

Generating new revenue for developers with Fridai - The Project Ambitious Case Study

Goals

- less time spent outside the game

+ more active gameplay

+ more revenue

Let's discover how we can help your Game!

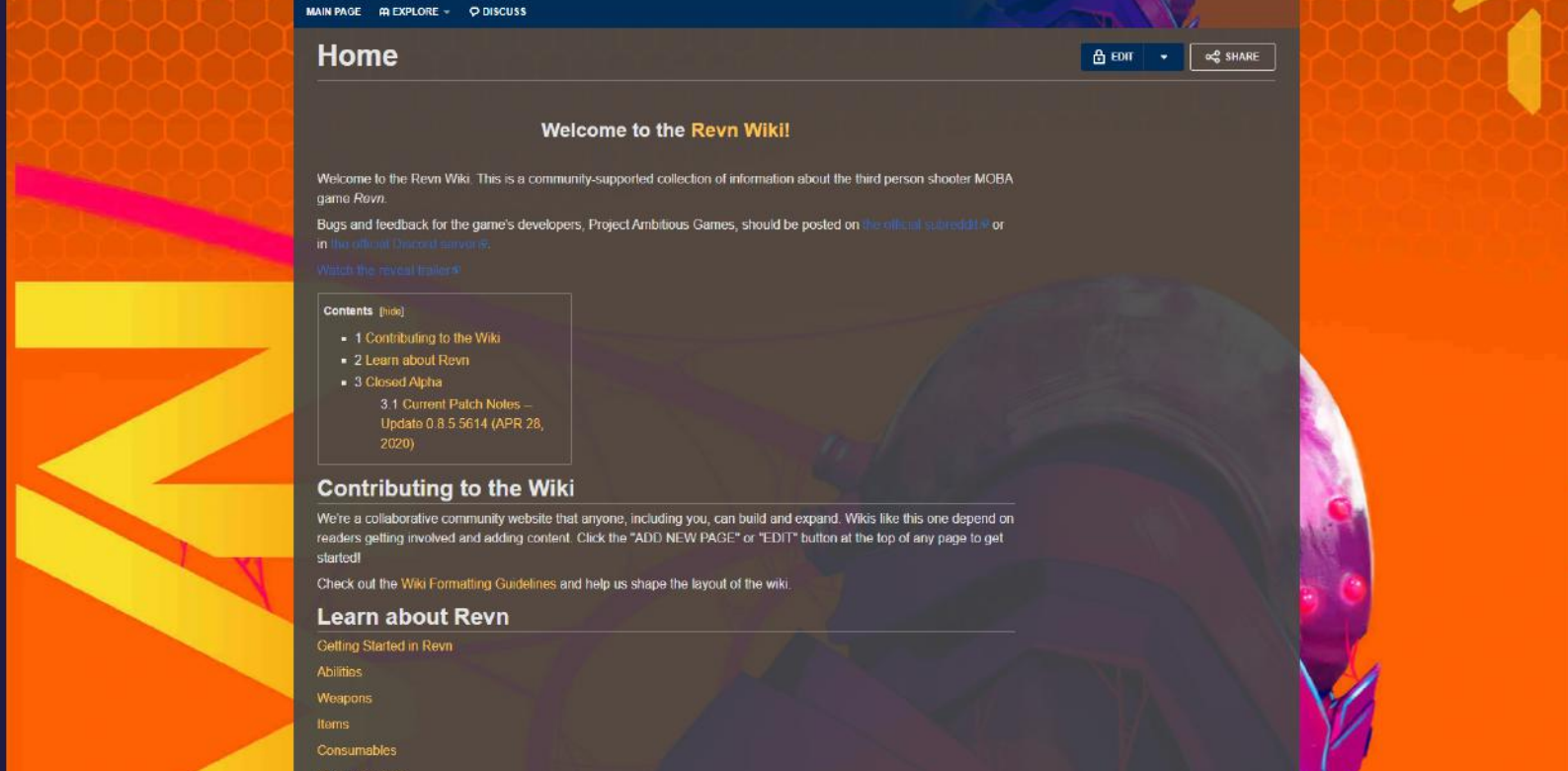
Project Ambitious

Current Situation

For better traction they support game wiki sites and other, solely or partially fan managed sites where gamers can look for help, tips, and insights if they are stuck in the game.

Client

Our customer is a small indie game publisher from the USA called Project Ambitious (PA). For a small game developer like PA it is harder to monetize their title, but they understand that bigger publishers are currently running the microtransaction model, so they'd like to adopt this method.



Problem

The problem is that every time their gamers need hints or tips, they need to leave the game (Alt+Tab out), look for the solution, and then return to the game. There are more issues with this approach.

First, it is not given that gamers will find the right answer right away, which creates frustration or abandoning, abandoning the game as a worst case scenario.

Secondly, gamers might find a source which is not supported or managed by the developer or publisher. On these sites revenue opportunities and advertising possibilities are out of their control in every means.

Thirdly, when gamers are Alt+Tabbing, it might happen that the game itself won't load properly again, e.g. the resolution will be different, some game options won't work. There are basically a thousand ways why a game might not run optimally after switching windows.

Values

When PA and Team Fridai started the discussion, we identified four areas where the two teams can cooperate - to bring value to both gamer & publisher.

\$ In-game purchases

As Fridai runs constantly when a gamer plays with PA's title, Revn, the developer has a prime opportunity to advertise e.g. add-ons, skins or DLC's right when it is needed AND it is not disturbing the gameplay. This solution means a constant in game proactive sale agent for the publisher.



