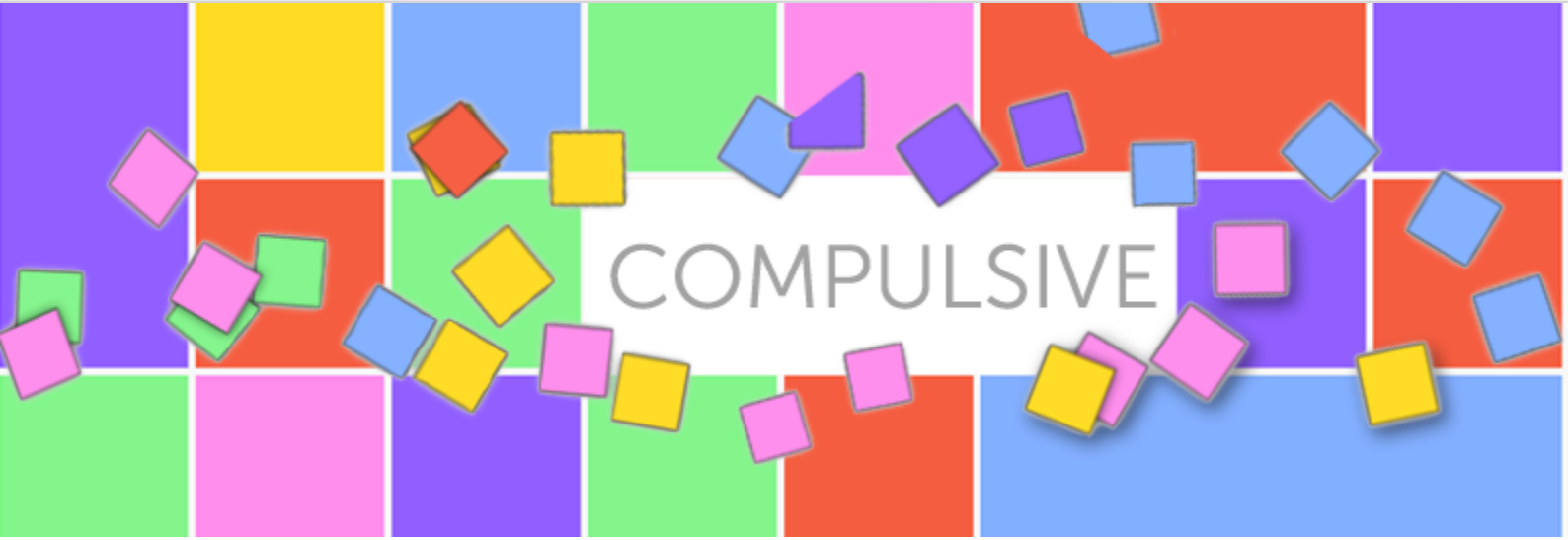
Google play



“Users that authenticate with GPGS on Android and iOS played Compulsive twice as much and purchased IAP over four times as much. Our strategy going forward is to get users authenticated with GPGS earlier in the game as the results have been fantastic.”

by

TMSOFT

Key Takeaways

- GPGS can be used to identify high engagement and high revenue users on both Android & iOS platforms.
- Sessions per user, session length, and IAP frequency are positively correlated with Google Play Games sign-ins. This is consistent across different games and genres.
- The best Google Play Games integrations are highly visible, customized, achievable, and incentivized.

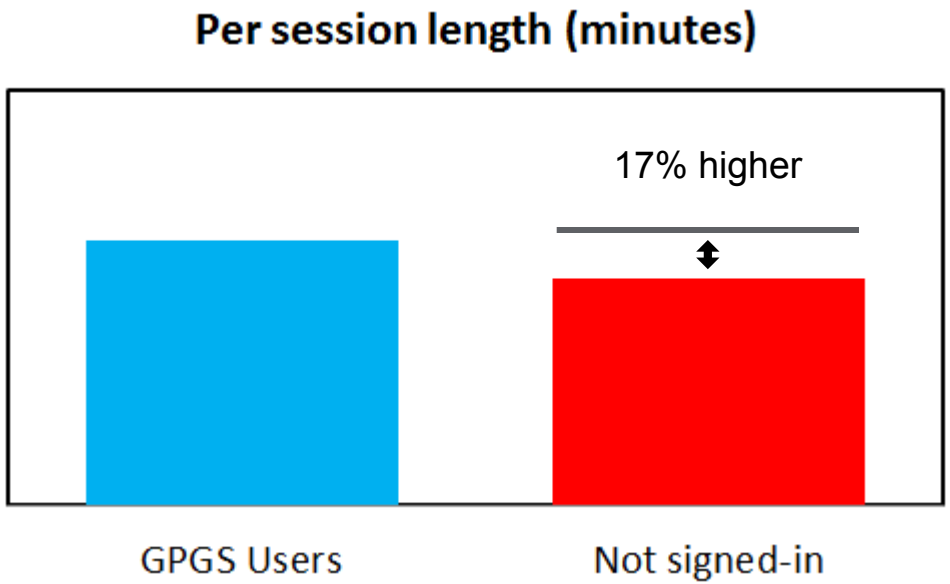
This case study claims correlation and not causation.

GPGS best practice lessons from TMSOFT

- Keep users engaged and motivated
  - 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

- Room for improvement
  - Auto sign-in flow will increase sign-in rate

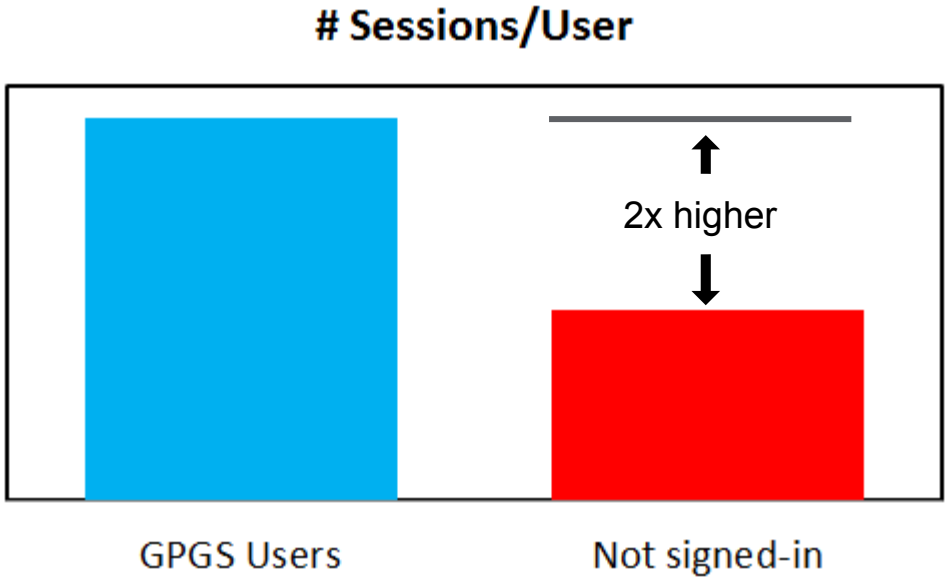
GPGS users engaged 17% longer per session



Note: Data include GPGS users signed-in on both iOS and Android devices.

