



Gaming

# Avant-Garde LiveOps Maneuvering Magnifies Gamer Engagement And Revenue

*10% surge in Average Revenue per User*



Industry

Gaming/Entertainment



Function

Marketing



Data Used

1. Gamer profiles
2. Activity data
3. Game marketplace data
4. In game purchase data



Tech Stack

1. Python
2. Tableau

## About Client

As one of the leading F500 Gaming Publishers based in the US, the client rolls out unique innovations in the space of player retention. The company enhances player engagement through creative gamer profiling solutions based on recommendation hypotheticals and impact analysis.



## How Did We Solve The Problem?

Affine recognized the need for an analytics dashboard that could optimize gamer engagement. We fine-tuned three systems:

1

### GAMER PROFILING AND DATA CONSOLIDATION

to capture in-game player behavior, purchase patterns, player progression, etc.

2

### PREDICTIVE FRAMEWORK

centered on game preferences, perk and upgrade preferences, and player retention.

3

### TESTING FRAMEWORK

to perform iterative experiments for diverse behavioral simulations and identify optimal combinations.

4

### RECOMMENDATION FRAMEWORK

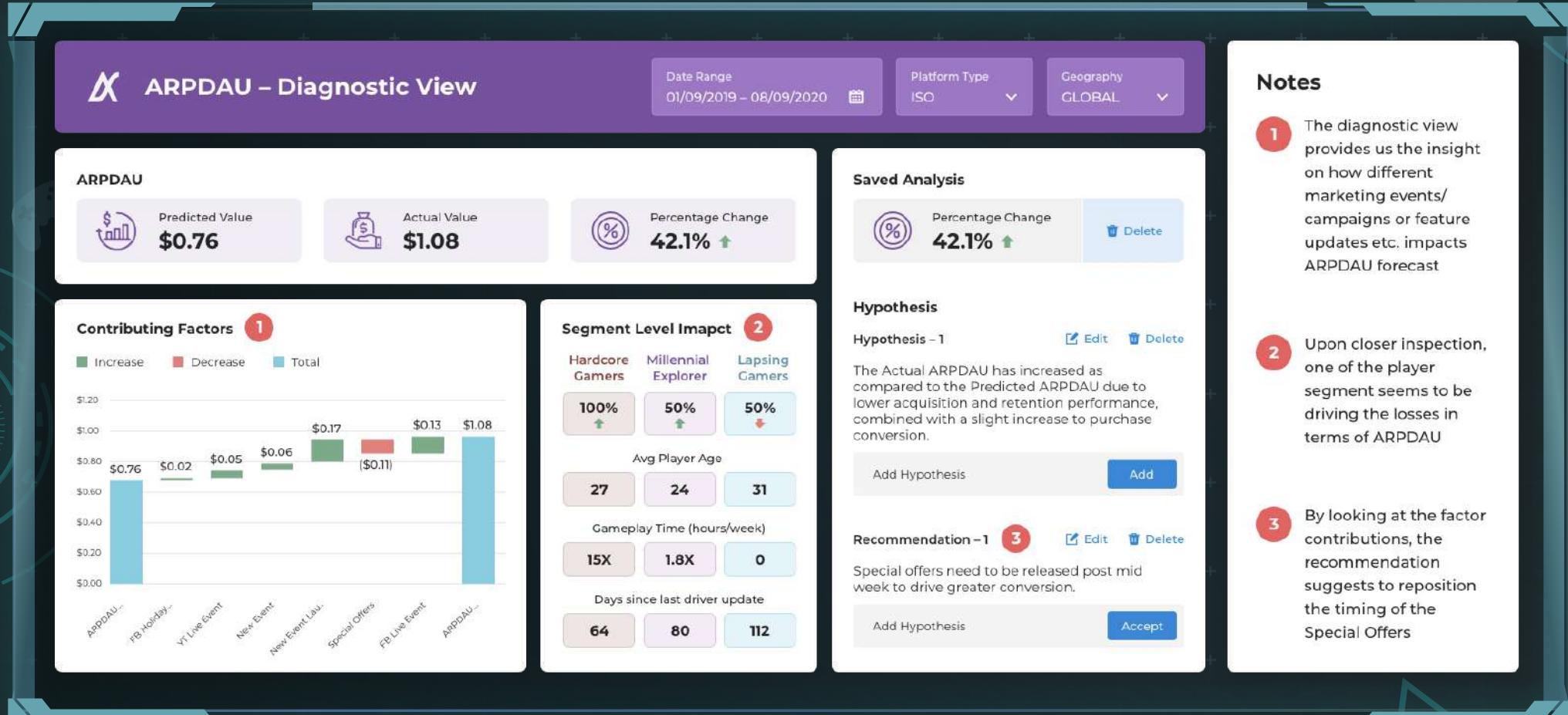
based on heuristic rule-sets to enhance recommendations based on parameters like customer RFM segment, promotion relevance, etc.

## The Pay-Off

The What-If formula was integral for the client to structure its in-game offerings to enhance player engagement. In addition, Affine's web-based predictive LiveOps tool generated insights categorized by dates, segments, and device types.

The client strategized when to release offers to various segments and prioritized the winning combination of the different permutations in relation to price, date, time, and day. By isolating and fine-tuning different KPIs, our client reoriented its LiveOps strategy in a flexible manner by monitoring player performance.

ILLUSTRATIVE



**Scenario Tool**

Date Range  
01/09/2019 – 08/09/2020
Geography  
GLOBAL
Platform Type  
ALL
Segment  
ALL
Save
Export

1
2
3
4
5

**Recommended Scenario**

DAY	LAUNCH DATE	TIME	PRICE
Weekday	22 Sep	7 AM - 11.59 AM	\$14.99
Weekday	24 Sep	7 AM - 11.59 AM	\$49.99
Weekday	27 Sep	7 AM - 11.59 AM	\$79.99

**What If Scenario**

DAY	LAUNCH DATE	TIME	REVISED PRICE	PRICING
Weekday	26 Sep	7 AM - 11.59 AM	\$29.99	A
Weekday	27 Sep	4 PM - 10 PM	\$34.99	B
Weekday	3-4 Oct	4 PM - 10 PM	\$89.99	C

**Recommended Scenario – Impact Analysis**

Predicted Live Revenue **\$140K**

Revenue Trend

Week	Revenue (\$)
Wk-2	35.00
Wk-1	50.00
Wk	65.00
Wk+1	85.00
Wk+2	140.00

**What If Scenario – Impact Analysis**

Predicted Live Revenue **\$120K**

Revenue Trend

Week	Revenue (\$)
Wk-2	40.00
Wk-1	65.00
Wk	80.00
Wk+1	90.00
Wk+2	120.00

**Notes**

- 1** Flexibility to choose recommendation level at segments, date range and device type
- 2** Recommendation scenarios will be suggested based on different Date, Time, Day and pricing combinations
- 3** Impact analysis of different KPI will be projected based on selection of recommendations to help in decision making
- 4** Flexibility to modify plans to check impact on different KPI's
- 5** Option to Save & Export scenarios

## Business Benefits

**10%**

Average Revenue Per User Across Gamer Segments

**6%**

Average Game Session Duration

**15%**

Boost In Decision Making

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