FANTAGOT

FINAL REPORT

Davide Coccomini

The game

- Inspired by fanta-football but based on Game of Thrones episodes

- Each user buys characters and creates his own team

- The users gain points and titles, based on the actions their characters do during the episodes

- It's possible to create teams and compete with other groups of players

Ads Strategy

Partnerships

Sharing promotional codes and exclusive content for the followers of famous social media pages and YouTube channels

Word of Mouth

Referral system to encourage users to sign up their friends to the game

Telegram Groups

Stimulate discussions and identify potential users on Telegram TV series channels

Ads on Social Media

Very low expenditure on advertising on Facebook and Instagram but very strong presence on all the main social media with appealing contents
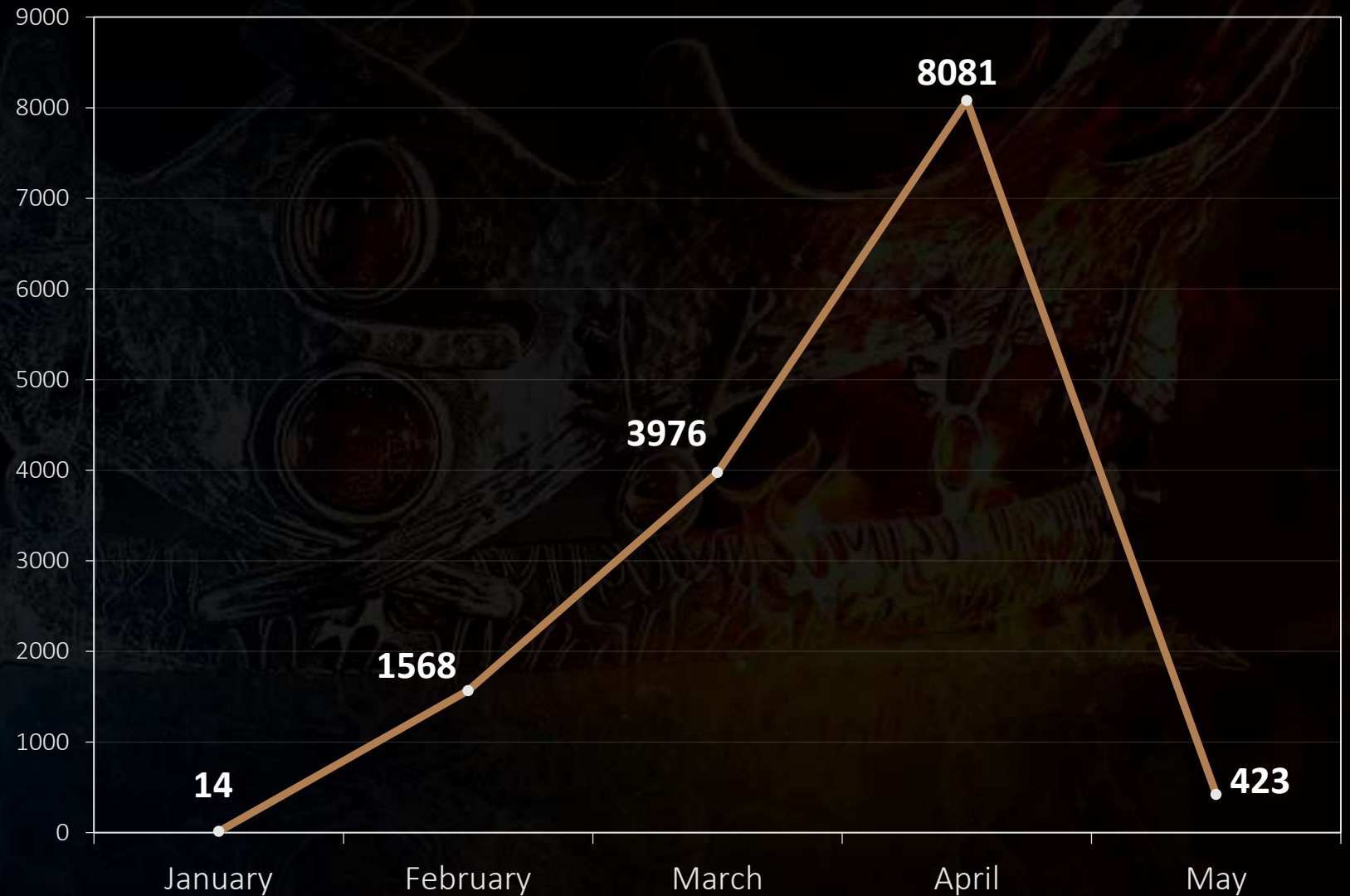
Visits from the world

