



**aeria**  
GAMES



# Data driven decision making: Avoiding pitfalls and building value

08.04.2012, Quo Vadis, Dr. Stefan Behrens

# Aeria Games and ProSiebenSat.1 Games have combined forces on April 1, 2014

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**Top 3** player in  
Europe

**aeria** *GAMES* & **ProSiebenSat.1**  
*GAMES*

Global communities & reach



Best-in-class operations



Industry leading monetization



Unparalleled marketing power



Strong developer relationships

# Some facts on the combined business

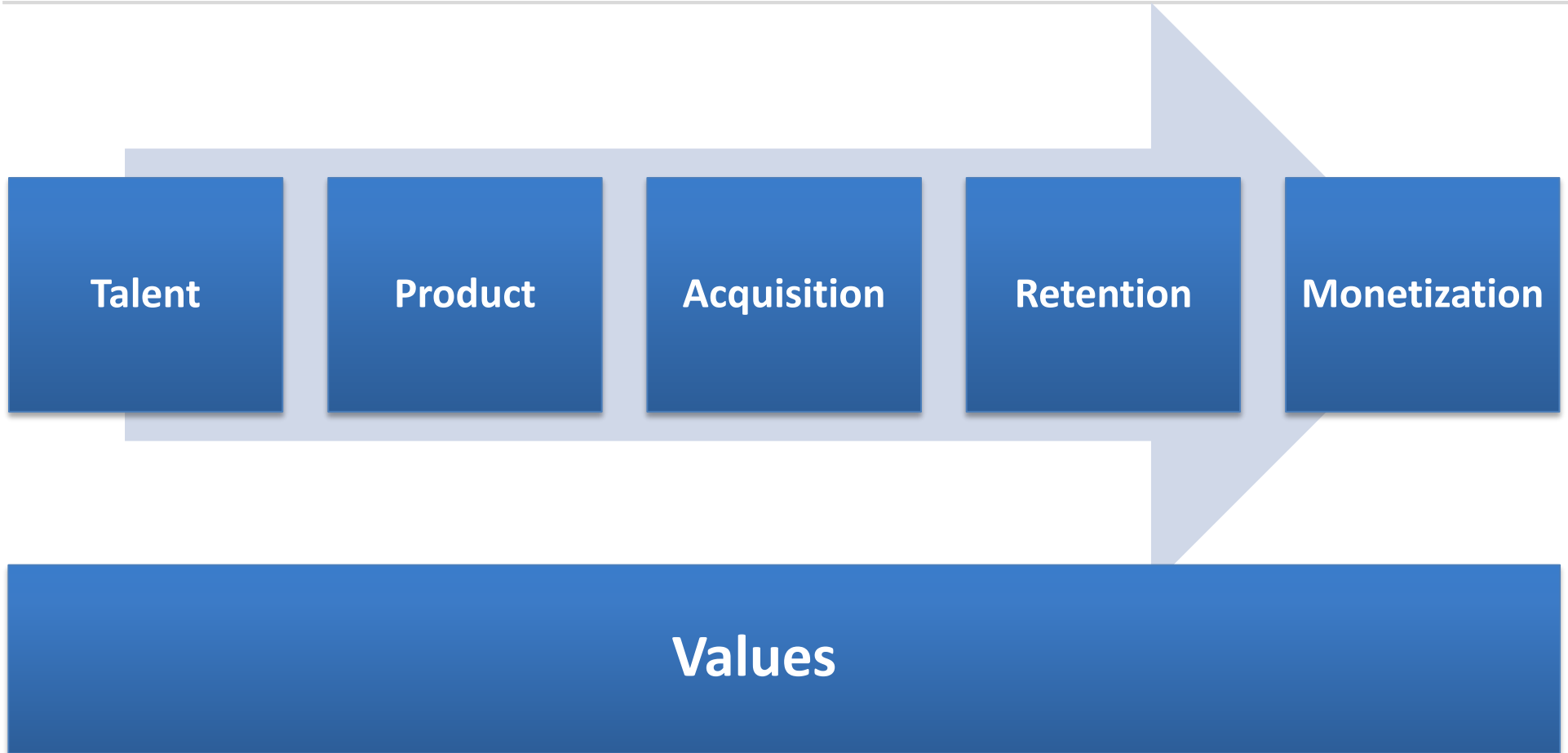


Registered Users	77m
Countries Serviced	35
Game Licenses Operated	39
Mobile Share of Revenues	16%

