

## Recommended Actions

Action Recommended	Rationale for the action
Provide multiple in-game purchases at time varying discounts	<i>Higher-rollers</i> make close to 1.5 purchases per level tend to spend much more than the <i>pennypinchers</i> (470%, i.e. almost 4 to 5 times more in the long run), thus a slight discount on bulk purchases can entice this group to continue purchasing the items. in the long term (perhaps maybe spend even more), or encourage the penny-pinchers to spend more. This would also lead to greater revenue generated from in-app purchases.
Assign high value ads to users who make at least 1 purchase per game.	The cluster analysis reveals that the users who make at least 1 ingame purchase per level have a tendency to click up close to 6 ads per level. This could optimise the revenue generated from 'high-rate' ads. The 'common-rate' ads can be assigned to the freeloaders.