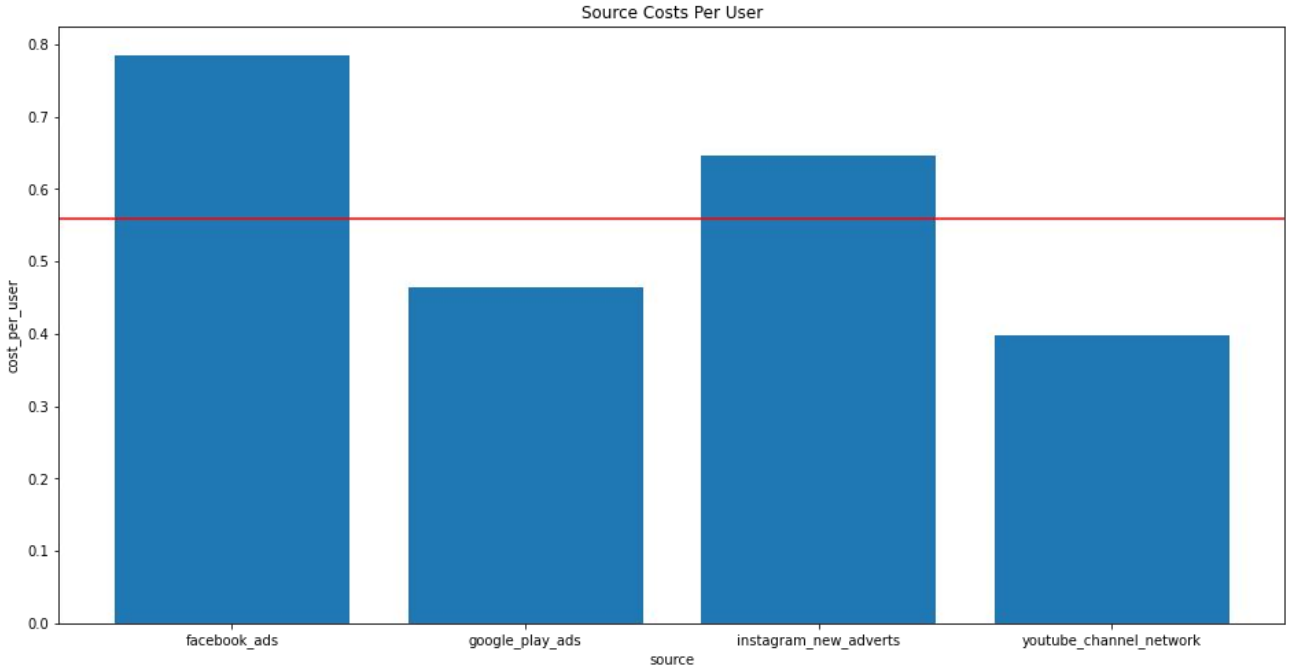
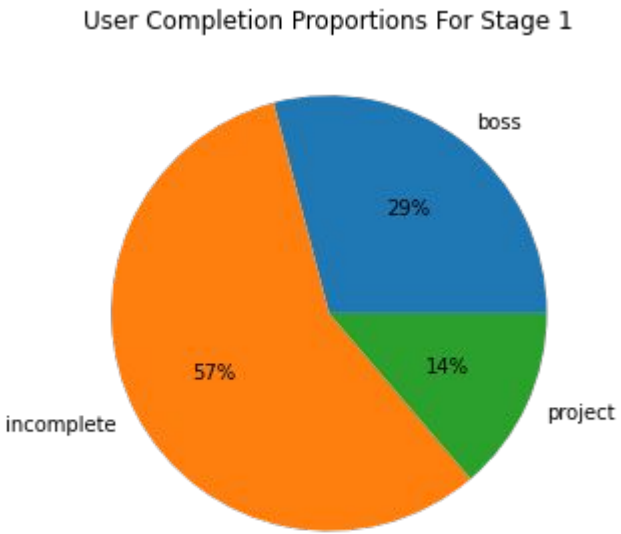
Games: Creating a Monetization Model

