



# Making Player-Approved Quality Game through A/B testing

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Business Development manager, MyTona



# Diana Platonova

Business Development Manager

- Seekers Notes: Hidden Mystery
- Cooking Diary
- New projects





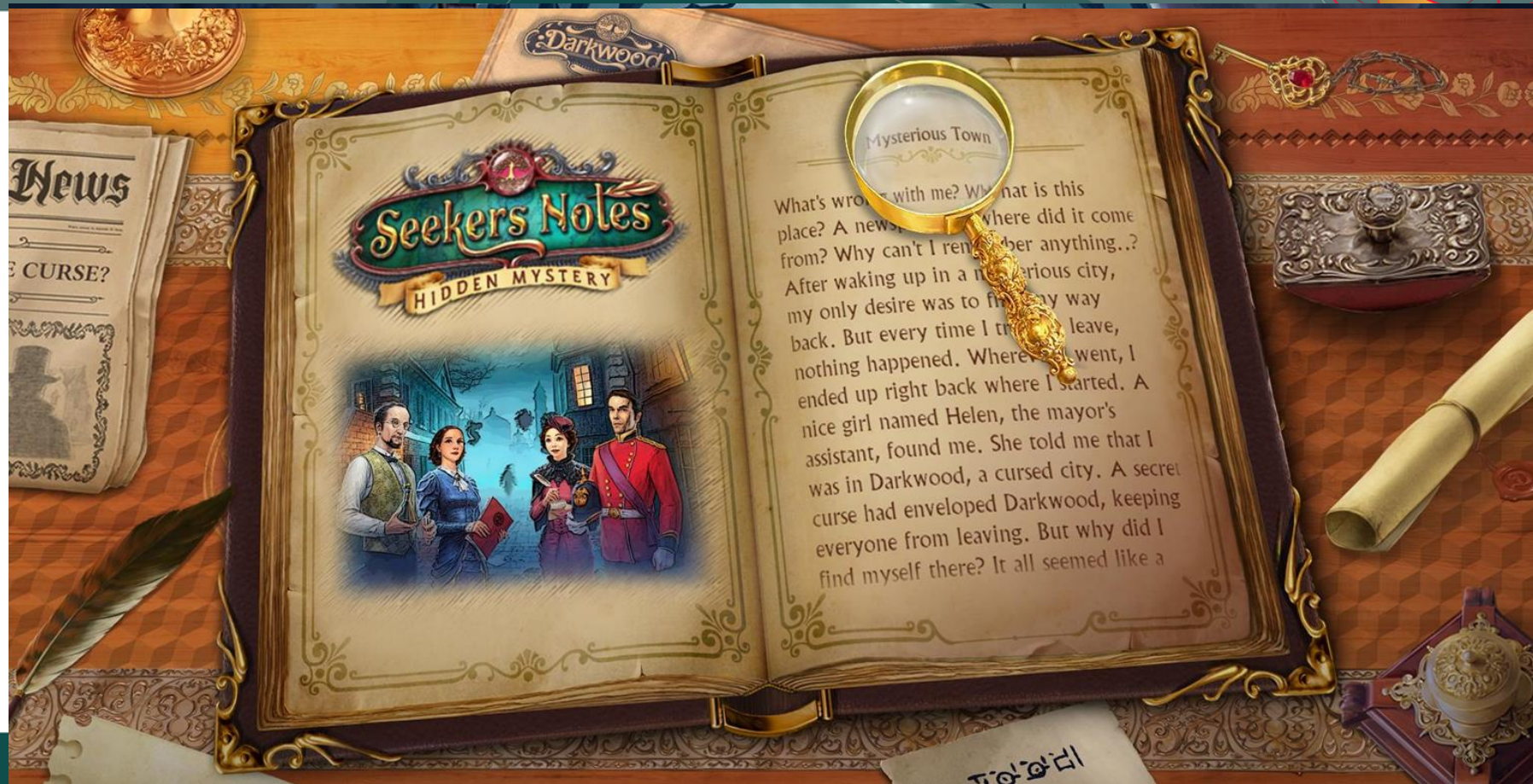
# Agenda

1. MyTona
2. Seekers Notes: Hidden Mystery
3. Why Japan?
4. A/B test
5. Q&A

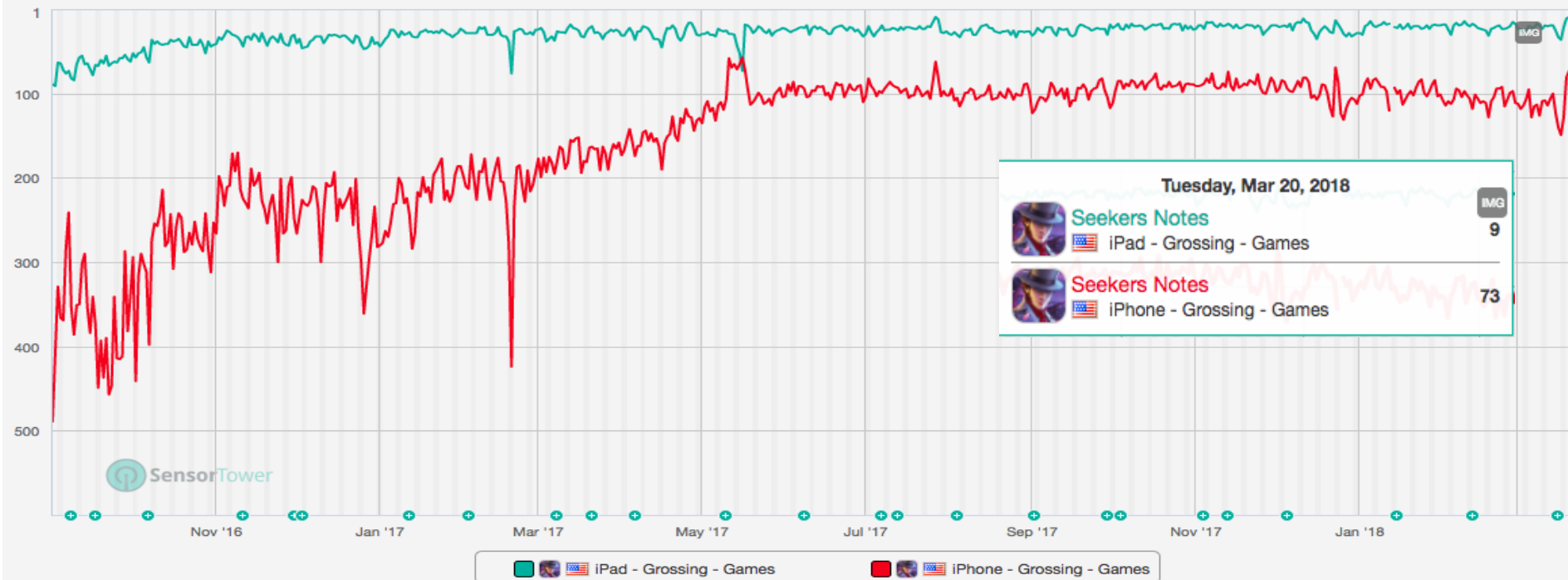






































App Store - Sep 1, 2016 - Mar 20, 2018 - iPhone, iPad - Games - US - Grossing





## GROSSING

1		Fate/Grand Order Aniplex Inc.	FREE In App Purchases
2		モンスターストライク XFLAG, Inc.	FREE In App Purchases
3		プロ野球スピリッツA KONAMI	FREE In App Purchases
