

Top 7 Social Game Metrics of 2011

The Rise of the Social Web



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Prepared for GDC Europe 2011

WHAT IS KONTAGENT?

We are the leading user analytics platform for the social and mobile web.



**User-Centric
Data**



**Enhanced
Visibility**

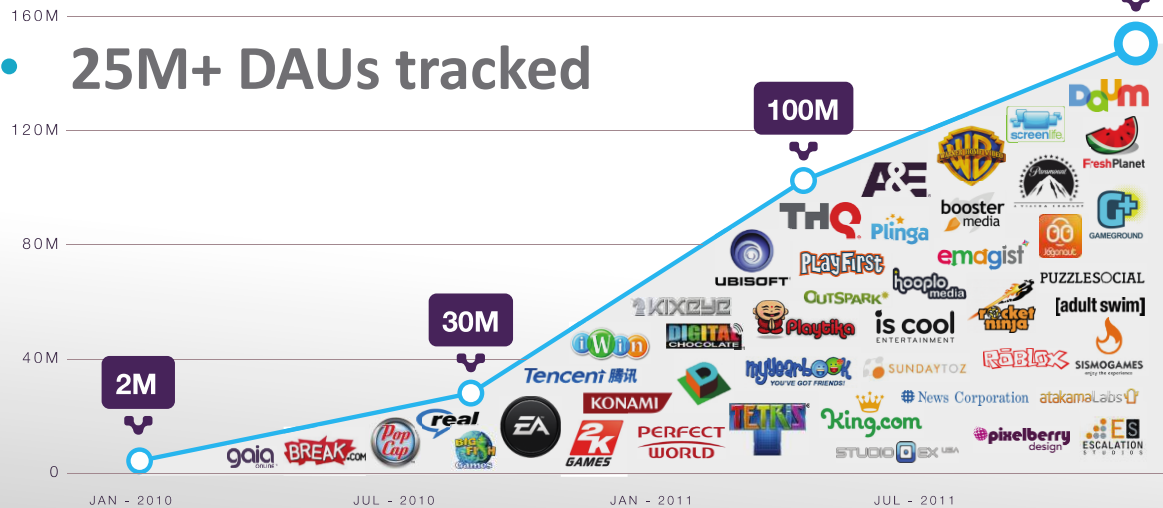


**Proven
Expertise**



STATS Platform

- 35+ man years invested
- Over 1B msgs handled/day
- Track 1 in 4 Dollars spent in social gaming
- 15k event msgs handled/second
- 150M+ MAUs tracked
- 25M+ DAUs tracked



1.0B

1B | Jul-2011

750M

500M

500M | Jan-2011

250M

100M | Jul-2010

0

2M | Jan-2010

kSuite

THE SOCIAL WEB

INTRO:

People Not Page Views

OLD SCHOOL:

“WEB ANALYTICS” = **PAGES**



NEW SCHOOL:

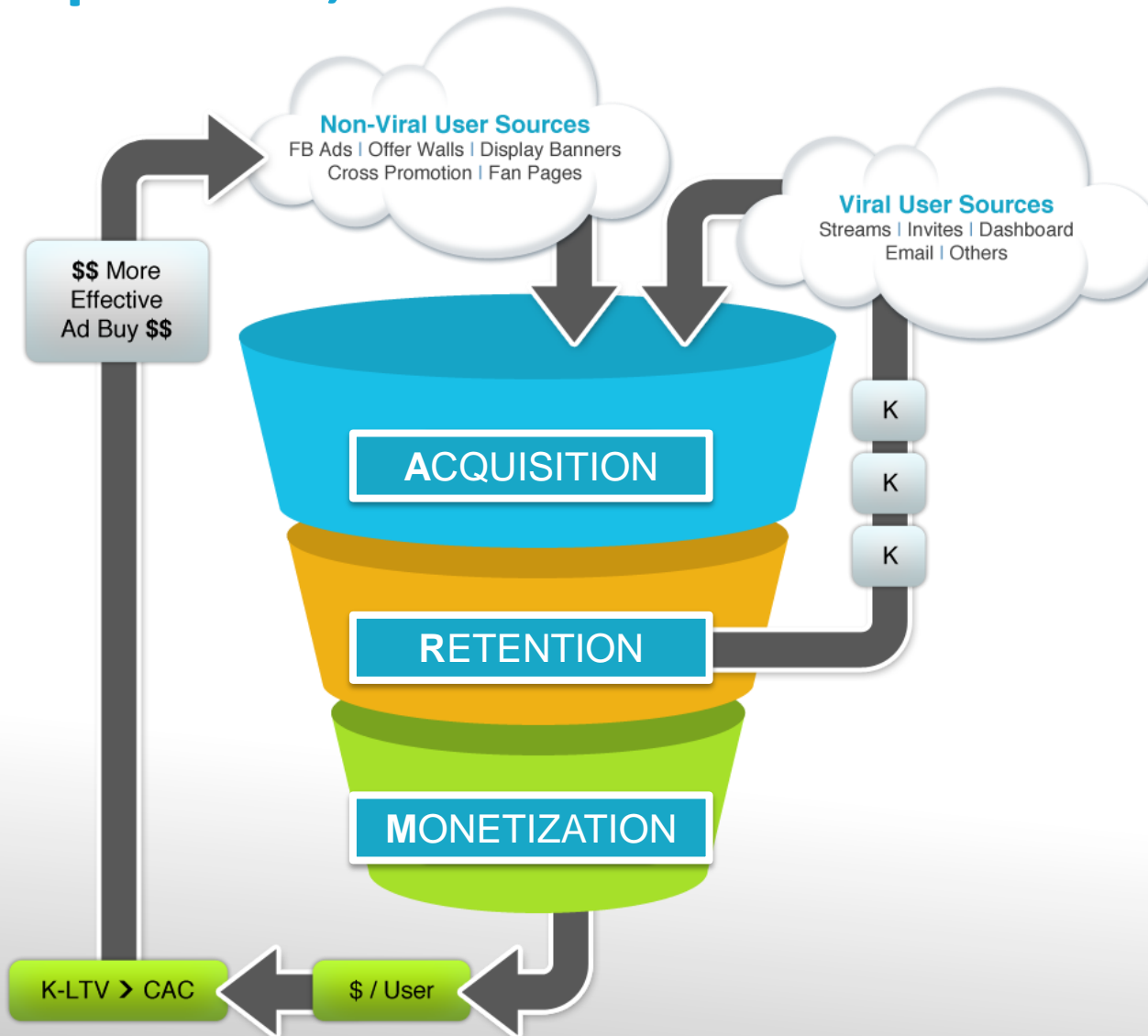
“USER ANALYTICS” = **PEOPLE**



THE A.R.M FUNNEL

ARM Model:

Acquisition, Retention & Monetization



THE TOP 7 SOCIAL METRICS

ACQUISITION : CAC (CUSTOMER ACQUISITION COST)

1

TRENDING:

Up

TYPICAL:

