



“While LTV gains are not entirely due to G+ sign in, it definitely improves consistency of user experience and results in happier customers.”



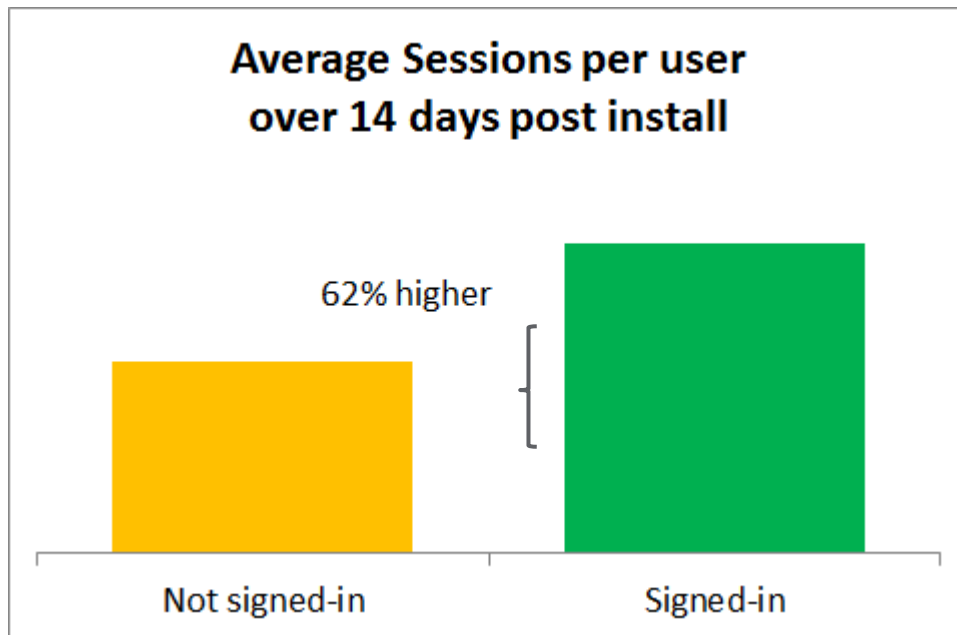
Key Takeaways

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

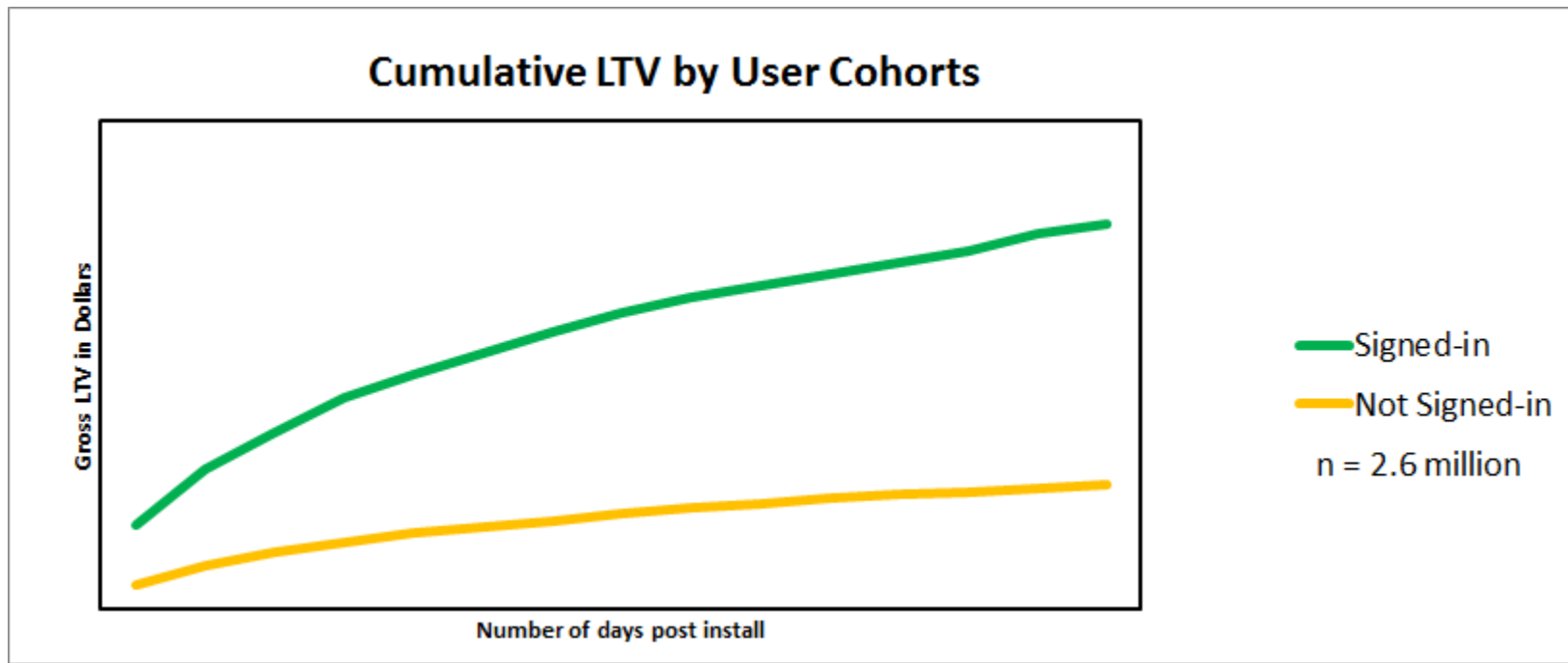
GPGS best practice lessons from Glu

- High GPGS sign-in rate:
 - Auto sign-in at app open for first-time users
 - Prominent display of GPGS icons
- Keep users engaged and motivated
 - Personalized achievements that demonstrate progress
 - Local & global leaderboard to keep users engaged and social

Engagement is 62% higher for GPGS signed-in users



Average LTV is 211% higher for GPGS signed-in users



Appendix

Walkthroughs of Best Practice GPGS Integrations

GPGS Sign-in Flow



- Auto sign-in to increase GPGS conversion
- Prominent display of GPGS sign-in on home screen should user choose not to auto sign-in

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CHECKING FOR UPDATES




Download times may vary depending on
your network connection






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Google play games

 Sign in with Google

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GLU
CREDITS



SPECIALS



NEWS



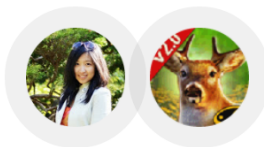
OPTIONS









PLAY



Google+




DH 2014 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
-  View and manage your data for this application

Cancel

Sign in

 Sign in with

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PLAY





WELCOME
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If user chooses to not sign-in at app open, G+ sign-in option is prominently displayed on home screen.



 Sign in with Google

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PLAY



GPGS Achievements & Leaderboards Implementation



- Easily recognizable and accessible icons for other GPGS features on home screen
