Research for
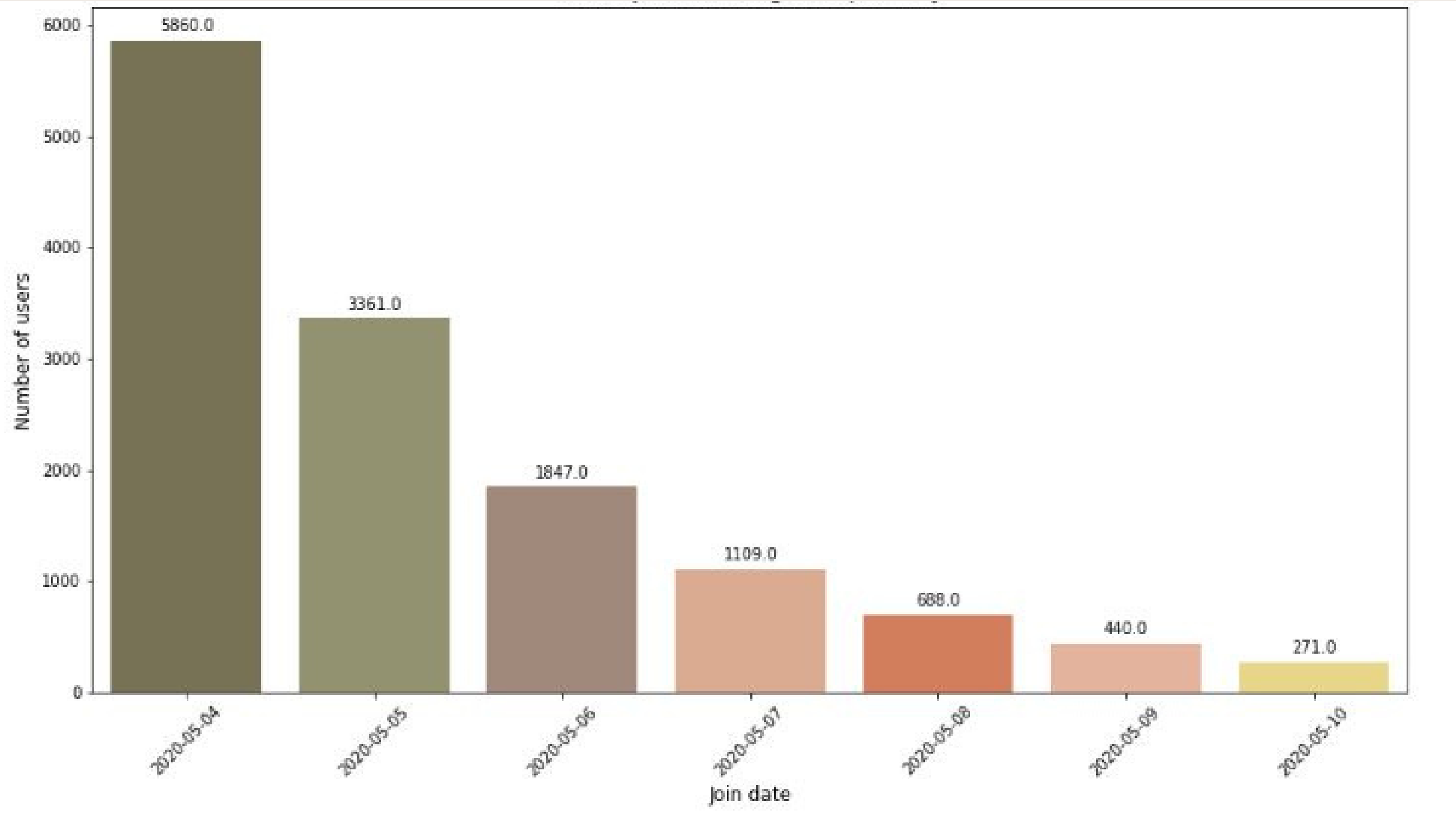
SPACE BROTHERS

GENERAL CONCLUSIONS

- Every day the number of players starting to play is significantly decreasing. And also he interest of new users in the game itself

- The spaceport is built at the same level from cohort to cohort. At the same time, the number of assembly shops built decreased by almost five times. The research center is being built as a whole several times less, and their number has also decreased from cohort to cohort.

