

# GDC®

## The Importance of VIP in Free-to-Play



**Nick van Vugt**  
Community Lead, Uken Games





# UKEN

## G A M E S







# What is VIP?

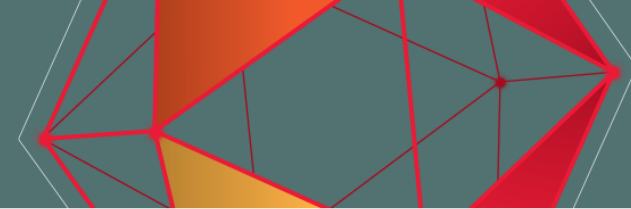
- Tiered Spending
- Targeted LTOs
- Personalized email/account manager
- Recognition



- KPIs: Engagement, Retention, Revenue





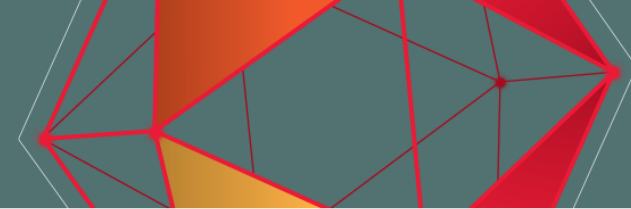


# Why is VIP Important?

- Build Relationship with Active Spenders
  - Improve retention
  - Encourage incremental spend
- Save “At-Risk” or Lapsed Spenders
  - Prevent churn
  - Re-engage Lapsed Spenders







# Identifying VIP

- Define your constraints:
  - How much ( $\geq \$?$ )
  - Last purchase date
  - Buckets
  - How much are **we** willing to spend?
- Our constraints:
  - $\geq \$100$  LTV qualifies
  - $> \$0$  in last 30d
  - 3 buckets to start
  - $< \$100$





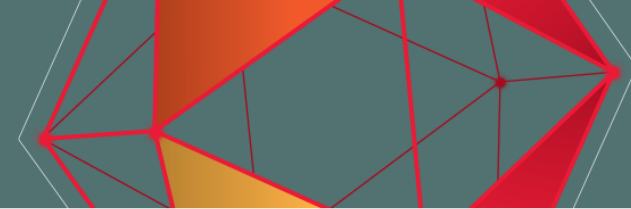
[illegible][illegible]

BOOK ID	COUNTRY	PLATFORM	INSTALL DATE	SOURCE	LAST	Contact Bucket
U	FB	FB	FB	FB	FB	

[illegible]

AVG MB (WoW)



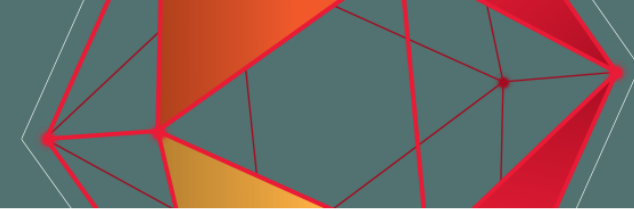


# Identifying VIP

- 3 Buckets:
  - Bucket 1: <1% of VIPs
  - Bucket 2: 7% of VIPs
  - Bucket 3: 92% of VIPs





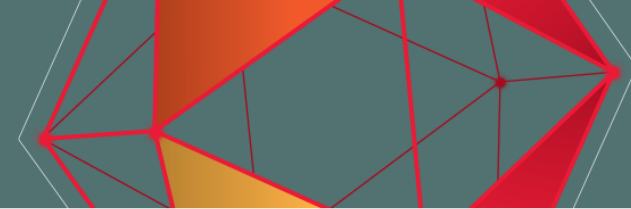


# Proactive Engagement

- 0.2 - 0.5% Contact Rate
- ~50% of unique users spent >\$1
- ~25% of unique users were VIP ( $\geq \$100$ )

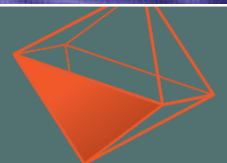




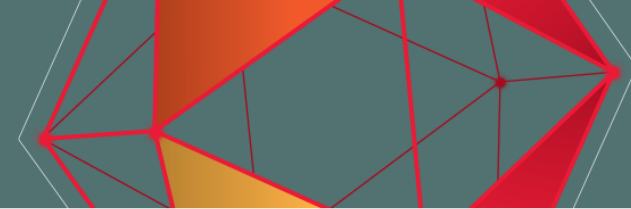


# Email Campaigns

- Not asking for emails
- Blacklisted through past campaigns
- Using Sendy
- Use emails you already have?







# Next Steps

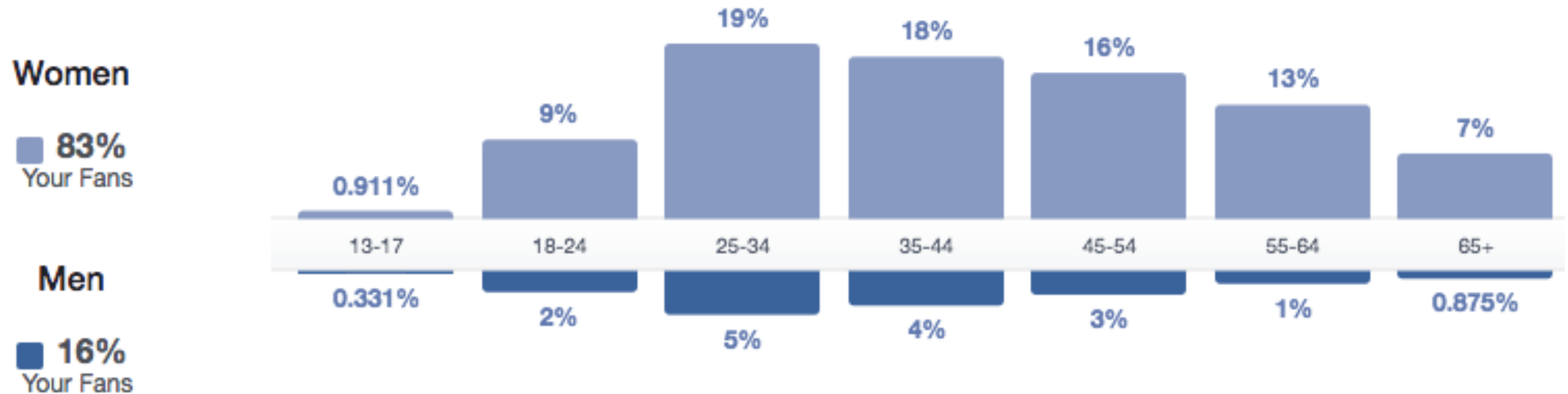
- >50% of Tier 1 VIPs have contacted us
- Highest tier of VIP players < 0.5% of our DAU



