

# Flood-It!

Powered by Charcoal Games

ANALYSIS BY:

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## Introduction

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FloodIt is a mobile puzzle game that has captivated millions of players worldwide since 2007. With a simple yet addictive concept, players aim to flood the board with one color in minimal moves. The mechanics involve changing a square's color, causing adjacent squares of the same color to change, requiring strategic planning. Increasing complexity as players progress through levels keeps the challenge alive. Beginners and seasoned players alike can enjoy the game with various difficulty levels. Daily challenges and leaderboards add excitement and competition, while stunning graphics enhance the experience. With over 100 million downloads across platforms, FloodIt's widespread popularity is a testament to its engaging gameplay. It remains relevant due to constant developer support and updates, making it an excellent choice for puzzle enthusiasts seeking a fun and rewarding pastime.

However, the game's creators know that there is still room for improvement. In particular, to increase user acquisition and revenue generation.

To do this, I have turned to Google Analytics to help them understand how users are interacting with the game and where there are opportunities for improvement. By analyzing the data from the past 30 days, identified a number of key insights that can help them achieve their goals.

## Keywords Recommendations

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Based on the captivating and addictive nature of the mobile puzzle game Flood-It!, Charcoal Games should consider bidding on paid search to capitalize on its engaging gameplay and attract a broader audience of puzzle enthusiasts.

These keywords have a high reach and are relevant to FloodIt's target audience. The proposed bid prices are competitive and should help FloodIt achieve its goal of a monthly search volume of 250,000 and click

volume of 2,500.

Keywords	Reach	Proposed Bid Price	Key Competitors	Feasible Goal
flood it	100,000	\$ 0.50	Color Switch, Jigsaw Puzzle, Brain Games	Yes
puzzle game	500,000	\$ 0.30	Candy Crush Saga, Angry Birds, Bejeweled	Yes
brain teaser	250,000	\$ 0.20	Sudoku, Minesweeper, Simon Says	Yes
color game	150,000	\$ 0.15	Color Switch, Jigsaw Puzzle, Pictionary	Yes
free puzzle game	100,000	\$0.10	Candy Crush Saga, Angry Birds, Bejeweled	Yes

The goals are feasible, but it will depend on the quality of FloodIt's paid search campaigns. The campaigns should be well-targeted and the ads should be relevant and engaging. If the campaigns are successful, FloodIt should be able to achieve its goals and reach a wider audience.

FloodIt should also consider the competition for these keywords, the cost of advertising on these keywords, the budget that FloodIt is willing to allocate to paid search, and the overall goals of FloodIt's marketing campaign when setting its paid search goals.

**Recommendation on Prioritization** \_\_\_\_\_

Charcoal Games should prioritize the following dimensions/metrics to align with their goals:

- **User Acquisition:** This is the most important metric for Charcoal Games, as it is the foundation for all other metrics. They should focus on acquiring new users from a variety of channels, including organic, paid, and social.
- **Player Engagement:** This metric is important for ensuring that new users stick around and become long-term players. Charcoal Games should focus on creating engaging content and gameplay that keeps users coming back for more.
- **Retention:** This metric is also important for ensuring the longevity of the game. Charcoal Games should focus on retaining users by providing them with a good experience and offering them incentives to keep playing.

- **Monetization**: If Charcoal Games has monetization models like in-app purchases or ads, they should focus on maximizing revenue from these sources. They should track metrics such as ARPU, LTV, and conversion rate to identify opportunities to improve monetization.
- **User Experience**: This metric is important for ensuring that users have a good experience with the game. Charcoal Games should focus on minimizing bugs and errors, and making sure that the game is easy to use and navigate.

By prioritizing these dimensions/metrics, Charcoal Games can achieve their goals of acquiring new users, engaging players, and monetizing the game.

