





"Google Play Game Services are key to how we create engaging content for our customers. In particular Quests are a great way to create unique events that give our users a lot of new content all easily created from the Google Play Game Services console, making it very easy to manage."

-Concrete Software

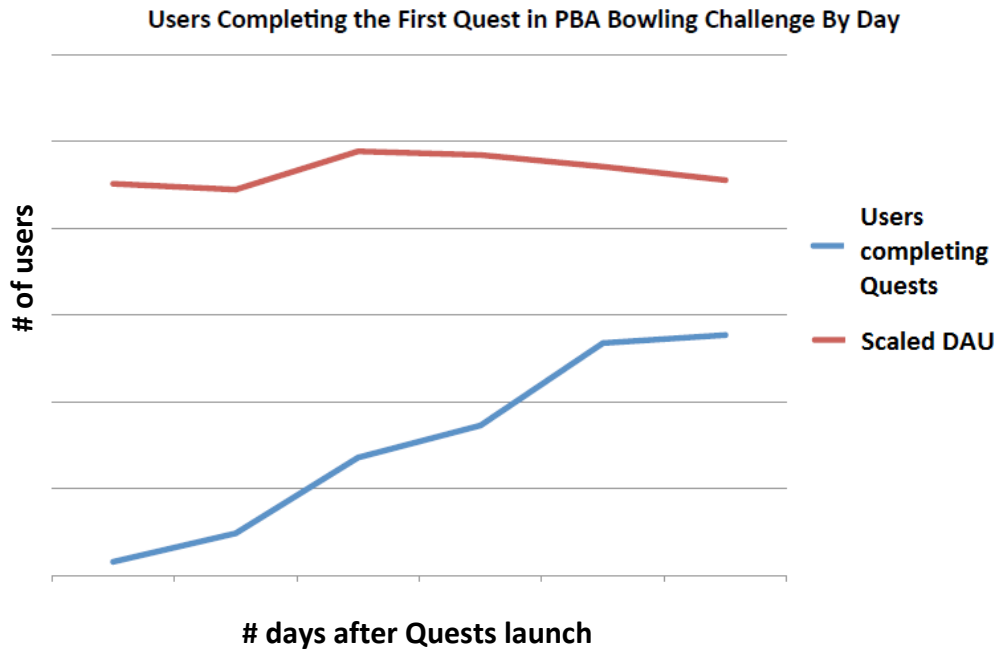
Key Takeaways

- Google Play Games can identify high-quality players, improve segmentation and user targeting.
- Quests appeal to the most dedicated users, and yet there is still an increase in their engagement after using Quests.
- Retention and sessions per user are positively correlated with Quests usage.
- Quest acceptance and completion rates increase overtime while DAU is constant.
- The best Google Play Games integrations are highly visible, customized, achievable, and incentivized.

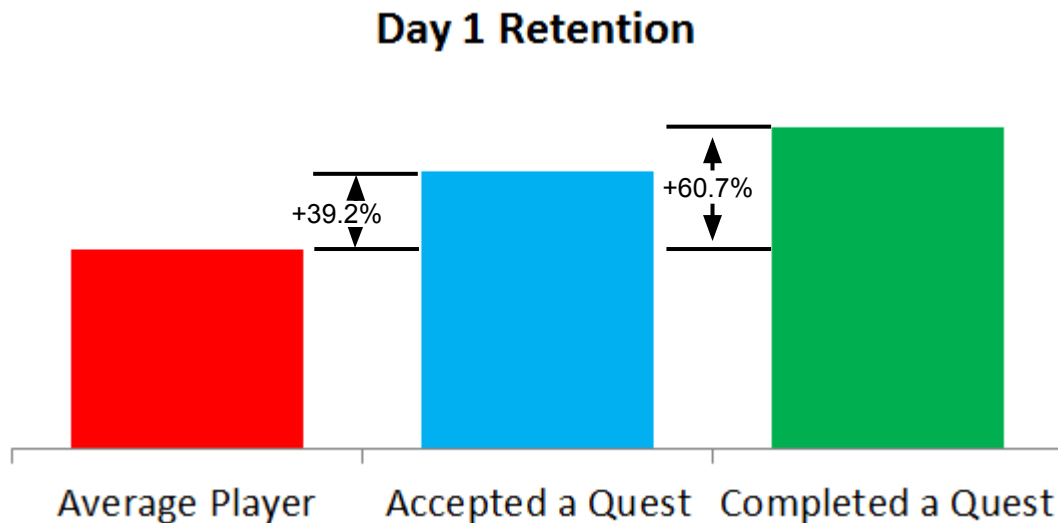
GPGS best practice lessons from Concrete Software

