



TEAM 3



Valeria CASTILLO CABANILLAS



Violaine NGUESSAN



Rushikesh POKALE



Thandiwe MOYO



Rajeshwari TIKHILE



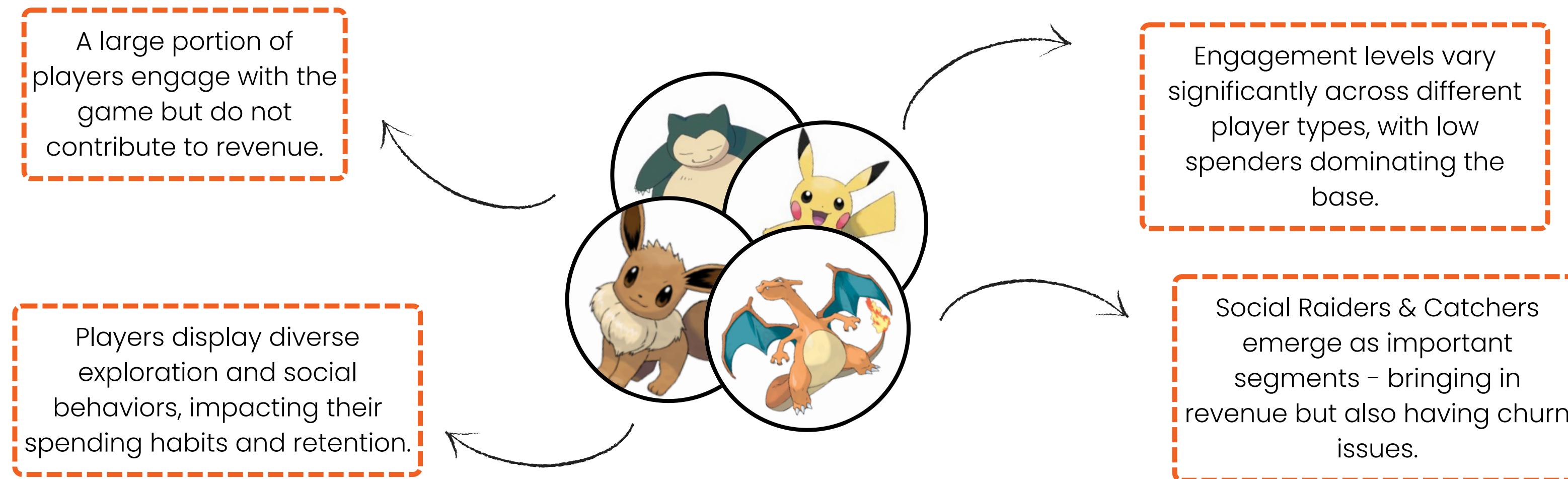
Vidyen WADGAVE





OVERVIEW & ANALYSIS

We analyzed player engagement, spending patterns, and lifecycle behaviors to identify opportunities for optimizing monetization and retention.



Strategic Direction

Niantic must optimize monetization by converting non-spenders, reducing churn among Social Raiders and leveraging social group spending through unique innovative MVP to drive revenue and retention.



