Case Study

MobilityWare makes "evergreen" games with streamlined LiveOps

MobilityWare, a leading developer in the casual and puzzle mobile gaming industry, has been using CleverTap's platform to optimize their live operations (LiveOps) and enhance player engagement and monetization in their games, such as "Destination Solitaire" and "Jigsaw Puzzle". With a history of leveraging data-driven decision-making, MobilityWare has continued to innovate in how they engage their audience, especially in an increasingly competitive market affected by changes like iOS 14.5's app tracking transparency.

Challenges

In the evolving landscape of mobile gaming, where player retention and monetization are paramount, MobilityWare faced the challenge of maintaining engagement without extensive resources. They needed to find efficient ways to manage LiveOps on a "shoestring budget", aiming to maximize the impact of each event with minimal engineering overhead. This was especially true for titles that, following an initial UA-led growth phase, had attracted a dedicated user base that would churn over time without intervention.

Solutions

CleverTap's comprehensive suite of tools provided MobilityWare with a robust framework for running LiveOps. Key features utilized include:

Variable Remote Config System: This allowed for dynamic in-game adjustments without needing constant updates or deployments, significantly reducing the need for engineering resources.

AB Testing Infrastructure: Essential for optimizing player engagement strategies and ensuring that changes led to positive outcomes.

Lifecycle Marketing and Messaging Systems: Enabled targeted player communications through push notifications and in-app messages, which were crucial for re-engaging players and keeping them invested in ongoing events.

Implementation

Dynamic Game Events: Using CleverTap, MobilityWare could deploy themed events, such as seasonal activities or limited-time challenges, that kept the game environment fresh and engaging.

Segmentation and Personalization: By analyzing player behavior, MobilityWare delivered personalized gaming experiences, enhancing player satisfaction and retention.

Rapid Prototyping of LiveOps Features: CleverTap's tools allowed quick testing and iteration on new ideas, meaning MobilityWare could experiment with features without substantial upfront investment.

Results

Increased Player Engagement: Through effective LiveOps managed via CleverTap, MobilityWare saw significant improvements in daily and monthly active users, which also boosted session lengths and player return rates upwards of double-digits.

Enhanced Monetization: The targeted and personalized promotions and in-game events increased in-app purchases and ad monetization, contributing to a healthier revenue stream with increases as high as 50%.

Operational Efficiency: The ability to manage game features and events remotely and through minimal coding allowed MobilityWare to maintain a lean operational model, which is crucial for a company managing resources carefully allowing for a single person to run complex events that previously would have taken a team to execute.

Conclusion

CleverTap has proven to be an invaluable partner for MobilityWare, providing the tools and support needed to innovate within the mobile gaming industry efficiently. The ability to engage players with minimal resources yet maximum impact highlights CleverTap's platform as not just a solution but a game-changer for developers looking to thrive in the competitive market of mobile gaming.