- Most of the users every day came from Google ads, followed by Instagram.

- The cost of advertising on Google is not much more than Facebook and Instagram, while it attracts much more users, and there users are more active

- Per week cost per click has decreased significantly, With the cost per click the number of new users has decreased, and they are less interested in the game.

- 9. If we focus on attracting an active audience through Google, the approximate cost of showing one ad in an application should cost at least $ 150

NUMBER OF USERS JOINED THE GAME PER DAY

- Every day the number of players starting to play is significantly decreasing

- First day - 5860 new users

- Last day 271 new users

AVERAGE NUMBER OF EVENTS PER USER

- Interest of new users in the game is decreasing as well.

- With a difference of only 7 days in the game, the number of events decreased from 11 to 6 on average

Average number of events per user

USERS FINISHED THE FIRST STAGE, RATIO
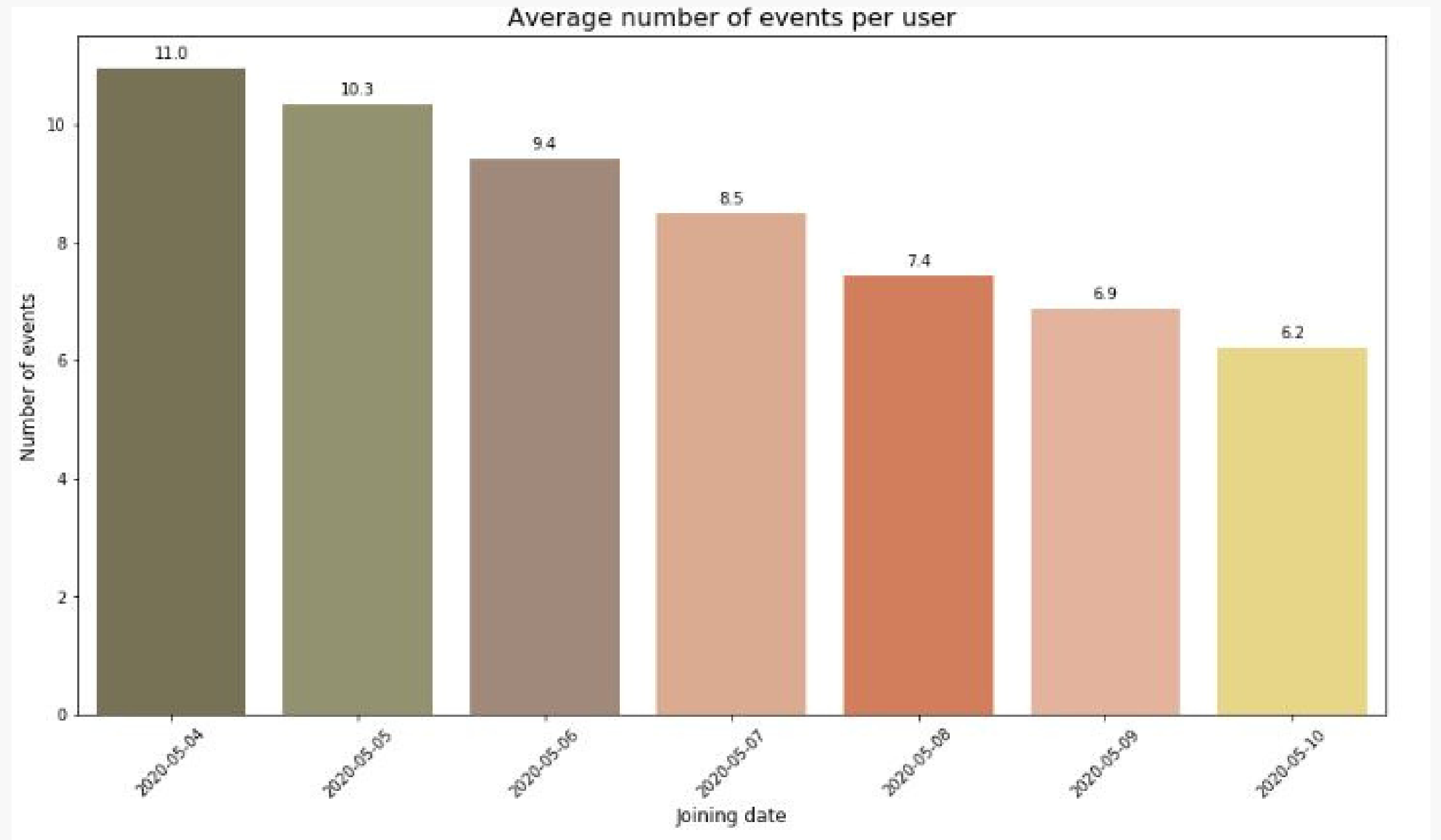
Users finished the first stage ratio
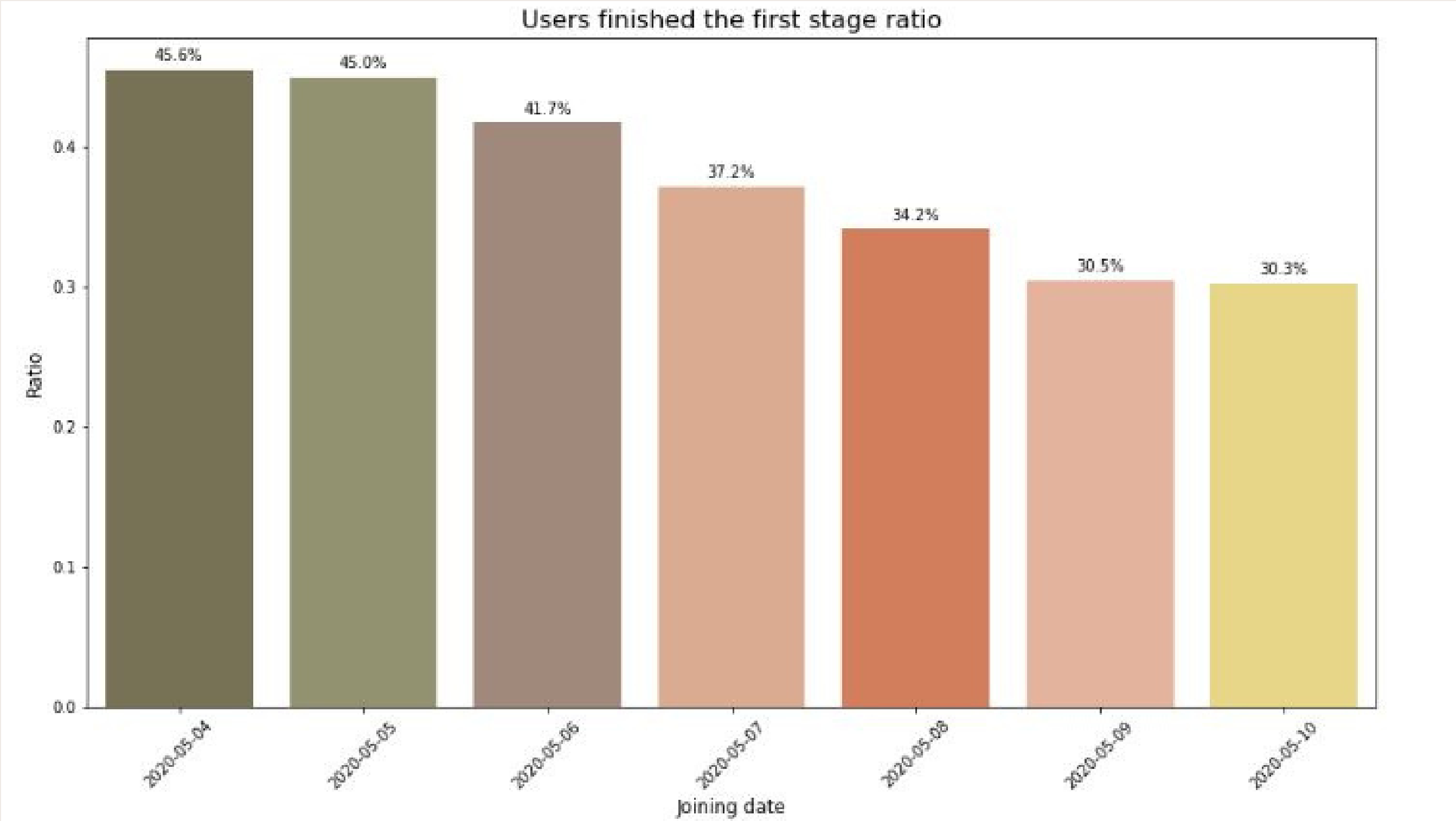
- Percentage of those users who completed the first stage - from 45 to 30.

