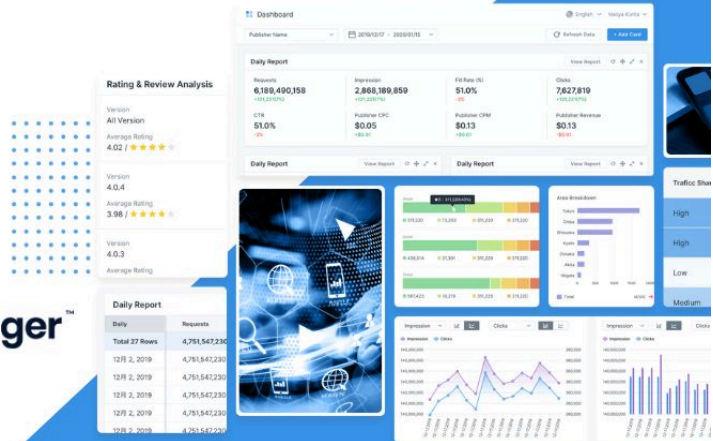
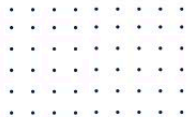


Puzzle Game: AnyMind Group Proposed Gameplay Changes Boost Difficulty and Drive 41% ARPDAU Growth in Just 2 Weeks!

VGAMES

AnyMind™ AnyManager™





Account optimized by Ms. Nguyen Thuc Bao Han

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Han has two years of experience in App Monetization and currently serves as the Person In Charge of the Vietnam, Pakistan, Taiwan, Indonesia, and Singapore markets. In addition to managing and optimizing over 200 apps, she is dedicated to exploring and discovering new monetization methods to maximize revenue for these applications.

Publisher Profile

VGames, founded in 2012 in Ho Chi Minh City, Vietnam, is a leading game development studio known for creating visually stunning puzzles and casual games like HeroesTD and Jeweloku. Known for creating engaging and innovative games, VGames has captivated a global audience with its unique gameplay mechanics and vibrant visual styles. With a strong reputation in the industry, they have consistently delivered top-tier games that resonate with a wide range of players.

Their growth journey includes leveraging cutting-edge technology like Unity, expanding their talented team, and building a strong community presence. Over the years, they've gained global recognition, achieving critical acclaim on platforms like Google Play and iOS, and establishing themselves as a major player in the mobile gaming industry.



The Challenge

Current Gameplay designs often limit the monetization potential of Rewarded ads. The limitation results in low player engagement with ads, making it challenging to fully leverage this monetization strategy without disrupting the gameplay experience.

The Approach

After four months of collaboration, AnyMind observed that Ad networks were becoming increasingly stable, making it challenging to further optimize revenue solely by refining ad sources as before. Therefore, leveraging AnyMind's expertise and strengths in App Monetization, we noticed the Revenue, Fill rate & CTR of Rewarded Ads were quite low.

On the other hand, when we analyzed the Level complement rate on Firebase, we realized the player could complete the game easily.