- Customized achievements to fit the flow of the game, with percentage progress displayed to keep players motivated
- Multiple leaderboards to engage players through different goals
- Friends-only and public leaderboards to keep the experience social



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Easily recognizable icons after signed-in



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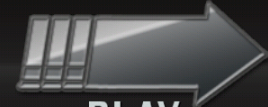
SPECIALS



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OPTIONS



PLAY





Achievements



2/21 unlocked



Breathless

10 Lung Shot Kills

1,000 XP

Jun 27



Scattershot

Killed 2 Animals With One Shot

1,000 XP

Jun 26



Rifle Master

100 Kills Using a Rifle

2,500 XP



Extinction

Killed 10,000 Animals

10,000 XP



Northwest Hunter

Killed 100 Animals in Pacific Northwest

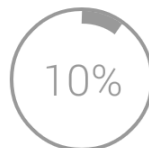
1,000 XP



I See You

50 Kills Using Infrared

1,000 XP



Battery Powered

Used 10 Battery Consumables

1,000 XP

Dev spends time customizing each achievement on how they fit the flow of the game. Showing percentage progress also keeps players motivated.



African Hunter

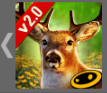


Canadian Hunter




South African Hu...







Leaderboards



Total Kills





Total Hunts



Total Club Hunts

Multiple leaderboards to keep players engaged through different goals.



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OPTIONS



PLAY



Total Kills Leaderboard



MY CIRCLES

PUBLIC




My circles

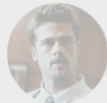


3 players

I'M 1ST

I don't have a public rank

Friends-only and public leaderboards keep players motivated and the experience social

- 1  ME
18 kills
- 2  Eric Futoran
12 kills
- 3  Bob Meese
6 kills

- ### Public
- 4,000,000+ players
- 1  Anthony Deete
2,147,126,011 kills
 - 2  Maksim Skvor
2,147,125,396 kills
 - 3  Carlos Chavoll