Social Whales:

Understanding and Leveraging a New Kind of Player

Dmitri Williams, CEO
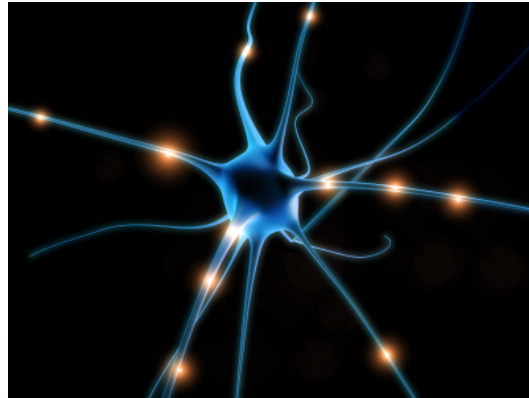dmitri@ninjametrics.com

The Main Theme:
It's about them, not us
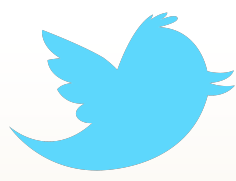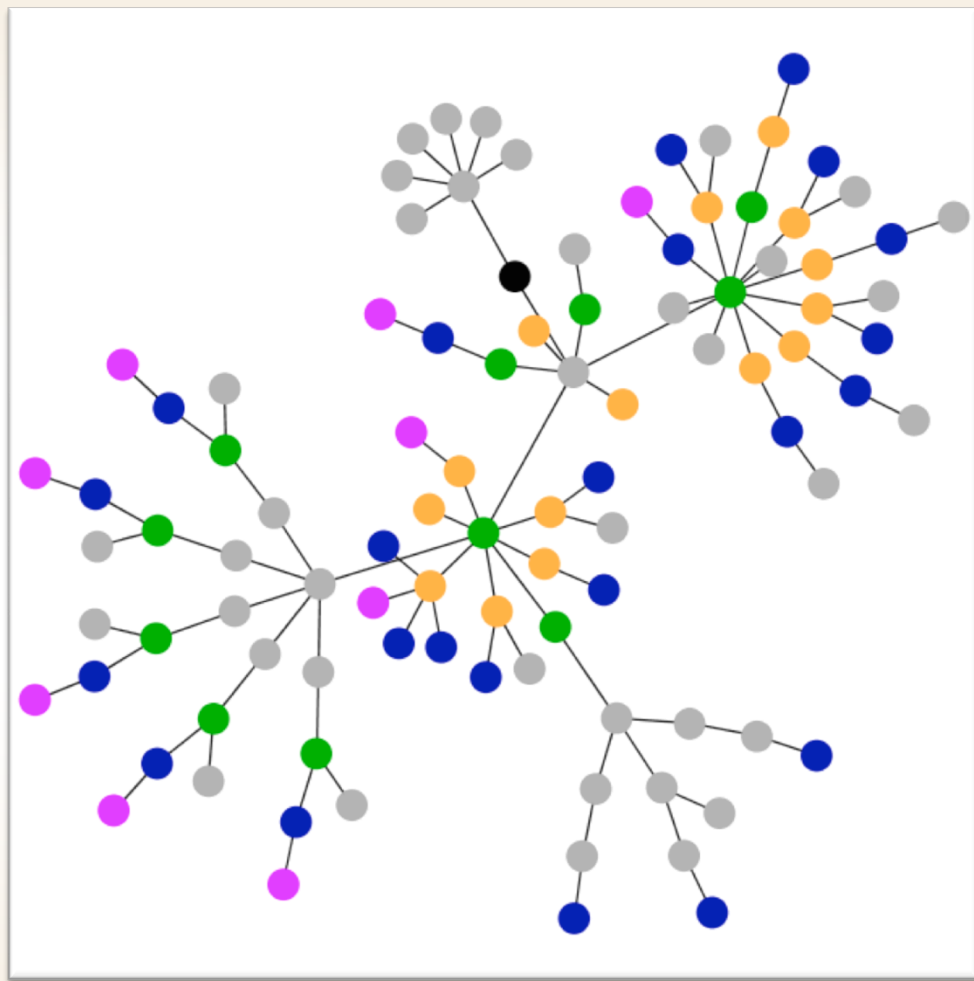
- B2B

- B2C

- C2C?

The Physiology of Basic Influence

Why Social Data?