- Provides compelling value proposition upfront to encourage sign-ins
- Providing unique, interesting Quests for users lead to higher engagement.
- Well-designed Quests have clear goals, stated rewards, progress tracker, a clear deadline, and a call to action button.
- Use both short-term and long-term Quests to engage users with different preferences.

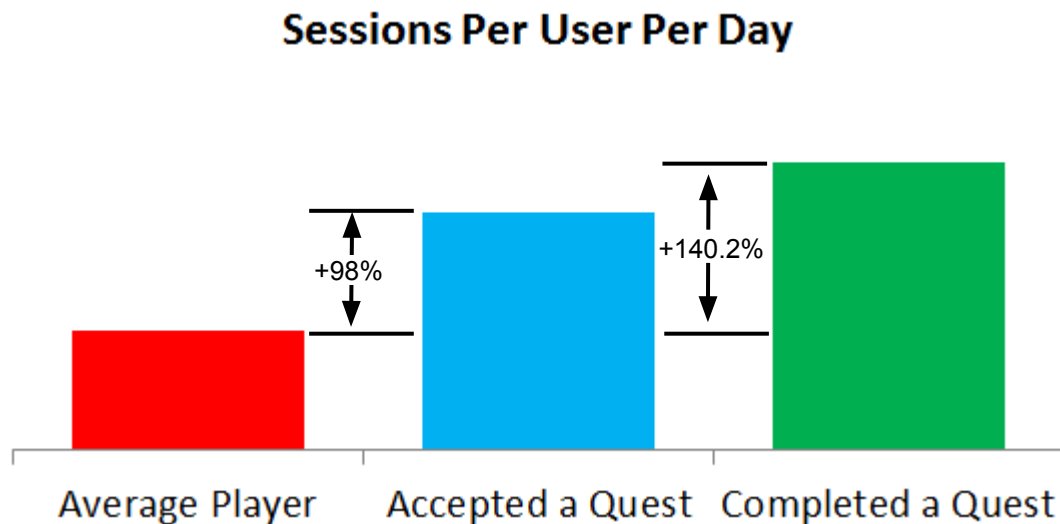
Quests usage rate increases overtime while DAU stays constant.



