Starter Pack AB test analysis

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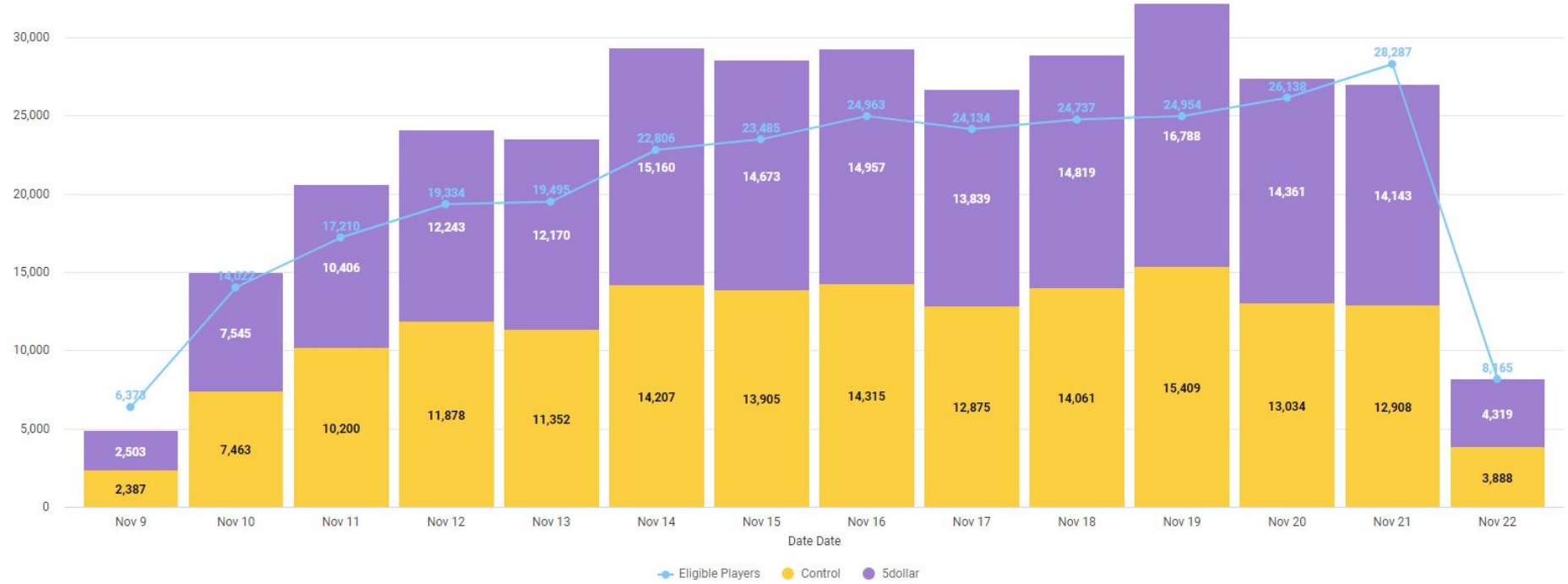
Context and setup

1. **Context:** We see very good conversion rate on the Starter Pack (SP) and lower purchases of the other IAP packs
2. **Setup:** Current price of the SP is $2, let’s test at $5 price point. Only for new users, equal split between groups, stratified by country.
3. **Main hypothesis:** Less players will buy the more expensive SP but overall it will lead to higher revenue. SP offers a good deal and initial boost in progression, it is also a one-time available purchase so we don’t expect interest in the pack to dry out. Expected negative effect on conversions but overall higher revenue.

