

# Rivals at War: Firefight by Hothead Games

"We love this data and we will be making sure we include some Google Play Services feature (s) for all our games going forward."

- Hothead Games



## Key Takeaways

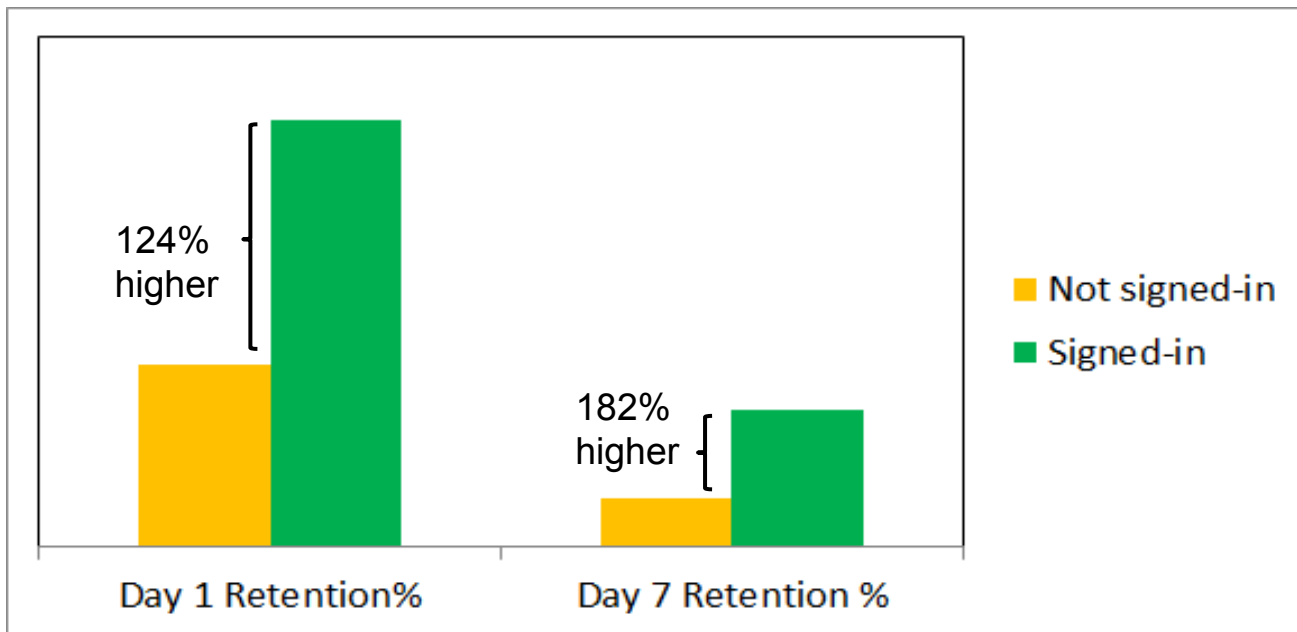
- Google Play Games can identify high-quality players, improve segmentation and user targeting.
- Retention, ARPDAU, and ARPU are positively correlated with Google Play Games sign-ins.
- The best Google Play Games integrations are highly visible, customized, achievable, and incentivized.

