TRACKIER®

Trackier
For Gaming

Level-up your app marketing game with Trackier's MMP which gives you tools to attract, retain, and engage high-value players. Learn how you can increase your ROI and maximize your marketing budget.

TRACKIER ®

WHAT CAN TRACKIER DO FOR YOUR GAMING APP?

Attribution
We deliver accurate insights into media sources and channels that convert the best so you can acquire high-value players.

Monetization
Trackier gives you a look into which in-game ads and purchases bring in the most revenue while protecting your budget with robust fraud protection.

Retention
You can gain a deeper understanding of player behavior with our reports so you can plan exactly how, where, and when to engage them.

Audience segmentation
Reach new audiences through segments based on your current best-performing players to maximize your LTV.

WHY YOUR GAMING APP NEEDS AN MMP SOLUTION?

More and more gaming app owners are realizing that the only successful strategy is to channel their money into user acquisition. Data shows that marketing-driven app installs have been on the rise since 2019 and app owners can no longer treat marketing as a side character anymore.

Every successful gaming app has synergy between its developers and marketers which is the holy grail of achieving low uninstall rates and high retention. In today's data-driven environment, you can not afford to lose the key ingredients of mobile attribution and marketing analytics as it applies specifically to gaming. Let's talk more about it!

CHALLENGES TO OVERCOME

The gaming ecosystem is growing like weeds and mutating faster than the coronavirus. Every day we see new genres popping up, creating UA strategies, bizarre monetization methods, and bolder prediction models.

Although this means immense growth for the gaming vertical, marketers are left scratching their heads over which trend to follow. Here are some challenges we think you as a gaming app marketer could also be facing:

No room for "good enough"
It's a dog-eat-dog world out in the gaming world with the number of mobile games skyrocketing, making the landscape hyper-competitive. Markers need to get aggressive with their user Acquisition strategies to stay afloat in the app store.

The audience always demands more
Gamers will jump ship in a heartbeat for something new and exciting and today they have a world of options to choose from. Trackier data shows that the player uninstall rate can be so high that if you are not delivering it takes users mostly a day to uninstall your app.

Which data string to follow?
There is a data overload on marketers with them monitoring a handful of segments, campaign types, creatives, in-app events, and more.
It becomes a challenge to build predictive models which can often be solved by a third party.

Now let's talk about the solutions!

MEASUREMENT, SET-UP, AND ATTRIBUTION

Let's learn the exact data threads you need to pull on to make your marketing strategy fall into place.

Key Performance Indicators
Marketers struggling with user acquisition need to focus on these KPIs:

KPI	Significance
eCPM - Effective Cost Per Mille = 1000 impressions	It is the revenue generated per 1000 impressions that helps evaluate the value of your traffic.
CPI - Cost Per Install	It is the cost of generating one new install and can vary based on a number of variables like geography, platform, device, etc. You can use this KPI to determine the price of acquiring a new user.
IPM - Install Per Mille	It is the number of installs generated for every 1000 impressions and can help evaluate the performance of your campaigns. You should target for a high IPM for a better conversion rate.

Organic Conversion Rate	This shows you if you are able to gain new users without spending on UA.
K-Factor	It shows if your app is being recommended to people by the paid users you have acquired. The higher your K-Factor, the lesser money you have to spend to acquire new users.
Retention Rate	How many players are returning to your app during a set amount of time. It helps you determine your app's success rate and is significant while developing prediction models.
Churn/Uninstall Rate	This KPI shows you the rate at which users uninstall your app within a set number of days after an install. This helps you calculate your losses for acquiring users that brought little to no profit for you
DAU – Daily Active Users	The number of unique users who use the app at least once per day. Courting the number of DAUs can also help evaluate the success of a specific new feature within the game or a feature showcasing your game in an app store.
MAU – Monthly Active Users	This shows the number of unique users who engage with the app over the course of 30 days.

