than DAU but still reflects an overall upward trend.
- **Performance:**
  - IAP started below $100/day and rose to **over $1,200/day by the end of December**.
  - The middle of the quarter (November) saw significant fluctuations, with several sharp peaks and drops.
  - December saw more consistent growth, peaking at the end of the year.

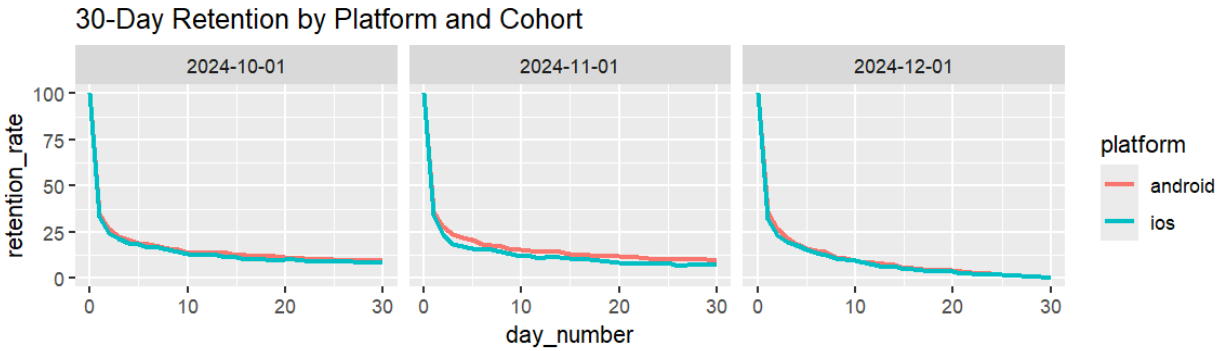
Improvement Opportunities

Platform-Based Monetization Opportunity



The data reveals a clear imbalance between platform usage and spending behavior:

- **Android users make up the majority of the user base (84%)**, while **iOS users only account for 16%** of total users.
- However, when it comes to in-app purchases, **iOS users contribute 38% of total revenue**, significantly more than their share of users would suggest.



iOS user retention is notably weaker, especially over time.

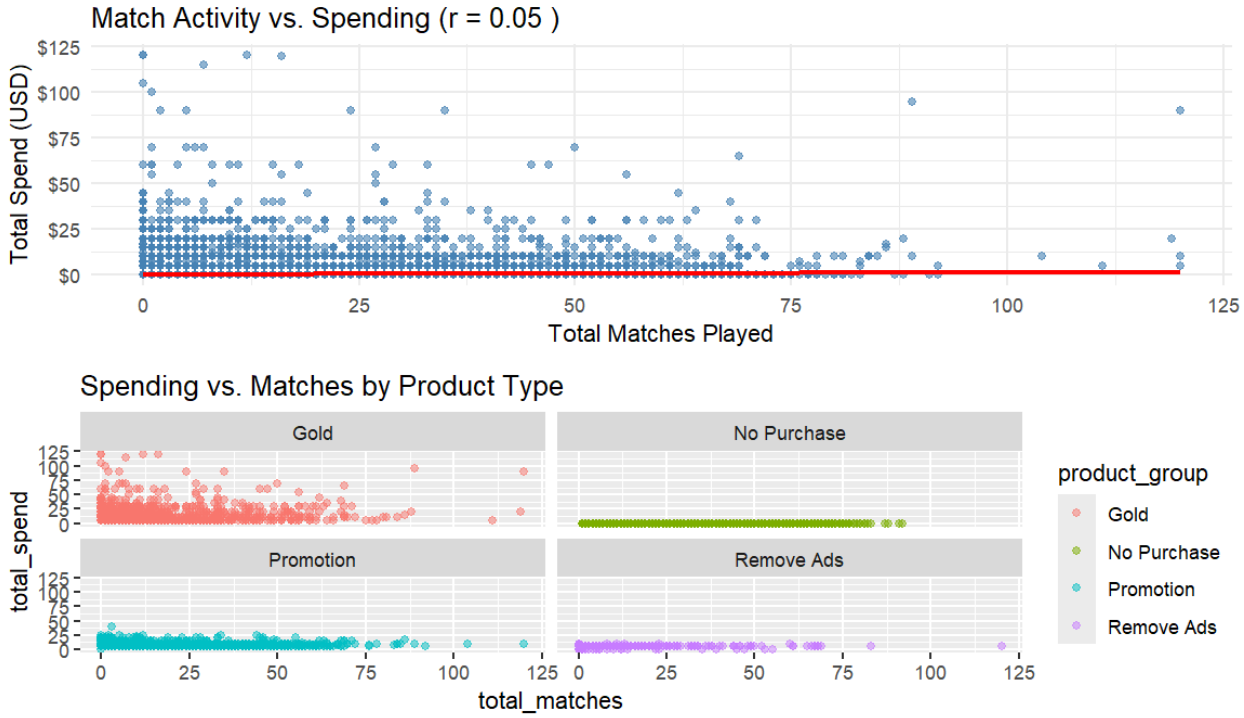
- In **November**, Android users had a **2.86% higher 30-day retention rate** compared to iOS users.
- iOS retention performance **declined from October to November by 1%** on average.