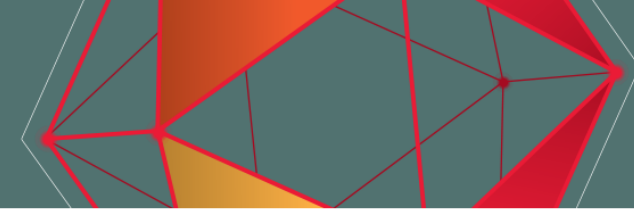




# Who are our players?



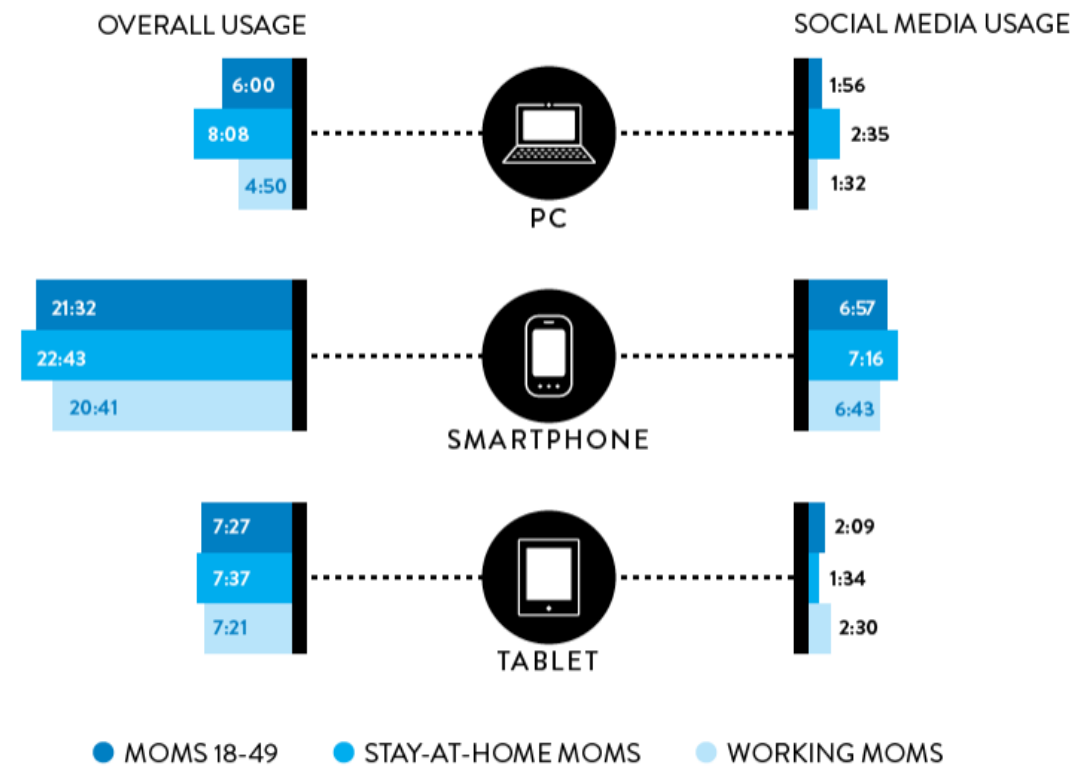




# Who are our players?

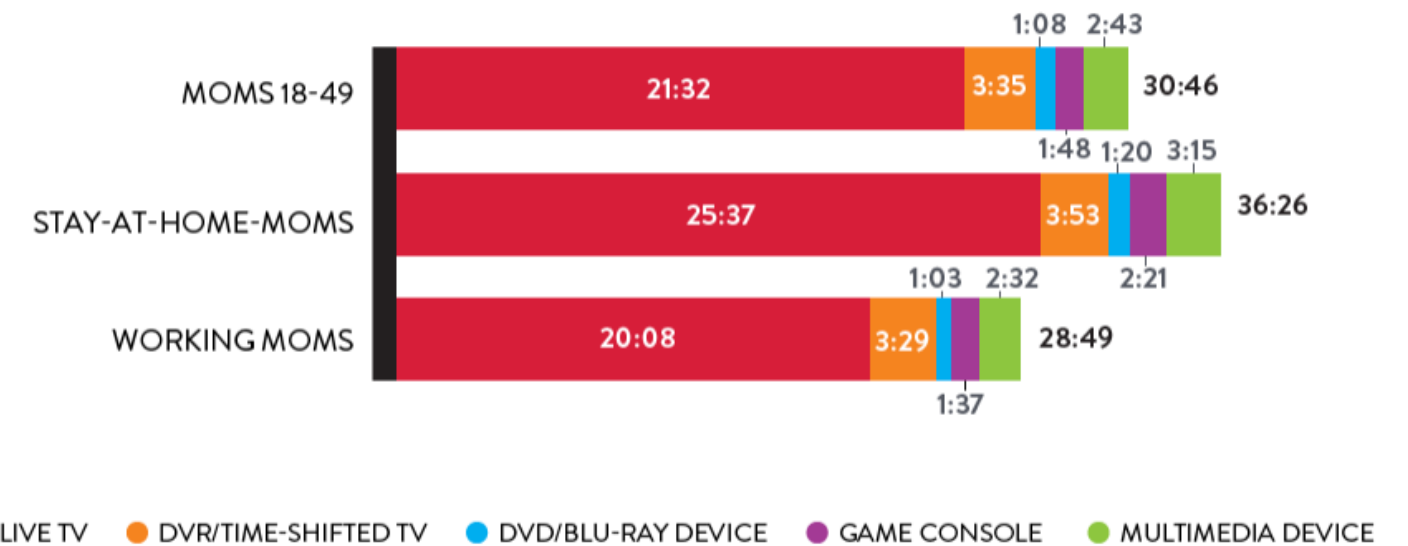
## DIGITAL USAGE

Weekly time spent among users



## LIVE TV VIEWING AND TV-CONNECTED DEVICE USAGE

Weekly time spent (HH:MM) among TV population



● LIVE TV ● DVR/TIME-SHIFTED TV ● DVD/BLU-RAY DEVICE ● GAME CONSOLE ● MULTIMEDIA DEVICE

Source: Nielsen

Source: Nielsen

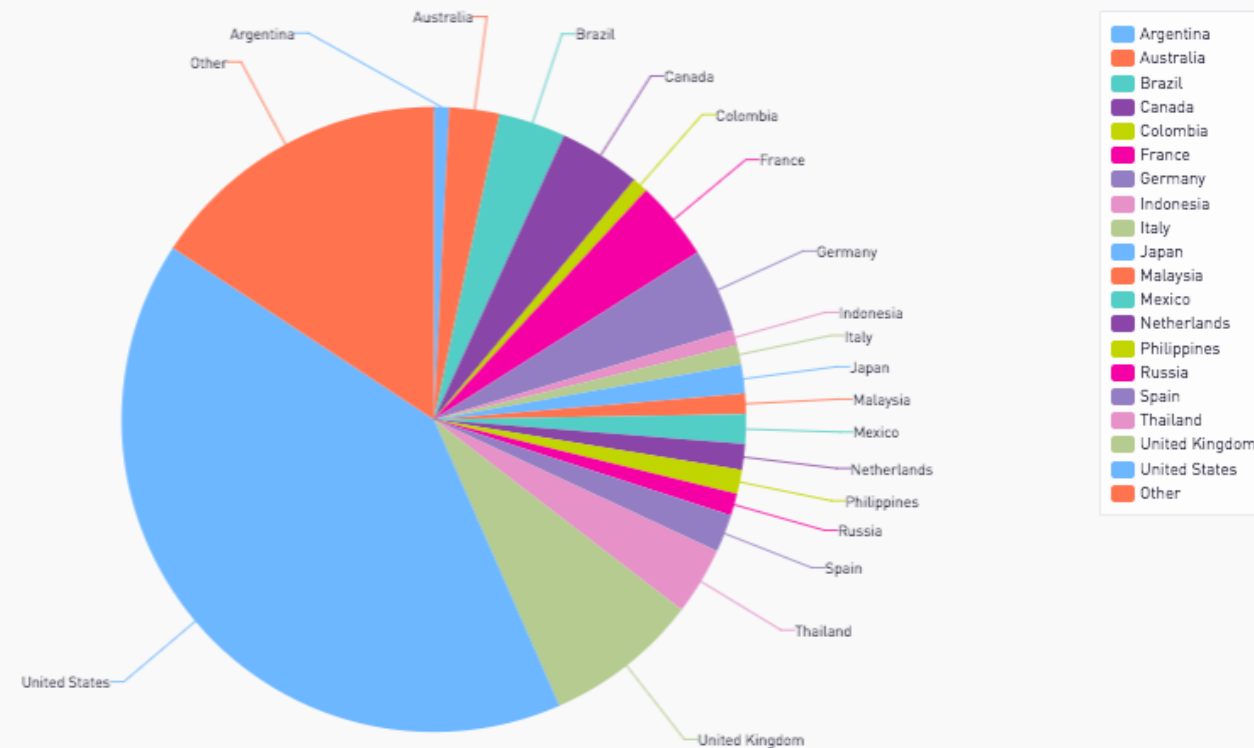






# Who are our players?

Bingo Users by Location



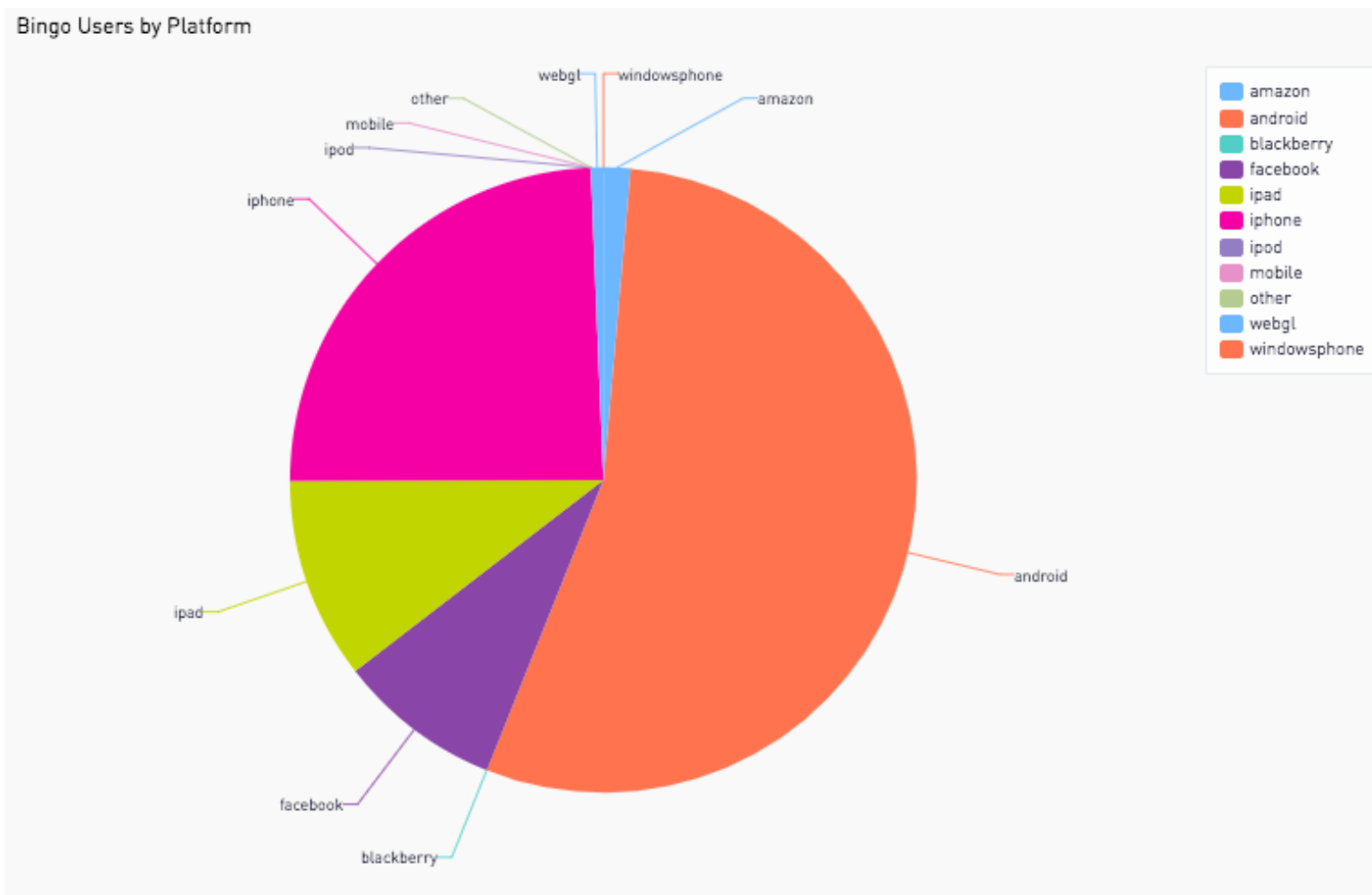
- 41% United States
- 8% United Kingdom
- 4% Germany
- 4% Canada







# Who are our players?



- 55% Android
- 34% iOS
- 8% Facebook
- 1.5% Amazon







# Campaign 1 - Templates and Goals

- Invite
- Task
- Incentivize

Context	Title	Content
First Contact	Welcome to Bingo Pop's VIP Program!	<p>Hi name!</p> <p>My name is Nick - I'm the Community Lead at Uken Games, creators of Bingo Pop.</p> <p>I wanted to take <u>this opportunity to thank you for being such an important member of our Bingo Pop community and invite you to our exclusive VIP Program!</u></p> <p>As a member of our VIP Program, you'll be able to participate in really great sweepstakes and will be entitled to new, exclusive deals and details on updates and events to Bingo Pop.</p> <p><u>For our first sweepstake, we'll be giving away a \$100 App Store Gift Card of the winner's choosing (applicable to either the Google Play Store or the iTunes Store)!</u></p> <p>Starting Wednesday, August 9th at 10:00am EST until Tuesday, August 15th at 10am EST - you'll receive one entry for each Mega Bingo you get! The more Mega Bingos you call, the more entries you'll receive.</p> <p>One lucky winner will be drawn on Monday, August 21st - so get ready to start daubing for more chances to win!</p> <p><u>To confirm your interest in the VIP Program please send a reply back to this email and let us know as soon as you can - by emailing us back we'll be depositing 100 Free Cherries into your Bingo Pop account.</u></p> <p>Thanks again for being such a valued member of the Bingo Pop community. If you have any questions or concerns please don't hesitate to contact us!</p> <p>Nick Community Lead Uken Games www.uken.com</p>