|	
Stickiness	This shows the number of days users visit your app within 30 days. It is relevant to find out if your game is addictive and if players return to it frequently.
ARPU -Average Revenue Per User	It is the average revenue generated by a user within 30 days of an install. You can use this data to evaluate the player value and plan User Acquisition budgets. For this, you have to track revenue-generating events in the app, such as purchases, ads, subscriptions, etc.
ARPPU - Average Revenue Per Paying User	This KPI only evaluates players who made a purchase in the game. You can use this metric to evaluate the efficiency of your existing IAP events and how successful the new IAP events you are introducing in the game are.
LTV - Lifetime Value	This indicates the revenue a user generates over the course of the entire time they play the game. It is the most important metric for determining the spend on UA to meet the condition LTV > Cost.
Time to First Purchase	This indicates the time it took a user to make the first in-app purchase after installing a game. You can use this data to determine where and how you should place your IAP.
ROAS - Return on Ad Spend	This is the ultimate metric to understand your profitability. Calculate it as the money spent on marketing divided by the revenue generated by users in a given time frame.

IN-APP EVENT MEASUREMENT

Now that most games are free to play, user activity post-install is the only way to determine revenue. This is the information that helps you to optimize your UA and re-engagement campaigns.

What to measure

The following are the most popular events game apps should be measured frequently to establish their performance goals and guide their marketing strategy:

- Purchase
- Level achieved
- Login
- Registration
- Tutorial completed
- Create role

- X days retention
- App open
- Checkout
- Achievement unlocked
- First recharge
- App installed

In addition to this, you should also consider measuring the event funnel conversion rate when planning your in-app events to help determine the sources that drive high-value users. Armed with this info, you can understand the areas that are lacking in your funnel and plan your re-engagement campaigns.
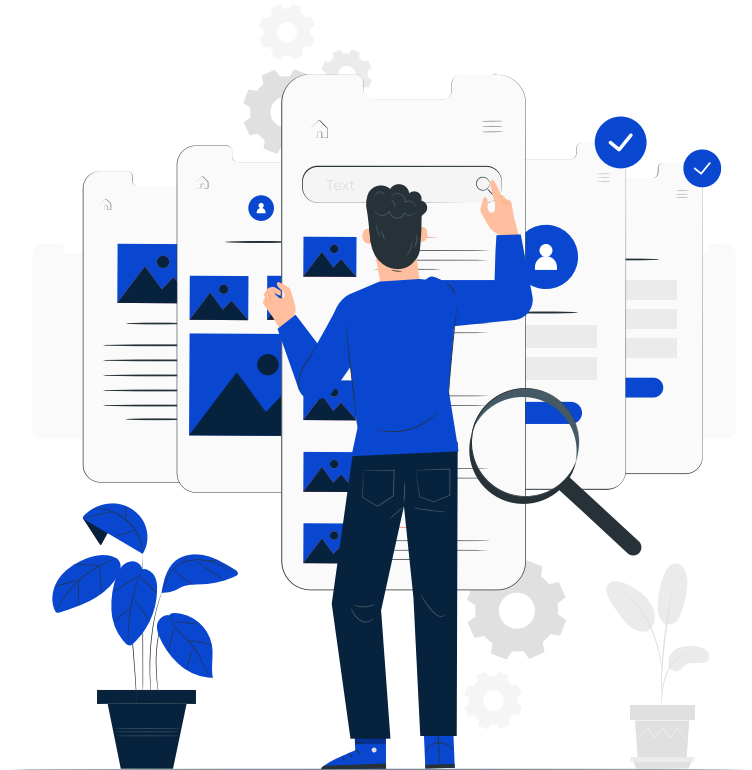
How much to measure?

The amount of data you need to collect and analyze depends on the size of your game and its genre. You can see in the graph below that apps that measure more unique events have a better performance rate.

