

Case Study : Player Reinvestment Optimization

Online Gaming Enterprise wins big with
Player Reinvestment Optimization

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Summary

The client's existing ways to allocate marketing spend was based on limited analysis on limited data from players' gaming history. BizAcuity helped the client to extract more return on marketing spend by helping them gain 360 degree understanding of their players. BizAcuity developed detailed multidimensional player segmentation framework and methodology for scoring their behaviour and gaming history. This helped the client to increase revenue by **133.33%** .

About the Client

The client is one of India's pioneers and largest online card games provider which operates in various versions of entertainment card games. It provides a leading gaming proposition in the Indian gaming market.

The Challenge

The client's existing methodology to allocate marketing spend on player reinvestment was primarily based on analysis of only few attributes like average player bet amount that too the data set being considered was for a very limited time series. This resulted in an 'average player' approach and sub optimal allocation of player reinvestment spend and wrong set of player being incentivised. A big proportion of client's annual marketing money was spent on player reinvestment as player bonus for retention. The client felt there was a room for improvement in extracting better ROI on their marketing expenditure.

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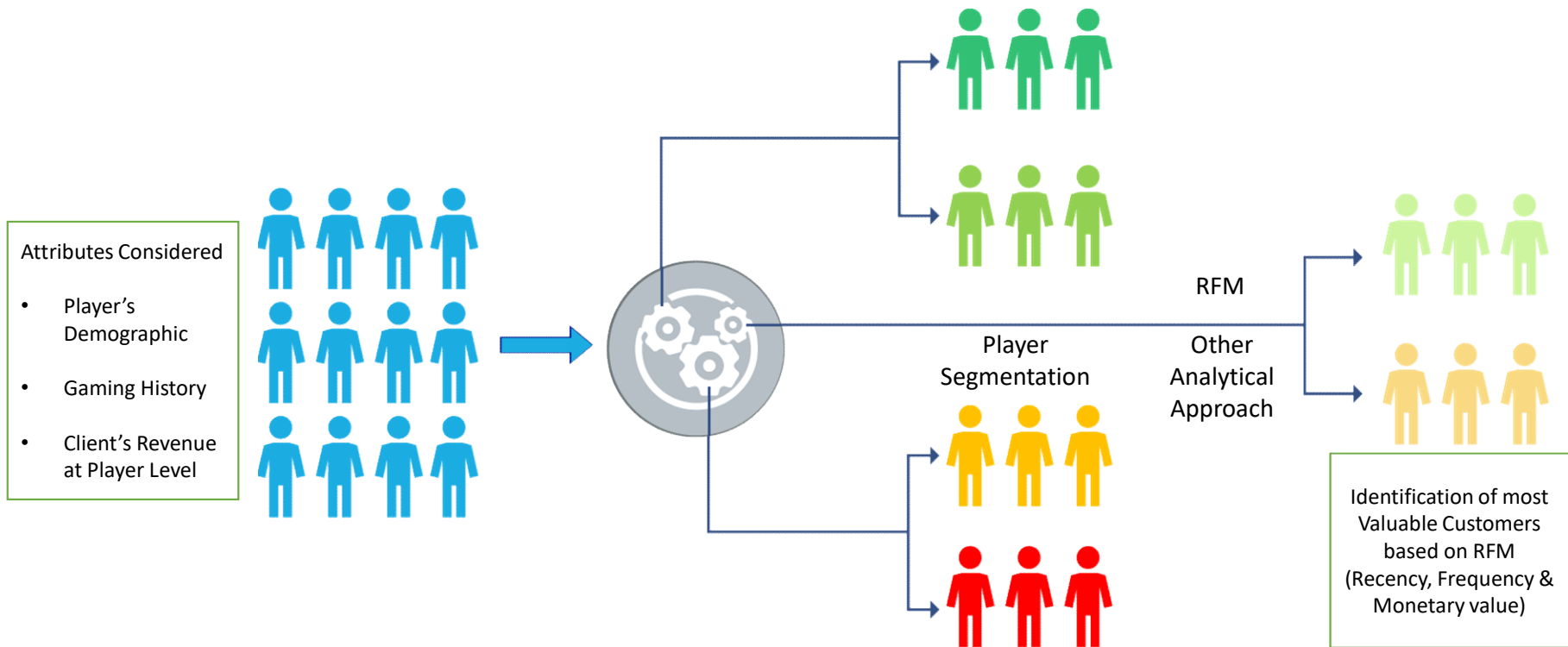
The Approach

A structured framework was developed comprising of the followings:

- In contrast to the current approach of limited attributes an exhaustive list of customer demographic, gaming history, client's revenue at player level were considered for creating 4-5 Player Segments. This helped to understand that players better but still was not completely actionable.
- New RFM segments were created based on players' Recency, Frequency & Monetary value. This was a scoring model where players score based on their RFM values.
- This helped them identify most valuable players in each Player Segment and then use targeted player reinvestments.

The Outcome

- The implementation resulted in better understanding of the player based on demographics and behaviour providing ability to target and engage them better.
- The implementation resulted in targeting player reinvestments (Ex: Special Bonus) based on their individual RFM Scores rather than 'average approach' resulting in huge improvement in targeted marketing. This approach is easy to scale for any number of customers and any number of gaming products.
- The models follows machine learning where the daily results are fed back into the model for improvement as a continuous process.
- The client through their CRM solution is able to allocate the player retention spend almost on a daily basis, based on player's RFM Score rather an inaccurate one time exercise of identifying the player segments.
- This along with other Analytical approach resulted in **133.33%** increase in revenue to the client.





Contact us for the detailed solution @ sales@bizacuity.com