



MACHINE LEARNING



Machine learning from GameTune helps improve D30 and D60 revenue for Prime Peaks

GameTune’s advanced machine learning gives every studio the ability to automatically personalize player experiences – with no upfront investment in data science – to drive long-term engagement. Prime Peaks’ eponymous title is an exciting, multi-level, hill-climbing game – easy to start and fun to master. With 4+ ratings in both the AppStore and Google Play, it’s a global hit for its Sigulda, Latvia-based developers.

The challenge

For small studios, making games is the easy part – the challenge is operating them successfully in the long term despite technical and resource constraints. Since a crucial part of growing a game is player engagement and retention, Prime Peaks knew they’d have to experiment to optimize player experience. However, in several self-conducted A/B tests, Prime Peaks’ results varied significantly by player segment, as no single variant performs best for everyone. Furthermore, A/B test results are temporary – what performs well today might not perform well in the future because users are constantly changing, making it challenging to keep findings up to date.

Another issue with running tests manually is that they require constant attention or else the results will plateau. On the other hand, building in-house machine learning is almost impossible without a scaled data-science team. That’s why Prime Peaks sought a ready-made, constantly updating, machine learning solution that allows them to easily experiment with very little tweaking required.

The solution

Prime Peaks integrated GameTune – which automatically trains its own model for each game’s use cases, players, and goals – to personalize their players’ experiences. Their mission was to increase average revenue per user (ARPU) and retention for 30 days (D30) and 60 days (D60).



How they used GameTune

It took approximately two days for Prime Peaks to implement GameTune. Their goal was to improve results across three mechanics they had previously covered with A/B testing.

Ads

- With A/B testing it was difficult to test interstitial ad frequencies because of the number of variants. With 10 different ad frequencies, they were unable to get conclusive results for increasing revenue, and felt that willingness to watch ads varied dramatically between players.
- With GameTune, they assigned the right ad frequency, in each session, for each individual player, balancing revenue and player retention for improved lifetime value (LTV).

Onboarding

- With A/B testing, mapping player skill levels to specific segments proved difficult, yet onboarding users properly is crucial to reducing early game friction and churn.
- With GameTune, they automatically assigned each player the right tutorial experience – no tutorial, simple recommendation, or full tutorial – thereby reducing frustration.

Offers

- With A/B testing it was unclear which in-app purchase (IAP) starter bundles were best suited to various players, thereby making it difficult to maximize revenues.
- With GameTune, they automatically selected and promoted the most appropriate offer for each player, improving conversion rates.

The results and benefits

- Interstitial ad frequency: +37.9% D30 ARPU lift
- Tutorial: +4.5% D30 retention lift
- Starter pack offer: Up to +2.5% D30 ARPU lift

“A/B testing is really important, but it’s the last thing we want to spend time on. Having an automated solution that optimizes things in real-time is a dream come true. We’re making a great game, and GameTune’s machine learning makes sure it’s always improving. What more could you ask for?”

— Aleksejs Mjaliks, Lead Developer, Prime Peaks

Prime Peaks is exploring more use cases for GameTune so they can spend less time analyzing results and let GameTune optimize towards their preferred goals. They see GameTune as complementary to A/B testing in cases where they need personalization, and where one answer cannot cover an entire playerbase. In future games, Prime Peaks plans on integrating GameTune from soft launch to maximize the gameplay improvements it can bring.

Be a part of the GameTune beta today.

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