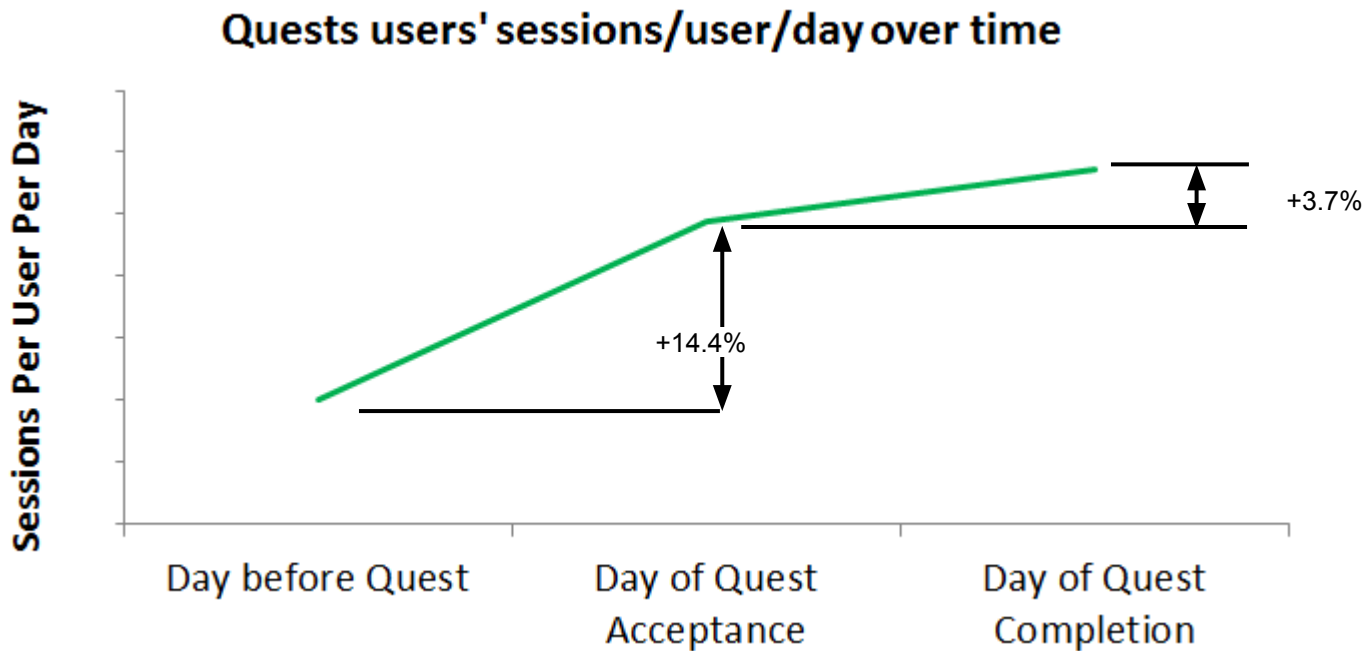
One day retention for users who have accepted a Quest is 39.2% higher than the average; for users who have completed a Quest, it is 60.7% higher than the average.



Users who accepted a Quest start 98% more sessions per day; users who completed a Quest start 140.2% more.

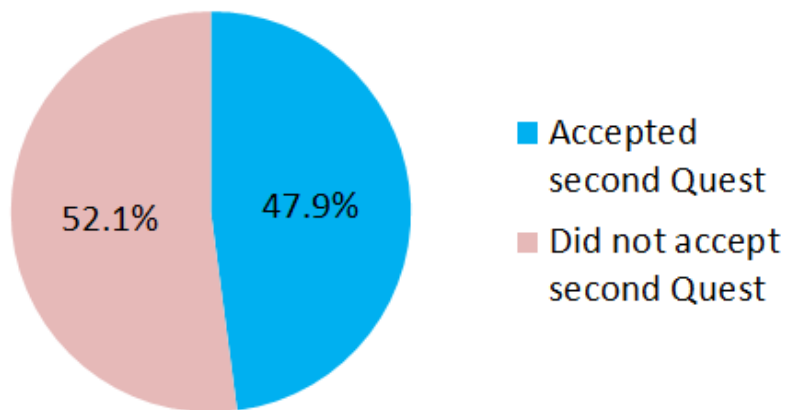


Among Quest users, sessions per user improved 14.4% DoD upon Quests acceptance, and 3.7% DoD upon completion.

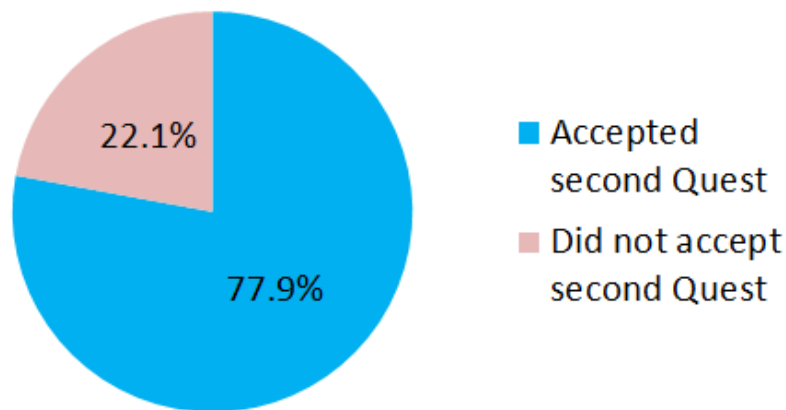


Among users who accepted the first quest, almost 48% of the users accepted the second Quest. Among those who completed the first, 78% accepted the second.