Source: TMSOFT, 4/1/2014 - 6/29/2014

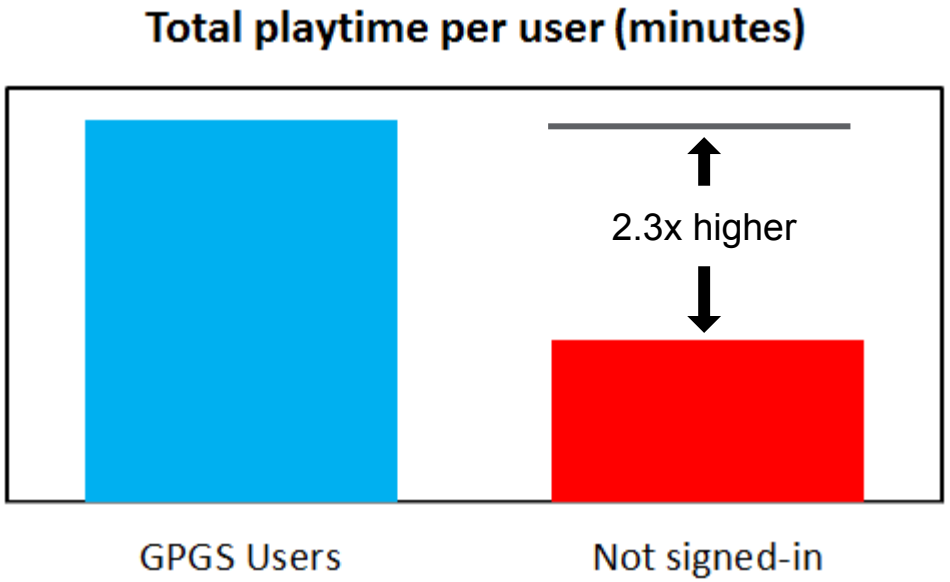
GPGS users had 2x the amount of sessions



Note: Data include GPGS users signed-in on both iOS and Android devices.

Source: TMSOFT, 4/1/2014 - 6/29/2014

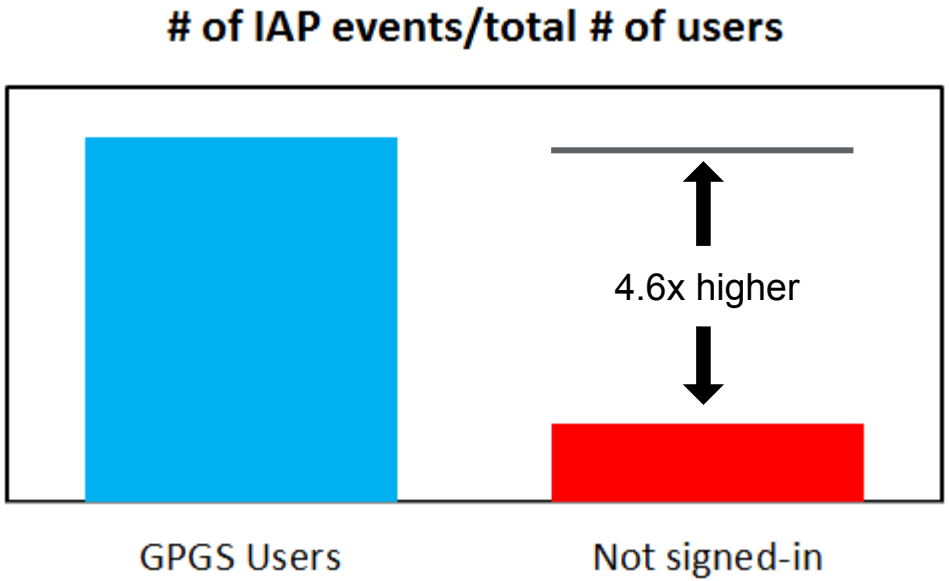
GPGS users played 2.3x longer overall



Note: Data include GPGS users signed-in on both iOS and Android devices.

Source: TMSOFT, 4/1/2014 - 6/29/2014

GPGS users purchased IAP 4.6x more



Note: Data include GPGS users signed-in on both iOS and Android devices.

Source: TMSOFT, 4/1/2014 - 6/29/2014

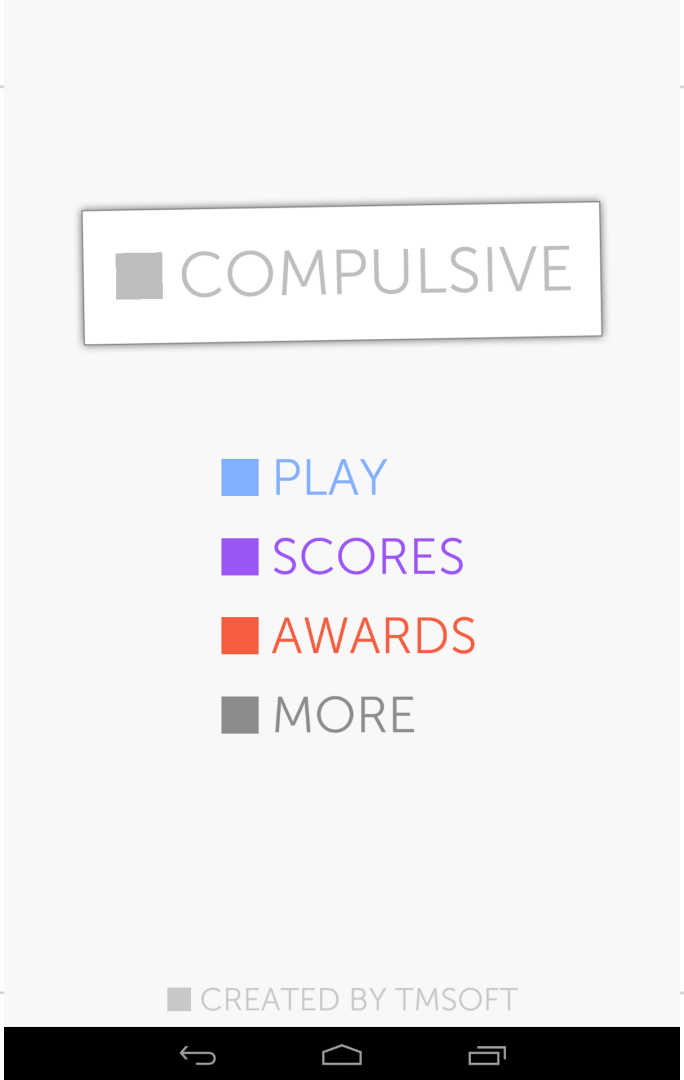
Appendix

Walkthroughs of Best Practice GPGS Integrations

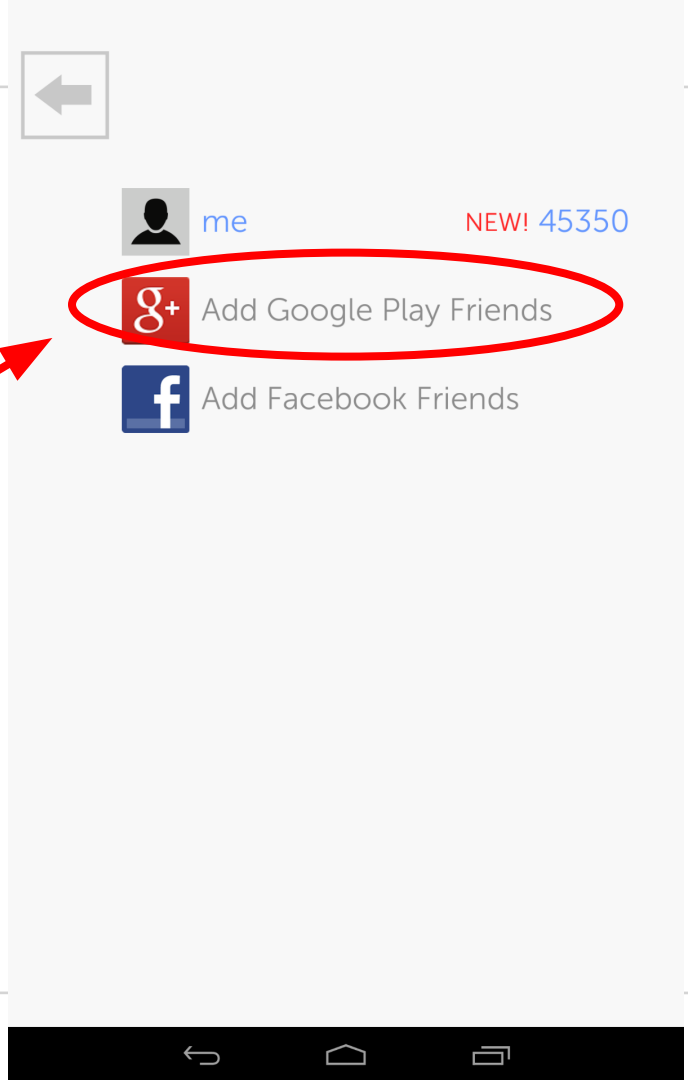
GPGS Sign-in Flow Android

- Smooth sign-in flow such that users never leave the app
- Multiple access points to increase discovery

