KYOSO
CASE STUDY

Challenge

No personalization in content for different users and Churn reasons are unclear.

Solution

Predict each new user's LTV real time
Segment users into as many groups as needed according to in game behavior
Maximizing game revenue through adaptive ads & offers

Results

To solve the challenge of unclear churn reasons and lack of personalized content, we implemented a real-time LTV prediction model, segmenting users based on their in-game behavior.

This allowed us to tailor ads and offers dynamically for each group, maximizing engagement and revenue.

As a result, we achieved 82% model accuracy and a 20% LTV uplift, while maintaining Day 3 retention.

MODEL ACCURACY **82%**

LTV UPLIFT **20%**

DAY 3 RETENTİON STAYED SAME