Findings and recommendations

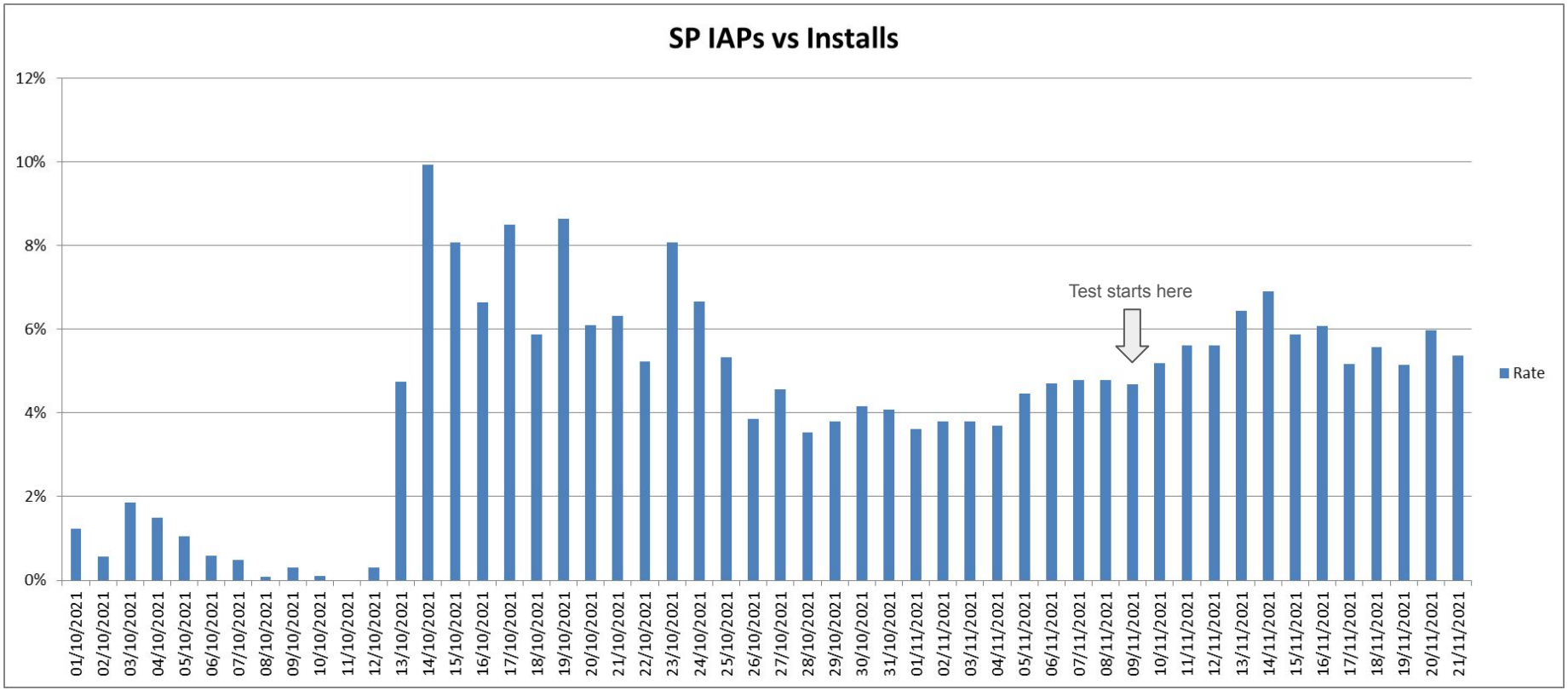
1. The $5 SP does not seem to be hurting other KPIs
    a. PUR is the same or slightly lower
    b. Revenue is higher
    c. Retention is not affected
2. SP should be a conversion mechanic and we’re moving away from that
    a. First Conversion on SP is worse
    b. Lower First Conversion on Welcome Screen
    c. Overall PUR is slightly lower
    d. Players who don’t convert on $5 SP find the $2 bundles and convert on them
3. Possible problem with the tracking of the received campaigns