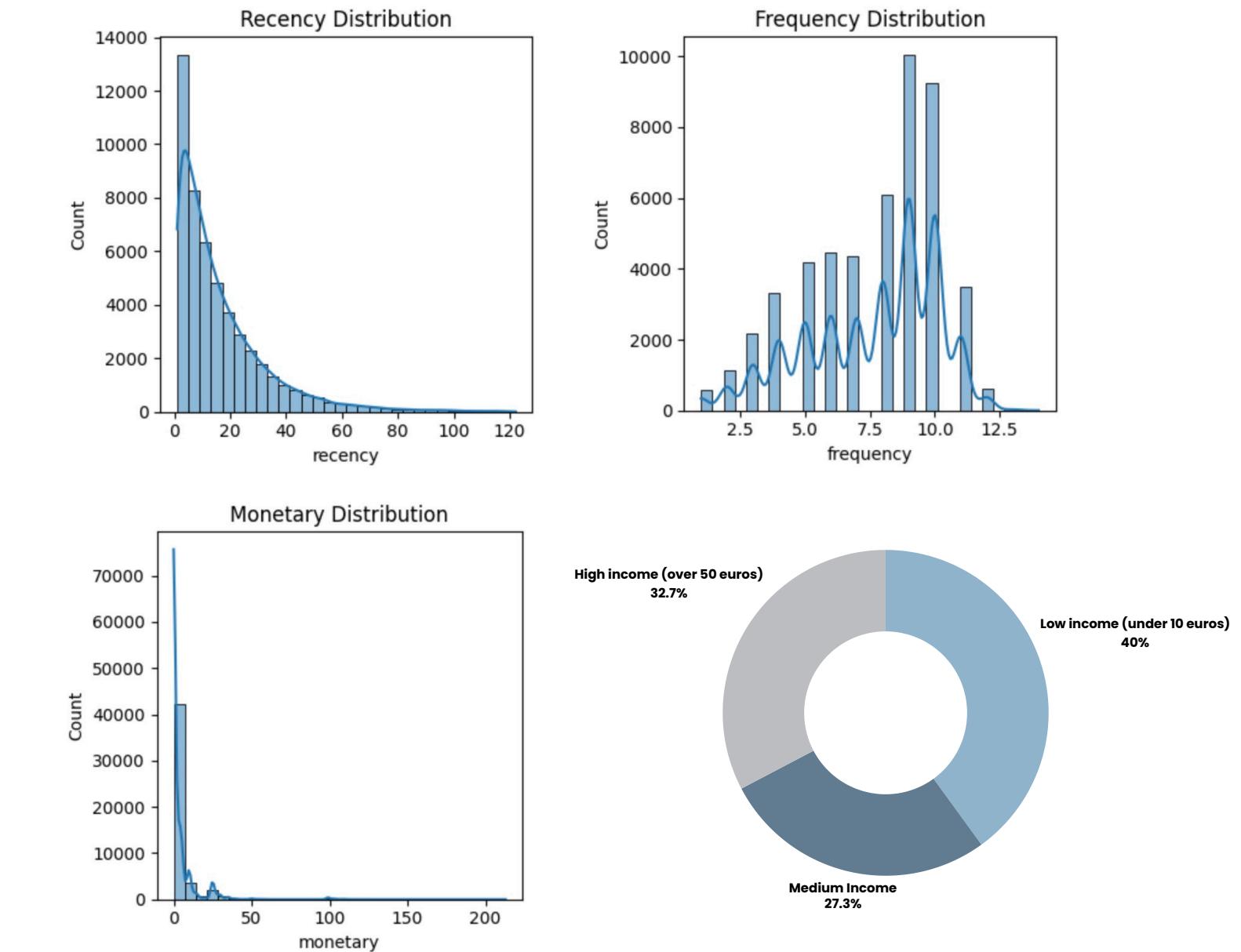


SPENDING BEHAVIOR & MONETIZATION INSIGHTS

Free Players	Young, highly engaged but do not spend.	No revenue contribution
High-Spenders	Small % of users = majority of revenue	Highly skewed revenue model
Impulsive Buyers	Players willing to spend but need the right incentive.	Unpredictable revenue

Key Challenges:

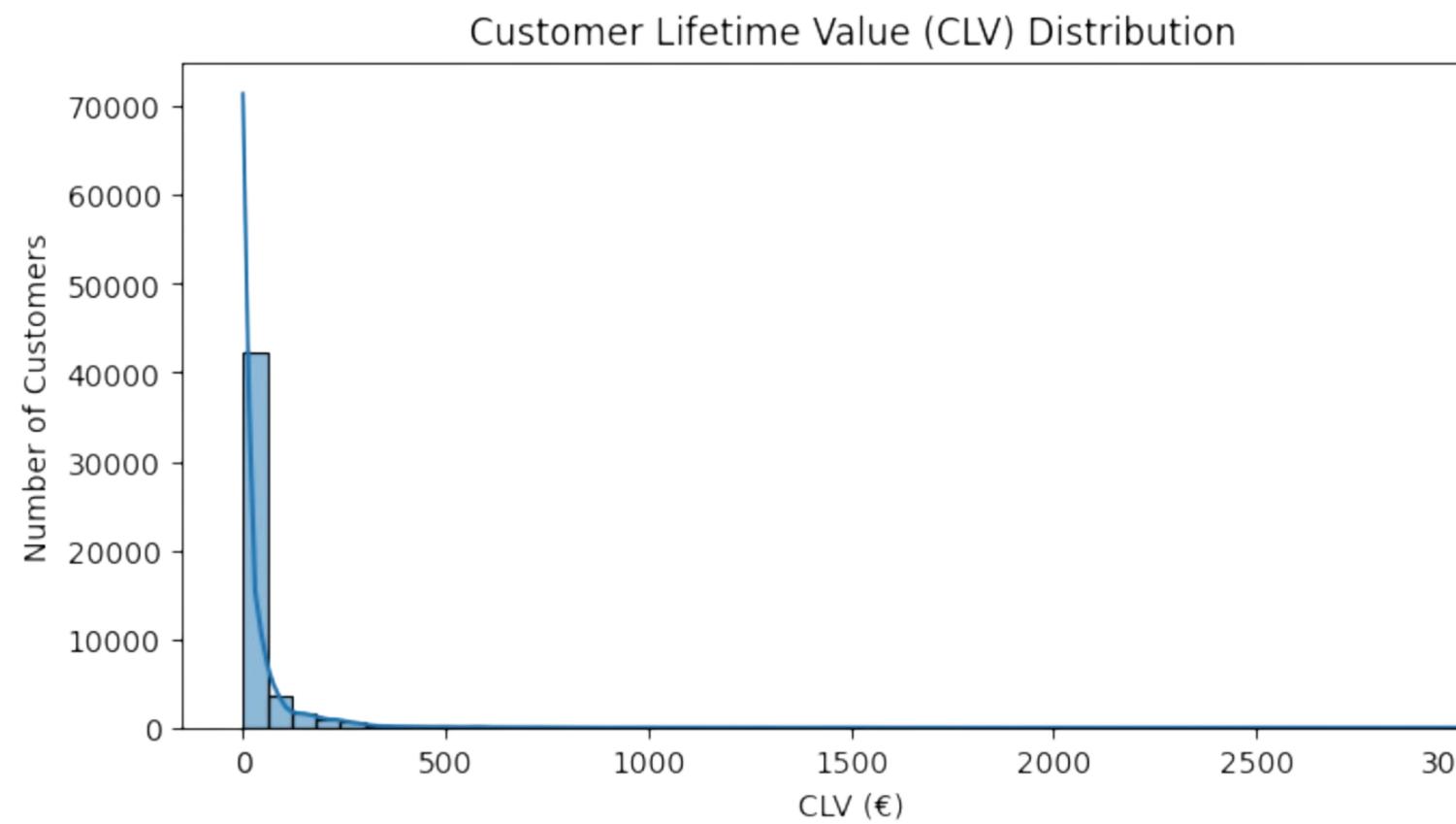
- Engagement ≠ Monetization: Most players actively participate, but do not spend in the game.
- High Income ≠ High Spending: Players are not guaranteed spenders.
- Low frequency and short duration of sessions limit monetization opportunities.