- I don't want to be left behind, but

- I don't really know why I'm doing this

Story #1
The Museum

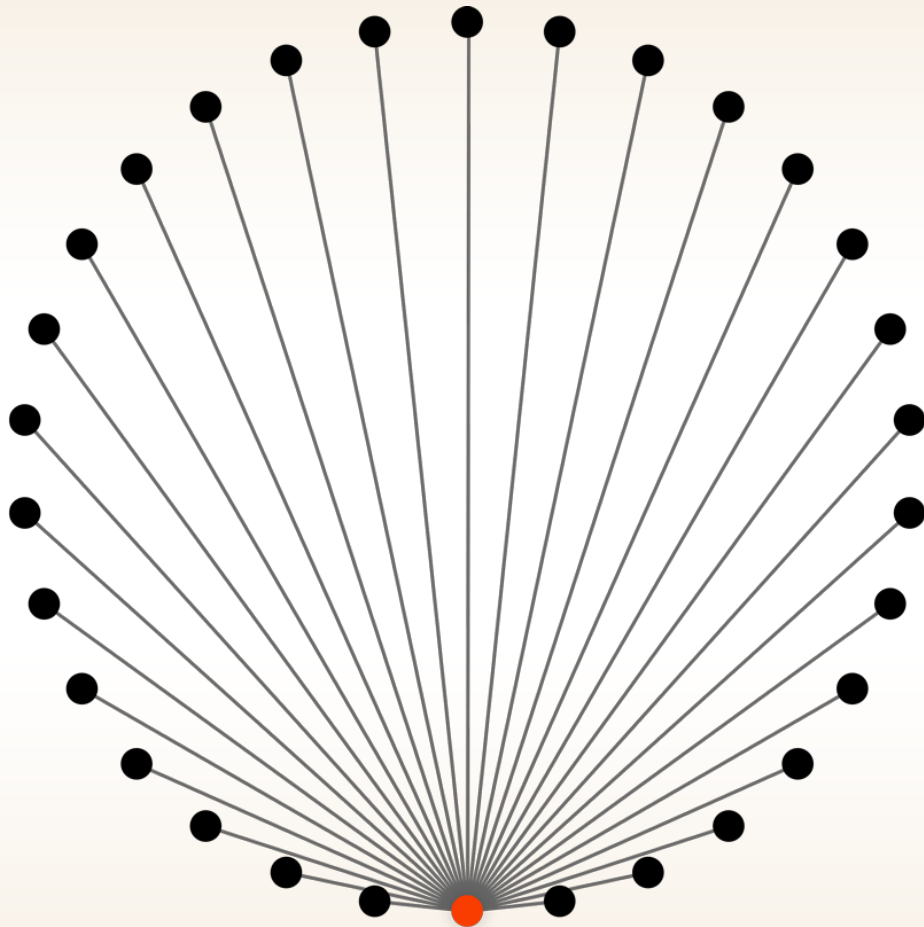EVERYBODY LIES

Moral of the Story
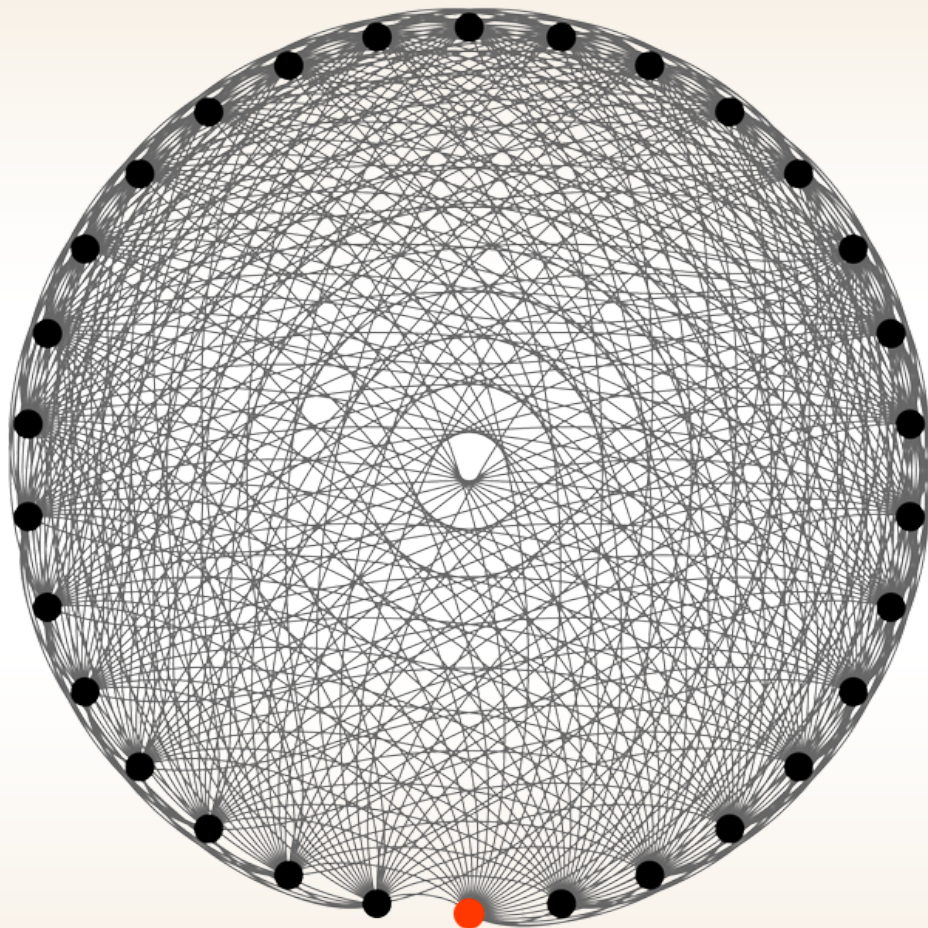
"Talk is cheap.
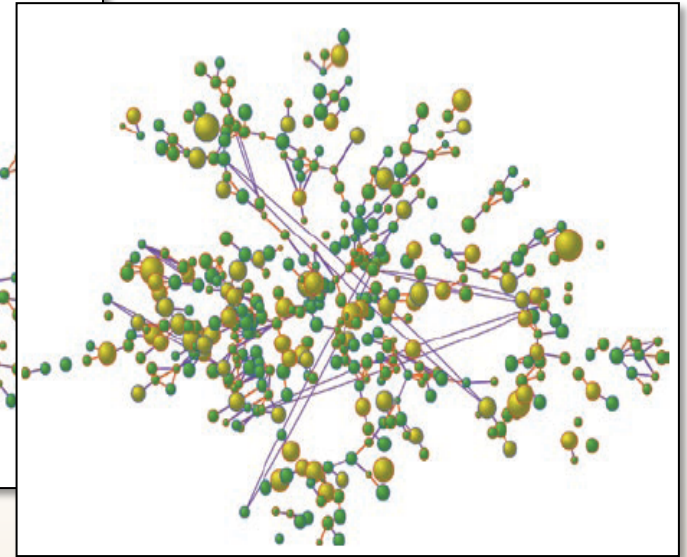# Actions are king."