![TRACKIER]
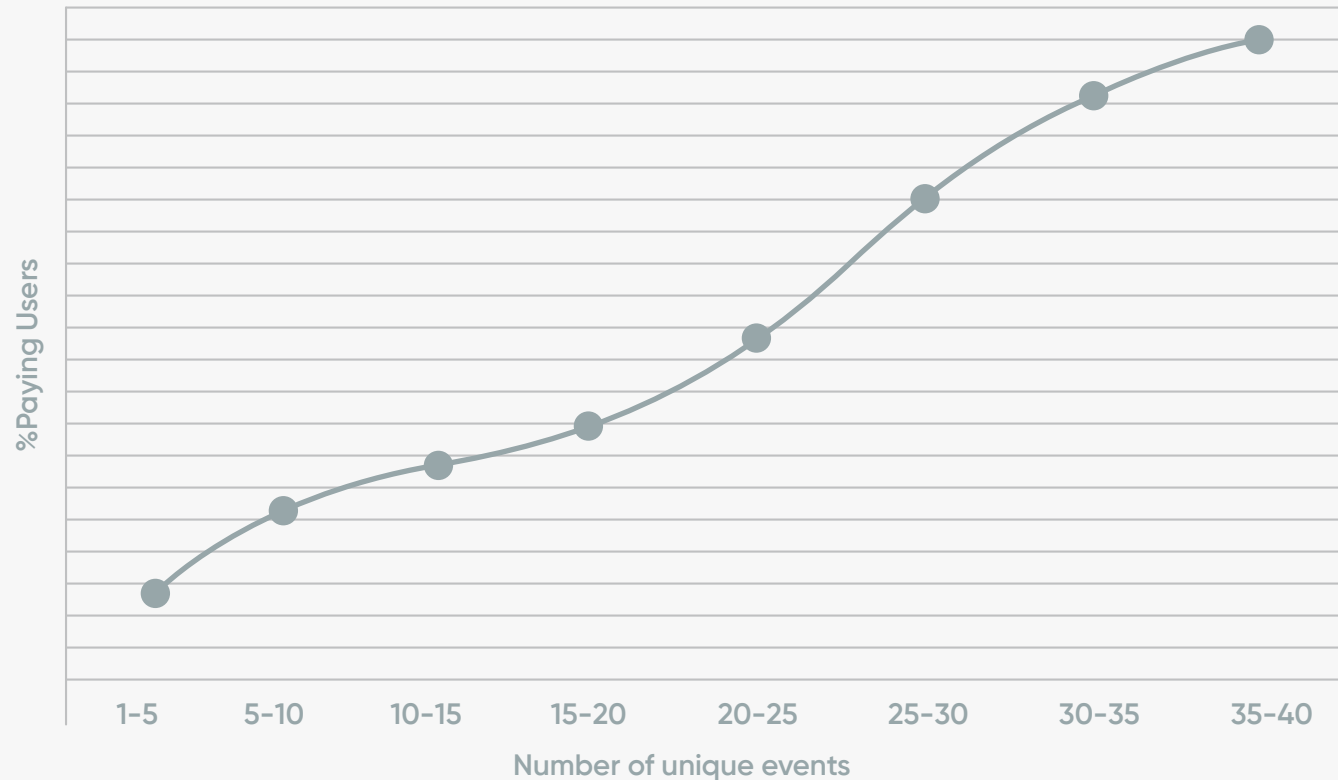
How deep to measure?

You need to measure rich in-app events to start making smarter marketing decisions. For this, you will have to determine the right parameters of each in-app event. These deep analytics enhance your knowledge about the players and allow you to segment granularly and enhance targeting with networks that can deliver an advanced audience with targeting campaigns after receiving data in real-time from you or your attribution provider.

Here is the data comparing retention levels of apps based on whether or not they measure their rich events:

Gaming Genre	Retention Rate With Rich In-Apps	Retention Rate Without Rich In-Apps
Action	2%	1%
Arcade	2%	2%
Board	6%	4%
Card	7%	5%
Casual	3%	2%
Puzzle	6%	3%
Role Playing	4%	2%
Simulation	3%	3%
Social Casino	6%	5%
Sports	3%	1%
Strategy	4%	3%

AD REVENUE ATTRIBUTION

In-app advertising (IAA) and in-app purchasing (IAP) are an integral part of many monetization models specifically for hyper-casual games. IAA specifically is generating more and more revenue for developers by monetizing even the non-paying users.

