CASE STUDY:

Identifying New Opportunities for User Growth and Acquisition

CUSTOMER:
A major mobile games publisher

PRODUCTS USED:
Verto Watch and Audience Profiles

A mobile games publisher wanted to identify strategic opportunities to boost its user base and map out a detailed trend analysis of its entire market segment.

What they wanted to discover:

1. What is the competitive profile of our users, compared to other mobile games users in terms of demographics, daily usage patterns, and game genres?

2. How do social platforms influence the reach and engagement of mobile games users, and which social platforms could provide further growth opportunities?

3. What does a day in the life of the user look like, and what are they doing online when they are not spending time with us?

4. Which mobile games genres have the greatest growth potential, based on users' past engagement?

*Our customer prioritized game development for the high-growth potential game genres, and, as a result, saw a **15% overall gain** in market share.*

Findings

Market Insights

▶ PC and mobile users spend twice as much time in social media than in games, making social media platforms logical targets for user acquisition.

▶ The customer's mobile reach was the second highest among the top 20 game publishers and ranked third for stickiness (average daily users over total monthly users).

User Reach and Acquisition

▶ The customer's flagship mobile games reached the largest audience, compared to its other game genres, and several skewed heavily female.

▶ Twitch, Kik, LINE, and Snapchat had a high saturation of game players, but a low saturation of the customer's users, which indicated that these social platforms could be valuable for player acquisition.

Targeting and Growth

▶ Mobile gaming activity peaked at 9pm, compared to social media use, which was consistent throughout the day.

▶ Racing and role-playing games were highly likely to be growth areas for the customer, based on product and user analysis.

Approach

Using insights from Verto Watch and Audience Profiles, our customer identified the mobile games genres that had the highest potential for growth and two social media platforms that could attract new users to its games.

Outcome

Our customer prioritized game development for the high-growth potential game genres, and, as a result, saw a 15% overall gain in market share.

Percentage of Social Platform Users that Also Play Games

Platform	Percentage
All Apps	~50%
Facebook	~51%
YouTube	~53%
Instagram	~55%
Facebook Messenger	~70%
Twitter	~58%
Google Hangouts	~56%
Pinterest	~58%
Skype	~48%