

ATT Settings Redirect

Problem Statement

- XP's denied users stand at around ~28% for global and ~55% for local. In comparison to jam's percentages which are ~37% and ~42% respectively. This shows that in regard with local denied users we can potentially have lower percentage for it.
- In our current implementation of ATT we do not have any handling for players who have globally denied and locally denied app tracking transparency from the settings.

Objective

- To increase Non-LAT conversions by ~130 bps of locally denied and globally denied users by surfacing a popup enticing them to change from the settings of the app.
- The expected increase in conversions is based on EOs and learnings from trip & jam's results.

Feature Introduction

- The iOS native popup for ATT can be only triggered once in a player's lifetime.
- In the case of a player their status of ATT is determined by the following :
 - Not Determined : In this case the player's status is not determined meaning they have neither denied nor given permission for ATT.
 - Authorized : The players who are under the authorized have given permission to track ads.
 - Denied : These players can be globally or locally denied.
 - Globally Denied : Have disabled the main ATT permissions from the device settings app which automatically disables ATT surfacings for all applications.
 - Locally Denied : These players have either denied permission on their first instance of ATT native popup or specifically denied permission for the game via the settings page.
 - Restricted : These players have no ability to manipulate the privacy policy settings (its greyed out).

Apple restricts players based on the following criteria :

 - If the player is under 18 years of age.
 - If the apple account is less than 3 days old.
 - If the device is under restrictive configuration profile meaning the profile itself is restricted on purpose through a corporation.

iOS ATT Settings Redirect				
Funnel	Control	Var1	control vs var1	comments
dau	100%	100%		
int viewers + w2e clickers+ w2e no ads clickers	34.00%	34.00%	0.00%	
local denied dau	58.00%	58.00%	0.00%	
global denied dau	29.00%	29.00%	0.00%	
Popup viewers	0.00%	34.00%	34.00%	Assuming that all the eligible users get to see the popup
CTR	0.00%	15.00%	15.00%	Based on trip ctr
Popup clickers	0.00%	5.10%	5.10%	
ATT Permission givers/dau	0	128.00	128.00	Assuming 1/4th of the clickers gets converted
Total ATT Permission givers/dau	0.00%	128.00	128.00	
IAP Rev/dau	0.031	0.031	0	
Ad Rev/dau	0.168	0.169	0.77%	Assuming for every increasing 100bps net rev increases by 60%
Net Rev/dau	0.199	0.200	0.65%	
LT days	21.5	21.5	0.00%	
LTV	4.28	4.31	0.65%	

