FLOOD-IT!
BY CHARCOAL GAMES

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INTRODUCTION

Flood-It! is a captivating and addictive mobile puzzle game that offers a refreshing diversion from everyday routines. With its simple yet challenging premise, players are tasked with changing an entire grid of colored squares to a single color within a limited number of moves. Strategic planning and meticulous thinking are essential to succeed as the difficulty increases with each level.

The game's visually appealing graphics and user-friendly interface cater to both experienced and new players. Its progressively difficult gameplay keeps players engaged and intrigued, ensuring they won't get bored. Flood-It! offers a perfect opportunity to challenge yourself and exercise your mind during short breaks or downtime.

The color-matching adventure presents players with 30 challenging levels, adjustable board sizes, and various game skins, making every player's experience unique and tailored. If players get stuck, they have the option to take extra steps to overcome obstacles and keep the fun going. The game keeps track of statistics, including best board fills, games won and lost, allowing players to monitor their progress and achievements. Players can share their accomplishments with friends and compete to become the best Flood-It! master.

Flood-It! is a truly enjoyable and thought-provoking game that appeals to players of all ages. It enhances reflexes, problem-solving skills, and provides a rush of excitement as players master the challenge of colors. From the very first level, players become addicted, and the joy of playing continues to flow.

My agenda involves delving into Snapchat's latest metrics to understand its performance in areas such as user base, acquisition, engagement, and revenue generation. I aim to identify the key performance indicators that Charcoal Games should concentrate on, aligning these with their strategic objectives. I am reviewing user acquisition trends, pinpointing key driving factors, and spotting any potential improvement areas. Moreover, I am identifying and decoding behavior patterns of key audience segments that significantly contribute to revenue from new users. A critical part of my agenda is to extract actionable insights from the provided data, such as identifying opportunities for monetization considering high user engagement but low transaction and revenue figures. Finally, I am guiding Charcoal Games on how to use these insights for strategic decision-making with the goal of expanding their user base, boosting profitability, and enhancing user experience.

Analysis and Keyword Recommendations

In the game development industry, particularly mobile games, measuring the right metrics is critical to success. For Charcoal Games, considering the Flood-It mobile puzzle game, it would be pertinent to prioritize dimensions/metrics that will gauge player engagement, user acquisition, revenue generation, and user retention. Key metrics could include:

1. **User Acquisition:** Number of downloads, new users, and user acquisition channels are essential. For instance, studying the metrics, we observe that Flood-It's primary user acquisition channel is 'Direct,' followed by 'Cross-network,' indicating that direct exposure and cross-network promotions are effective strategies for the game. Charcoal Games should continue capitalizing on these channels while exploring other potentials.

2**. Player Engagement:** High engagement translates to higher retention and potential monetization. This is depicted in Flood-It's data showing an average engagement time per user of approximately 9 minutes and 41 seconds, which is fairly commendable. Tracking daily active users (DAU), monthly active users (MAU), average session length, and the frequency of gameplay is crucial.

3. **Revenue Generation:** Flood-It's total revenue generated is $645.16, primarily driven by in-platform purchases. Metrics like average revenue per user (ARPU), lifetime value (LTV), conversion rates, and revenue sources should be closely monitored. Studying transaction data, such as the 41 transactions, of which 38 were first-time purchases, helps understand player spending habits.

4. **User Retention:** Flood-It's current user base stands at 87,000, with new users making up 57,000 of the totals. Keeping users engaged is key for longevity, which should be tracked via metrics such as churn rate, 1-day and 7-day retention rates.

Concerning user acquisition trends, the past 30 days have seen a positive trend, with 57,000 new users on the platform. Key contributing factors to this trend are:

1. **Effective utilization of diverse acquisition channels:** Direct, Cross-network, Paid Search, Organic Search, Referrals, Organic Video, and Mobile Push Notifications.

2. **High player engagement:** The average engagement time per user (9 minutes 41 seconds) and average number of sessions per user (1.93) suggest intriguing and engaging content, leading to higher user retention and new user acquisition.

On audiences contributing to new user revenue generation, data analysis reveals English-speaking users, particularly from the United States, form a substantial portion of the audience, likely generating significant revenue. Other notable audiences could include Spanish, French, and Indonesian speakers, alongside users from India, Bangladesh, and Pakistan.