No auto sign-in flow, but players have several access points to GPGS sign-in options:
1.) Scores
2.) Awards

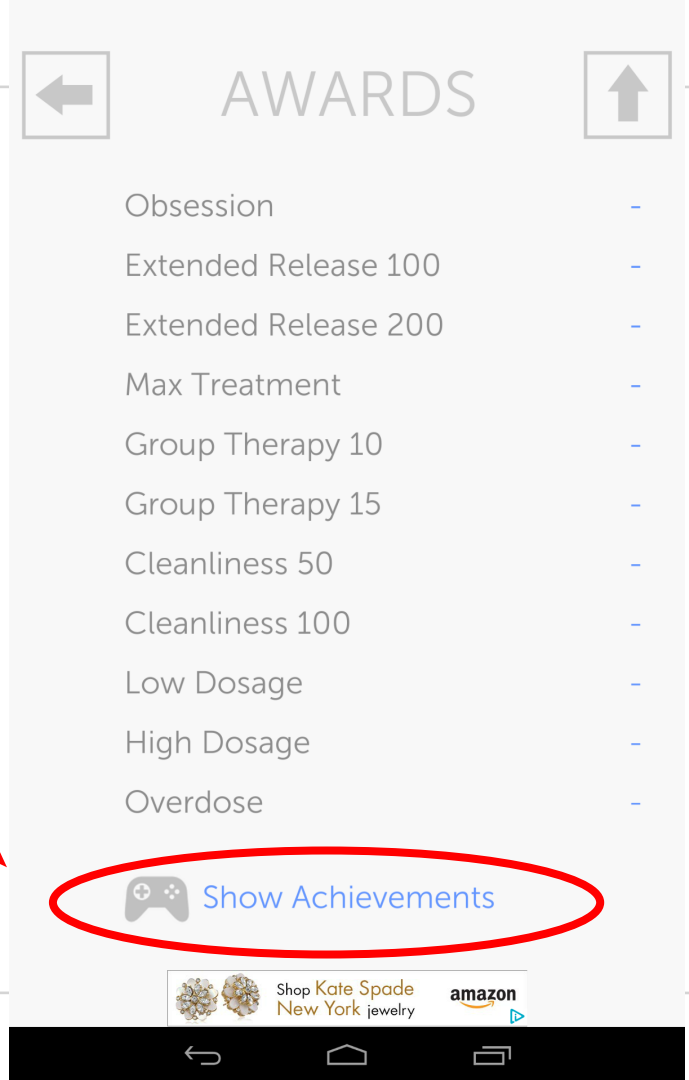


1. Under “SCORES” menu:
Prominent display of GPGS sign-in option



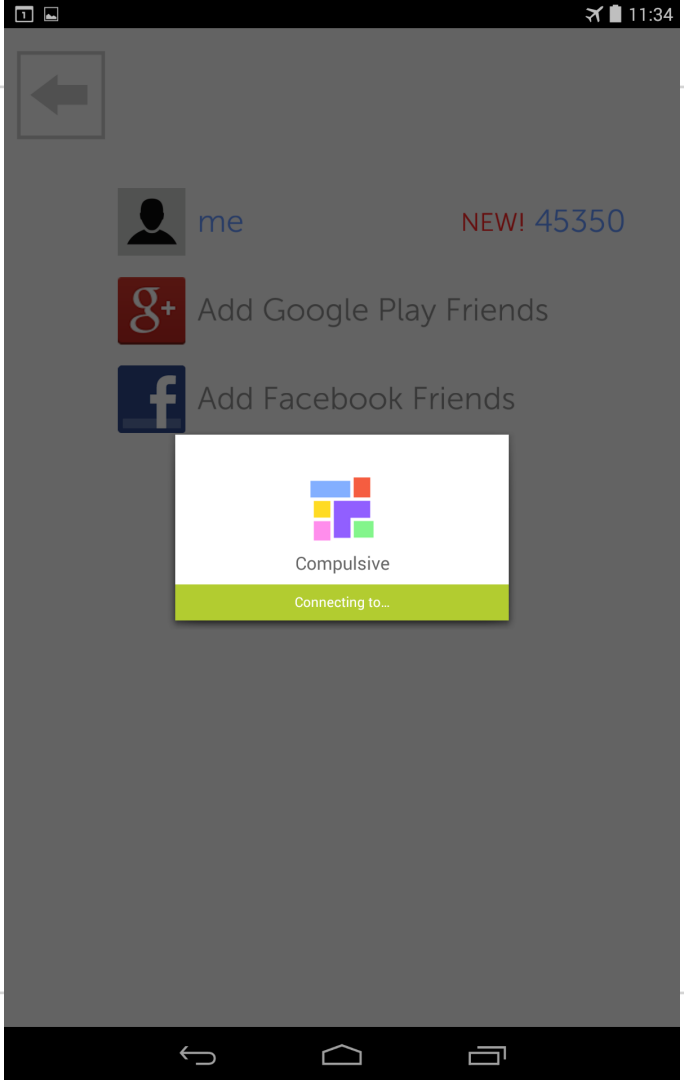
Google play

2. Under “AWARDS” menu: Prominent display of GPGS iconography with clickable link to access GPGS Achievements



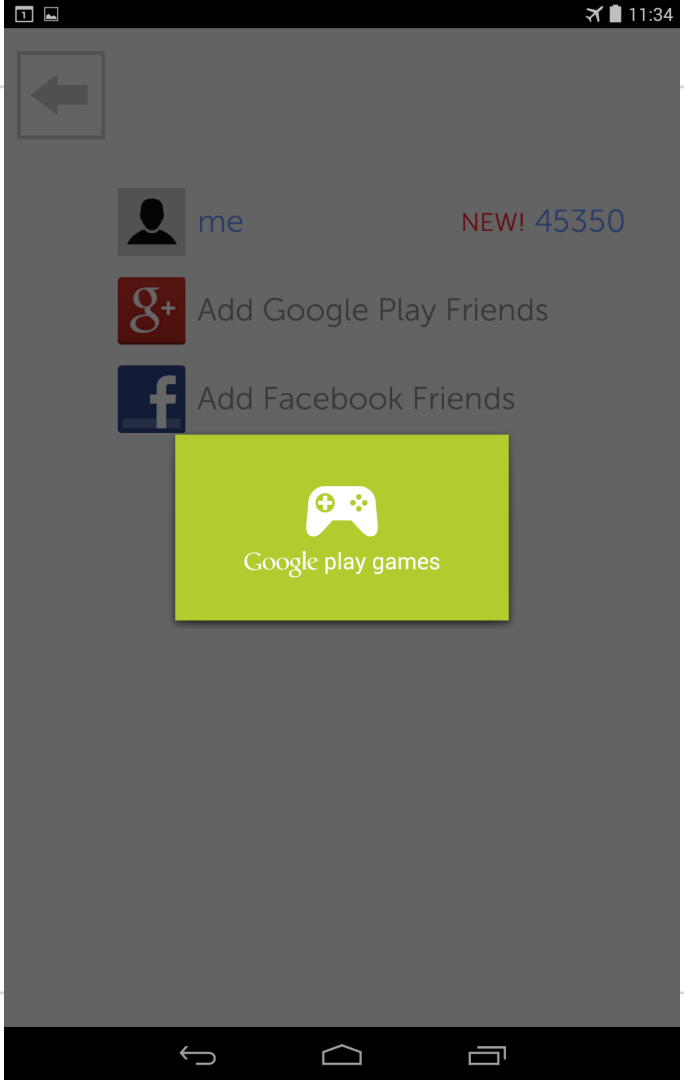
Google play

Smooth GPGS sign-in flow after clicking on any options



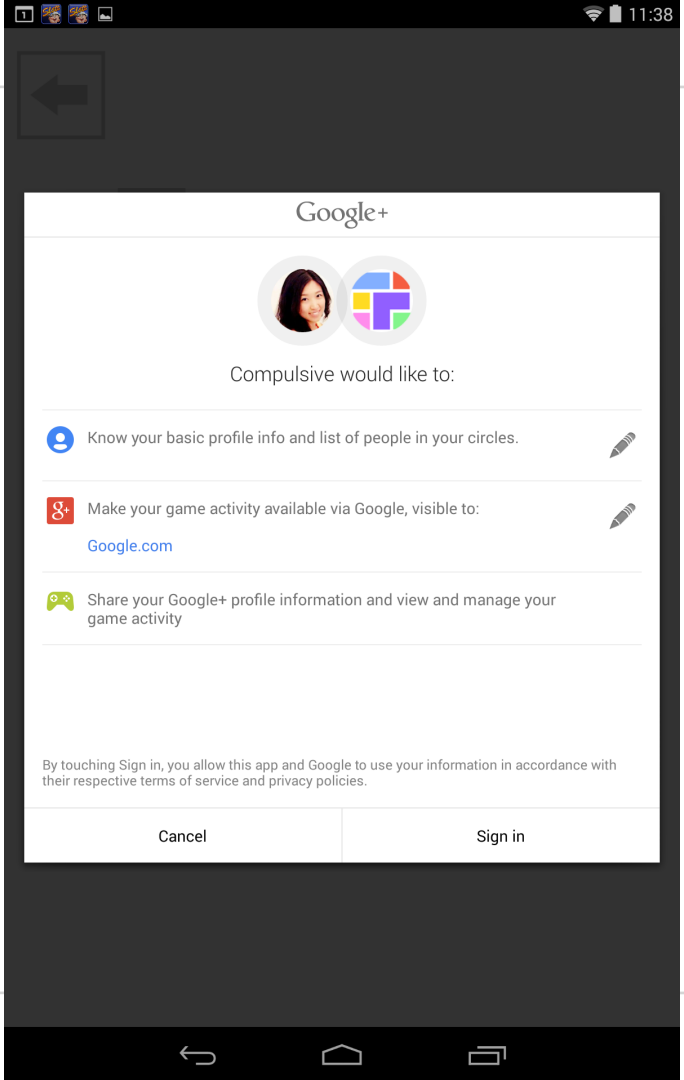
Google play

Smooth GPGS sign-in flow after clicking on any options