Eligible vs received campaign

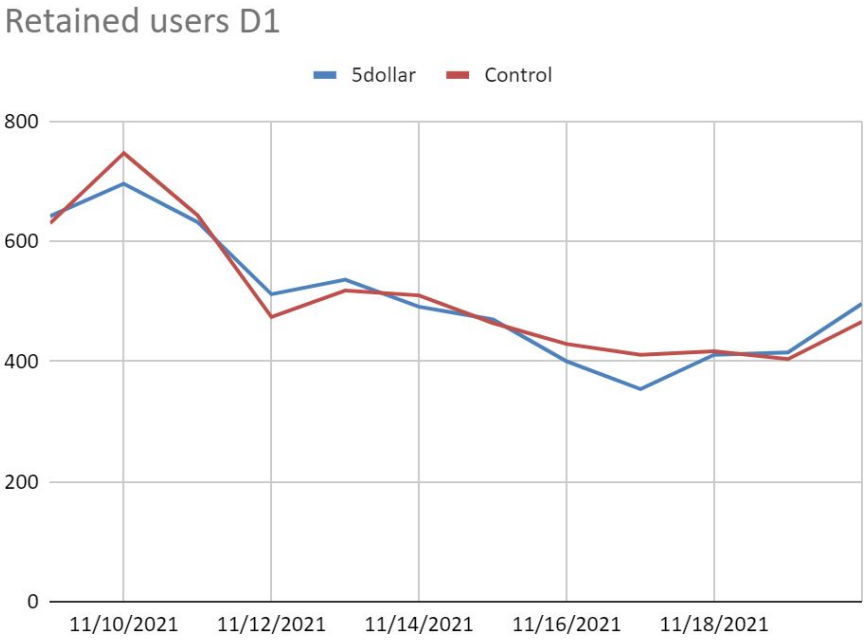


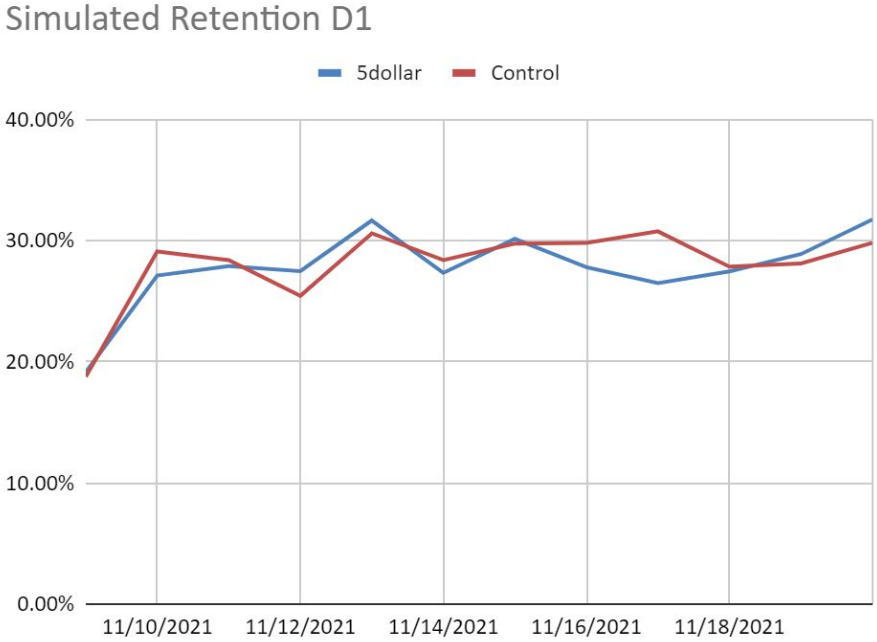
- Potential double counting of users in each group
- Equal split between groups, test works fine

