**Recommended Actions**

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| **Cluster** | **Action Recommended** | **Rationale for the action** |
| Cluster 1 – ‘Lovers’ | Simply present **more advertisements** 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 **improving hit\_rate** to these users | These users are least skillful and hence will appreciate these items |
| Cluster 3 – ‘Assassins’ | **With in-app items:**  The company can instead   * Present items related to **avatar’s decorations** * Present more **challenging quests** to these users and present items (that make the quests easier) inside these quests * Have more **discounts/promotions**   **With third-party advertisements**   * Don’t bother, these don’t have time and is least likely to spend on ads | Present items that are related to improving hit\_rate is useless to these ‘assassins’  These players are good so may like avatar decorations to appeal to their ego  Harder quests can encourage these players to start using purchased aids  Little chance to profit with third party ads from these users |
| Cluster 4 – ‘Willing spenders’ | **With in-app items:**   * Promote **more expensive items** to these willing spenders   **With third-party advertisements**   * Present **more ads** * **Charge the advertisers more** money to target these users | These users are the easiest to convert. Doing so will milk more revenue out of these players  These are willing spenders!  Advertisers need to pay more to access the gold mine |