

DRAGONPLAY Slots



"Google+ brings high quality users, that are easier to convert to paying users and are highly engaged."



DRAGONPLAY

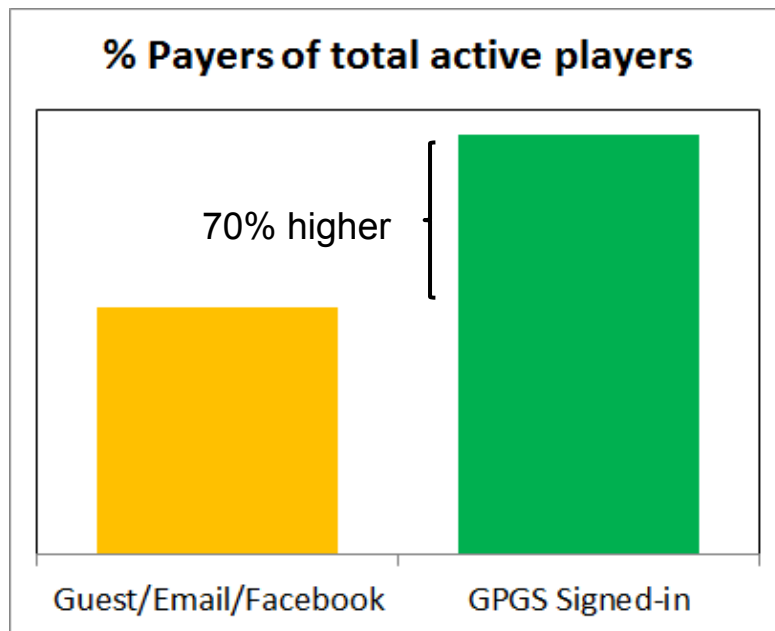
Key Takeaways

- Google Play Games can identify high-quality players, improve segmentation and user targeting.
- Sessions per user, ARPDAU, and % payers are positively correlated with Google Play Games sign-ins.
- The best Google Play Games integrations are highly visible, customized, achievable, and incentivized.

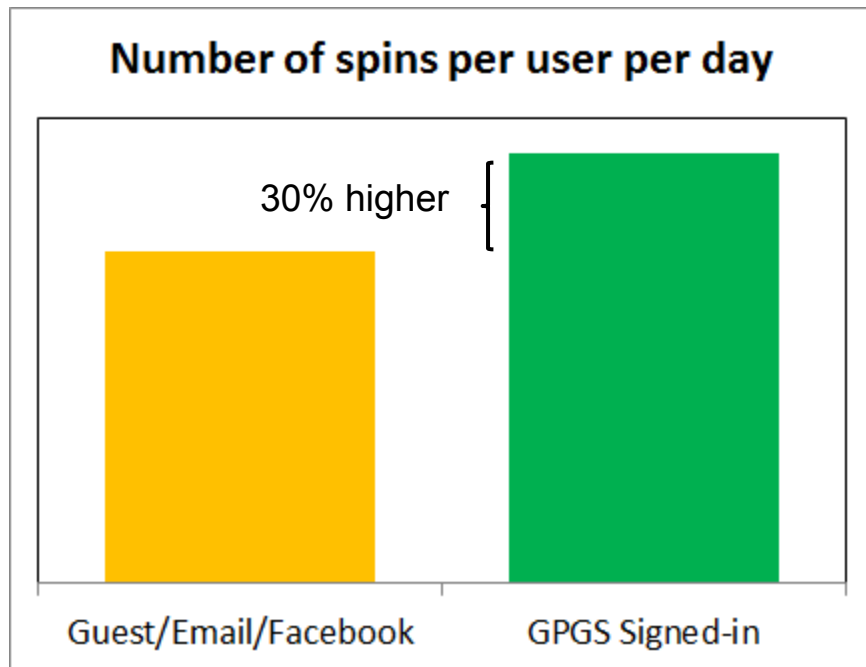
GPGS best practice lessons from Dragonplay

- High GPGS sign-in rate:
 - Incentivize users with in-game currency
- Keep users engaged and motivated
 - Give users free in-game currency to get them started with monetization habits
- Room for improvement
 - Achievement and leaderboard features can be placed prominently on top menus, instead of deeper settings menus
 - “Google Plus Connect” is not the best branding practice of GPGS