Part 1: Costs per User



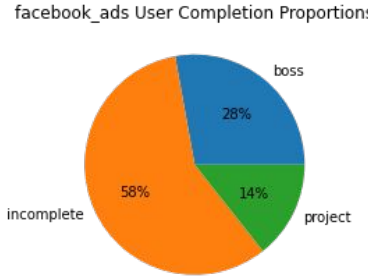
- New users were gained from these four ad sources
- The red line indicates overall average cost per user
- facebook is the most expensive source, while youtube is the least expensive

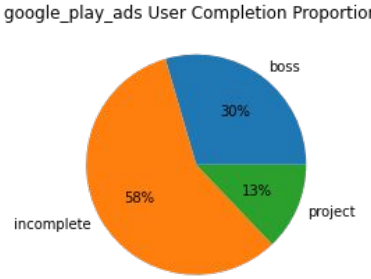
Part 2: Proportions of Users Who Completed Stage 1

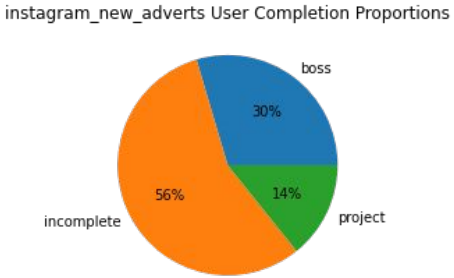


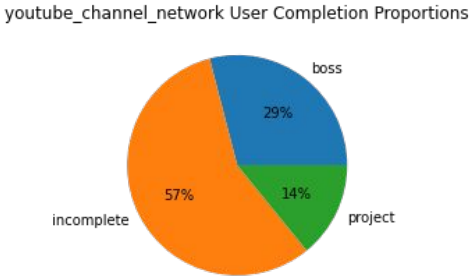
- The dataset represents users over a 33 day period and only includes data for stage 1 of the game app
- 43% of users completed stage 1
- 29% of users completed stage 1 via “defeating the boss” route
- 14% of users completed stage 1 via “building the project” route

Part 2: Proportions of Users Who Completed Stage 1



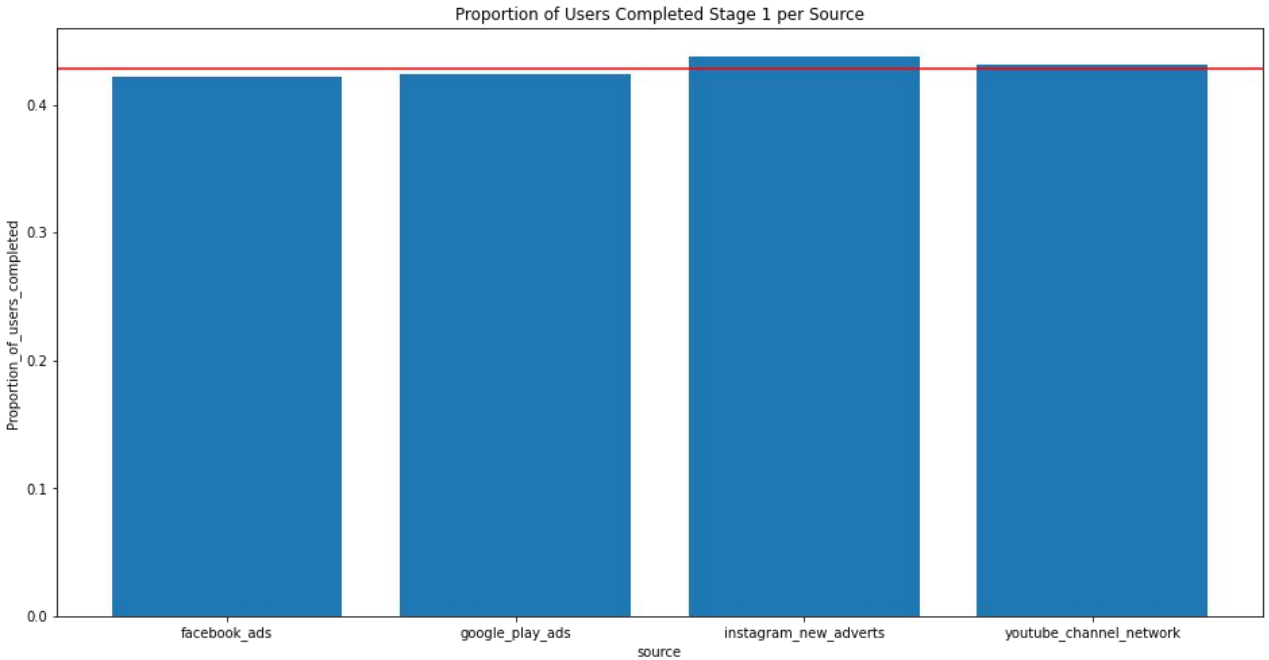






Proportions are relatively consistent across sources.