Experiment Details

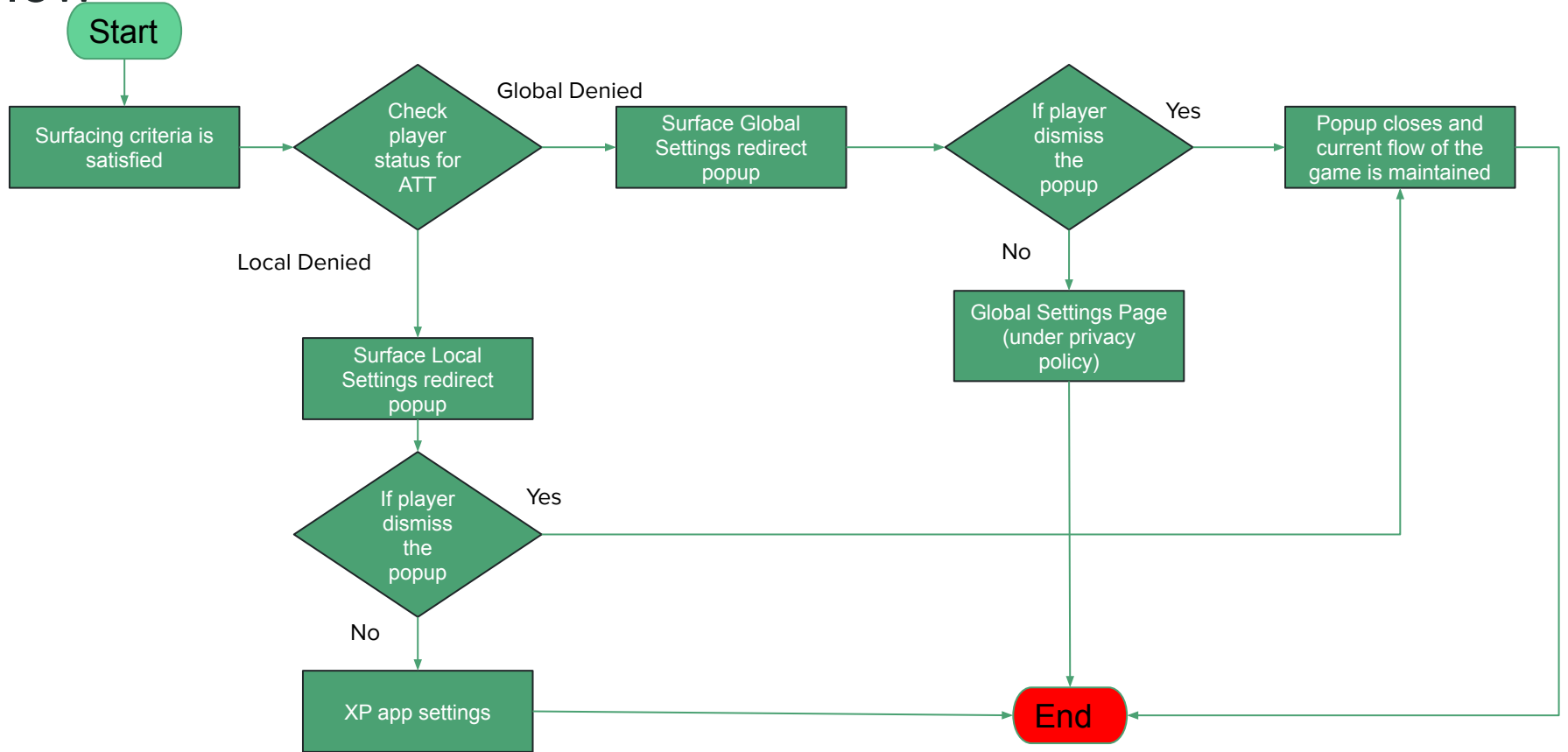
New Experiment : ATT_settings_redirect

Variants:

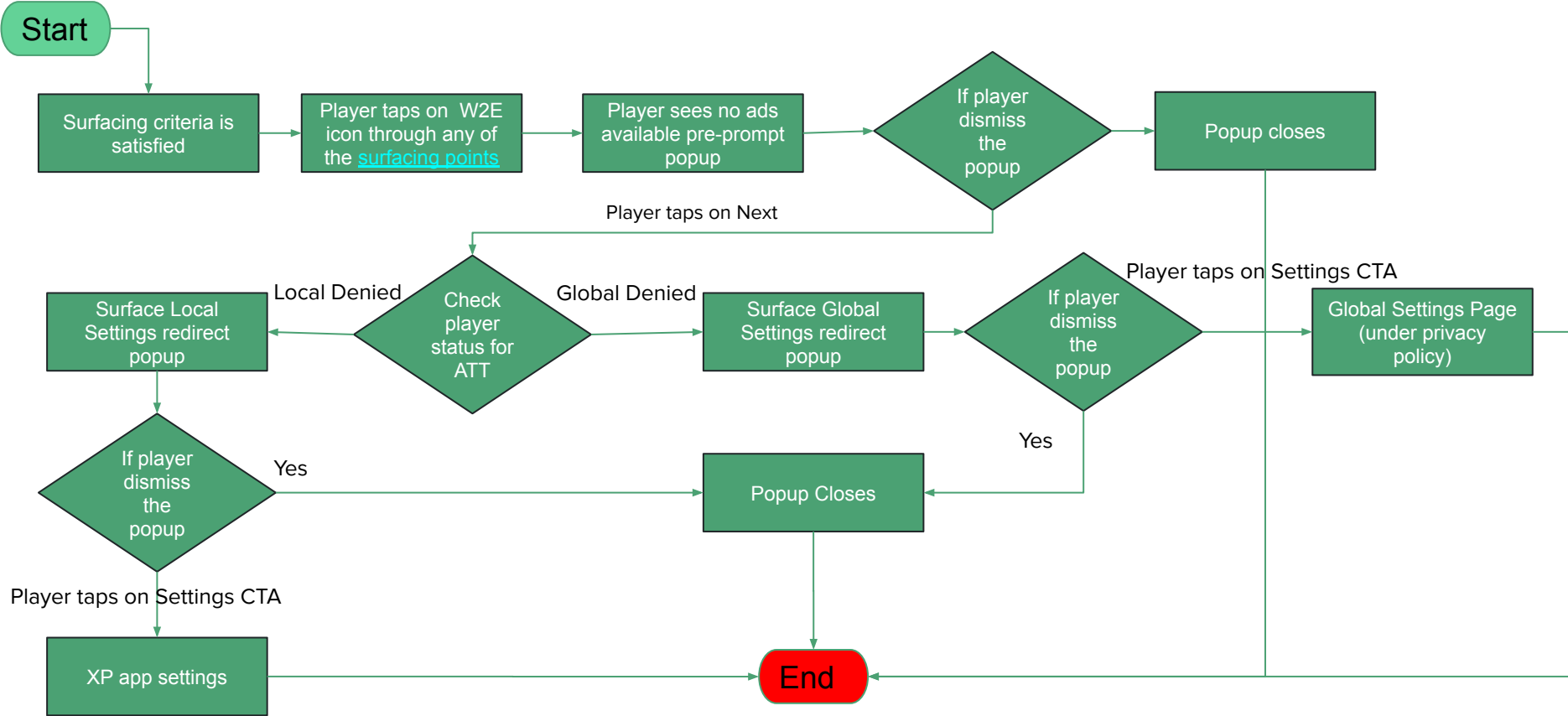
- Control: No change (no setting redirect)
- Var 1 : Surfacing setting redirect globally/locally ATT denied users post w2e ad view/ non availability

