

Critical Strike Case Review & Product Insights

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Product Specialist Presentation



Vertigo Games

160M+ Players



Vertigo Games

40+ Team Members



Critical Strike



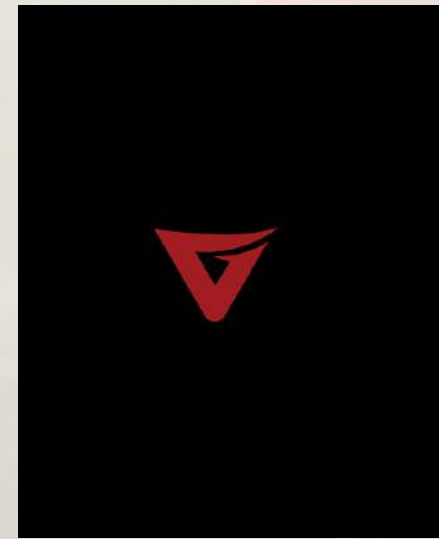
Polygun Arena



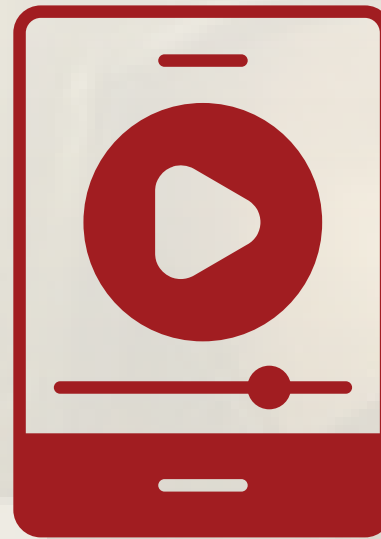
Project X

Midcore real-time social multiplayer games with the best gaming experience and high quality production values.

FTUE & Tutorial



No-name
Just Logo



Tutorial



Cinematic



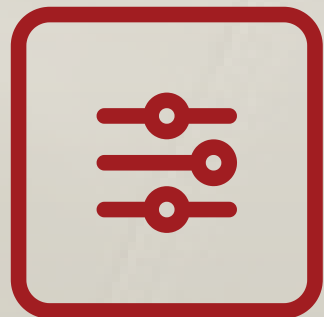
UI Impresion



Vertigo Games



Button
Customization



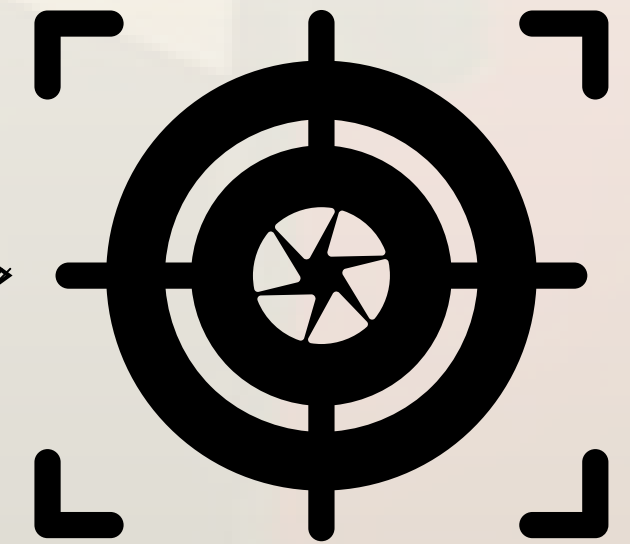
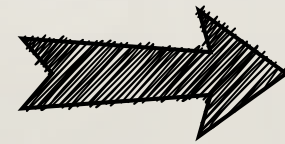
Gun Swipping