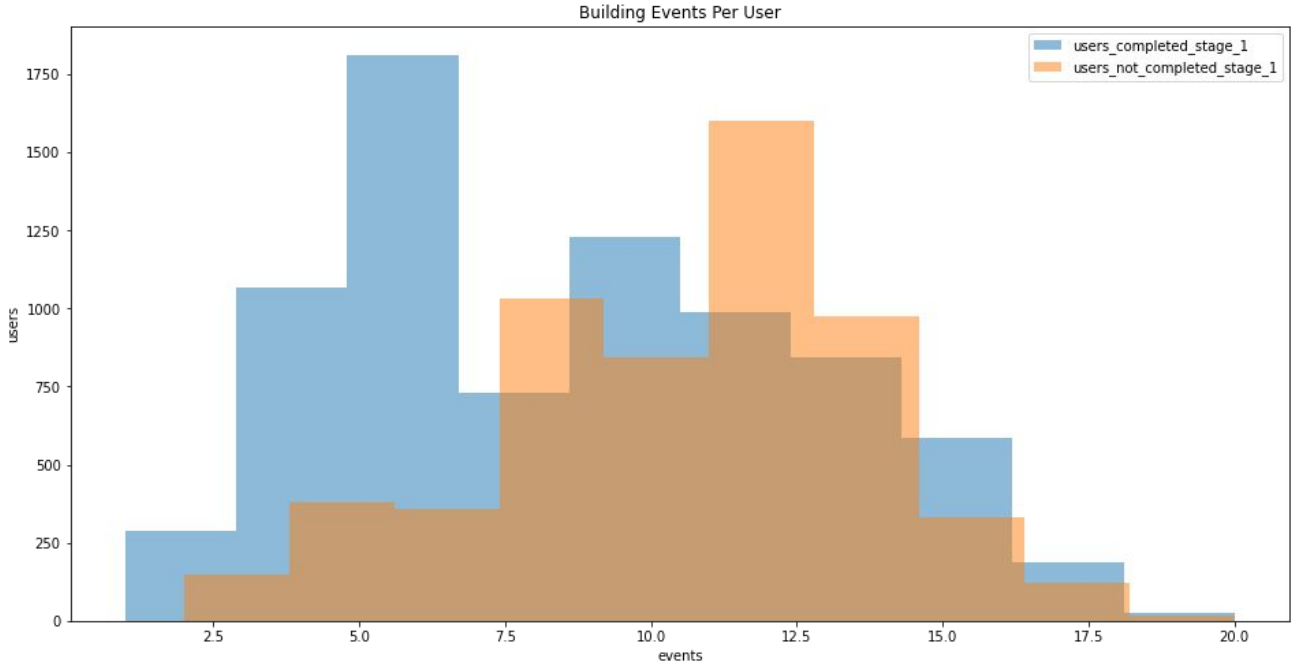
Part 2: Proportions of Users Who Completed Stage 1



For proportions of users who completed stage 1:

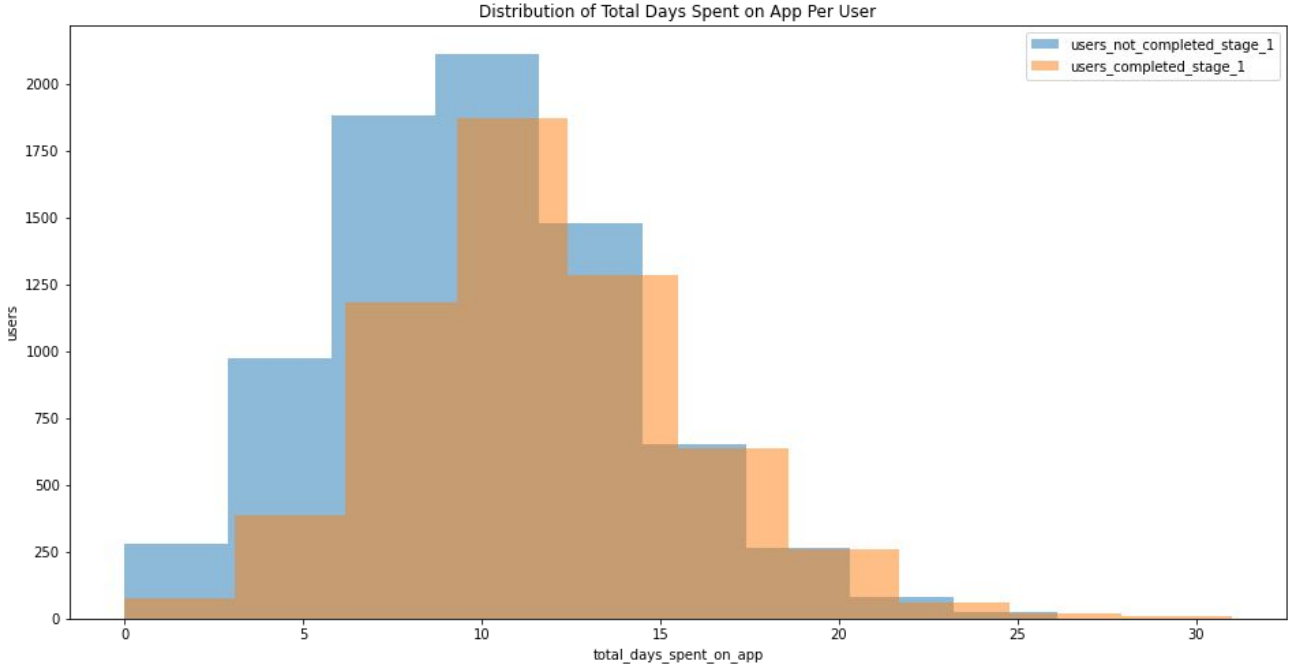
- Facebook performed the poorest
- Youtube performed above average
- Instagram per formed the best

Part 3: Performance of Users Who Completed Stage 1



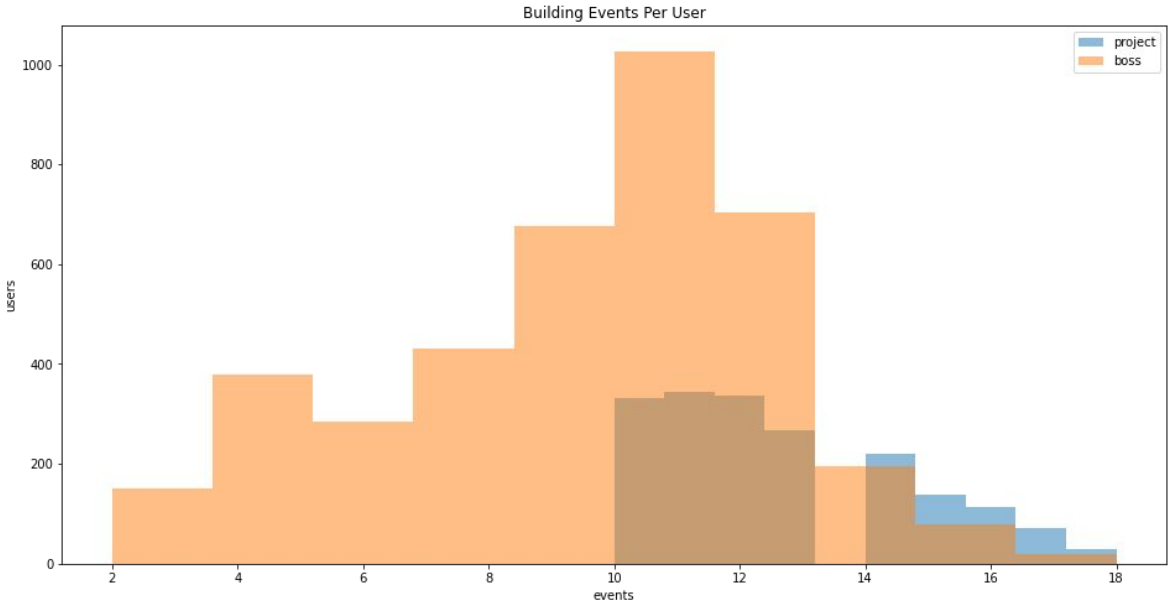
Users who completed stage 1 encountered more events than users who did not.