## GPGS best practice lessons from Hothead Games

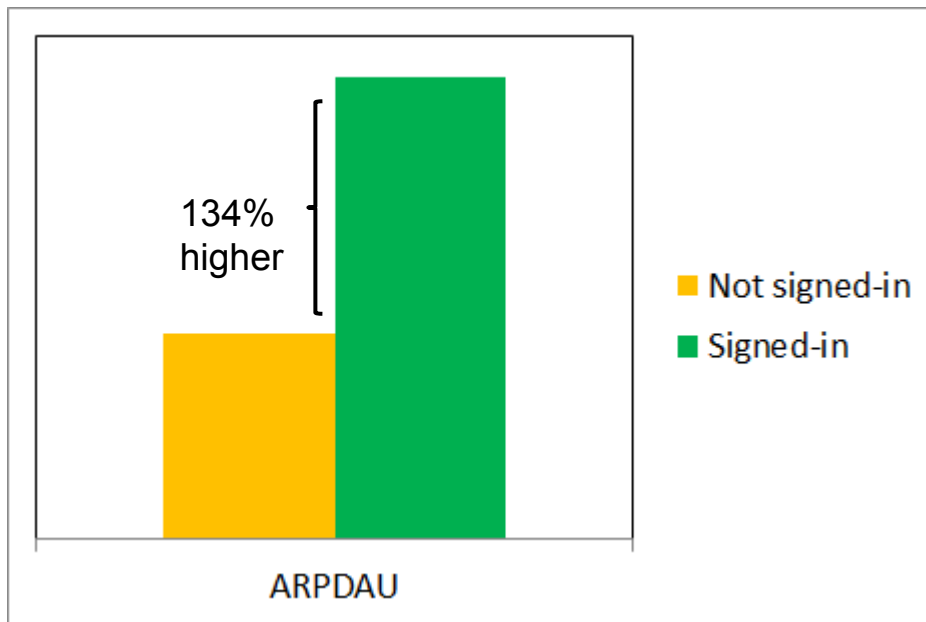
- GPGS Sign-in icon is prominent, clear and easily accessible
- Keep users engaged and motivated
  - Beautifully designed leaderboard badges
  - Achievements and leaderboard relevantly displayed with in-game mission progress & rewards
- Room for Improvement
  - Increase GPGS sign-in rate by utilizing auto sign-in



Day 1 retention is 125% higher, and day 7 retention 182% higher, for GPGS signed-in users.

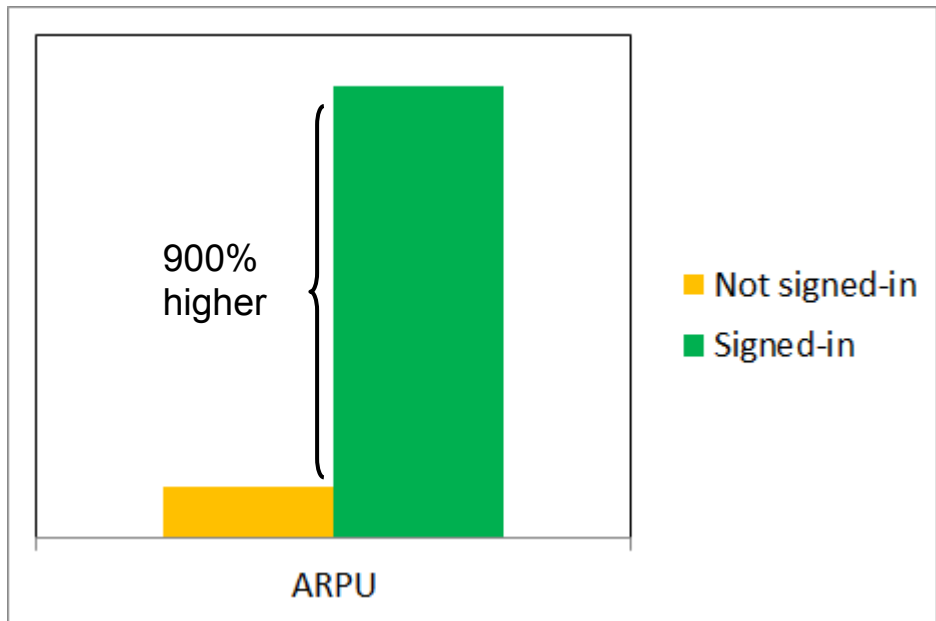


ARPDAAU is 134% higher for GPGS signed-in users.



