



# **SPACE BROTHERS**

**MONETIZATION MODEL FOR A GAMING APPLICATION**

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# GENERAL CONCLUSION

## MONETIZATION

**STRATEGY: ADVERTISING BEFORE CHOOSING A BUILDING TYPE.**

**INCOME: 8957 USD.**

**PAYBACK: 117%.**

**YANDEX AND YOUTUBE ADVERTISING CHANNELS WILL PAY OFF BY THE END OF THE ANALYZED PERIOD BY 160%.**

**ADVERTISING ON FACEBOOK DOES NOT PAY OFF.**

# GENERAL CONCLUSION

## THE TARGET ACTION

TARGET EVENT ACHIEVERS - 42.85% (5817 PEOPLE). PVP - 67.92%, PVE - 32.08%.

THE RECORD COMPLETION TIME IS ON THE DAY OF THE GAME LAUNCH, AND THE AVERAGE IS 11 DAYS.

FIRST LEVEL PLAYERS SPEND AN AVERAGE OF TWO MORE DAYS IN THE GAME.

FIRST LEVEL PLAYERS BUILD MORE - 11 CONSTRUCTIONS PER PLAYER (COMPARED TO 8).

# GENERAL CONCLUSION

LTV

**WEEKLY LTV - 49 CENTS, BY THE END OF THE SECOND WEEK - 63 CENTS.**

**LTV OF USERS WHO HAVE COMPLETED THE TARGET ACTION IS HIGHER.**

**LTV OF PVP AND PVE USERS IS APPROXIMATELY AT THE SAME LEVEL.**

**IN TERMS OF THE ACQUISITION CHANNELS THE LTV CURVE HAS A SIMILAR PATTERN.**

# GENERAL CONCLUSION

CAC

**EXPENSES FOR THE YOUTUBE CHANNEL ARE HALF LOWER (1068 USD).**

**YANDEX IS THE LEADER IN THE NUMBER OF ATTRACTED USERS (4817 PEOPLE).**

**THE MAXIMUM NUMBER OF ATTRACTED USERS ON THE FIRST DAY OF THE CAMPAIGN WAS 5860.**

**THE MOST EXPENSIVE USERS COME FROM THE FACEBOOK AND INSTAGRAM.**

# GENERAL CONCLUSION

## COHORT ANALYSIS

**RETENTION RATE UP TO 6 LIFETIMES RANGES FROM 40% TO 60%, SHARPLY DECREASING BY DAY 7 (FROM 20% TO 40%).**

**DAY 1 RR DECREASES FOR COHORTS ATTRACTED TOWARDS THE END OF THE CAMPAIGN.**

**RR IS USUALLY HIGHER FOR USERS WHO HAVE PERFORMED THE TARGET ACTION.**

**RR FOR PVE PLAYERS IS HIGHER THAN FOR PVP PLAYERS.**

**RR DOES NOT DEPEND ON THE ACQUISITION CHANNEL.**

# GENERAL CONCLUSION

## CONSTRUCTION

THE AVERAGE NUMBER OF EVENTS PER DAY IS 4110.

**CONSTRUCTION HAS BEEN COMPLETED 127957 TIMES, WITH 5817 AT THE FIRST LEVEL AND 1866 PROJECTS IMPLEMENTED.**

ASSEMBLY SHOP AND SPACEPORT ARE BUILT EQUIALLY OFTEN (54494 AND 59325 TIMES).

RESEARCH CENTER HAS BEEN BUILT 14138 TIMES.

ASSEMBLY SHOP IS BUILT EXCLUSIVELY AT THE BEGINNING OF THE GAME (FIRST 7 DAYS).

# ABOUT THE DATA

**WE ANALYZED THE DATA OF 13.576 UNIQUE USERS.**

**THE DATA WERE COLLECTED BETWEEN MAY 4TH AND JUNE 5TH, 2020.**

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**THE TARGET ACTION IS THE USER COMPLETING THE FIRST LEVEL.**

**WE IDENTIFIED TWO GAMING STRATEGIES: PVP AND PVE.**

.....