Flows

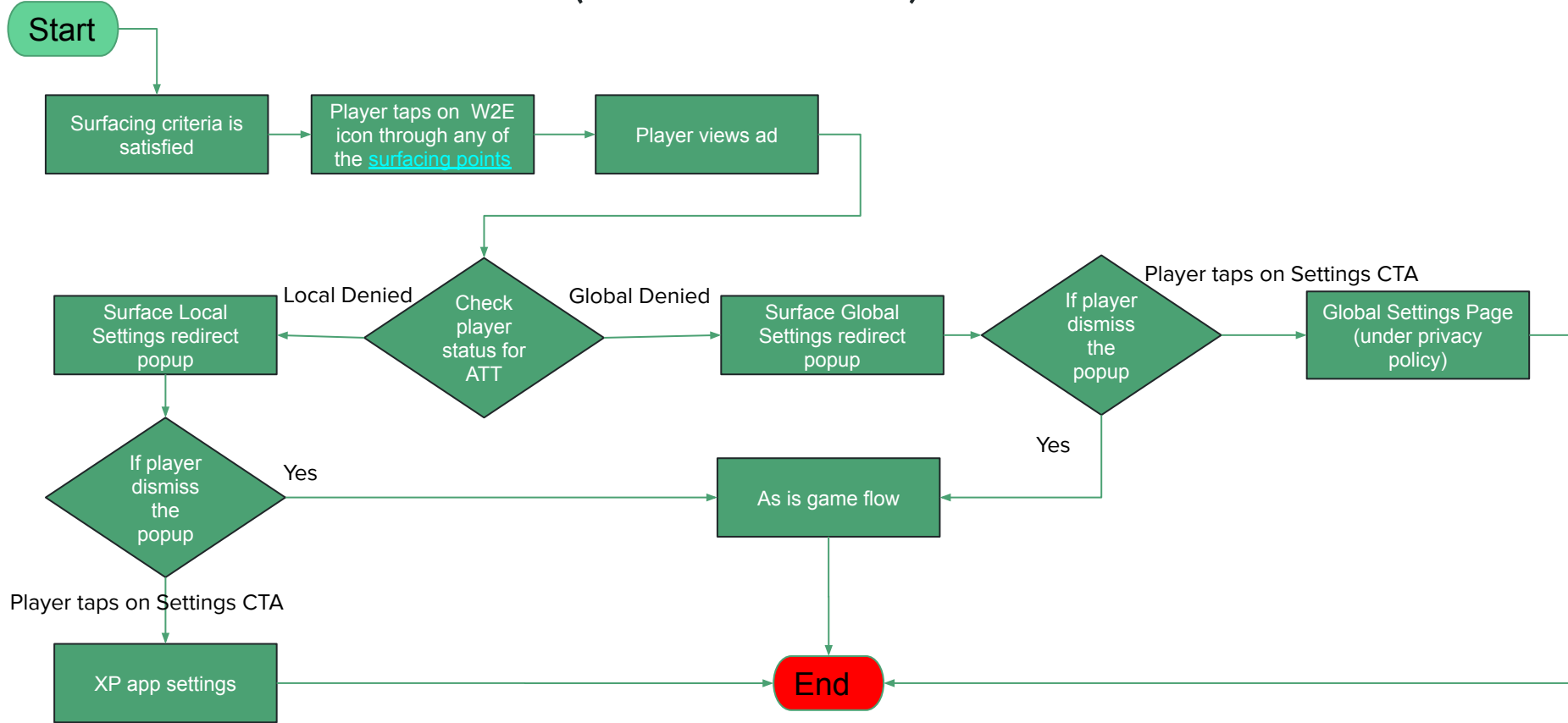
Flow



Flow for W2E Clickers (no ads)