This indicates that despite their high spending, **iOS users are less likely to stick with the game**, suggesting potential friction or unmet expectations in the iOS experience.

Recommendations:

- **Boost iOS Retention:**
  - Investigate user experience issues or onboarding gaps specific to iOS.
  - Implement targeted retention campaigns (e.g. push notifications, personalized offers, better onboarding).
  - Improve game performance or stability on iOS if applicable.
- **Grow the iOS User Base Strategically:**
  - Given their high monetization potential, consider investing more in acquiring iOS users.
  - Tailor marketing content and app store strategies specifically to iOS users.
- **Segment & Personalize:**
  - Leverage segmentation to create platform-specific user journeys, ensuring iOS users receive experiences aligned with their expectations and spending behavior.

Match Activity vs. In-App Purchase Analysis



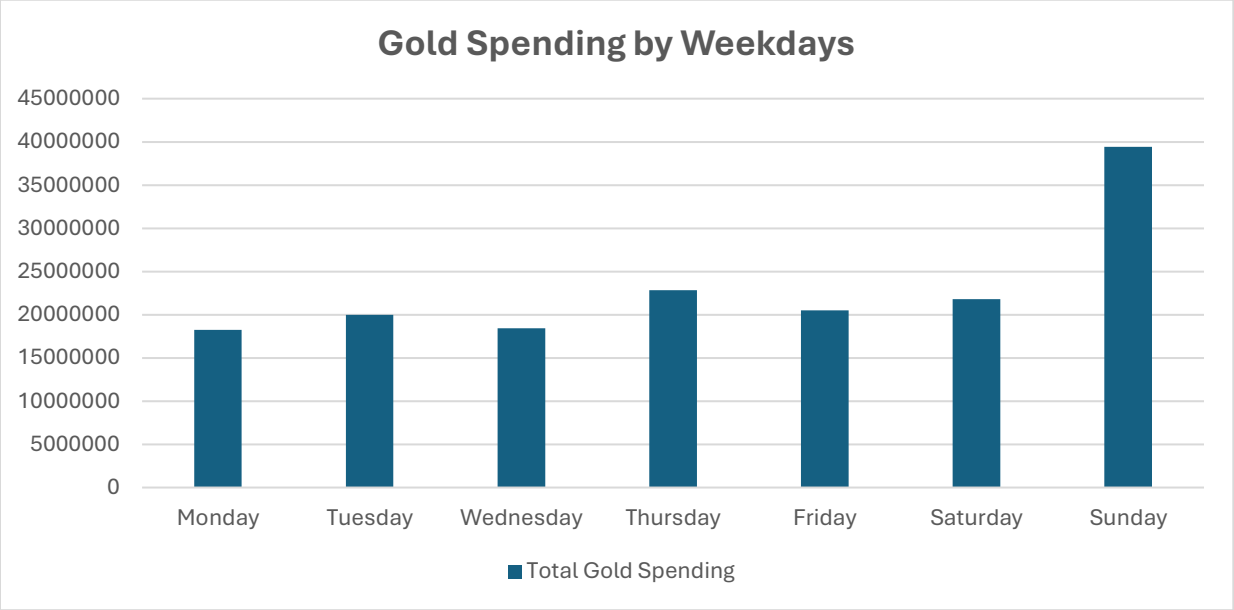
- Spending is not strongly correlated with match activity (correlation ≈ 0.05), indicating that **many purchases are made independently of gameplay frequency**.
- A large cluster of high spenders have played very few or zero matches, particularly evident in the Remove Ads and Gold product groups.
- Gold purchases occur even at very low match counts, suggesting **early-game monetization or pre-match purchases**.
- Remove Ads shows unusually high spend from players with no match activity, which may indicate:
    - Players are buying before trying the core gameplay.
    - **Ads are intrusive upfront**, nudging early conversion.
    - Potential data quality issues in logging matches.