After accepting first Quest...



After completing first Quest...



Appendix

Walkthroughs of Best Practice GPGS Integrations

GPGS Sign-in Flow



- No auto sign-in, but prominent display of GPGS icons customized to fit game's artistic style
- Multiple access points for GPGS sign-in with clear value propositions for each
- Smooth sign-in flow that never leaves the app
- Using GPGS profile pictures to create a sense of personalization



MAIN MENU

PLAY

PRACTICE

 MULTIPLAYER

SCORE SHEET

PBA PBA[®]
BOWLING

Est. 1958

Est. 1958



Prominent, recognizable and aesthetically fitting GPGS icons displayed on homescreen



GOOGLE SIGN-IN REQUIRED



SIGN IN TO ENABLE MULTIPLAYER, LEADERBOARDS, ACHIEVEMENTS, CLOUDSAVE, NAME, AND PHOTO.



MAIN MENU

PLAY

PRACTICE

MULTIPLAYER

SCORE SHEET

Multiple access points for GPGS sign-in with clear value propositions for each



+1 130k



PBA

Est. 1958



SCORE SHEET

PROFILE

CAREER STATS

TROPHY ROOM

YOUR PROFILE



Sign in

ENABLE MULTIPLAYER, LEADERBOARDS, ACHIEVEMENTS, CLOUDSAVE, NAME, AND PHOTO.



Connect

ENABLE NAME, PHOTO, AND POST RESULTS TO YOUR TIMELINE.

WE WILL NEVER POST TO YOUR TIMELINE WITHOUT YOUR PERMISSION.

OR

ENTER YOUR NAME AND PLAY LOCALLY.

Multiple access points for GPGS sign-in with clear value propositions for each



PBA

PROFILE SETUP REQUIRED

YOU MUST SIGN IN USING GOOGLE, ENTER A NAME TO USE OR CONNECT USING FACEBOOK.

OK

OR

Enter Name

ENTER YOUR NAME AND PLAY LOCALLY.

