

Game story- Insight memo

Biggest monetization opportunity for Q3?

Between Q1 and Q2 of 2025, we observed a **significant drop** in both player engagement and monetization. Active players declined by 27%, and total gameplay sessions dropped by 48%. As a result, total deposits fell sharply from ~\$592K in Q1 to ~\$313K in Q2 — a **47% decrease**.

Critically, around 17,000 players who were active in Q1 did not return in Q2. These churned users alone contributed nearly \$174,000 in Q1 deposits. This reveals a major monetization opportunity: **reactivating this high-value segment in Q3 through targeted incentives, engagement campaigns, or tailored tournaments could significantly boost revenue.**

Which cohort needs extra retention effort and why?

Based on the data analysis of the three main cohorts (November 2024, December 2024, and January 2025), no single cohort clearly stands out across all metrics:

- **Month-1 retention rates** were similar:
 - November: **59.6%**
 - December: **60.2%**
 - January: **58.9%**
- **Total deposits** per cohort were also close:
 - November: **\$345,483**
 - December: **\$358,290**
 - January: **\$343,923**

These results indicate that **no specific cohort requires urgent retention intervention** or significantly underperforms in monetization. Future efforts should focus on **broad retention improvements and tailored engagement strategies** rather than targeting one particular signup group.