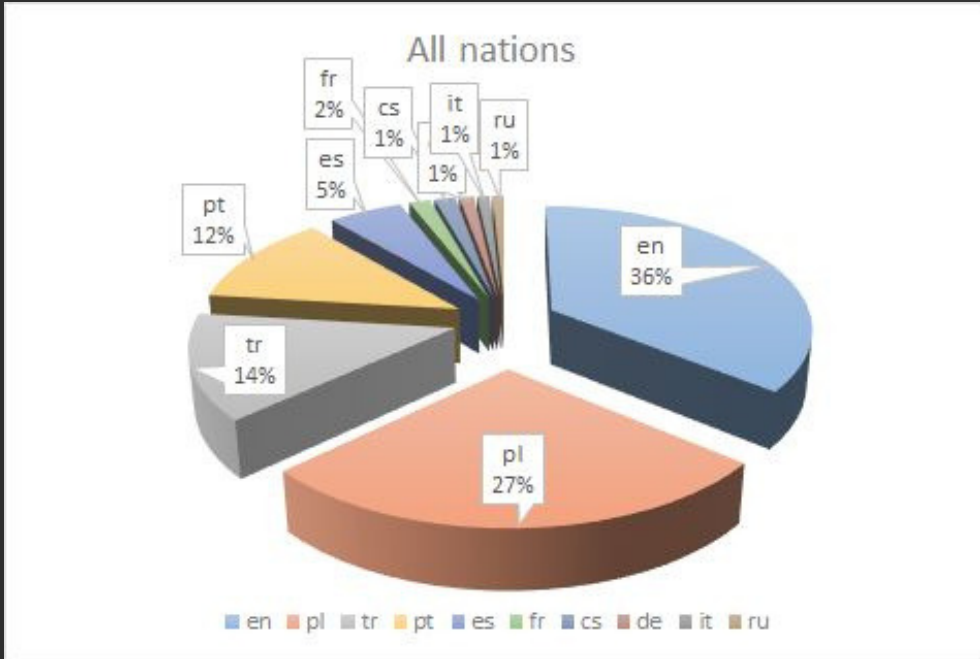


RAPORT SAMPLE

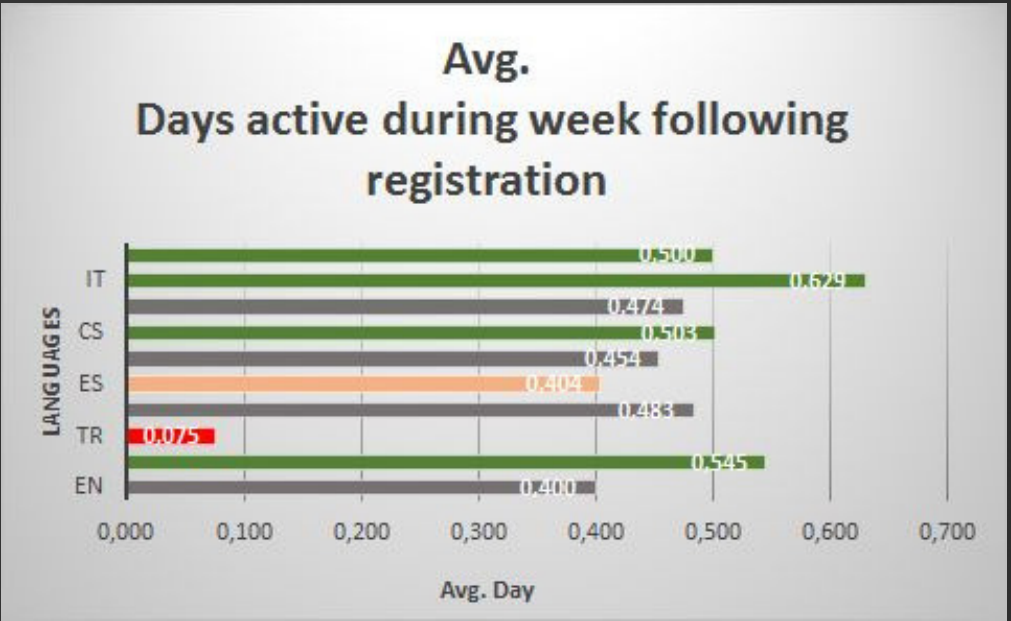
ENGLISH-POLISH-TURKEY-PORTUGUESE ARE OVER 88%
NEW PLAYERS



