

## Recommended Actions

Cluster	Action Recommended	Rationale for the action
Cluster 1 – ‘Lovers’	Simply present <b>more advertisements</b> to these players	They spend the longest time playing → should see more ads compared to other players
Cluster 2 – ‘Least skillful’	Present in-app items that are more related to <b>improving hit_rate</b> to these users	These users are least skillful and hence will appreciate these items
Cluster 3 – ‘Assassins’	<p><b>With in-app items:</b> The company can instead</p> <ul style="list-style-type: none"> <li>• Present items related to <b>avatar’s decorations</b></li> <li>• Present more <b>challenging quests</b> to these users and present items (that make the quests easier) inside these quests</li> <li>• Have more <b>discounts/promotions</b></li> </ul> <p><b>With third-party advertisements</b></p> <ul style="list-style-type: none"> <li>• Don’t bother, these don’t have time and is least likely to spend on ads</li> </ul>	<p>Present items that are related to improving hit_rate is useless to these ‘assassins’</p> <p>These players are good so may like avatar decorations to appeal to their ego</p> <p>Harder quests can encourage these players to start using purchased aids</p> <p>Little chance to profit with third party ads from these users</p>
Cluster 4 – ‘Willing spenders’	<p><b>With in-app items:</b></p> <ul style="list-style-type: none"> <li>• Promote <b>more expensive items</b> to these willing spenders</li> </ul> <p><b>With third-party advertisements</b></p> <ul style="list-style-type: none"> <li>• Present <b>more ads</b></li> <li>• <b>Charge the advertisers more</b> money to target these users</li> </ul>	<p>These users are the easiest to convert. Doing so will milk more revenue out of these players</p> <p>These are willing spenders! Advertisers need to pay more to access the gold mine</p>