You need granular data advertisers to optimize IAA to its potential.

The main challenge is that different mediation platforms have different data points about how users interact with these in-app ads, making it hard to understand user-level data when the info is not standardized.

Networks also fudge the numbers by sending you revenue data by simply dividing the total revenue generated on a specific ad placement by the number of users that clicked or saw that ad.

Trackier steps in to provide granular revenue based on accurate user-level data down to the device ID and impression level. With this level of data, you can tie revenue data back to the actual attributed source of each user. Now you can plan better UA budgets and effective re-engagement campaigns.

UNINSTALL MEASUREMENT

With so many competitors popping up for each game, uninstalls are skyrocketing even for the best app. To minimize your churn you have to focus on understanding why, when, and which users uninstall apps.

Here is the data showing uninstall rates based on platform and install type:
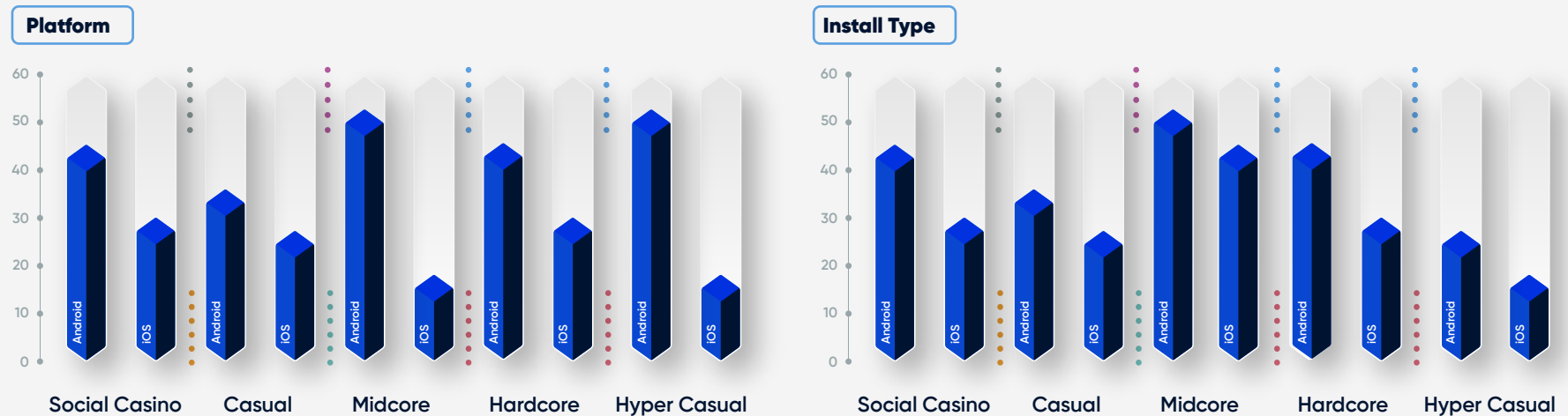
If you look at this data on how many days it took after installing to uninstall the app, you will see that day 1 is the most crucial as this is the day on which most uninstalls occur. This can happen due to a plethora of factors but we have pinpointed such a high uninstall rate to be because of unmet expectations or false promises.

To not meet the same fate, you must focus on creating a superior onboarding experience to retain your users for the longest time.

DEEP LINKING

Deep linking has made running retargeting campaigns fairly easy for mobile marketers. However, you will need an attribution provider to successfully configure deep linking since it uses attribution data to route the user appropriately.

Gaming app marketers can especially take advantage of this technology through the "share their achievement" or "invite a friend" options within the game. A deep link is generated when a user shares anything on any channel. You can use the data collected through it to measure user behavior, understand which users share achievements or invite friends, and what channels they prefer for these activities. This can further be used to optimize future marketing efforts.