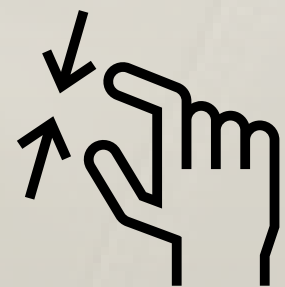
Complex Main Menu



Visual Effects/Animation



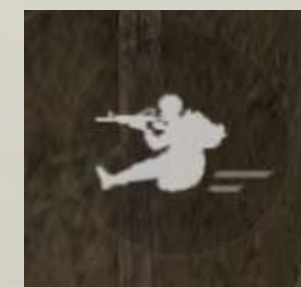
Weapon Size



Weapon Sway



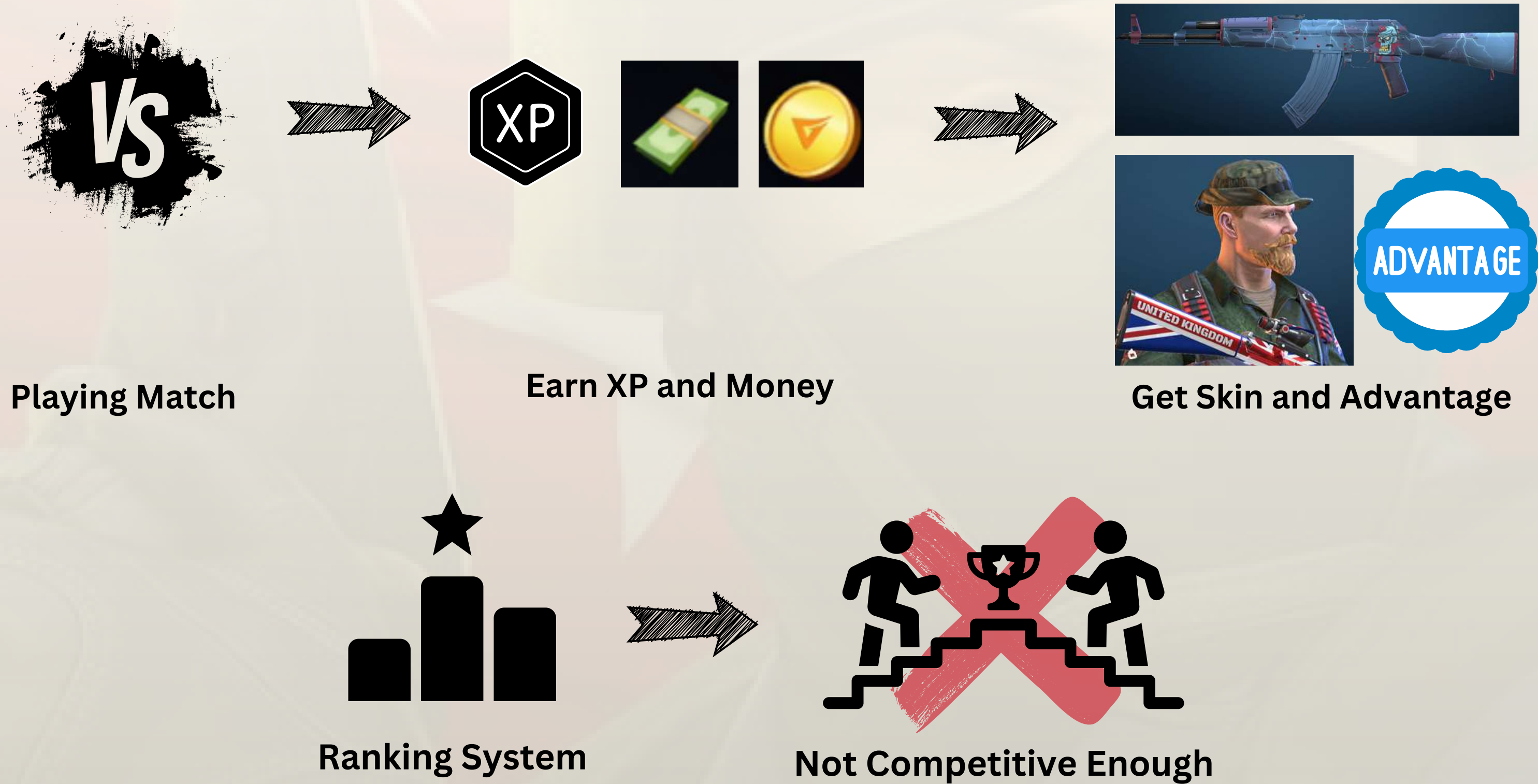
Sliding Effect



Auto-Aim



Core Loop



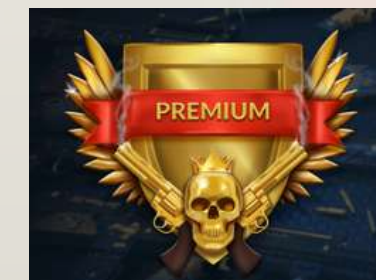
Economy



Special Offers



In-Game Currency



Push to Purchase



Churn Analysis



- Tutorial
- Complex Main Menu
- Aim-assist



- Time-based rewards
- Low Daily Challenges
- Not competitive



- Ranked, prestige
- Event-based progression
- New BP?

A/B Testing

Test 1

Time-based rewards **vs** Match-based rewards



- Match Completion Rate
- Paying-User Ratio
- Session Length
- D7 Retention

Test 2

Default Menu **vs** Simplified Menu



- D1 Retention
- UI Interaction Rate
- Menu Navigation Time
- Menu Exit Rate

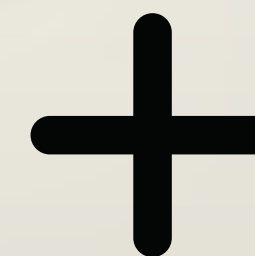
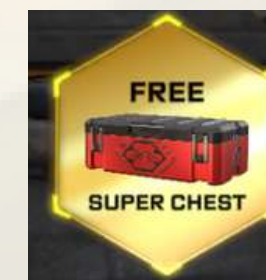
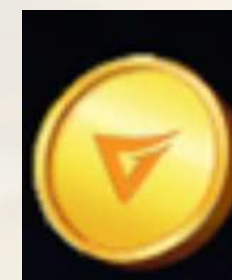
Test 3

Dynamic Weapon **vs** Static Weapon



- Match Completion Rate
- Session Length
- Player Feedback Score
- D1-D7-D30 Retention

Piggy Bank



Event-based



LIMITED OFFER

