

ETERNITY WARRIORS III



ETERNITY WARRIORS III

“Gifting is a proven social game mechanism best used for user acquisition and reactivation. Because of its seamless flow, consistent performance and low infrastructure issue, Google Play Game Services (GPGS)’ gifting feature has outperformed any other implementations we use. We see 10 to 20 times more gifting requests and invites via GPGS on Eternity Warriors 3 compared to other products, including those with incentives.”

- Glu

You can replay a dungeon multiple times to find **better gear**

Key Takeaways

- GPGS's gifting featuring has very high response rate, which also has increased over time among Eternity Warriors 3 players.
- The best Google Play Games integrations are highly visible, customized, achievable, and incentivized.

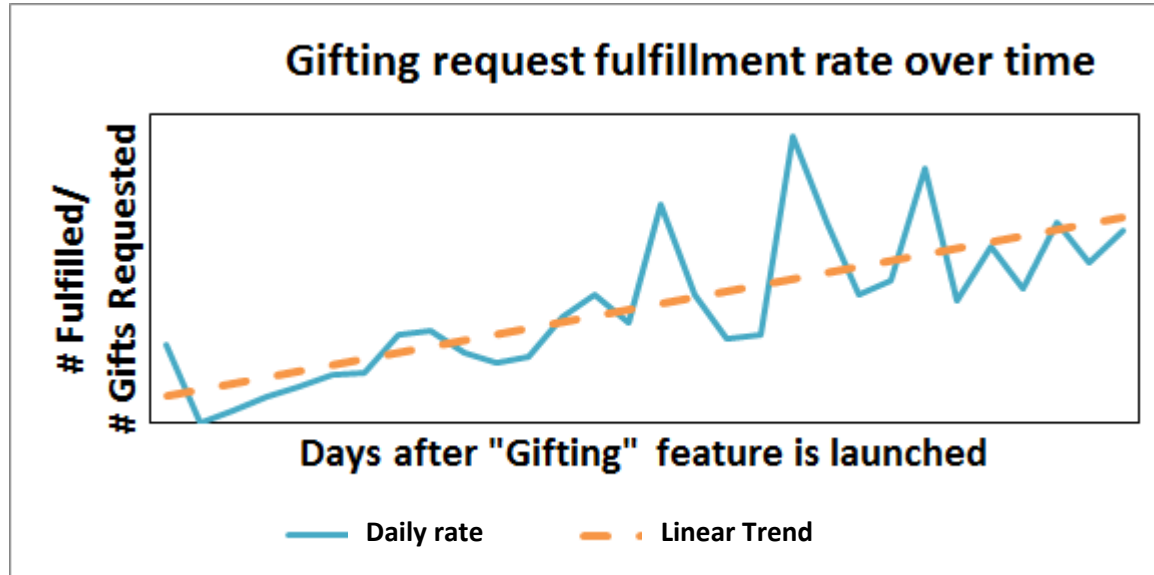
GPGS best practice lessons from Glu

- High GPGS sign-in rate:
 - Auto sign-in at app open for first-time users
 - Prominent display of GPGS icons on home screen
- Keep users engaged and motivated
 - Use GPGS gifting feature for user acquisition, engagement & reactivation
 - Option to select individual and/or group friend invites puts the user in control and avoid perception of spamminess
 - Personalized achievements that demonstrate progress
 - Local & global leaderboard to keep users engaged and social

GPGS best practice lessons from Glu

- Increase user awareness of new GPGS features to boost request sent & gifts delivered
 - Sending push notifications to the users telling them about the gifting feature
 - Showing a full screen in game screen promoting the gifting feature
 - Run promos during the promo events

GPGS social gifting featuring has extraordinary increasing response rate over time. Gift requests' fulfillment rate doubled within 30 days of feature launch.