Google play

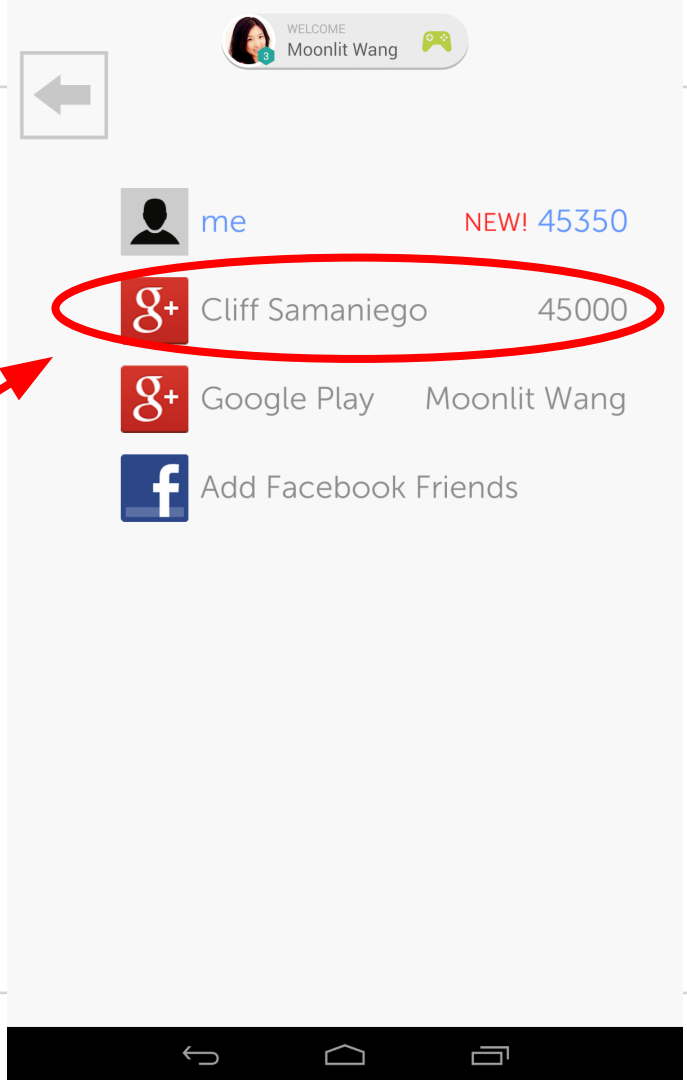
Smooth GPGS sign-in flow after clicking on any options



Google play

Smooth GPGS sign-in flow after clicking on any options.

Automatically updated and integrated display of friends' scores provide users a seamless social experience

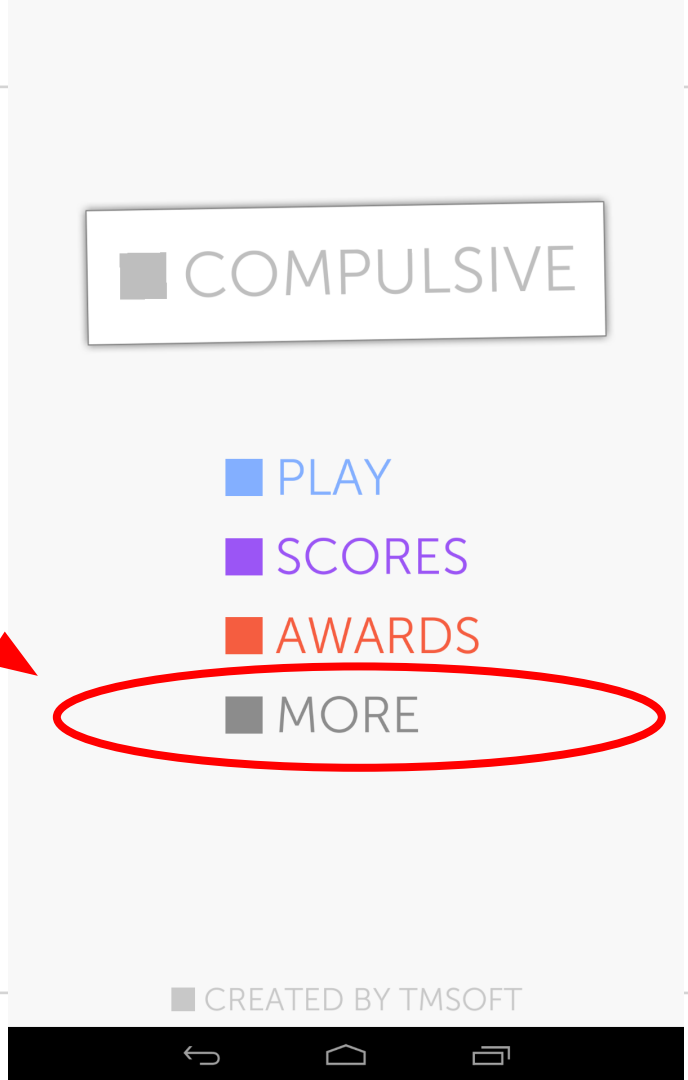


GPGS Friend Request Flow

- Option to select individual and/or group invites puts the user in control and avoid perception of spamminess
- Room for improvement:
  - Option to “tell a friend” will be more discoverable if listed under “SCORES” menu or “AWARDS” menu, instead of “MORE”