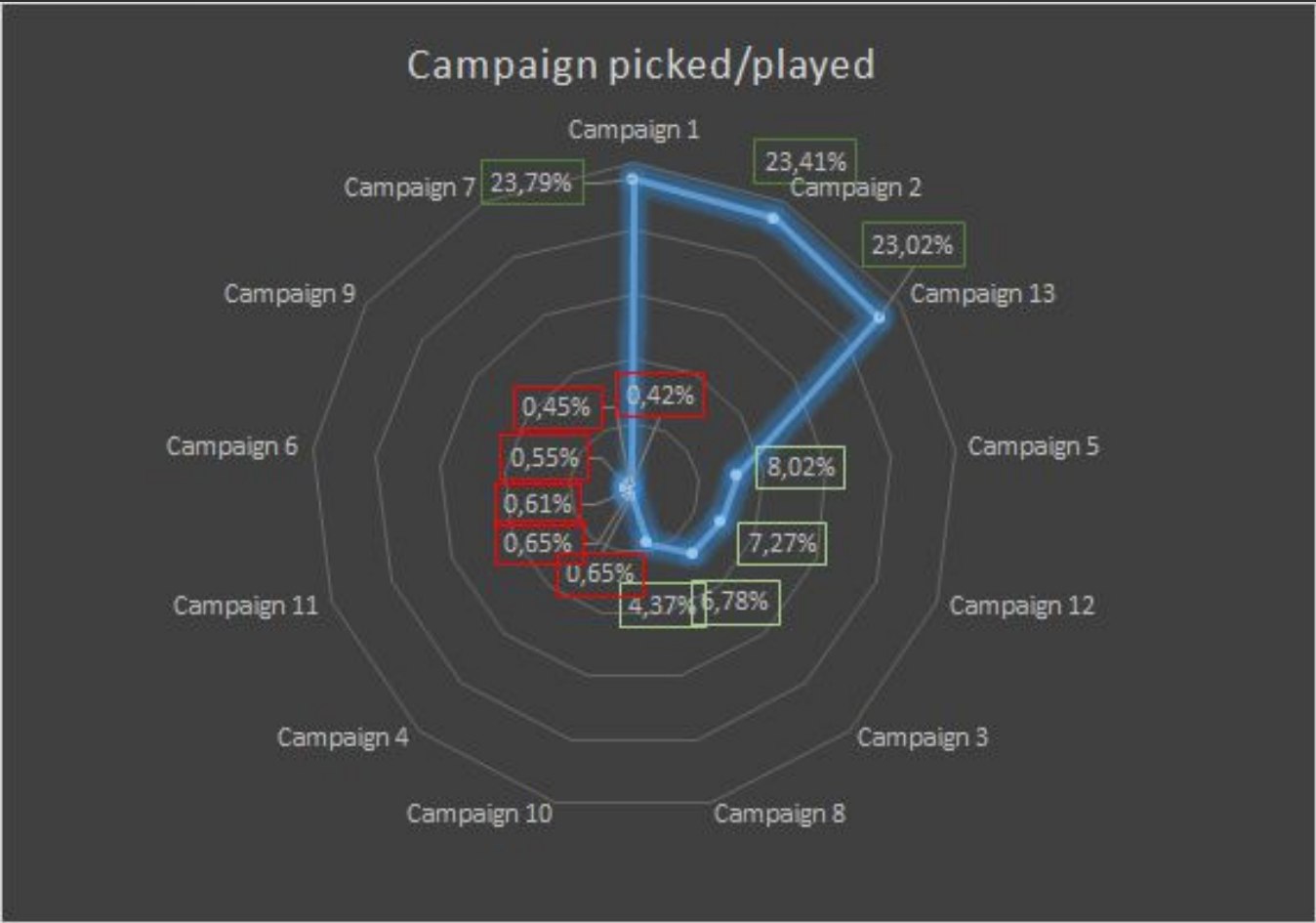
Espanol, France and Czech players has 8,38% market with very good statistics. 150,4% avg 1st session length and high active days after registr it very good prognostic to invest and devlop on this markets now and in the future.

