




# ASPHALT 8 AIRBORNE



“Google Play Games Services (GPGS) users are more engaged than average Android users... GPGS are now integrated in 98% of our games!”

- *Gameloft*

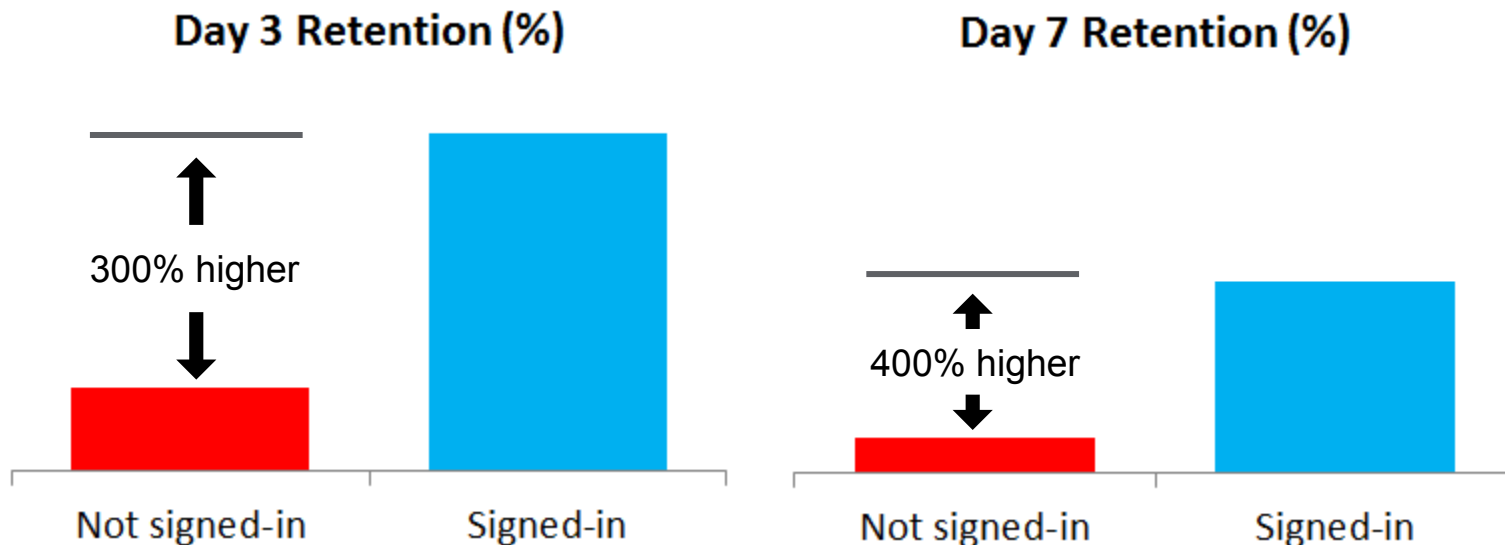
## Key Takeaways

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

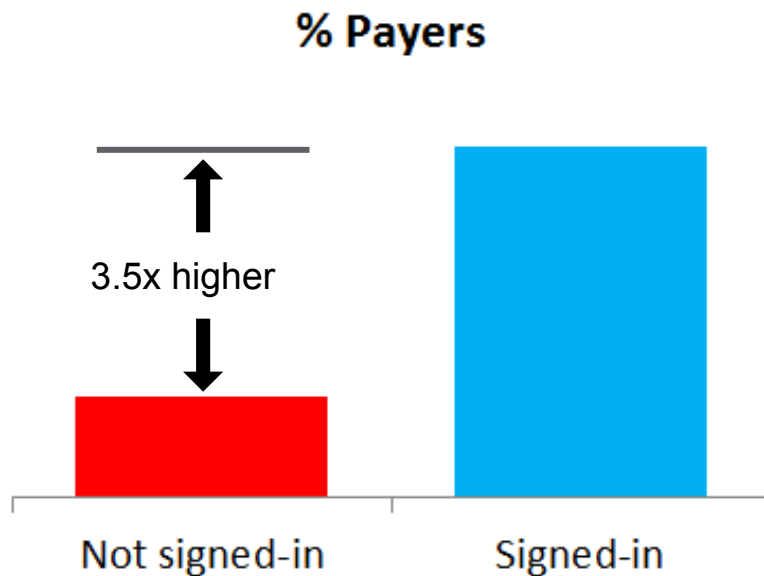
# GPGS best practice lessons from Gameloft