Note: ARPDAAU = average revenue per daily active user

# ARPU is 900% higher for GPGS signed-in users



Note: ARPU = average revenue per user

# Appendix

## Walkthroughs of Best Practice GPGS Integrations

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## GPGS Sign-in Flow



- No auto sign-in -> room for improvement
- G+ iconography shares prominent location as other social networks on home screen
- Smooth sign-in flow after clicking on the G+ button





JAVELIN

32 RATING

LEVEL 0



1245  
10



CARD BONUS 47:57:05

INCREASE YOUR TEAM RATING TO DO BETTER IN BATTLE.



No auto sign-in, but G+ iconography shares prominent location as other social networks



CUSTOMIZE



ACHIEVEMENTS



GET CARDS



BATTLE





Firefight

Connecting to...

Smooth sign-in after clicking on the G+ button.

- SLATER 30
- SANCHEZ 40
- 31
- TERENTEU
- LEHMANN 30
- \*43
- SEVIM
- \*42
- SUN

CUSTOMIZE



ACHIEVEMENTS



GET CARDS



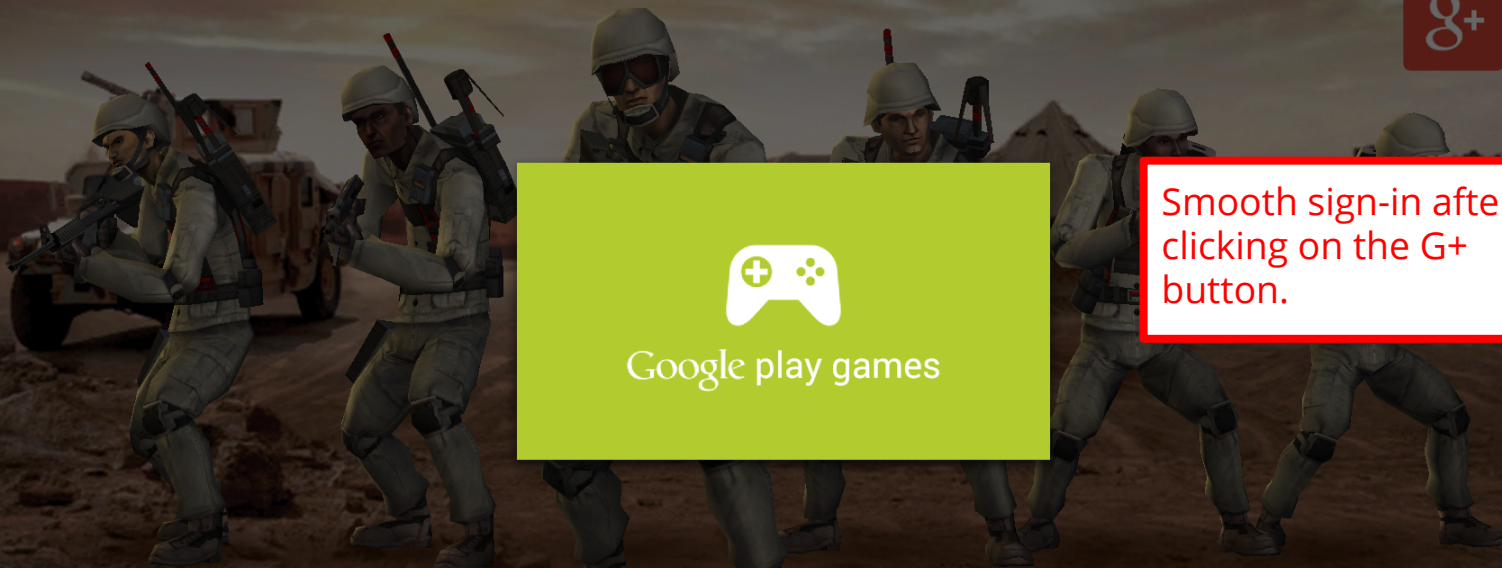
BATTLE





Google play games

Smooth sign-in after clicking on the G+ button.



