

Player

Install

The player installs one of your source games and begins sending data.

Play

As they explore, succeed, and fail, the player begins to settle into discernible in-game behavior patterns.

Receive Messages

At key pinch points and in-game transitions, the player receives messages advertising other games in your portfolio that are likely to interest them.

Engage

The player follows links/instructions within the campaign message that lead to the relevant destination game's store download page.

Install

The player installs one of your source games and begins sending data.
Starting to notice a pattern?

Developer

Data Received

As soon as a player installs a game and starts triggering events, their data is logged in both source game and metagame.

Profiling and Segmentation

Every action attempted or completed is used to build up a sophisticated player profile and assign them to relevant marketing segments.

Campaigns Sent

Targeted campaign messages, triggered by pre-selected events, are sent to players according to playstyle, preference, skill level, the likelihood of churn etc.

Campaigns Executed

Delivered in one game and successfully 'converted' in another, campaigns deliver users from one source game to the next - extending the overall player lifecycle and beginning a new game-specific one.

Data Merged

Any events triggered by the player in subsequent installs are collated in the metagame alongside other source games: improving insights, profiling and segmentation.

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Every new download secured increases your acquisition ROI, prevents loss of players, improves learning, and facilitates better engagement. All of these things combine to create more enjoyable and intelligently personalized player experiences.

For more information, visit www.deltadna.com or email info@deltadna.com