\$1- \$3

MEASURE:

Traffic K-Factor

Traffic X-Day Retention

Traffic ARPU

CPI

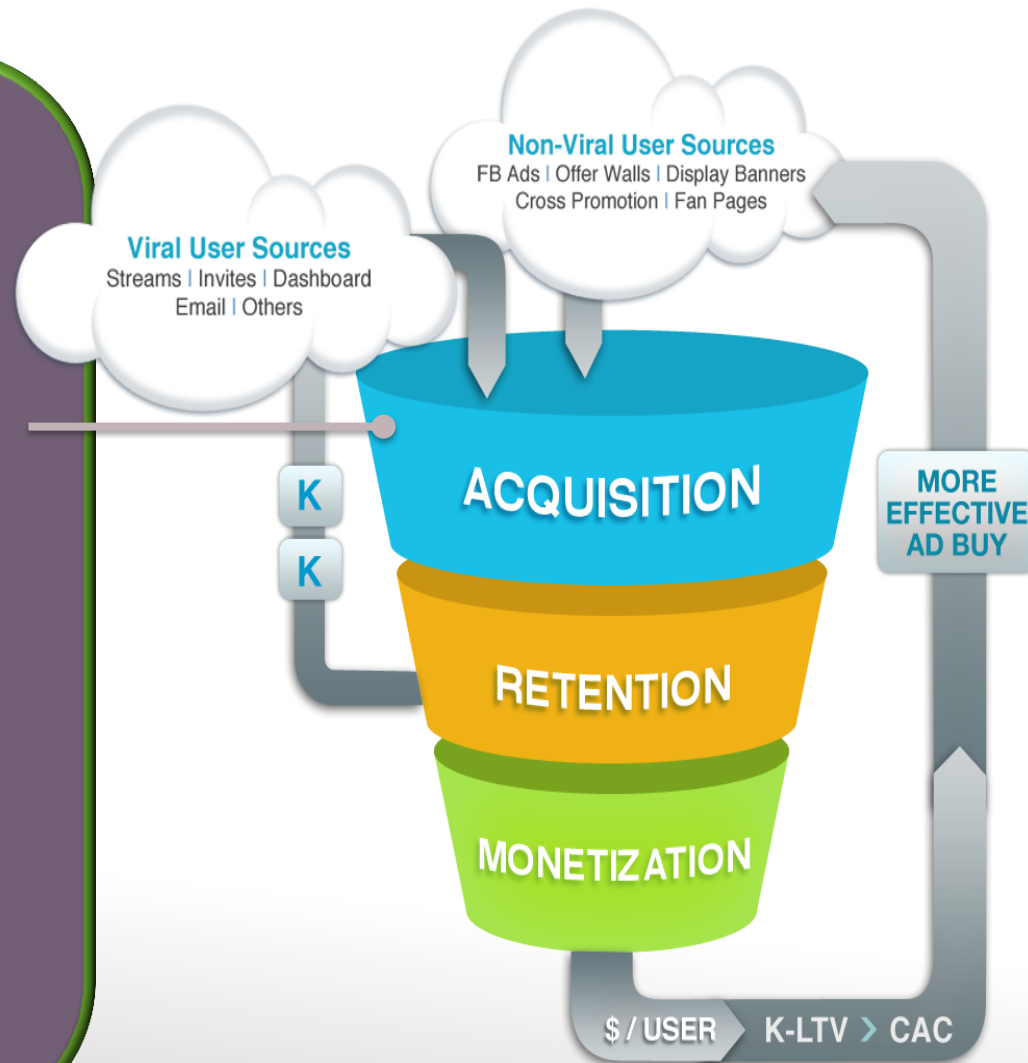
ACTION:

A/B Test: Creative,

Targeting, Source

Leverage X-Promotion

Bucket Country Tiers



ACQUISITION : K-FACTOR

2

TRENDING:

Down

TYPICAL:

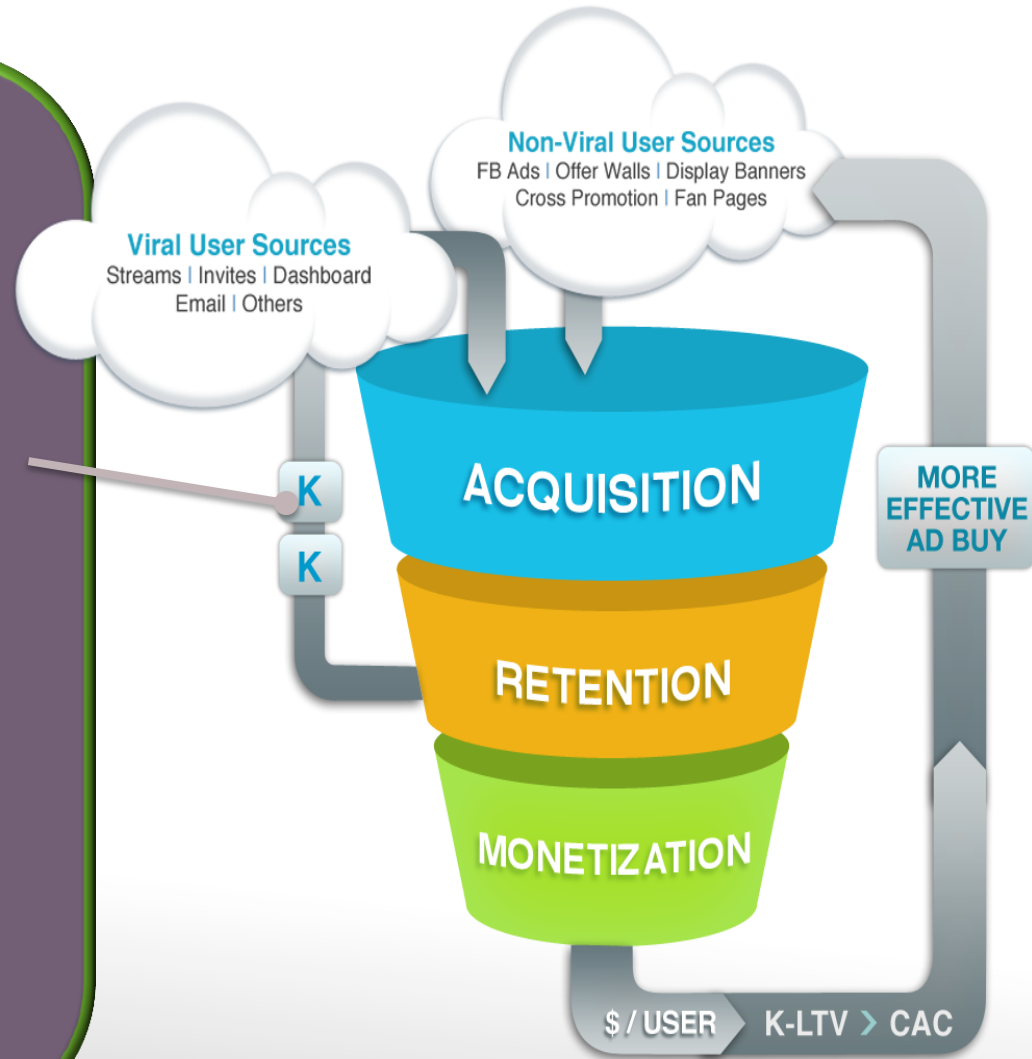
Overall K-Factor
0.03-0.10

MEASURE:

AKA: Viral Loop
 $\text{Msg/User} * \text{CTR}$

ACTION:

A/B Test Content
A/B Test Flow/Timing
Target 'influencers'
Build a Brand



ACQUISITION : K-FACTOR

2

TRENDING:

Down

TYPICAL:

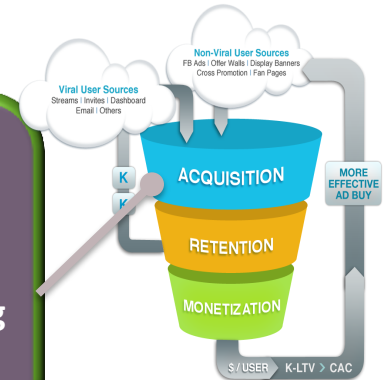
Overall K-Factor
0.03-0.10

MEASURE:

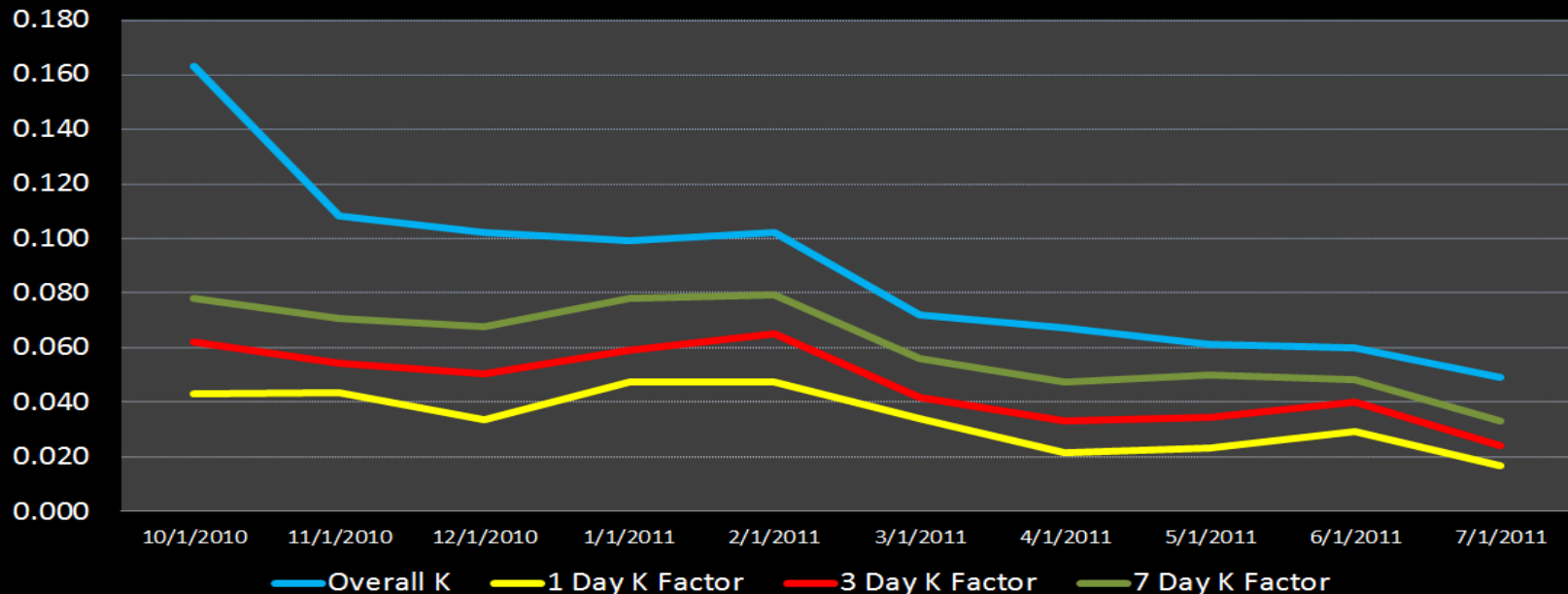
AKA: Viral Loop
Avg. Branching Factor
Msg/User * CTR

ACTION:

A/B Test Content
A/B Test Flow/Timing
Target 'influencers'
Build a Brand



K Factor Trending (median)