Flow for W2E Clickers (ads available)



Feature Brief

V1 Scope

Feature Brief

- There will be two popups for settings redirect, one for global setting denied players and the other for local denied players.
- In addition to this we are adding a pre-prompt for when the player clicks on a W2E and there are no ads available. The pre-prompt will state that in order to get ads more frequently they should enable ATT from the settings. After this if the player taps on 'Next' CTA then based on the status the ATT settings redirect popup will surface.
- The ATT settings redirect pop ups will have steps to enable the authorization for ATT.
- For players with status "restricted", no pop ups will be surfaced.
- Once the player changes the ATT option from the settings then once they come back to the game, the iOS Native ATT popup will surface. (Only for Global)
- Once the player changes their ATT status via Settings redirect, the game will restart.

Surfacing Conditions for W2E Click (no ads)

If the player is :

- D3+
- Has completed node 10
- Has no lifetime limit, since only 3% of players see the no ads.

Surfacing Conditions for W2E (ads available)

If the player is :

- D3+
- Has completed node 10
- ~~Popup daily cap = 1~~
- Calendar Days cooldown between one redirect pop ups = 3
- Max Cap of Popup = 10
- The max cap will not reset if the player converts back to a non-lat.

Surfacing and Trigger Points

- Surfacing
 - The settings redirect pop ups will surface on the following:
 - LLP screen or Home Screen
 - Puzzle screen
 - Store Screen
 - ~~Daily Goals (Goals for W2E)~~
- Trigger Points
 - For all these surfacing points the trigger will be:
 - After a W2E ad view
 - After a W2E ad view when no ads is available

Where all will the popups surface?

- If the player has closed the popup or has viewed at least once it hits the cooldown period.

Where will the popups surface?	When will the popups surface?
<ol style="list-style-type: none">1. W2E Ad View2. W2E Click (when no ads available)	<ol style="list-style-type: none">1. After Taping on W2E icon on LLP, Store screen, Puzzle screen, Daily Goals and when ad is available2. After Taping on W2E icon on LLP , Store Screen, Puzzle screen, Daily Goals and when ad is not available

Surfacing and Trigger Points that are not being considered

- **Quest Center**
 - The quest center is implemented in flutter, as a result after a W2E click from quest center the popup can only surface once the player taps on back CTA in the QC screen. This breaks the general flow as a result we will not be able to implement this surfacing for now.
- **Intro Screen Power Up**
 - This surfacing directly involves the players gameplay and for most cases the powerup is automatically turned on, as result we don't want to these players to drop off from seeing a popup after the animations.
 - In addition to the above point, we will also have to consider the priority of how the burst animation and the popup should surface. Considering these points we will not be implementing this surfacing.
- **Daily Goals**
 - The daily goals screen is implemented as a popup as a result in order for the devs to surface the ATT popup on top of the DG screen it would require them to animate and add an overlay which would increase the costing.
 - The alternative was to surface after after they they claim or close the DG screen which is flow breaking.
- **Contextual W2E & Out of Coins W2E**
 - For both these cases the top of funnel was very low, as result it is not something we will be considering for now.

Runtimes

W2E click (no ads)

- When ad is not available for user to watch

Runtime	Control	Var1
min_diff	-	4
min_node_unlock	-	10
calender_day_ cooldown	-	0
life_time_max_cap	-	-1

W2E click (ads available)

- When user watches a w2e ad

Runtime	Control	Var1
min_diff	-	4
min_node_unlock	-	10
calender_day_ cooldown	-	3
life_time_max_cap	-	10

- The runtimes will be applicable for both global and local redirect pop ups
- If the life_time_max_cap is '-1' then the runtime is turned off for life_time_max_cap and we won't be having any impact.
- It will start from the min_diff data onwards (including min_diff date)

