

Referral Program Optimization Strategy

Objective

To enhance the effectiveness of the referral program by increasing the Referral Participation Rate, Referral Conversion Rate, and optimizing Incentive Attractiveness, thereby improving the Viral Coefficient to exceed 1.3 for meaningful organic growth.

Key Functions of Successful Referrals

Successful Referrals = f (Referral Participation Rate, Referral Conversion Rate, Incentive Attractiveness, Timing & Context, Ease of Sharing, Social Proof, Target Audience Fit)

Product Outcomes

- Increased Referral Participation Rate
- Higher Referral Conversion Rate (registration + initial gameplay)
- Incentive Redemption Rate
- Engagement Post-Referral
- Viral Coefficient Improvement

Focus Priorities

Based on the current data:

Focus Area	Current Status	Goal
Referral Participation Rate	Currently 12% — low with significant headroom for improvement.	Increase participation rate.
Referral Conversion Rate	Unknown exact %, but a virality coefficient of 1.1 suggests weak conversion.	Increase conversion rate.

Focus Area	Current Status	Goal
Incentive Attractiveness	User feedback indicates it lacks excitement.	Optimize incentive attractiveness.
Viral Coefficient	Goal is to push it >1.3 for meaningful organic growth loops.	Improve viral coefficient.

Focus Priorities

1. Increase Referral Participation Rate
2. Increase Referral Conversion Rate
3. Optimize Incentive Attractiveness
4. Track and Improve Viral Coefficient

Potential Opportunities to Achieve Desired Outcomes

Opportunity	Options	Edge Cases	Data Method
A. Improve Incentive Attractiveness	<ul style="list-style-type: none"> - Cash rewards - Exclusive in-game content (skins, boosts) - Leaderboards for top referrers - Milestone-based rewards (refer 3 friends, get bonus) - Lottery-based grand prize for top referrers monthly - Give choice between multiple reward types 	<ul style="list-style-type: none"> - Too high rewards = cannibalize ARPU - Cash vs in-game content — depends on LTV and user psychology - Lottery may appeal only to high-risk seekers 	<ul style="list-style-type: none"> - A/B test cash vs content vs combo - Track Cost Per Acquisition (CPA) against Lifetime Value (LTV) - Measure uplift in participation and conversion rates
B. Make Referral Program Visible and Contextual	<ul style="list-style-type: none"> - Prompt referral after a player wins a match - Highlight referral at onboarding - Add in-game notifications - Display on home screen prominently - Gamify referral milestones visually 	<ul style="list-style-type: none"> - Too many prompts = user irritation - Poor placement = ignored 	<ul style="list-style-type: none"> - Track CTR and participation post-different placements - Compare retention rates of referred users across trigger points

Opportunity	Options	Edge Cases	Data Method
C. Improve Social Sharing UX	<ul style="list-style-type: none"> - 1-click share buttons for Facebook, Instagram, WhatsApp - Auto-generated messages with highlights - Deep links for seamless install + gameplay credit 	<ul style="list-style-type: none"> - Too generic messages = low conversion - Privacy issues in over-accessing contacts 	<ul style="list-style-type: none"> - Track referral links by channel and optimize CTA/message - Measure conversion funnel per channel
D. Use Double-sided + Time-limited Offers	<ul style="list-style-type: none"> - Both get a bonus - Extra rewards if friend joins in 24 hours 	<ul style="list-style-type: none"> - Users might game the system (create dummy accounts) 	<ul style="list-style-type: none"> - Device fingerprinting & account linking checks
E. Build Advanced Referral Analytics	<ul style="list-style-type: none"> - Track by channel, referrer type, campaign variant - Map user journey post-referral 	<ul style="list-style-type: none"> - Resource heavy if built from scratch 	<ul style="list-style-type: none"> - Segment high-performing channels, user cohorts - Allocate resources dynamically

Referral Program Idea Evaluation

Idea	Pros	Cons	Data-based Verdict
1. In-Game Content Reward	<ul style="list-style-type: none"> - High perceived value among core gamers - Low cost for the company (virtual items vs cash) 	<ul style="list-style-type: none"> - Might not appeal as much to casual or occasional players 	Run A/B tests comparing this against cash rewards to validate uplift in participation and conversion rates
2. Cash Reward	<ul style="list-style-type: none"> - Universally appealing to all player segments - Easy to communicate and redeem 	<ul style="list-style-type: none"> - May increase Customer Acquisition Cost (CAC) if not controlled - Risk of incentivizing fraudulent accounts 	Test capped, milestone-based cash rewards to control CAC while boosting participation
3. Time-limited Referral Bonus	<ul style="list-style-type: none"> - Creates a sense of urgency, driving quicker referrals - Can potentially increase viral coefficient in short bursts 	<ul style="list-style-type: none"> - Can frustrate users if they miss deadlines - May encourage hasty, low-quality referrals 	Worth testing as a booster mechanic for time-sensitive events or product launches

Idea	Pros	Cons	Data-based Verdict
4. Visible, Contextual Referral Prompt	- High visibility increases participation - Triggering referrals at high emotional moments (like a win) improves conversion	- Too many prompts risk annoying users or cluttering UI	Implement referral prompts post-win and at onboarding screens; monitor user response and participation rates
5. 1-Click Share Deep Links	- Makes referral sharing frictionless - Easily trackable by channel and referrer	- Needs clean UI integration - Deep linking might have technical constraints on some platforms	Implement across WhatsApp, Instagram, Facebook with per-channel tracking to optimize further
6. Advanced Referral Analytics	- Enables smarter optimization decisions - Helps identify top-performing channels, referrer cohorts, and campaigns	- Resource intensive to build and maintain - Might delay immediate quick wins	Schedule for Phase 2 post-quick wins implementation; meanwhile use available tools (like Branch or Firebase) for interim tracking

Suggested Referral Program Redesign

New Structure:

- Double-sided reward: Choice of cash / in-game item.
- Milestone-based: 1, 3, 5, 10 referrals with escalating rewards.
- Leaderboard + Monthly prize
- Prompt at high emotional moments (victory, level-up)
- Deep-linked, 1-click shares via WhatsApp, IG, Facebook
- Time-limited bonus (within 24 hours = extra reward)

Metrics to Track:

- Referral Participation Rate
- Referral Conversion Rate
- Incentive Redemption Rate

- Viral Coefficient
- LTV vs CPA per referral source
- User NPS post-referral

Summary

We explored incentive types, timing/contextual triggers, social sharing UX improvements, advanced tracking, and gamification. Rejected overly costly, risky, or redundant ideas. Through A/B testing and data-driven iteration, we can iteratively refine this to lift the virality coefficient above 1.3.