Heroes of Pymoli – Findings Summary

1. If the purchase data is an accurate representation of the total players in the game, it is more popular among men than women. Overall, making purchases in the game is more popular among male players than female players. However, female players spent more on in-game purchases than male players. More advertising focus may want to be targeted toward women.

2. With regard to age, in-game purchases are most popular in the 20-24 age group. Most of the purchases were made by teenagers and young adults (ages 15 to 29). However, the most profitable age group is 35-39. More advertising focus may want to be targeted towards players age 35-39.

3. The most effective price point for in-game items is less than $5. The most popular items are all less than $5 and the average purchase price for the top five spenders in the game is less than $5. Keeping items around that price point will likely be an effective strategy for maintaining and increasing sales.