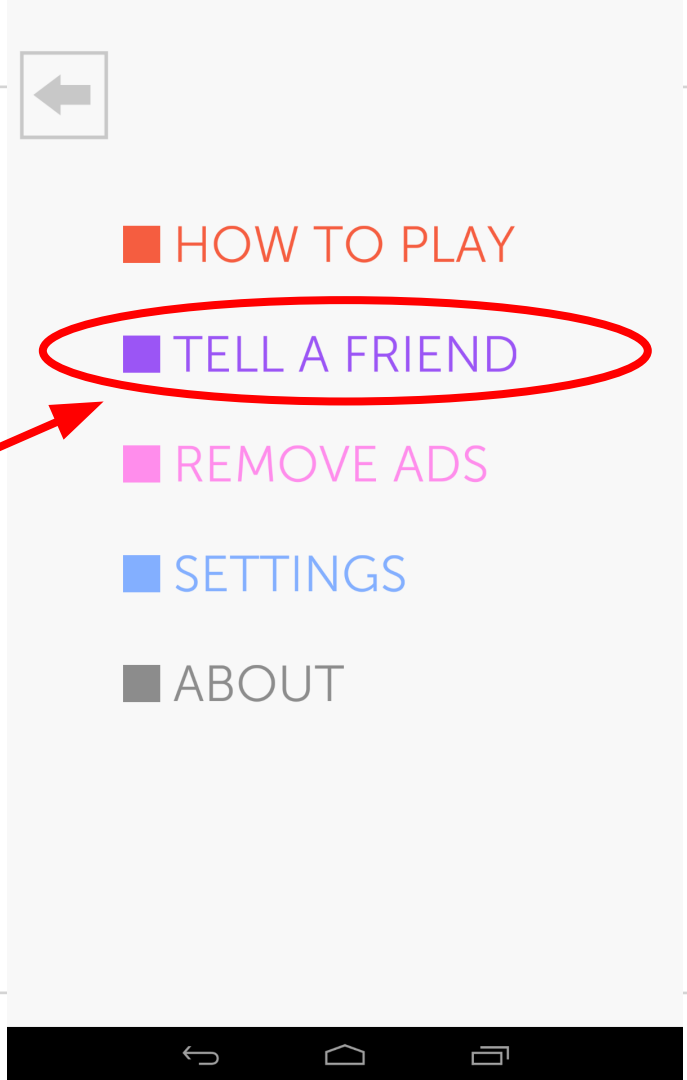
Friend-invite flow:

Click on “MORE”



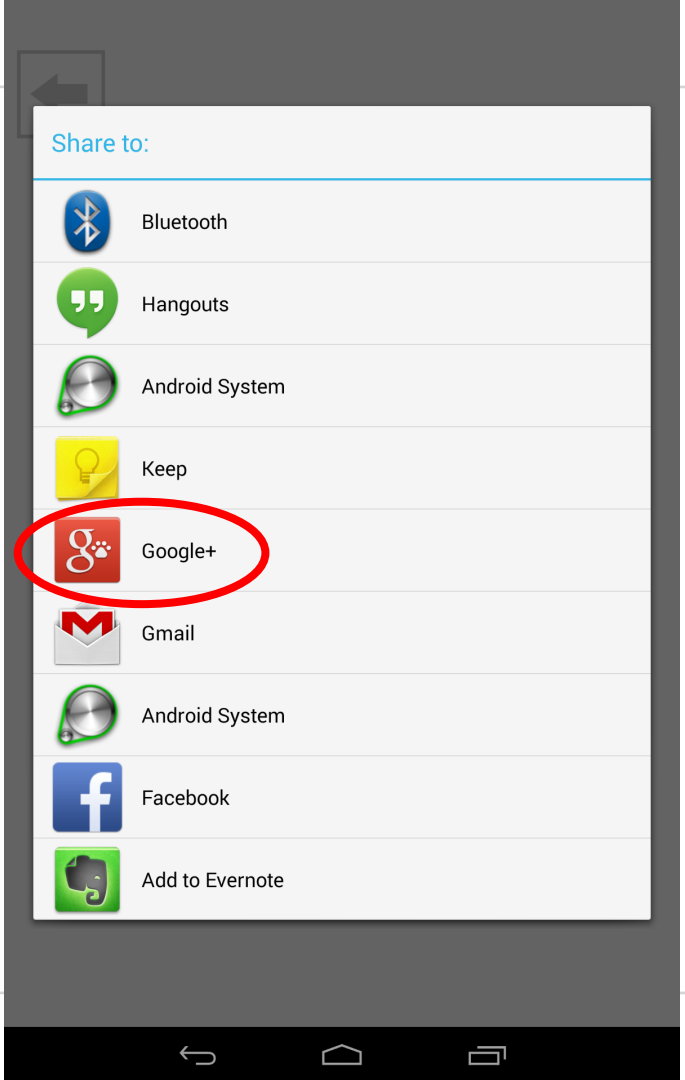
Friend-invite flow:

Intuitively labeled



Friend-invite flow:

Intuitively labeled

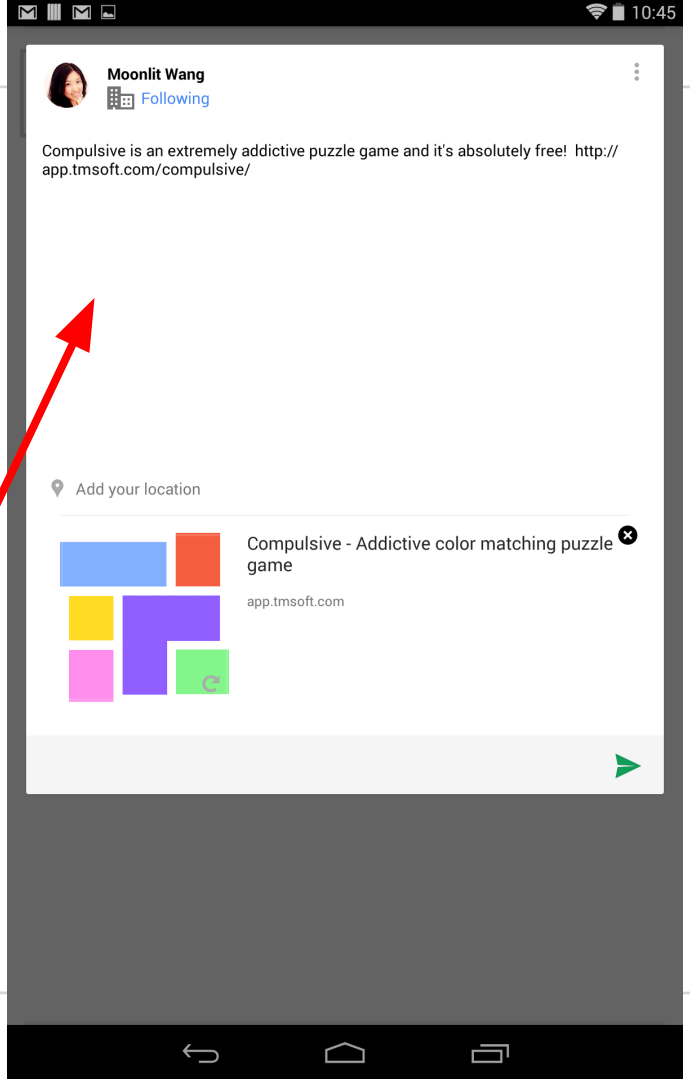


Google play

Friend-invite flow:

+ Pop up sharing screen
+ Remembers the previous groups selected for sharing
+ Field for personal message with pre-populated ideas

- Difficult to change audience, as have to click on the blue text under user's profile pic
- Too much room for message, when can allocate some to friends selection