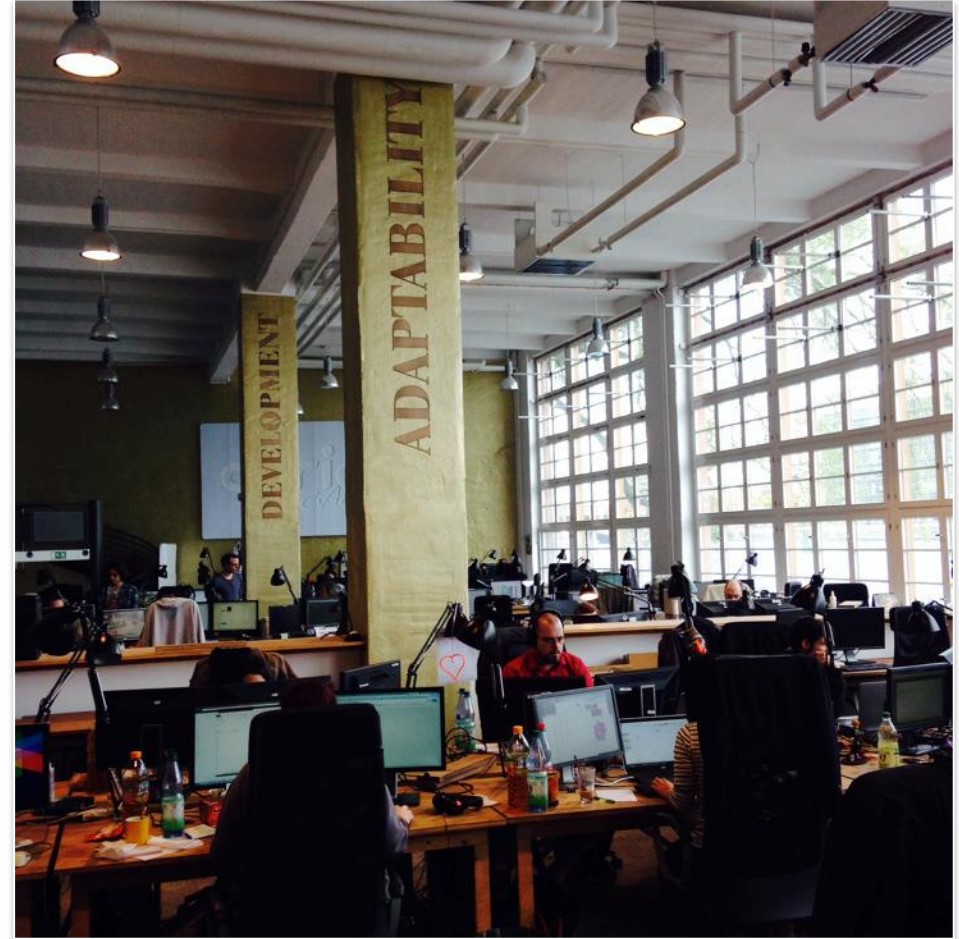
- In Berlin since 2008
- 29 nationalities
- 210 personalities
- 1 passion

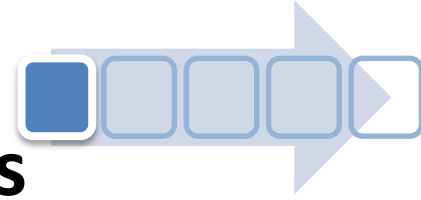
# Data driven decision-making effectively drives almost all aspects of our business at Aeria

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# At Aeria, decision making starts with strong values





