

Emma's SECRET

AZERION CASE STUDY



Challenge

Emma's Secret, a merge puzzle game by Azerion, struggled with high churn rates and lacked personalized content delivery. The challenge was to retain players by showing tailored content and optimizing the frequency of rewarded video ads for different user segments, while maintaining a balance between user experience and revenue generation through in-app purchases.



Solution

First step: Machine Learning analyzes past player data and behavior, including their gameplay patterns & churn history. With this data, they can estimate a player's potential retention day and likelihood of Churn.

Second step: The Segmentation algorithm assigned each player to a different Churn group. For instance, a player with a propensity of Churn in the 100% to 60% range finds themselves in the "red area," indicating that they're highly likely to Churn. After segmentation, the game company offered an "Additional Move Count". This made it more likely for the player to play more games and sessions the first.



Results

★ The Retention of the game increased by 30% for Day 1, and 10% for Day7 by accurately identifying the Churn Segment.

★ A better understanding of the reason behind Churn behavior.

**DAY 1 RETENTION OF THE GAME
INCREASED BY**

**DAY 7 BY ACCURATELY
IDENTIFYING THE CHURN
SEGMENT**