RETENTION : SESSIONS/USER & AVG. SESSION LENGTH

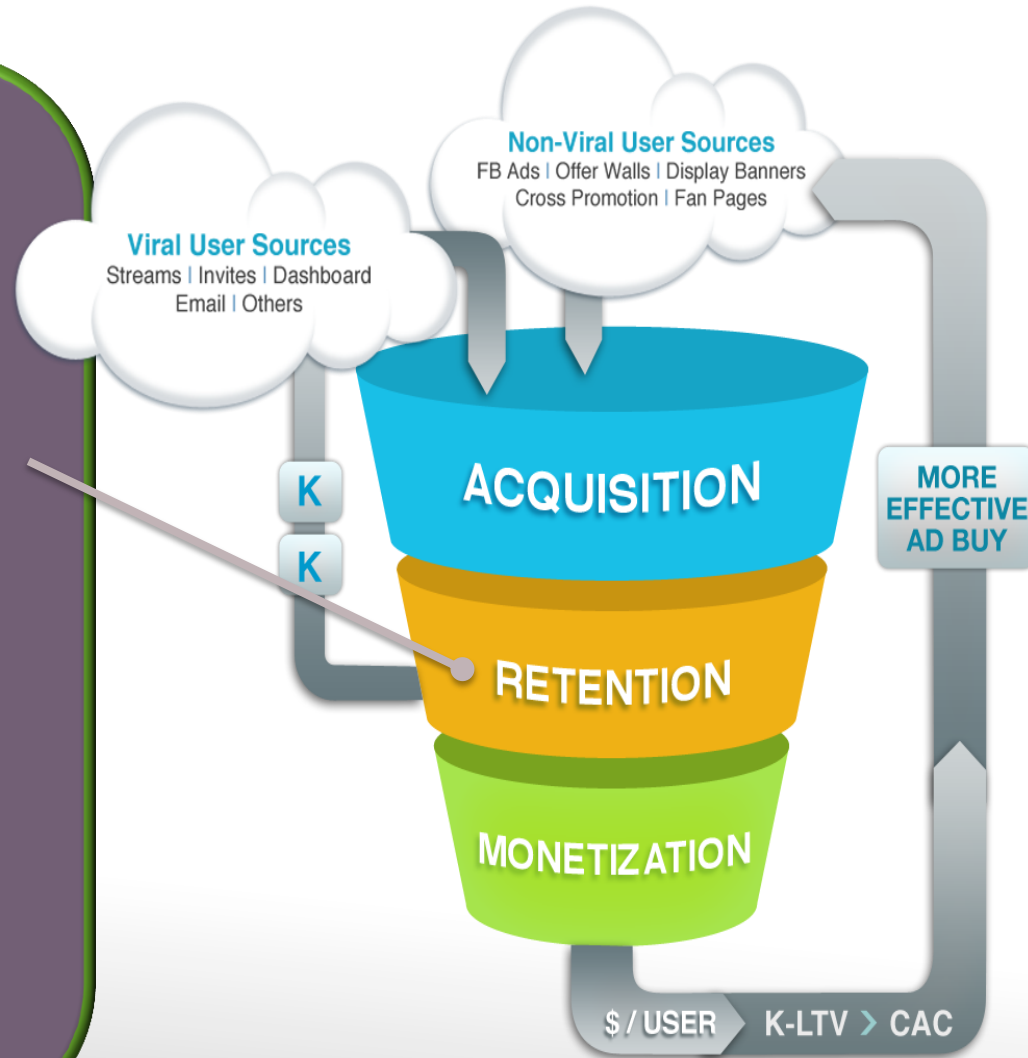
3

TRENDING:
Flat to Up

TYPICAL:
Mins: 10+ (Casual)
Sessions/User: 1.5-2.3

MEASURE:
“User Activation”
Visits / User / Day
Time Spent Per Visit

ACTIONS:
Funnel Test Activation
Test Visit Freq. Vs. Time Spent
Instrument Custom Engagement
Events



ARM Metric #3

RETENTION : SESSIONS/USER & AVG. SESSION LENGTH

3

TRENDING:

Flat to Up

TYPICAL:

Mins: 10+ (Casual)

Sessions/User: 1.5-2.3

MEASURE:

"User Activation"

Visits / User / Day

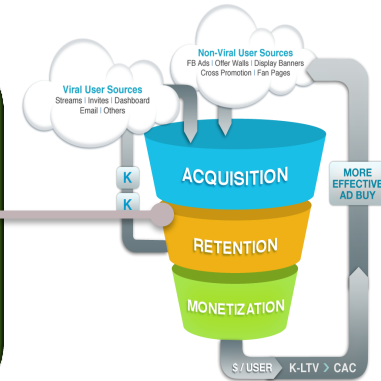
Time Spent Per Visit

ACTIONS:

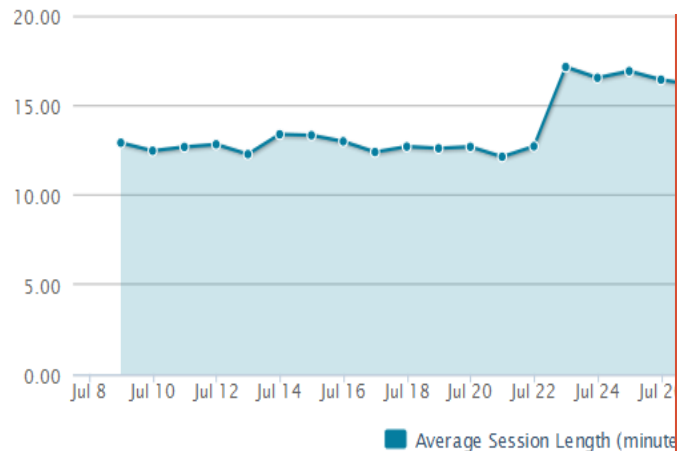
Funnel Test Activation

Test Visit Freq. Vs. Time Spent

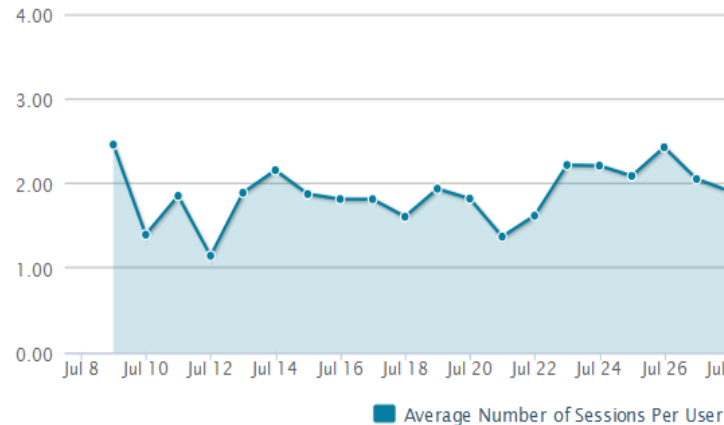
Instrument Custom Engagement Events



Average Session Length



Average Number of Sessions Per User



RETENTION : 1 DAY + 1 WEEK RETENTION

4

TRENDING:

1 Day Down, 1 Week Down

TYPICAL:

D1: 20-30% (LT)

W1: 23-35% (LT)

MEASURE:

Ideally Cohorted

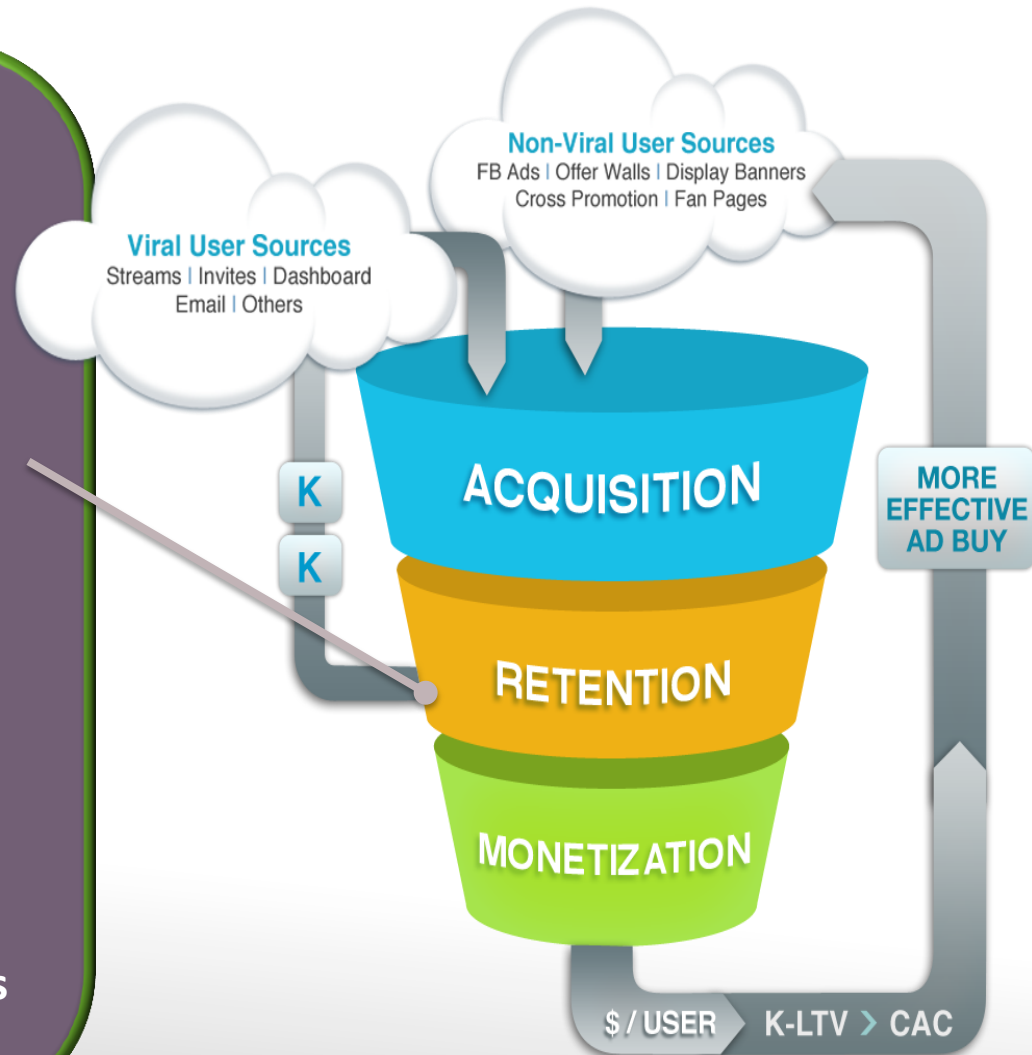
Careful Mixing New & Old Users

ACTION:

A/B Test Game Mechanics

A/B Test Flow / Funnels

Instrument Custom Retention Events



ARM Metric #4

RETENTION : 1 DAY + 1 WEEK RETENTION

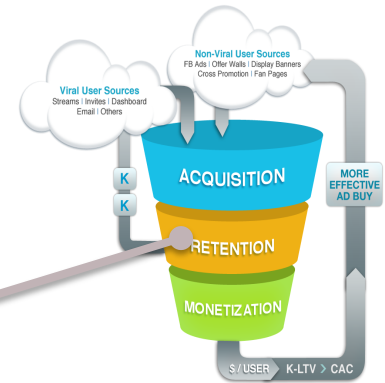
4

TRENDING:
Down

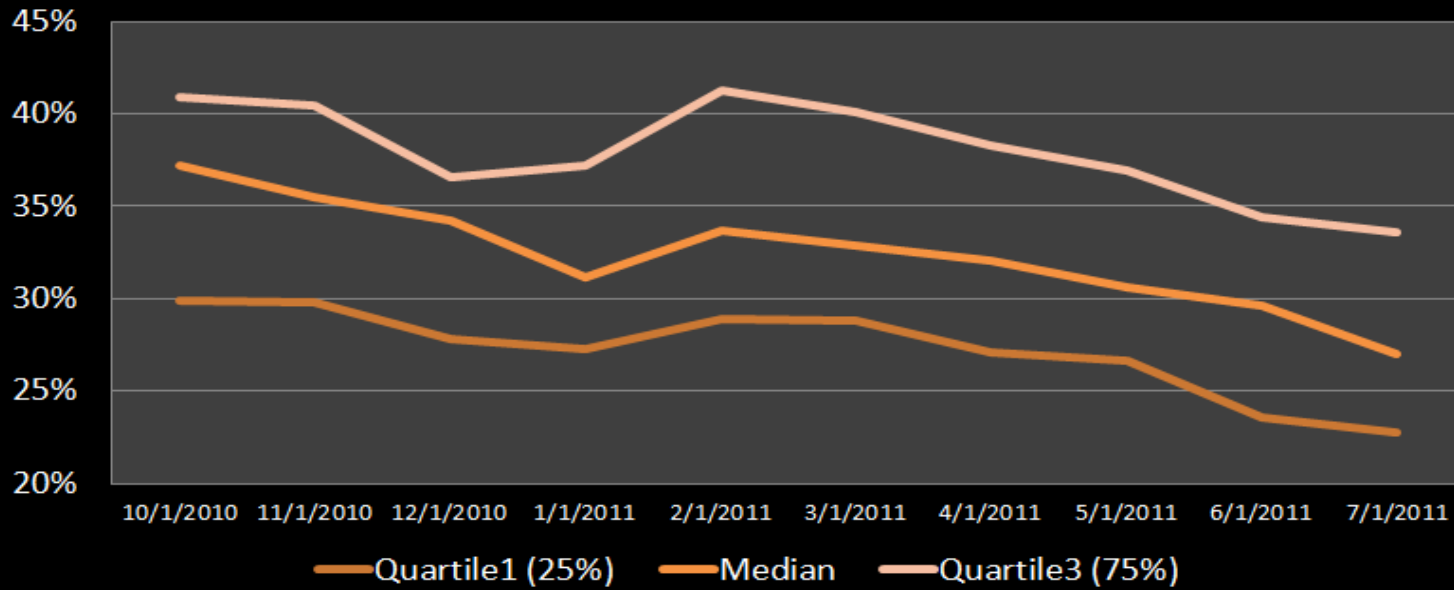
TYPICAL:
D1: 20-30%
W1: 23-35%

MEASURE:
Ideally Cohorted
Careful Mixing
New & Old Users

ACTION:
A/B Test Game Mechanics
A/B Test Flow / Funnels
Instrument Custom Retention Events



Week 1 Retention



ARM Metric #5

RETENTION : AVG. LIFETIME PER USER

5

TRENDING:

Up

TYPICAL:

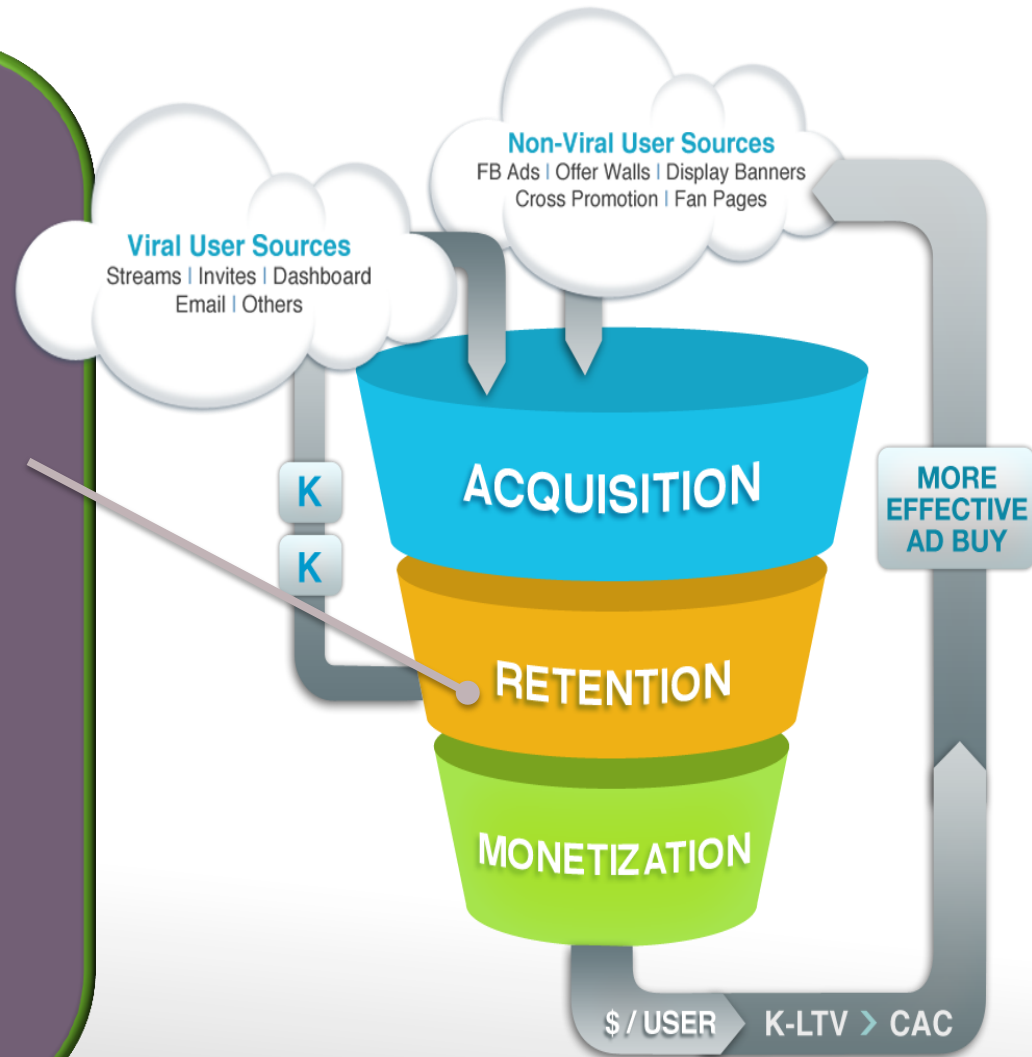
Depends

MEASURE:

Engagement Loop
Decay Rate / Half Life

ACTION:

Test Game
Dynamic as it Relates to The
Engagement Loop
Retain key influencers!



MONETIZATION : ARPU, ARPPU

6

TRENDING:

Up

TYPICAL:

ARPU: \$0.01-0.04 / Day

ARPPU: \$2-12+ / Day

MEASURE:

Revenue / DAU / Day

Transactions / DAU / Day

Avg. \$ Transactions

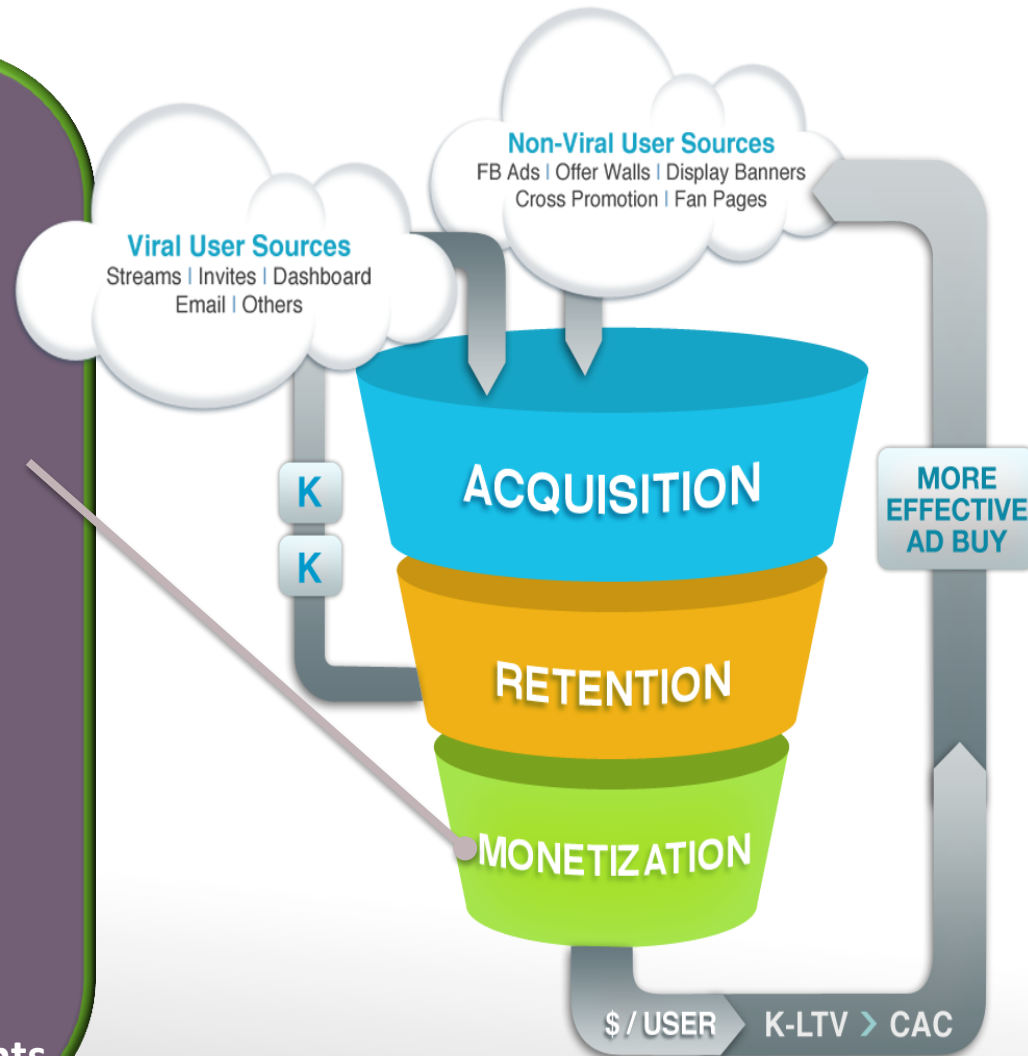
ACTION:

A/B Test Item Pricing

A/B Test Flow/Timing

Track Sources/Sinks (Soft Currency)

Instrument Custom Monetization Events



ARM Metric #6

MONETIZATION : ARPU, ARPPU

6

TRENDING: TYPICAL:

Up

ARPU: \$0.01-0.04 / Day

ARPPU: \$2-12+ / Day

MEASURE:

Revenue / DAU / Day

Transactions / DAU / Day

Avg. \$ Transactions

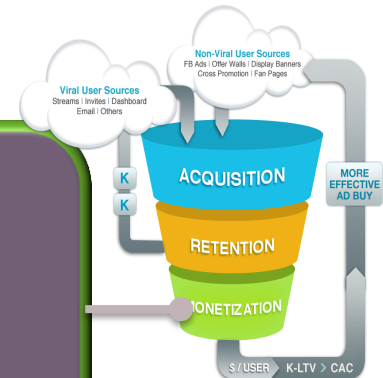
ACTION:

A/B Test Item Pricing

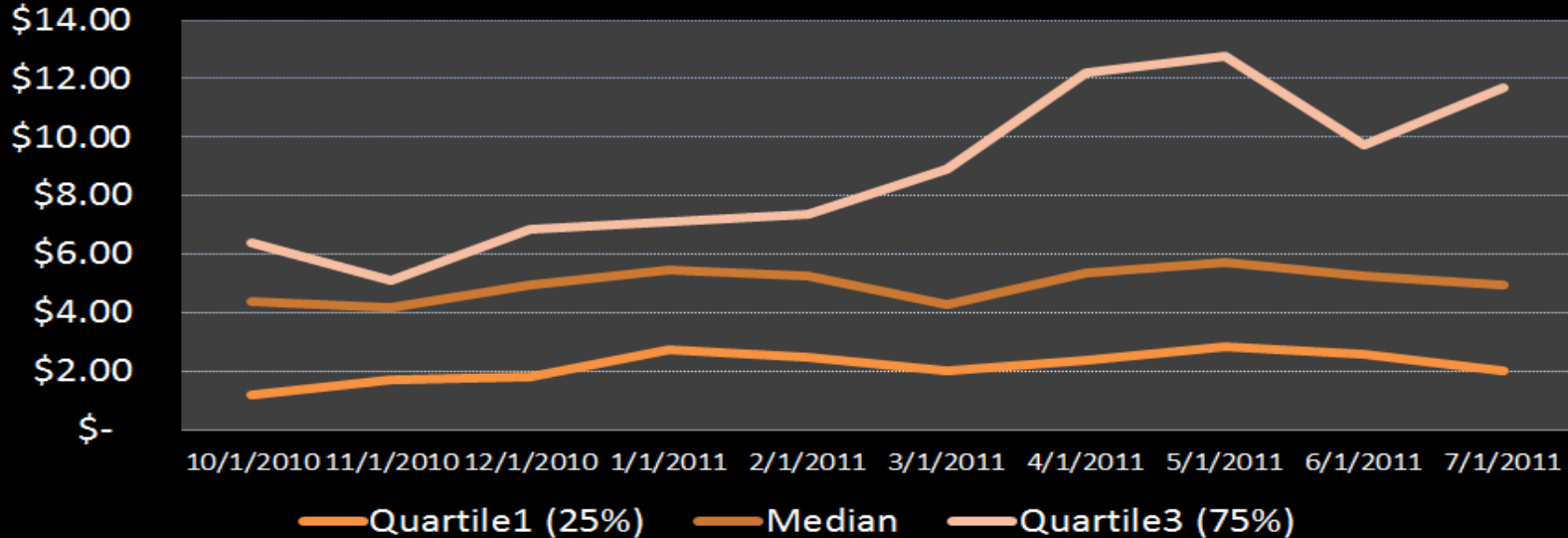
A/B Test Flow/Timing

Track Sources/Sinks (Soft Currency)

Instrument Custom Monetization Events



ARPPU



MONETIZATION : % PAYING USERS

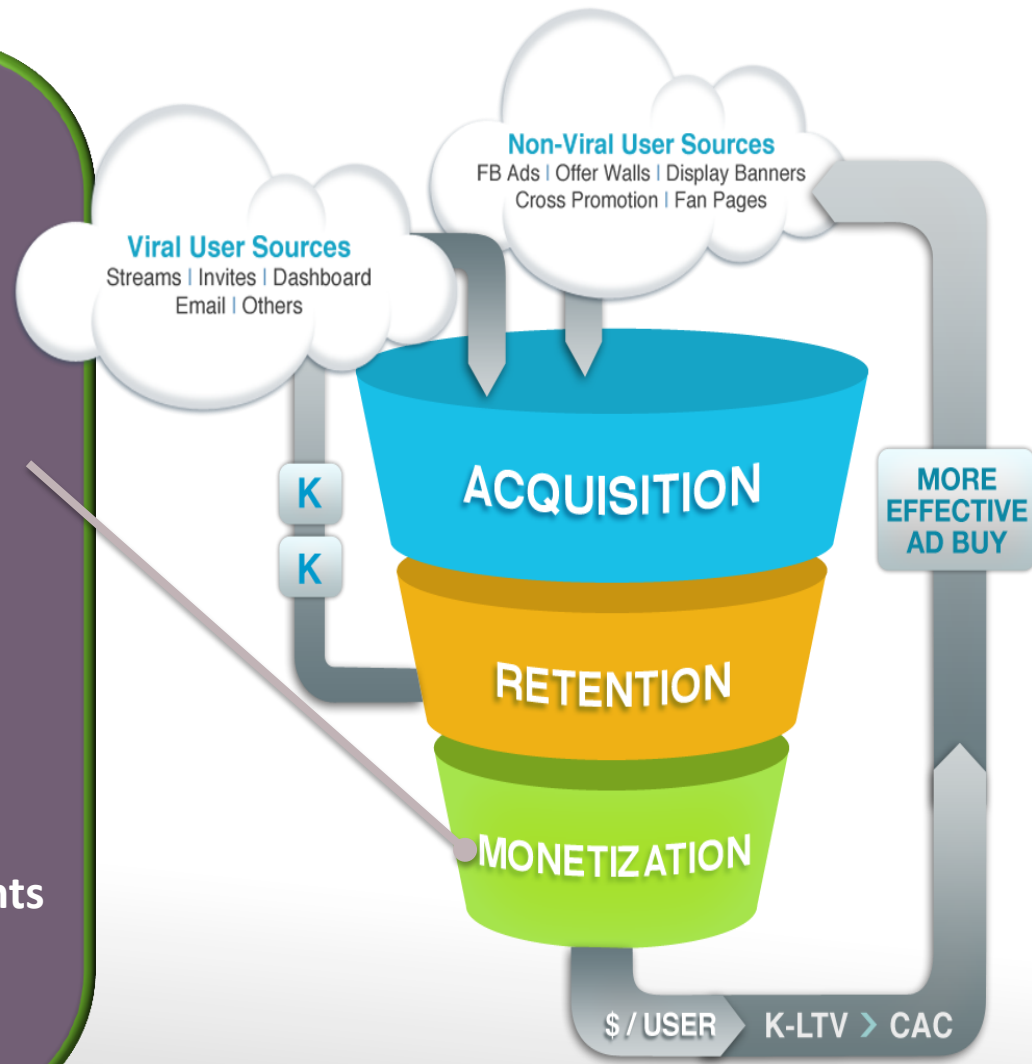
7

TRENDING:
Slightly Down

TYPICAL:
1-2% / Mo.

