SNG GAMES CASE STUDY

Challenge

Gin Rummy Offline, a two-player card game, faced difficulties in optimizing its monetization strategy. With two primary revenue streams—rewarded videos and in-app purchases (IAPs)—the challenge was to balance these methods to maximize player engagement and revenue. Additionally, understanding player behavior and tailoring content to drive more in-app purchases while maintaining a seamless user experience was essential for growth.

Solution

With the IAP segmentation of AppNava, they started to show different IAP offers to different segments - related to IAP Propensity. AppNava predicted the IAP propensity of each player after they completed their first hand. By knowing which player to proceed with IAP, they have offered different prices for bundles.

For players who are more aggressive in progressing with item and gem sales, they increased the price of packages by 50%. Meanwhile, for those who are skeptical and only inclined to watch videos, they propose different IAP offers with intense discounts.

Results

Monthly IAP revenues increased by 8%

The ratio of completing the first purchase increased 3x

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