

SUCCESS STORY

Virtual Gaming Worlds (VGW) increases LuckyLand Slots average revenue by 2x

Improves KPIs across the board: conversion rates, retention, and time to discovery for product updates.



Challenge

VGW needed to know more about how customers engaged, played, and connected with others on their popular online social game, LuckyLand Slots.

Solution

VGW deployed Scuba across their LuckyLand Slots product to increase user engagement and conversion, increase player retention, prioritize features, and identify areas to enhance steps in the conversion user funnel.

Benefits

- By knowing more about customer experiences across devices, VGW doubled its conversion of players to paid users
- Product teams quickly identified ways to engage customers, and increased month over month paid users retention by 30%
- Automatically detected and ingested VGW's event data to get answers and reports into decision makers' hands - in hours, not weeks



“With Scuba in place, every core KPI we tracked went up.”

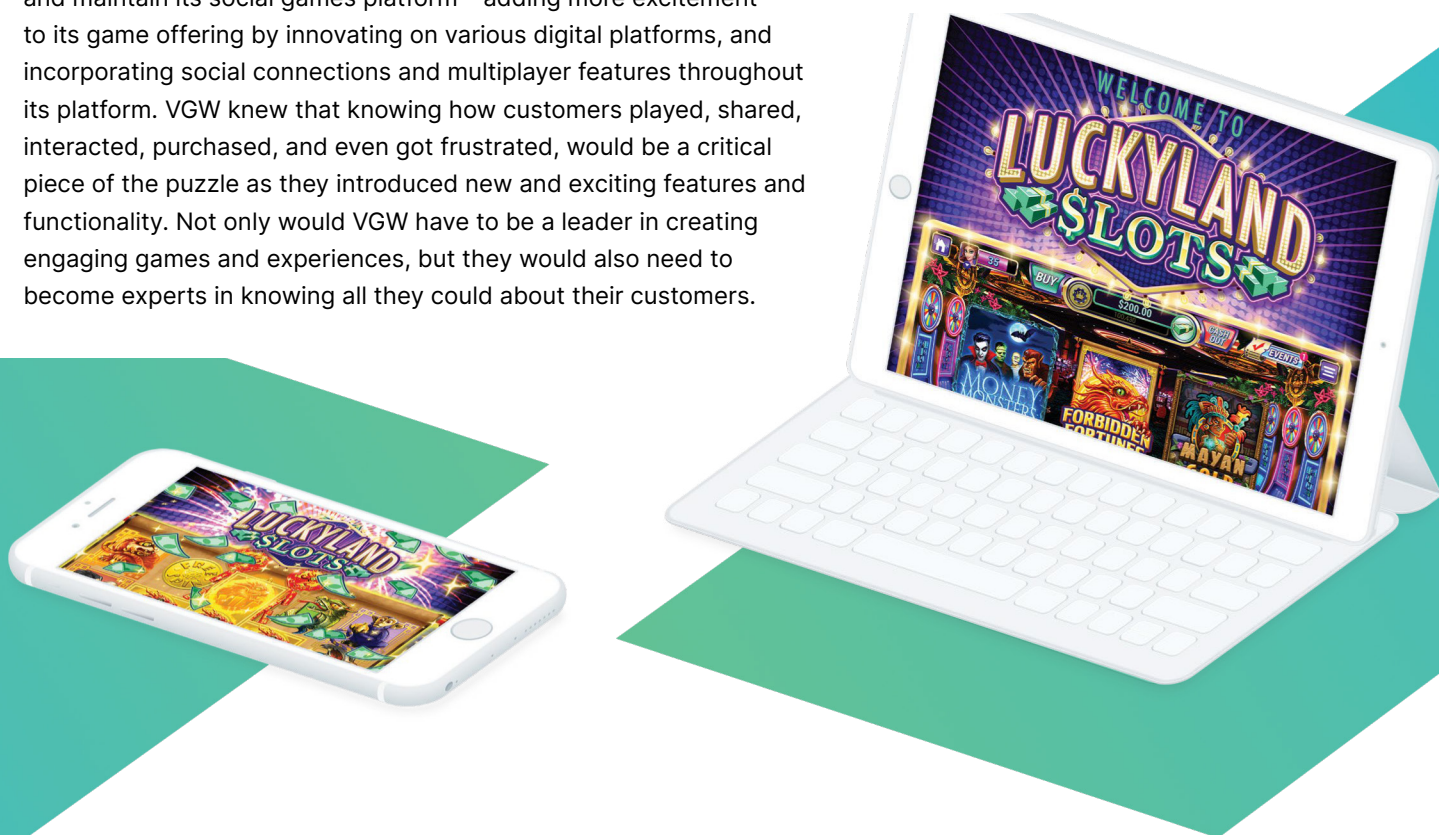
Derek Brinkman

General Manager of VGW US | VGW

The Product

VGW, a company who is pioneering online social games and sweepstakes, brings the excitement of hitting the jackpot online with LuckyLand Slots.

Derek Brinkman joined VGW as the General Manager US to help build and maintain its social games platform – adding more excitement to its game offering by innovating on various digital platforms, and incorporating social connections and multiplayer features throughout its platform. VGW knew that knowing how customers played, shared, interacted, purchased, and even got frustrated, would be a critical piece of the puzzle as they introduced new and exciting features and functionality. Not only would VGW have to be a leader in creating engaging games and experiences, but they would also need to become experts in knowing all they could about their customers.



See what customers are doing – faster

“At first, in order to know more about metrics like cohorted daily retention rates, average revenue per user, and conversion rates would be critical to our success, we needed a dedicated member of our engineering team to help us with analytics,” Derek said. “It worked at first.”

Whenever someone on the team needed data to make a decision, they’d spec up what the report needed to be and would give it to the engineering team. In a few days, they’d get the report they requested. The team realized (fairly quickly) that this clearly wouldn’t scale.

“There was too much delay between making a request and getting answers, and it was impacting on our ability to look at data and make good decisions.”

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“There was too much delay between making a request and getting answers, and it was becoming a drag on our ability to look at data and make good decisions,” he said.