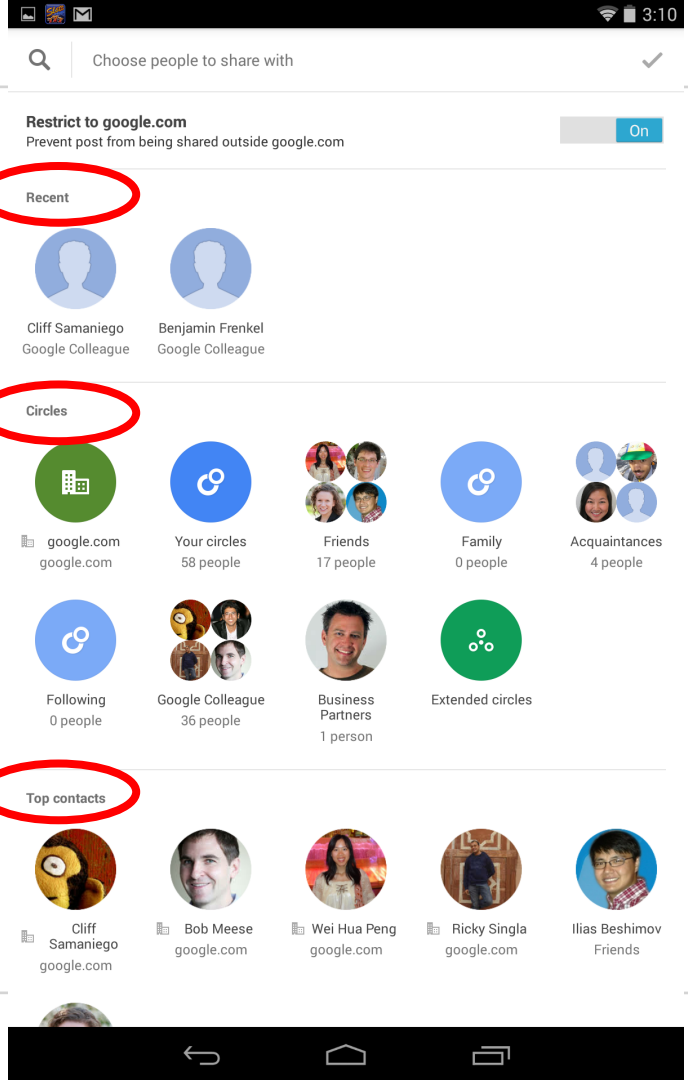


Google play

Friend-invite flow:

+Friend-invites options are neatly grouped into:

1.) Most recently interacted
2.) Existing circles for easy group sharing
3.) Top contacts who are most likely to respond

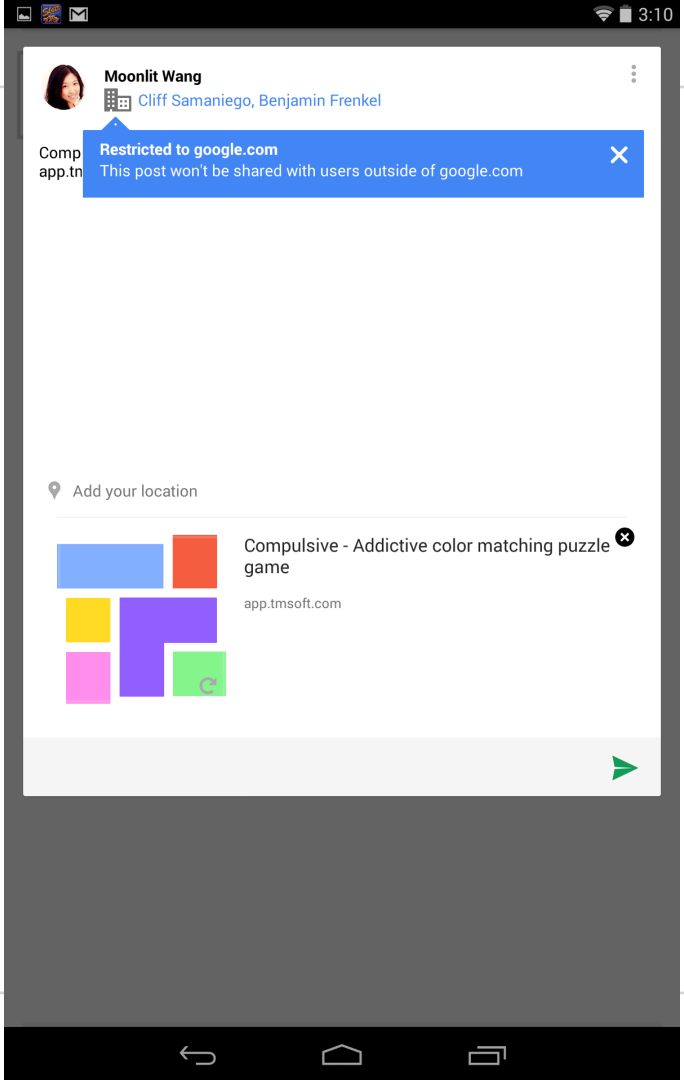


Google play

Friend-invite flow:

After selecting friends to invite, back to pop-up message screen.

Click on green arrow to send.

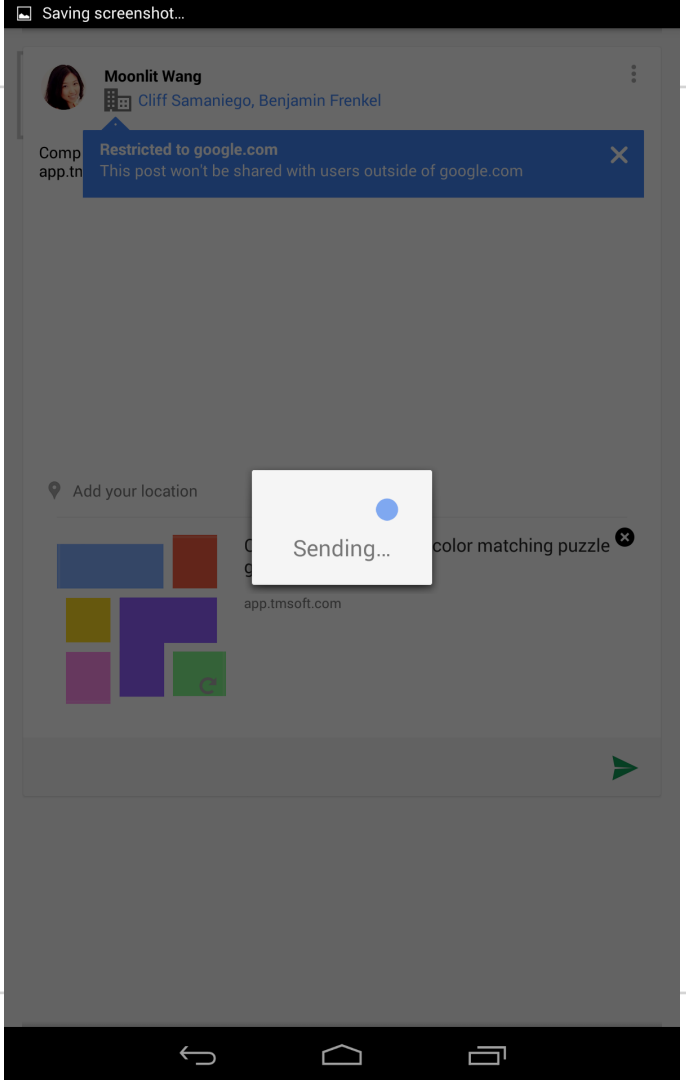


Google play

Friend-invite flow:

After selecting friends to invite, back to pop-up message screen.

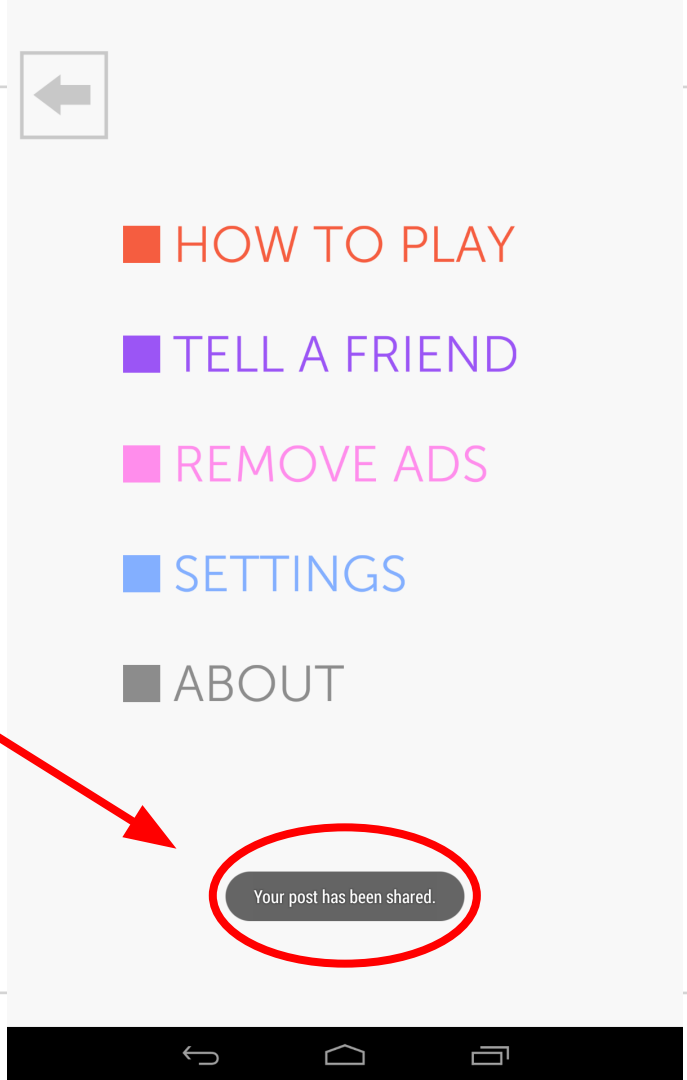
Click on green arrow to send.