# Hiring the right talent is the basis for success



- Don't hire (only) gamers



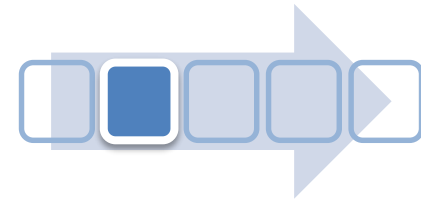
- Put them through „boot camp“



- Let them crunch numbers



- Keep setting the bar higher & higher



# Picking the right games is not an easy feat



**Target Group Fit**



**Grossing**

# 1

# 2

# 3

# 4

# 5

**Proven Success**

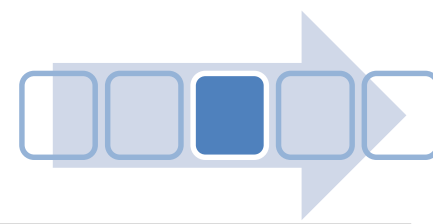


**Committed Developer**

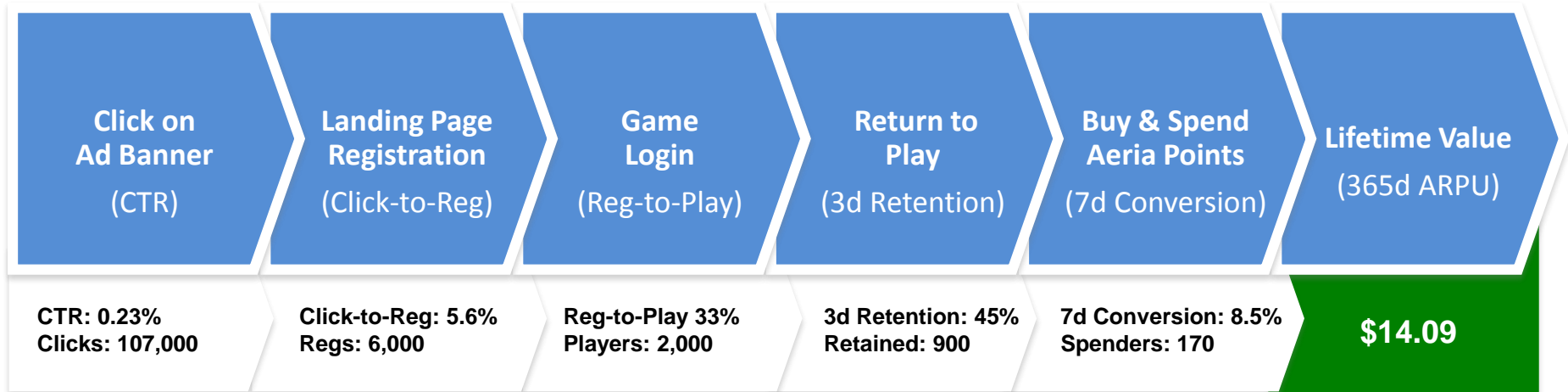


**Adequate Art Style**

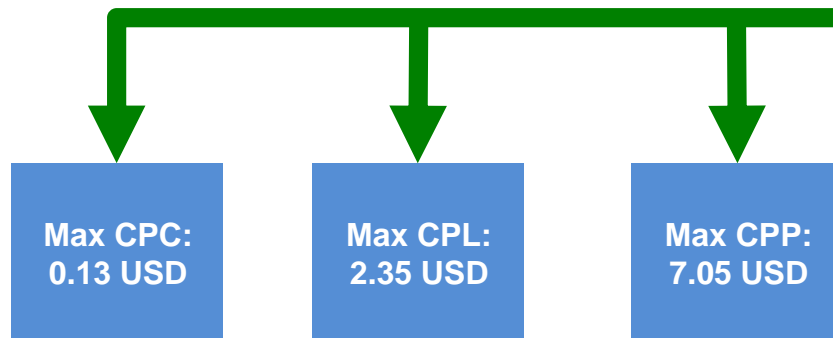
# Successful acquisition is about balancing a simple, but fundamental equation...