Edge Cases

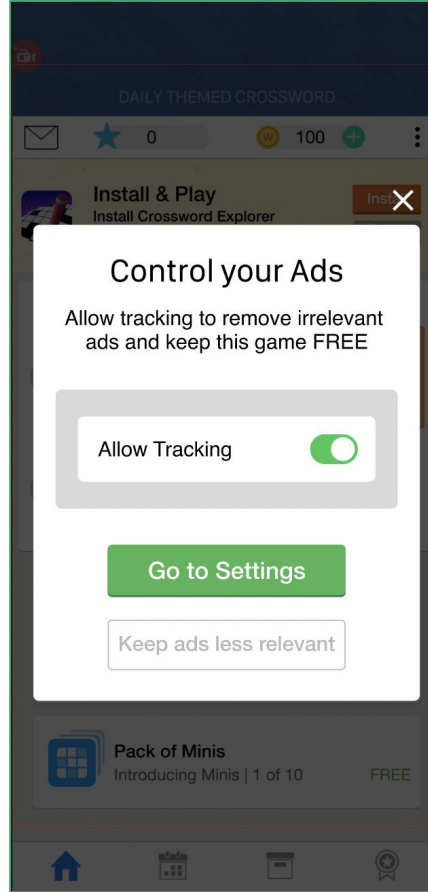
- For Global Settings Redirect case, if the player already has the settings app open in the background on any page other than the Settings Homepage, then XP will NOT be able to redirect to Settings homepage. User will be taken to last opened page on settings. This is the same implementation as done in Trip and Jam.
- After a w2e and if the player has all the surfacing conditions satisfied, the ATT settings redirect popup will take the highest priority amongst other pop ups that can appear.
- If the player is viewing the settings redirect popup and kills the game, it will count as a view and cooldown will be initiated.
- If the w2e ad does not trigger within 3 seconds and the player changes the screen, we will surface the ATT settings redirect popup as long as the player is in LLP screen, Store Screen and Puzzle Screen. The same is applied for no ads case.
- The Xpromo popup of reward grant after W2E will be suppressed since ATT settings redirect popup will take a higher precedence.

UI/UX Requirements

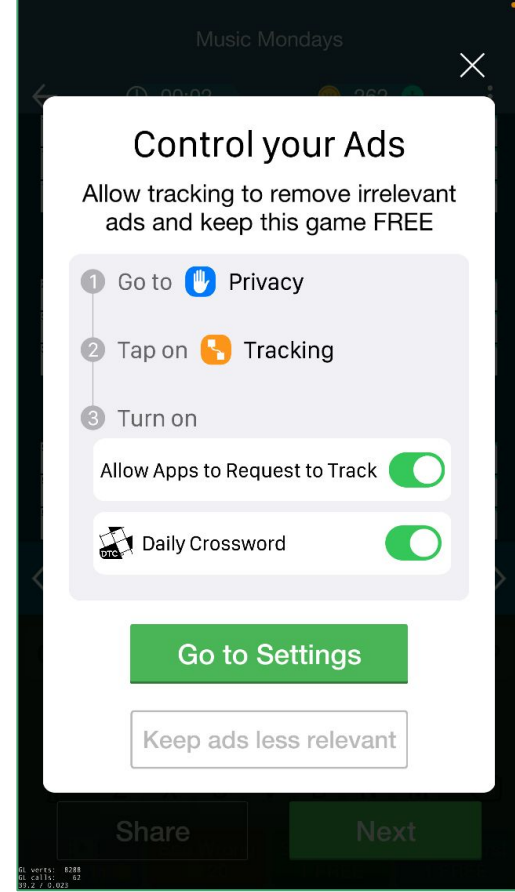
UI/UX Requirements

- Will require mocks for the three popups.
 - UI mock for the global denied players.
 - Contains info about how to navigate and enable settings for global denied players.
 - As a result the popup should contain the following steps,
 - Privacy and Security -> Tracking -> Enable Allow Apps to request to track-> Enable Crossword Explorer tracking
 - UI mock for locally denied players.
 - Contains info about how to navigate and enable settings for locally denied players.
 - As a result the popup should contain the following steps,
 - Enable Crossword Explorer tracking
 - For all these steps, it will be better to use UI icons/toggles from iOS to give a better visual connect to the players.
 - For both the Settings redirect pop ups, we will require a “Go to Settings” CTA and a cross button.
 - UI mock for pre-prompt popup in the case of W2E when no ads is available.
 - The pre-prompt will be a small popup, with a NEXT cta, which will then take them to the ATT settings redirect popup.
 - The popup will also contain the W2E icon and in general will use the standard style of the popup.

