(Re)activating your gamers -
The Project Ambitious Case Study

Goals

–
less money spent on user reactivation

–
less inactive players

+
increased user engagement

Let's discover how we can help your Game!

Client

Project Ambitious

Our customer is an indie game publisher from the USA called Project Ambitious (PA). For a game developer like PA it is harder to (re)activate their users: it takes time, money and human resources to utilize all marketing channels where their users are active.

Current Situation

For better traction they use social marketing sites (Instagram, TikTok, Snapchat) and other mediums (Discord, Reddit) where their users are active, but to overcome the "noise" the message must be catchy, funny and viral. Also regular update emails are sent to registered users. These activities are painpoints when a small, indie company has limited resources next to game development.

Problem

The problem is that social media ads are expensive and cannot be properly personalized, and in case of email campaigns where PA might use analytics to send personalized messages, gamers are hardly opening and reading those.

Expensive and non-personalized social media ads. Hard to overcome the "noise" on sites like Instagram and TikTok, and hard to keep up with the constant algorithm changes.

Ineffective mail updates as a general habit of opening promotion emails is amazingly low. An email based on a well parameterized analytics can be personalized, but the opening rate will be still very low.

5 times more expensive is to reactivate a once active user than acquiring a new one. This is simply too much cost for most of the companies, especially for small, indie game developers.

5X

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.

Gamer engagement and (re)activation

If a gamer e.g. did not play with Revn for several days or weeks, Fridai can act as pre-, or post game agent for PA. As Fridai is auto starting when gamers turn on their PC's, and running while a gamer plays other supported games too, it can proactively ask pre-, or post game:

- Why they have not played Revn, what the problem is and how PA might help to solve it
- Activate gamers by targeting personalized moments:
  - If e.g. there is a new skin for his or her favourite weapon, or there is an update for it, and any other relevant update or call-to-action
  - If e.g. characters were nerfed or upgraded
 - If e.g. a new quest has arrived
  - Etc.

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

Engage before & after Gameplay

Player behaviour analysis

PA gains information about not only how and when players need help, but also how and when they are likely to purchase, and when do they want to be left alone. This allows PA to utilize the hyper-personalized sales moments if they wish so in the future. These types of ads have a much higher conversion rate compared to cookie or other customer behaviour based ads.

The Right Information at the Right Time

In-game purchases

As Fridai runs constantly when a gamer plays with PA's title, Revn, the developer has a prime opportunity to advertise it's 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 sales agent for the publisher. You can learn more how Fridai helps with revenue generation from our AI powered sales rep case study.

