

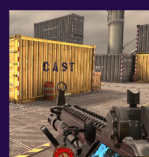
ZULA CASE STUDY

How Zula's LTV Jumped 2x with AppNava



Company

Zula is an MMOFPS video game developed by MadByte Games and distributed by Lokum Games. The game is the first Turkish-made MMOFPS game.



Challenge 1

Zula notices that new players churn in the first 7 days and asks AppNava for help to increase retention.



Solution

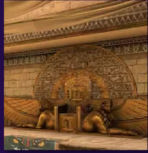
All historical game and user data have been ingested for all newcomers.

With Real-time AI Segmentation, distinguish between players who will stay in the game less than 7-days and those who will stay longer than 7-days.

AppNava's 7-Day Retention Model was initiated for Newcomers. These players have been distinguished into two different groups for the A/B test.

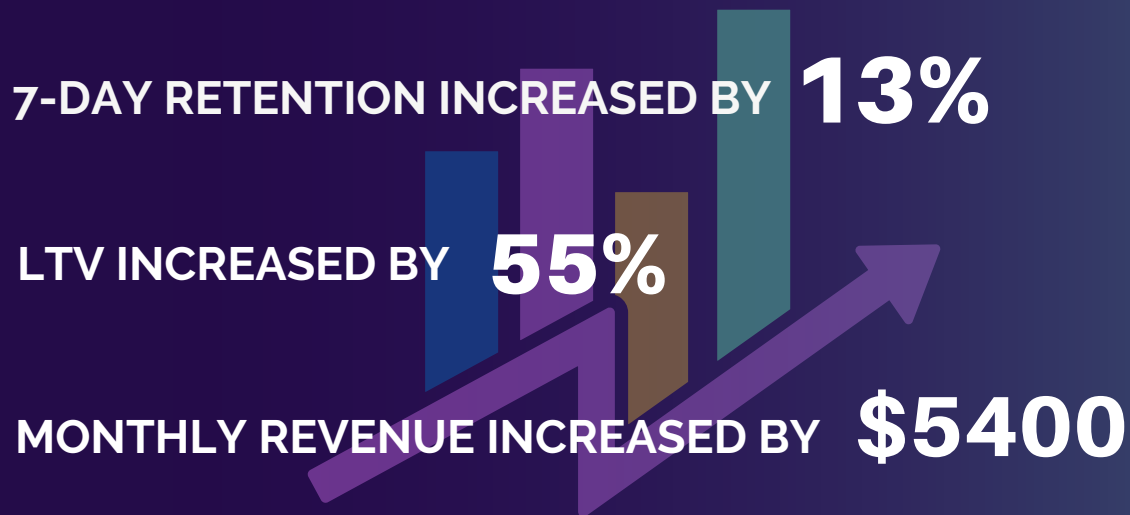
Those who will stay less than 7 days with the A/B test were rewarded.

At the end of testing, Retention and Live Time Value (LTV), the two most important in-game metrics, were expected to show observable improvements.



Results

AppNava's AI-based retention model learning period ranges from April 1 to April 30, 2021. In total, 1,432,326 Players have been analyzed. LTV and Retention Rate increased at the end of the test.



"Using AppNava's scalable AI capabilities, we made user-level personalization and drastically changed LTV and retention."



Challenge 2

At the end of the test, Zula asked, "What happens if we give gifts to everyone? Will the churn rate decrease?"

The answer is simple; Yes. But that doesn't seem very wise. Why are you asking? Let's take a look together:



Solution

We divided the New User audience into two; Only those who will churn in the X group were given gifts. In the Y group, everyone was given a gift.

As a result, we predicted an increase in the LTV of group X, which is given only to those who will churn.



Results

AppNava's AI-based retention model learning period ranges from April 1 to April 30, 2021. In total, 1,432,326 Players have been analyzed. LTV and Retention Rate increased at the end of the test.

7-DAY RETENTION INCREASED BY **%32.58**