Goal? Analyze player behavior, identify high-value segments and develop strategies to maximize **player retention, engagement and monetization.**



CUSTOMER LIFETIME VALUE (CLV) ANALYSIS



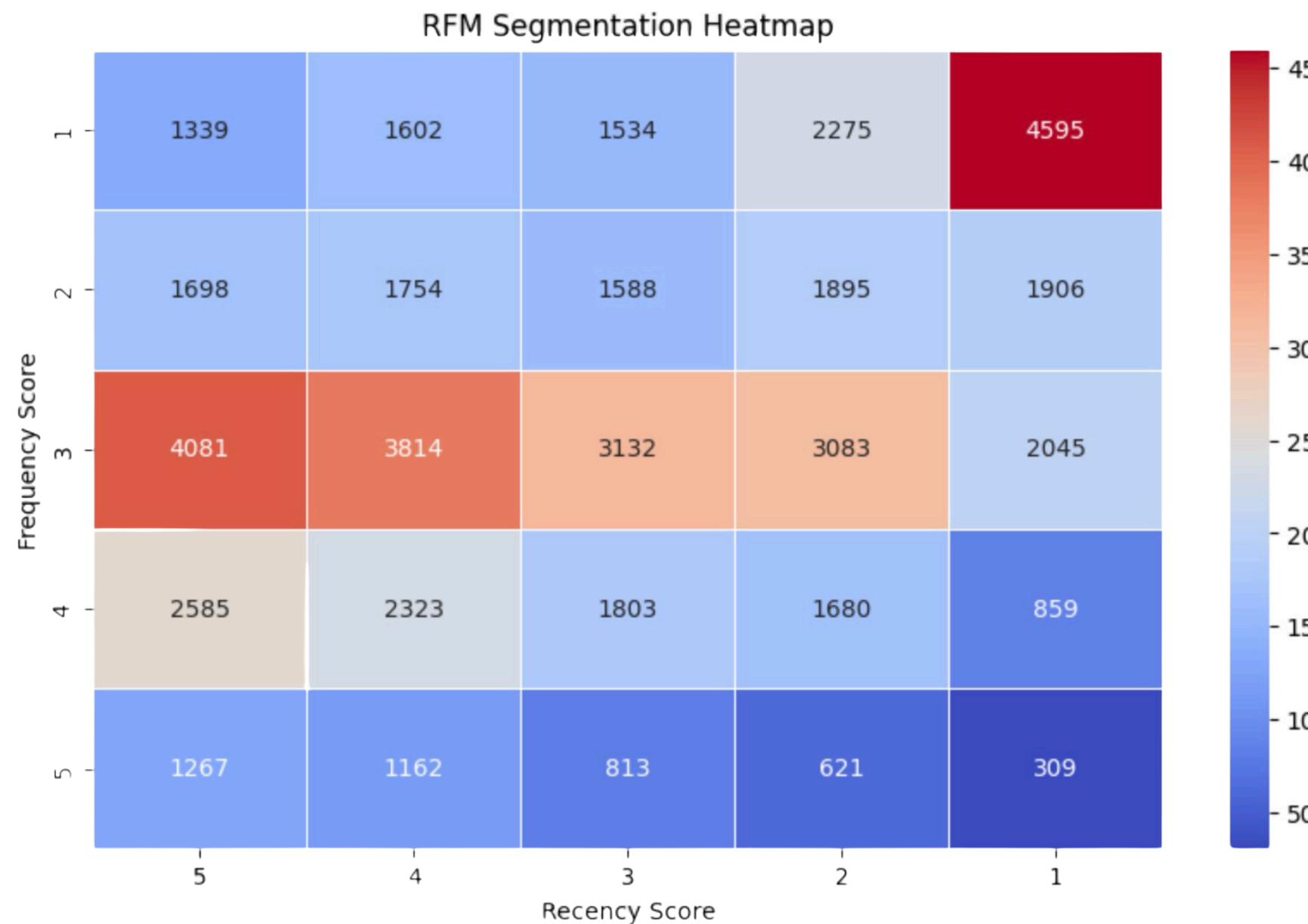
Key Takeaways:

- **Player behavior varies a lot:** CLV €0 for most casual players and CLV +€500 for a few players
- **75% of players have CLV under €31** → Monetization is concentrated in a small group (mean €34).
- **One-size-fits-all strategies don't work** → Targeted approaches are a need.





RFM HEATMAP ANALYSIS



Need Attention Players account for 13% of the Total Players, showing signs of decreased engagement.



Keep the 'Catcher': Catcher's have the highest Need of Attention players & Hibernating Players



Loyalty Pays: "Social Raiders" have the highest number of Loyal Players with "Potential Loyalists" peaking at 5,421 closely followed by "Catcher" customer types.

