

NORAH PRICING

Moentize your Games smarter

Game company sees

43% lift in IAP revenue

with Norah Analytics Pricing.

43%

lift in in-app
Purchases*

16%

increase in
conversion
rate*

2x

original average
Purchases per
Paying user

Case study

A well known Shooter game wanted to boost their in app revenues without affecting the player engagement. With a huge number of daily active users across multiple platforms, any change in pricing had to meet high quality experience to match the standards.

The gaming studio approached Norah Analytics to analyse their customer's behaviour and provide a pricing strategy to boost their revenues. The end goal being to analyse their user base thoughtfully with least burden on their development team for integration of the SDK

"Our expertise lies in development of games, Monetization is definitely a huge part of it, But structuring them in a smart way is Something which Norah Pricing helped us with."

Observations:

- Norah's Dynamic Pricing for games works.
- Increase in user retention.
- Increase in revenues by 43%

*** Data captured after implementation for a 70 day period.**

Summary

Norah Analytics Team worked closely with the studio to integrate the pricing engine which was based on several player metrics. The integration was seamless and hassle free for the development team and the data collection pipeline had been automated too.

Our cloud based engine collected and processed the data to adjust the prices in real time. This led to increased in-app purchases and thereby increasing the revenues.

Different players react to different pricing at different times. We Maximize in-app purchase revenues by charging custom prices to each player by using deep learning and predictive analysis.

“Norah Analytics Team helped us in quick setup of the SDK and ran beta tests with our log data. It clearly showed us the huge impact it could make to our revenues post which we went in for the complete integration.”

“The Team has in depth expertise in the analytics space which is clearly reflected in their product. It could have costed us a huge amount of budget, resource and time if we were to build it ourselves.”

About Norah Pricing

Norah Analytics' Dynamic Pricing tool uses deep learning and predictive analysis to process complex elements of player profiles and predicts the best price for each player. Our cloud- based infrastructure and machine learning capabilities, personalized to suit your needs, determine profit-maximizing prices that can be charged to each player. Founded by a team of renowned Data Scientists and Game Enthusiasts, Norah pricing enables game developers and publishers to focus on building great games.

Learn about pricing
www.norah.ai/analytics