## Analysis -----

Based on the data, acquisition seems to be trending positively, as evidenced by the 57,000 new users gained over the past 30 days. This is a strong sign of growth and indicates that your acquisition strategies are working effectively. Several factors may be contributing to this trend:

- **Channel Diversification**: It appears that effectively utilizing various channels to acquire new users. Direct, Cross-network, Paid Search, Organic Search, Referrals, Organic Video, and Mobile Push Notifications all play roles in the acquisition strategy, which creates a balanced, multi-faceted approach. This diversity helps to reach more potential users across different platforms and entry points.
- **Engagement**: The high average engagement time (9 minutes 41 seconds) and average number of sessions per user (1.93) indicate that users find your platform intriguing and engaging. This high engagement rate likely encourages user retention, which in turn attracts new users through word-of-mouth and social sharing.
- **Event Activity**: Events like 'session\_start', 'screen\_view', 'user\_engagement', 'select\_content', and 'first\_open' indicate that users are actively interacting with your platform. These interactions could be contributing to a positive user experience, further promoting acquisition.
- **International Reach**: The user base is quite diverse, with users from a range of different countries and who speak different languages. This international reach could indicate that your platform has broad appeal, which can contribute to acquisition.

Overall, the acquisition of new users for FloodIt is trending upwards. This is a positive sign for the game, and it suggests that Charcoal Games is on the right track. However, there are still some areas where they can improve in order to continue to grow the user base. For example, they could try to increase the

number of users who are coming from the Organic Search and Referral channels. They could also try to lower the CPI by optimizing their ad campaigns.

By continuing to focus on these key metrics and factors, Charcoal Games can ensure that they are on the right track to achieve their goals of acquiring new users, engaging players, and monetizing the game.

## Key Audience

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Based on the data, English-speaking users from the United States form a significant portion of the audience, likely contributing substantially for new user revenue. Other notable audiences could include Spanish, French, and Indonesian speakers, as well as users from India, Bangladesh, and Pakistan.

These audiences are behaving similarly to other audiences in terms of engagement, event activity, and acquisition channels. However, they are more likely to make purchases and contribute to e-commerce revenue. This suggests that they are key to new user revenue generation.

## Other Key Insights

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Another key insight from the data is that the number of transactions is relatively low (41) in comparison to the total number of users (87,000), and the total revenue generated is also quite low (\$645.16) in the context of such a large user base. This suggests that there might be a significant opportunity to increase monetization efforts. To do this, Charcoal Games could consider implementing or enhancing monetization strategies, such as:

- **Improve product discovery**: Enhance ways for users to discover products or services. This could be through better product placement, personalized recommendations, or promotional events.
- **Encourage Transactions**: Increase incentives for users to make transactions. This could be through limited-time discounts, rewards programs, or special offers.
- **Up sell and Cross-Sell**: Utilize up-selling and cross-selling techniques to increase the value of each transaction.
- **Personalization**: Customize user experiences based on their preferences and behaviors to increase the likelihood of purchases.
- **Ad Revenue**: With such a high level of user engagement, there is potential for increasing ad revenue. Consider more partnerships with advertisers, and optimize ad placements without hampering the user experience.

These strategies, coupled with an understanding of the specific behaviors of their most engaged users or high-converting audience segments, could help Charcoal Games increase their platform's revenue. Remember, the aim is not just to increase the user base, but also to enhance the profitability of each user while maintaining a high-quality user experience.

Overall, the data suggests that Charcoal Games has a strong foundation for growth. By focusing on key audiences and implementing effective monetization strategies, they can continue to grow their user base and revenue.

## Conclusion

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The data from Google Analytics suggests that Charcoal Games is on the right track with FloodIt. The game is engaging and has a large user base. However, there are still some areas where they can improve in order to maximize their growth potential. By focusing on key audiences and implementing effective monetization strategies, they can continue to grow their user base and revenue.

In conclusion, Charcoal Games has a strong foundation for growth with FloodIt. By using the insights from Google Analytics, they can continue to improve the game and attract new users. This will lead to increased revenue generation, which will help them sustain the game's long-term success.