60.000

1000

400

100

50

200

Subscribed users

- Total subscribed users: **14062**

- Peaks of subscriptions in correspondence of collaborations with social pages and beginning of episodes of the series

Chart of subscribed users per month:
- January: 14
- February: 1568
- March: 3976
- April: 8081
- May: 423

Users Insights

15% of users were extra-european

40% of users played with a group

80% of users used the website on mobile devices
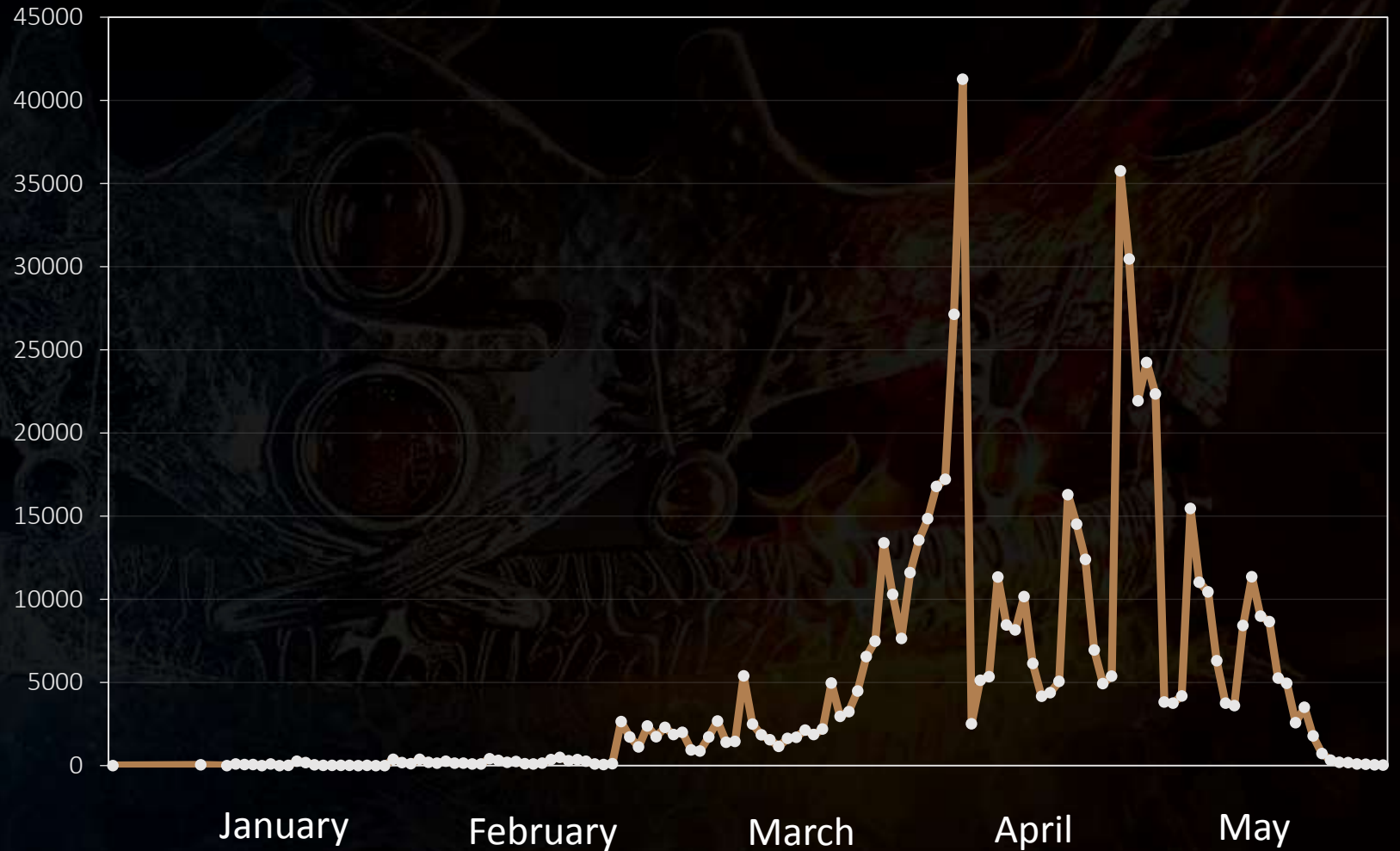
65% of users played for the entire game duration