- Keep users engaged and motivated
  - Customized achievements to fit the flow and style of the game, with beautifully designed badges to encourage unlock
  - Smooth and easy friends invite flow enhances user experience & increases virality
  - Local & global leaderboard to keep users engaged and social
- Room for improvements
  - Auto sign-in to increase usage rate
  - Display sign-in options more prominently on home screen & not hidden under settings
  - In-game currency used as an sign-in incentive should be before, and not after, user sign-in

GPGS users are 300% more likely to come back after 3 days, and 400% more likely after 7 days.



GPGS users are 3.5 times more likely to convert to payers.



# Appendix

## Walkthroughs of Best Practice GPGS Integrations

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## GPGS Sign-in Flow



- Room for improvement
  - Auto sign-in to increase usage rate
  - Display sign-in options more prominently on home screen & not hidden under settings
  - In-game currency used as an sign-in incentive should be before, and not after, user sign-in





YOU



1,500 +



LEVEL 1



0



No auto sign-in for users. GPGS sign-in options are hidden in Settings. Visibility & accessibility of sign-in option could be improved.

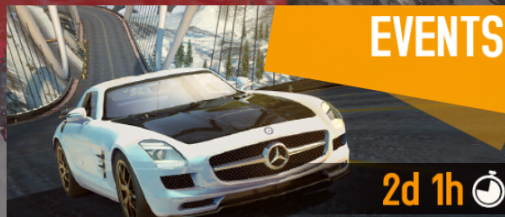
### EXCLUSIVE HIGH-SPEED PREMIUM CARS



2

PREMIUM AMERICAN CAR PACK

\$99.99



### EVENTS

2d 1h

Mercedes-Benz SLS AMG GT Coupé Final

PLAY

MULTIPLAYER



# OPTIONS



CUSTOMER CARE



RESTORE MY PURCHASES



SOUND & DISPLAY



PLAY TUTORIAL



CONTROLS



PROFILE

One more step



LANGUAGE AND COUNTRY



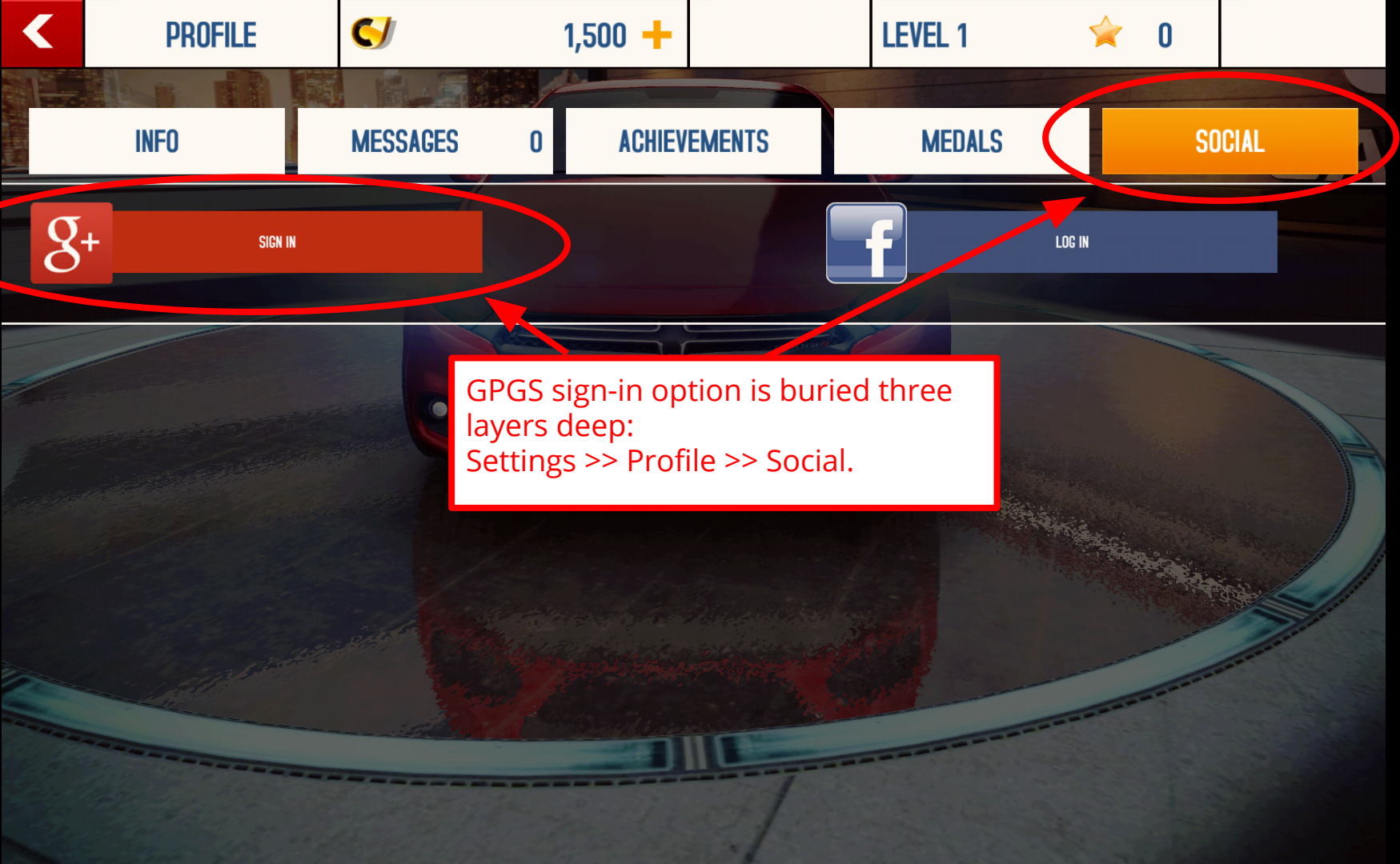
CONNECT



INFO



POSTS & NOTIFICATIONS



PROFILE



1,500 +

LEVEL 1



0

INFO

MESSAGES

0

ACHIEVEMENTS

MEDALS

SOCIAL



SIGN IN



LOG IN