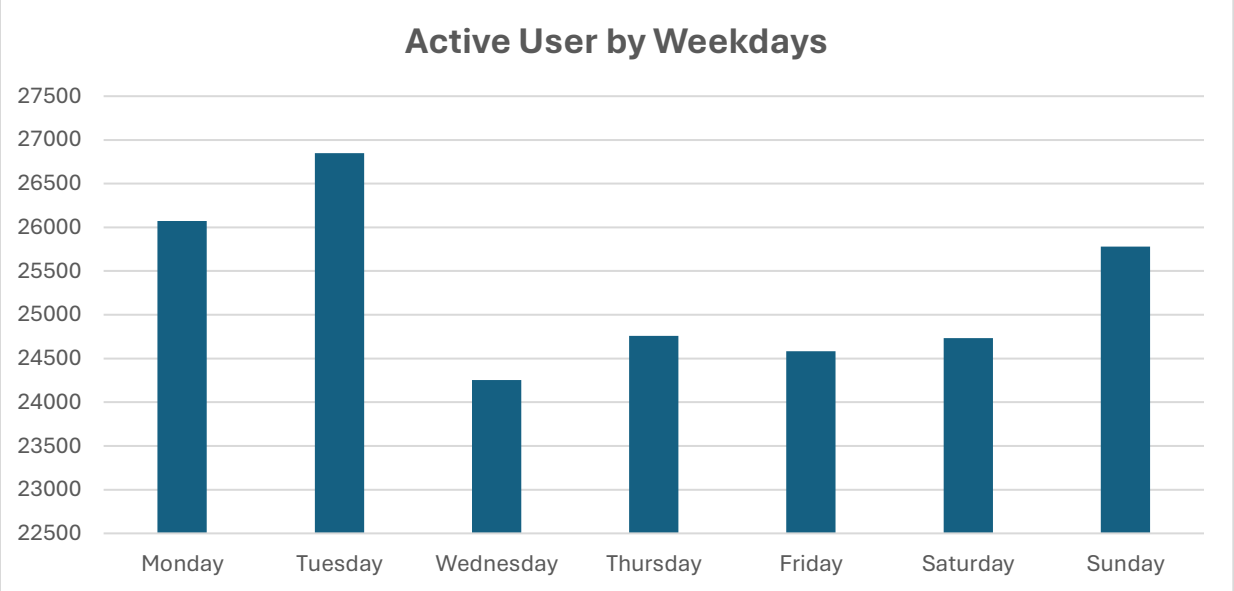
Recommendations:

- **Leverage early monetization behaviors** — Many players are willing to spend (e.g., Remove Ads, Gold) early on. Consider:
    - Placing compelling offers pre-first-match.
    - Testing welcome bundles or discounted Gold deals at onboarding.
- **Refine engagement funnel** — Guide players into match activity after purchase (e.g., prompt them post-purchase to play or engage further).

- **Reevaluate ad strategy** — If ads are too aggressive early, causing "Remove Ads" purchases before gameplay, we might be sacrificing long-term engagement. Test more balanced ad timing.

