



# **‘Cosmic Brothers’ users behaviour analysis**

Author Ekaterina Ivankova  
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# Introduction

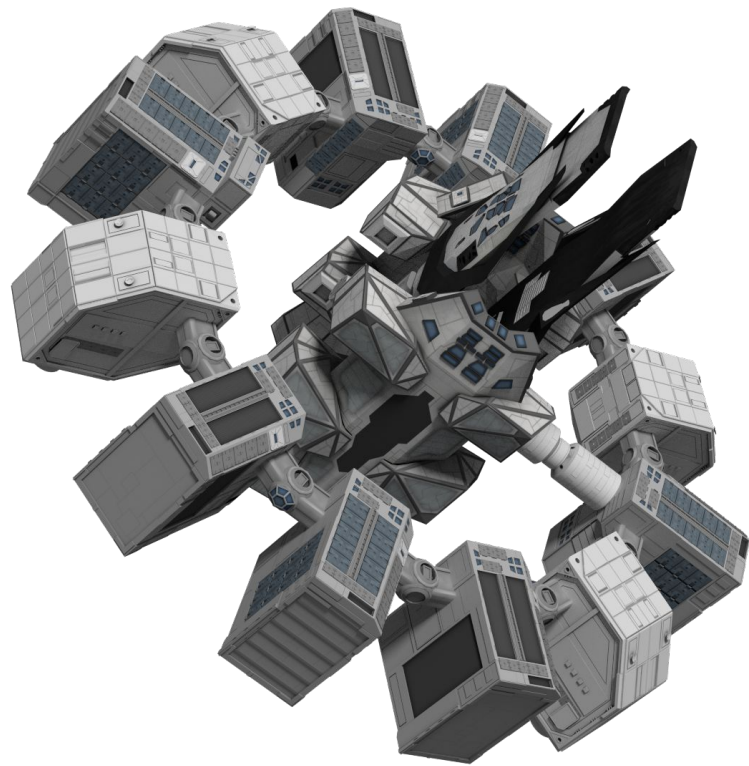
Analysed data of the users' progress through the first level of the game.

Researched the correlation of the user behavior and the sources of their acquisition in order to optimise the further plan of advertising campaigns.



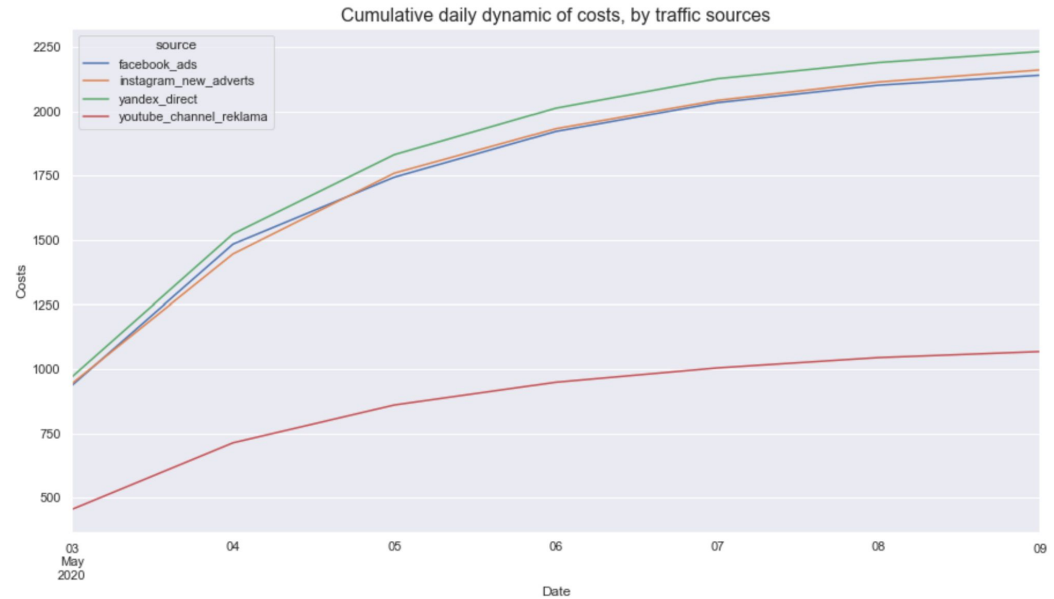
# Introduction

- Period of the marketing campaign: 3 — 9 May 2020
- Users acquisition sources:
  - Facebook ads
  - Yandex Direct
  - YouTube Channel
  - Instagram Adverts
- Period of the first game sessions: 4 — 10 May 2020
- Period of the in-game activity: 4 May — 5 June 2020