Appendix

Walkthroughs of Best Practice GPGS Integrations

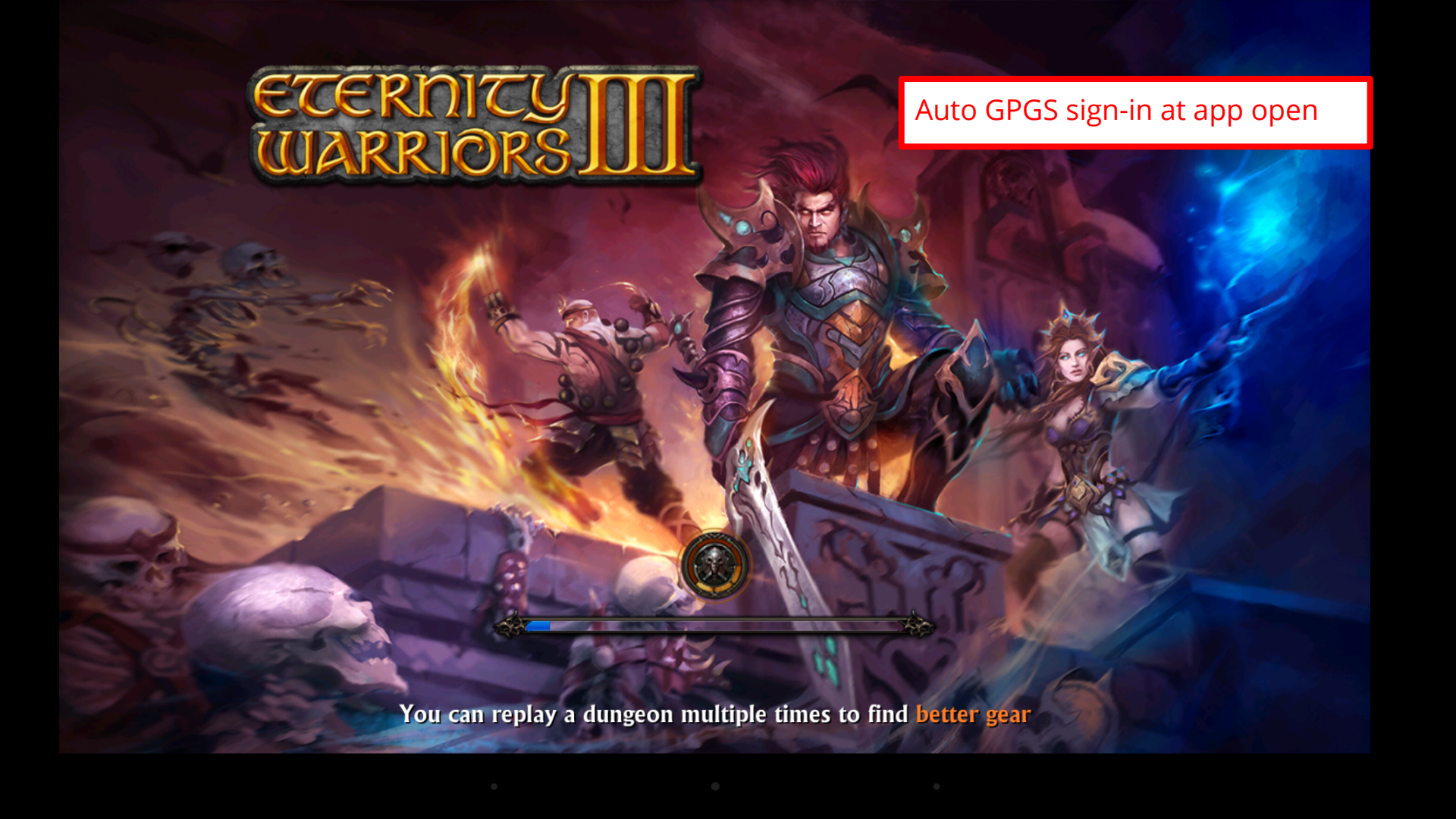
GPGS Sign-in Flow



- Auto sign-in to increase GPGS conversion
- Smooth sign-in flow such that users never leave the app
- If user chooses to not sign-in at app open, G+ option is displayed prominently on home screen.

ETERNITY WARRIORS III

Auto GPGS sign-in at app open

The background image shows a fantasy dungeon scene. In the center, a warrior in ornate purple and gold armor stands on a stone ledge, holding a large sword. To his left, another character is engulfed in flames. To his right, a female character with a crown and blue and gold attire is casting a blue magical spell. The environment is dark and filled with skulls and ancient stone carvings. A circular icon and a progress bar are visible at the bottom center of the scene.

You can replay a dungeon multiple times to find **better gear**



Auto GPGS sign-in at app open



Eternity Warriors 3

Connecting to...





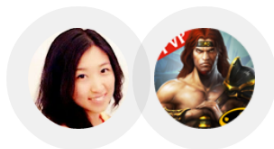
Auto GPGS sign-in at app open





Google play games






Google+




Eternity Warriors 3 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



Toothlit

5

GS 87



WELCOME

Moonlit Wang



2,450



5



Smooth sign-in flow

The Sorceress
<Guide>



Sabrina Tills
<Tavern Keeper>

Afterborn
<Dragon Slayer>
Mitsuru
<Ancient Jager>



Toothlit



asassinator
<MANDRIGMA>



Mailbox
<Keeper of Mail>

TeaK123
helper



Zev
<Blacksmith>



howdydodat: my bad I won't do that anymore lol

5 **Toothlit**
GS 87

VP 0 2,450 5

The Sorceress
<Guide>
seanr2

Sabrina Tills
<Tavern Keeper>

RabbyHUN

The 1stKid


Toothlit


Mailbox
<Keeper of Mail>

ercfefvdfghh

Zev
<Blacksmith>

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

! 