Weekday Trends in User Activity and Virtual Currency Purchase





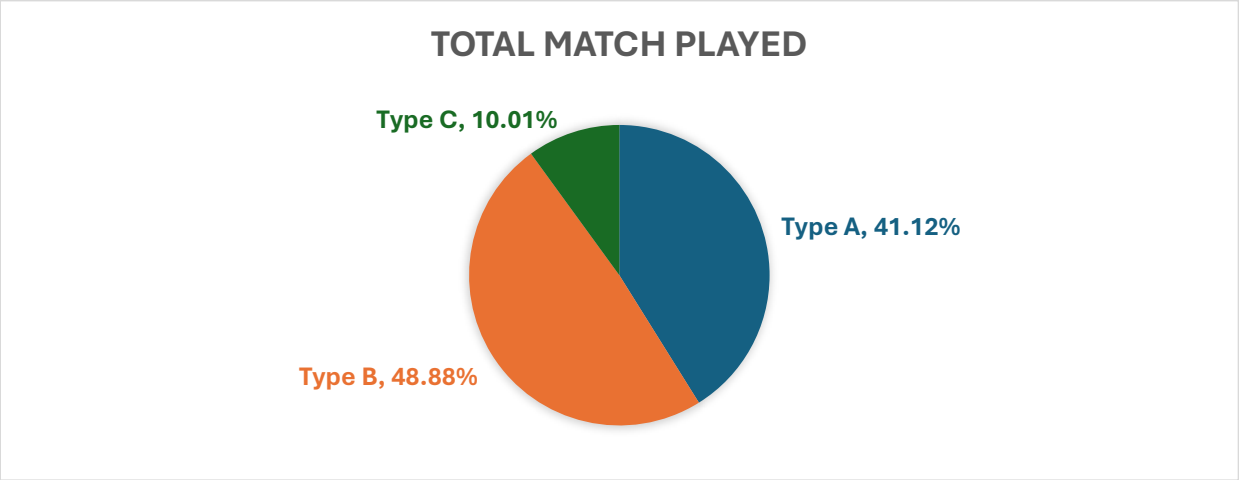
Weekday data shows a misalignment between active user numbers and virtual currency expenditure.

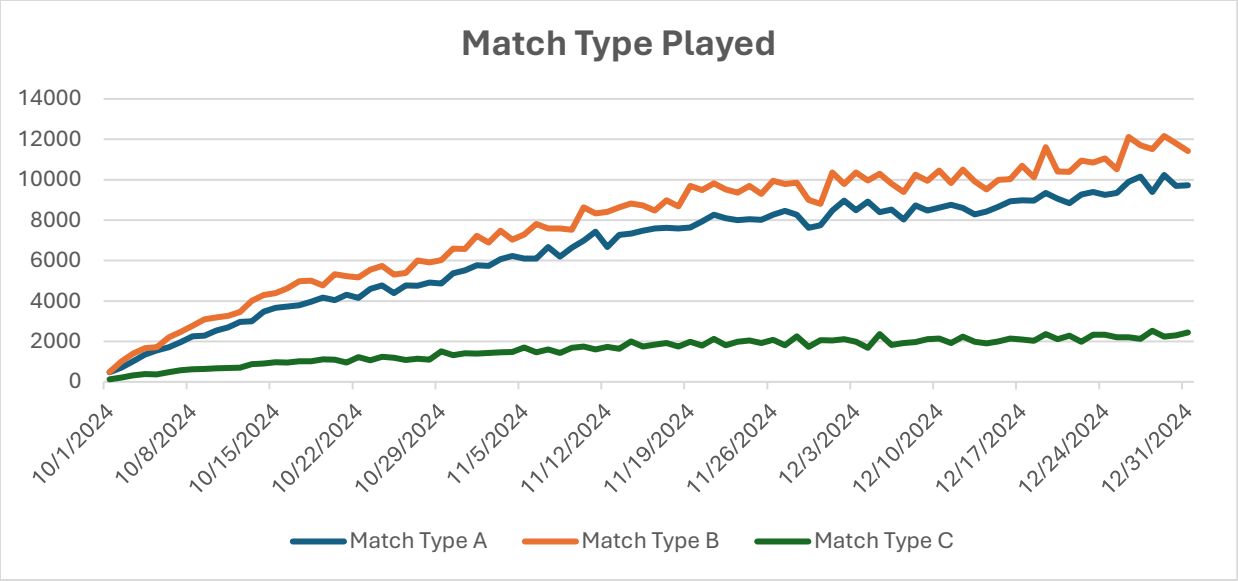
- **Sunday shows the highest virtual currency spending**, significantly outpacing all other days. This suggests that weekend users are more likely to spend, possibly influenced by targeted weekend promotions.
- **Tuesday and Monday have the highest number of active users**, yet it does not correspond with high gold spending. This indicates a potential opportunity: high user engagement but low monetization.