Part 3: Performance of Users Who Completed Stage 1



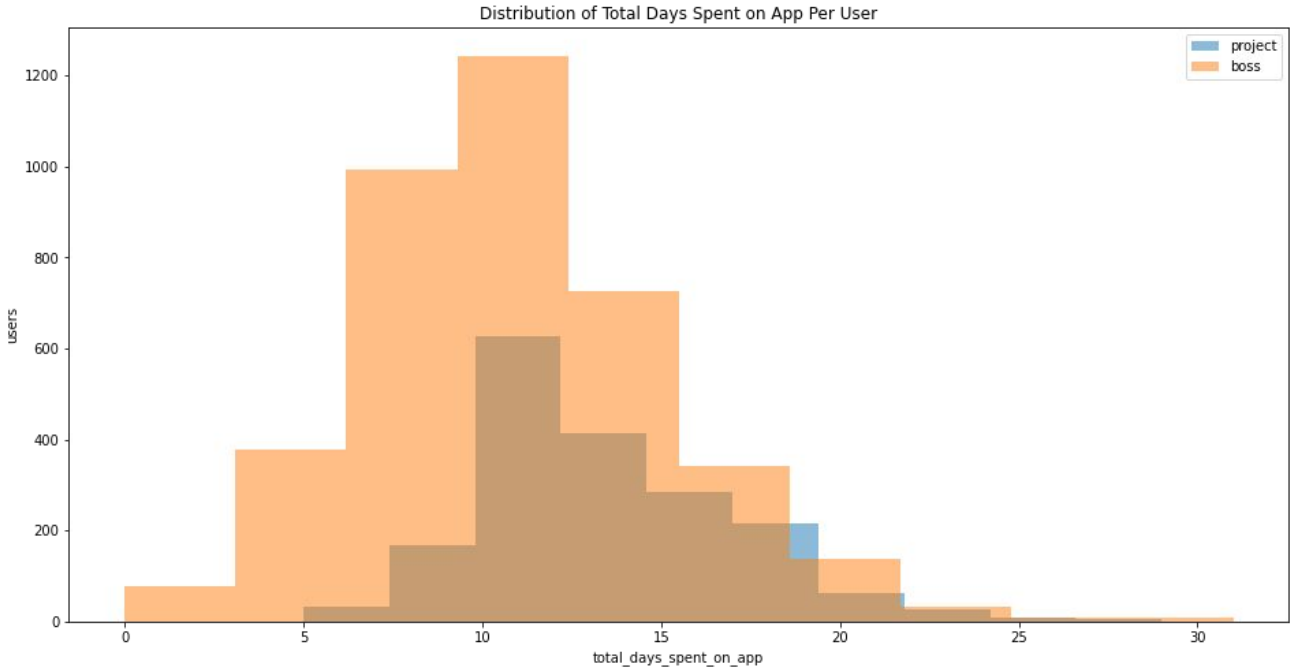
Users who completed stage 1 spent more days on the app than users who did not