AVERAGE NUMBER OF CONSTRUCTIONS PER USER

- The spaceport is built at the same level from cohort to cohort.

- The number of assembly shops built decreased by almost five times.

- The research center is being built as a whole several times less, and their number has also decreased from cohort to cohort.
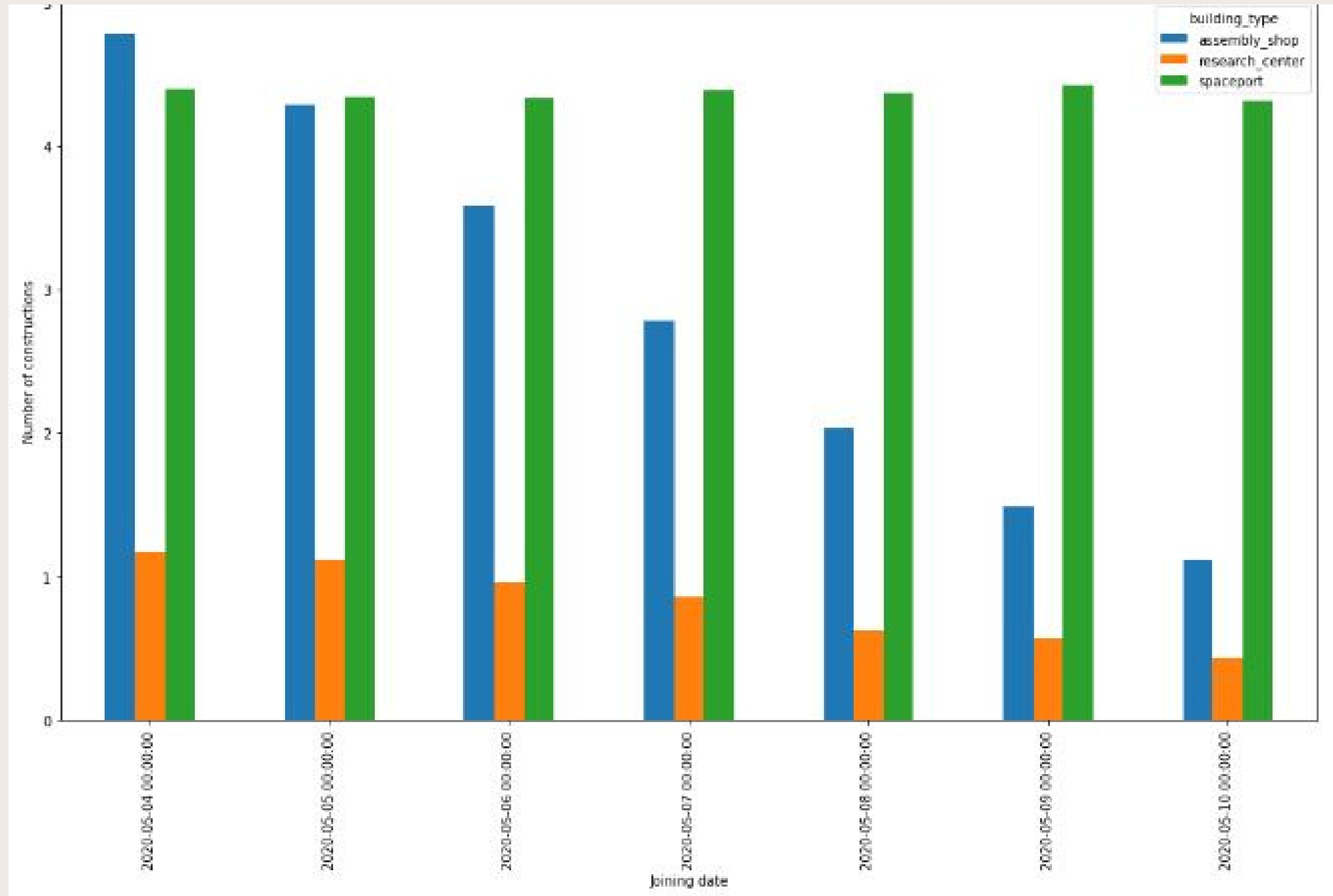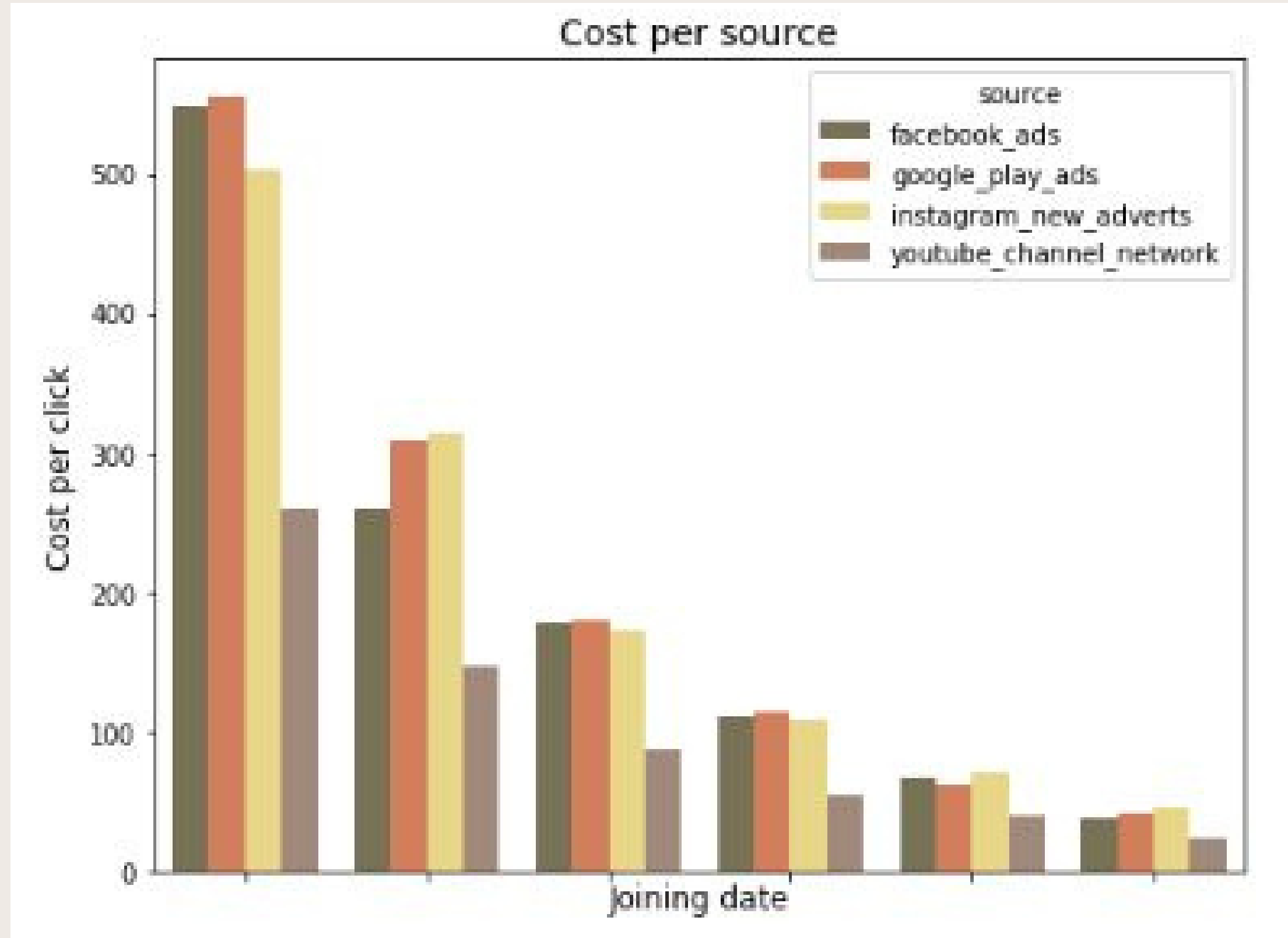
USERS PER SOURCE, RATIO

