



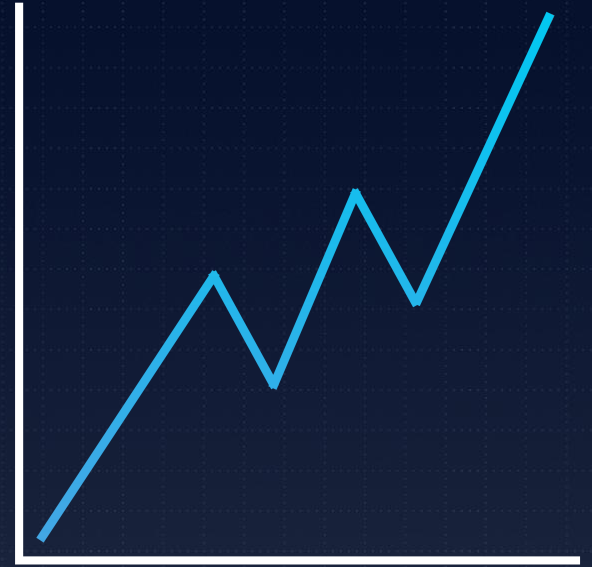
LEVEL UP



ANALYTICS

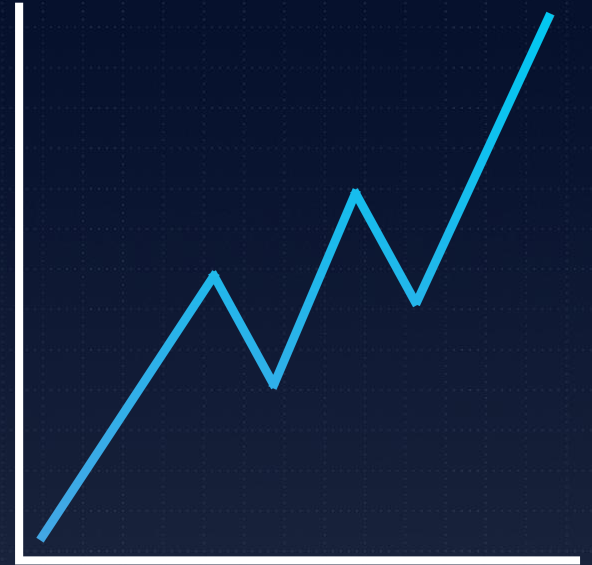
SHORT

ANALYTICS



ANALYTICS

- **Measure game and feature performance**



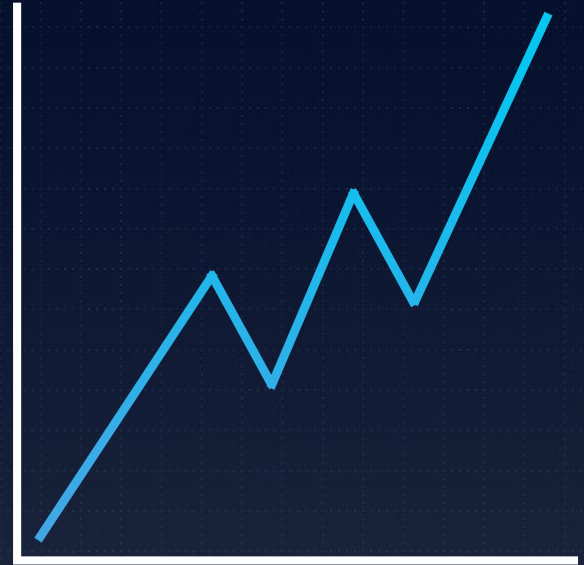
ANALYTICS

- Measure game and feature performance
- High level view of your game's health



ANALYTICS

- **Measure game and feature performance**
- **High level view of your game's health**
- **Surface game and feature optimizations**



KEY PERFORMANCE INDICATORS (KPIs)



KEY PERFORMANCE INDICATORS (KPIs)



ENGAGEMENT METRICS



RETENTION METRICS



MONETIZATION METRICS

KEY PERFORMANCE INDICATORS (KPIs)



ENGAGEMENT METRICS



KEY PERFORMANCE INDICATORS (KPIs)



ENGAGEMENT METRICS

- Daily Active Users (DAU)
- Monthly Active Users (MAU)
- Average Session Length

ENGAGEMENT METRICS



ENGAGEMENT METRICS

DAILY ACTIVE USERS (DAU)



ENGAGEMENT METRICS

DAILY ACTIVE USERS (DAU)

MONTHLY ACTIVE USERS (MAU)



ENGAGEMENT METRICS

DAILY ACTIVE USERS (DAU)

MONTHLY ACTIVE USERS (MAU)

AVERAGE SESSION LENGTH



KEY PERFORMANCE INDICATORS (KPIs)



ENGAGEMENT METRICS

- Daily Active Users (DAU)
- Monthly Active Users (MAU)
- Average Session Length

KEY PERFORMANCE INDICATORS (KPIs)



ENGAGEMENT METRICS

- Daily Active Users (DAU)
- Monthly Active Users (MAU)
- Average Session Length



RETENTION METRICS

- Day 1 Retention (D1)
- Day 7 (D7), Week 1 Retention (W1)
- Day 30 (D30), Month 1 Retention (M1)

RETENTION METRICS



RETENTION METRICS

DAY 1 RETENTION (D1)



RETENTION METRICS

DAY 1 RETENTION (D1)

DAY 7 RETENTION (D7) / WEEK 1 RETENTION (W1)



RETENTION METRICS

DAY 1 RETENTION (D1)

DAY 7 RETENTION (D7) / WEEK 1 RETENTION (W1)

DAY 30 RETENTION (D30) / MONTH 1 RETENTION (M1)



KEY PERFORMANCE INDICATORS (KPIs)



ENGAGEMENT METRICS

- Daily Active Users (DAU)
- Monthly Active Users (MAU)
- Average Session Length



RETENTION METRICS

- Day 1 Retention (D1)
- Day 7 (D7), Week 1 Retention (W1)
- Day 30 (D30), Month 1 Retention (M1)

KEY PERFORMANCE INDICATORS (KPIs)

ENGAGEMENT METRICS



- Daily Active Users (DAU)
- Monthly Active Users (MAU)
- Average Session Length

RETENTION METRICS



- Day 1 Retention (D1)
- Day 7 (D7), Week 1 Retention (W1)
- Day 30 (D30), Month 1 Retention (M1)

MONETIZATION METRICS



- Average Revenue Per Daily Active User (ARPDau)
- Conversion Rate
- Average Revenue Per Paying User (ARPPU)

MONETIZATION METRICS



MONETIZATION METRICS

AVERAGE REVENUE PER DAILY ACTIVE USER (ARPPDAU)



MONETIZATION METRICS

AVERAGE REVENUE PER DAILY ACTIVE USER (ARPPDAU)

CONVERSION RATE



MONETIZATION METRICS

AVERAGE REVENUE PER DAILY ACTIVE USER (ARPPU)

CONVERSION RATE

AVERAGE REVENUE PER PAYING USER (ARPPU)





LEVEL UP



**THANKS FOR
WATCHING!**

RDC