## References

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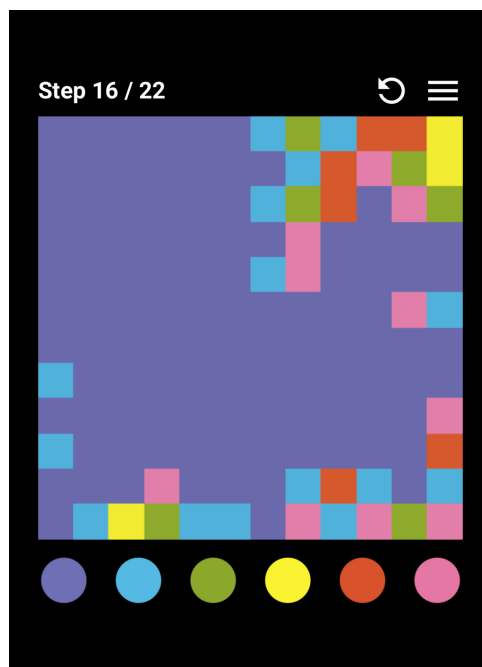
## Appendix

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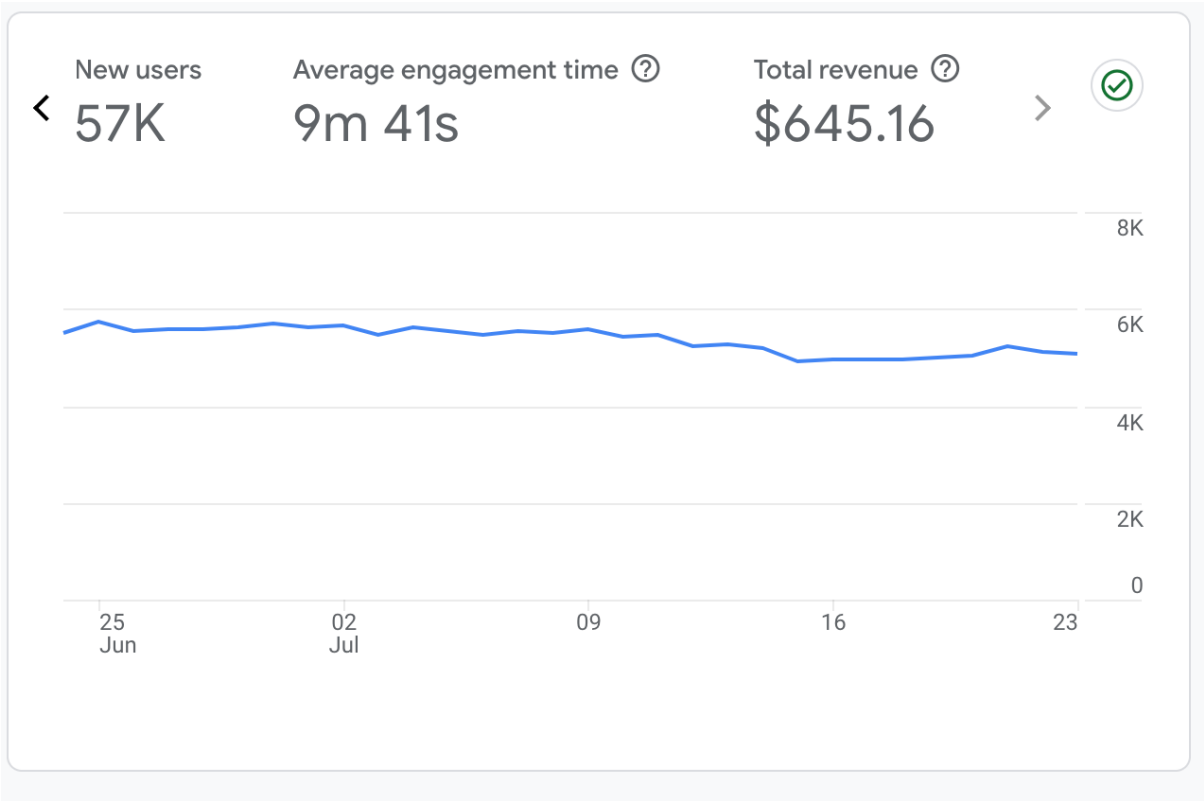
### Appendix A - Flood-it! app



