

## Recommended Actions

Action Recommended	Rationale for the action
Engage “low spending users” to spend more time gaming	As revenue is highly affected by the amount of game clicks user does during the game. We can provide some fixed pay packages or promotions that encourage them to increasing the time in gaming. Thus we potentially increase the number of game clicks and also the number of ads-clicks user does, increasing our revenue.
Increase prices of ads shown to “high spending users”	As we get paid for showing ads, we could increase our revenue by building a price mechanism that would increase ads fees when shown to frequent clickers. As we have users clicking profile we can charge more to ads shown to top x% users, for instance.
Provide more purchase items to “high spending users”	We can diversify and also increase the purchase items offer to frequent clickers, so we potentially increase our revenue with additional products.