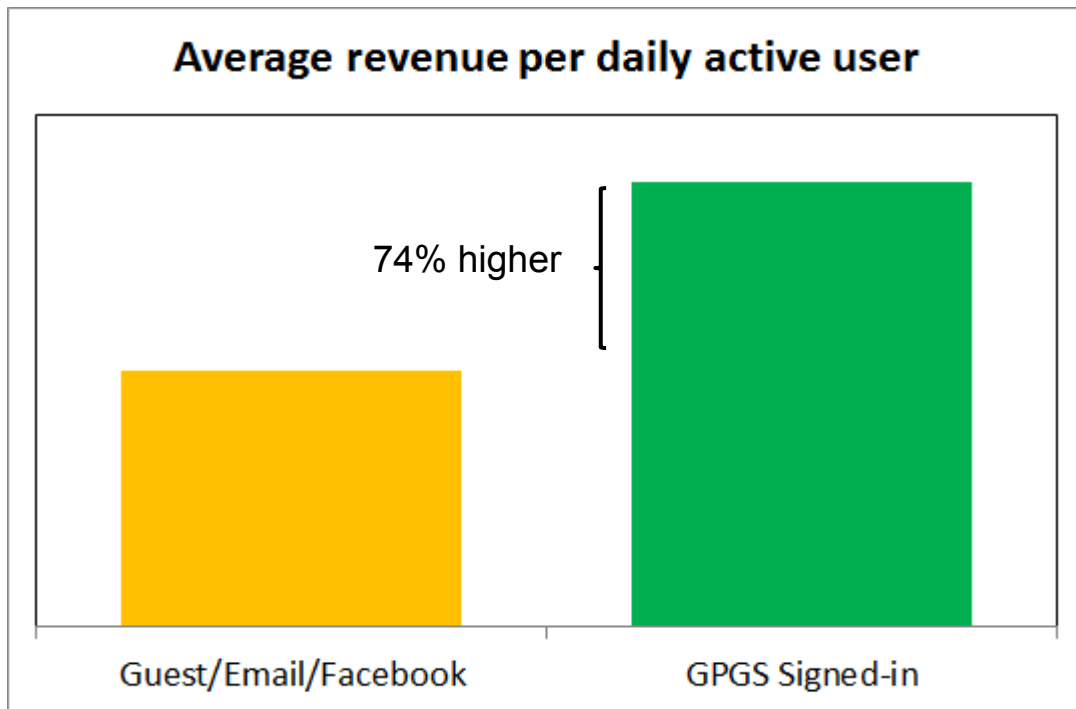
GPGS users are 70% more likely to be payers



GPGS users also play 30% more



ARPPDAU is 74% higher for GPGS users



Appendix

Walkthroughs of Best Practice GPGS Integrations

GPGS Sign-in Flow



- Auto sign-in at app open
- Award in-game virtual currency for GPGS users
- Incentivized sign-in with virtual currency if user chooses to not auto sign-in
- Word choice of “Google Plus Connect” would be improved by using G+ button

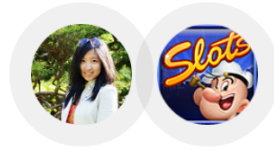
Contact Us




A bright green rectangular overlay containing a white game controller icon and the text "Google play games" in white.


Auto sign-in at app open


Google+



Dragonplay Slots would like to:

 Know your basic profile info and list of people in your circles.

 Make your game activity available via Google, visible to:
[Anyone on the web](#)

 Share your Google+ profile information and view and manage your game activity

By touching Sign in, you allow this app and Google to use your information in accordance with their respective terms of service and privacy policies.

Cancel

Sign in

Auto sign-in at app open



SOCIAL



Welcome
Moonlit...

★ 1 0 %
1,500 BUY



Google Plus Connect Bonus



Award in-game currency
for GPGS users

You have just received 1,500 In-Game coins for
using Google Plus Connect

OK



SOCIAL

7

Welcome

★ 1

0 %

Reel Ma.

800

BUY



Upgrade your account to play with friends,
and get a special reward!

GET 1,500 COINS!

Incentivized sign-in if
user chooses to not
auto sign-in



Sign in with Google

1500 COINS

COLLECT



GPGS Achievements & Leaderboards Implementation



- GPGS achievements & leaderboards are hidden inside “Settings & Help” menu -> room for improvement
- Leverage GPGS notifications for real-time update of game progress to keep players engaged
- Beautifully designed and customized achievement badges to increase desires of unlock



 Play Games Leaderboard

 Play Games Achievements

 Help & Support

 Turn Sound FX Off

 Turn Music Off

 Turn Notifications Off

 Profile Image

GPGS achievements & leaderboards are suboptimally hidden under Settings & Help, but are the top items on the menu.





\$2,652

BUY



4



LEVEL 3

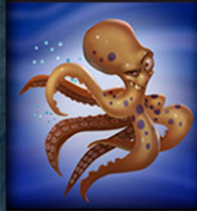
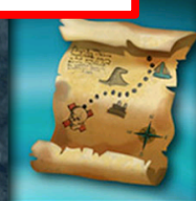
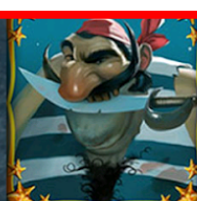
Level up!



PAYOUTS



Leverage GPGS notifications for real-time game progress update.



15

LINES

150

COINS

BET 2,250

BET MAX

WIN 2,250

SPIN



BOOST


AUTO SPIN



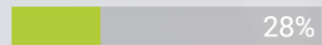



Achievements





 2/7 unlocked

Beautifully designed & customized achievement badges




 Unlocked Farm Sl...
Unlocked Farm Slot
1,000 XP Jun 26


 Spin and win
Spin and win
500 XP Jun 26

 Unlocked Big Pun...
Unlocked Big Punters
1,500 XP

 Unlocked Temple...
Unlocked Temple of Wonder
2,000 XP

 Unlocked Slot an...
Unlocked Slot and the City
2,500 XP

 Unlocked Flight D...
Unlocked Flight Deluxe
3,000 XP

 Unlocked Fairy V...
Unlocked Fairy Valley
3,500 XP