SLATER 30

SANCHEZ 40

TERENTEU 31

LEHMANN 30

\*43

SEVIM 42

CUSTOMIZE

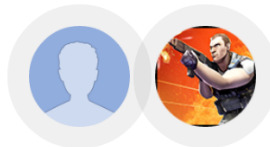
ACHIEVEMENTS

GET CARDS


BATTLE




# Google+




Firefight 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

Smooth sign-in after clicking on the G+ button.



18:25

WELCOME  
Moonlit Wang

LEVEL 0

1245  
 10



CARD BONUS 47:56:25

INCREASE YOUR TEAM RATING TO DO BETTER IN BATTLE.



Smooth sign-in after clicking on the G+ button.

SLATER  (( )) 30	CRUZ  (( )) 30	TERENCEV  (( )) 30	LEHMANN  (( )) 30	KESKIN  (( )) 29	* 42	SUN
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CUSTOMIZE

ACHIEVEMENTS

GET CARDS

BATTLE



# GPGS Achievements & Leaderboards Implementation



- Prominent and relevant display of GPGS Achievement & Leaderboards options to match in-game missions.
- Utilizing GPGS notifications for achievement unlocks to grant instant gratification
- Beautifully designed and specialized leaderboard icons



JAGER BATTALION

32 RATING



LEVEL 1



1608  
16



3/50 COMPLETED



PROGRESS | REWARDS

	1. TRIGGER PULLER I - PLAY 20 BATTLES	15 %	
	2. TRIGGER PULLER II - PLAY 100 BATTLES	3 %	
	3. TRIGGER PULLER III - PLAY 250 BATTLES	1 %	
	4. TRIGGER PULLER IV - PLAY 500 BATTLES	0 %	
	5. TRIGGER PULLER V - PLAY 1000 BATTLES	0 %	
	6. WAR HERO I - WIN 10 BATTLES	20 %	
	7. WAR HERO II - WIN 50 BATTLES	4 %	
	8. WAR HERO III - WIN 100 BATTLES	2 %	

Prominent and relevant in-game display

ACHIEVEMENTS
 LEADERBOARDS





JA

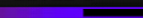


Team Radiomen

+1,000 XP



LEVEL 0



1399



10



INCREASE YOUR TEAM RATING TO DO BETTER IN BATTLE.

Real-time notification of achievement unlocked.



! \* 41

LEON

( ) 32

PADILLA

! 28

CHAU

( ) 30

SLATTERY

( ) 32

EVENSON

! ( ) 30

MUKHOPADHYAY

CUSTOMIZE

ACHIEVEMENTS

GET CARDS

BATTLE










# Achievements


4/45 unlocked


Colorful badges paired with achievement that correspond with in-game missions.


 Squad Leader  
Open a Bronze Equipment Pack  
500 XP Jul 16



 All In  
Use 3 Standard tactics  
500 XP Jul 16


 Team Radiomen  
Enter battle with 5 Radiomen  
1,000 XP Jun 25


 Glory Hog  
Opponent never controls the mission  
500 XP Jun 25


 Trigger Puller I  
Play 20 battles  
500 XP


 Trigger Puller II  
Play 100 battles  
1,000 XP

- 3/50 COMPLETED**
-  1. TRIGGER PULLER I - PL
  -  2. TRIGGER PULLER II - P
  -  3. TRIGGER PULLER III - F

 Trigger Puller IV  
Play 500 battles  
2,000 XP

 Trigger Puller V  
Play 1000 battles  
5,000 XP

 War Hero II

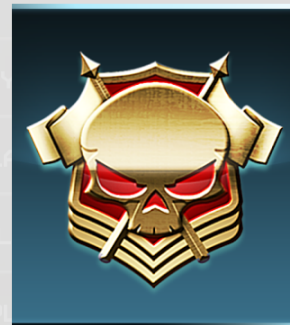
 War Hero III



Battles Fought



Campaigns Completed



Enemies Killed



Battles Won

20 %

4 %

1 %

0 %

0 %

30 %

6 %

3 %

Beautifully designed and specialized leaderboards



ACHIEVEMENTS



LEADERBOARDS