To fix that problem, the VGW team built a set of dashboards to help speed up the process. But, they ran into another roadblock.

“The dashboards helped us ask high level questions,” Derek acknowledges, “but whenever you’d start to see something that looks surprising, or off, we’d have to ask someone to write reporting logic to drill down further.”

Ask unlimited, unbounded questions

Derek and his team needed to be able to provide an easy to use platform for the entire team, to ask layered questions of all the raw data, and get answers in minutes, not days. They started evaluating whether they would check out platforms on the market or build something themselves.

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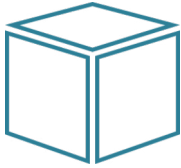
For online social games, patience is key

Scuba helped to enhance the team’s understanding of their customers’ engagement with the gameplay platform. They could answer specific questions to narrow in on customer journeys and experiences.

Knowing the important details around how customers interacted, engaged, and connected became a (literal) game-changer.

Understanding the players better was just the beginning. “Because of Scuba, every core KPI we tracked went up. We’ve increased the conversion rate of free to paid users by 2X, month over month retention of paid users by 30%, and reduced the time it took to identify and fix issues from weeks to hours.”

Below are just a few of the ways VGW uses Scuba:



Product

- Understand which games are most successful
- Prioritize features based on effectiveness of recent feature releases
- Verify and adjust the math model to change the overall sweepstakes prize redemption amounts and expected prize redemption amounts of the games to maximize player engagement
- Tracking user cohorts over time to find trends in purchase behavior



Live Operations

- Optimize event prizing and frequency to ensure players stay engaged during live events, tournaments, and quests
- Understand players' gameplay patterns and optimize game operations for maximum lifetime value



Customer Support

- Investigate whether issues are isolated incidents that affect a small group of users or more widespread

Building a winning culture

Understanding what VGW's customers needed and how to engage with them better increased morale across the entire team.

"Knowing more about how to be successful at work is a big motivator to people. When you make decisions based on data, teams feel better about their projects," Derek said. "Then, when you measure the impact, you can tell your team, 'Hey, all that effort you put in actually had this effect. Congrats!' It's a great feeling."