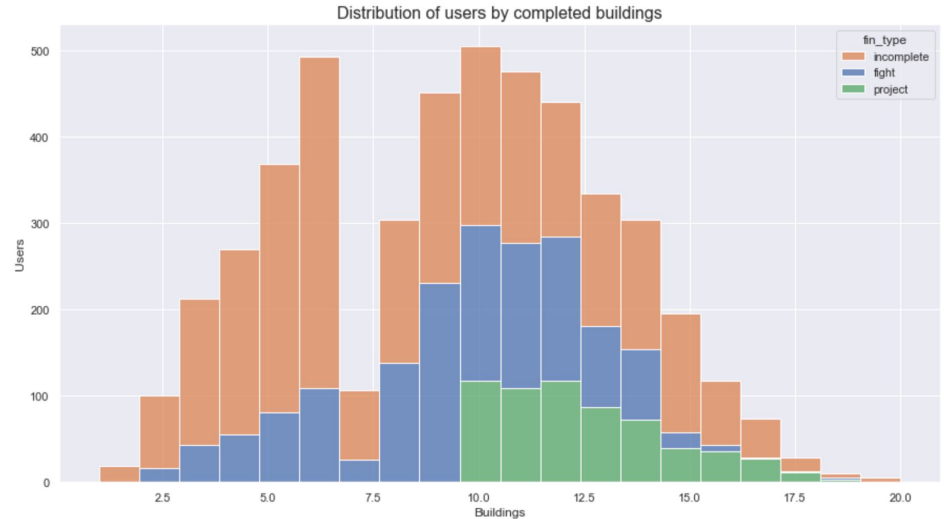
# Recommendations

- The most profitable and effective advertising channel is Yandex Direct
- Since there is no difference in the behaviour of users acquired through the different channels, it is recommended to focus on advertising through Yandex Direct



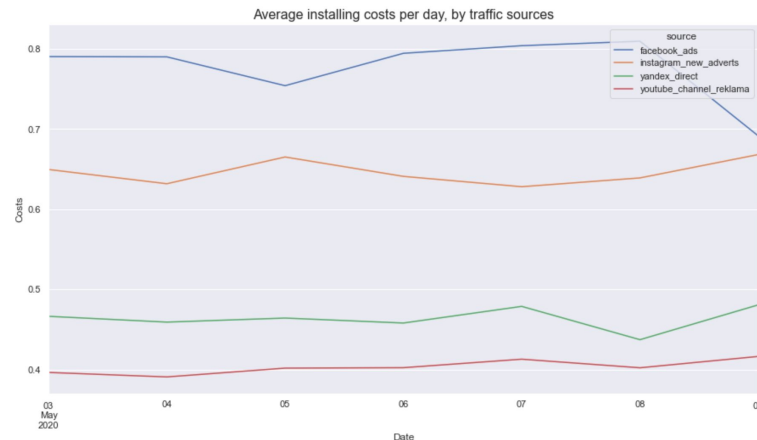
# Game design recommendations

- It is worth attracting attention of the development and game design departments to the drop in the number of users who have built exactly 7 buildings in the game.
- Since about 57% of users do not complete the first level, it is worth discussing with the game design department the possibility of improving onboarding for the new players or adjusting the difficulty of the first level.



# Marketing campaign results

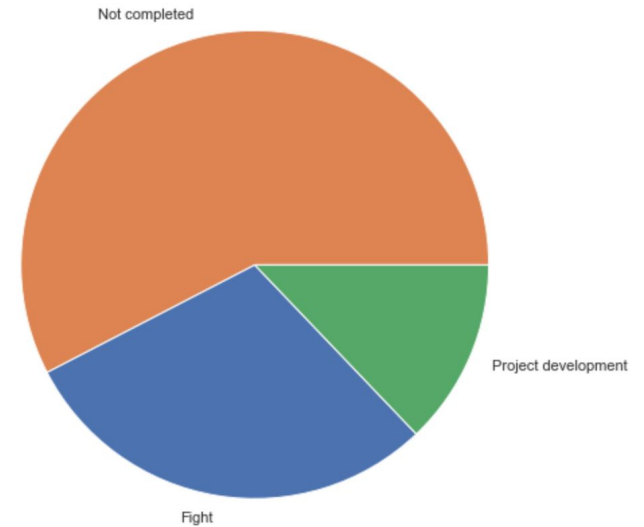
- Unique users acquired: 13576
- Total costs — 7603 monetary units
- The most users were acquired through Yandex Direct.
- The least effective traffic source — YouTube
- The average acquisition cost does not change in time and is:
  - Facebook — 0.78
  - Instagram — 0.65
  - Yandex Direct — 0.46
  - YouTube — 0.4