- Most of the users every day came from Google ads, followed by Instagram
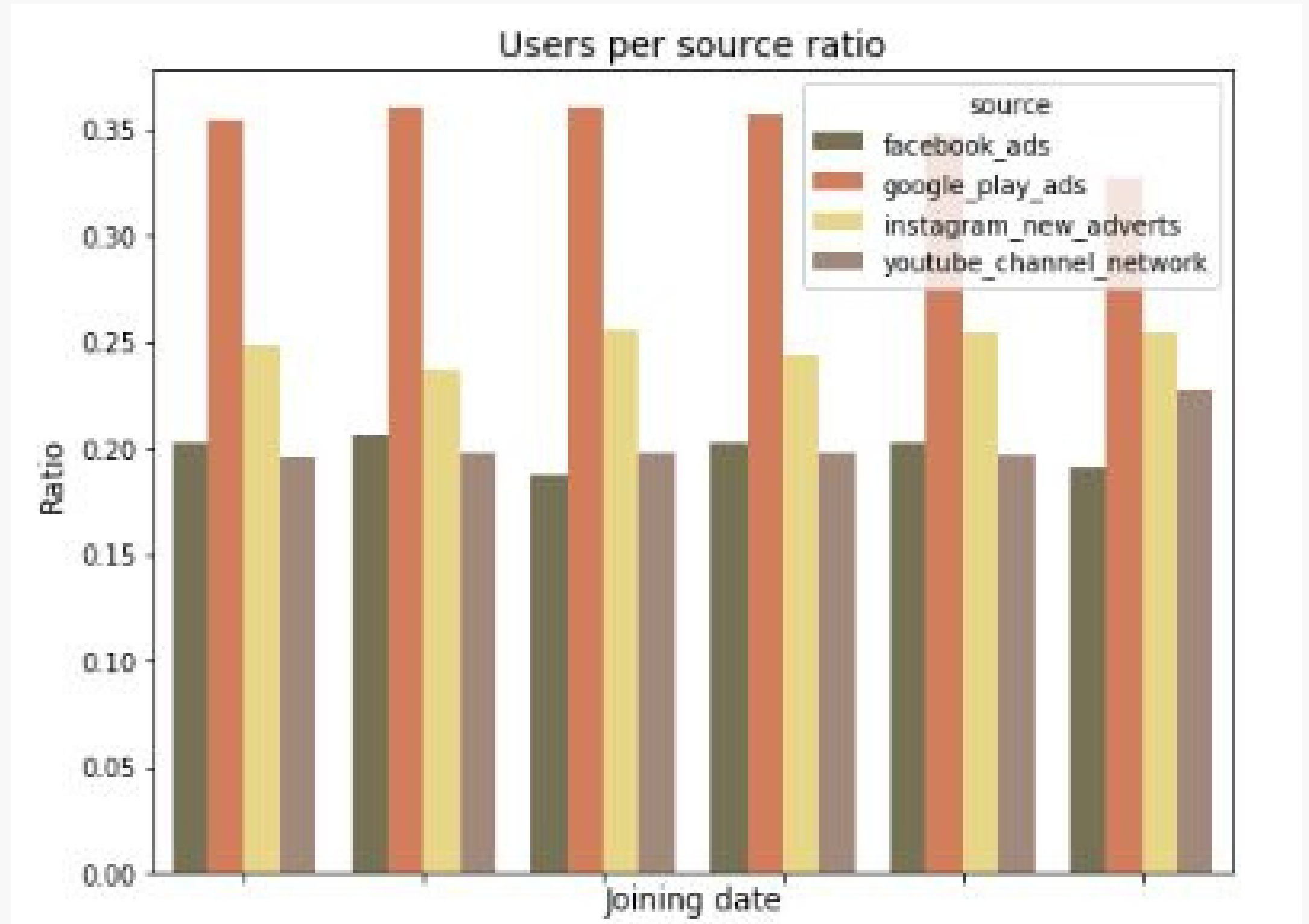
COST FOR CLICK PER SOURCE

Cost per source

- The cost of advertising on Google is not much more than Facebook and Instagram, while it attracts much more users.

- Per week cost per click has decreased significantly.