Number of Uninstall vs # of Days From Install to Uninstall
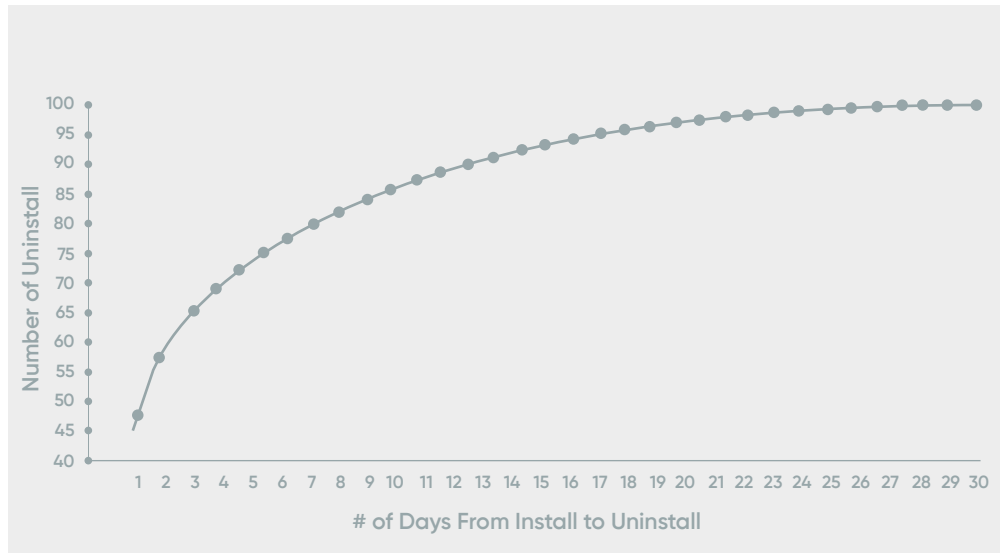
RE-ENGAGEMENT ATTRIBUTION

High churn causes the death of most gaming apps and this can only be eliminated by acquiring new users as well as continuously re-engaging existing and lapsed ones through both owned and paid channels.

Gaming app marketers still lack a lot when it comes to running successful re-targeting campaigns, specifically because of a lack of the right measurement tools that can help analyze retargeting performance and interpret their incremental value.

UA costs are at an all-time high and it will cost you five times higher to gain a new user than to re-engage an existing one. We implore you to use advanced segmentation tools to drill down into your app's unique audience segments to see which users deliver the greatest revenue and which are most likely to churn.

Revenue Uplift in Retargeted vs. Non-Retargeted Paying Users by Category

TRACKIER®

18% E-Commerce

51% Gaming

7% Finance
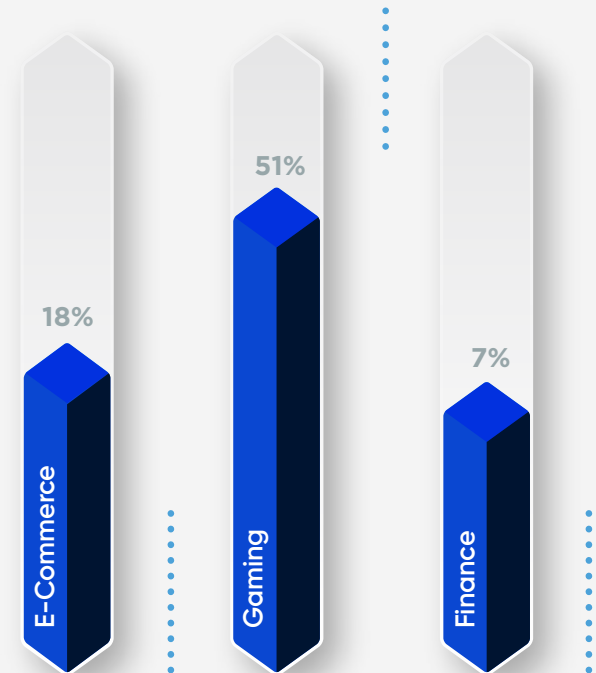
PREDICTIVE MODELING

Predictive modeling holds the key to unlocking the future of a more sophisticated mobile gaming advertising strategy. It uses historical data and makes accurate predictions if you know what you need it to do.