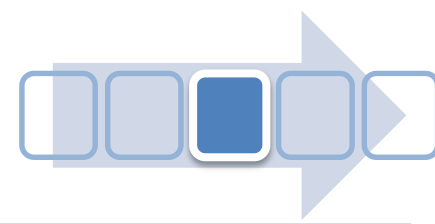
## Customer Acquisition Funnel



## Marketing: Maximum Customer Cost Calculation

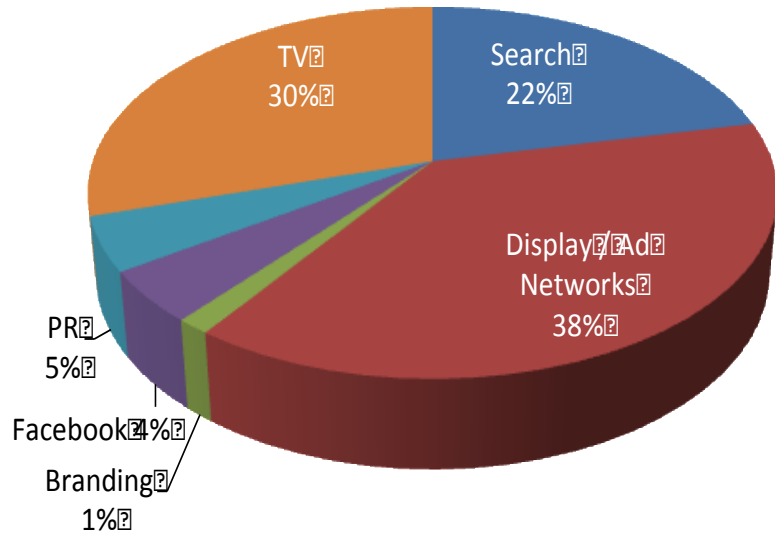




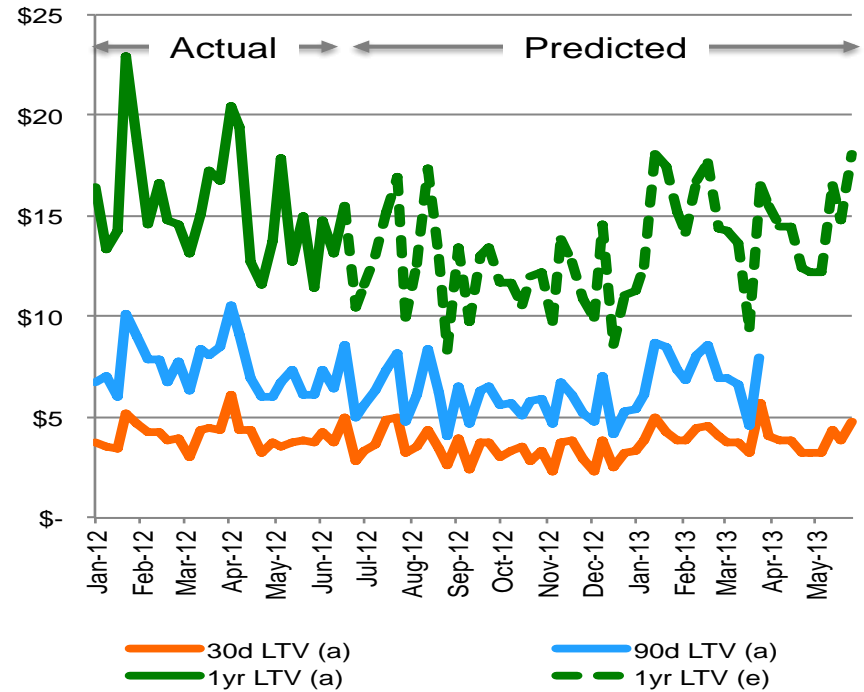


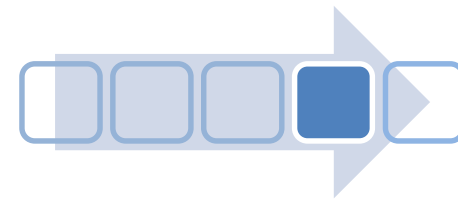
# ...but the equation can get mighty complex