MEASURE:
Demographics of Paying Users

ACTION:
Watch Demo & Traffic Source
Loop Data back to Ad Targeting
Instrument Custom Engagement Events



ARM Metric #7

MONETIZATION : % PAYING USERS

7

TRENDING:

Slightly Down

TYPICAL:

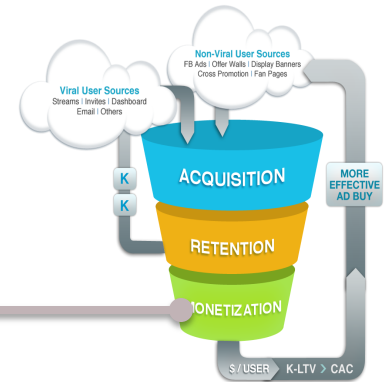
1-2% / Mo.

MEASURE:

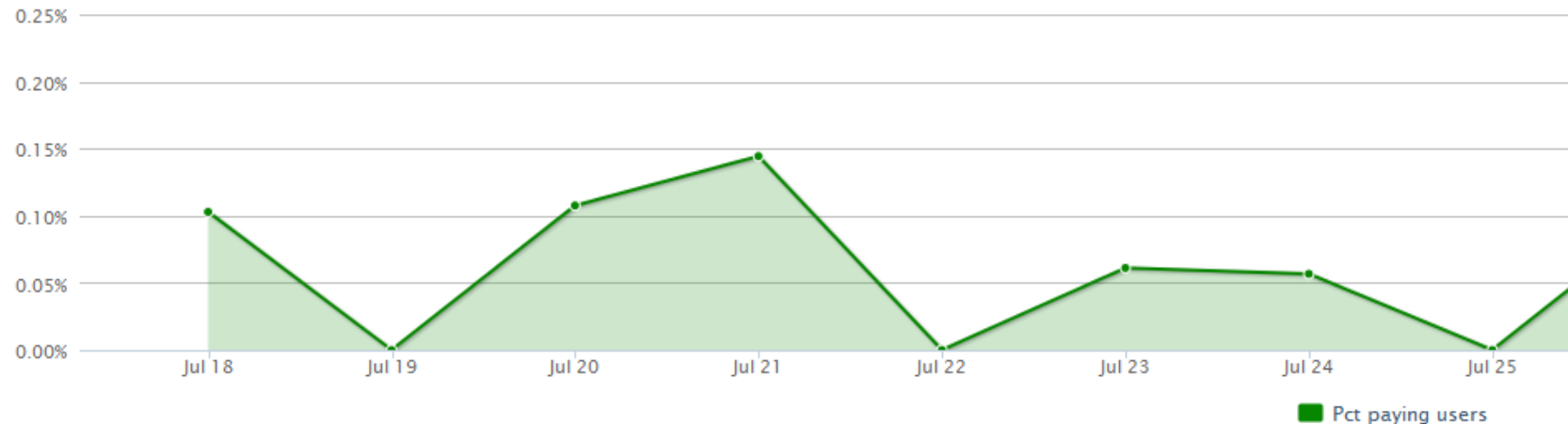
Demographics
of Paying Users

ACTION:

Watch Demo & Traffic Source
Loop Data back to Ad Targeting
Instrument Custom Engagement Events

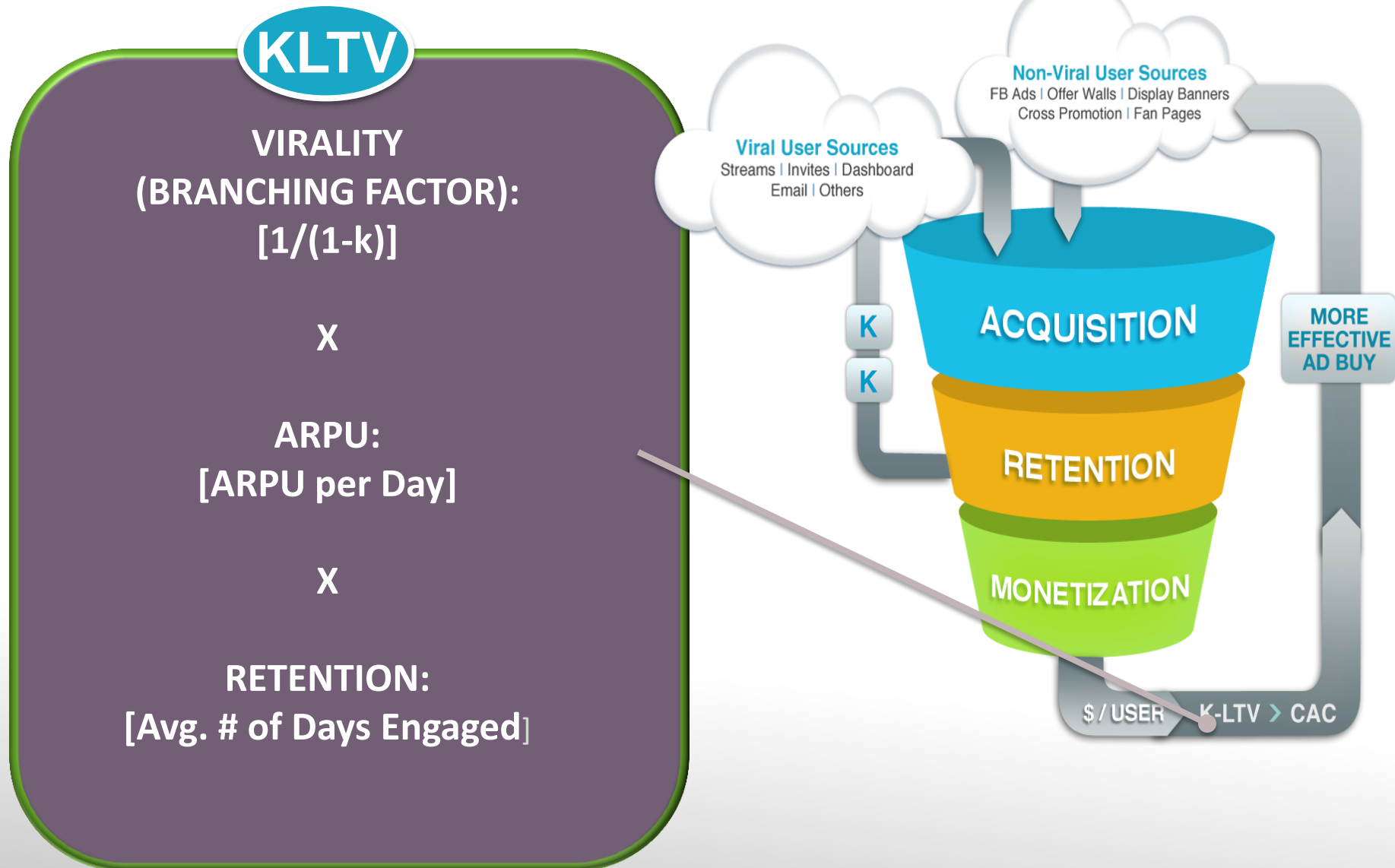


Percentage Paying Users ⓘ



+ Create new annotation

KLTV : VIRAL LIFE TIME VALUE



See the 7 Social Metrics in Action



@Kontagent

blog.kontagent.com

