



RAINBOW SIX SIEGE

KPIs



Some key performance indicators include:

- **Kills = 100 pt**
 - **Deaths**
 - **Assists = 75 pt**
 - **Utility = 25-50 pt**
 - **Planting/Defusing = 100 pt**
 - **Team Rank**

Player Community

- **Players are typically 18-35. Tapping into youth**
 - **Popular standing. Average of 50k players.**
 - **The R6S subreddit has over 2M users**
 - **Highly competitive**
 - **5v5 | Players are rewarded for teamwork**
 - **Many gaming platforms like mobile, console, PC**

Incentives

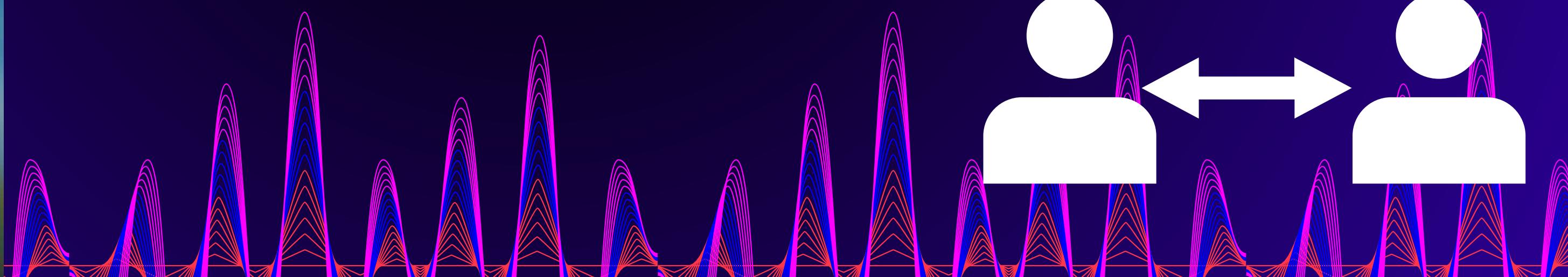
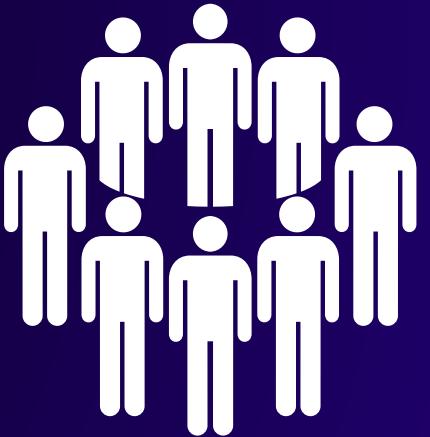
- Weapon skins and outfits for operators are the main incentive. Players receive free items, called alpha packs, upon leveling up.
 - Premium Battle Pass: Contains an Operator, packs, R6 credits, cosmetic sets, 10% store discount, and faster Battle Pass progression.



WHAT CAN MOBALYTICS DO



1. Tap into younger demographics and gamers around the world by giving users a way to track their KPIs
2. Connect core players with coaches in a premium revenue model to give players an expert and high-tier form of learning
3. Advanced insights into team coordination, map awareness, and optimal loadout selection



Works Cited

- <https://steamcharts.com>
- <https://www.youtube.com/watch?v=mvEsucmLJZk>
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- <https://www.ubisoft.com/en-us/game/rainbow-six/siege>
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