70% of users were under 40 years old

2% of users voluntarily donated money to sustain the project
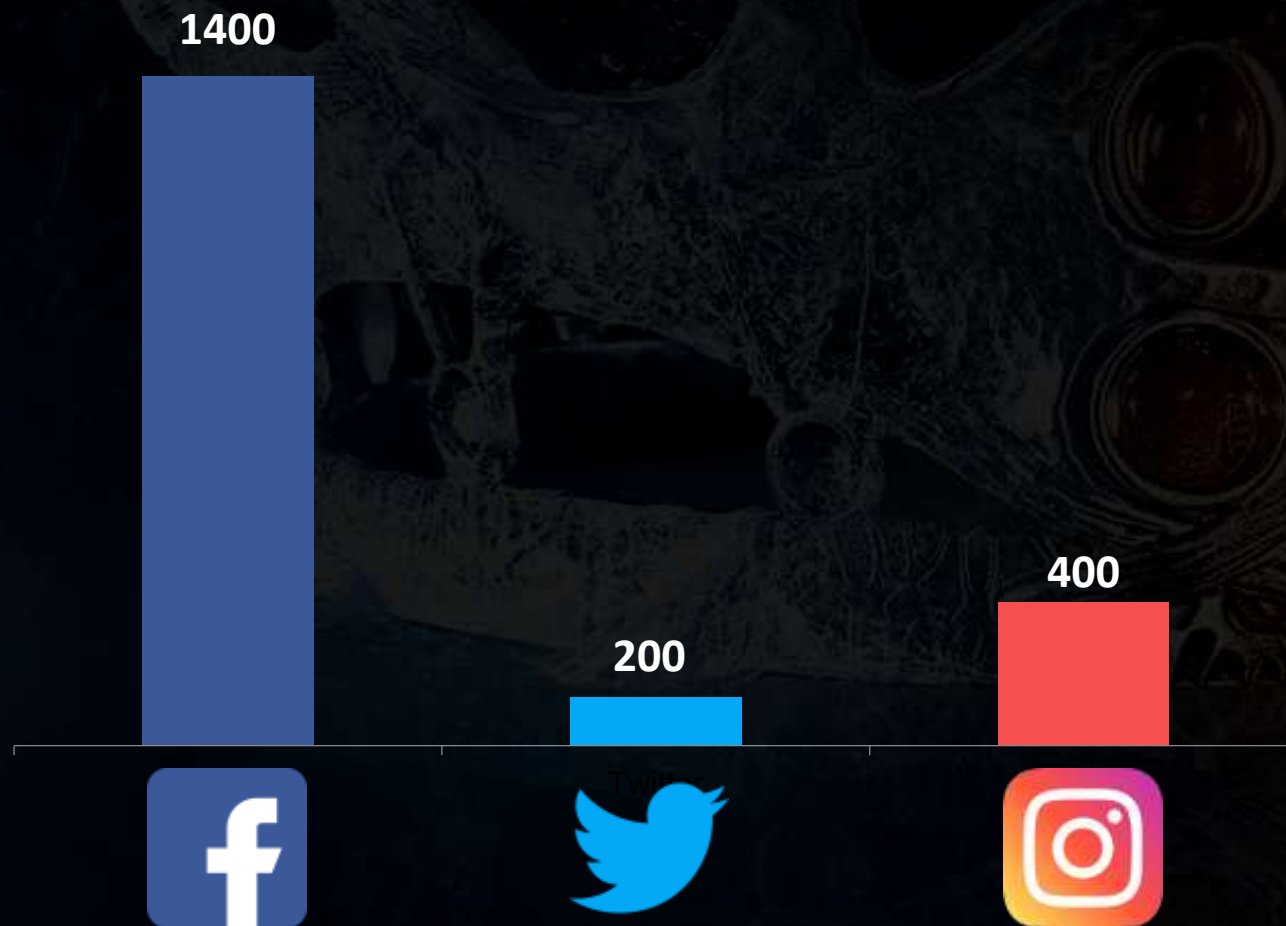
Daily users interactions on website

- Average daily interactions: **5000**

- Maximum daily interactions: **41272**

Social media followers

1400

400

200

- Average posts coverage: **1800**

- Average posts interactions: **450**

- Average posts reactions: **40**

- Average posts comments: **70**

Tweet Clouds

- Community played a key role in project success

- People loved to share their deployments and comment the given scores

- More than **5.000** total tweets

Final users feedbacks

At the end of the game, users were asked to fill out a survey regarding the quality of the game experience. A total of **3488** feedbacks were collected.