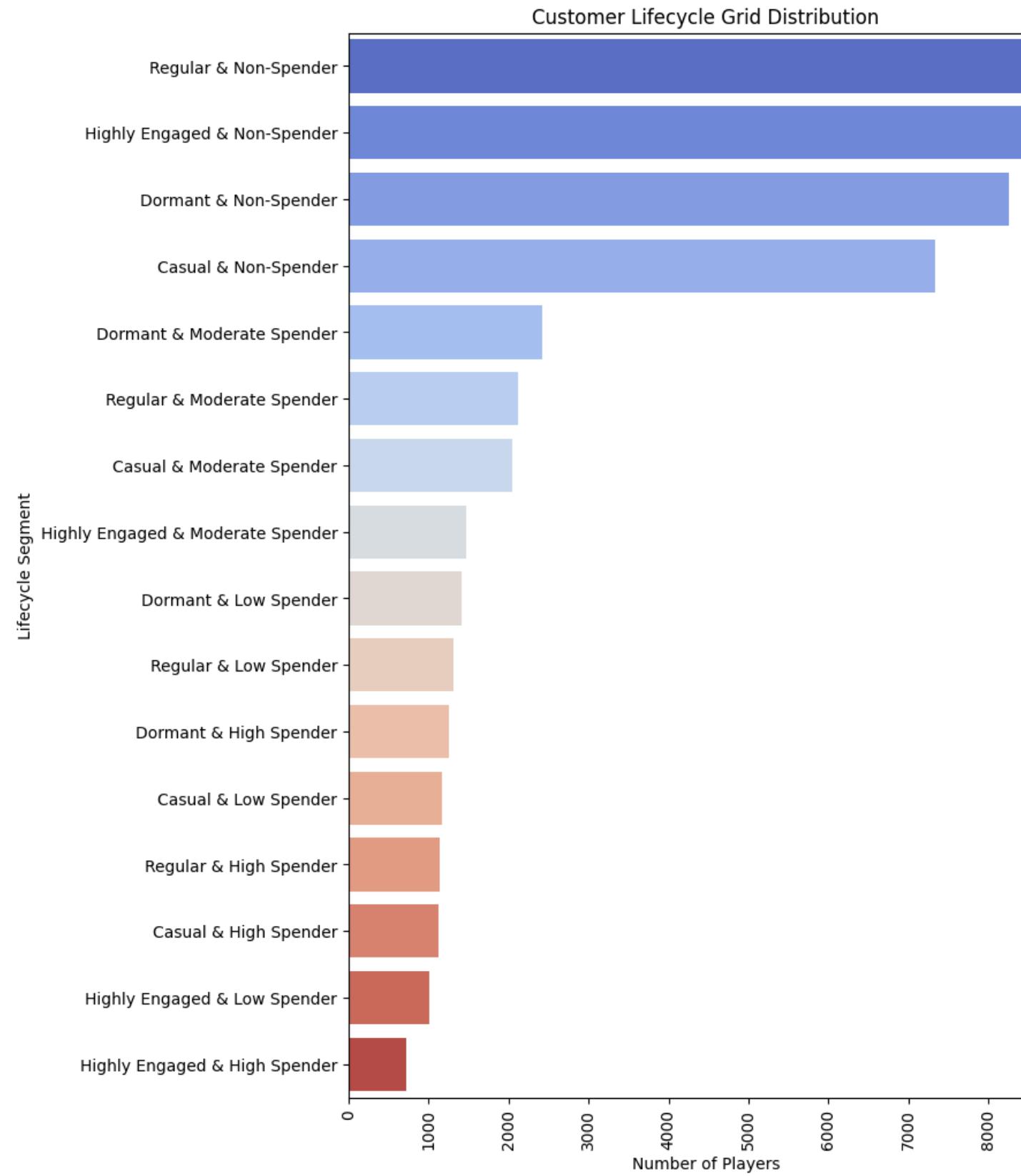
Player Categorization by Engagement & Loyalty

RFM Segment	Social Raider	Catcher	Miscellaneous	Walker	Total Players
Potential Loyalists	5421	4971	4431	4373	19196
	2564	2122	1714	1893	8293
Hibernating Players	1635	2016	1818	1784	7253
	1527	1732	1544	1451	6254
Lost Players	768	1252	1502	1073	4595
	112	586	600	599	2905
Champion Players	486	284	228	269	1267





LIFECYCLE GRID ANALYSIS



Majority of players are Non-Spenders, with Regular & Highly Engaged Non-Spenders dominating.

High Spending players are a minority, but revenue is concentrated in this niche group (over 10 euros).

Dormant & High Spenders are a crucial segment to re-engage.

Impulsive Buyers Are Underutilized – Time-limited offers and exclusive in-game bonuses could help convert them into frequent spenders.