Multiple access points for GPGS sign-in with clear value propositions for each

SCORE SHEET

PROFILE

CAREER STATS

TROPHY ROOM

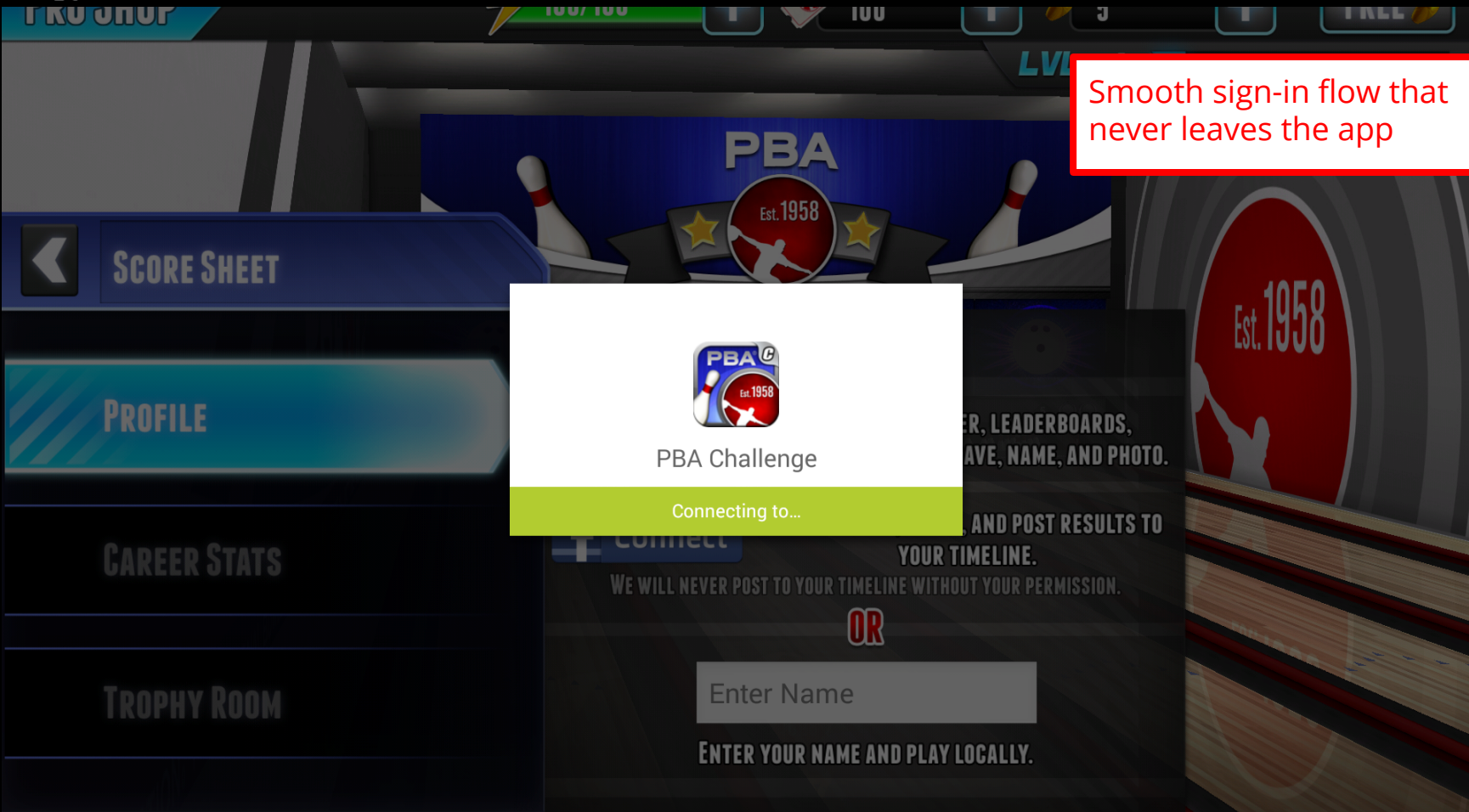
Est. 1958

ERBOARDS,
ME, AND PHOTO.

ST RESULTS TO

ERMISSION.