## Multi-Channel Optimization



## Predictive LTV Modeling

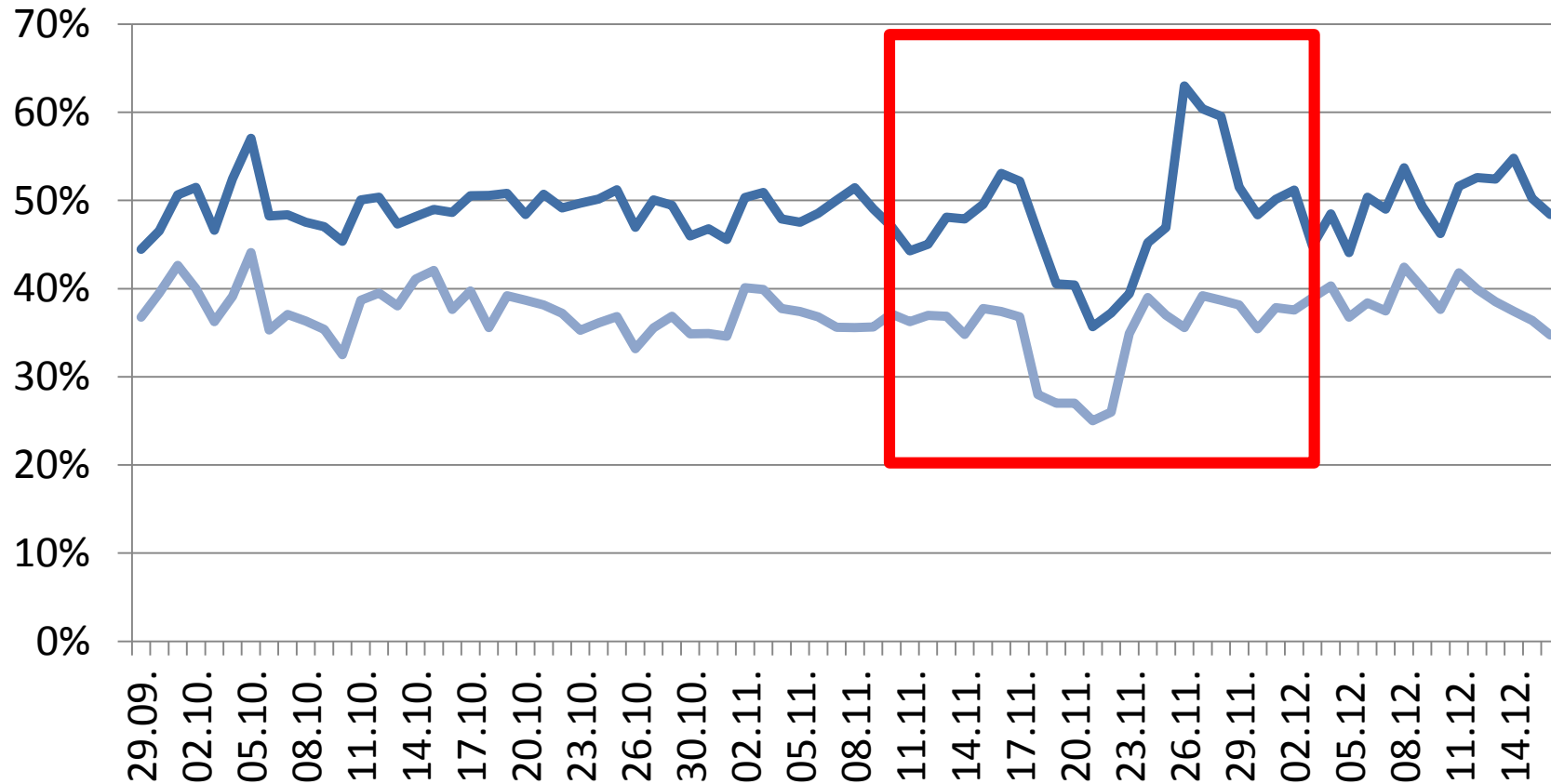


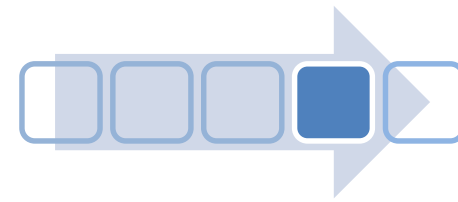


# Retention rates can tell you a lot...

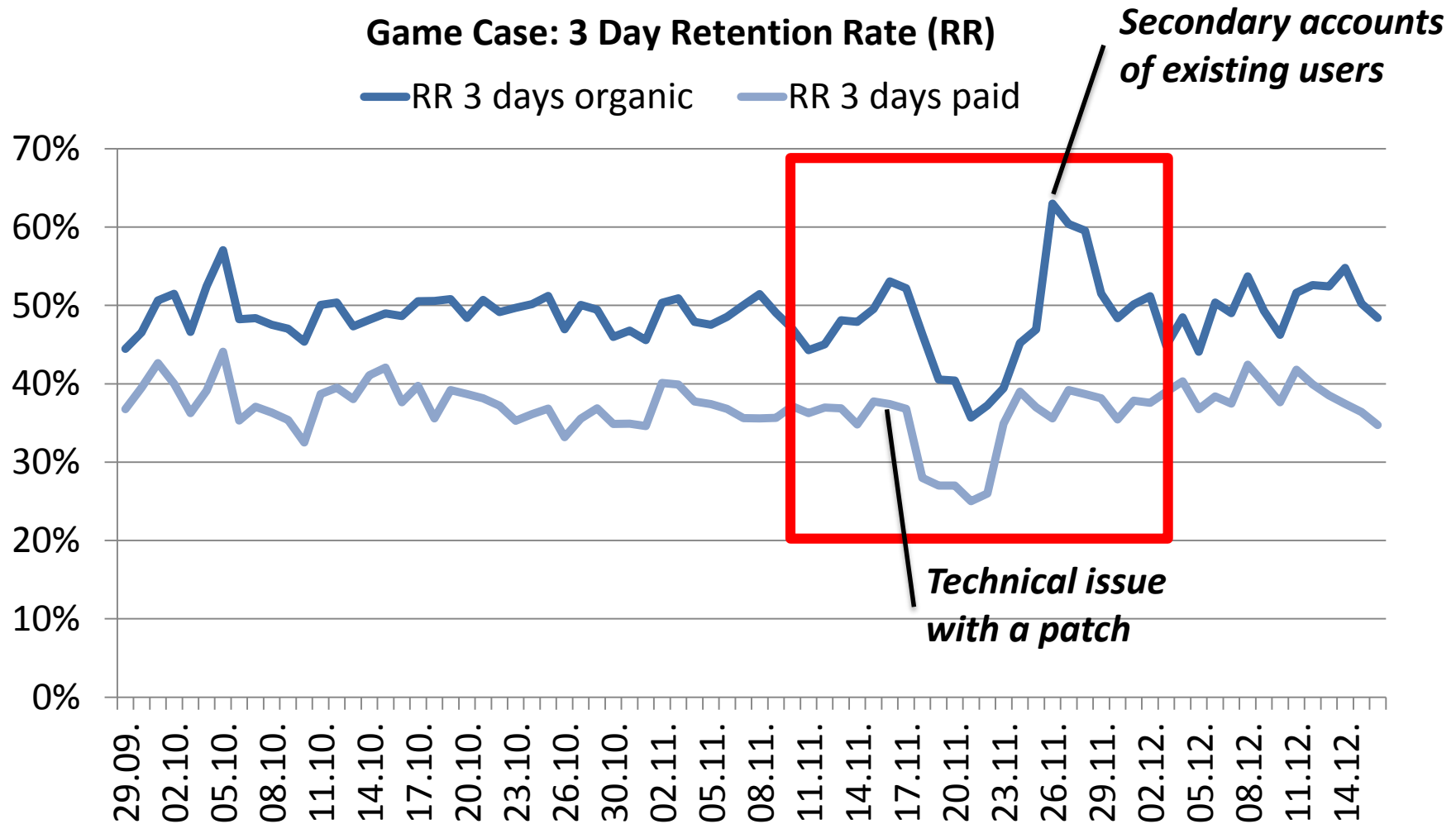
## Game Case: 3 Day Retention Rate (RR)