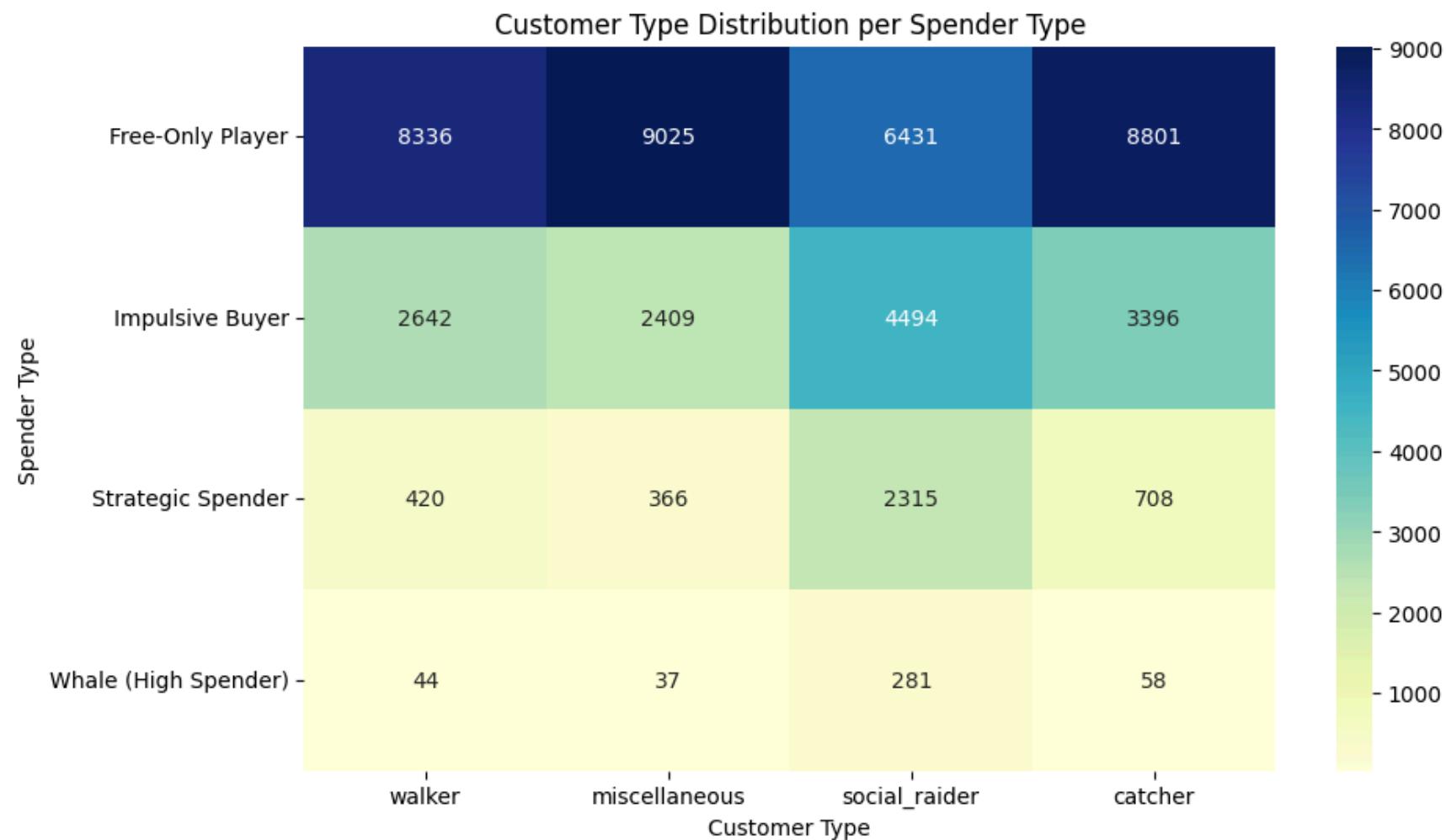
Personalization Can Drive Monetization – AI-driven personalized offers based on gameplay patterns (e.g., Pokémon preferences, event participation) could encourage first-time purchases.

Highly Engaged & Non-Spenders remain a key segment to target.





LIFECYCLE GRID ANALYSIS



Free-Only Players dominate: Across all categories, the majority of players belong to this category, not contributing financially.

Impulsive buyers are significant: This category highlights the importance of in-game advertisements and incentives in driving microtransactions.