Smooth sign-in flow that never leaves the app



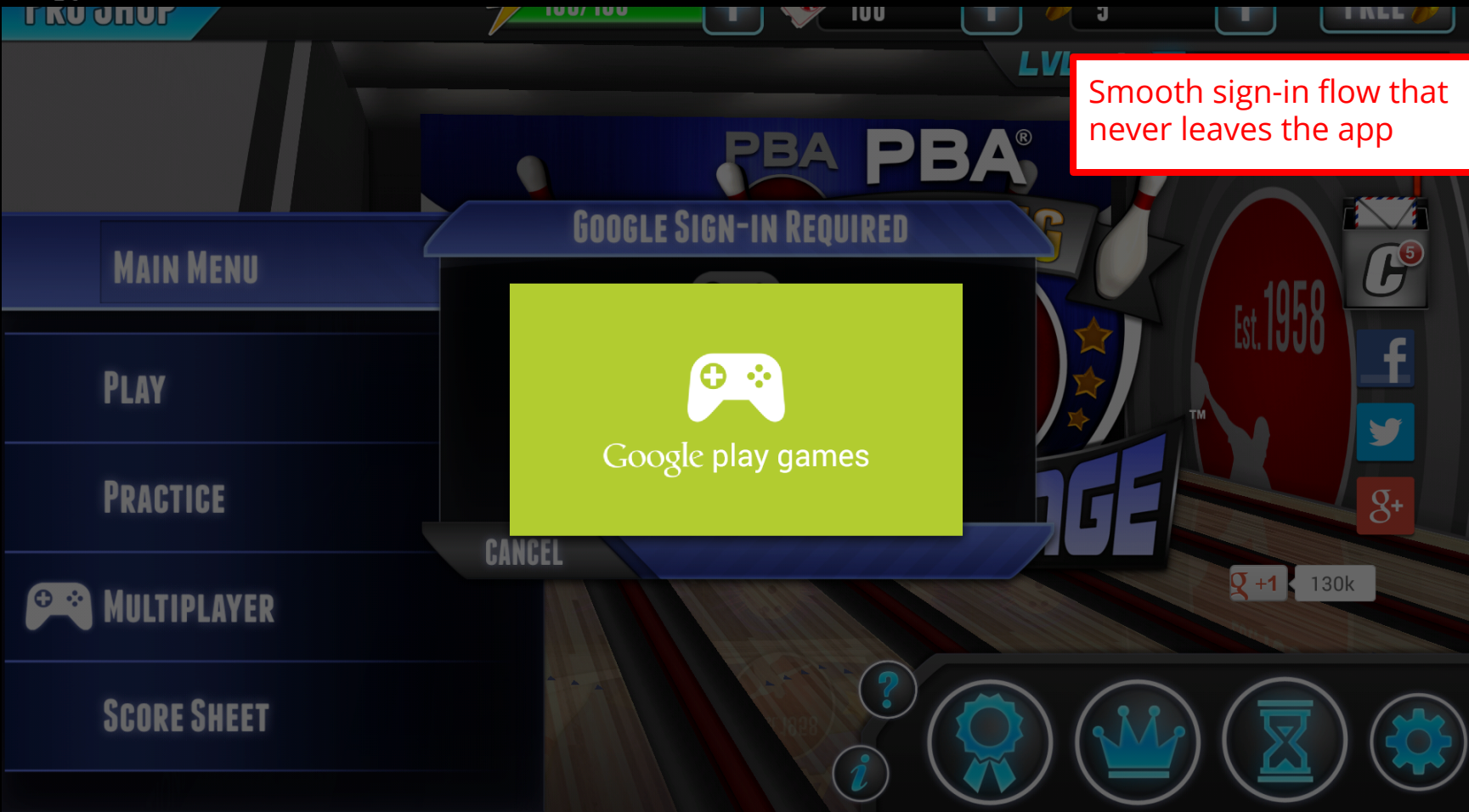
PBA Challenge

Connecting to...

Enter Name

ENTER YOUR NAME AND PLAY LOCALLY.







Smooth sign-in flow that never leaves the app



Google+



PBA Challenge would like to:

-  Know your basic profile info and list of people in your circles. 
-  Make your game activity available via Google, visible to:
[Google.com](https://www.google.com) 
-  Share your Google+ profile information and view and manage your game activity
-  View and manage your data for this application

Cancel

Sign in

Smooth sign-in flow that never leaves the app

PRO SHOP

MAIN MENU

PLAY

PRACTICE

MULTIPLAYER

SCORE SHEET

Est. 1958

130k

Smooth sign-in flow that never leaves the app



SCORE SHEET

PROFILE

CAREER STATS

TROPHY ROOM



YOUR PROFILE

LOGGED IN AS



MOONLIT WANG



Sign out

DISABLE MULTIPLAYER, LEADERBOARDS, ACHIEVEMENTS, CLOUDSAVE, NAME, AND PHOTO.



Connect

ENABLE NAME, PHOTO, AND POST RESULTS TO YOUR TIMELINE.

WE WILL NEVER POST TO YOUR TIMELINE WITHOUT YOUR PERMISSION.



PRO SHOP

Open Bowling Challenge +500 XP

+ 5 + FREE

LVL 1



CHALLENGE COMPLETE!