- With the cost per click the number of new users has decreased, and they are less interested in the game

AVERAGE EVENTS PER USER PER SOURCE
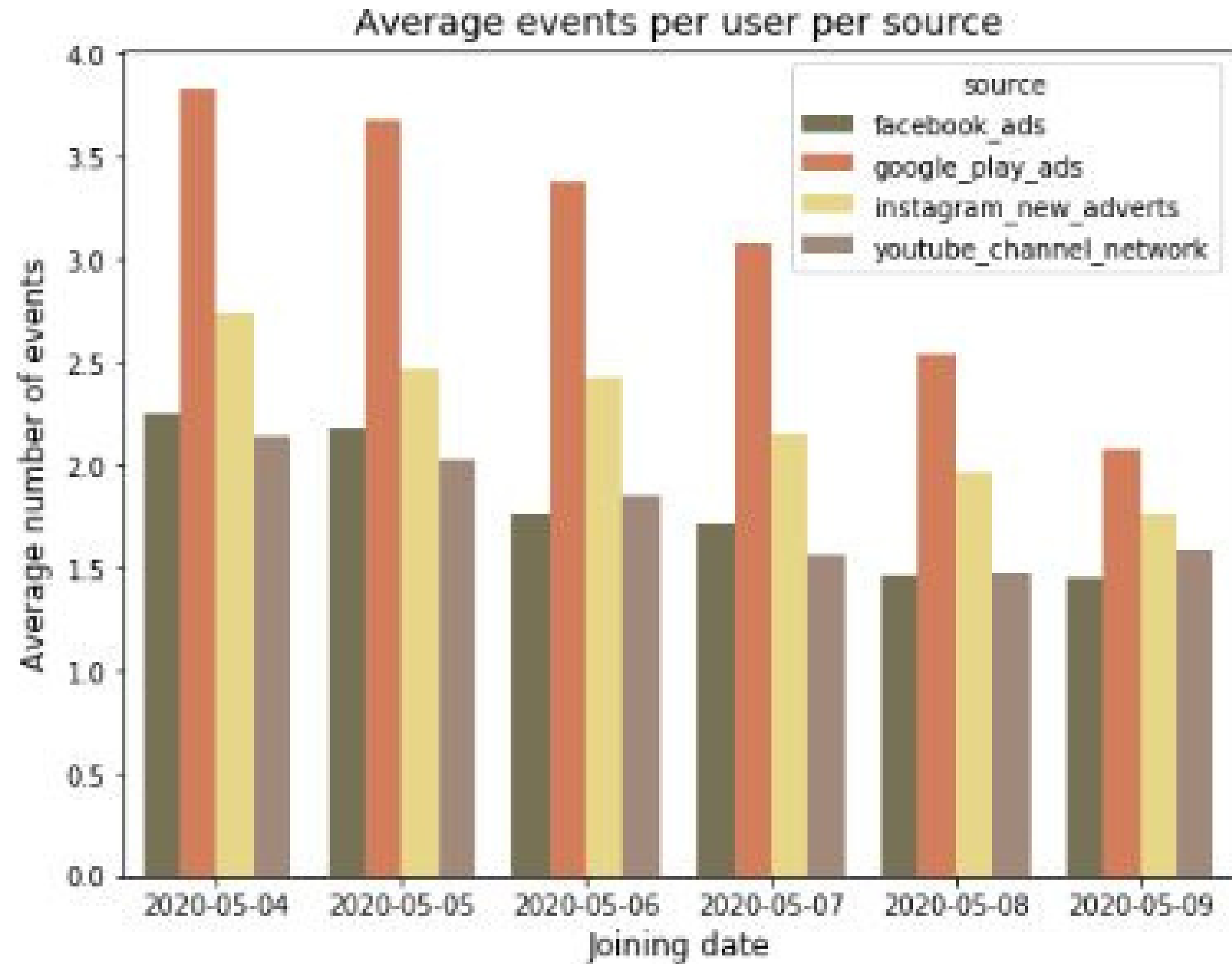
- Users who come from Google in everu cohort are on average more active and make more events

PRELIMINARY COST OF APP ADS

- If we focus on attracting an active audience through Google, the approximate cost of showing one ad in an application should cost at least $ 150