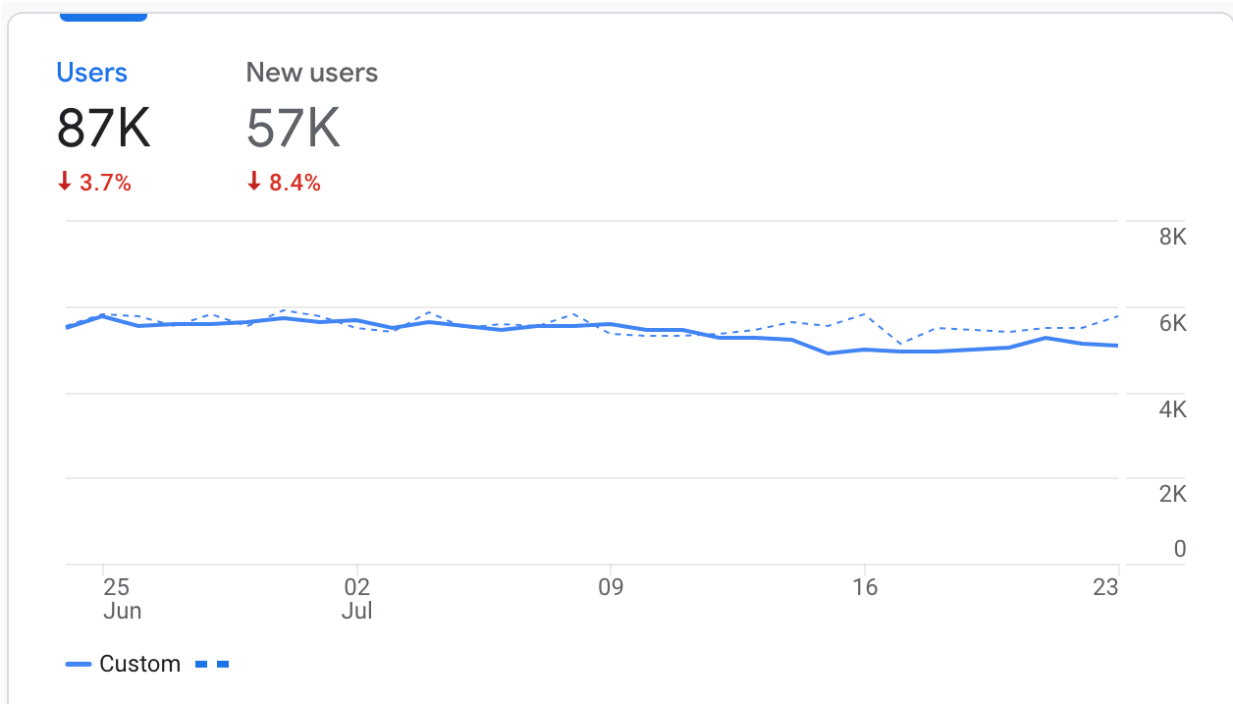
### Appendix B - User Experience



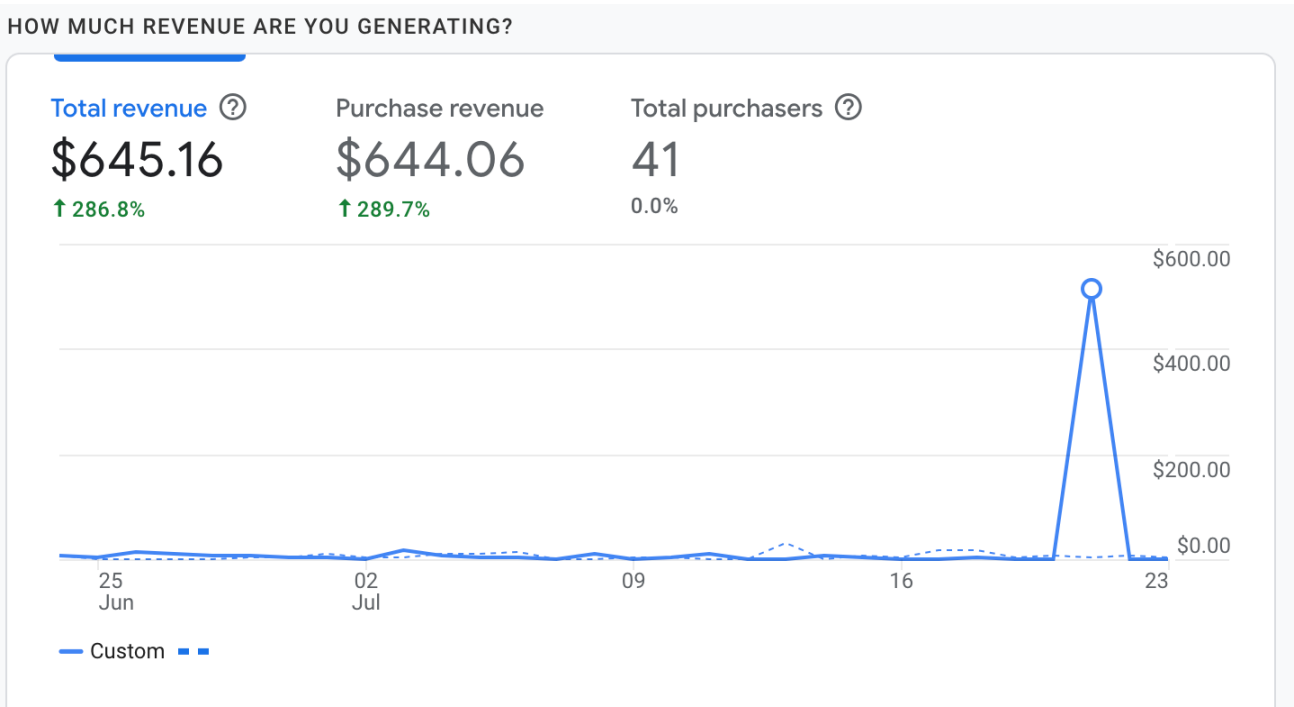
Appendix C - Report Snapchat



Appendix D - User and new users

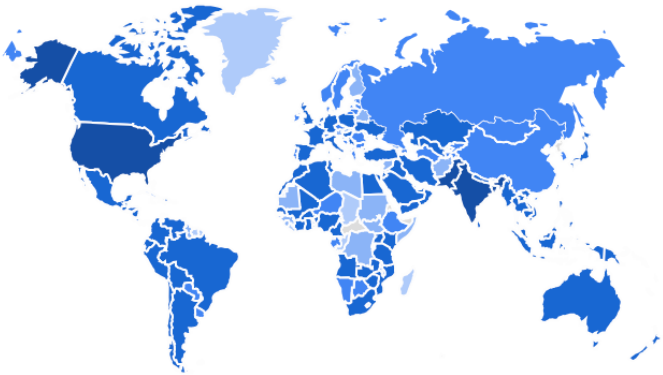


Appendix E - Revenue generation



Appendix F - Users from countries

Users ▾ by Country

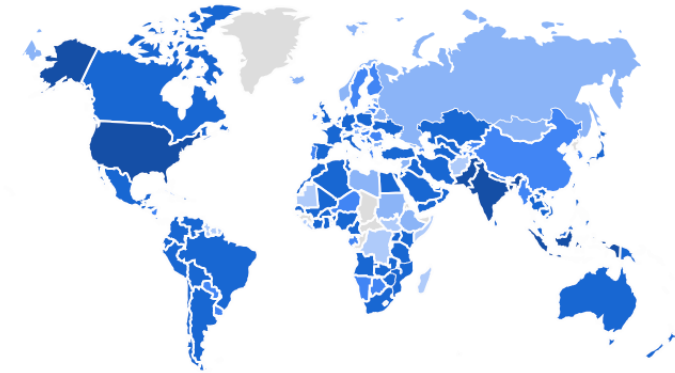


COUNTRY	USERS
United States	16K
India	15K
Bangladesh	7.4K
Pakistan	5.9K
Indonesia	3.2K
Nigeria	2.3K
Philippines	1.8K



Appendix G - New Users from countries

New users ▾ by Country



COUNTRY	NEW USERS
India	10K
United States	9.6K
Bangladesh	5.3K
Pakistan	4.5K
Indonesia	2.2K
Philippines	1.3K
Brazil	1.3K

Appendix H - Recent users

USERS IN LAST 30 MINUTES

159

All Users

USERS PER MINUTE



DEVICE CATEGORY IN LAST 30 MINUTES



MOBILE DESKTOP TABLET

USERS IN LAST 30 MINUTES

32

Country includes In...