— RR 3 days organic — RR 3 days paid

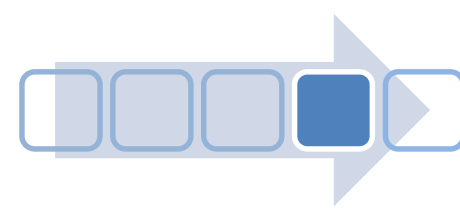




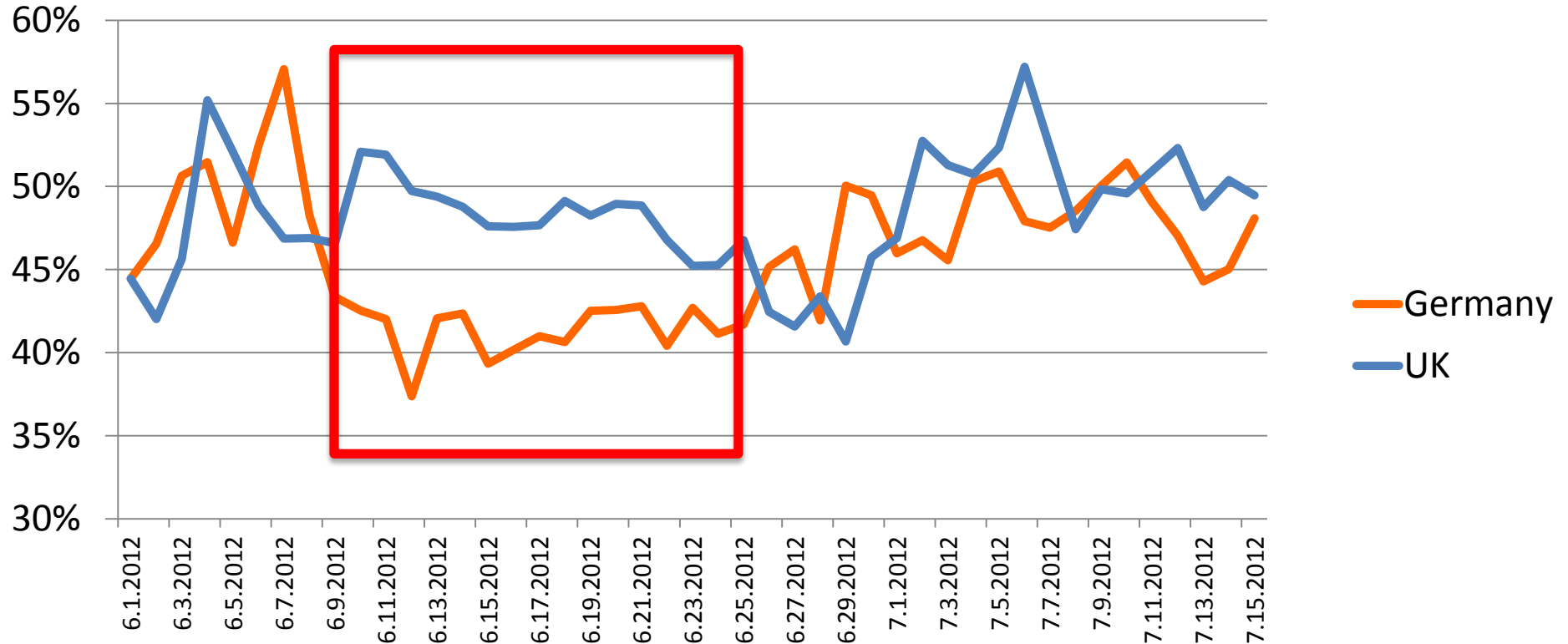
# ...if you know how to read them

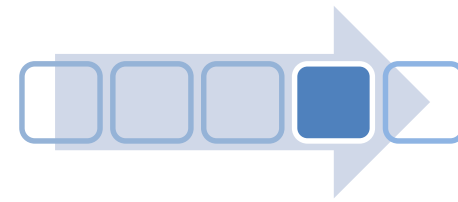


# However, sometimes, the answers are less than obvious



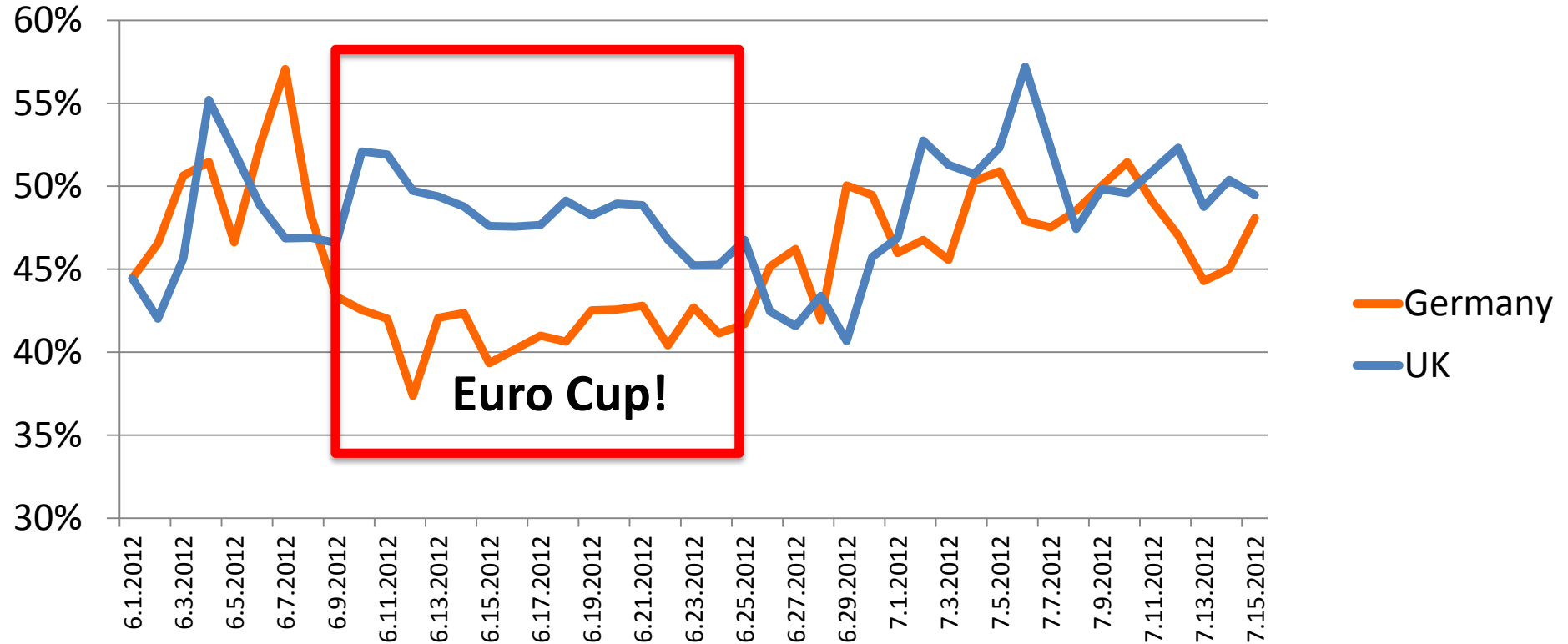