**THE ADVERTISING CAMPAIGN WAS HELD FROM MAY 4TH TO MAY 10TH.**

**TOTAL FUNDS SPENT: 7.603.58 USD.**

**PROJECTED REVENUE: 8.957 USD.**

# MONETIZATION MODEL

## WHY THIS MODEL?

**THE ONLY PROFITABLE STRATEGY WITH MINIMAL ADVERTISING LOAD.**

**CONSTRUCTION IS THE MOST FREQUENT EVENT IN THE GAME.**

**PRESENT THROUGHOUT THE ENTIRE USER'S GAMING PROCESS.**

**COVERS BOTH PVP AND PVE PLAYER SECTORS.**

**NON-IRRITATING** THE AVERAGE NUMBER OF DISPLAYS PER PLAYER PER DAY IS 1.23.

**GENERATES REVENUE:** THE AVERAGE NUMBER OF DISPLAYS PER PLAYER OVER TIME IS 9.43.

**EXPENSES ARE RECOUPED CONSIDERING THE REDUCED CONSTRUCTION FREQUENCY DUE TO ADVERTISING.**

# HYPOTHESES

**THE SIGNIFICANCE LEVEL ALPHA IS 1%.**

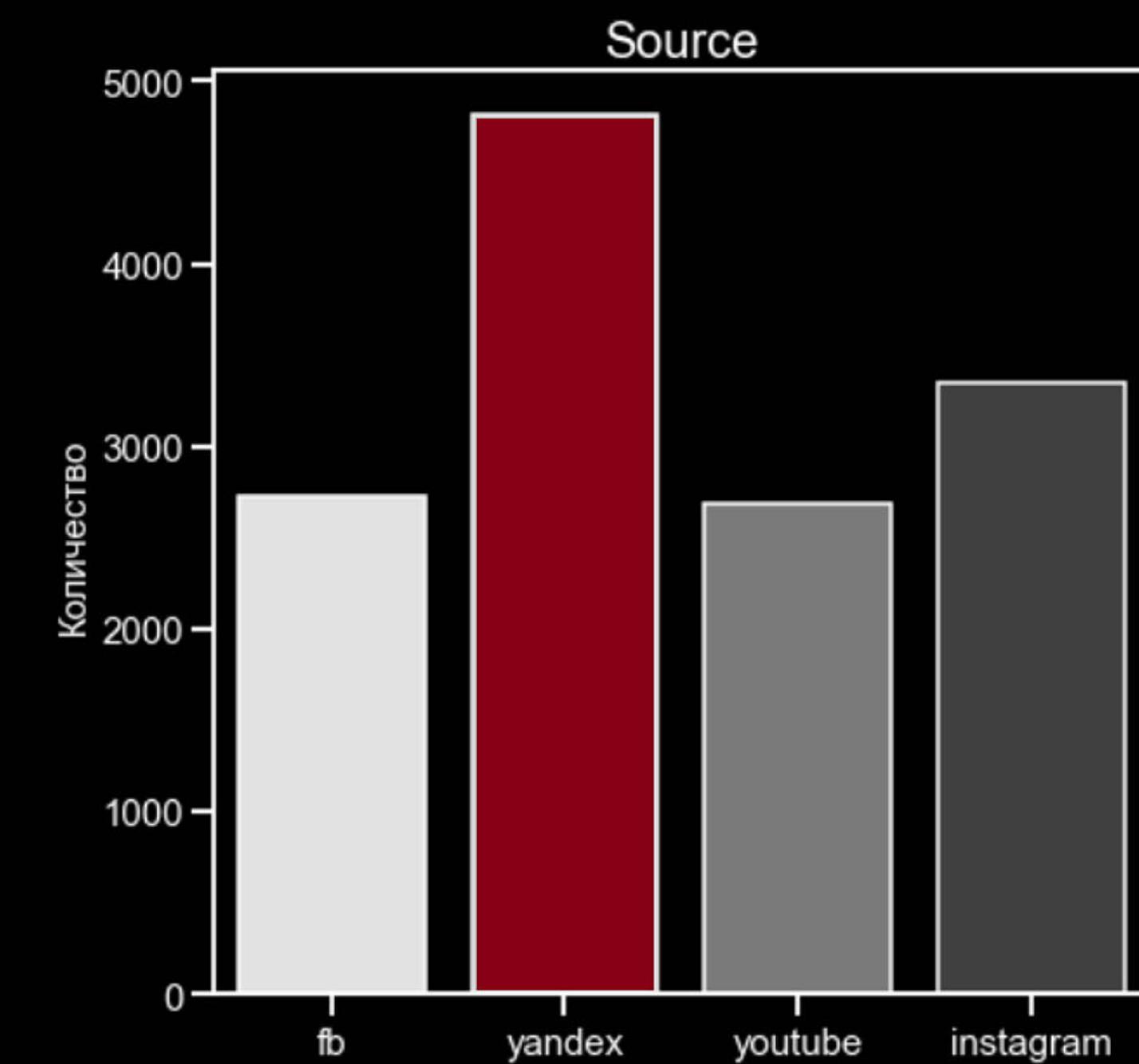
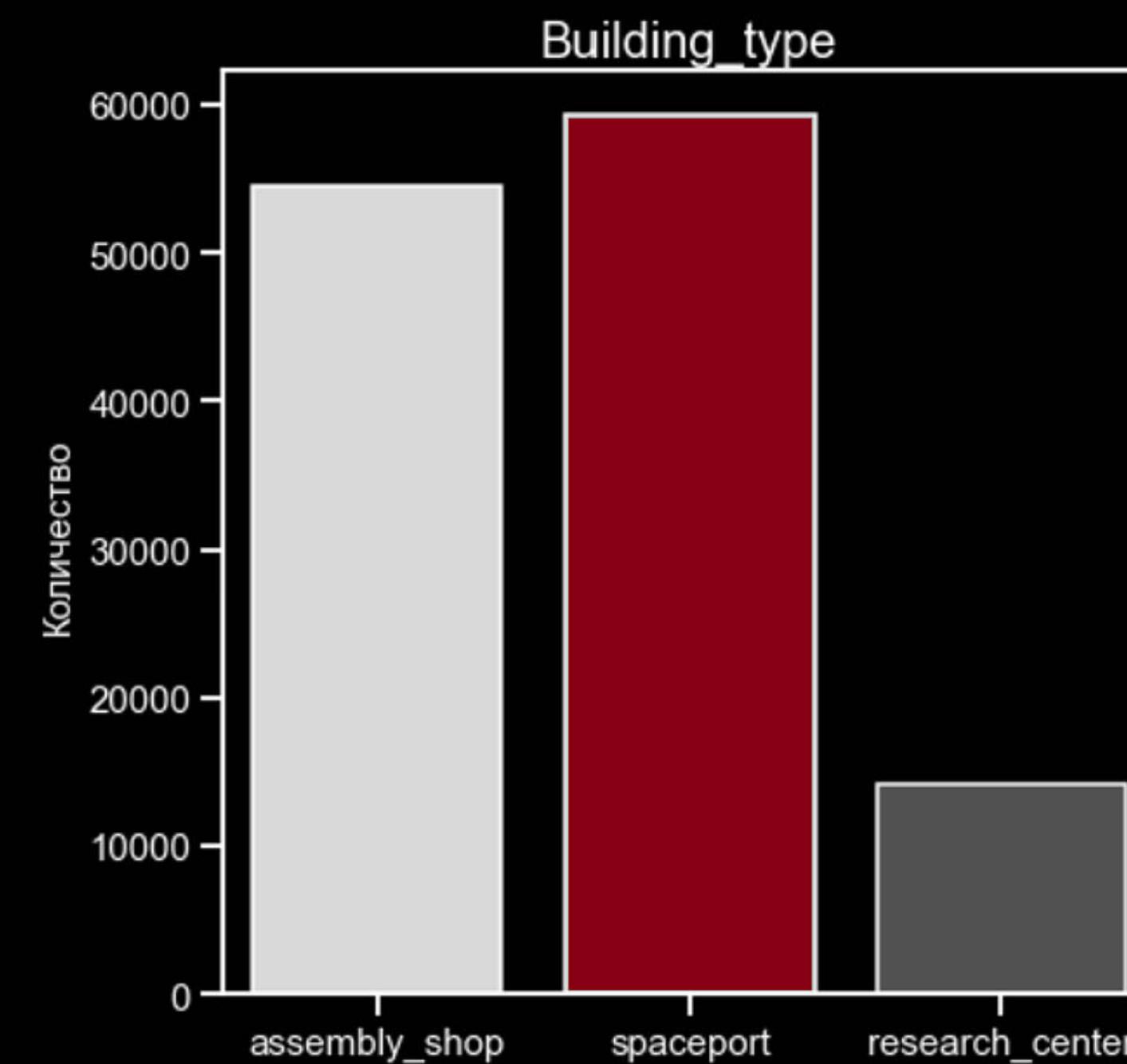
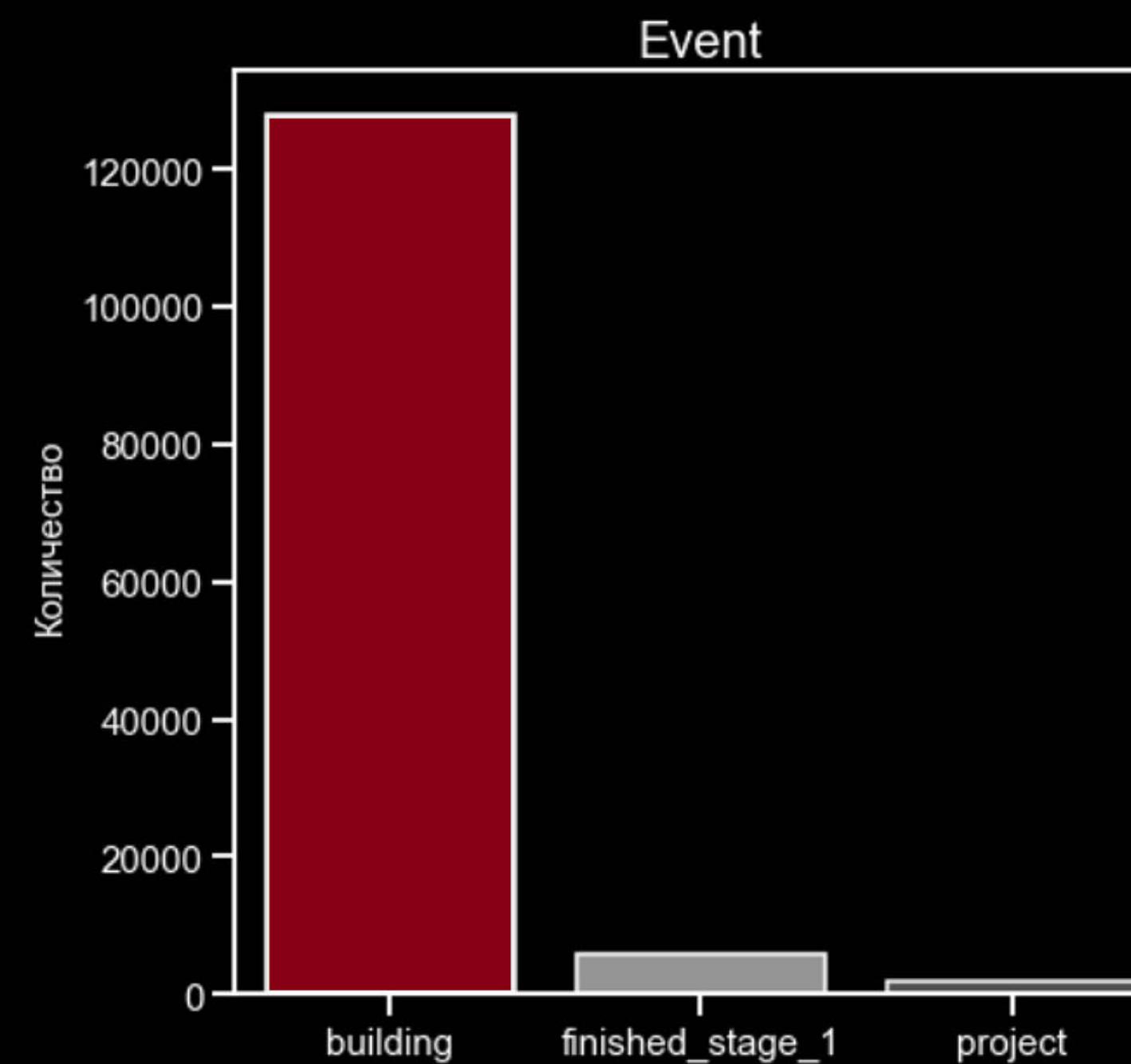
**ACCORDING TO THE TWO-SIDED TEST, THE AVERAGE LEVEL COMPLETION TIME FOR PVP AND PVE USERS IS DIFFERENT. THE MEDIAN ARE 10 AND 13 DAYS, RESPECTIVELY.**