Starter pack performance

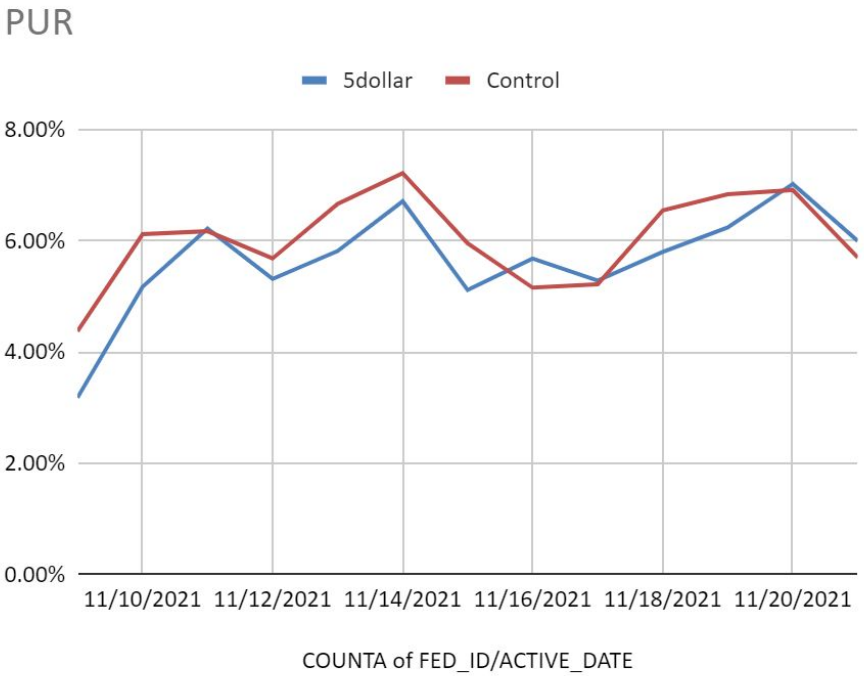


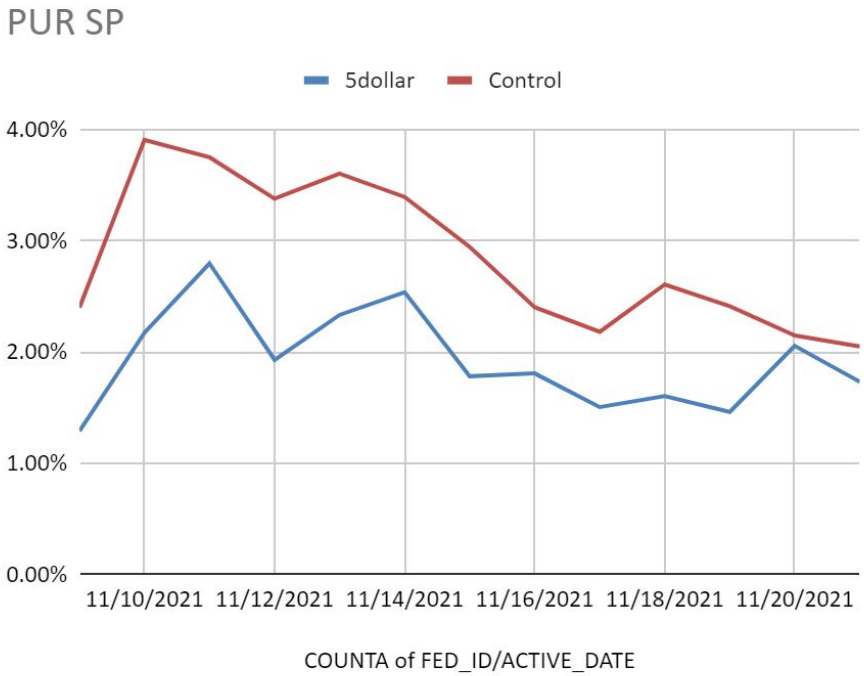
Retention D1



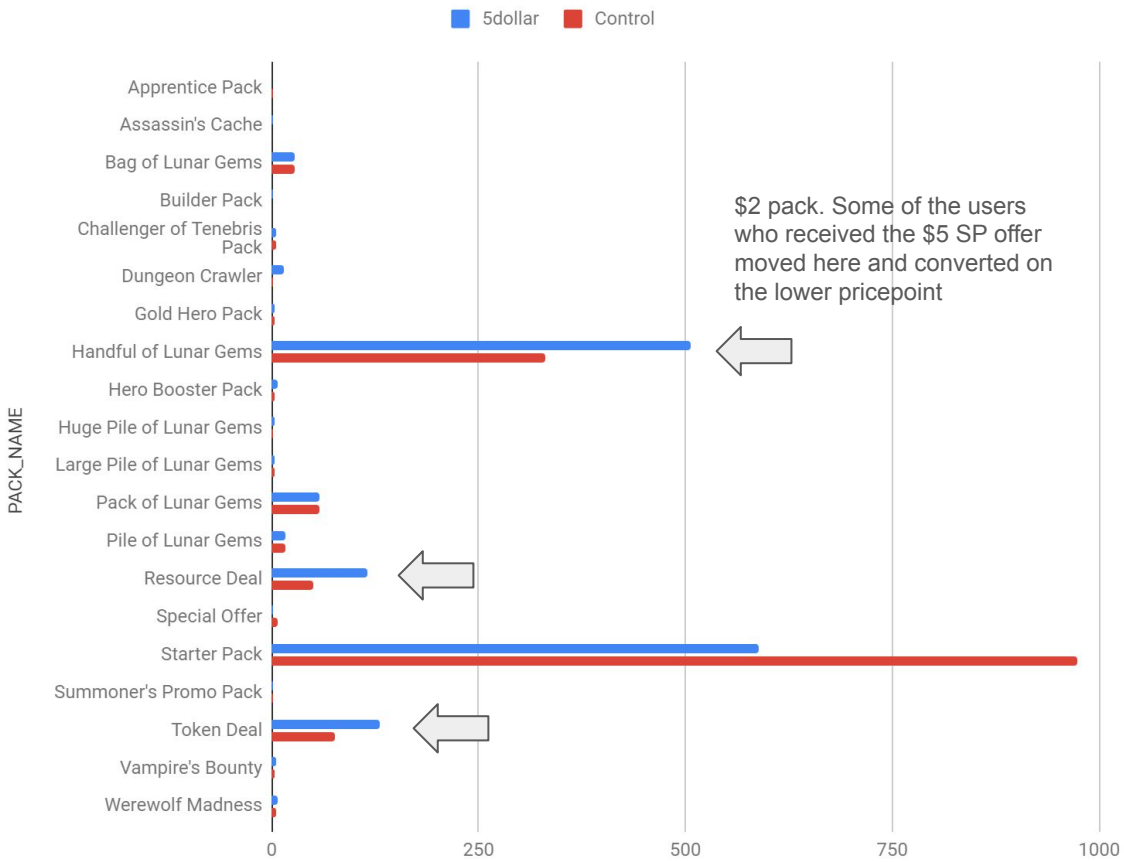


PUR


PUR
5dollar
Control
8.00%
6.00%
4.00%
2.00%
0.00%
11/10/2021
11/12/2021
11/14/2021
11/16/2021
11/18/2021
11/20/2021
COUNTA of FED_ID/ACTIVE_DATE