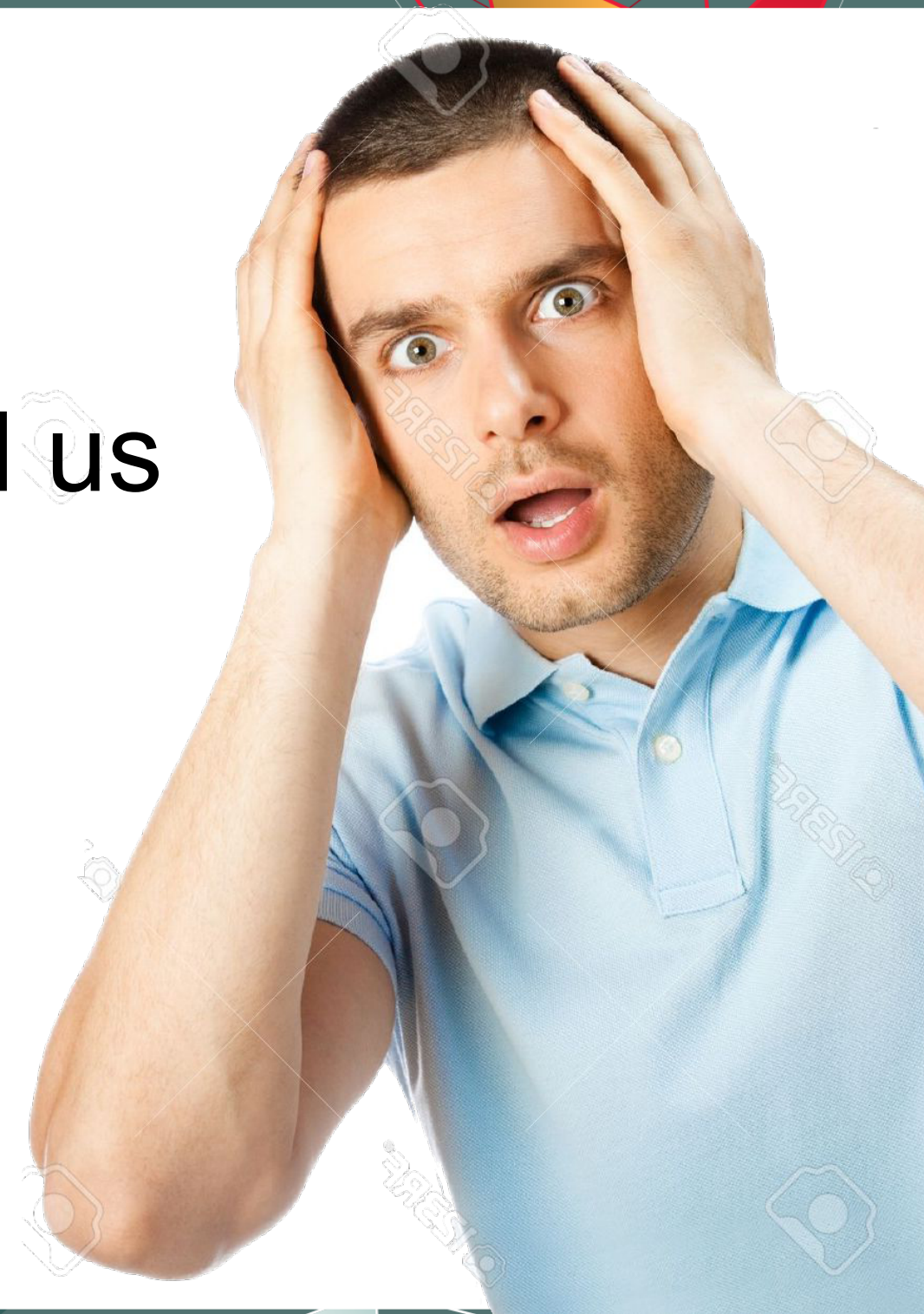




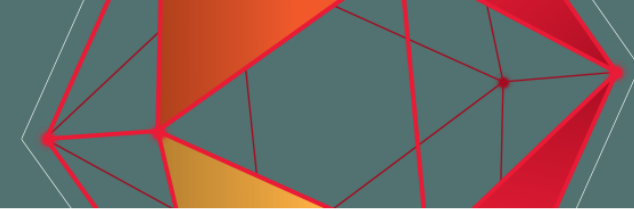
# Campaign 1 - Testing...

Sent to select Tier 1 VIPs who emailed us

- 34% initial open rate
- 25% re-engagement open rate
- **35% response rate**







Hi Uken,  
Yes I would like to participate in the VIP Program for Bingo Pop If this program is available at no cost. I've been spending quite a bit on your game lately.  
Thank you,

let's do it! 😊

Thank-you for allowing me to be a VIP!

I am truly interested

Hi Nick,

I'm interested in becoming a VIP - I love Bingo Pop so thank you!

Thank you for VIP status. I enjoy your game.

Hello Nick yes I would like to become a VIP member thanks

Yes I am totally interested in the VIP program I love this game thank you

Thanx Nick for the opportunity to b a  
VIP ! I Love playing Bingo Pop!

Awesome! Thank you for the invite!!

Sounds great sign me up please

Thank you, it's always nice to get positive feedback when playing and purchasing credits from an app. So many do not acknowledge any feed back at all. Look forward to playing more in the future.

I would love to enter to be in the Bingo Pop VIP Program

Hello thank you for notifying me, i am definitely interested in trhe v.i.p program! I love bingo pop its my favorite and this sounds very fun!

Hi Nick,

I'd love to join!

Good morning Nick,  
I'm very excited to be included in the VIP program I can't wait to get started.

Im really intrested in the VIP program, and i Will to take part of this.  
The 100 cherries you Will drop on my account i Will use to take part of the mega bingo's in the high rollers.

Sign me up! 😁 thank you!

OK I will love that

Many thanks you choose me to take part of this.

I am interested in the VIP Program.

Hi Nick,

Yes, i would love to join this vip program.

Absolutely interested! Thank you! :)

Hi Nick,

OK count me in.

I'm definitely going to participate!:)  
Thank you!!:)

I think its a great idea. Thank you so much

Yes I am interested in the VIP event.

Kind regards

Yes I'm interested in the new VIP Program.

I really do show an interest in bingo pop vip program. I love playing bingo pop as its one of my favourite games

Sounds great ! Yes add me to your list!







# Campaign 2 - Initial Email

Sent to 10X under same conditions:

- 44% open rate
- 33% clicked through
  - 78% who opened clicked through!







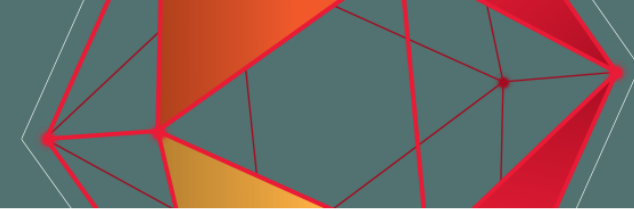
# Campaign 2 - Re-engagement

Sent to non-click-throughs:

- 21% open rate
- 10% clicked through
  - 50% who opened clicked through!







# Campaign 2 - Precious Data!

user_id	facebook_id	fb_first_name	fb_last_name	country	platform	install_date	last_seen	email	sum	Opened	Answered	Response	Sentiment
1000000000000000	1000000000000000	John	Doe	United States	Android	2015-09-22	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2013-04-27	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2013-07-15	1	john.doe@gmail.com	1000	Yes	Yes	Tried it but didn't enjoy playing it	Negative
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-08-23	1	john.doe@gmail.com	1000	Yes	Yes	I liked it	Positive
1000000000000000	1000000000000000	John	Doe	United States	Android	2017-03-21	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2015-12-11	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-12-18	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-03-26	1	john.doe@gmail.com	1000			BOUNCED	
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-03-10	1	john.doe@gmail.com	1000	Yes	Yes	I don't spend a lot of time on there, but it's nice to have because of how fast paced the room is.	Positive
1000000000000000	1000000000000000	John	Doe	United States	Android	2015-05-03	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2014-05-04	5	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2014-11-04	1	john.doe@gmail.com	1000	Yes	Yes	I love playing it, I just wish it earned more coins	Neutral
1000000000000000	1000000000000000	John	Doe	United States	Android	2015-12-13	1	john.doe@gmail.com	1000	Yes	Yes	I have not played it yet	Neutral
1000000000000000	1000000000000000	John	Doe	United States	Android	2015-01-28	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-08-28	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-10-21	1	john.doe@gmail.com	1000	Yes	Yes	Love it! It's my favourite. More coins and cherries should be available though!	Positive
1000000000000000	1000000000000000	John	Doe	United States	Android	2015-07-23	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2017-02-13	22	john.doe@gmail.com	1000			BOUNCED	
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-07-20	1	john.doe@gmail.com	1000	Yes	Yes	I don't really play it to much because of how many cherries it takes. I am cheap when it comes to my cherries lol. But all in all it is a nice quick game	Negative
1000000000000000	1000000000000000	John	Doe	United States	Android	2015-04-24	1	john.doe@gmail.com	1000	Yes	Yes	Like the game especially when they increase the chances of winning Mega bingos	Positive
1000000000000000	1000000000000000	John	Doe	United States	Android	2014-12-19	1	john.doe@gmail.com	1000	Yes	Yes	I like it very much	Positive
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-12-03	2	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2013-10-12	1	john.doe@gmail.com	1000	Yes	Yes	I personally have not had much luck with the game, it seems like for the amount of cherries it uses, the game goes too fast	Negative
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-04-12	2	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2013-05-22	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2015-11-15	1	john.doe@gmail.com	1000			BOUNCED	
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-09-21	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2017-01-02	1	john.doe@gmail.com	1000				
1000000000000000	1000000000000000	John	Doe	United States	Android	2013-07-04	1	john.doe@gmail.com	1000	Yes	Yes	Haven't played a lot. Wasn't crazy about it.	Negative
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-04-15	1	john.doe@gmail.com	1000	Yes	Yes	I like that it's fast and you don't have to spend coins on powerups. I don't like that you can only play 2 cards.	Neutral
1000000000000000	1000000000000000	John	Doe	United States	Android	2016-06-27	1	john.doe@gmail.com	1000			BOUNCED	