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**THE NUMBER OF CONSTRUCTIONS BY USERS WHO CAME FROM THE INSTAGRAM CHANNEL DOES NOT DIFFER FROM THE NUMBER OF CONSTRUCTIONS BY USERS WHO CAME FROM THE YANDEX CHANNEL. THE MEDIAN COINCIDE 10 CONSTRUCTIONS PER PLAYER.**

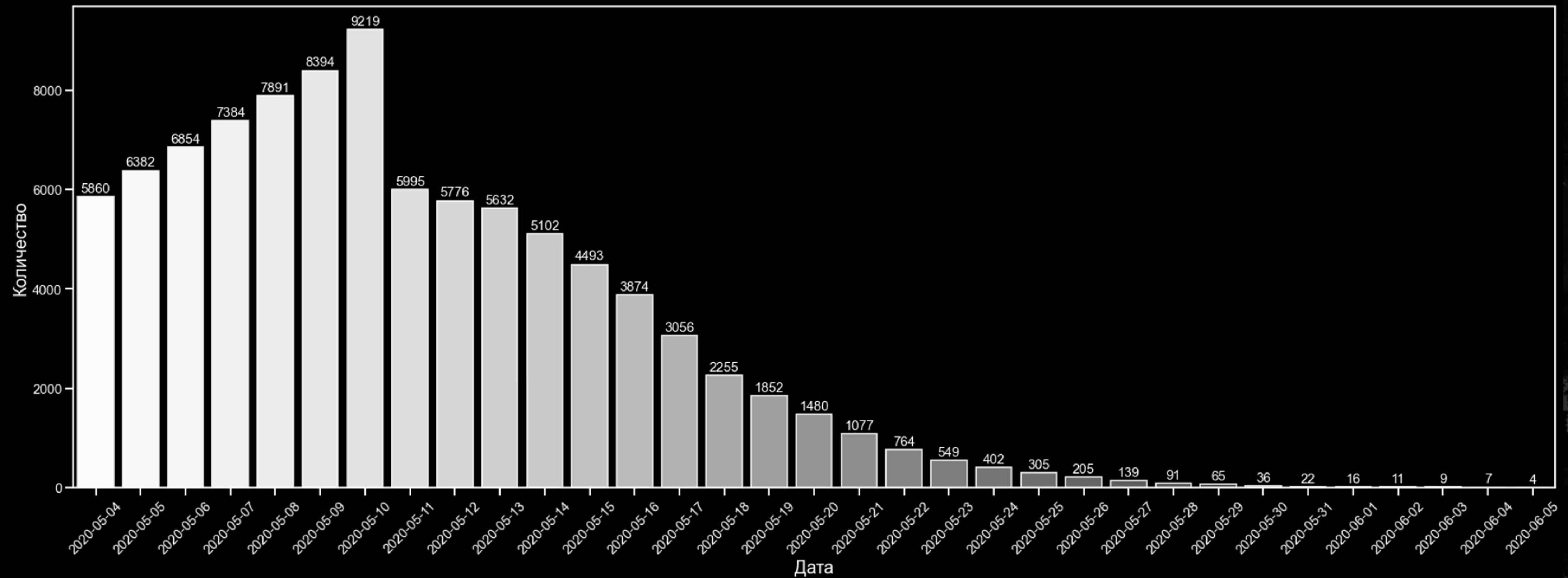
# VISUALIZATIONS

## DISTRIBUTION OF EVENTS, TYPES OF CONSTRUCTIONS, AND ATTRACTED USERS

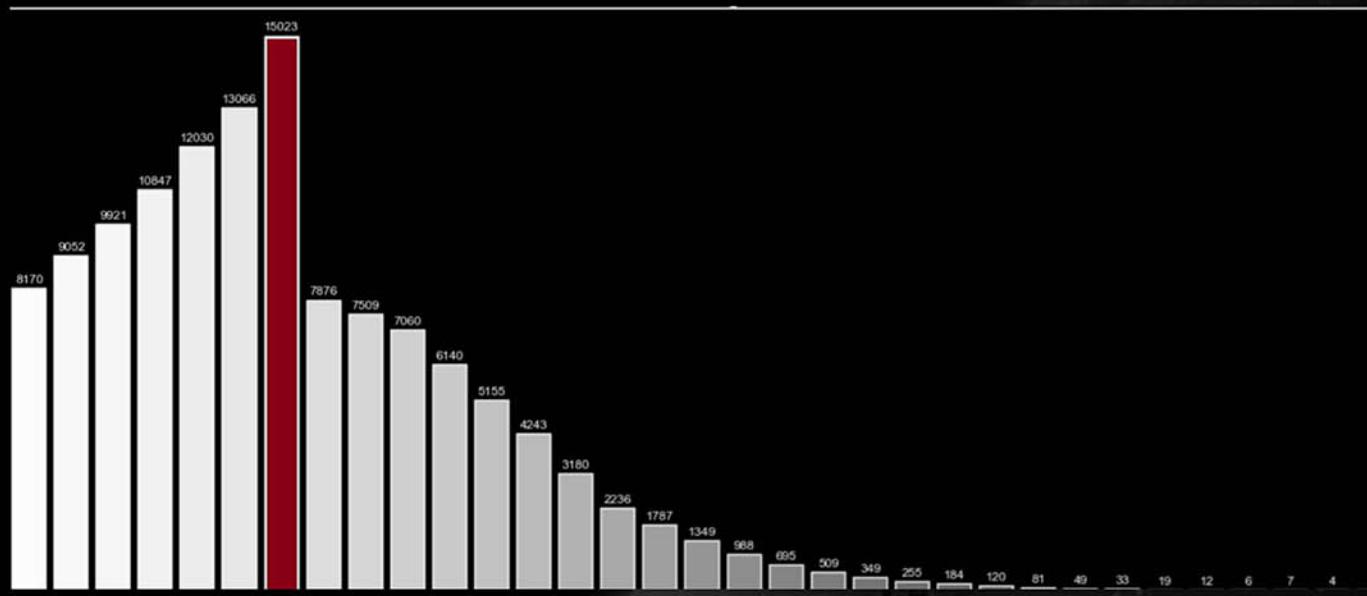


# VISUALIZATIONS

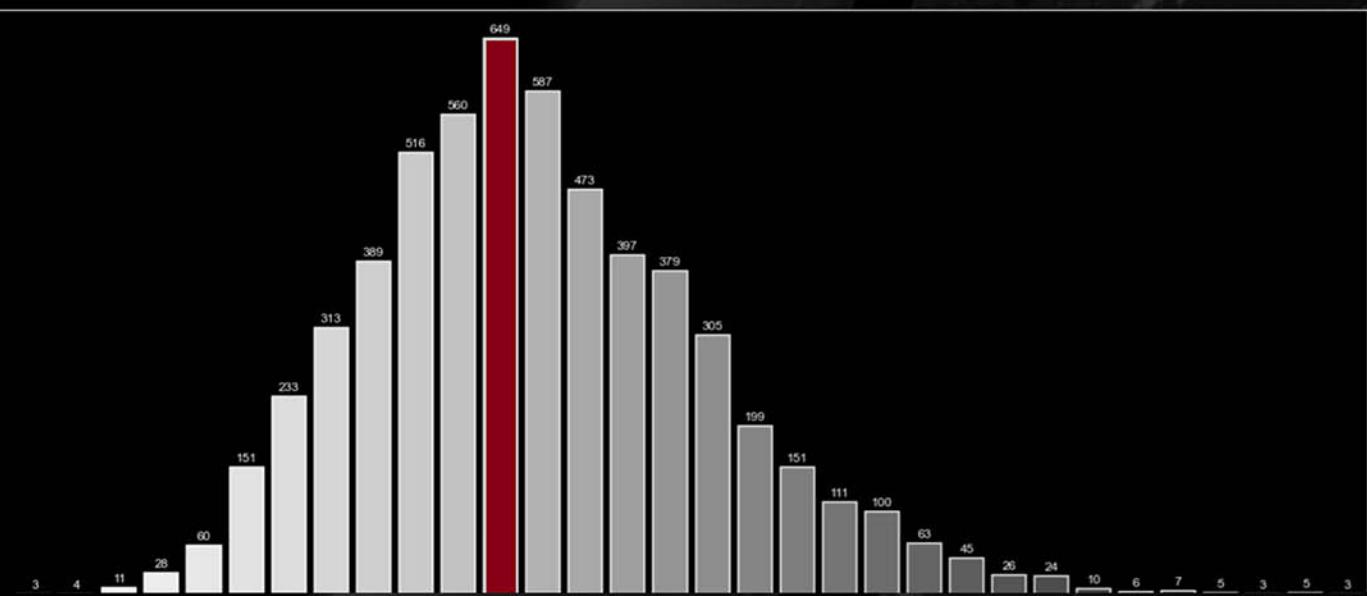
THE NUMBER OF UNIQUE PLATFORM USERS FROM MAY 4TH. 2020 TO JUNE 5TH. 2020.



