

A young boy with brown hair is smiling and looking down at a tablet he is holding. The background is a dark blue space filled with various glowing geometric shapes like circles, triangles, and cubes, along with some data-like elements like a pie chart and a line graph.

Success Story

Unlocking Success: A Mobile Game Development Company Saw a 20% Increase in DAU with iXie

A Brief Snapshot

Our client is a mobile game development company who was looking for ways to increase their DAU (Daily Active Users) count. iXie introduced a variety of features and a robust monetization strategy, which in turn helped the client increase their DAU count by 20%.

Value Delivered:

- ✦ Enhanced the gameplay mechanics.
- ✦ Introduced new social and competitive features.
- ✦ Improved personalization and progression.
- ✦ Implemented an improved monetization strategy
- ✦ Developed and introduced targeted marketing campaigns.
- ✦ Continuously iterated and optimized the game based on user data and feedback.

Key Highlights

- ✦ Increased DAU count by 20%.
- ✦ Improved the overall mechanics of the game and ensured 100% first-submission pass on new features.
- ✦ Introduced new customization options which allowed for greater personalization.

About the Client

The client is the developer and publisher of a popular match-3 puzzle mobile game. Despite its initial success, the game had experienced a decline in Daily Active Users (DAU) gradually. The client approached iXie to devise a strategy to increase their DAU and regain user engagement.



1 Roadblocks in the customer's gaming journey

The problem at hand was to identify the underlying reasons for the decline in DAU and develop effective measures to reverse the trend. Their key challenges included understanding user behavior, identifying potential pain points, and formulating strategies to enhance user retention and acquisition.





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The iXie Fix

To help the client improve their DAU count, we introduced a variety of new features to the game.

a. Enhanced Gameplay Mechanics

- ✖ Introduced new and exciting power-ups, bonuses, and special events to bring novelty and excitement.
 - ✖ Refined the difficulty curve to offer a sense of challenge and satisfaction, ensuring players don't get stuck on levels for prolonged periods.
- Implemented level design variations to maintain interest and prevent monotony.

b. Social and Competitive Features

- ✖ Introduced leaderboards and weekly/monthly tournaments to foster a sense of competition and provide rewards for top performers.
- ✖ Enabled users to share their level-ups and game achievements with other players through social channels.

c. Personalization and Progression

- ✖ Implemented a robust player progression system, offering rewards, achievements, and unlocking new content as players advance.
- ✖ Introduced customization options, allowing players to personalize their game experience with themes, avatars, and other visual elements.

d. Monetization Strategy

- ✖ Evaluated the game's monetization model, considering a balance between in-app purchases, ads, and rewarded videos.
- ✖ Ensured monetization methods do not hinder gameplay or feel intrusive.

e. User Acquisition and Marketing

- ✖ Developed targeted marketing campaigns to reach new potential players through social media, online advertising, and influencer partnerships.
- ✖ Leveraged data analytics to identify user segments with high acquisition potential and tailored marketing efforts accordingly.

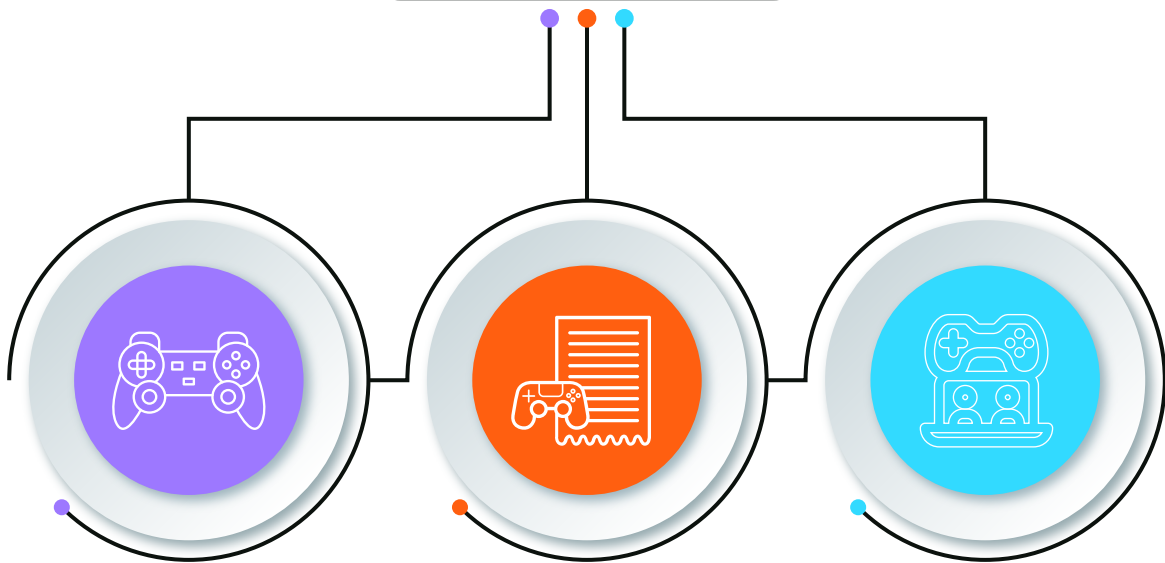
f. Iterative Testing and Optimization

- ✖ Regularly tested and measured the impact of implemented changes through A/B testing, user feedback, and analytics.
- ✖ Continuously iterated and optimized the game based on user data and feedback to address pain points and improve the overall experience.



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The iXie Impact



By analyzing user behavior, addressing pain points, enhancing gameplay mechanics, and incorporating social and competitive features, the client was able to re-engage players and increase DAU by **20%**

Ensured **100%** first-submission pass on the game's new features with Iterative testing and optimization.

Additionally, introduced new customization options to give players a greater degree of personalization and engagement.



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