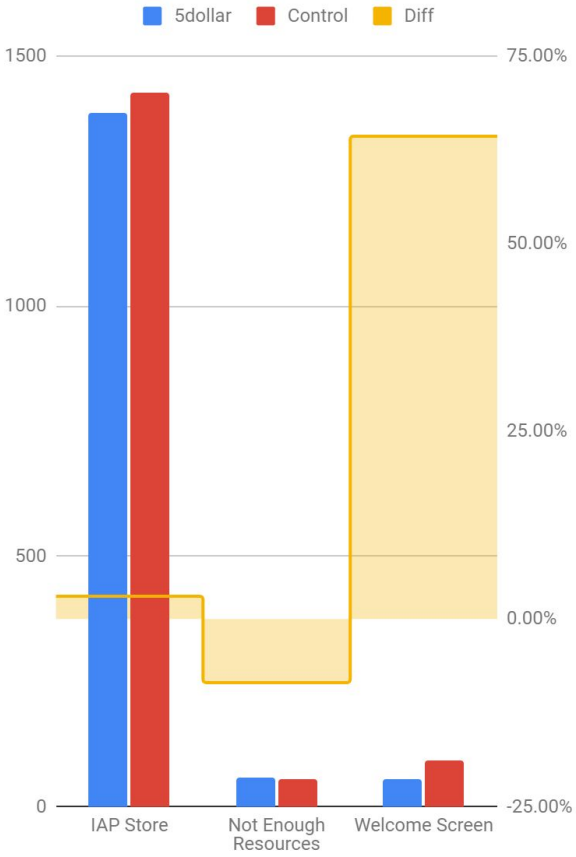

PUR SP
5dollar
Control
4.00%
3.00%
2.00%
1.00%
0.00%
11/10/2021
11/12/2021
11/14/2021
11/16/2021
11/18/2021
11/20/2021
COUNTA of FED_ID/ACTIVE_DATE