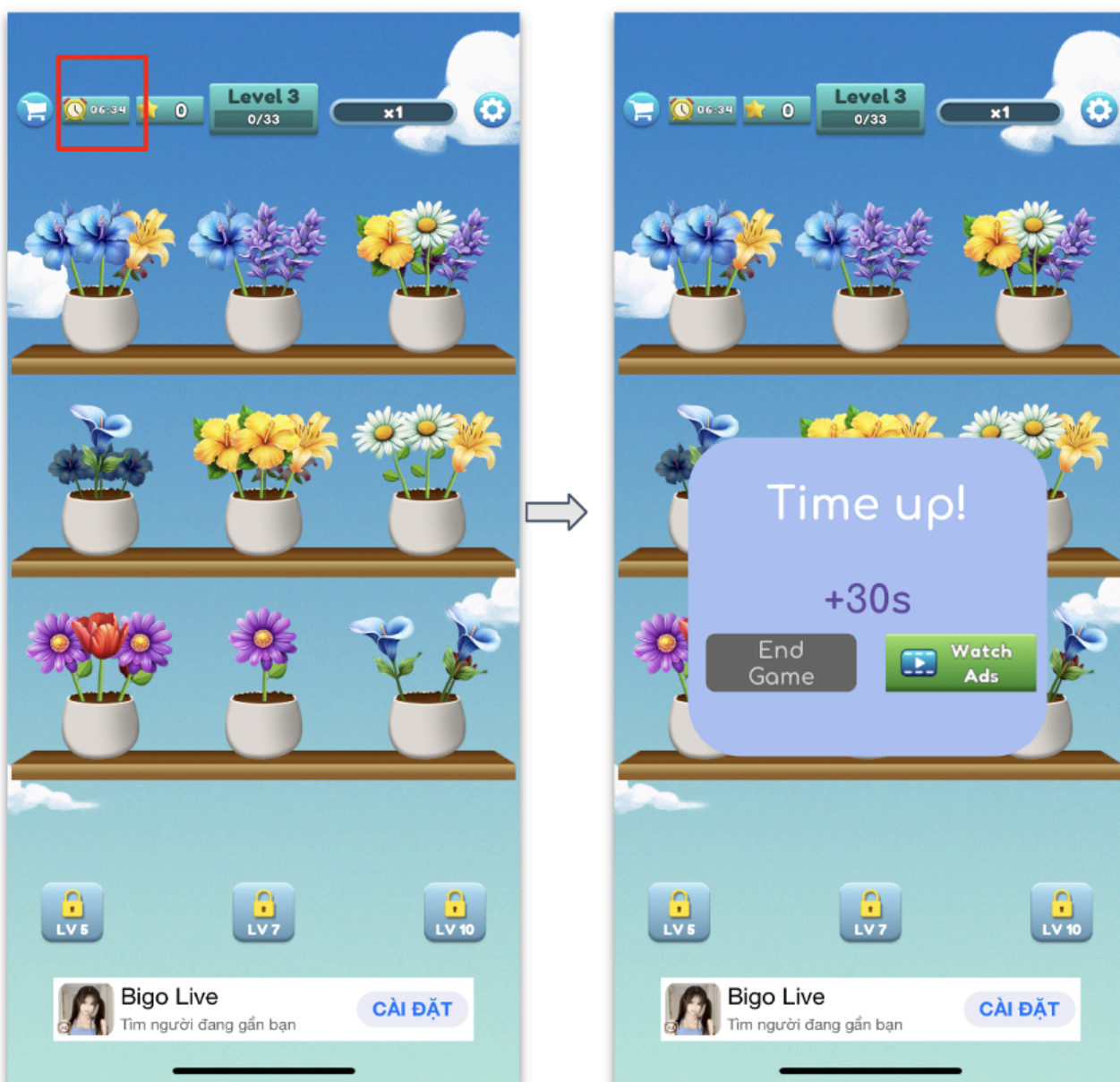
As a result, AnyMind proposed a minor Gameplay adjustment to encourage players to utilize power-ups and create additional opportunities to boost ad revenue within the game.

AnyMind understood that Gameplay changes could potentially lead to a decline in player loyalty metrics. Therefore, AnyMind closely monitored the Retention Rate and LTV metrics to promptly develop optimization strategies or notify Vgames in case any issues arose.

Step-by-Step Strategy:

Firstly, AnyMind analyzed VGames's difficulties and proposed suitable solutions to improve the ARPDAU of the game: Flower Matching Game (Android). Due to the nature of the gameplay, AnyMind observed that users could progress through multiple game levels without needing boosters, which leads to the Rewarded Ads having a lower Revenue than we expected. As a result, they require additional motivation to watch rewarded ads and utilize boosters.

From the analysis of user metrics, and references of peer apps market research, we suggested reducing the time of each level play to encourage the users to watch the Rewarded Ad to complete the level. Then, we created a detailed plan and timeline for implementing the solution.