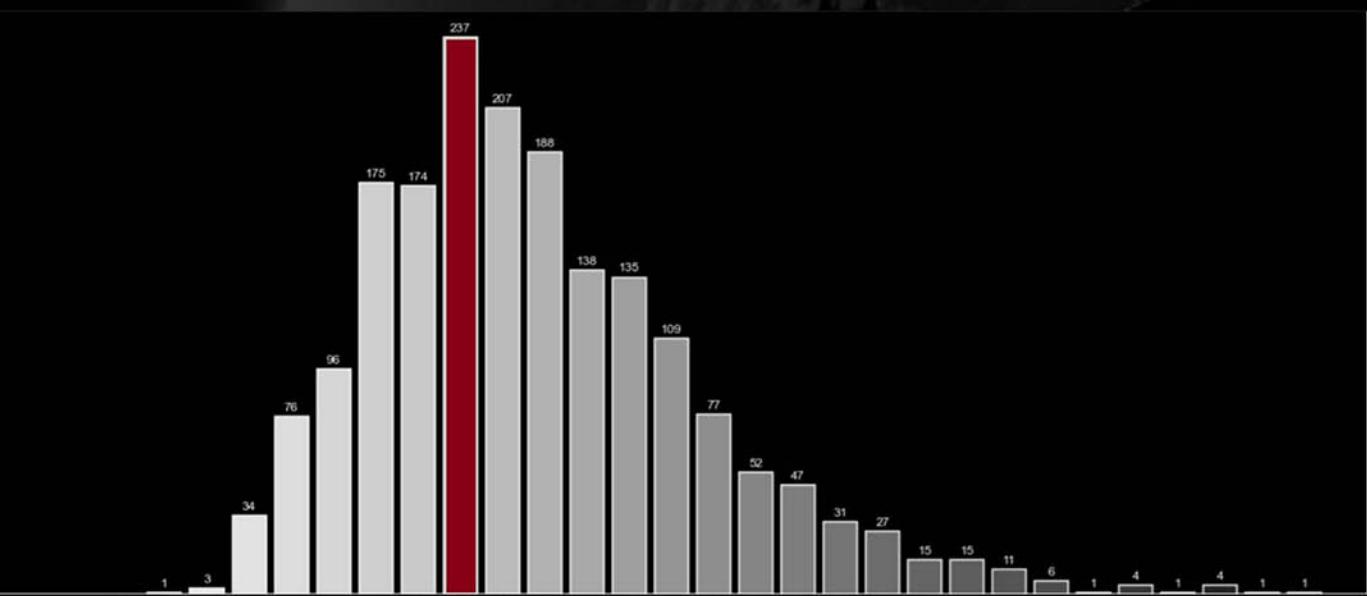
# VISUALIZATIONS



- **construction dynamics (maximum 15023);**



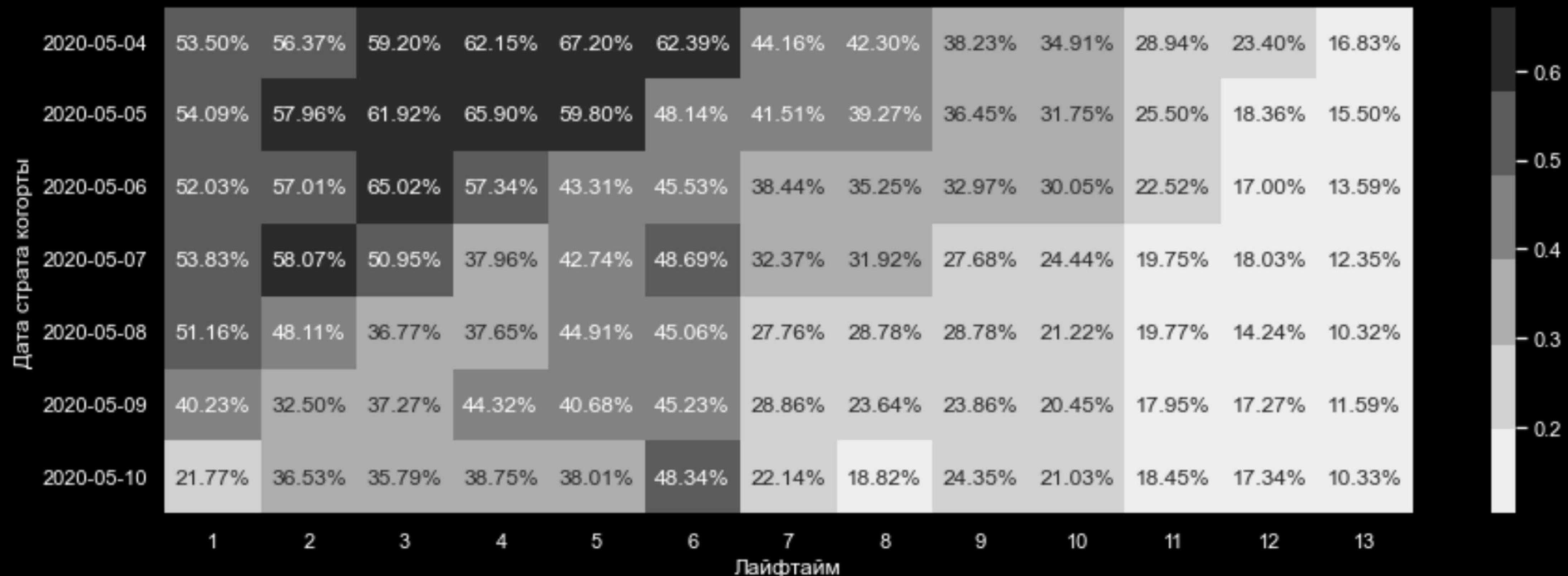
- **target action dynamics (maximum 649);**