Engage before & after Gameplay

Personalized in-game Special Offers & Discounts
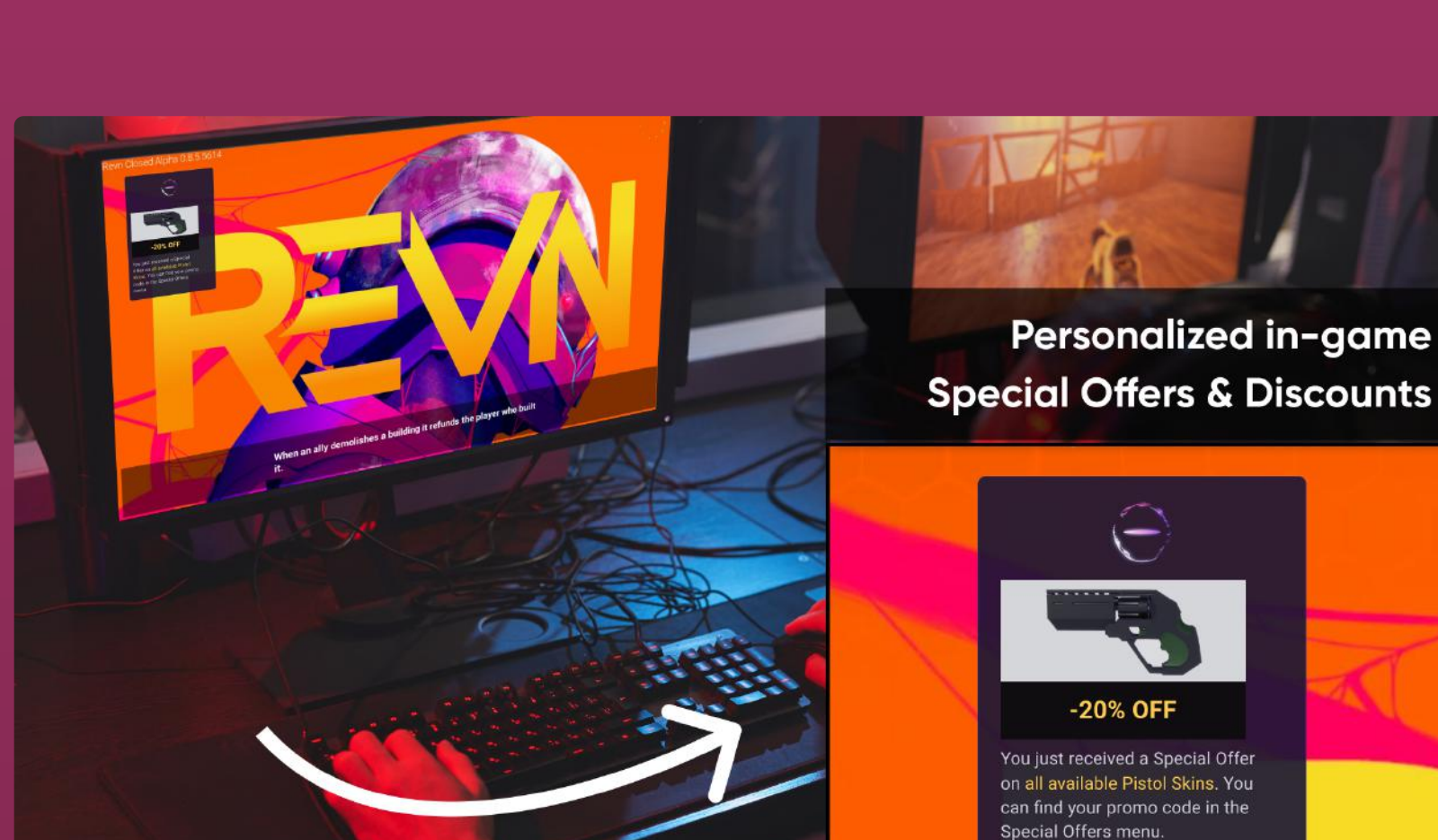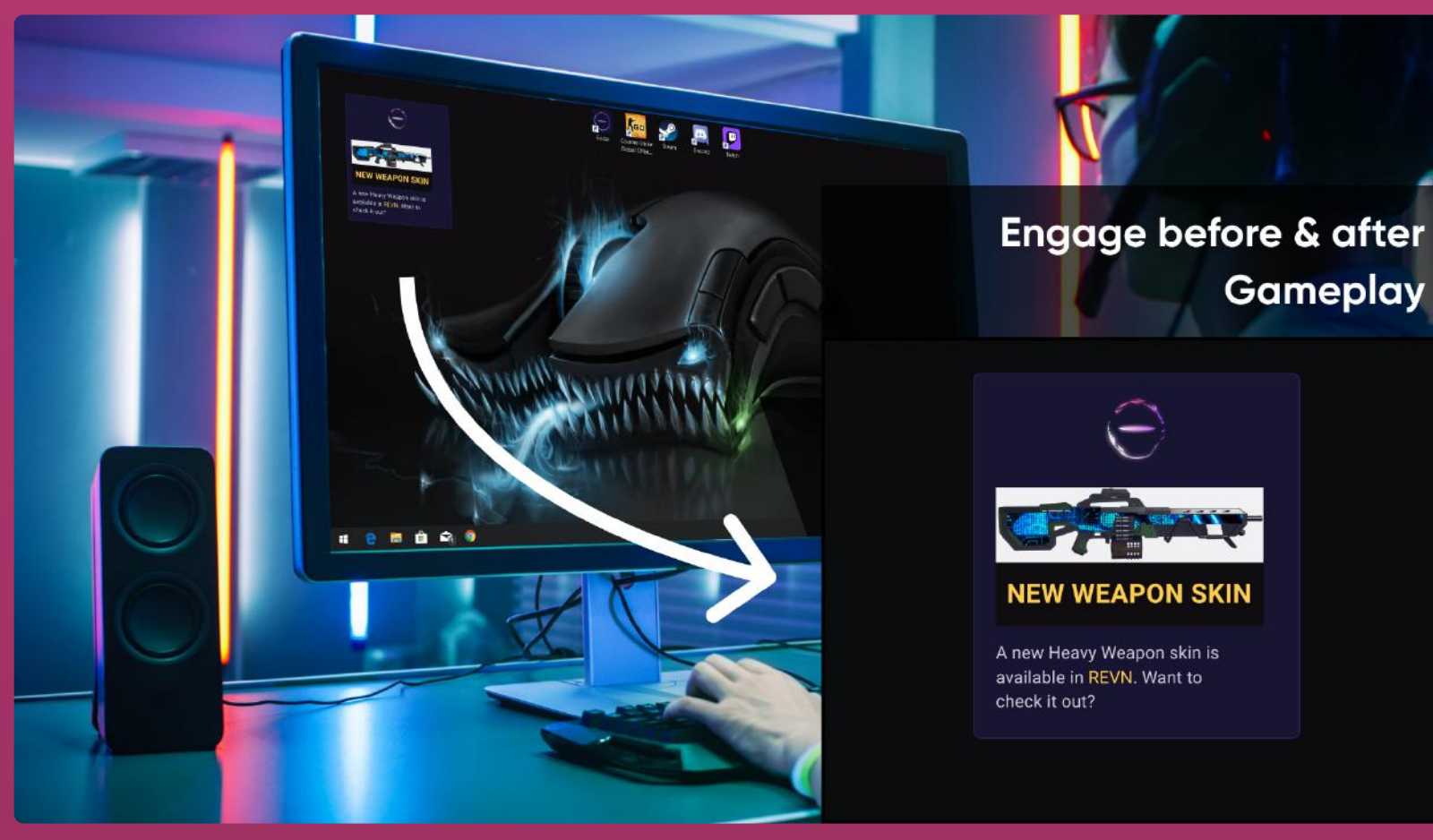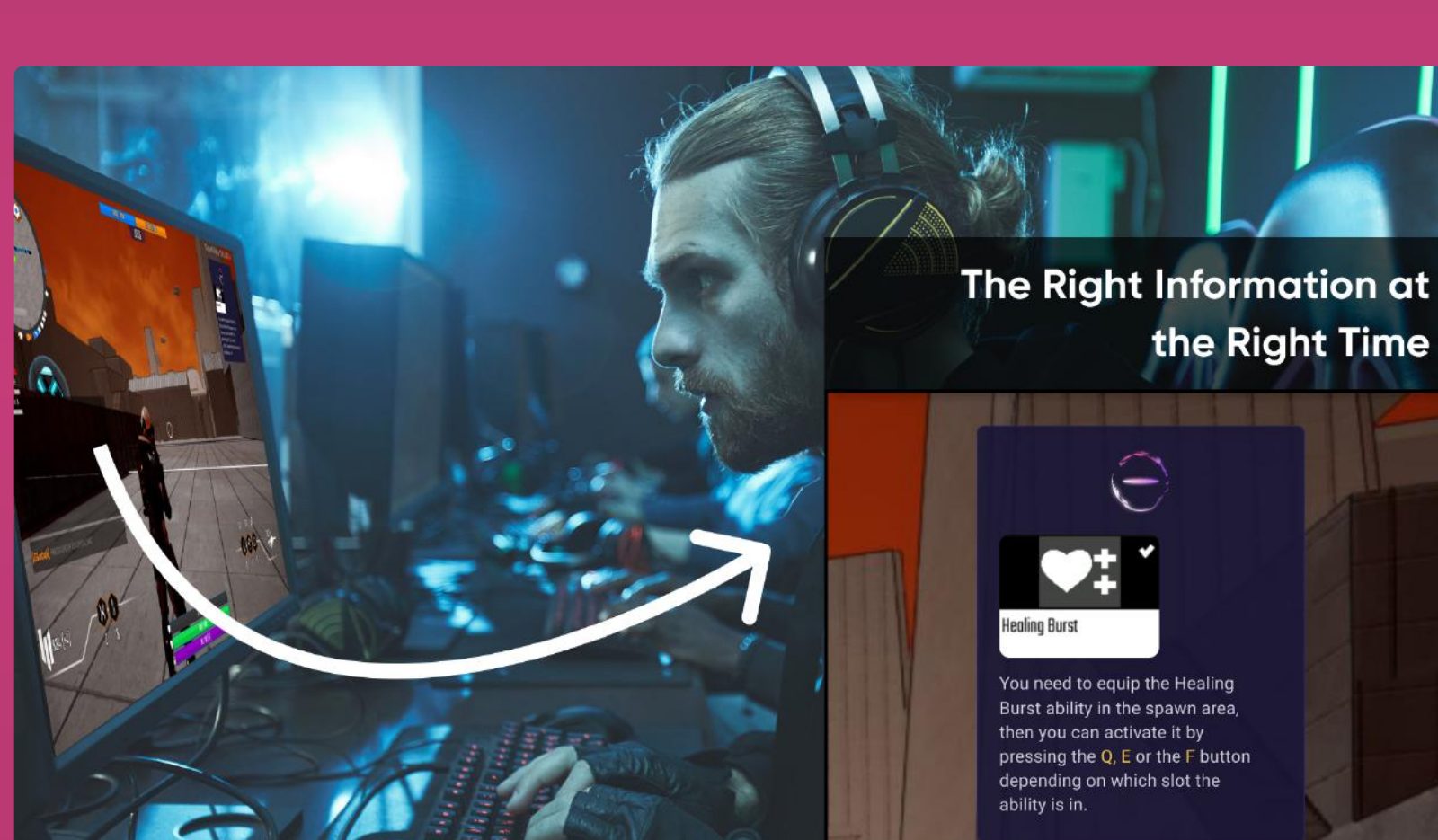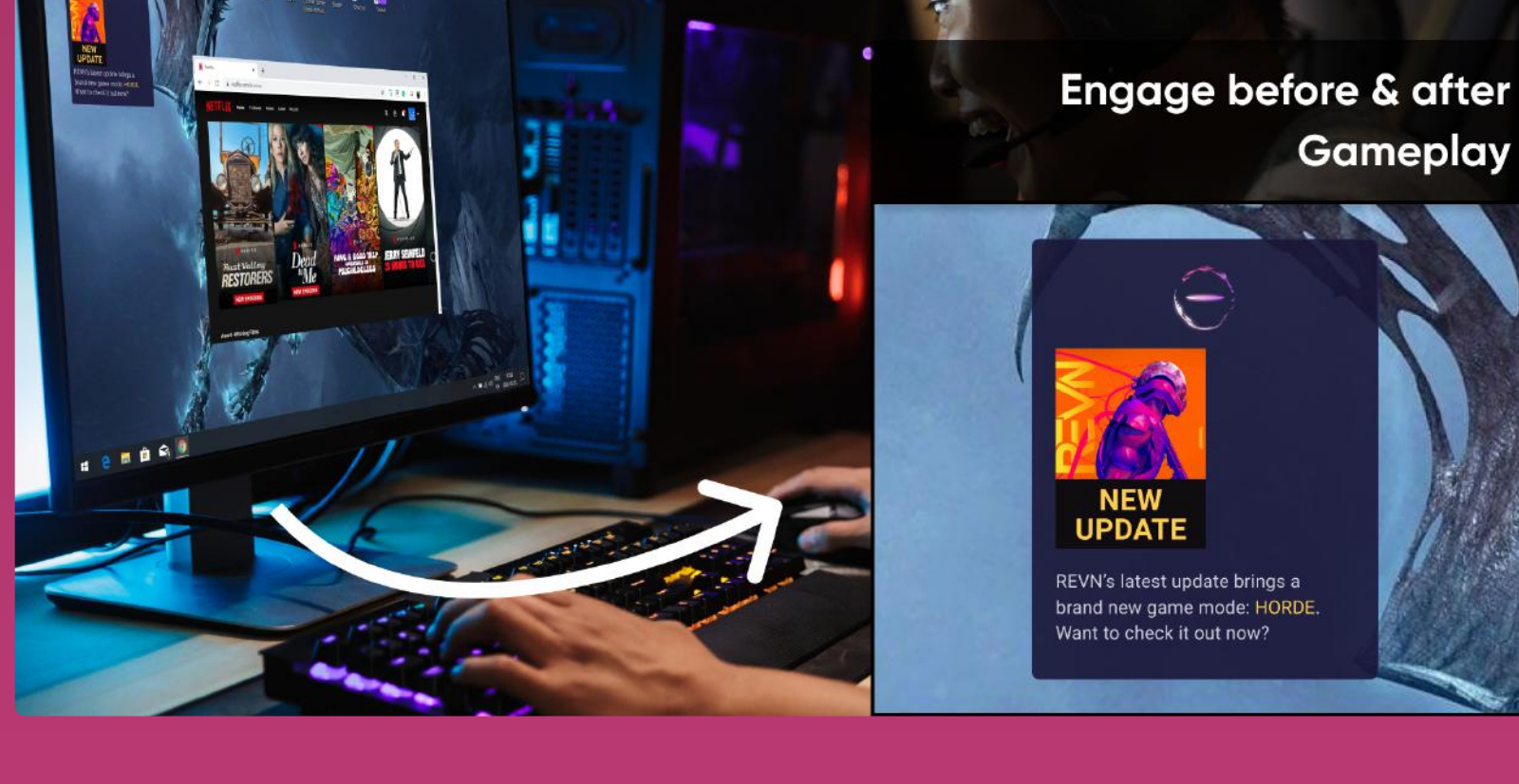
Solution Steps

The two teams have decided to personalize Fridai for Revn, starting with an agreement what information is the most important for the players, and how Fridai will answer those questions, making Fridai an essential addition to Revn, that brings value to the gamers.

Also the teams have agreed on the message placements: what kind of messages should (or should not) appear and when (pre-, or post game), and what are the right moments to show them. Maintenance timeline was also set: from time to time the parties are refreshing the knowledge base, iterate based on user feedback and also are updating the messages (both content and placement).

fridai supported

Results

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

–50%
less money spent on user reactivation

–19%
less inactive players

+34%
increased user engagement

Let's discover how we can help your Game!

Fridai works with...

APX Startupbootcamp QST Qatar SportsTech NVIDIA INCEPTION PROGRAM Microsoft