## **Product Summary: GameLens AI**

## **1. Data Inputs We Can Feed in Daily or connect via API**

We’d start with a **core daily ingestion pipeline** pulling raw data from ad networks, MMP (e.g., Adjust/Appsflyer), and in-game telemetry.

### **a) Player Progression & Engagement**

* Level progression events (per user, per cohort)
* Time to complete each level
* Drop-off points (where players churn in the funnel)
* Session count & average playtime per day

### **b) Cost Data**

* Daily ad spend per campaign, per geo, per network
* CPI (Cost per Install)
* CPM & CTR (ad performance metrics)

### **c) Revenue Data**

* IAP revenue per cohort/day
* Ad revenue (rewarded video, interstitials) per cohort/day
* ARPU, ARPPU
* Purchase conversion rate

### **d) Retention Data**

* D1, D3, D7, D15, D30 retention per cohort
* Player churn probability scores
* Return player events (re-engagement)

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## **2. AI-Driven Output After First 3 Days**

Here’s what the tool should do **automatically** after ingesting just **3 days of data** for a new UA campaign:

### **a) ROAS Projections**

* Predict **D15, D30, D45, and D90 ROAS** for each campaign/cohort if campaign continues at current spend & performance.
* Use retention + monetization curves to forecast lifetime revenue.
* Confidence intervals (e.g., “80% chance D30 ROAS will be between 18% and 23%”).

### **b) KPI Gap Analysis & Targets**

* If **target ROAS** is known, calculate:
  + **Spend adjustment** needed to hit target
  + **Retention improvements** required (e.g., “D7 retention needs to increase from 14% → 18% to hit D30 goal”)
  + **Revenue per user boost** required (e.g., “ARPU needs +$0.12 by D15”)

### **c) AI Recommendations**

* **Cost suggestions**: Reduce/increase budget by X% on low/high performing campaigns
* **Retention tactics**: Which levels are causing drop-offs and potential fixes (e.g., “Level 7 has 45% churn — test difficulty reduction”)
* **Monetization suggestions**: Optimizing IAP pricing, ad placement, or rewarded video frequency
* **Geo/Campaign optimization**: Shift budget to top-performing geos/ad networks
* **Creative testing suggestions** based on early click-through to retention correlation

## **3. Additional Features That Would Be Killer**

* **Automated Campaign Grading** → “This campaign is an A+ for long-term ROAS, this one is a C-.”
* **Daily “Traffic Cop” Alerts** → Slack/Email notifications when CPI is too high or retention/revenue drops below thresholds.
* **Scenario Simulator** → “If we increase retention by 2% and ARPU by $0.10, D30 ROAS jumps from 25% → 36%.”
* **Churn Prediction Heatmap** → Visualizing where in the game players are most likely to quit.
* **LTV by Player Segment** → High spenders vs. ad-only players.