GPGS sign-in option is buried three layers deep:  
Settings >> Profile >> Social.

Smooth sign-in flow is a plus

INFO

MESSAGES 0

ACHIEVEMENTS

MEDALS

SOCIAL

 SIGN IN

 LOG IN



Asphalt 8

Connecting to...



Smooth sign-in flow is a plus

INFO

MESSAGES 0

ACHIEVEMENTS

 SIGN IN

 LOG IN



Google play games







Google+


Smooth sign-in flow is a plus



Asphalt 8 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

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



PROFILE



WELCOME  
Moonlit Wang



LEVEL 1



0

INFO

MESSAGES

0

ACHIEVEMENTS

MEDALS

SOCIAL

Smooth sign-in flow is a plus



# THANKS FOR LOGGING IN!

Here's a reward for logging in.



Credits for GPGS sign-in could be use as an incentive instead of post sign-in reward.

## 3,000 CREDITS

Use your credits to rule the road!

**NEXT**



## GPGS Friends Invite Flow



- Smooth and easy friends invite flow enhances user experience
- Invite option displayed clearly next to social media iconography
- Integrated menu design to fit game's artistic style creates a more trustworthy and immersive experience



PROFILE



4,500 +

LEVEL 1



0

INFO

MESSAGES

0

ACHIEVEMENTS

MEDALS

SOCIAL



SIGN OUT



LOG IN

INVITE FRIENDS

FRIENDS CURRENTLY ONLINE: 0

After sign-in, option to invite friends appears.



INVITE ALL FRIENDS

Invite screen is customized to fit the style of the game



Benjamin Frenkel

INVITE



Bob Meese

INVITE



Cheryl Lindo Jones

INVITE



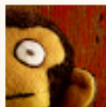
Chongsa Kim

INVITE



Chris Sater

INVITE



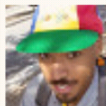
Cliff Samaniego

INVITE



Darryl DSouza

INVITE



David Stevens

INVITE



Derek Chan

INVITE



Duncan Curtis

INVITE




**Moonlit Wang**

 Benjamin Frenkel

Think you can beat me in a race? Fire up your engines in "Asphalt 8: Airborne"!