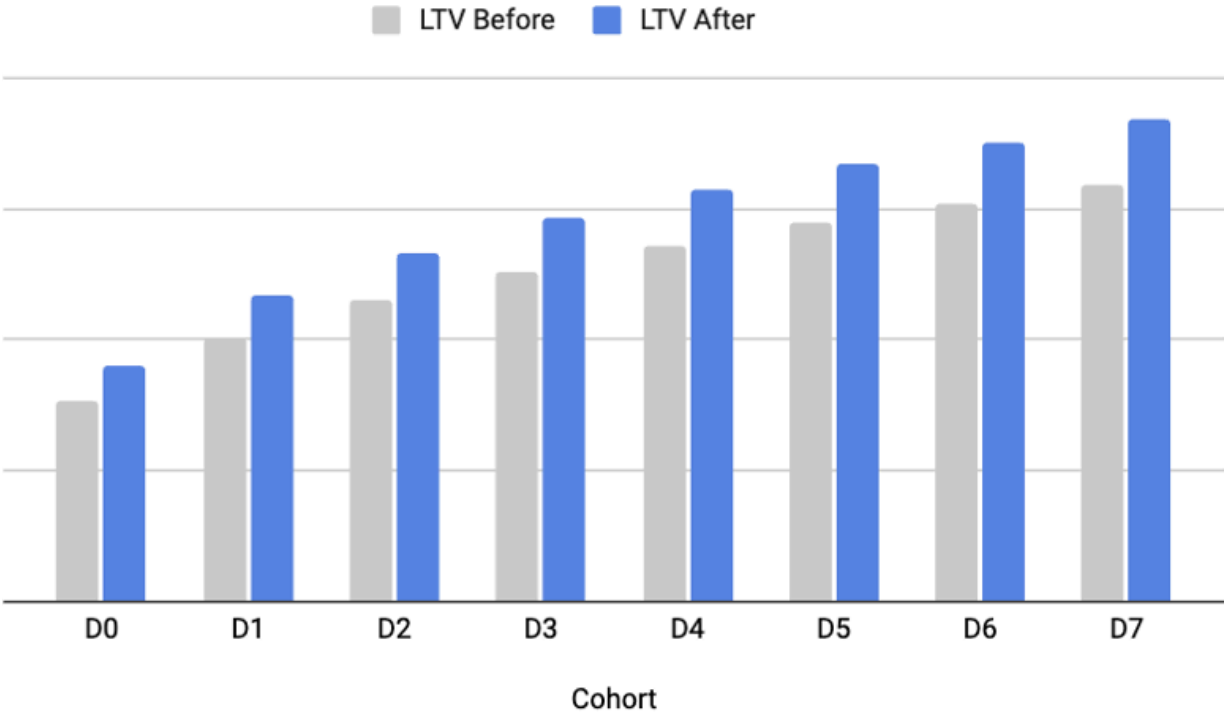


On 30th Oct, Vgames implemented AnyMind's suggestions on the new version. Because these changes impacted User Experience and IAA Revenue, AnyMind suggested monitoring the ARPDAU, LTV & Retention Rate to ensure our suggestion had a positive effect.

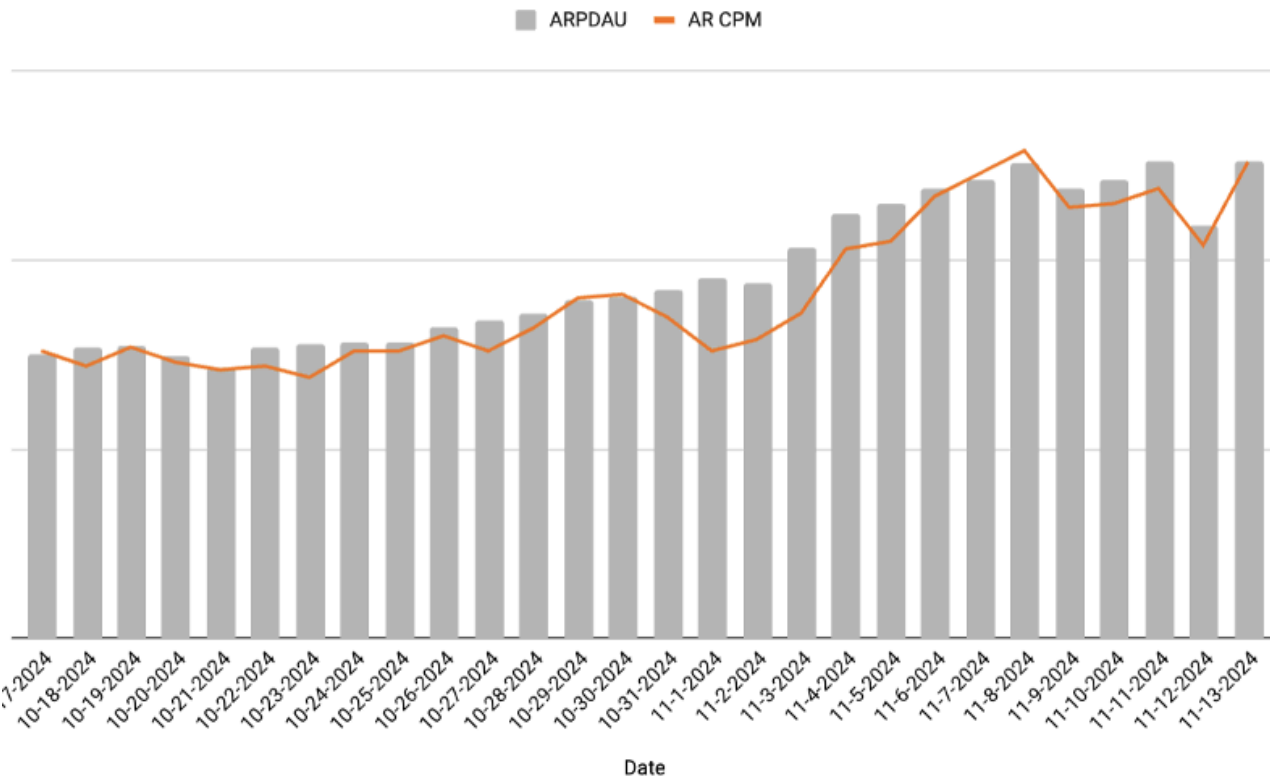
The Results

As a result, the ARPDAU of the app increased by 41% in just 2 weeks since Vgames implemented the suggestion on 10-30-2024, and The ARPDAU of Rewarded Ads increased significantly by 118%. The most remarkable part is that this gameplay change not only boosted VGames’s short-term revenue but also increased LTV while keeping the Retention Rate stable.