Using GPGS pictures to create a sense of personalization

MOONLIT WANG

OPEN BOWLING



1 2 3 4 5 6 7 8 9 10

16.1 MPH



OPEN BOWLING - HOMETOWN

BOWLER SCORE

	BOWLER	SCORE
1	 MOONLIT WANG	195
2	 PIPER DALY	146
3	 DANNY CALLAGHAN	143
4	 DUKE SCHMIDT	114

ADVANCE

RESULTS



1ST PLACE

CONGRATULATIONS, YOU'VE UNLOCKED A NEW CIRCUIT!

CHALLENGE COMPLETE! 🎯 +100
GET A STRIKE

Using GPGS profile pictures to create a sense of personalization

SHARE



REPLAY ⚡ 25

NEXT >



GPGS Quests



- Prominent and customized display of GPGS Quests icon on homescreen
- Well-designed Quests have clear goals, stated rewards, progress tracker, a clear deadline, and a call to action button
- Progress tracker updates as users advance through game
- Quests goal is well integrated into in-game goals and core experience

PRO SHOP

100/100



100



5



FREE

LVL 1

MAIN MENU

PLAY

PRACTICE

MULTIPLAYER

SCORE SHEET

PBA PBA[®]
BOWLING

Est. 1958

Est. 1958

Prominent and customized Quest icon displayed on homescreen



+1 130k





Quests have
+ Clear goal & reward
+ Progress
+ Clear deadline
+ Call to action



100 Strikes

Bowl 100 strikes and earn 1000 tickets.

Quest ends in 6 days

✓ ACCEPT

PRO SHOP



QUEST ACCEPTED

YOU ACCEPTED THE 100 STRIKES QUEST

5 + FREE

Beautiful announcement banner to create a sense of challenge and purpose

INTRODUCTION

LEAGUE

NEW!

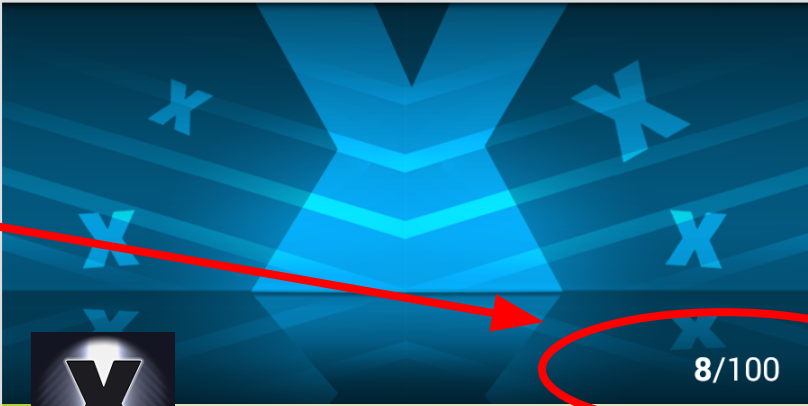
PRO-AM

PBA REGIONALS EAST



+1 130k

+Progress tracker updates as users advance through game
+Quests goal is well integrated into in-game goals & experience



100 Strikes

Bowl 100 strikes and earn 1000 tickets.

Quest accepted

Quest ends in 6 days

GPGS Multiplayer



- Prominent and relevant display of GPGS Multiplayer option on homescreen
- Pre-select active players to maximize response rate
- Room for improvement:
 - Asynchronous play to minimize drop-off from opponent's delayed response
 - Run multiple games to increase the probability of a match

MAIN MENU

PLAY

PRACTICE



MULTIPLAYER

SCORE SHEET

The Dive

MULTIPLAYER

COST: ⚡ 35

INVITE FRIENDS OR BOWL AGAINST RANDOM PLAYERS!

WIN 🎲 55

LOSE 🎲 25

(ENTRY FEE AND PAYOUTS INCREASE WITH PLAYER LEVEL)

CHALLENGE DAY 1: 🎲 100

WIN A MATCH BY 5 POINTS OR MORE

🎲 100	EXP 280	🎲 310	EXP 715	EXP 1020
EXP 1390	EXP 1815	EXP 2305	🎲 1900	🎲 2305

NEXT

COMPLETE CHALLENGES DAILY FOR BIGGER REWARDS!