First conversions

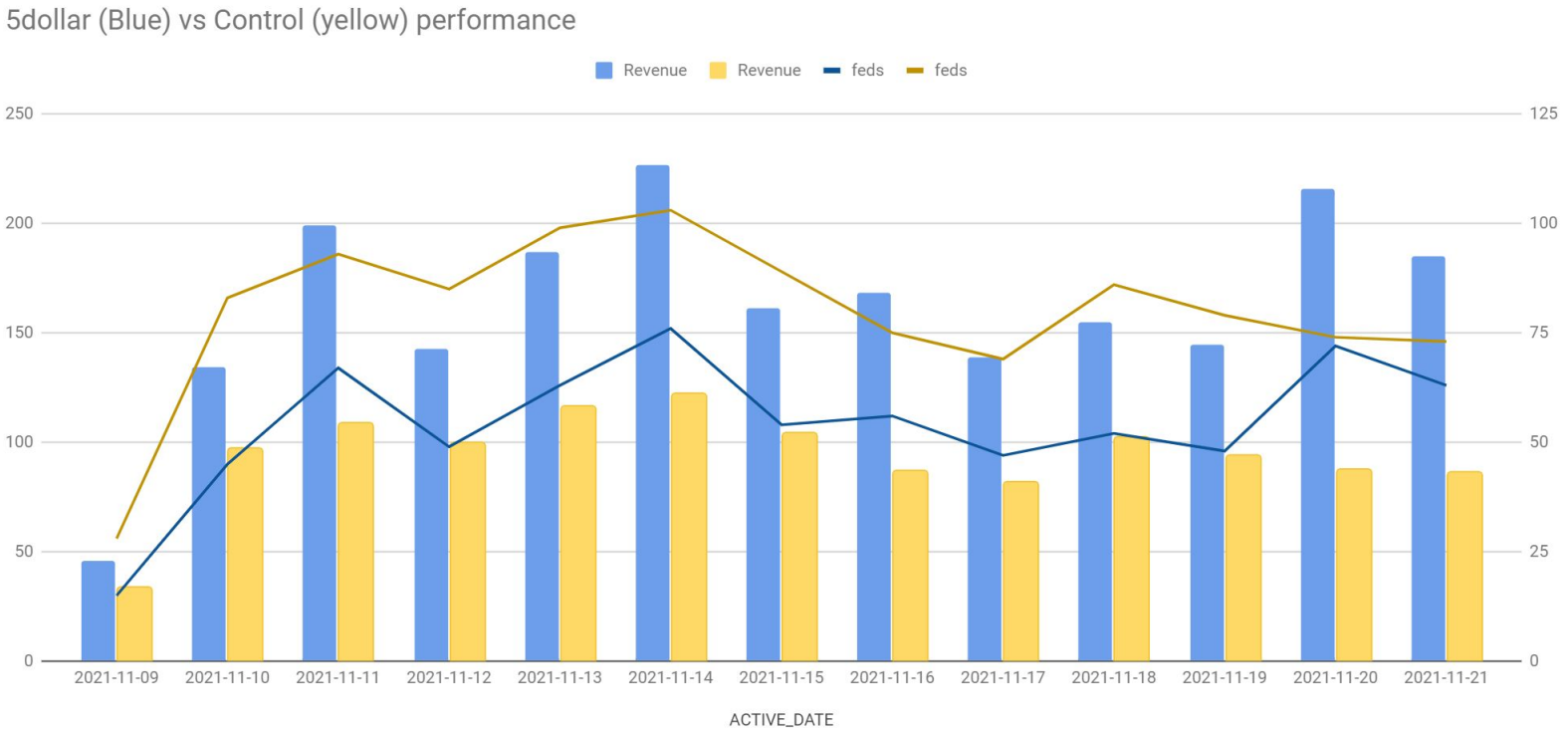


$2 pack. Some of the users who received the $5 SP offer moved here and converted on the lower pricepoint