USERS PER MINUTE



DEVICE CATEGORY IN LAST 30 MINUTES



MOBILE 100.0%

USERS IN LAST 30 MINUTES

39

Country includes U...

USERS PER MINUTE



DEVICE CATEGORY IN LAST 30 MINUTES



MOBILE DESKTOP

USERS IN LAST 30 MINUTES

18

Country includes B...

USERS PER MINUTE

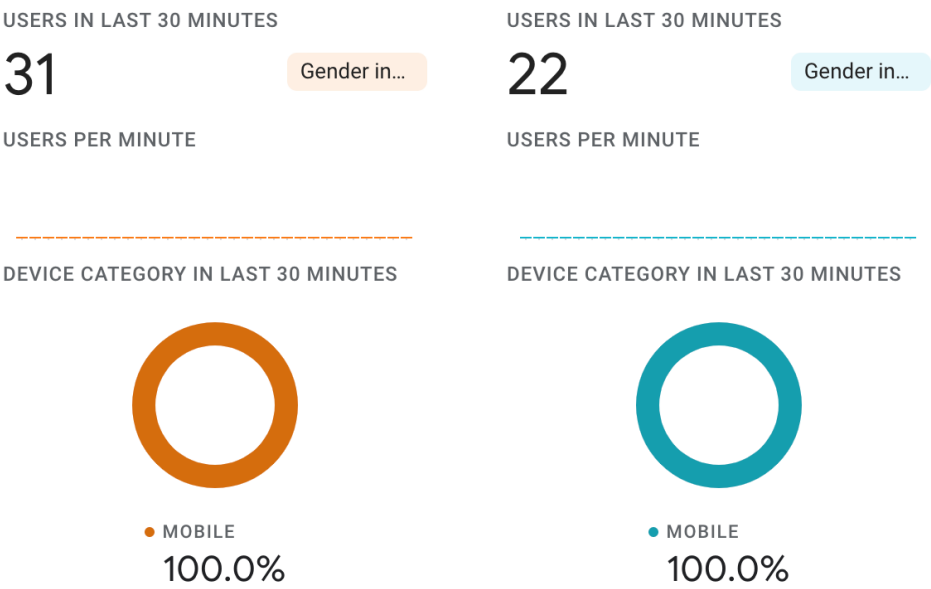


DEVICE CATEGORY IN LAST 30 MINUTES

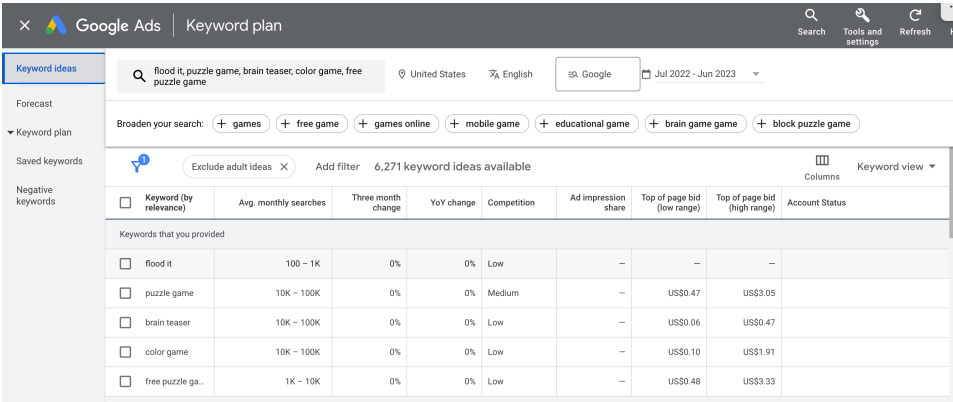


MOBILE 100.0%

Appendix I - Gender comparison



Appendix J - Keywords Google Planner



Appendix J - Keywords Spyfu