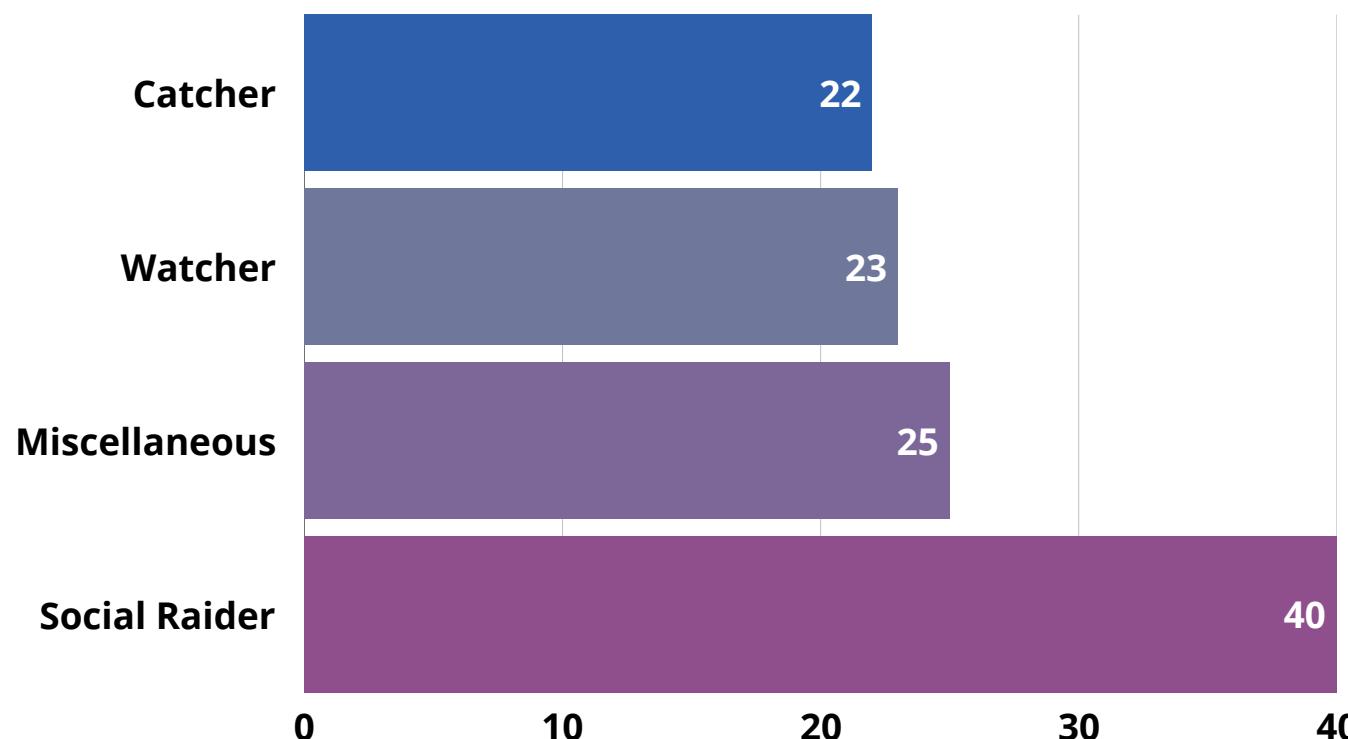
Social Raiders' lead Strategic Spenders category: Making multiple purchases (2315) between 10 to 50 Euros, they are account for only 2% of total revenue drive

Whale Players (high spenders) are a minority, but they contribute disproportionately to revenue as their purchases are over 50 Euros.



CHURN ANALYSIS & PREDICTIVE MODELING

Average Churn Rate per Customer Type (%)



Target Segments for Marketing Strategies

The Catcher

High conversion potential to “Whale/ High Spender”
Second to Social Raider across monetized Spender
Types
Second highest CLV of 89.6
Lowest churn rate – 22%

The Social Raider

Lowest Free-Only Players & Highest number of
Spenders
Highest CLV of 121.1
Highest Churners – 40%

Which factors influence churners within these segments?