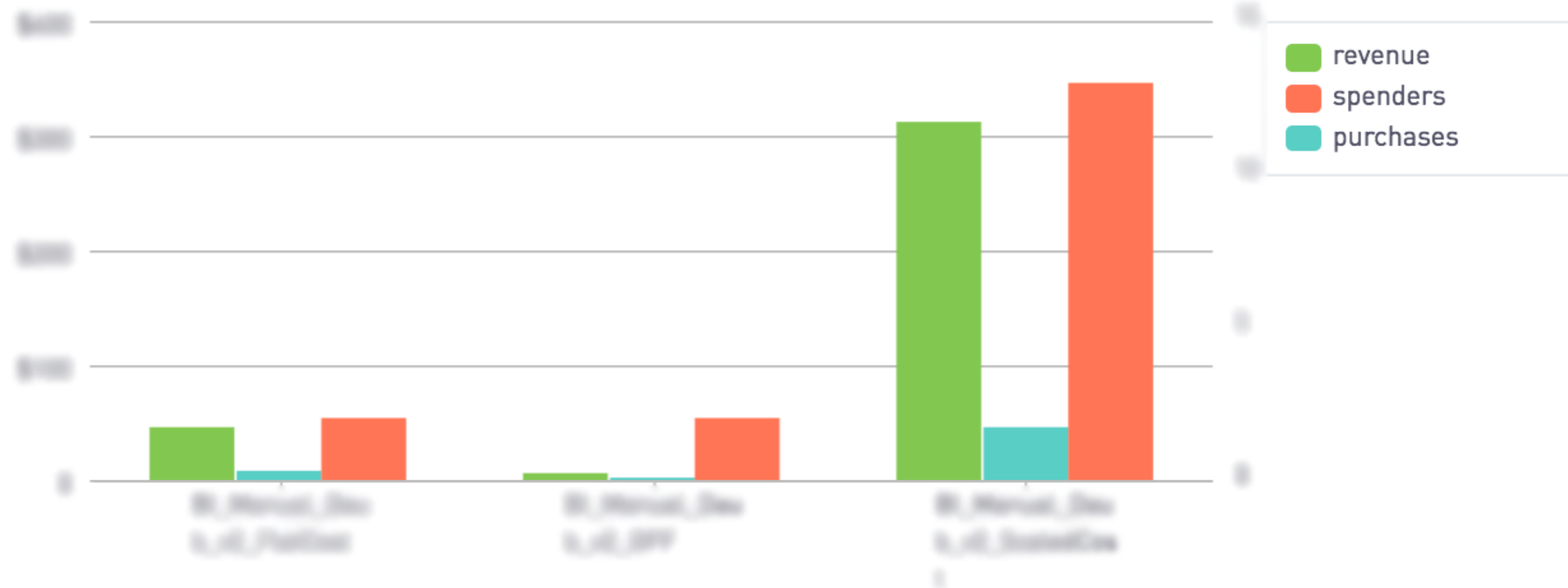






# Campaign 2 - Precious Data!

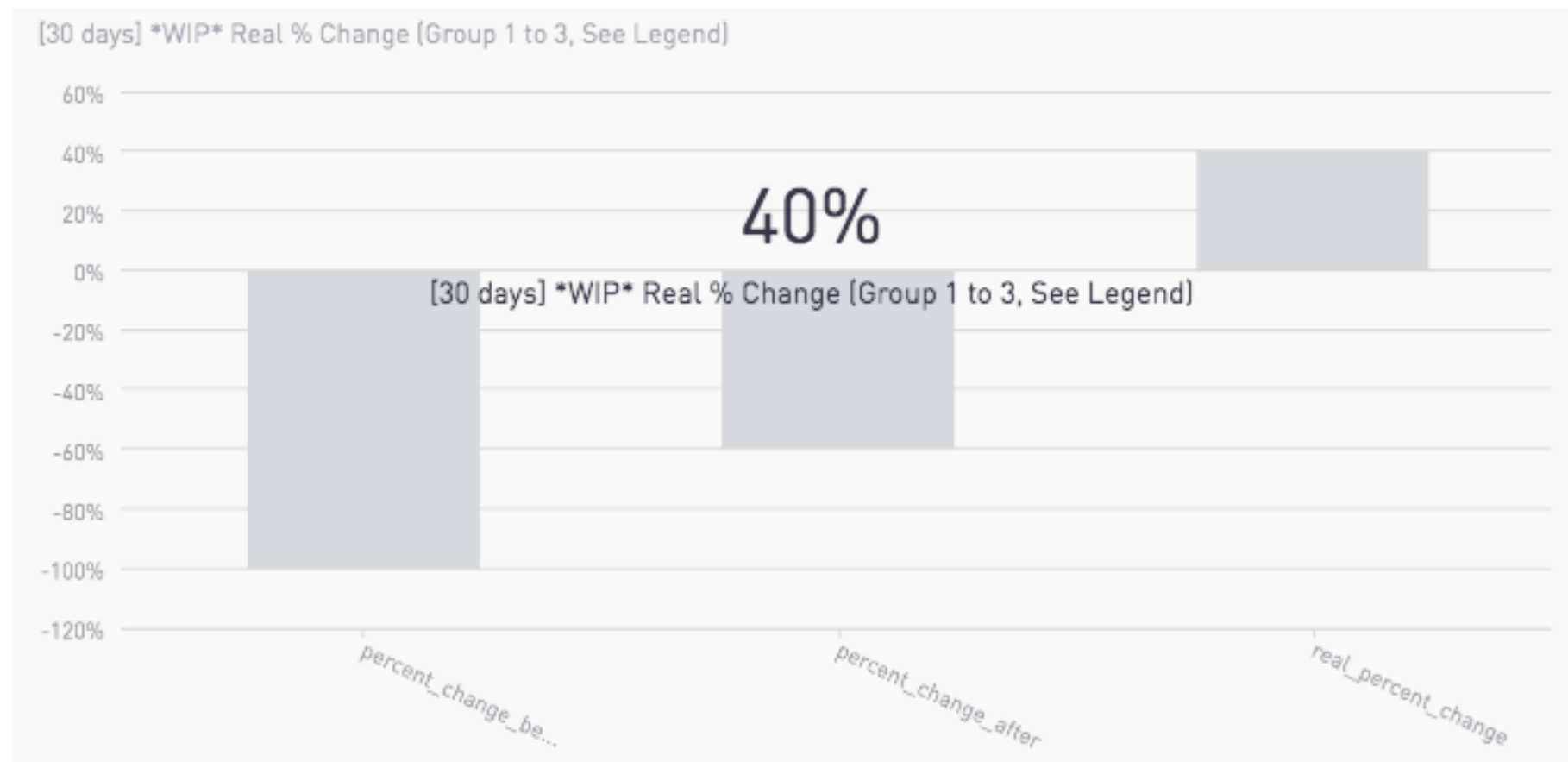
AB Test Revenue (Bi Manual Daub V2 Test)