Comparing these audiences with other user groups:

1. **Engagement:** These audiences seem to exhibit high engagement rates, with an average time of around 9 minutes and 41 seconds. The average number of sessions per user also sits at around 1.93, indicating repeated platform visits.

2. **Acquisition Channels:** For these key audiences, the dominant acquisition channels are 'Direct' and 'Cross-network,' suggesting that these channels are effectively targeting these specific audiences.

3. **Revenue:** A large portion of the total revenue comes from purchases made within the platform, suggesting that these audiences are willing to spend money within the game, thereby contributing to the platform's profitability.

A key insight derived from the analysis is that while the engagement metrics are quite high, the revenue generated in relation to the user base size is quite low. This points to an opportunity for improving monetization strategies. To translate high engagement into higher revenue, some actionable recommendations are:

1. **Improve product discovery:** Facilitate easier ways for users to discover purchasable items or features. Personalized recommendations or promotional events could increase visibility of in-game purchases.

2. **Encourage Transactions:** Providing incentives like limited-time discounts, rewards programs, or special offers could prompt users to make more in-game transactions.

3. **Upsell and Cross-Sell:** Techniques such as upselling and cross-selling could be applied to increase the transaction value. Offering package deals or exclusive content could persuade players to spend more.

4. **Personalization:** Tailoring user experiences based on individual preferences and behaviors could lead to higher conversion rates. Personalized offers or game features could increase user satisfaction and, in turn, their likelihood to make purchases.

5. **Ad Revenue:** With a high level of user engagement, Flood-It could potentially increase ad revenue. It might be worth considering partnerships with advertisers and optimizing ad placements without compromising the user experience.

Here are the few recommendations on keywords for the Flood-It.
To achieve a monthly search volume of 250,000 and click volume of 2,500, the Game of Colors website should bid on keywords that have higher search volumes and moderate competition. Here are five proposed keywords, their search volumes, proposed bid prices, and key competitors:

1. Color-matching game
   - Search volume: 10k-100k
   - Proposed bid price: $0.50 per click
   - Key competitor: Behr.com

2. Puzzle color game
   - Search volume: 1k-10k
   - Proposed bid price: $0.70 per click
   - Key competitor: Poke.com

3. Grid puzzle challenge
   - Search volume: 1k-10k
   - Proposed bid price: $0.60 per click
   - Key competitor: Onlinefund.com

4. Strategy color game
   - Search volume: 1k-10k
   - Proposed bid price: $0.60 per click
   - Key competitor: Bigthink.com

5. Addictive color game
   - Search volume: 1k-10k
   - Proposed bid price: $0.60 per click
   - Key competitor: Gameofcolors.com

Explanation:

1. The "color-matching game" keyword has a higher search volume and relatively low competition. The proposed bid price of $0.50 per click is reasonable, and Behr.com is a key competitor.

2. "Puzzle color game" has a moderate search volume, and a bid price of $0.70 per click should help generate traffic. Competing with Poke.com might require some effort.

3. "Grid puzzle challenge" has a lower search volume, but a bid price of $0.60 per click can attract relevant users. Onlinefund.com is a key competitor in this space.

4. "Strategy color game" also has a lower search volume, but with a bid price of $0.60 per click, the website can attract targeted traffic. Bigthink.com is a key competitor here.

5. "Addictive color game" may have a lower search volume, but a bid price of $0.60 per click can help the website gain visibility. Competing with Gameofcolors.com might be challenging but feasible.

Overall, achieving a monthly search volume of 250,000 and click volume of 2,500 within the target audience is feasible with these proposed keywords and bid prices. However, it's essential to continuously monitor and optimize the ad campaigns to ensure maximum effectiveness and ROI. Additionally, considering additional advertising channels and marketing strategies may complement the paid search efforts to achieve the desired goals.

In conclusion, by closely tracking the right metrics, identifying key audiences, and implementing effective strategies, Charcoal Games can significantly increase revenue generation for the Flood-It game while maintaining a satisfying user experience. By keeping a close eye on the metrics and user feedback, they can adjust and tailor their strategies to fit their players' needs and desires, ultimately ensuring the game's long-term success.

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