Google play

Friend-invite flow:

Automatic redirect back to menu page.



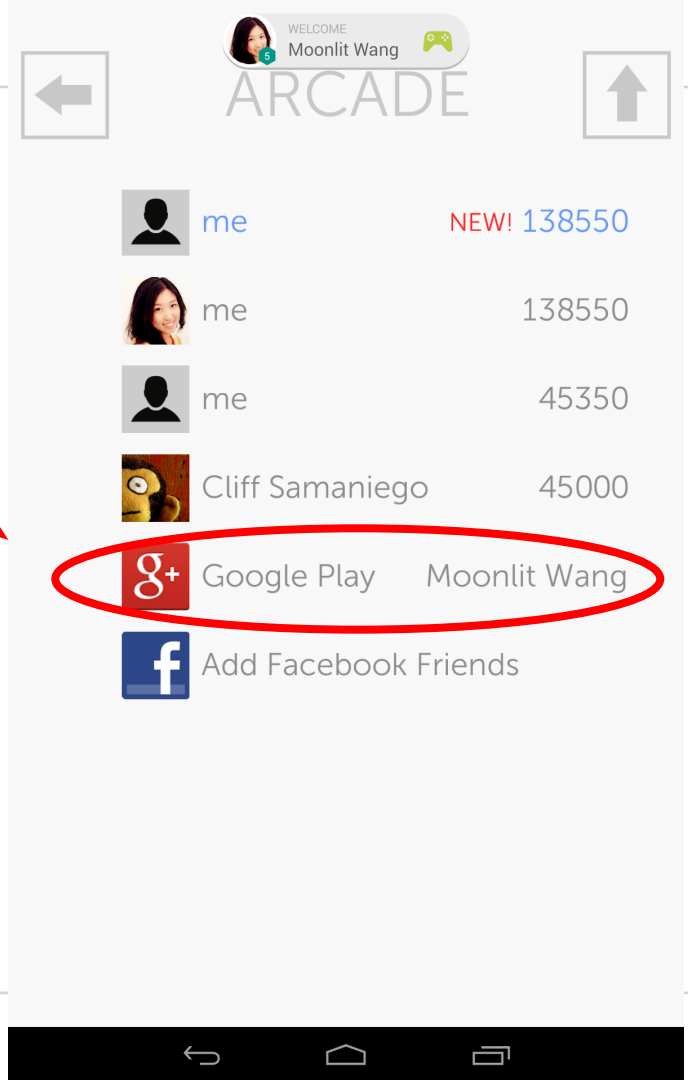
GPGS Achievements & Leaderboards Implementation

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

Google play

Multiple access points:

1.) Under “SCORES” menu, click on “Google Play” option

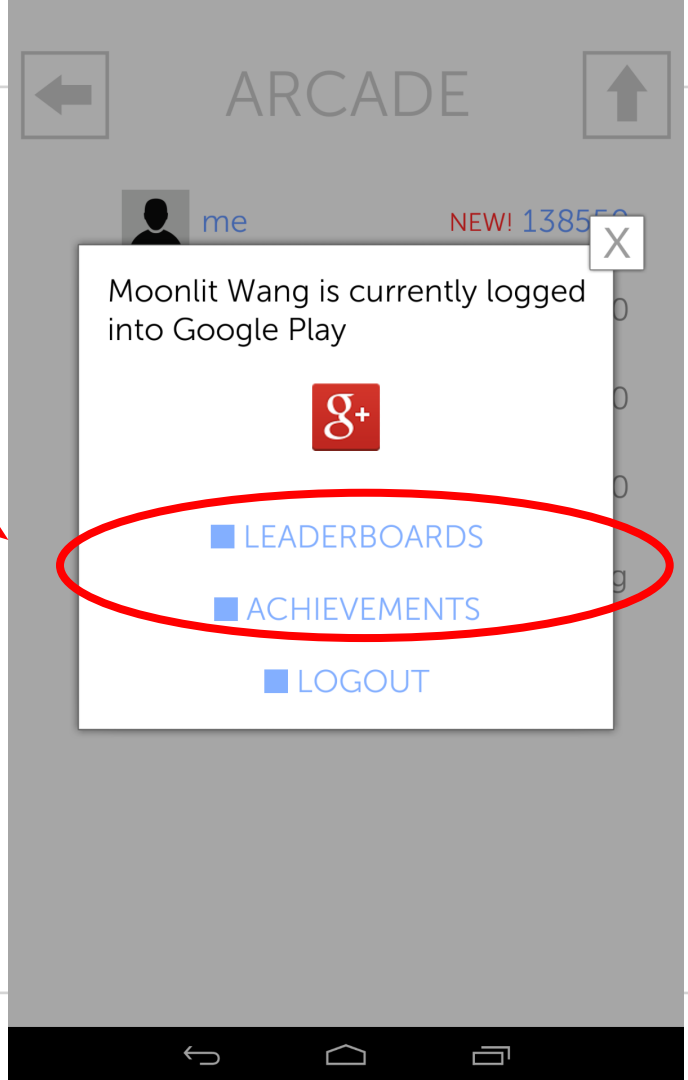


Google play

Multiple access points:

1.) Under “SCORES” menu, click on “Google Play” option.

Option to view “Leaderboards” and “Achievements”