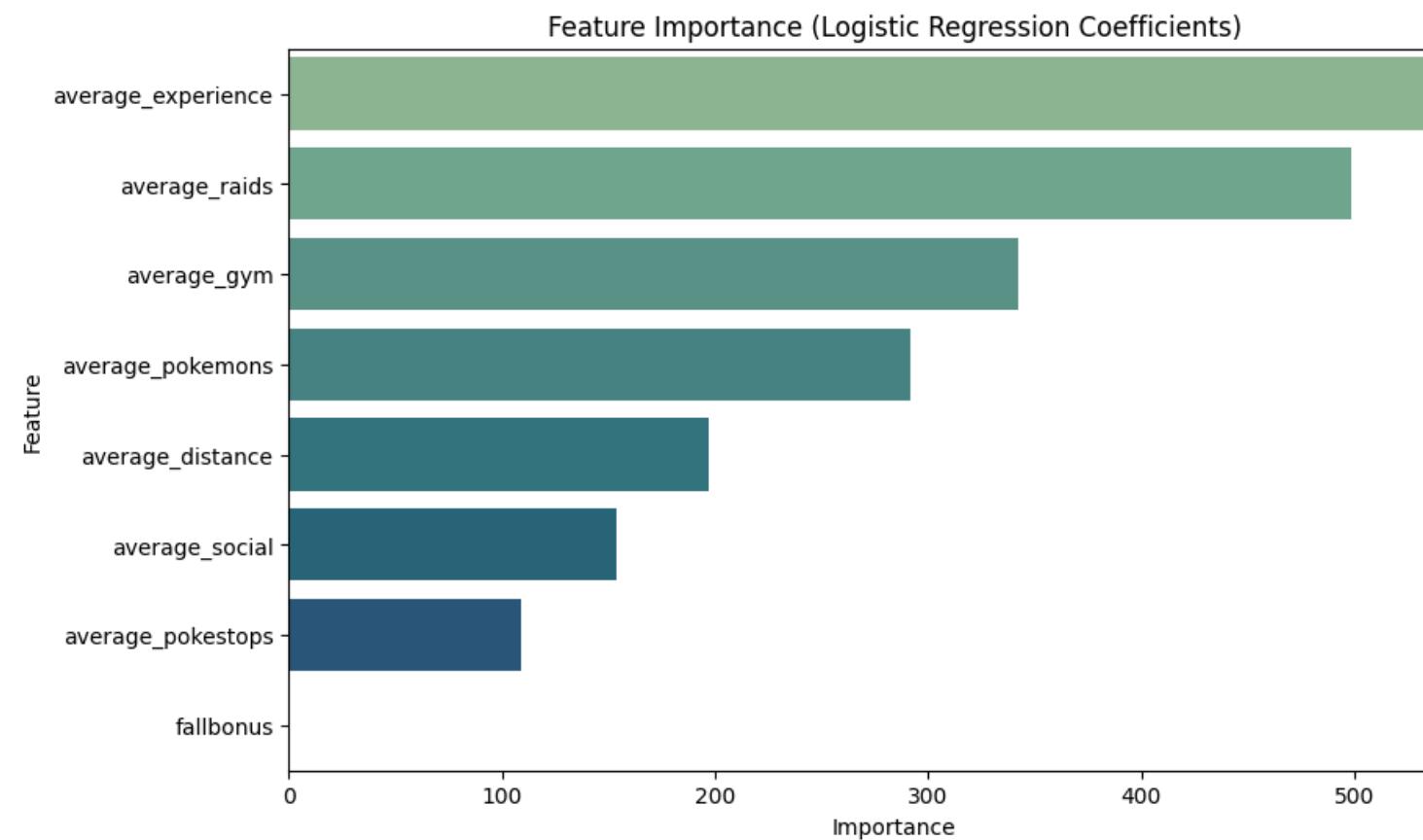




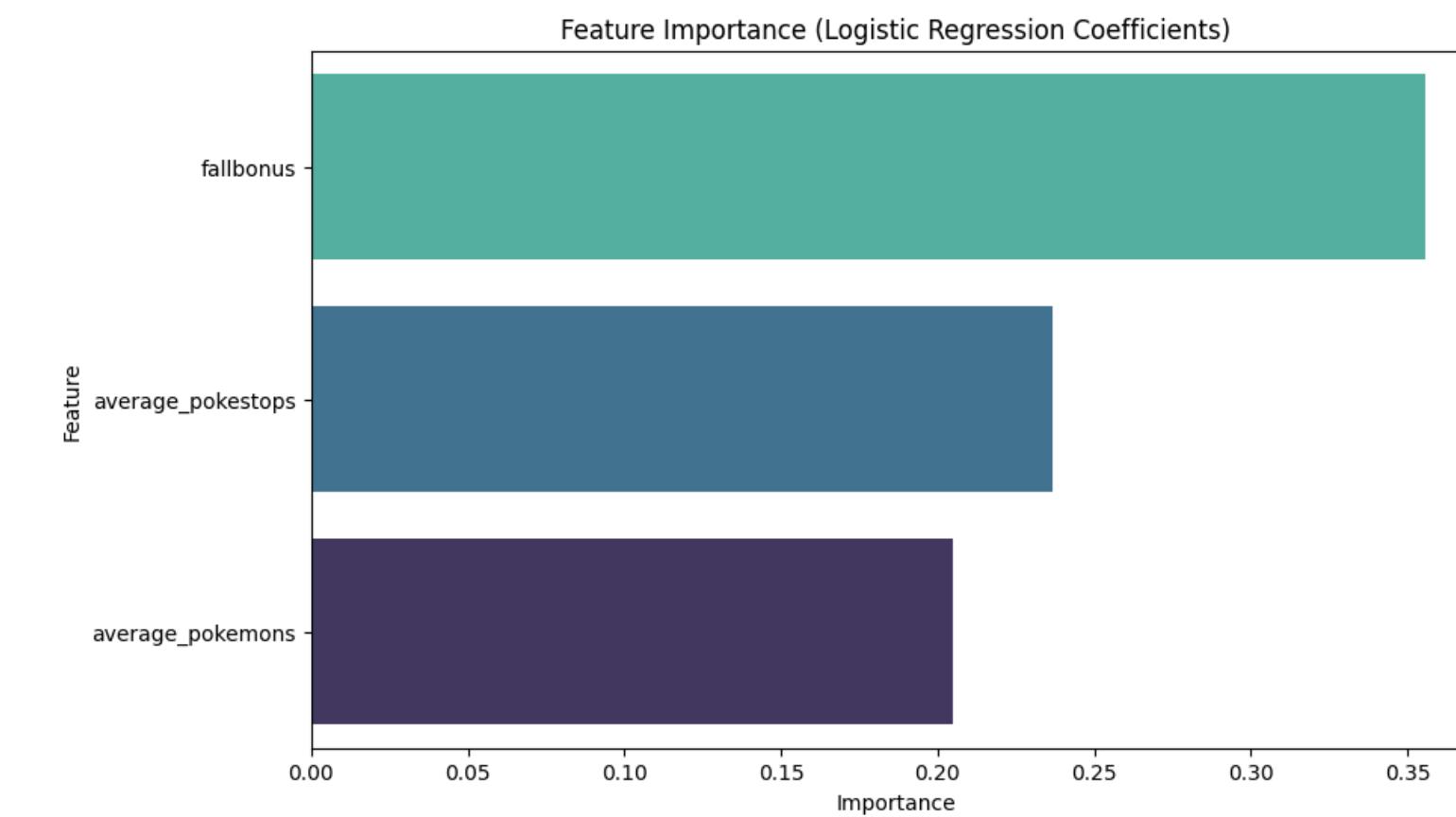
VARIABLES IMPACTING CHURN BEHAVIOUR

Churn Analysis & Predictive Modeling

Social Raiders



Catchers



Immersive trainers

- Stronger focus on Core Social and Competitive activities
 - Experience Points, Raid, Gym Interactions
- Support Pokémon Catching Activities
 - Average Pokémon Capture & distance travelled, social interaction
- Increase Exploration and Bonus Incentives
 - PokéStop luring and bonuses