Enter a name or pick a player

Active players



Add auto-pick



Benjamin Frenkel

Displaying active players to maximize response rate

From your circles





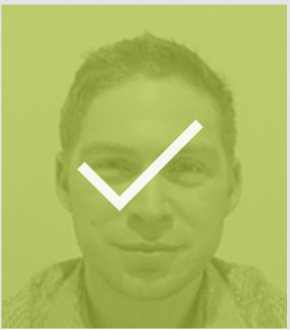
Benjamin Frenkel



Active players



Auto-pick



Benjamin
Frenkel

Displaying active
players to maximize
response rate

From your circles

▶ Play



PRO SHOP

145/145

+

310

+

5

+

FREE

LVL 5

The Dive



MULTIPLAYER

OPPONENT
WAITING FOR OPPONENT...

LOCATION
THE DIVE

OIL PATTERN
HOUSE PATTERN

OPPONENT

WAITING FOR OPPONENT...

WINS

TIES

LOSSES

FORFEITS

M

LVL

CAREER PROGRESS

Room for improvement:

- Asynchronous play to minimize drop-off from opponent's delayed response
- Run multiple games to increase the probability of a match



GPGS Achievements & Leaderboards Implementation



- Prominent and relevant display of GPGS Achievement, Leaderboards icons on homescreen
- Customized and beautifully designed Leaderboards icons and categories to best match the style of the game
- Easy early Achievements unlocks to delight users with quick wins

MAIN MENU

PLAY

PRACTICE

MULTIPLAYER

SCORE SHEET

Prominent and customized icons on homescreen

PBA PBA[®]
BOWLING

Est. 1958

Est. 1958



+1 130k





Customized and beautifully designed Leaderboards icons and categories to best match the style of the game



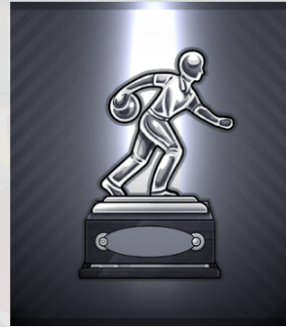
Total Multiplayer
Score



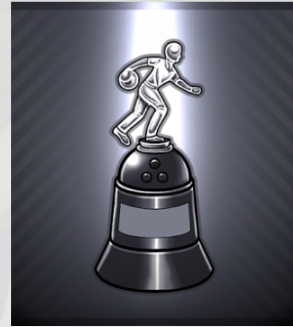
300 Games



Open Bowling



League Finals
Average



Pro-Am Finals
Average



Regional



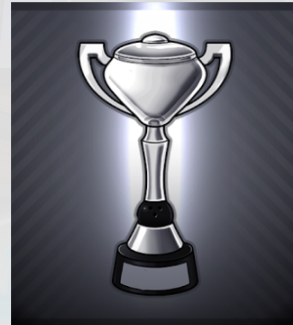
Regional



Regional



PBA East Grand



Regional





Achievements



4/136 unlocked

Easy early unlocks to delight users with quick wins



Parcel Post

View the inbox

500 XP

Jul 22



Gold in Them Tha...

Get a Gold Star in Open Bowling

1,000 XP

Jul 22



Beginner's Luck

Beat the Open Bowling Circuit

500 XP

Jul 22



Open Bowling Ch...

Get a strike in "Open Bowling."

500 XP

Jul 22



Social Bowler

Invite 5 different friends to multiplayer games

500 XP



Gold Panner

All Gold Stars in League Play

1,000 XP



Head out on the...

Beat the League Play Circuit

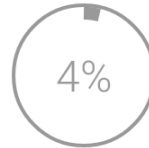
500 XP



The Finer Things

Collect a Gold Trophy for each Career...

3,000 XP



Collector

Collect a Trophy for each Career

2,000 XP



League Night Cha...



League Qualifier...



League Finals Ch...