Reference from DTC

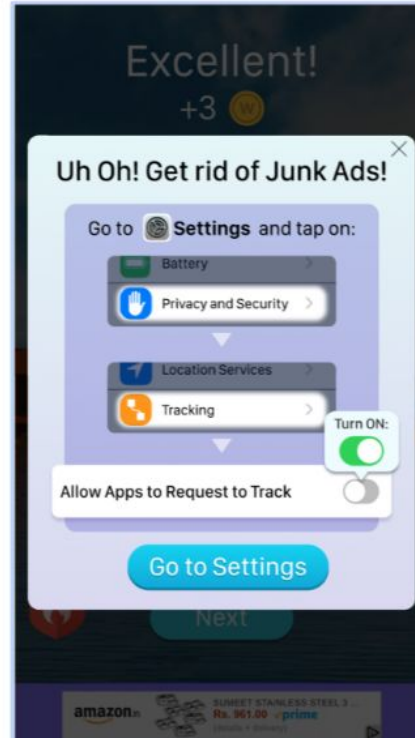


Local Settings Redirect
Popup

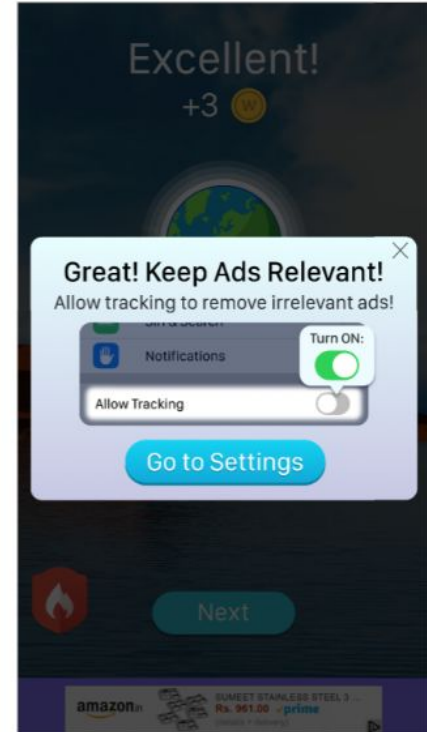


Global Settings Redirect
Popup

Reference from Trip

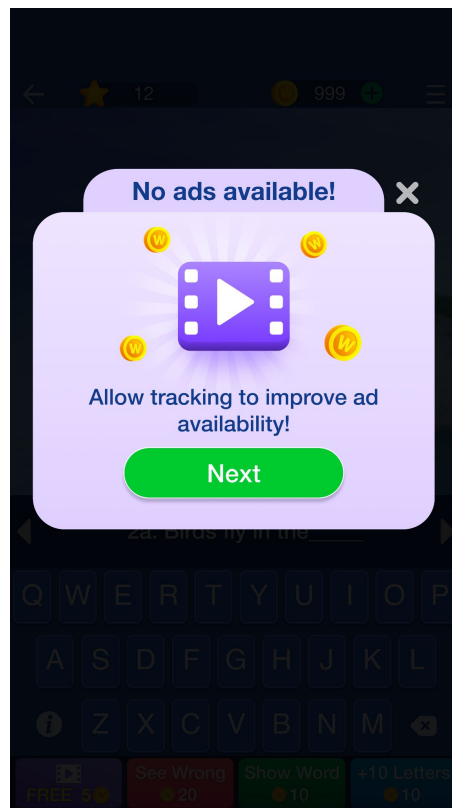
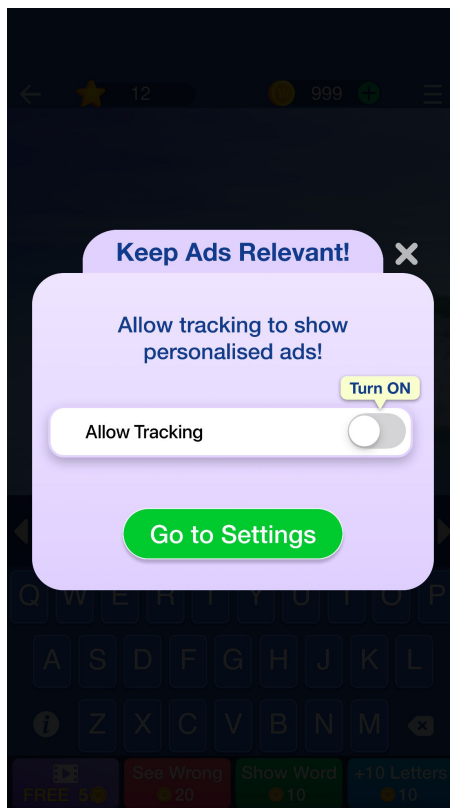
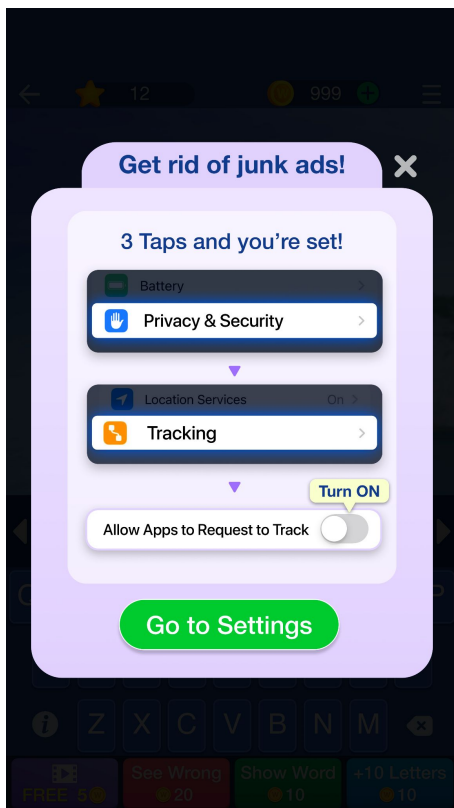