- **project dynamics (maximum 237);**

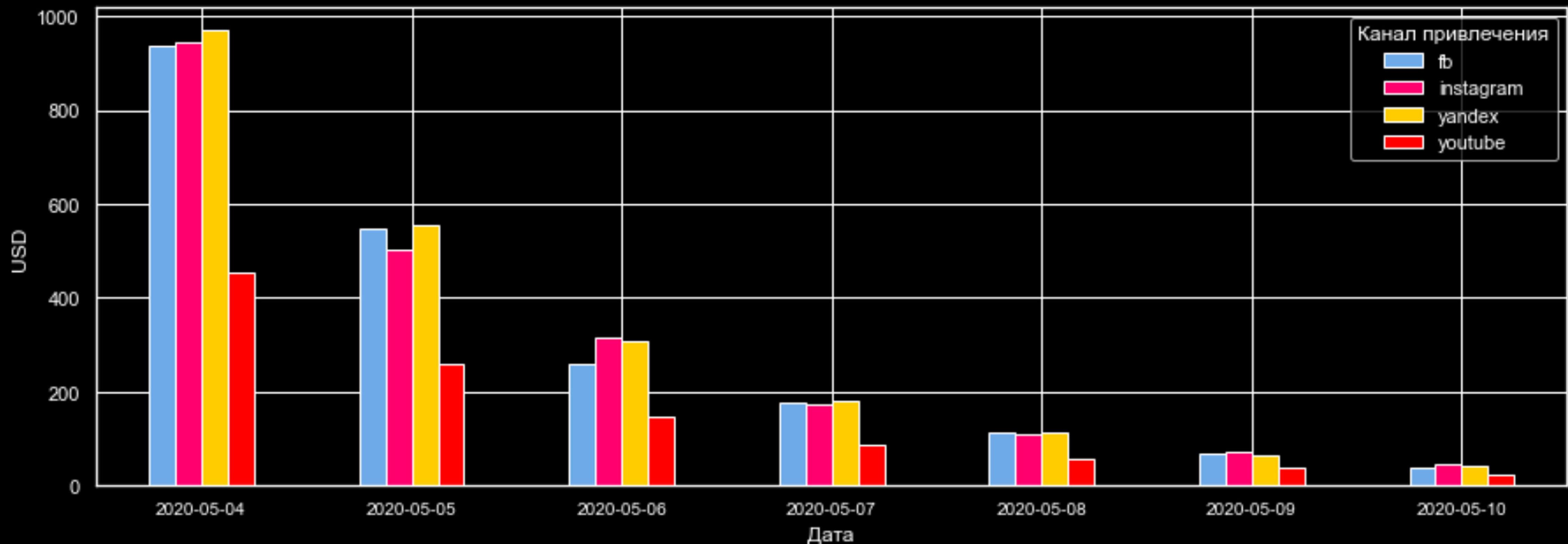
# VISUALIZATIONS

## RETENTION RATE



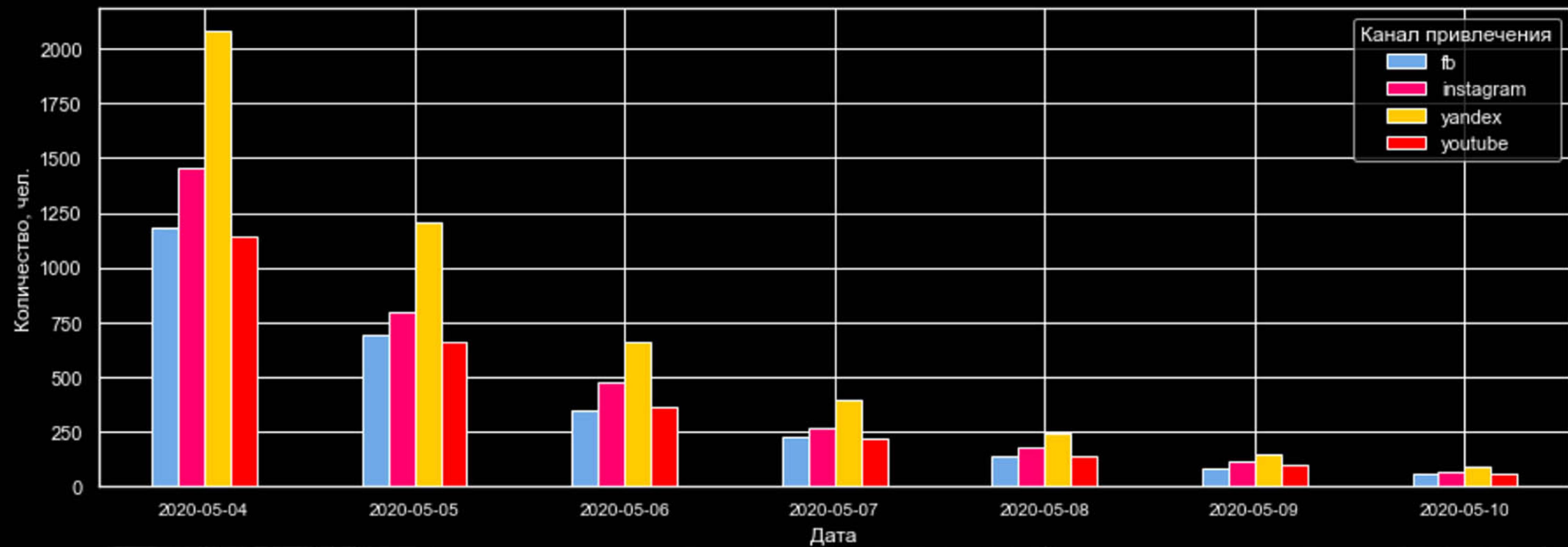
# VISUALIZATIONS

## DYNAMICS OF ADVERTISING EXPENSES BY THE ACQUISITION CHANNEL



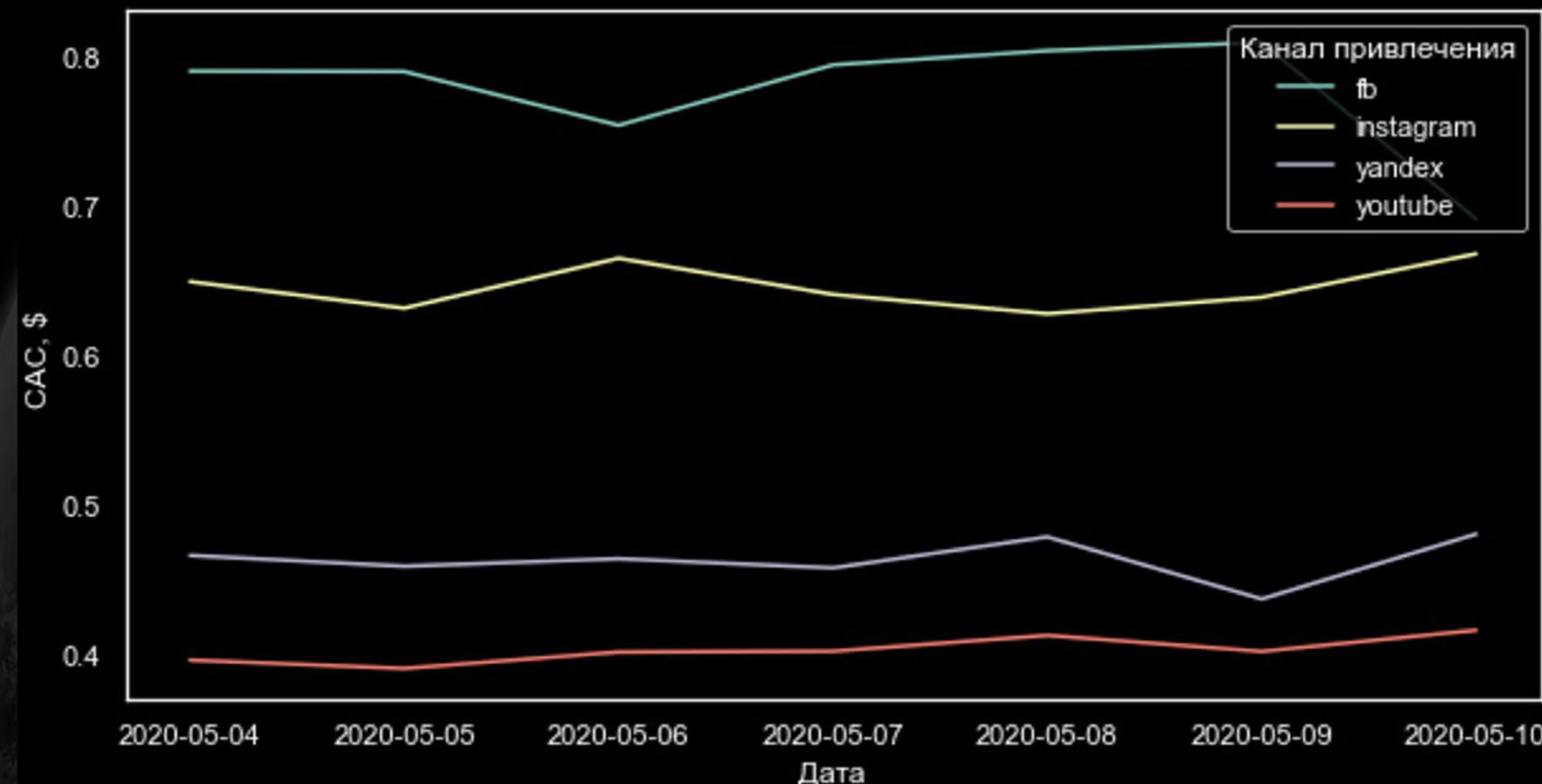