4		リネージュ2 レボリュ... Netmarble Games Corp.	FREE In App Purchases
5		ドラゴンクエストラ... SQUARE ENIX INC	FREE In App Purchases
6		戦国炎舞 -KIZNA- 【... Sumzap Inc.	FREE In App Purchases
7		アズールレーン Yostar, Inc.	FREE In App Purchases
8		アイドルマスター シ... BANDAI NAMCO Entertain...	FREE In App Purchases
9		PES 2018 PRO EVOLU... KONAMI	FREE In App Purchases
10		ドラゴンボールZ ドッ... BANDAI NAMCO Entertain...	FREE In App Purchases
11		実況パワフルプロ野球 KONAMI	FREE In App Purchases
12		Yu-Gi-Oh! Duel Links KONAMI	FREE In App Purchases
13		パズル&ドラゴンズ GungHo Online Entertainm...	FREE In App Purchases
14		あんさんぶるスター... Happy Elements K.K	FREE In App Purchases
15		ディズニー ツムツム... COLOPL, Inc.	FREE In App Purchases
16		LINE: ディズニー ツ... LINE Corporation	FREE In App Purchases
17		LINE PokoPoko LINE Corporation	FREE In App Purchases
18		グラフィティスマツ... BANDAI NAMCO Online Inc.	FREE In App Purchases
19		ミラクルニキ-お着替... Nikki Games	FREE In App Purchases
20		剣と魔法のログレス... Marvelous Inc.	FREE In App Purchases
21		放置少女〜百花繚乱... Mamiko Nakao	FREE In App Purchases
22		星のドラゴンクエスト SQUARE ENIX INC	FREE In App Purchases
23		大三国志 WINKING DIGITAL ENTERT...	FREE In App Purchases
24		Pokémon GO Niantic, Inc.	FREE In App Purchases
25		FINAL FANTASY BRA... SQUARE ENIX INC	FREE In App Purchases
26		ドラゴンクエストモ... SQUARE ENIX INC	FREE In App Purchases
27		パズドラレーダー GungHo Online Entertainm...	FREE In App Purchases
28		メルクストーリー-癒... Happy Elements K.K.	FREE In App Purchases
29		HIT - ヒット (本格ア... NEXON Company	FREE In App Purchases
30		バンドリ! ガールズ... Craft Egg Inc.	FREE In App Purchases