Story #2
The Birthday Paradox

What does the fox say?

Story #3

Health
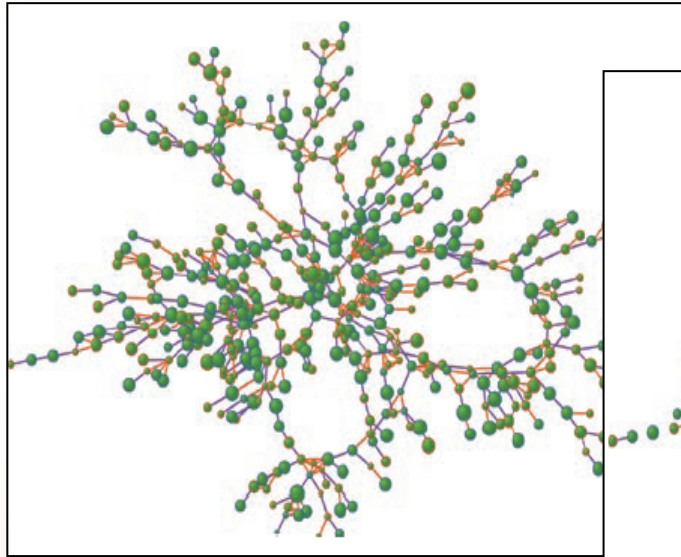
What is Social Value?

- The extra behavior created by someone across their social graph

- Spending, time or sessions

- Social Value vs. Asocial LTV

- Add the two: true total value

- $43 + $53 = $96 (Opportunity Cost)

Social Value

Benchmark Results

- E-Commerce as a baseline: 20-40% (McKinsey)

- Gaming average to date: 25%

- Variance is 10-40%

- Like regular whale spending, Social Value is highly skewed: 10% cause 60% of it

Result: The Influenced do more

- Influenced players don't change how much they spend on a visit, but they do increase the number of visits.
- Coffee shop parallel: Because we're friends we are going to the coffee shop more often to hang out.
- It may even increase how often you go without me—hoping I'll be there, but I'm not. Still, you buy a cup of coffee anyway.
- Game equivalent: you log in hoping to see your friends online, and they aren't always there. Meanwhile you're there and so you'll play more and spend more.

Implications and Uses

- Acquisition

- Retention

- Alteration of Game Mechanics*

*Never do without context!

Recommendations for Monetization

Four basic intervention building blocks:

1) Freebie

2) Discount

3) Social: Sharing

4) Social: Pay forward

Special Case:
Negative Social Value

- Negative Social Value vs. LTV
- 5-10% of players
- 2% Super-bad apples

Examples:

- -$25 S.V. & $50 LTV: Net +$25
- -$25 S.V. and $10 LTV: Net -$15
- Troll Pool

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Optional

- Categorical Social Value

Why Big Data Analytics?

- It's early, but it's already clear
- Big Data are deluging us. CMOs are overwhelmed.
- Companies struggle to measure ROI: 80% cannot report ROI for marketing. 63% use no analytics.
- Companies using a Big Data solution report 5% higher productivity and 6% higher profit than those who do not

Source: McKinsey, 2013