How do you evaluate the quality of the website?

- **Average: 4.2**
- **Most voted: 5/5**
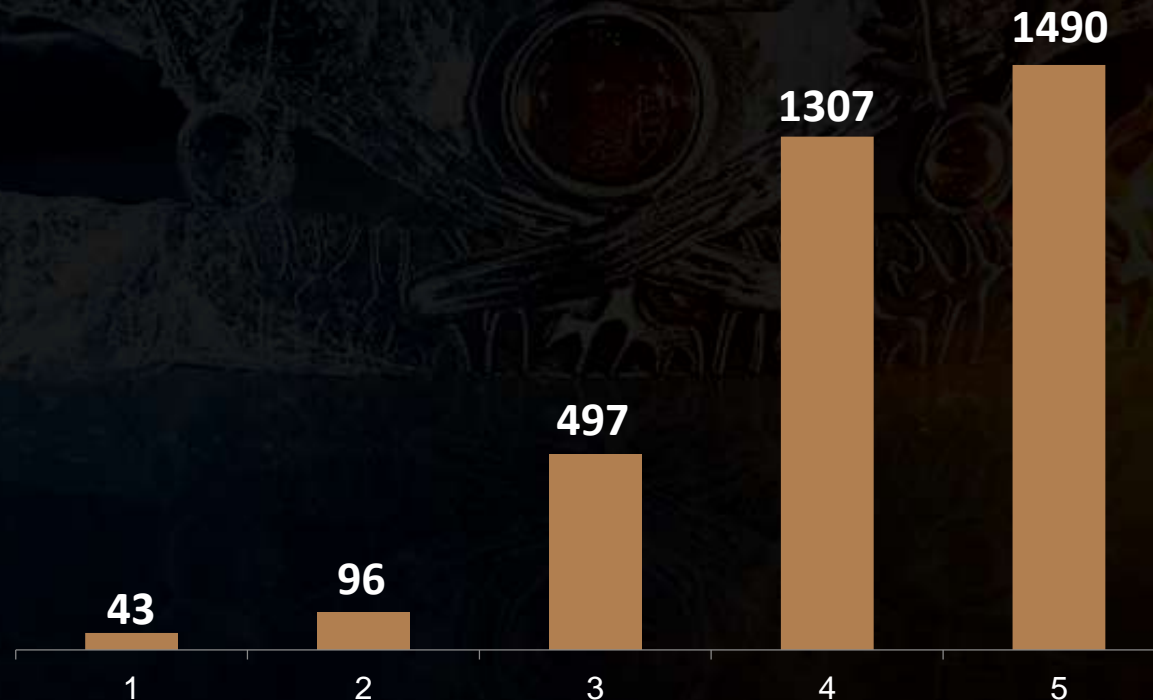
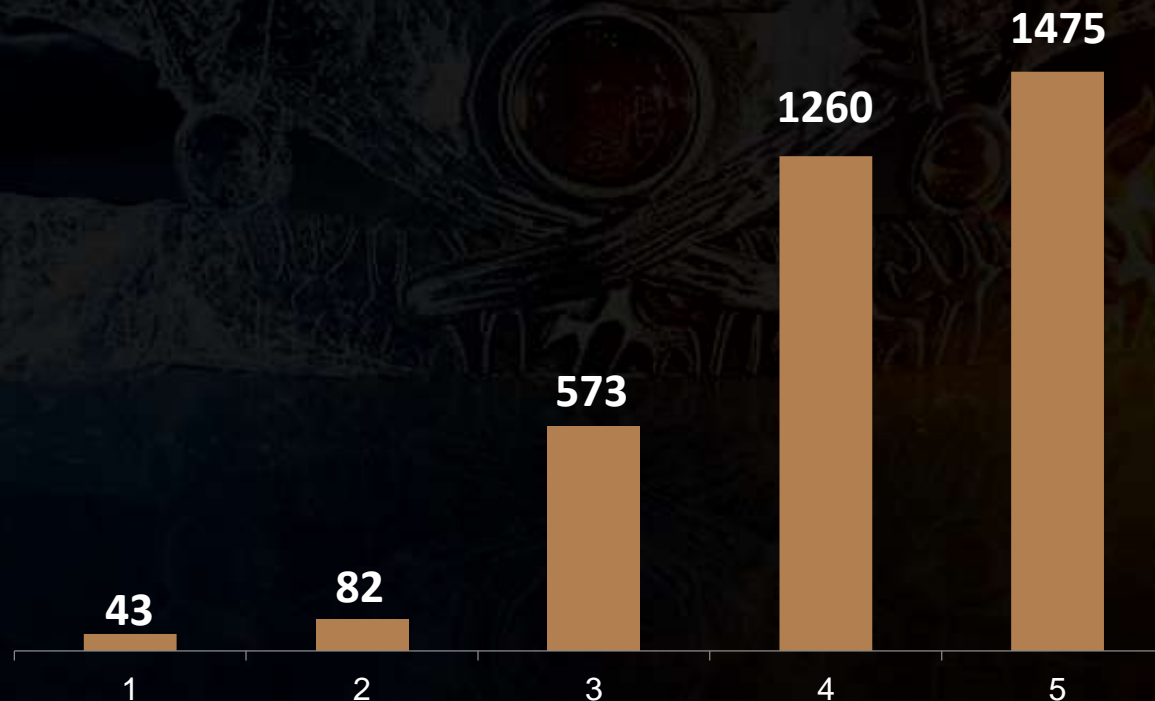| 1	2	3	4	5
43	96	497	1307	1490