Average cost per event per source
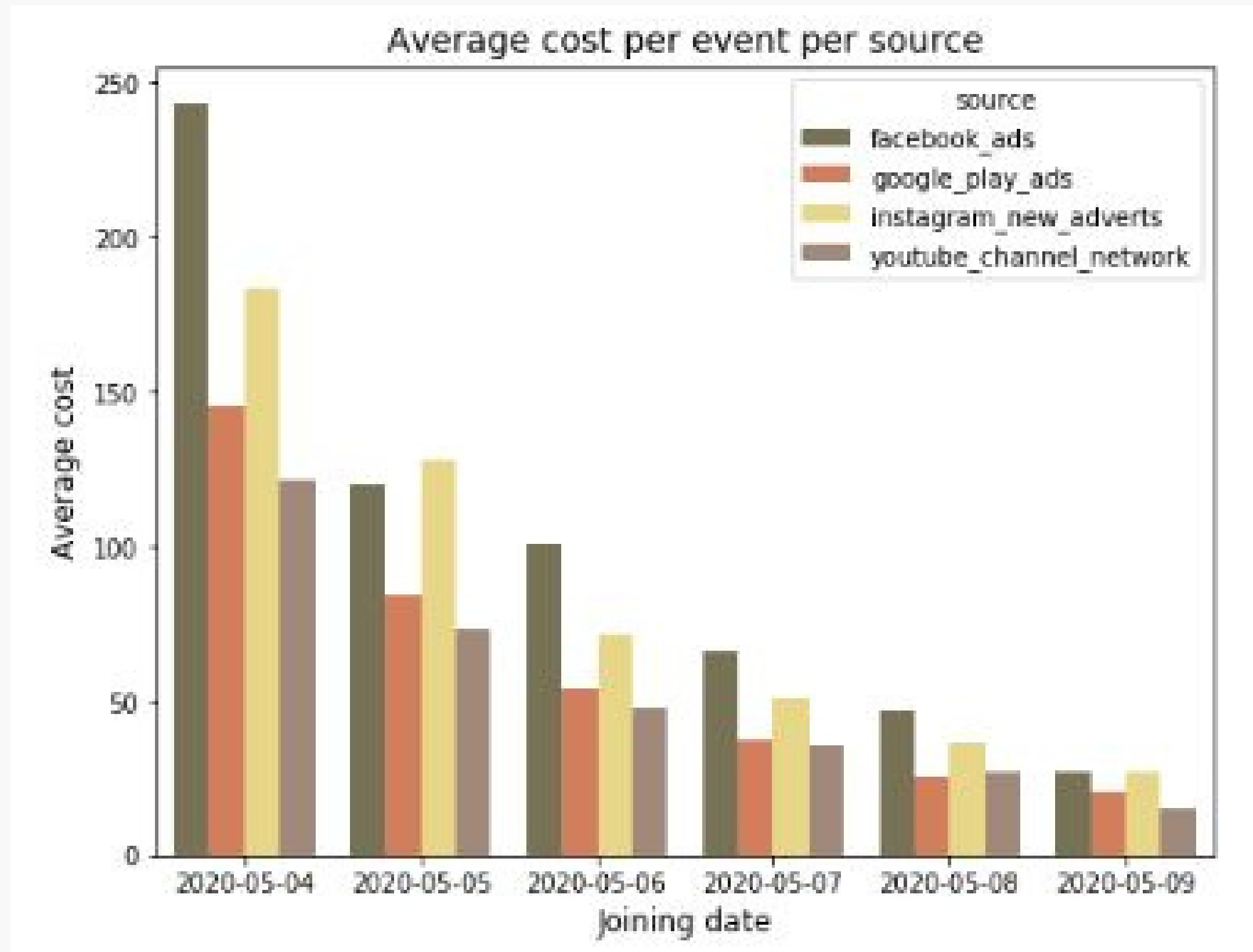
RECOMMENDATIONS

Returning to a more expensive in terms of cost per click, but more active audience. WE will be able to attract more customers, and due to their activity in the construction of various types of buildings, it will recoup its costs and earn money from showing them advertising.

The basic monetization as showing ads on the screen where the user selects the type of objects to be constructed is a good option, but we have to pay attantion on decreasing number of consrtucted assemnly shops and research center.

A large number of advertisements can scare users away from the game. You can offer players to watch ads to speed up the game process, or buy this acceleration for money.

MONETIXATION MODEL

Showing adds on the screen where the user selects the type of objects to be constructed

Offering players to watch ads to speed up the game process, or buy this acceleration for money

Sell some aditional game aquipment

Thank you