Language	New Player	% New Player	AvgFirst session length [ms]	% Avg 1SL [ms]	Avg Activ Days After Reg.
en	4528	35,77%	722428	104,60%	0,400
pl	3448	27,24%	633434	91,72%	0,545
tr	1734	13,70%	333875	48,34%	0,075
pt	1500	11,85%	838312	121,38%	0,483
es	674	5,32%	1025111	148,43%	0,404
fr	194	1,53%	1051347	152,23%	0,454
cs	193	1,52%	1040411	150,65%	0,503
de	137	1,08%	520791	75,41%	0,474
it	116	0,92%	765072	110,78%	0,629
ru	104	0,82%	1029563	149,08%	0,500
pt_BR	14	0,11%	4142028	599,74%	0,286
pl_PL	12	0,09%	2093387	303,11%	0,583
en_US	2	0,02%	450909	65,29%	0,500
en_GB	1	0,01%	1488412	215,51%	1,000
fr_FR	1	0,01%	2811229	407,05%	3,000
es_PE	1	0,01%	391874	56,74%	0,000
es_US	1	0,01%	256826	37,19%	1,000
Total	12660	100,00%	690633,9	100,00%	0,411

Turkey players have extremely low pointers: average first session length and average active day after registration are drastically low, what tell us they almost never back to the game !



I suggest to investigate what factor disturb them from game. (language, connection, promotions, community, etc.).



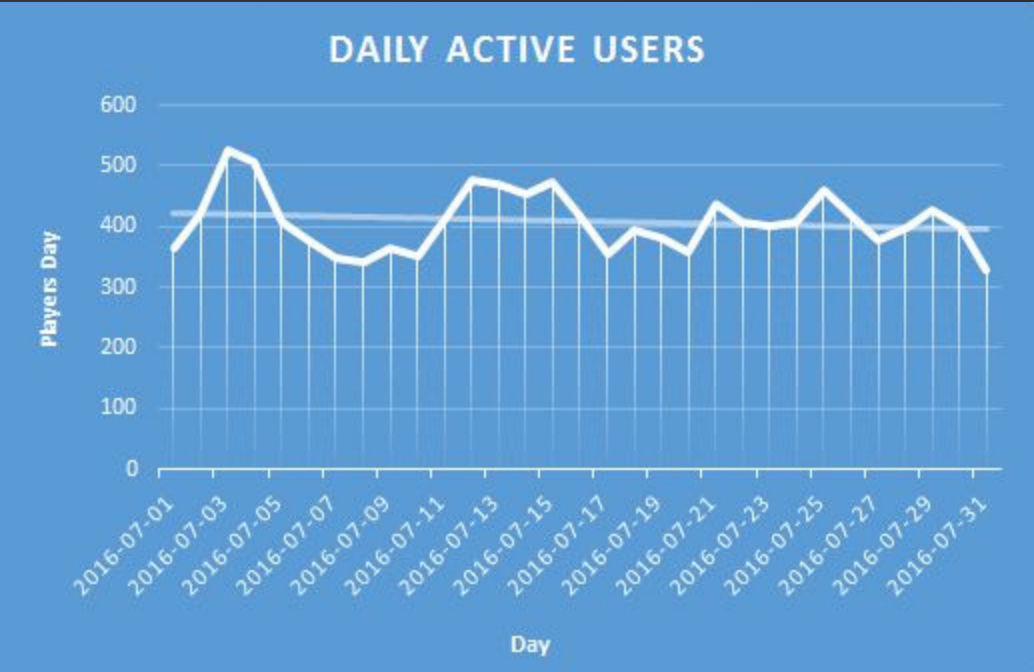
SUMMARY WE HAVE ONLY 2,39% PLAYERS WHO PICKED/PLAYED ONE FROM 6 WORST CAMPAIGNS IT'S 42% OF ALL !

Values		
Campaigns	% new players	new players
Campaign 1	23,79%	2145
Campaign 2	23,41%	2110
Campaign 1	23,02%	2075
Campaign 5	8,02%	723
Campaign 1	7,27%	655
Campaign 3	6,78%	611
Campaign 8	4,37%	394
Campaign 1	0,65%	59
Campaign 4	0,65%	59
Campaign 1	0,61%	55
Campaign 6	0,55%	50
Campaign 9	0,45%	41
Campaign 7	0,42%	38
Total	100,00%	9015

'UNKNOWN' CAMPAIGN WAS NOT INCLUDED.

Excluded from Campaign	new players
unknown	28,79% 3645

Maybe that was beta version or something if so I suggest to take a look on it because it was chosen/played/correlated with 28,79% new players



Daily Active Users is near break-even level with tendency to downturn .