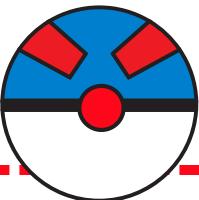
Fallbonus is an important factor

- High sensitivity to promotions
 - Bonuses similar to fall bonus
- Drive Engagement through Exploration
 - Pokéstops
- Focus on Pokémon Catching
 - Pokemons captured



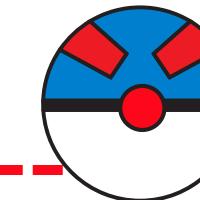


CRM RECOMMENDATIONS FOR NIANTIC



Target Segments Smartly

- Focus on Raiders & Catchers:** High-engagement non-spenders.
- Higher Conversion Potential:** Already active in raids & team play.
- Low-Cost Entry Packs:** €1 Raid Bundles to encourage spending.
- Group Discounts & First-Time Rewards:** Smooth transition to paying users.



Maximize Retention

- High Churn Risk:** Social Raiders engage but drop off often.
- Reactivation Triggers:** Reward inactivity with rare items.
- Sustained Engagement:** Streak rewards & event incentives.
- FOMO Strategies:** Limited-time exclusives & raid challenges.
- VIP Perks:** Boost retention for high spenders





MVP: GUILD-BASED MICROTRANSACTION SYSTEM



Guild-Based Spending: Small group contributions unlock shared in-game benefits

Players form guilds (5-10 members) to collectively contribute in-game currency

Tiered rewards: Higher contributions lead to better perks, but all guild members benefit

Benefits



IMPACT

Encourages Social Spending: Players feel comfortable making small purchases when the whole guild benefits.

Sustains Engagement: Guilds create long-term retention loops with recurring incentives.

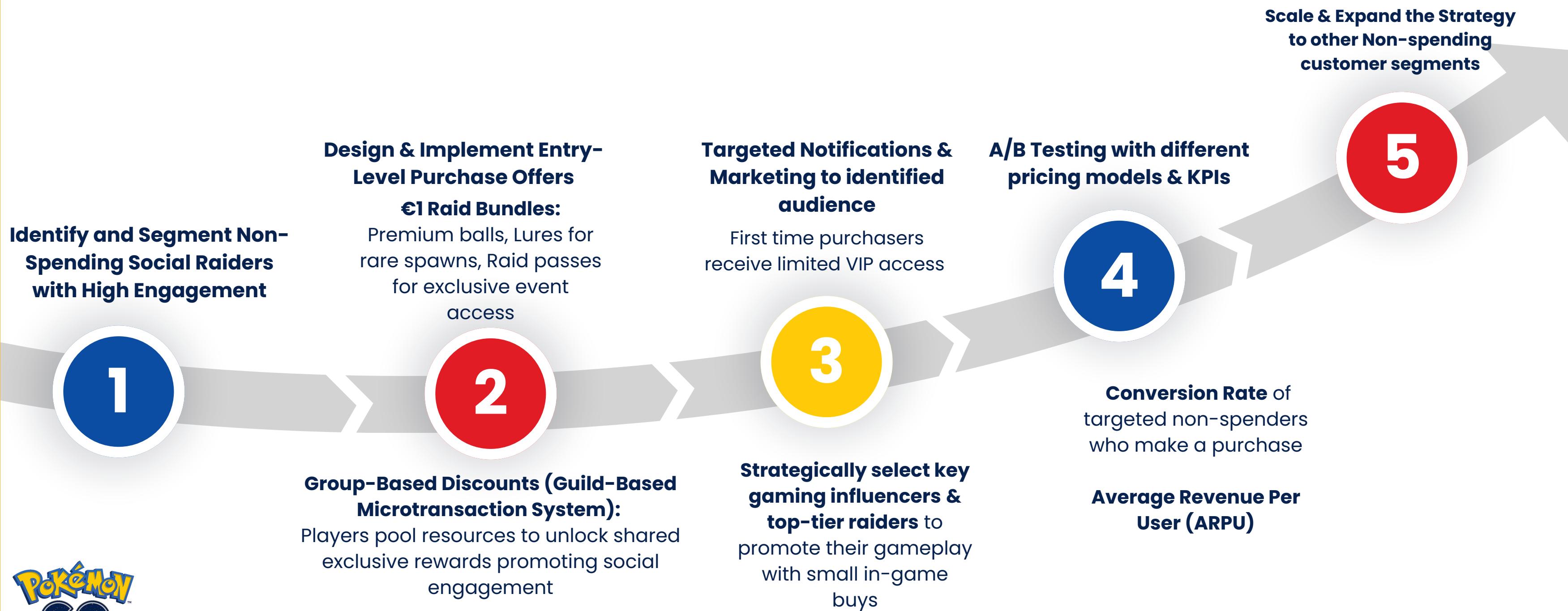
Boosts Microtransactions: Players are more likely to contribute regularly to maintain access to rewards.





IMPLEMENTATION ROADMAP

Target Segments Smartly





IMPLEMENTATION ROADMAP

Maximize Retention





THANK YOU FOR PLAYING

What if I told you Pokemon Go was created by dogs to get extra walks