### Game Case: 3 Day Retention Rate

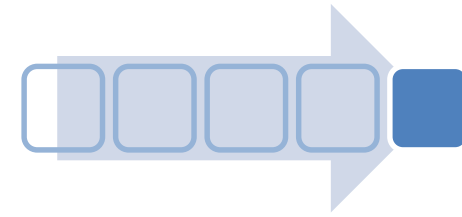




# Especially, when soccer is involved

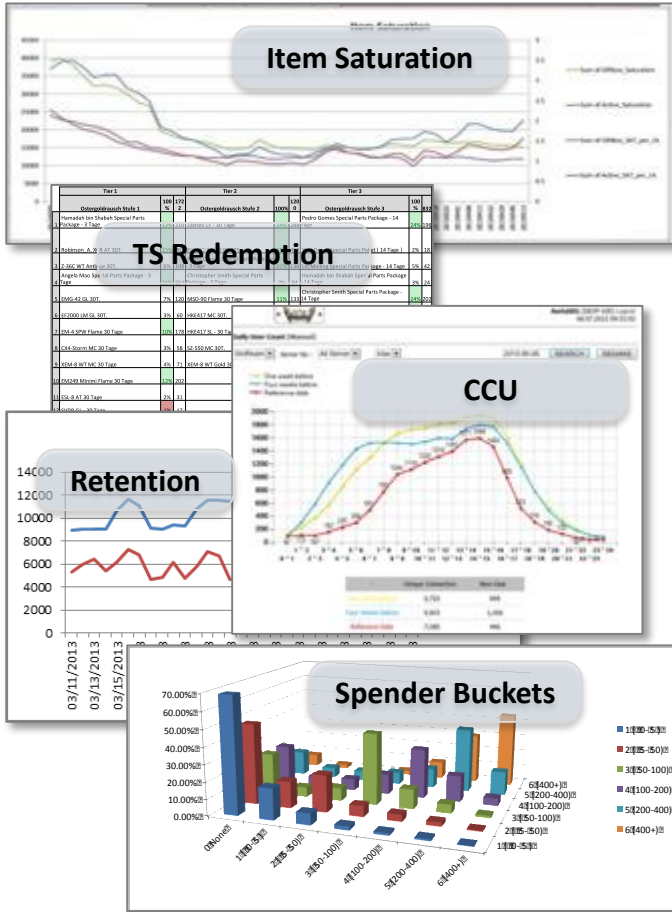
Game Case: 3 Day Retention Rate





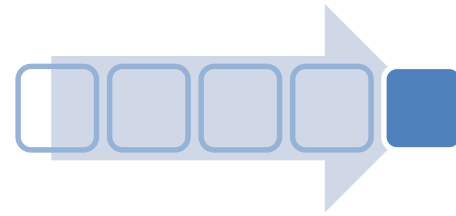
# Good sales strategy is fueled by analytics

