



# The challenges of running a game as a service

—  
Case Study



Unity  
Analytics





Above: Teeny Sheep and Crime Lord, two of Mindstorm Studios' growing list of game titles.



Founded in 2006 by a handful of talented people, Mindstorm Studios has grown to 70+ team members. It is now one of Pakistan's leading game developers with dozens of hit games like Mafia Farm and Whacksy Taxi. Having chosen Unity for its cross-platform capabilities, the studio is currently using the built-in analytics to take full advantage of the games-as-a-service model. Their latest title, War Incorporated, is a polished mobile strategy game with over 4 million installs across platforms. One of the keys to the game's success has been the studio's ability to respond dynamically to players' evolving needs and tastes.

### STAYING A STEP AHEAD

Initially, however, Mindstorm found it challenging to continually adapt the game in order to improve the player experience in real time.

Mindstorm needed a powerful analytics solution that could inform game design decisions on-the-fly. For example, what were the slowest days in terms of player activity? How often should they host live player events? And what kind of content should they create specifically for different markets? Additionally, the studio needed an analytics offering that would not interfere with their workflows and design process, but instead, actually improve internal efficiency.

### ONE SOLUTION, THREE BENEFITS

Faced with the daunting option of developing a proprietary analytics solution, the Mindstorm team made an important decision: to embrace Unity Analytics, the analytics platform already sitting within the game engine they were using every day.

As Qasim Meher Assad, Product Manager of Mobile Games at Mindstorm puts it, "You don't have to reinvent the wheel, unless you plan on learning more about wheels."

So what did Mindstorm Studio gain from adopting Unity Analytics, and how did the technology help them overcome the challenges of developing live games?

#### 1. Fast insights, real time analytics

With Unity Analytics' Funnel Analyzer, Segment Builder, Data Explorer and Heatmaps, Assad and his team can tweak and adapt their game at blistering speed. They can make smart changes, not just on a daily basis, but at a much faster rate, optimizing both the player experience and studio revenues on the fly.

"Unity Analytics decreases our time waiting to get data, and it reduces the time it takes for us to get insights," Assad says. "Unity Analytics is 10-times faster than the other analytics solutions we had looked at. In a few seconds, I can plot ten or eleven metrics on the same graph. Unity Analytics really frees up my time. It's the perfect tool for us, and I feel like it improves every month."

#### 2. Actionable insights

Unity Analytics provides fast access to data, but Mindstorm's developers need something more than data. They require something meaningful and easily understood, which they can use to bolster their title's success. In other words, they need actionable insights.

**Unity Analytics lets you understand the types of audiences you are serving, and that can help you make smarter decisions about your games...**

—Qasim Meher Assad, Head of Products, Mindstorm



Above: Unity Analytics' recent UI redesign makes deciphering data easier, resulting in clearer actionable insights. Below: Part of the Mindstorm team, which has grown to over 70 members



#### Key takeaway

**Enable Unity Analytics with one click to get immediate access to actionable insights.**

Unity Analytics provides those insights by allowing them to segment data in different ways. This allows Mindstorm to consider their game and audience from different perspectives, or view particular data sets that reflect the likes of regions, player behaviors, and industry trends.

"For an emerging game studio, the biggest constraint is budget. However, Unity Analytics helped us to identify our major install traffic channels. That insight helped us make smart decisions about how to optimize our app's localization budget to target specific languages where tutorial conversion was low but traffic was high."

Another example of how insight from Unity Analytics helped Mindstorm make solid decisions was data showing that spenders in North America make their first purchase a lot sooner than spenders in select European countries.

"As a result, we now offer more frequent promotions to new users in North America, so we don't miss out on our spenders before they move on," Assad says.

#### 3. Access to game-specific analytics

A further reason Unity Analytics proved to be the perfect solution to Mindstorm's data challenge was the simple fact that the platform is natively integrated into the studio's engine of choice.

Unity Analytics' home in the Unity engine provides a hugely effective, efficient way to act on the insights provided. With a single click, the analytics platform could be activated; something no other analytics platform can do as quickly, which helps smooth Mindstorm's ongoing journey toward anticipating players' needs and achieving greater success. 🚀

For more information, visit [Unity3d.com/Analytics](https://unity3d.com/Analytics)