Final users feedbacks

At the end of the game, users were asked to fill out a survey regarding the quality of the game experience. A total of **3488** feedbacks were collected.

How do you evaluate the support quality? (reactivity and quality of the responses on social media and website)

- **Average: 4.2**
- **Most voted: 5/5**

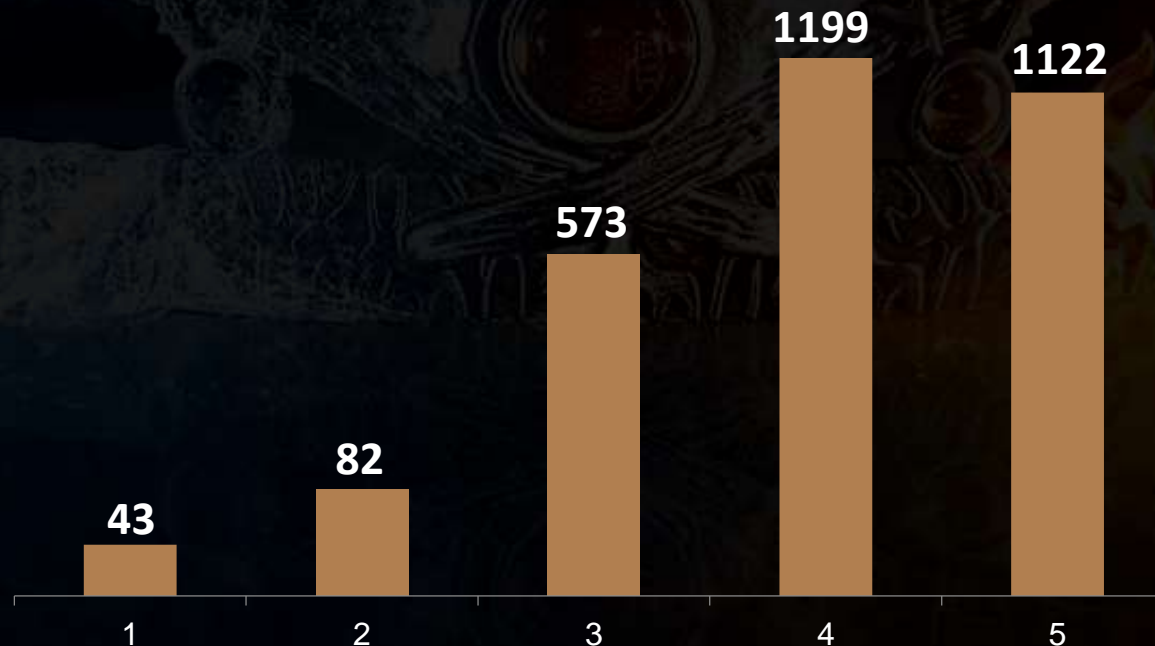| 1	2	3	4	5
43	82	573	1260	1475

Final users feedbacks

At the end of the game, users were asked to fill out a survey regarding the quality of the game experience. A total of **3488** feedbacks were collected.