When are prediction models useful:

- Re-engagement: Predictive models can save you from wasting resources on users that have no probability of ever bringing in money. You can completely exclude such people from any future re-engagement campaigns. More than that, you will know where to focus your efforts.

- User Acquisition: Setting accurate UA budgets is no easy task. It would help you immensely if you knew beforehand what separates users that will bring you profits from those with low potential.

AUDIENCE SEGMENTATION

Wouldn't it be a blessing if there was a way to know exactly who to target so you never have to waste resources on engaging people who have no chance of ever converting into a paying user.

Here is how you can effectively segment your gaming app audience to push out a more targeted and effective advertisement strategy:

- **Demographics:** You can make segments based on gender, age, income, etc.

- **Geographic:** Geographic mobile data is a gold mine when it comes to segmenting audiences. You can choose from data as wide as Country, state, and city to as specific as zip code.

- **Technographic:** Drill down into the tech stack of users' mobile devices. For example, if you want to only target audiences that use an Android phone with over 4 GB RAM.

- **Platform:** Target specifically according to iOS and Android.

- **Psychographic:** Have a video app? You can find people who habitually download similar apps and interact with videos and target them specifically as they are highly likely to convert.

- **Ad placement:** Your budget will have to make adjustments based on the spaces you want your ads to be displayed. Some premium spaces may cost more than others.

- **Behavioral:** You can track user behavior to gauge things like people who spend a significant amount of time engaging with mobile games or those who like to make in-app purchases.

MARKETING ANALYTICS

Now that everything is up and running you need to know how to actually read the results to know whether or not your marketing strategy is a success. What are the reports that are crucial for a marketing person?

- **Ad Revenue**

- **LTV Report**

- **Cohort & Retention**

- **Ad Spend & ROAS**

Let's take a look at each one of them:

AD REVENUE

You need to be able to analyze Ad Revenue reports as they show a full view of the return on ad spend of acquired users when investing in in-app ad campaigns.

Here is an example for better understanding. Let's assume there are three users who install an app on January 1, 2022, and are attributed as follows:

User A: Network A
User B: Network B
User C: Organic

The app is integrated with five different monetization platforms. Each platform uses a unique in-app event as follows:

- **Facebook Audience Network:** fb_ad_view

- **Mobile Game App X:** MobileGameAppX_ad_view

- **Mobile Advertiser:** MobileAdvertiser_ad_view

- **Software1:** Software1_ad_view

- **Software2:** Software2_ad_view

TRACKIER ®

After the install, the users are shown ads for a period of four days, as follows:

User	UA network	Fb_ ad_view	MobileGameApp X_ad_view	MobileAdvertiser_ ad_view	Software1_ad_ view	Software2_ad_ view	Total
A	Network A 2022-01-01	2022–01-002 $1	2022–01-03 $1	2022–01-03 $1	2022–01-05 $1		$4
B	Network B 2022-01-01	2022–01-003 $1		2022–01-05 $1			$2
C	Network C 2022-01-01	2022–01-002 $1				2022–01-03 $1	$2

Looking at this data it is clear that User 1 of Network A engaged with ads and generated $4.

This data will help you budget for your UA campaigns and in selecting your UA sources. You have to be mindful of the fact that different users on different media sources generate ad revenue differently. So, keeping this data in mind you can stop targeting users that will never engage with ads and save your ad budget while rewarding the ones that help you generate revenue through ad engagement.

LTV REPORT

Lifetime Value helps you understand the exact revenue each user generated throughout their lifetime of using your app. This data informs major marketing investment decisions like user acquisition, engagement, and retention. You can analyze this data to analyze whether or not your ultimate ROI was positive.

