

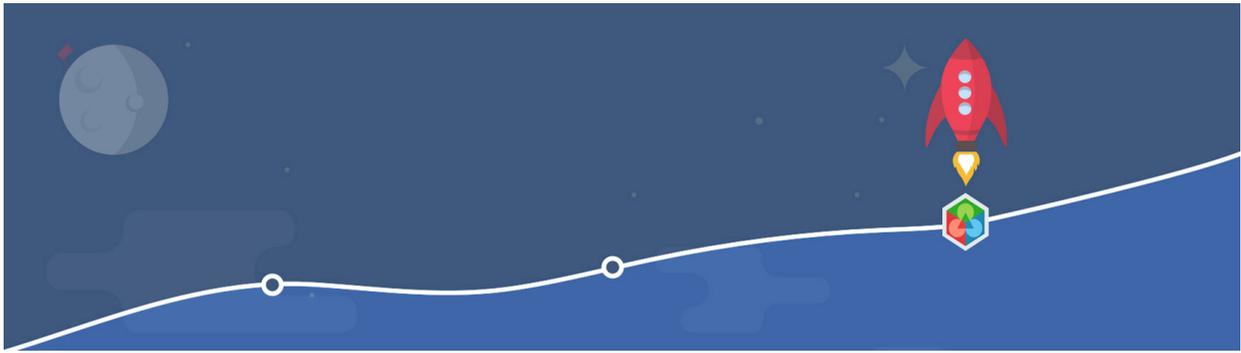


## INSIGHT CONSULTANCY

As the Games Industry re-orientates to F2P game development, it is essential that the player experience is put at the heart of the game from day one of the design process.

Our insight consultancy projects have been a big part of deltaDNA from the very beginning, having worked on over 100 games from Indie to AAA, across all platforms including PC, Mobile and Console. The deltaDNA insight team can help in three ways:





## Know your data: Platform Support

Starting out with analytics is hard, knowing what to track and how to use sophisticated toolkits like deltaDNA requires a depth of analytics knowledge. We can help to make the integration process as smooth as possible by offering support throughout the process by:

- Producing event lists and setting up the game in deltaDNA
- Developing custom reports and dashboards within the deltaDNA system
- Helping to design and implement player messaging using our Engage system
- Providing training on deltaDNA tools and one-on-one support to get you up to speed



## Know your game: Analytics driven game design

The deltaDNA platform has been built from years of experience in analytics driven game design. Using extensive play testing, combined with in-depth analytics, we will identify problem areas in your game and provide concrete recommendations on how to alleviate them. Areas we commonly investigate include

- First time user experience and early-life retention
- Late-life retention and churn prevention
- Player conversion and effective monetization strategy
- Economy balancing and lifetime value (LTV)

We have a proven track record of delivering actionable insights in the games industry. We are happy to help no matter what state your player tracking is in, whether you are using deltaDNA, an alternative provider, or your own data solution. We can also accommodate games with no data at all by comparing and rating game mechanics through our benchmark scoring system.



## Know your players: Segmentation & Predictive Modelling

Not every player is the same, so personalizing your game to speak to a broad range of players is a must in a world where each player may cost upwards of \$2 to acquire. We are the world leaders in player segmentation and predictive modelling for the games industry. Examples of services we can provide are:

- Player segmentation and game personalization; build a map of your player base and bespoke strategies to improve KPI's across all observed playing styles
- Predictive modelling; when will a player churn, spend, invite a friend or consume an ad?
- Business forecasting; accurate long range LTV and player loyalty models

### The Outcomes

All of our consultancy projects include:

- A written report plus follow up meeting to discuss conclusions
- Extensive playtesting of your game, as well as competitors identified by you
- Real-world, practical examples of effective game design in problem areas
- Prioritized list of recommended actions taking into development effort
- Hands on assistance to implement actions e.g. AB testing design recommendations, setting up predictive models, building out player messaging, etc.

**Find out more**

visit: [www.deltadna.com](http://www.deltadna.com) or email us at [info@deltadna.com](mailto:info@deltadna.com)