# Campaign 2 - Precious Data!

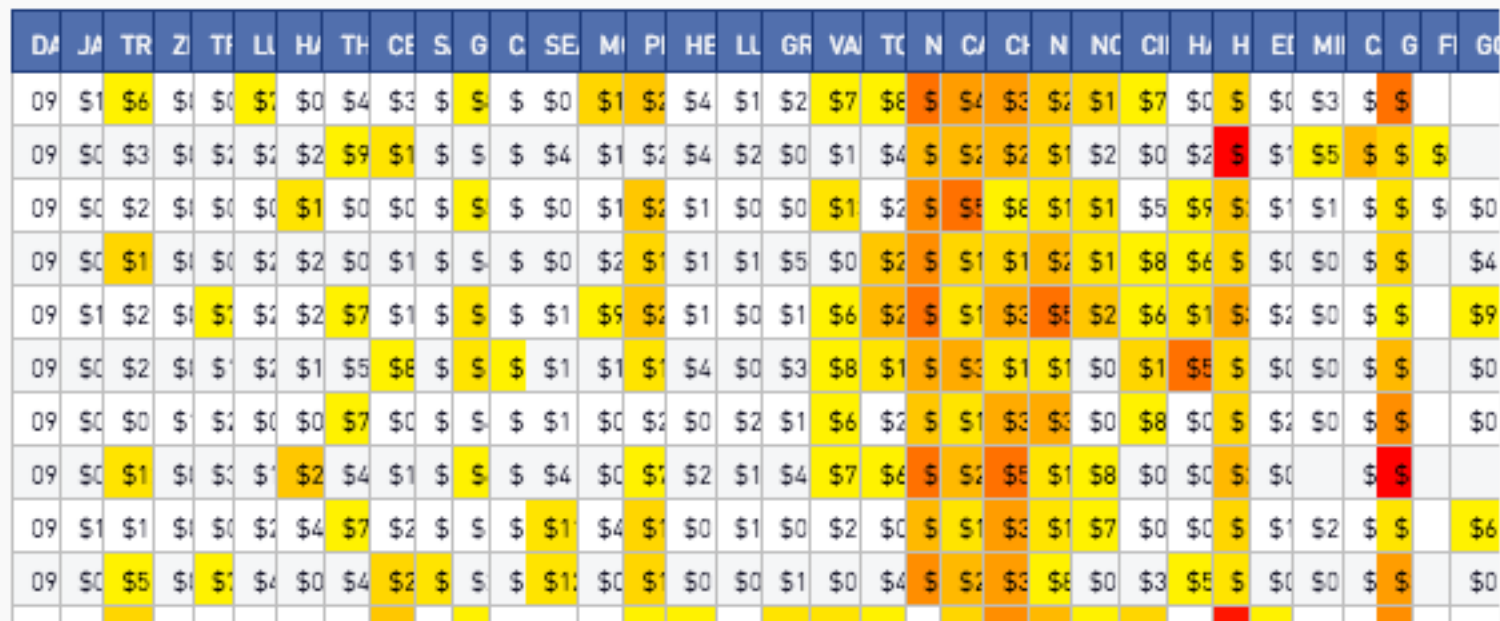






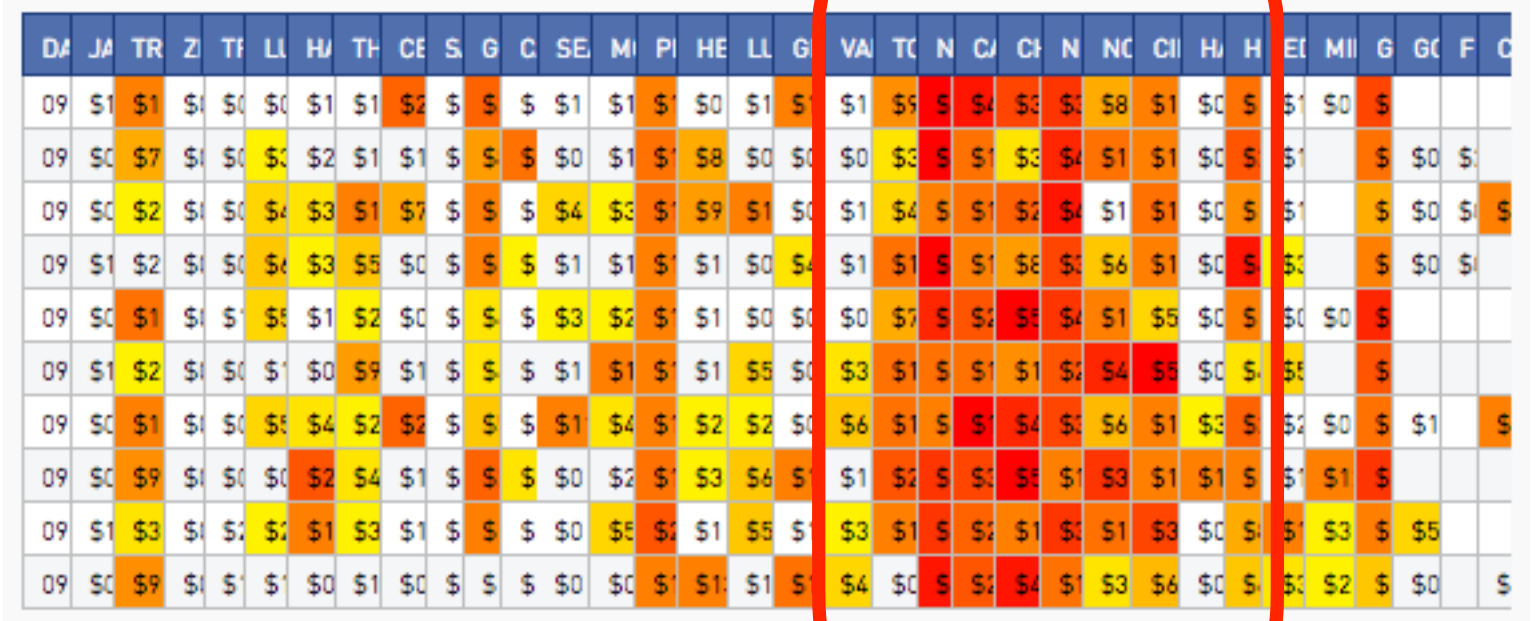
# Campaign 3 - Precious Data!