Global Settings Redirect
Popup



Local Settings Redirect
Popup

Final UI mocks

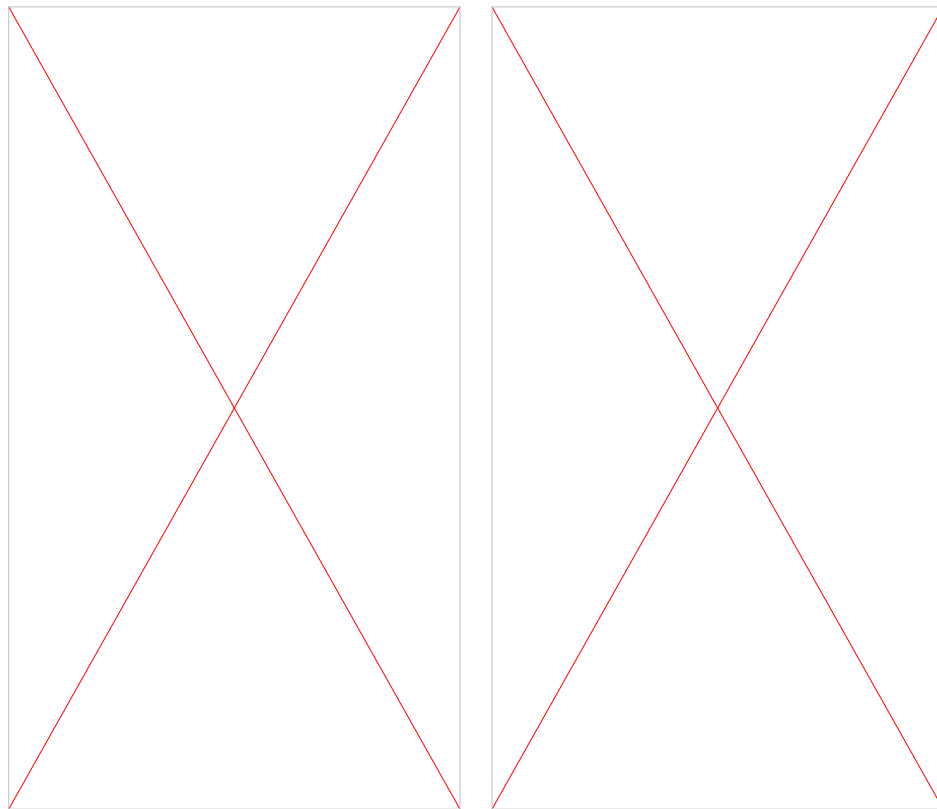


Animation Requirements

Animation Requirements

- Will require animation for the toggle switch in the mocks, it will turn on and off in loop. It should basically explain to the player that they have turn on the options.

Final Animation Mocks



Content Requirements

Content Requirements

- Will require content for headers and text info for all the pop ups.
- Final Copy Texts are found [here](#).