LTV Before and LTV After

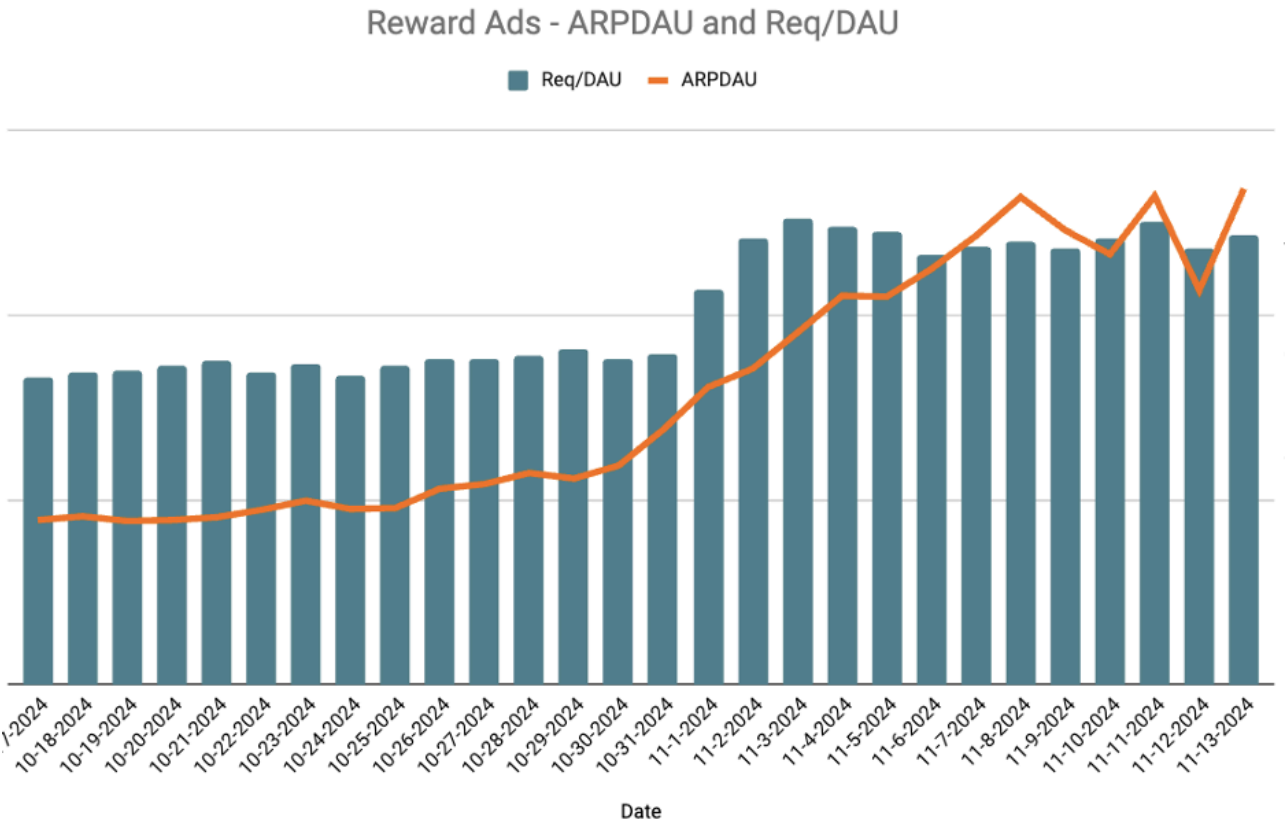


ARPDau and AR CPM



The Performance increased significant growth in revenue and ad-related metrics. The increases in ARPDAU highlight improved monetization strategies, LTV of D3 higher than the previous time by 16.2%, and LTV of D7 higher than the previous time by 15.5%.

The ARPDAU of Rewarded Ads increased significantly by 118%



Although the DAU did not change significantly, the number of Requests for this format increased significantly, and the ARPDAU of this format increased by 118%, and Req/DAU +37%. This is because after reducing the game time, players need to use more Boosters to pass each level, so they watch Rewarded Ads more frequently. The reduction in game time also increased the difficulty of the game, making it more engaging.

Conclusion

We are impressed with the suggestions and solutions that AnyMind has provided throughout the collaboration. Their deep understanding of the market, player behavior analysis, and strategic improvement proposals have significantly enhanced the effectiveness of our game.