Stage Heatmap SPEND (14d prior)



Before Contact

Stage Heatmap SPEND (14d post)

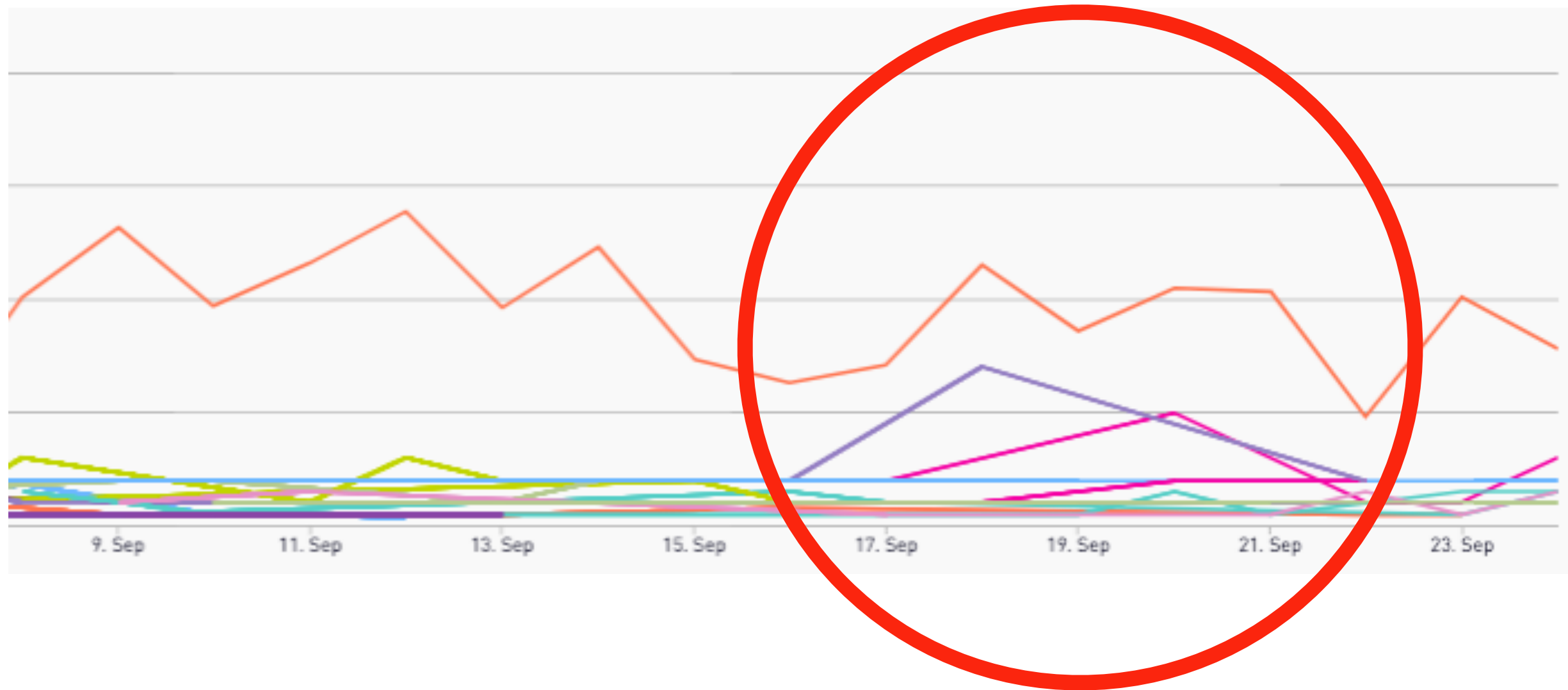


After Contact





# Campaign 3 - Precious Data!





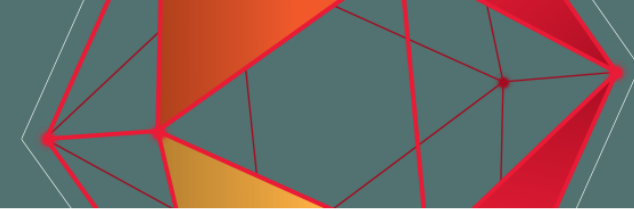


# Lapsed Users

- 80% of app users churn within 90 days (\*Google Play)
- How does lapsed VIP lead to lowered REV?
  - 50% of lost 2017 REV = +30/40% lift
- Pressure Points for lapsing:
  - Similar LTV + Level
  - Similar days since installed







# Lapsed User Campaign

- Email sent to users who last logged in between 14-21 days ago
- Invite, Task, Incentivize

Hi [FirstName,fallback=]!

My name is Nick - I'm the Community Lead at Uken Games, creators of Bingo Pop.

It's been a little while since you last checked out Bingo Pop. We always have great events and promotions running in the game and didn't want you to miss out on all the fun!

I wanted to take this opportunity to thank you for being such an important member of our Bingo Pop community and invite you to our exclusive VIP Program!

As a member of our VIP Program, you'll be able to participate in really great sweepstakes and will be entitled to new, exclusive deals and details on updates and events to Bingo Pop.

Once you've launched Bingo Pop on your device, you'll receive 100 Free Cherries for your Bingo Pop account. Be sure to check your Gifts page to receive these Cherries for free!

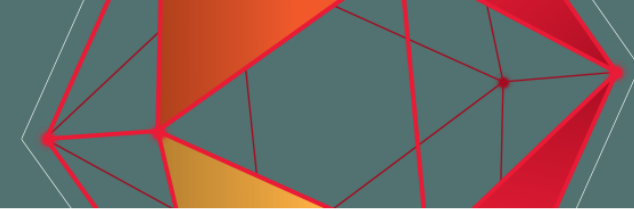
Let us know if you have any other thoughts on Bingo Pop that we can help with. We're always working hard on making Bingo Pop the best game it can be and appreciate your feedback.

Thanks again for being such a valued member of the Bingo Pop community!