Hundred Princess





# Seekers Notes Japan

1. Art Culturization
2. Localization
3. Special event: Hanami
4. A/B testing in Seekers Notes
5. The home stretch



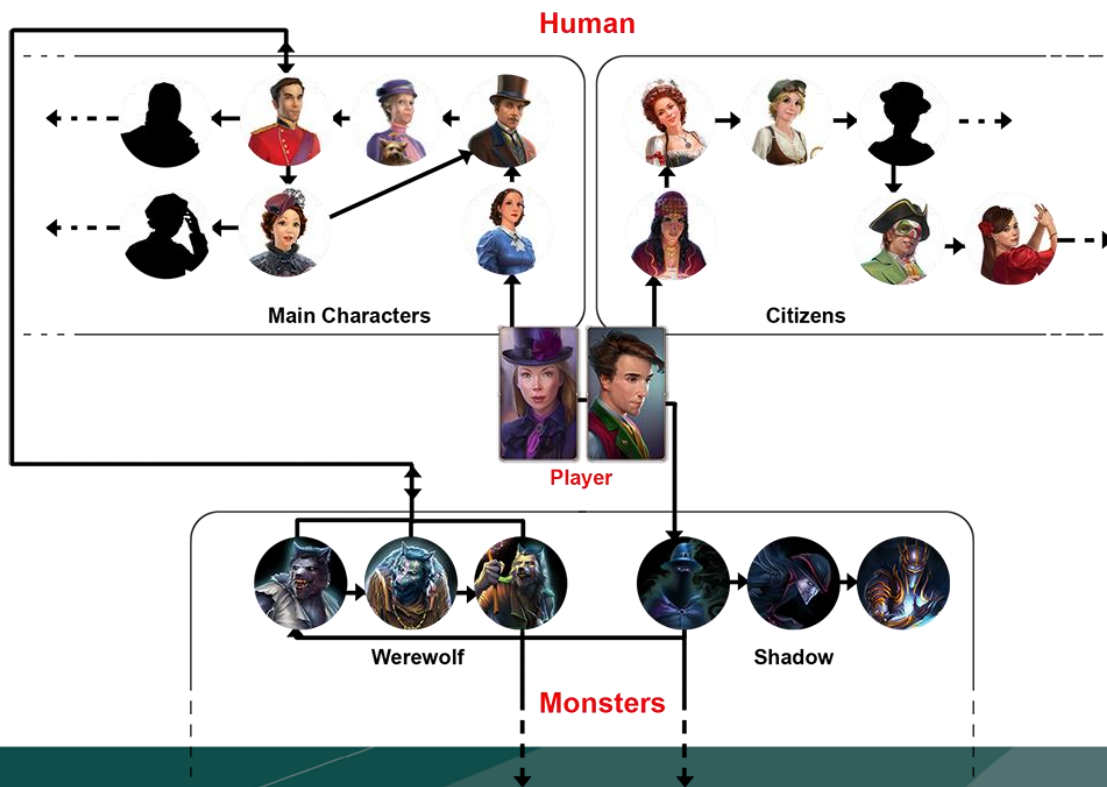








# Art Culturization - Characters