Recommendations:

- **Capitalize on Tuesday's High Activity**:
  - Introduce start-of-the-week spending incentives (e.g., flash deals, time-limited bundles) on Monday and Tuesdays to convert high activity into revenue.
- **Replicate Sunday Strategies**:
  - Analyze what's driving high Sunday spending (e.g., events, ads, promotions) and apply similar mechanics to other high-user days like Tuesday.
- **Test A/B Campaigns**:
  - Try running different types of in-game currency offers on low-performing days like Wednesday to test what drives conversions.

Match Type C Improvement Opportunities

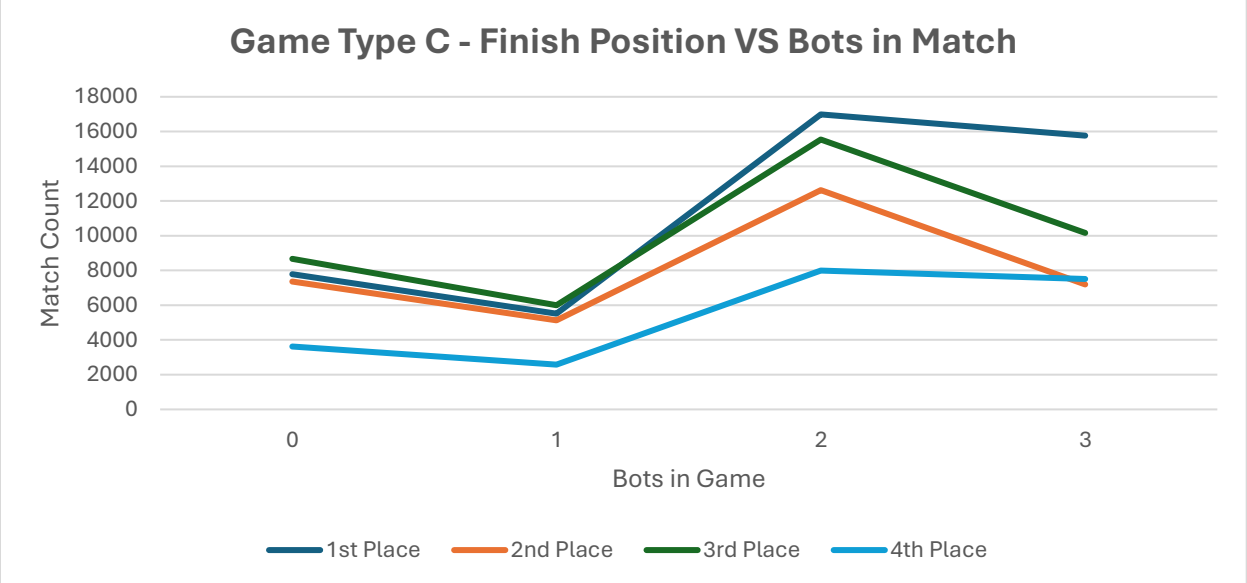




According to the data, **Match Type C is the least popular game mode**, accounting for only **10% of all matches played** during Q4. As shown in the graph above, **Match Types A and B have experienced consistent growth in play count** alongside overall platform growth, whereas **Match Type C has shown minimal growth over time**.

The following analysis explores **potential reasons behind the underperformance of Match Type C** and aims to identify areas for improvement.

Match Type	1st Place	2nd Place	3rd Place	4th Place	1st:4th Ratio
A	133929	134481	157035	174646	0.77
B	159061	157395	185504	211396	0.75
C	47916	33648	41992	22569	**2.12**



Match Type C exhibits a **significant imbalance in finish positions**, especially when games include a higher number of bots. Players are **2.8 times more likely to secure 1st place** in Match Type C compared to Types A and B. This sharp skew suggests that **bot difficulty may be too low**, making matches less competitive and leading to **a steep performance drop-off from 1st to 4th place**.

Recommendations:

- **Adjust Bot Difficulty**
  - Increase the skill level and strategic behavior of bots to create a more balanced and engaging challenge.
- **Improve Matchmaking Logic**
  - Reduce reliance on bots in player matchmaking, especially in peak hours, to improve competitive integrity.
- **Test Game Rule Variations**
  - Consider revising game mechanics (e.g. scoring system or objectives) in Type C to promote more evenly distributed outcomes.