⚙️ Reducing frustration

When a gamer doesn't need to Alt+Tab out (since the information he or she is looking for is only an ask away) players can be more engaged with their game. PA is in control of what information is provided, allowing them to be sure that there is no more frustration finding incorrect hints about a quest, weapon, or riddle. While also eliminating downtime. Fridai provides a seamless, undisrupted gameplay experience that the developer can leverage.



😊 Gamer engagement

Another big advantage of Fridai can come in handy when a gamer has not run the game for several days or weeks. Since Fridai is always running when a gamer plays other supported games, it can proactively ask:

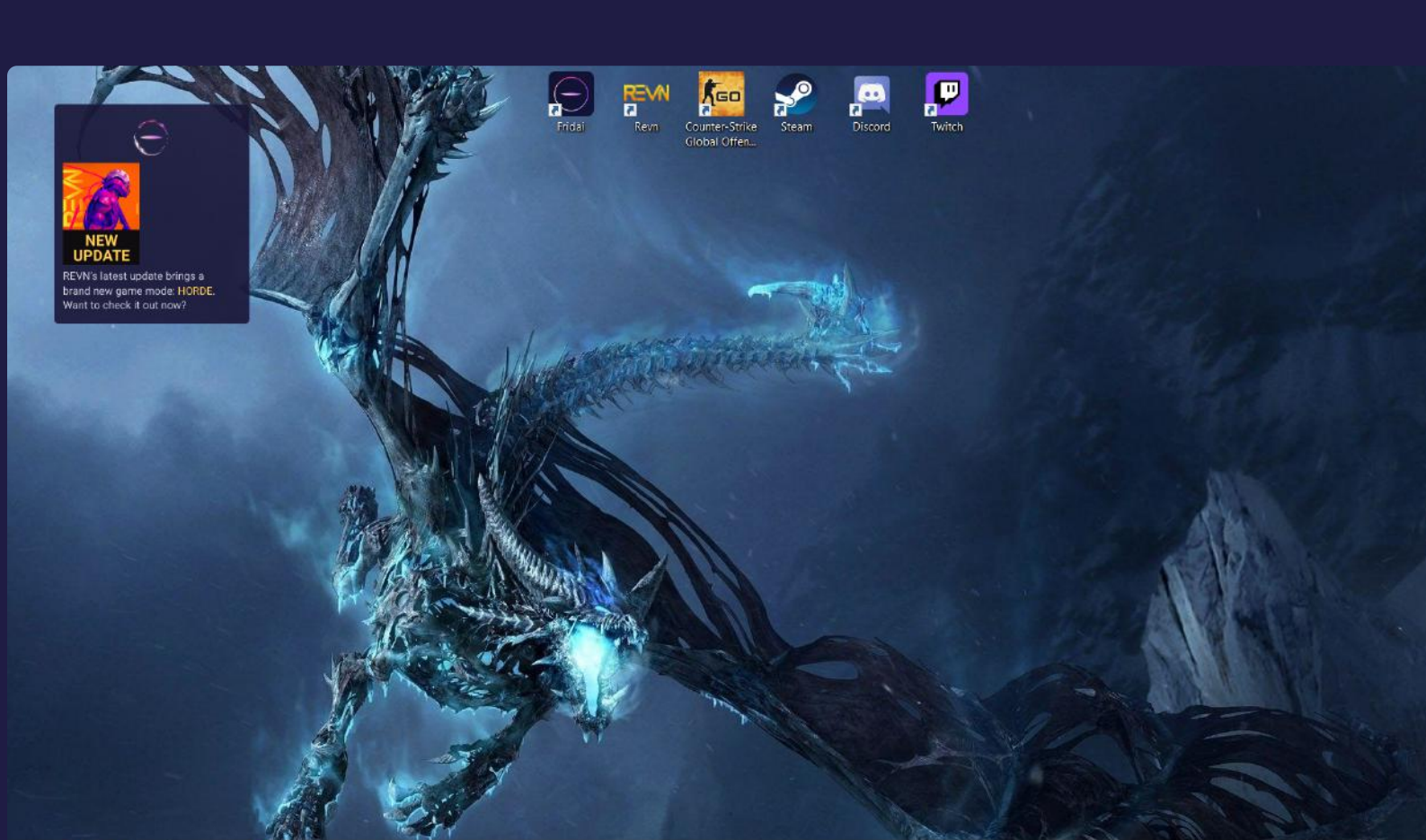
- Why he / she has not played Revn. What the problem is and how PA might help to solve it?
- Let the gamer know if there's a new skin for his / her favorite weapon or if there is an update for it.
- What characters were nerfed or upgraded.
- If a new quest has arrived, etc.

Basically Fridai acts as a pre-, -in-, and post game agent for PA.



📊 Player behaviour analysis

Thanks to Fridai, PA can now gain information about how and when players need help and how and when players are likely to purchase in game items. Bonus: Fridai can tell PA when players want to be left alone. This data allows PA to create hyper personalized sales moments which will have a higher conversion rate compared to cookie or other customer behaviour based advertising.



Solution Steps

The two teams have decided to personalize Fridai for Revn. Starting with an agreement about what information is most important for their players and how Fridai will answer those questions.

The teams then agreed on ad placements: What kind of offers should (or should not) appear during gameplay and what are the best moments to display their ads. The maintenance timeline was also set: From the time the parties are refreshing the knowledge base, iterate based on user feedback, and update the offerings for both content and ad placement.

Results

As a result of this partnership between PA and Fridai, the following results are expected within 3 months:

29% less time spent outside the game

+19% more active gameplay

+16% more revenue

Let's discover how we can help your Game!

Fridai works with...