Pre-populated but customizable message for invite


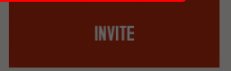

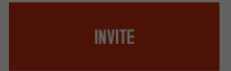



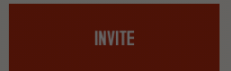
 Add your location



Asphalt 8: Airborne

[play.google.com](http://play.google.com)



-  Benjamin Frenkel 
-  Cheryl Lindo 
-  Chris Sater 
-  Darryl DSouza 





INVITE ALL FRIENDS

Smooth flow with intuitive "sent" labels



Benjamin Frenkel

SENT



Bob Meese

INVITE



Cheryl Lindo Jones

INVITE



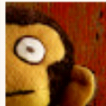
Chongsa Kim

INVITE



Chris Sater

INVITE



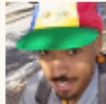
Cliff Samaniego

SENT



Darryl DSouza

INVITE



David Stevens

INVITE



Derek Chan

INVITE



Duncan Curtis

INVITE



PROFILE



2,883 +

LEVEL 1



2

INFO

MESSAGES

0

ACHIEVEMENTS

MEDALS

SOCIAL



SIGN OUT



LOG IN

INVITE FRIENDS

FRIENDS CURRENTLY ONLINE: 0



Benjamin Frenkel

Lv1



0

Friend list customized to smoothly fit game's style

# GPGS Achievements Implementation



- Customized achievements to fit the flow and style of the game, with beautifully designed badges to encourage unlock
- Room for improvement
  - Achievements should be listed under “ranking” instead of “profile” to make it more discoverable

PROFILE

4,500 +

LEVEL 1

★ 0

INFO

MESSAGES

0

ACHIEVEMENTS

MEDALS

SOCIAL

1/71 ACHIEVEMENTS UNLOCKED



NEW-CAR SMELL

Buy a new car



CAR ENTHUSIAST

Have 20 cars



CAR NUT

Have 40 cars



C IS FOR CARS

Own all the cars from Class C



CAR BUFF

Have 10 cars



CAR COLLECTOR

Have 30 cars



D IS FOR DRIFT

Own all the cars from Class D



B IS FOR BURNOUT

Own all the cars from Class B

"Achievement" listed under "Profile" is not very intuitive and therefore hard to discover







11:35



# Achievements

INFO

MESSAGES 0

ACHIEVEMENTS



5/71 unlocked

7%

**CHEST OF MEDALS**  
Earn 20 medals during a race  
500 XP Jul 10

**BABY STEPS**  
Drift 1 km  
500 XP Jul 10

**GET CONNECTED**  
Have 1 friend  
500 XP Jul 10

**NEW-CAR SMELL**  
Buy a new car  
500 XP Jul 8

**PLUGGED IN**  
Connect with Facebook / Google+  
500 XP Jul 8

**CAR BUFF**  
Have 10 cars  
500 XP Jul 8

**CAR ENTHUSIAST**  
Have 20 cars  
500 XP Jul 8

**30**

**UT cars**

**D IS FOR DRIFT**

**C IS FOR CARS**

**B IS FOR BURNO...**

**Beautiful & customized badge design**

**Two options to view achievements unlocked: standard Google Play view**



PROFILE



2,883 +

LEVEL 1



2

INFO

MESSAGES 0

ACHIEVEMENTS

Beautiful & customized badge design

# 5/71 ACHIEVEMENTS UNLOCKED



**EIGHTH WONDER**  
Beat Season 8



**THE FINISH LINE**  
Complete all seasons



**SHOW ME THE MONEY**  
Acquire 10,000 credits during a single race



**CHEST OF MEDALS**  
Earn 20 medals during a race



**GET CONNECTED**  
Have 1 friend

Two options to view achievements unlocked: integrated in-game view



**HANDYMAN**  
Buy your first car upgrade



**A FINE RACING MACHINE**  
Fully upgrade one stat of any car

## GPGS Leaderboards Implementation



- Local & global leaderboard to keep users engaged and social
- Easy and intuitive iconography to open Leaderboards displayed prominently on home screen increases accessibility and usage