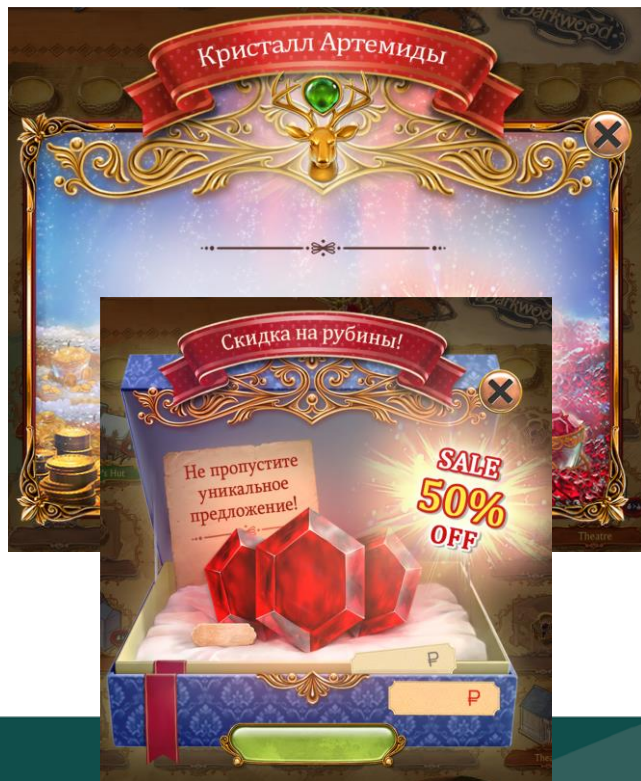




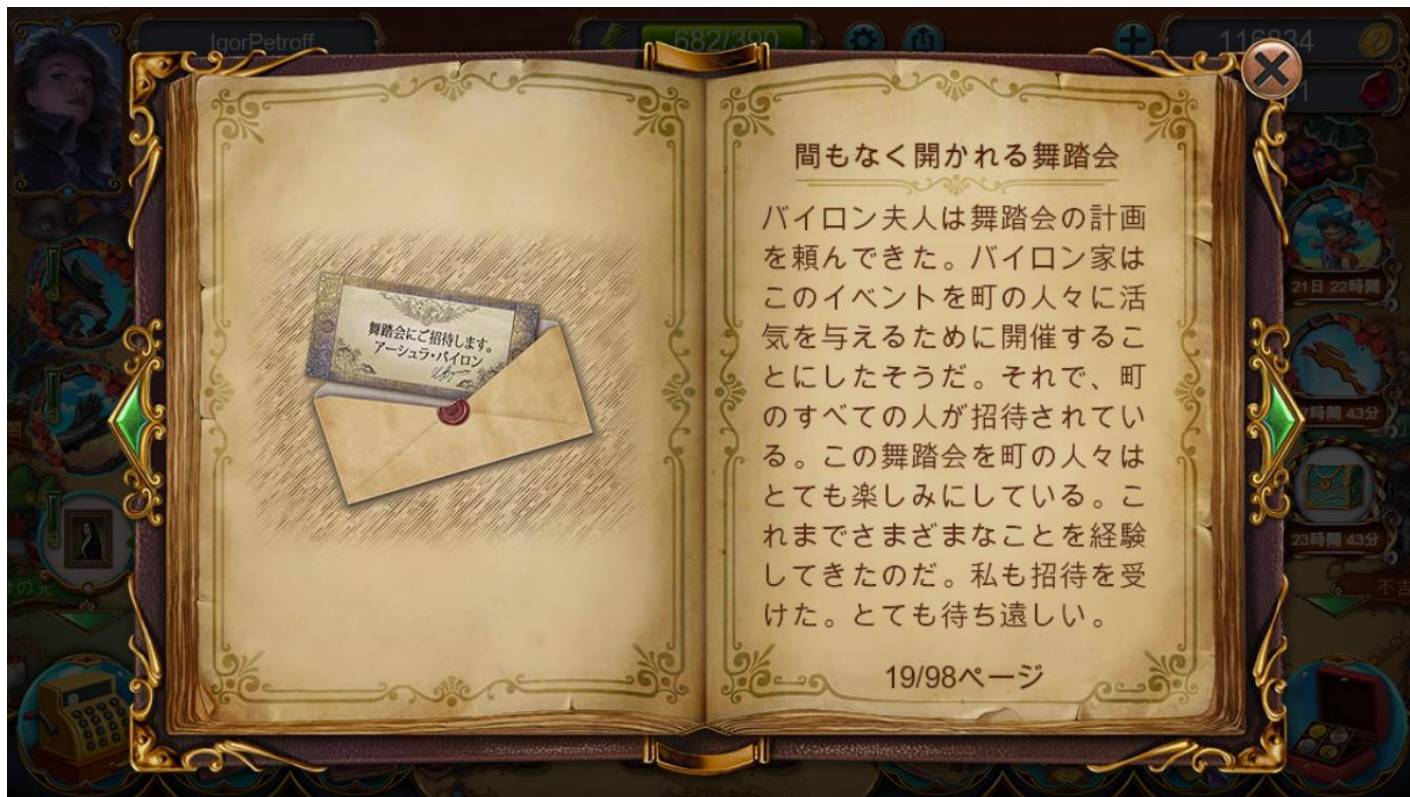




# Art Culturization - UI











# Event

- New side storyline
- Event content +30 quests
- Unique location
- Collections
- Unique monsters
- Unique avatars





