

Case Study

# How Product Madness Leverages CleverTap Variables to Personalize Player Experiences

Product Madness is one of the world's largest mobile game studios, with a global presence. Founded in 2007, their ambition is to entertain millions of players around the world. With remarkable titles that include Heart of Vegas, Cashman Casino, Lightning Link, Mighty Fu Casino, Jackpot Magic Slots, and Big Fish Casino, they’re today a top-grossing leader in social casino mobile games.

CleverTap Gaming is the world’s only Full Player Management Platform for Mobile Games. It combines Lifecycle Marketing & LiveOps promotions with the ability to control the live events & sales via Remote Configuration, built on a powerful foundation of real-time data & A/B testing.



## Challenges

- ❗ Deliver personalized player experiences with the use of advanced, real-time segmentation and targeting.
- ❗ Enable CRM teams to manage LiveOps events & sales through remote configuration with minimal development involvement.
- ❗ Fully integrated testing to understand what’s working and what’s not.

## Approach

- ✅ With CleverTap variables, CRM teams can control in-game parameters and modify them in real-time, based on various criteria. For segments of players, designed on the basis of their attributes, preset default values for game parameters are overridden in an automated way.
- ✅ CleverTap enables randomized A/B testing, which allows for several variations to be tested simultaneously with the creation of multiple test groups. The user groups can be downloaded for analysis and to determine the impact on KPIs.
- ✅ User attributes, which determine user segments, can be updated in real-time via API, allowing for personalization at key points in the gameplay.
- ✅ User insights generated on other platforms or through other models can be very easily applied to personalize user experiences. This is achieved through data uploads, which can further be automated, while at the same time, allowing the backend data to remain untouched.

## Impact

Events are easily configured, deployed, and A/B tested, enhancing the richness of LiveOps.

**1.6%** Increase in D-28 Conversion

**5.2%** Increase in D-28 Retention

**37%** Increase in Organic Install Rate

## Continuing the Momentum

*Product Madness is set to deepen player engagement by continuing to leverage dynamic personalization using CleverTap’s advanced segmentation and remote configuration capabilities. Their focus remains on driving richer LiveOps experiences and improving player retention through data-driven experimentation, helping them stay at the forefront of the competitive mobile gaming market.*