YOU



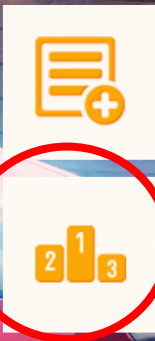
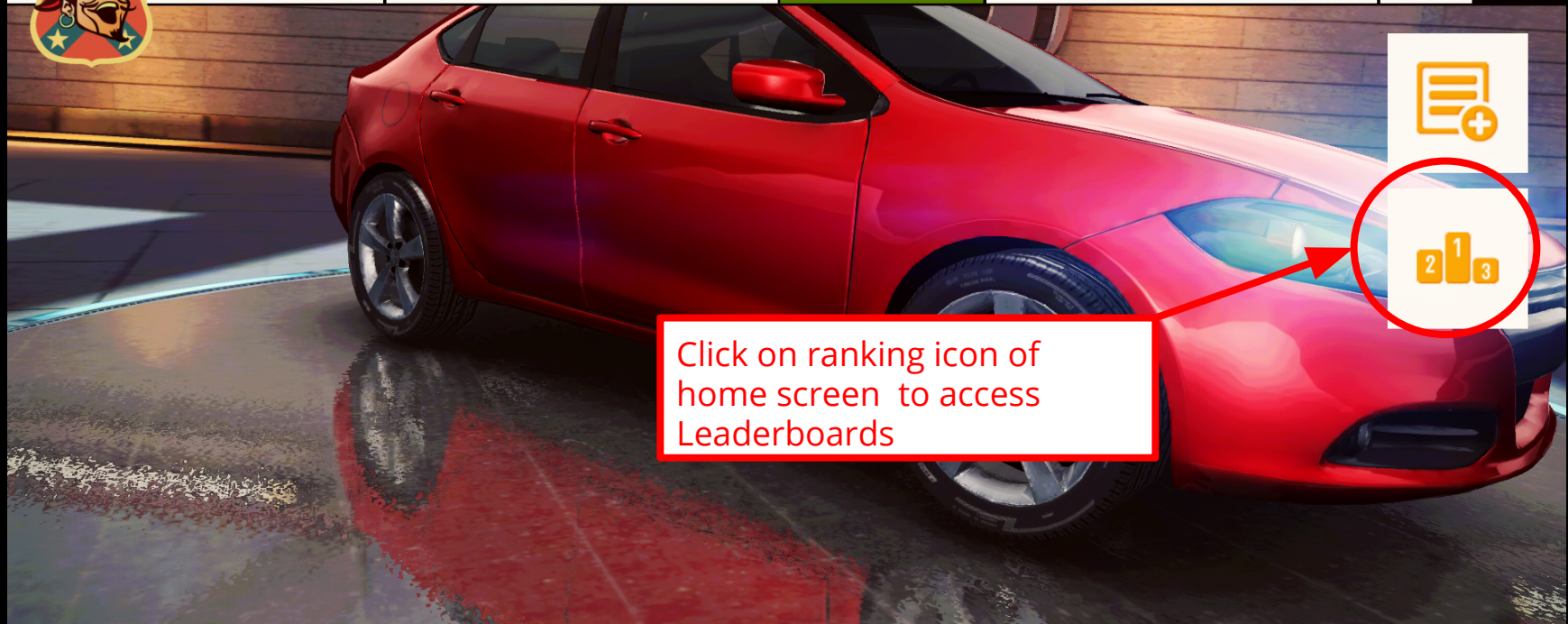
1,500 +



LEVEL 1



0



Click on ranking icon of home screen to access Leaderboards

EXCLUSIVE HIGH-SPEED PREMIUM CARS

2

PREMIUM AMERICAN CAR PACK \$99.99

EVENTS

2d 1h

Mercedes-Benz SLS AMG GT Coupé Final

PLAY

MULTIPLAYER



LEADERBOARD



4,500 +



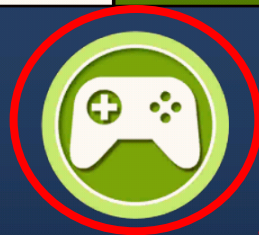
LEVEL 1



0

# WORLD SERIES

## MY POSITION **UNRANKED**



1  
2  
3

MY POSITION

2 1 3

TOP 100

FRIENDS

POSITION

PLAYER

RATING

LEVEL

Recognizable iconography & side-by-side display with other related options

NO DATA AVAILABLE



# WORLD SERIES

Leaderboard



MY CIRCLES

PUBLIC

## Public

400,000+ players

Public & friends-only rankings to keep players engaged

POSITION

PLAYER

RATING

LEVEL

1



Curtis Bunce  
255,897

2



전은철  
253,311

3



이용천  
251,304