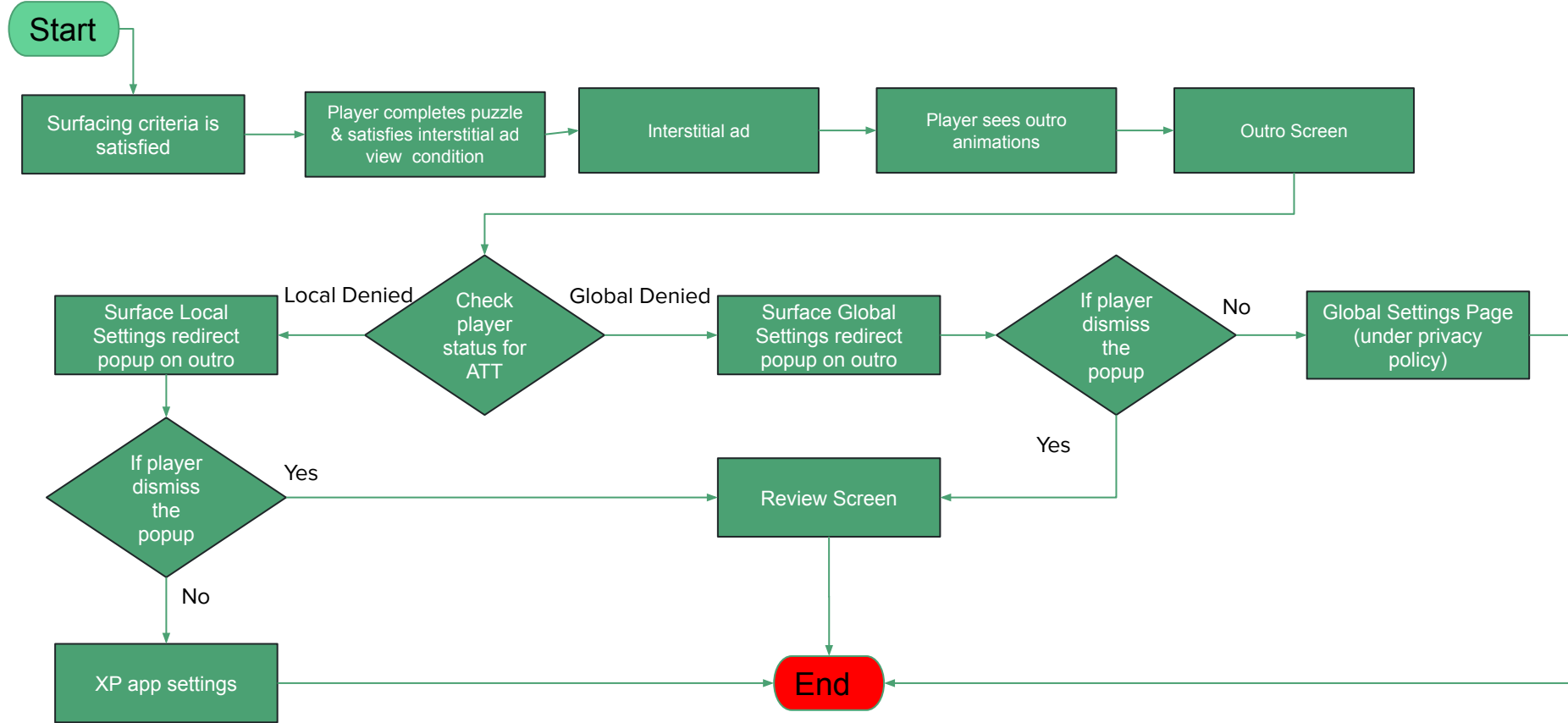
Dev Change Log

- To handle the edge case of an ad not coming post a w2e and the possibility of the player we have changed the trigger points to any W2E on the game provided the place is on the game screen, map screen or store screen.
- The ATT settings redirect pop ups will fail to surface after watching a video when Piggy auto force and contextual help popups are surfaced in background

V2 Scope

Flows

Flow for Interstitial Ad view



Feature Brief

- For this implementation we will be adding ATT settings redirect surfacings after an interstitial ad view.
- After an interstitial view, the popup will surface on the outro screen, which is after all the outro animations and before the review screen comes.
- The popup will be the same as the V1 implementation.

Surfacing Conditions for Interstitial views

If the player is :

- D3+
- Has completed node 10
- Popup daily cap = 1/2
- Calendar Days cooldown between two redirect pop ups = 3
- Max Cap of Ad view = 8
- The max cap will not reset if the player converts to a non-lat.

Surfacing and Trigger Points

- Surfacing
 - The settings redirect pop ups will surface on the following:
 - Outro Screen, after all the outro animations are done.
- Trigger Points
 - For the surfacing point the trigger will be:
 - After an interstitial ad view.

ATT Settings Redirect V3