How do you assess the impartiality of the staff in scoring?

- **Average: 3.9**
- **Most voted: 4/5**

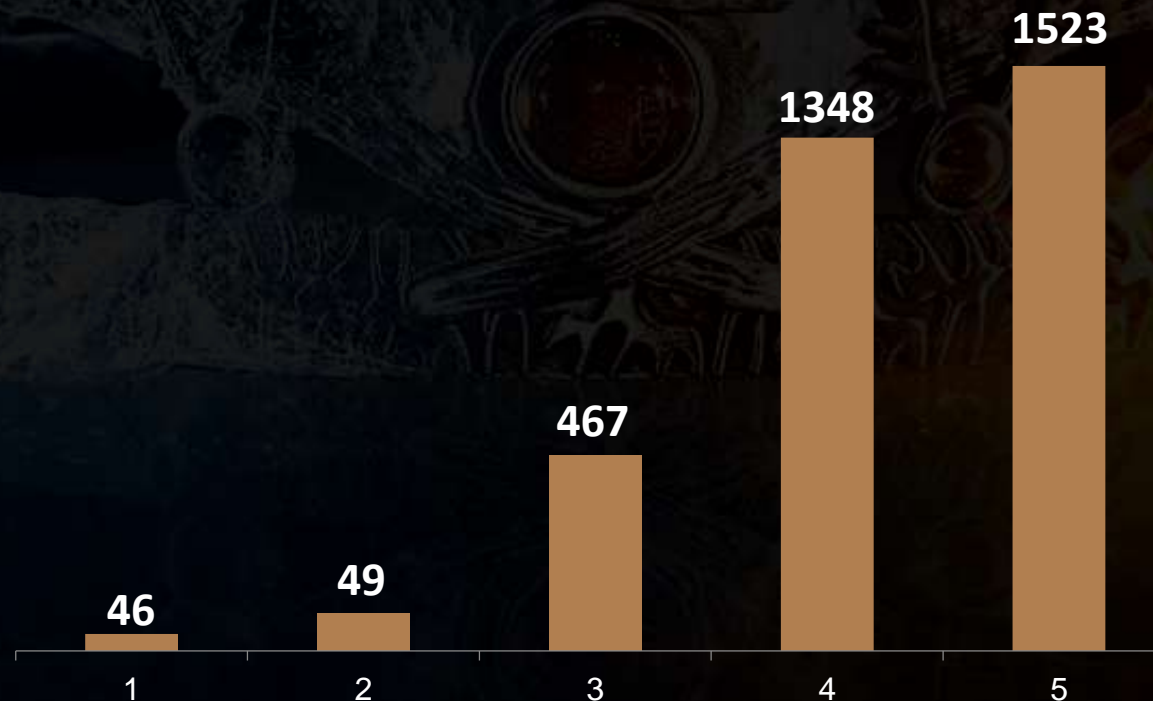|				
43	82	573	1199	1122
1	2	3	4	5

Final users feedbacks

At the end of the game, users were asked to fill out a survey regarding the quality of the game experience. A total of 3488 feedbacks were collected.

How do you rate your experience in general?

- **Average: 4.2**
- **Most voted: 5/5**

1	2	3	4	5
46	49	467	1348	1523

Final users feedbacks
COMMENTS

I found myself very well with you! Thanks to you I also realized some things in the series that I had not noticed!

Itwasme

Thank you guys! Always available, impeccable and open-minded! It's nice to be able to reason and discuss with whoever is on the other side! You have shown that you respect users and that your only interest was to entertain us. Ah, the website is a bomb!

Karma

Thank you for the funny!

Snill

This game was a source of pride for our Italian community. Our country is still able to do innovative and engaging things worldwide!

Federico

Congratulations for the platform and the work you do every day to allow us to play this cool, being a fan is an account, creating these wonders is far from it!

Carla

Awesome esperience!

Marika

You did a great job, well organized, helpful and quick in calculating points and always polite answers. I hope to see you in the future with other similar games, thanks again for your excellent work!

Deanna

I had a lot of fun and I experienced the series more actively!

Andre