Use the LTV report to single out your most valuable users and understand what channel helped you acquire the most so you can allocate budgets accordingly.

COHORT & RETENTION

These reports will help you analyze user behavior over a period of time. This data is paramount for gaming apps, particularly for accurate monetization and prediction models.

Retention Report Screenshot,

Data represented with

PARTNER	INSTALLDAY	DAY1	DAY2	DAY3	DAY4	DAY5	DAY6	DAY7	DAY8	DAY9	DAY10
Partner 1	100% 5304	0.84% 45	0.79% 42	0.33% 18	0.15% 8	0.09% 5	0.03% 2	0.01% 1	0% 0	0% 0	0
Partner 2	100% 36890	0.04% 17	0% 1	0% 1	0% 0	0% 1	0% 0	0% 0	0% 0	0% 0	0% 0
Partner 3	100% 1886	3.02% 57	1.59% 29	1.06% 20	0.53% 10	0.26% 5	0.21% 4	0% 0	0% 0	0% 0	0% 0
Partner 4	100% 17953	0.36% 66	0.25% 46	0.13% 25	0.14% 25	0.12% 22	0.06% 11	0.03% 7	0% 0	0% 0	0% 0
Partner 5	100% 1988	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0
Partner 6	100% 531	2.25% 12	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0

Retention reports are simpler to understand as they basically just show you how many users reopened the app after launching it for the first time on their phone after download within a set time frame.

Cohort reports are more complex as they group users with common characteristics to measure specific KPIs over different time frames.

AD SPEND & ROAS

TRACKIER®

ROAS is best calculated by an MMP as ut will match media cost data provided by hundreds of media sources with the revenue data of multiple revenue streams.

Rather than manually pulling data into spreadsheets and comparing them, marketers can now compare processed data and sort by filters like Campaign, Ad Group, SiteID, etc.

DATE	INSTALLS	EVENTS	CLICKS	REVENUE	COST	SESSIONS	IMPRESSIONS	UNINSTALLS	REJECTED INSTALLS	REJECTED EVEN
2022-03-16	9895	25003	987642	₹ 9300	₹ 9340	543	154534	5	51482	662
2022-03-17	10803	28939	633415	₹ 10334	₹ 15300	449	833412	8	5739	757
2022-03-18	10597	26622	8096309	₹ 11389	₹ 13547	302	8596300	5	1121	3138
2022-03-19	9146	24939	16328211	₹ 10600	₹ 12464	363	19328233	4	24461	3117
2022-03-20	9896	26870	14237034	₹ 94767	₹ 15390	386	17237080	5	23319	3195
2022-03-21	8598	26404	7443845	₹ 11730	₹ 14580	457	8723708	9	241	848
2022-03-22	10481	29093	18158908	₹ 13300	₹ 15340	457	19337088	7	3623	3147
2022-03-23	3703	9565	15239942	₹ 12900	₹ 13561	93	18237099	15	527	1202
Total	73119	197435	81125306	₹ 174320	₹ 109522	3050	89125309	58	110513	16066

CONCLUSION

So you have built a great gaming app, but is that enough in today's mobile-first environment? The competition alone is enough to drown any great app in a sea of a million other similar apps.

The game of being a profitable gaming app can only be won through smart marketing, catchy advertising, and deep analytics. But don't just throw money on the problem, make data-driven decisions for everything from budgeting to targeting.

Now, take this guide and unlock new achievements for your app!

ABOUT TRACKIER

Trackier uses advanced technology and a customer-first approach to help marketers across the globe build great products, create exceptional experiences, and preserve customer privacy.

Trackier is a global B2B SaaS company offering multiple Ad-Tech Solutions. Their Mobile Marketing Platform includes measurement, fraud prevention, cybersecurity, and marketing automation solutions. Trackier has made marketing easier, smarter, and more secure for the apps working with them.

For more information about our company, products, and solutions, visit us at www.trackier.com.

TRACKIER®