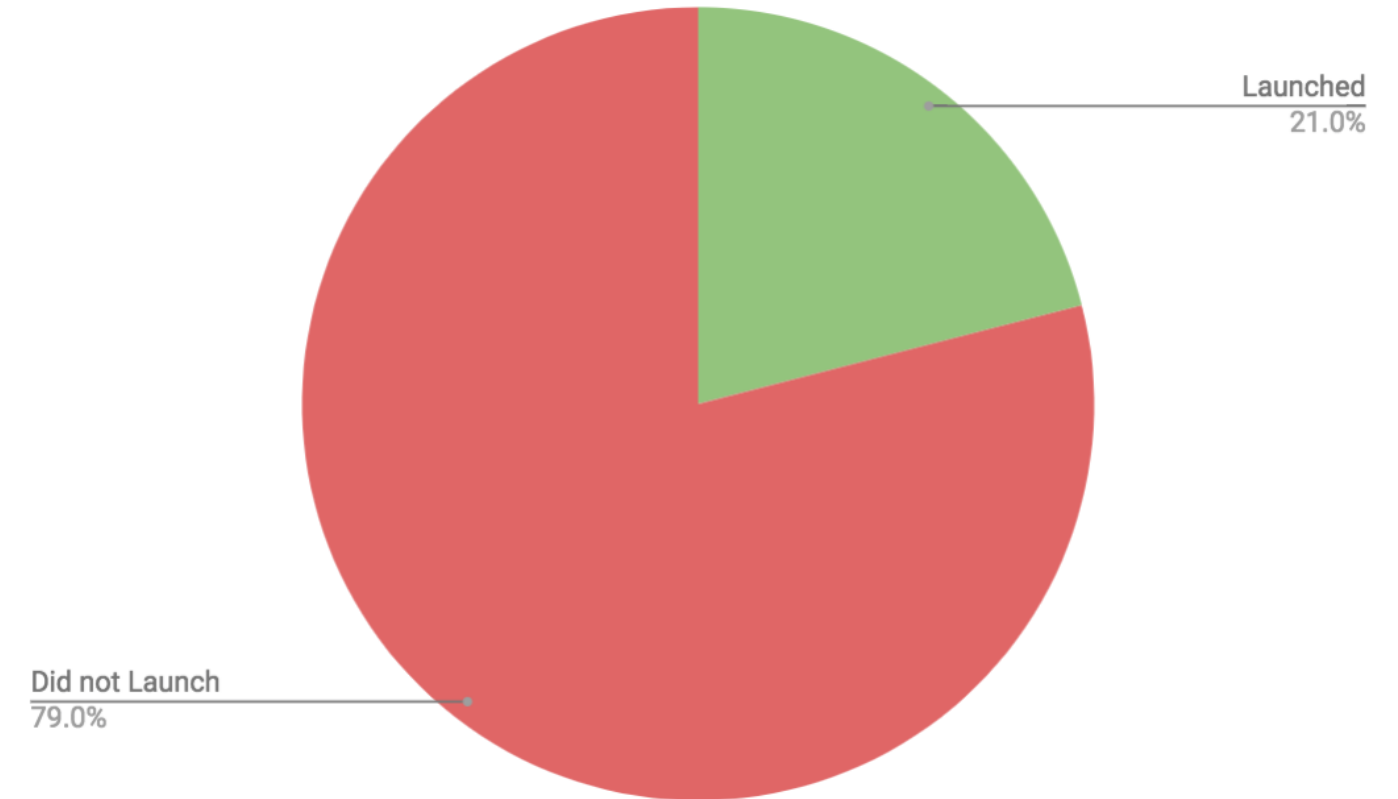
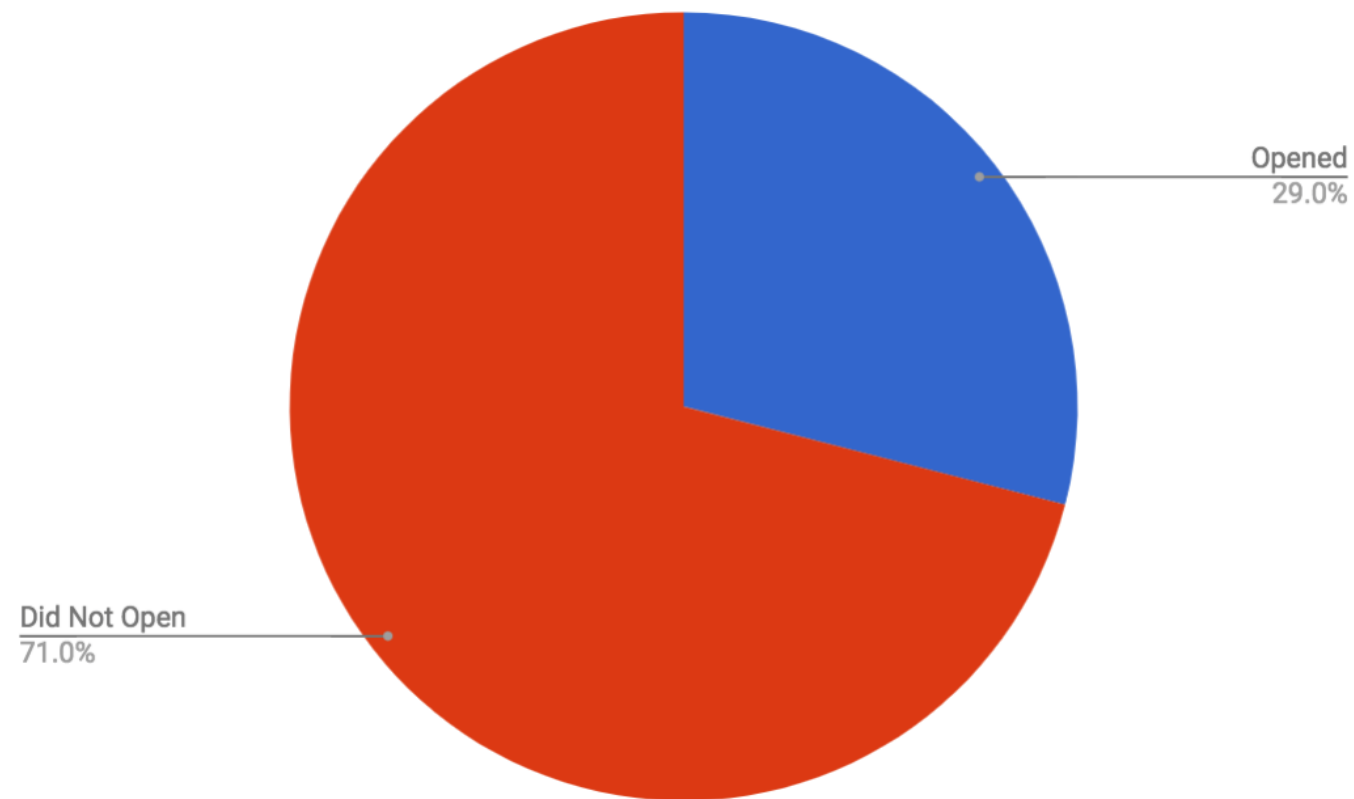
Nick  
Community Lead  
Uken Games  
www.uken.com



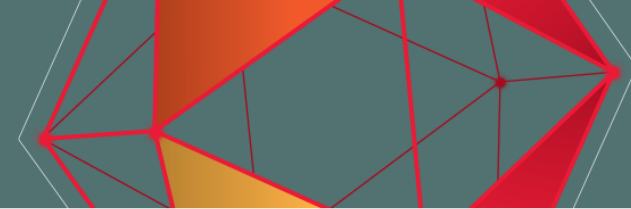




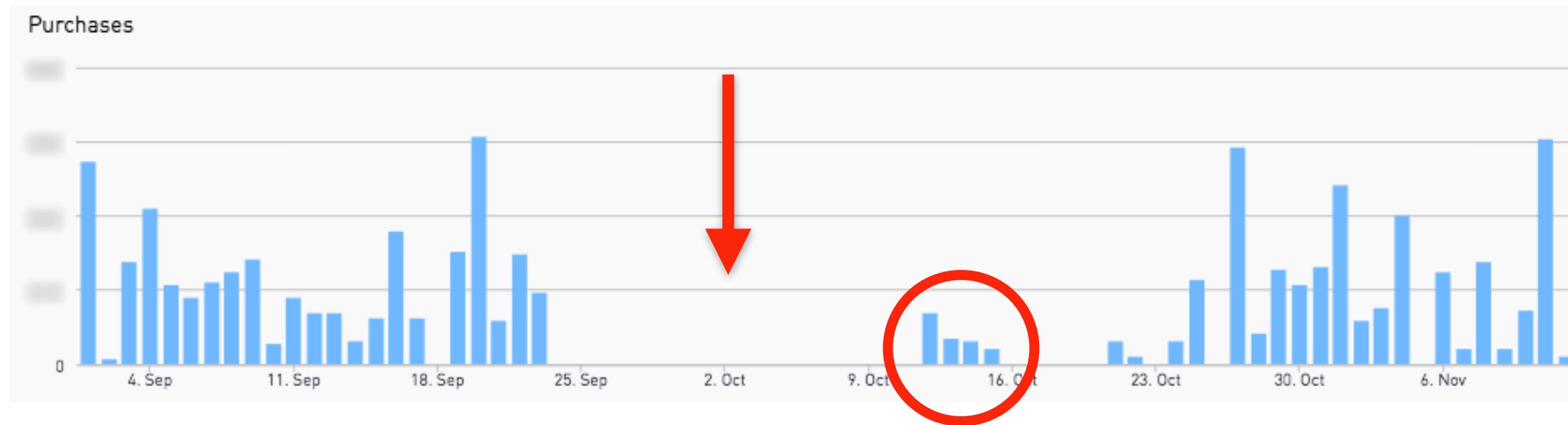
# Lapsed User Campaign







# Lapsed User Campaign







# Looking to the Future

- Ramping up VIP: in-app email sign-up
  - Currently have 61% of all VIP emails
- Hiring a full-time team to scale up the program







Thank you!

Be sure to fill out the survey!

I'll be across the hall if anyone has any additional questions or concerns!

Nick van Vugt  
nick@uken.com

@Nicktrunks