# User behaviour

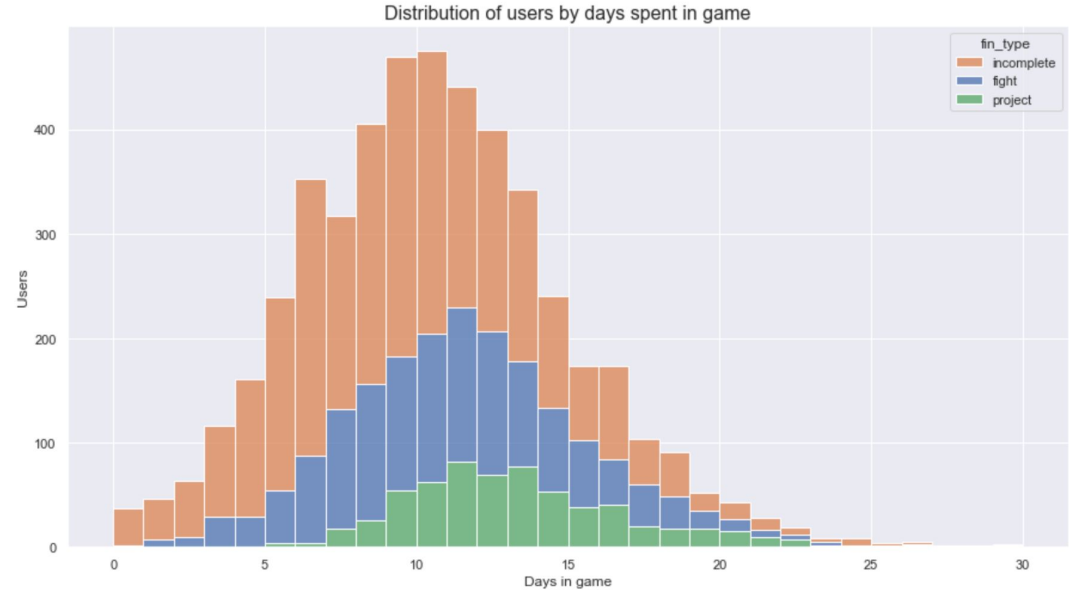
- 57 out of 100 players do not complete the first level
- 67 out of 100 completed level users prefer the fight with an enemy

Diagram of users by playing style



# User behaviour

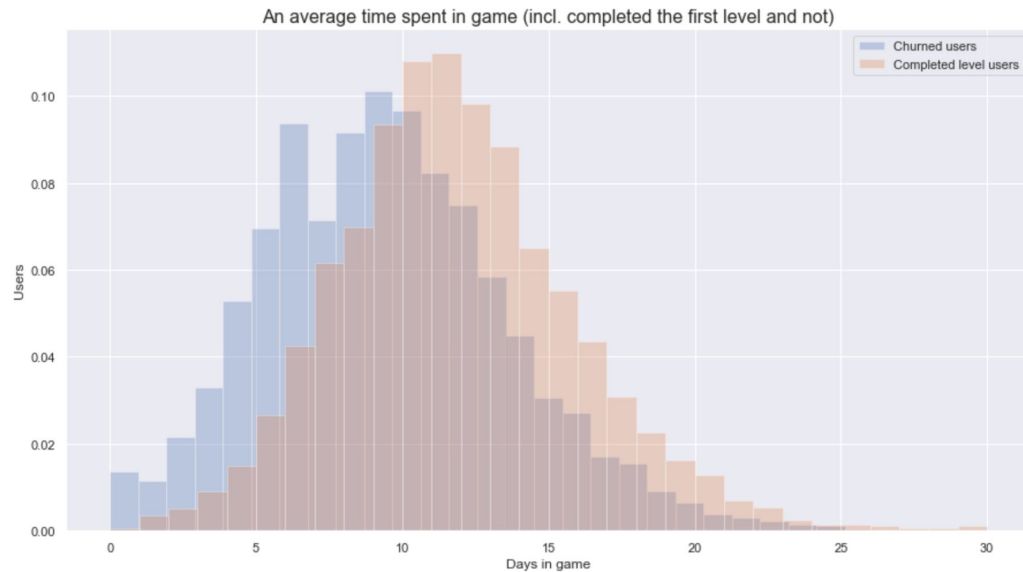
- Players who choose completing the first level through the fight with an enemy spend less days in the game — 10 days against 13 days for users who choose the project development





# User behaviour

- The churned users spent less time in the game — 9 days on average



# User behaviour

We do not observe a big difference in behavior of the users came from the different sources.