 TheRedruM: hello

GPGS Gifting Flow



- Gifting icon is easily accessible on home screen and grouped with similar “freebies” options
- Requesting a gift from other GPGS users is easy and one click away. Users can send gift requests to friends who may be new to the game
- Smooth and automatic transition back to Gifting screen after sending request to not interrupt in-game experience

Toothlit
5 GS 87

VP 0 2,450 5

The Sorceress
<Guide>

Sabrina Tills
< Tavern Keeper
assassinator
<MANDIRICMAO>
sunhsahu
<Ancient Jager>

Toothlit

Mailbox
<Keeper of Mail>
Afterborn
<DragonMaster>
heodp

Zev
<Blacksmith>

Gifting icon is easily accessible on home screen and grouped with similar "freebies" options.



Lunarwake: that's all anyone does, I got sick of trying to fig

Gift

Click on any of the item request

Request Gift

Gift

Request Health Potion



Request Energy Potion



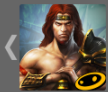
Request Iron Token



Refer Friend

Invite





Send request to

Bob Meese



Cliff Samaniego



Requesting a gift from other GPGS users is easy and one click away. Users can also send gift requests to friends who may be new to the game.

From your circles



Bob Meese



Cliff Samaniego



Dyanna Salcedo



Erik Adams



Ezequiel Baril



EW3 Gift Request



Gifting

Request Gift



Request Health Potion



Request Energy Potion



Request Iron Token



Refer Friend

Invite

Your post has been shared.



Smooth and automatic transition back to Gifting screen after sending request.

GPGS Friends Invite Flow



- Friends Invite is easily accessible and displayed under the “Gifting” menu
- Option to select individual and/or group invites puts the user in control and avoid perception of spamminess

Gifting

Request Gift



Request Health Potion



Request Energy Potion



Request Iron Token



Refer Friend

Invite

Open Gifting menu
& click on Invite





Option to invite individuals or groups in G+.



Type a name, email, or circle



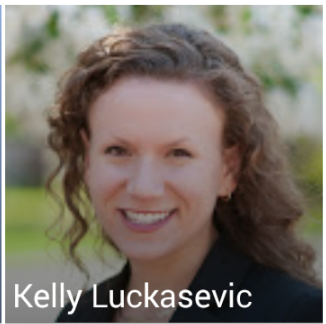
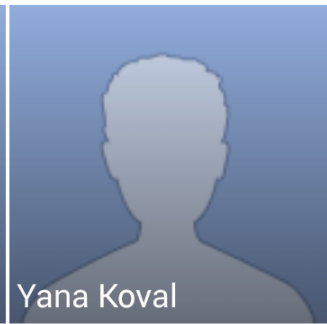
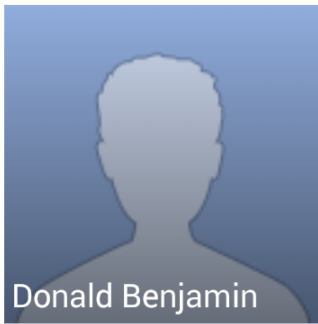
Google Colleague X

Restrict to google.com

Prevent post from being shared outside google.com



SUGGESTED



CIRCLES

Your circles



Gift

Request Gift



Request
Health Potion



Request
Energy Potion



Request
Iron Token



Refer Friend



Your post has been shared.

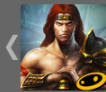


Smooth and automatic transition back to Gifting screen after sending invites.

GPGS Achievements & Leaderboards Implementation



- Customized, integrated & colorful achievements to demonstrate and encourage game progression
- Local & global leaderboard to keep users engaged and social




Achievements

2/35 unlocked

Beautifully designed and customized badges with percentage progress keep users motivated



Zombie Killer 1
Killed 10 Zombies
1,000 XP Jul 16



Level Up 1
Reach Level 5
1,000 XP Jul 8



Level Up 2
Reach Level 25
2,500 XP



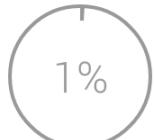
Level Up 3
Reach Level 50
5,000 XP



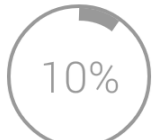
Zombie Killer 2
Killed 50 Zombies
2,500 XP



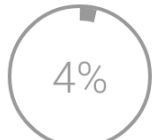
Zombie Killer 3
Killed 300 Zombies
5,000 XP



Treasure Hunter 1
Accumulate 10,000 Coins
1,000 XP



Evolution Master 1
Evolve 10 Items
1,000 XP




Evolution Master 2
Evolve 25 Items
2,500 XP



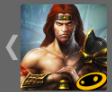
Evolution Master 3



Let's Be Friends 1



Let's Be Friends 2



Leaderboards



Total Gear Score



TOTAL VP
SCORE



TOTAL PVP AP
SCORE

Three customized and beautifully designed leaderboards to keep users motivated