Part 4: Performance of Users Between Project and Boss Groups



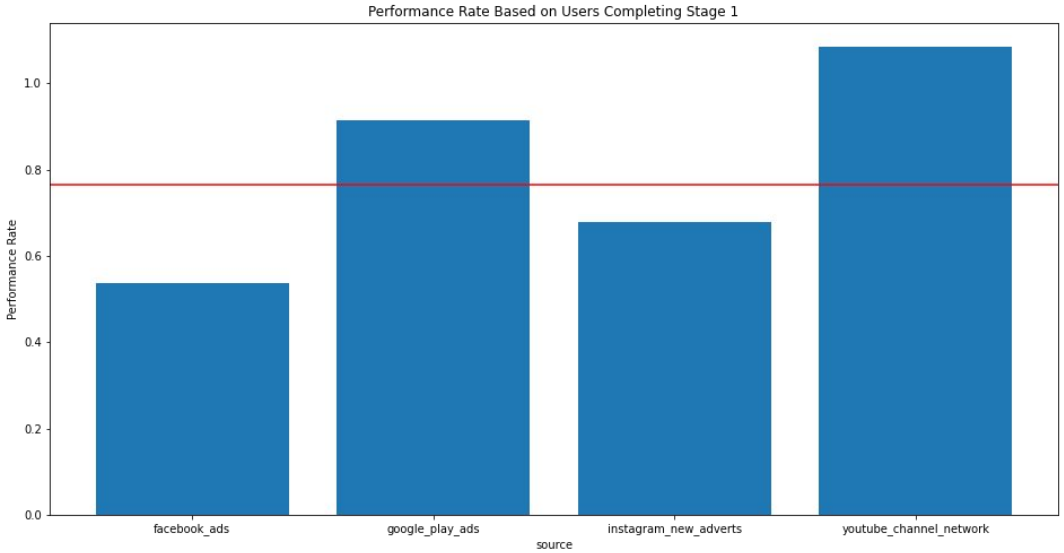
- Users who completed stage 1 via the project route encountered a minimum of (10) building events
- Users who completed stage 1 via the boss route peak at (10) building events with a minimum of (2)
- (Building events are where users are expected to encounter in-game advertisements.)

Part 4: Performance of Users Between Project and Boss Groups



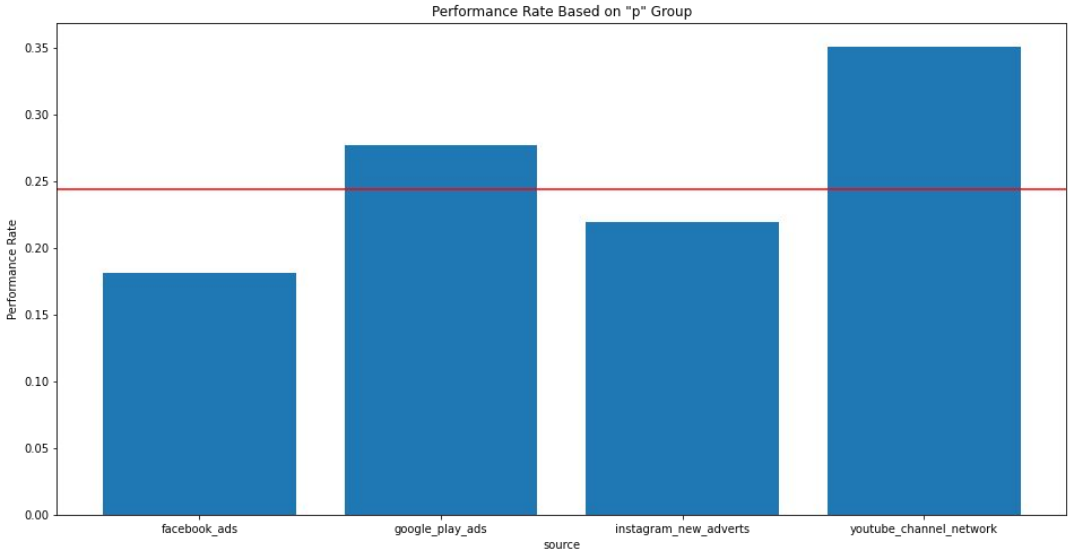
- “Project” users spend more days than “Boss” users on the app
- This difference was shown to be statistically significant when subjected to null hypothesis testing

Part 4: Performance Rates Across Sources



When factoring the cost per user along with each source's performance in users completing stage 1; Youtube was the leading performer, and Facebook performed the poorest.

Part 4: Performance Rates Across Sources



When factoring the cost per user along with each source's performance in "Project" user group; Youtube was the leading performer, and Facebook performed the poorest.

Part 5: Summary

- The more users encounter the building events, the more likely they are to interact with in-game advertisements
- Users who complete the first stage of the game are more likely to have encountered the building events and spend more days on the app
- Among the groups "p" and "b", "p" group is the better performer in terms of the number of building events they encounter and the number of days they spend on the app
- Among the "Project" and "Boss" users, "Project" users are better performers in terms of the number of building events they encounter and the number of days they spend on the app

Part 6: Recommendations

- Decisions on advertising should be based on the performance rates presented in the bar charts above, with Youtube receiving the most funding and Facebook receiving the least
- The app game should be adjusted to encourage more users to pursue the project route to completing stage 1. This will facilitate more add interaction and more days spent on the app.