# VISUALIZATIONS

## NUMBER OF ATTRACTED USERS BY SOURCE



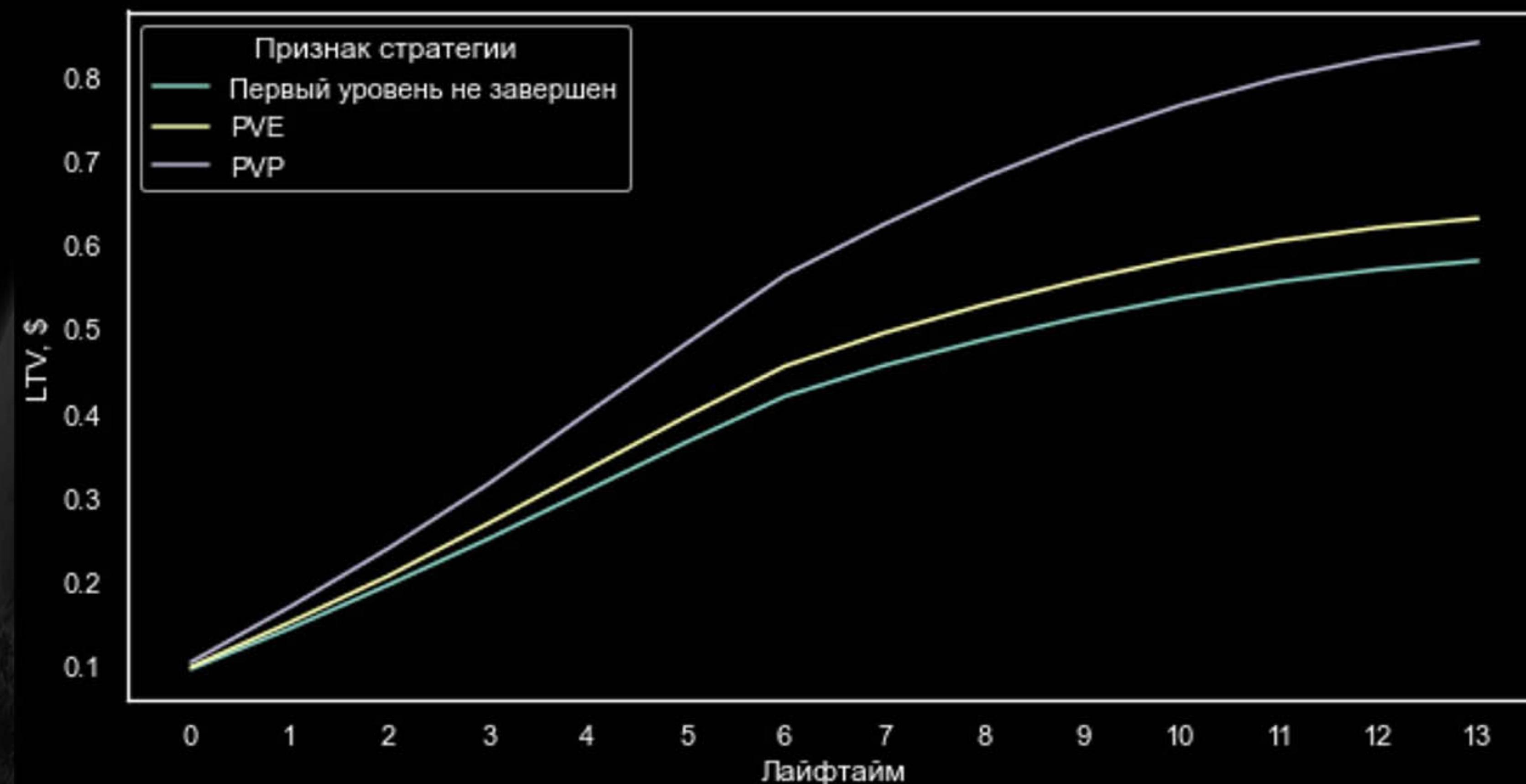
# VISUALIZATIONS

## CAC DYNAMICS (BY ACQUISITION CHANNEL)



# VISUALIZATIONS

## LTV DYNAMICS BY TARGET ACTION AND STRATEGY FEATURE



# VISUALIZATIONS

## ROI DYNAMICS BY ACQUISITION CHANNEL

