



ELECTRONIC ARTS™

Player Segmentation & Key Performance Indicators (KPIs) for Strategy RPG Mobile Game

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Introduction - Overview of Player Segmentation and KPIs

Objective: To evaluate player behavior, identify unique player motivations, and tailor strategies to enhance player engagement and monetization.

Target Audience: Product managers, game development team, and stakeholders.

Key Points:

- **Player Segmentation:** Categorizing players into meaningful groups based on characteristics or behaviors.
- **KPIs:** Metrics used to measure the success of the game, such as engagement, retention, and monetization.

Introduction - Overview of Player Segmentation and KPIs

Player Segmentation – Definition & Importance

- **Definition:** *The process of dividing the player base into distinct groups based on demographics, behavior, or motivations.*
- **Importance:** *Allows for the customization of game features, marketing, and overall strategy to better align with the needs and preferences of different player groups.*

Key Player Segmentation Approaches

Demographic Segmentation

Age: Classifying players based on their age helps tailor content and gameplay to different life stages, influencing preferences and engagement styles.

Gender: Understanding gender-based preferences can help design targeted features and marketing strategies.

Location: Regional differences in culture, language, and gaming habits shape player behavior, impacting content delivery and localization.

Behavioral Segmentation

Play Frequency: Identifying how often players engage with the game helps to develop targeted retention strategies and content updates.

Session Length: Longer play sessions may indicate more dedicated players, whereas shorter sessions suggest casual playstyles, influencing how content is structured.

Psychographic Segmentation

Motivations: Players have different reasons for playing, such as achievement, socializing, or relaxation. This affects how they interact with the game.

Goals: Personal player objectives like completing tasks or reaching milestones guide content creation and in-game rewards.

Emotional Engagement: Players who form emotional connections are more likely to remain loyal and invest time or money into the game.

Relevant KPIs for Mobile Games

- **RPU (Average Revenue Per User):** Measures the average revenue generated per player.
- **DAU (Daily Active Users):** Tracks the number of unique users playing the game daily.
- **Session Duration:** The average amount of time a player spends per session.
- **Retention Rate:** The percentage of players returning after a set period (e.g., 7-day, 30-day retention).
- **Churn Rate:** The percentage of players lost over time.

Insights & Recommendations

- **Casual Players:** Increase engagement through daily challenges and rewards to boost session duration.
- **Spend-happy Players:** Introduce exclusive offers and limited-time items to increase ARPU.
- **Competitive Players:** Offer more competitive events with exclusive rewards to improve retention and engagement.

Tailoring Game Strategy Based on Segmentation

- **Casual Players:** Focus on adding engaging daily tasks or casual events to increase retention.
- **Spend-happy Players:** Provide exclusive items, skins, or premium content to boost revenue.
- **Competitive Players:** Design more PvP-oriented events and leaderboards to keep them engaged.

Conclusion

- **Player Segmentation Enhances Game Personalization:** Understanding the different player types allows for tailored experiences that can boost engagement, retention, and monetization.
- **KPIs Are Crucial for Measuring Success:** By monitoring KPIs, you can assess player behavior, track progress, and identify areas that need improvement to drive business outcomes.
- **Data-Driven Insights Drive Strategy:** By combining player segmentation with KPIs, you can gain valuable insights into player motivations and adjust your game design and marketing accordingly.