# Hanami event

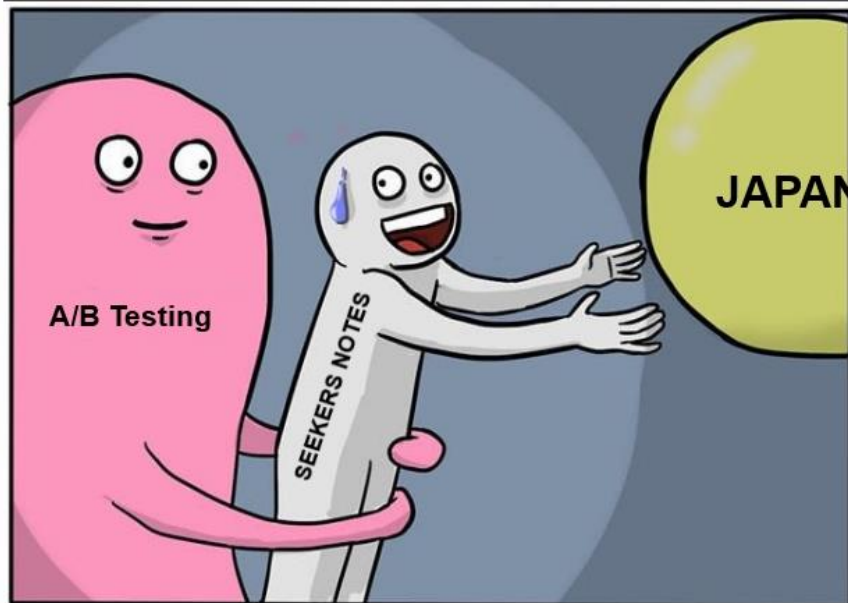
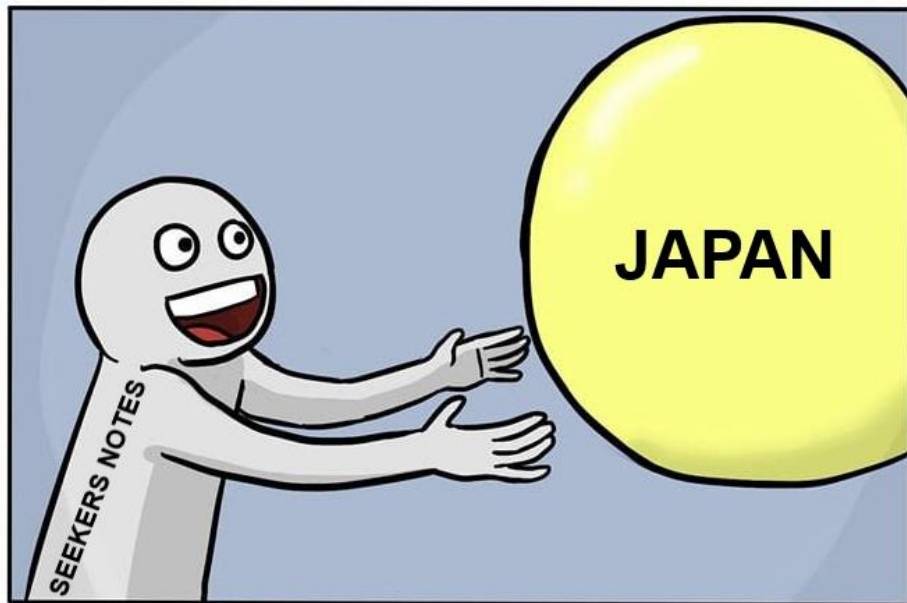








# Our Strategy

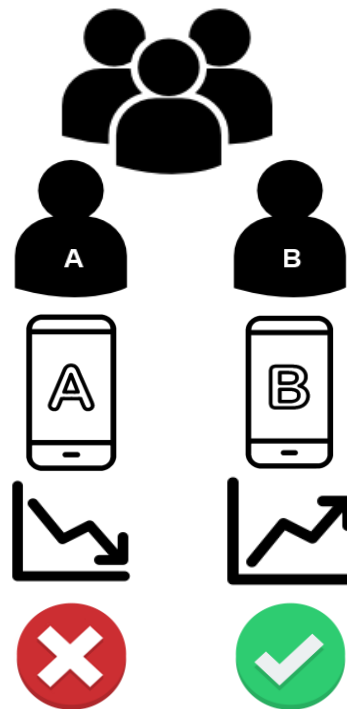




# A/B Testing in Seekers

## Notes

- Player segmentation (New, Old, ...)
- Split ratio (50/50, 25/25/25/25, 80/20)
- Number of Participants
- Testing time (2 stages - registration and observation)
- KPI Analysis