## Continuous KPI Analysis



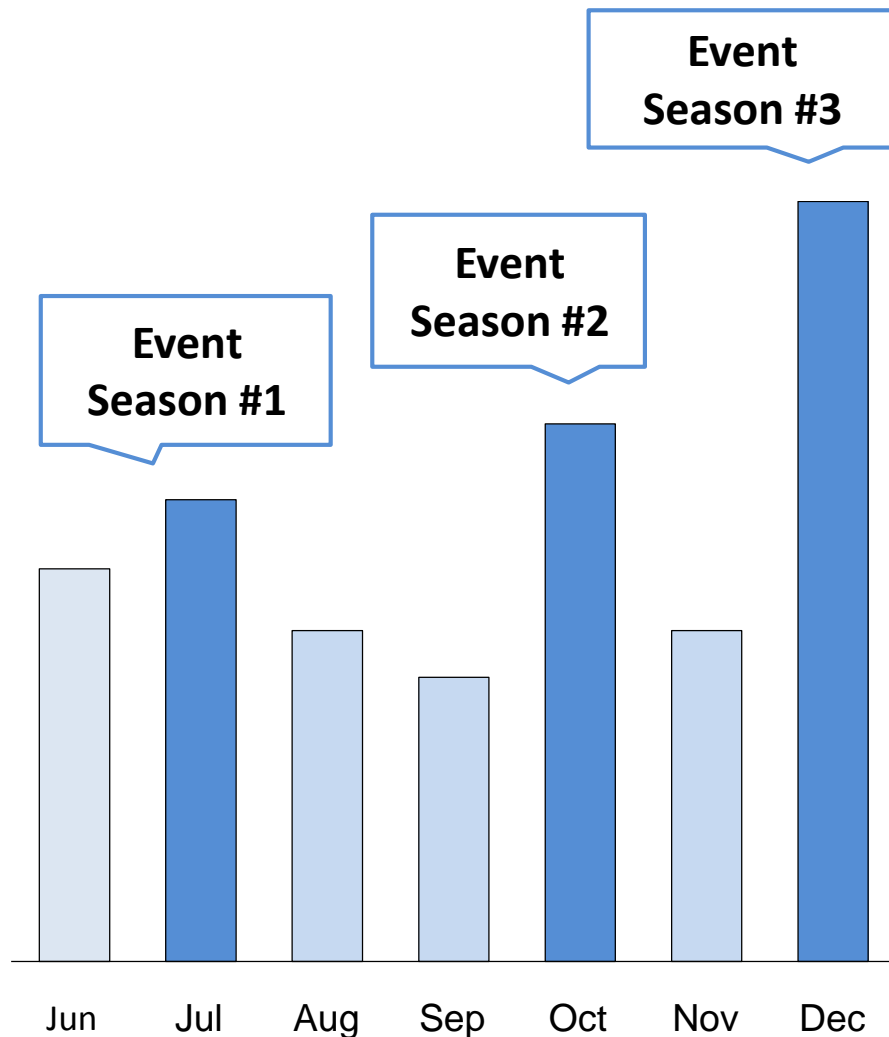
## Monthly Product Sales Plan

	Date	Act\$	Plan\$	Base\$	Weekend\$	Promo1\$	Promo2\$	Promo3\$	Promo1 - Description	Promo2 - Description	Promo3 - Description
MON	01. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	TS - Monthly		Promo C
TUE	02. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo A	WFB	Promo C
WED	03. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo A	WFB	Promo C
THU	04. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo A	WFB	Promo C
FRI	05. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo D2	WFB	Weapons
SAT	06. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo D3	WFB	
SUN	07. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo D4	WFB	
MON	08. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo D5		
TUE	09. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€			
WED	10. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€			Promo F1
THU	11. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	BOGO		Promo F2
FRI	12. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Mystery Promo	new LF	Promo F3
SAT	13. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Mystery Promo	new LF effect	Promo F4
SUN	14. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Mystery Promo		20% discount
MON	15. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Mystery Promo		20% discount
TUE	16. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€			
WED	17. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Conversion Focus		
THU	18. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€			
FRI	19. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo C2	Event: free char + discount	Armour Discount 15 %
SAT	20. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo C3	Event: free char + discount	
SUN	21. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo C4	Event: free char + discount	
MON	22. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo C5	Promo Q5	
TUE	23. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Extra (promo F4)	Promo Q6	
WED	24. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Extra (promo F4)	Promo Q7	
THU	25. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Extra (promo F4)	new LW	
FRI	26. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Flashsale	LW effect	
SAT	27. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Flashsale		
SUN	28. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Flashsale		Free offers
MON	29. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€			
TUE	30. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo D2	promo Z7	
WED	31. Jul 13	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	Promo D3	promo Z8	
<b>TOTAL</b>		€€€€	€€€€	€€€€	€€€€	€€€€	€€€€	€€€€			



# Execute, analyze, optimize for best results

## Shooter Game Case, Revenue 2013 Jun-Dec



## Event Optimization

EXAMPLE

### Season #1

- Price: \$12 per spin
- No. of Spins: 16
- No. of Jackpots: 1,500

### Season #2

- Price: \$25 per spin
- No. of Spins: 14
- Number of Jackpots 1000
- Optimized composition of weapons

### Season #3

- Price: \$20 per spin
- No. of Spins: 20
- Number of Jackpots 500+500
- Optimized weapons and Jackpot

# Beware... It's a trap! (at least sometimes)

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- Data consistency can be a b\*tch
- Correlation  $\neq$  Causation
- What get's measured can be improved, but what about intangibles?
- You can plan a pretty picnic, but you can't predict the weather!





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