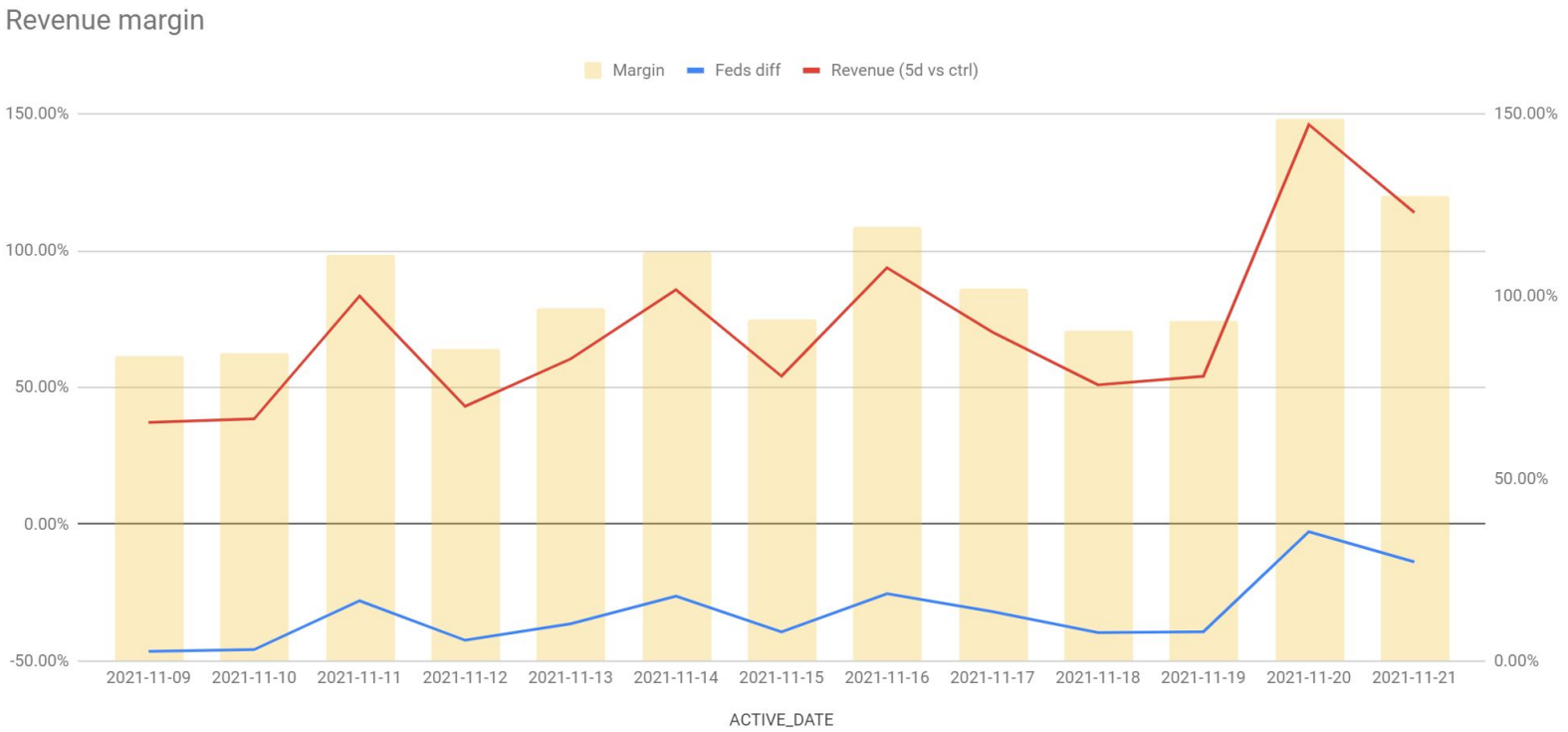
First conversion location



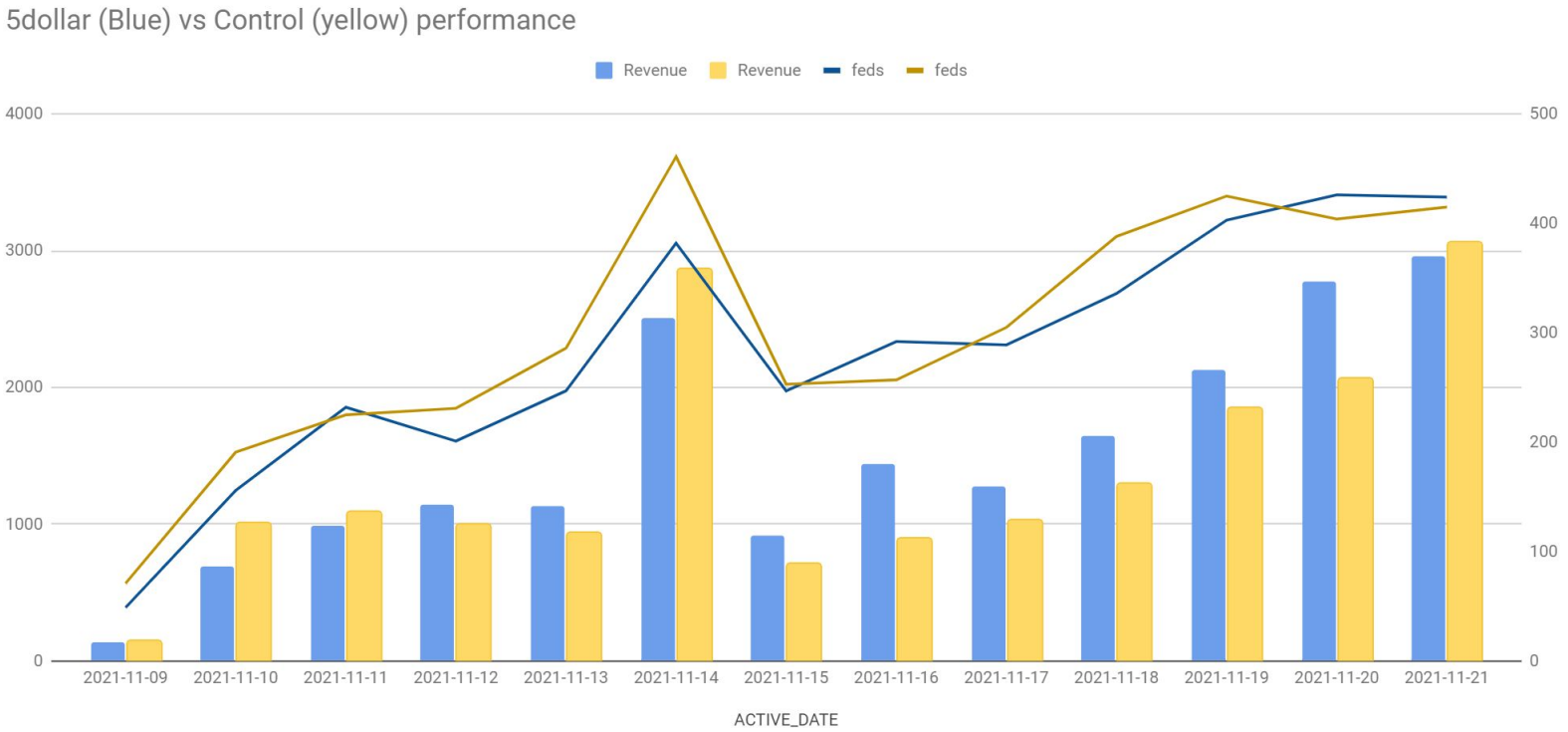
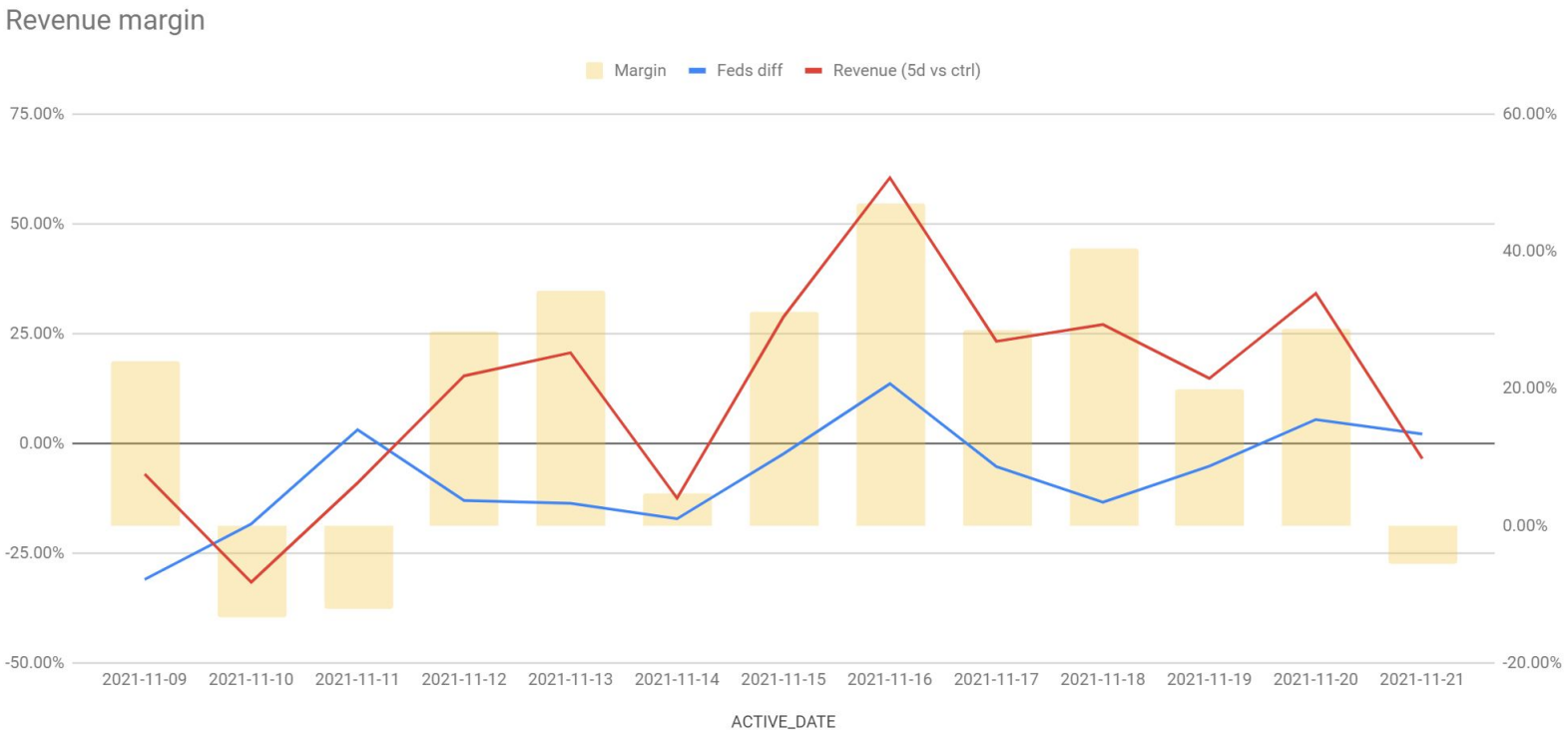
SP Revenue


5dollar (Blue) vs Control (yellow) performance
Revenue
Revenue
feds
feds
250
200
150
100
50
0
125
100
75
50
25
0
2021-11-09
2021-11-10
2021-11-11
2021-11-12
2021-11-13
2021-11-14
2021-11-15
2021-11-16
2021-11-17
2021-11-18
2021-11-19
2021-11-20
2021-11-21
ACTIVE_DATE

SP Revenue margin



Overall Revenue



Overall Revenue margin