# The Home Stretch









# Guess who won?





# A/B testing case



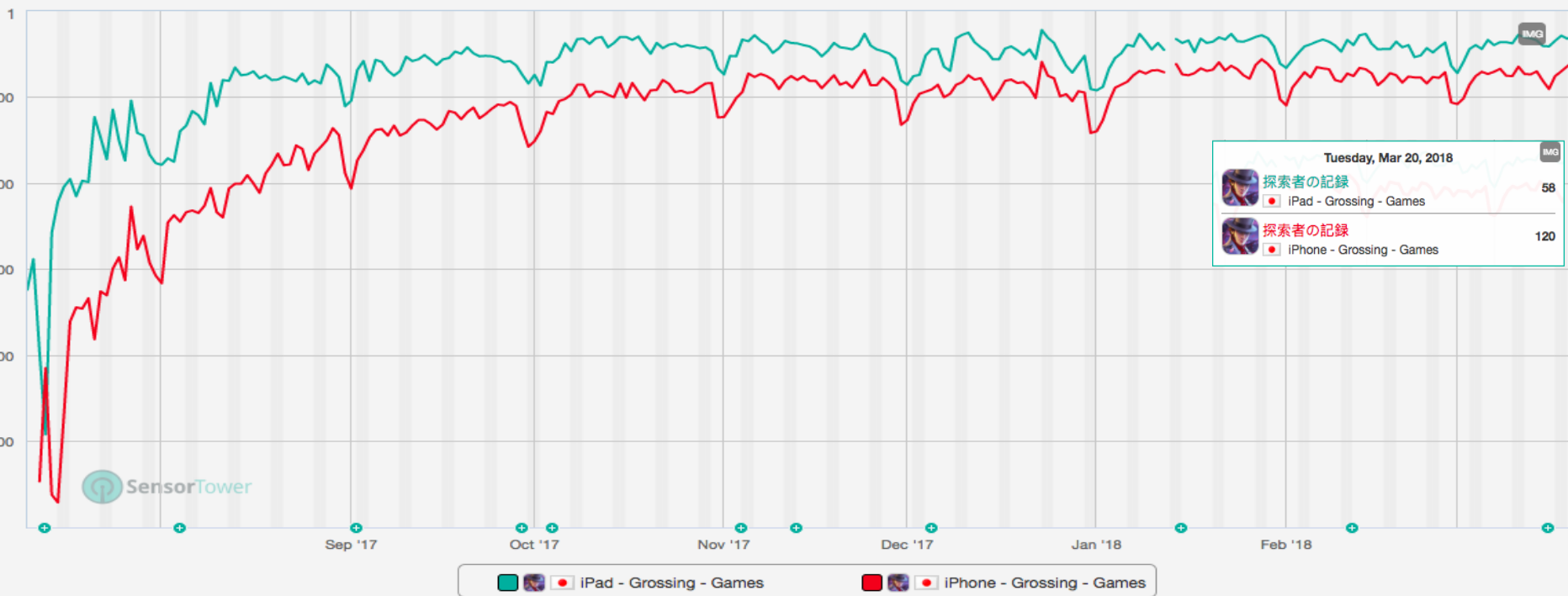
KPI	Western 	Anime 
ARPU	Win, +12%	Lose
Retention Rate	Win, +5%	Lose
PPU	Win, +10%	Lose

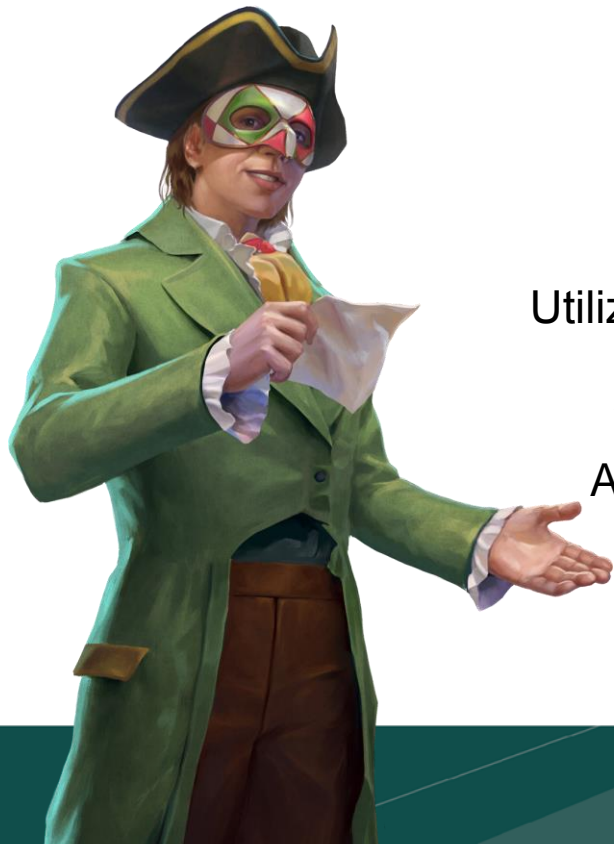




## Daily Category Rankings

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# Summary

Learning is key  
Utilize your Team's Experience  
A/B Test Key Features  
Art change is not enough





**Thank you!**  
**Any questions?**