Google play

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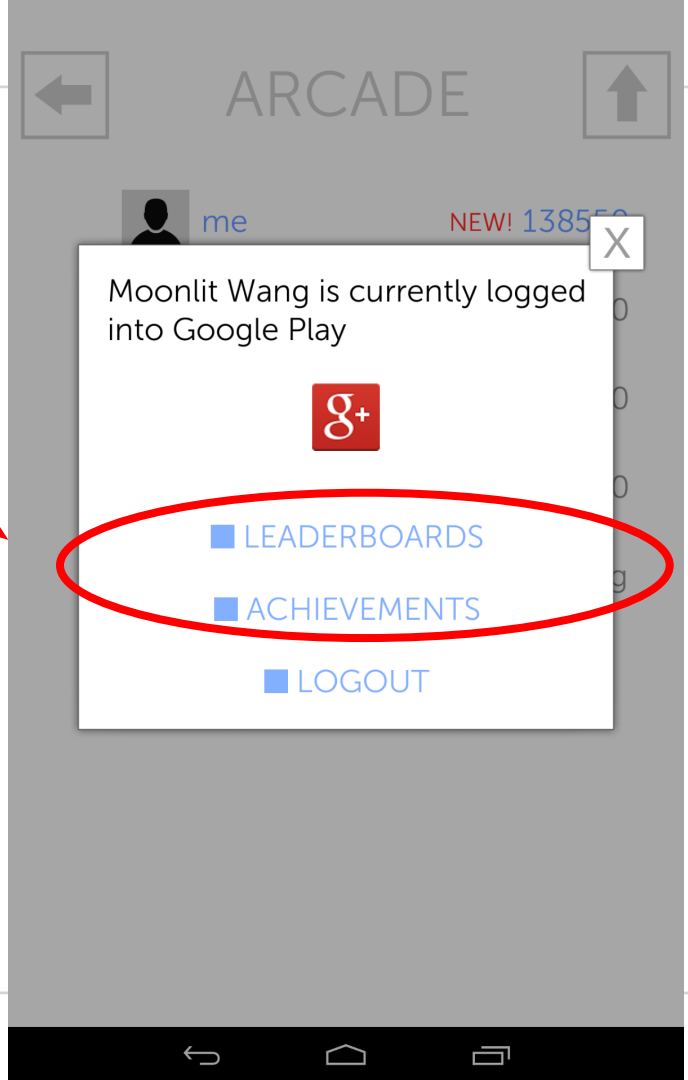
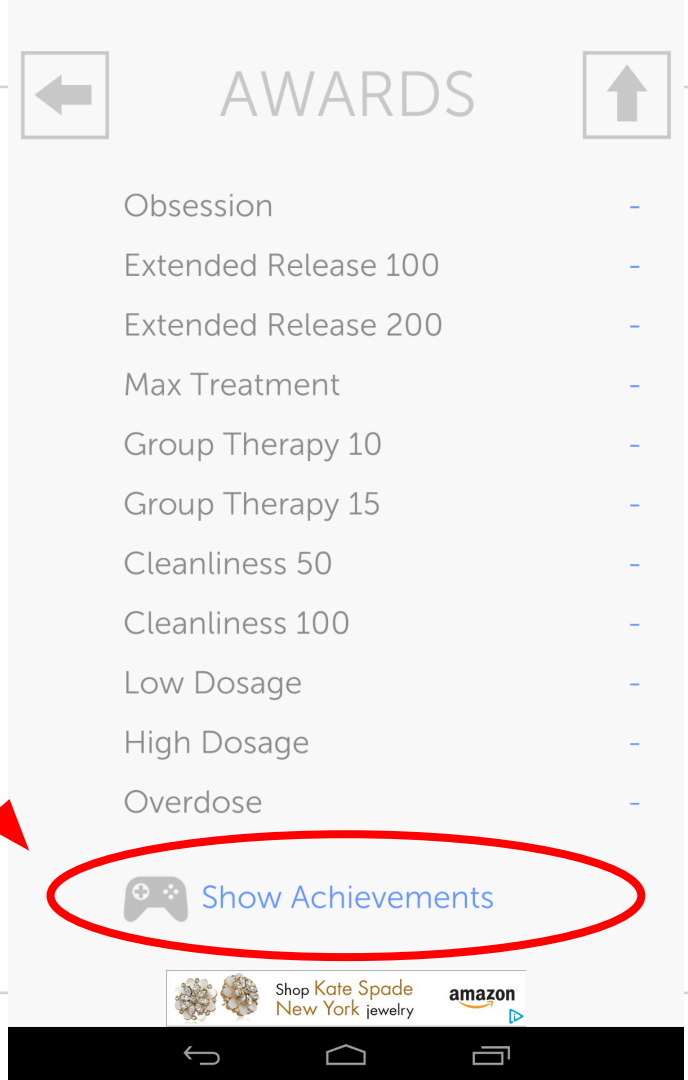


Google play

Multiple access points:

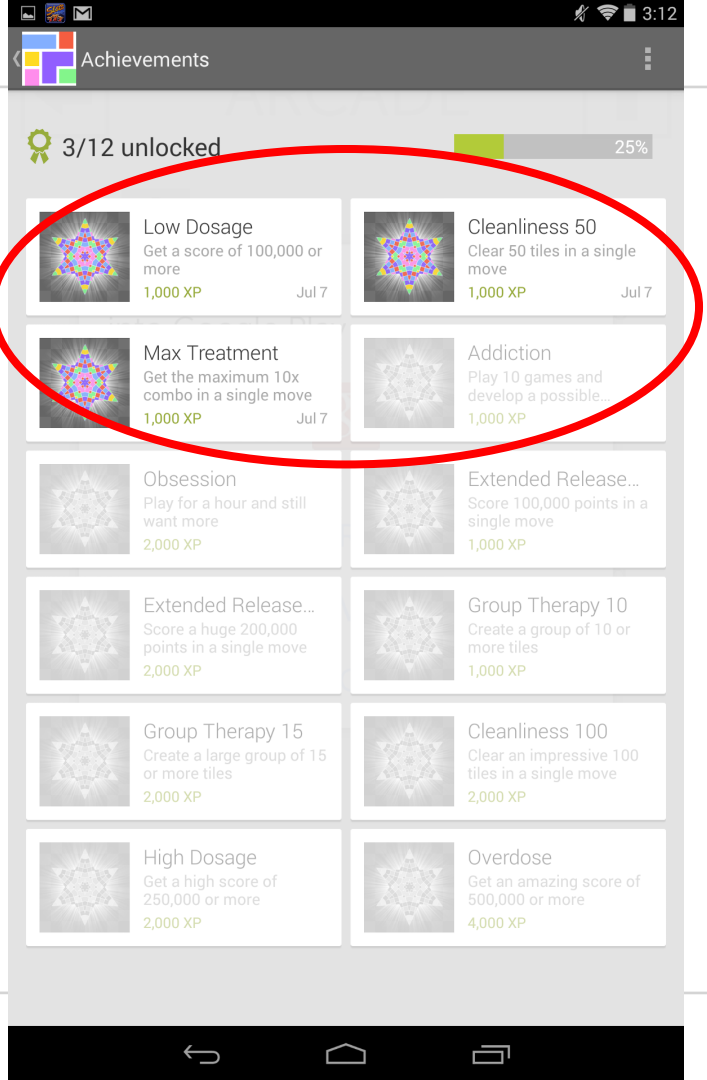
2.) Under “AWARDS” menu, click on “Show Achievements” option



Google play

Achievements:

+ Colorful icon
+ Initial achievements are easy and unlockable within the first play session



Google play

Achievements:

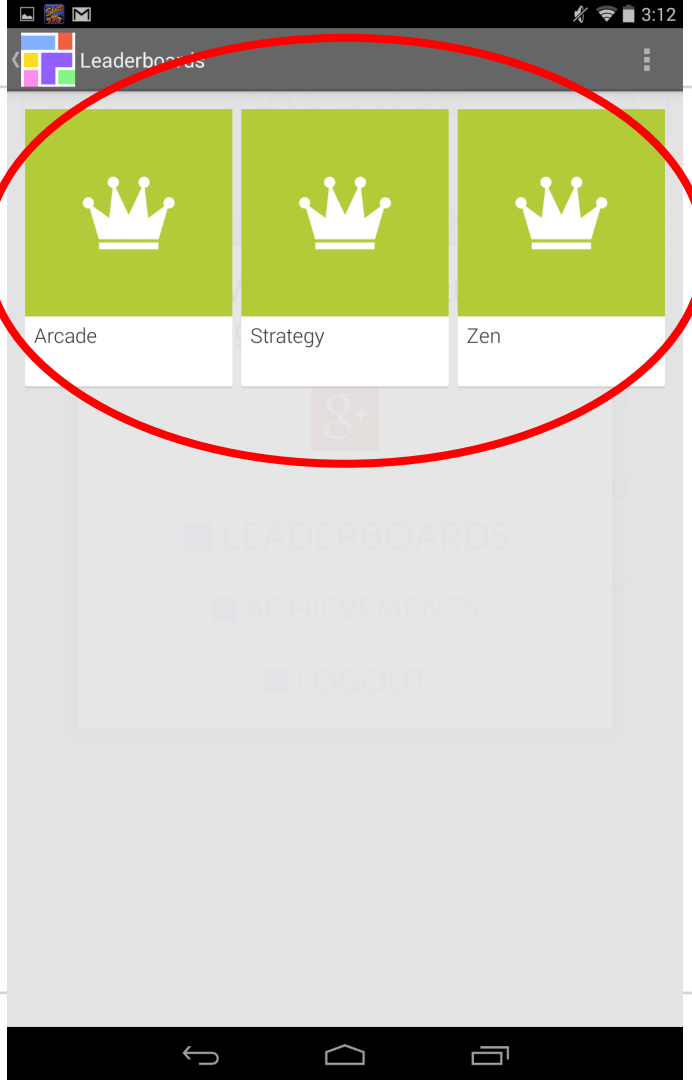
+ Full-page announcement to surprise and delight user when an achievement is unlocked

+ “Share” option available for a social experience

Google play

Leaderboards

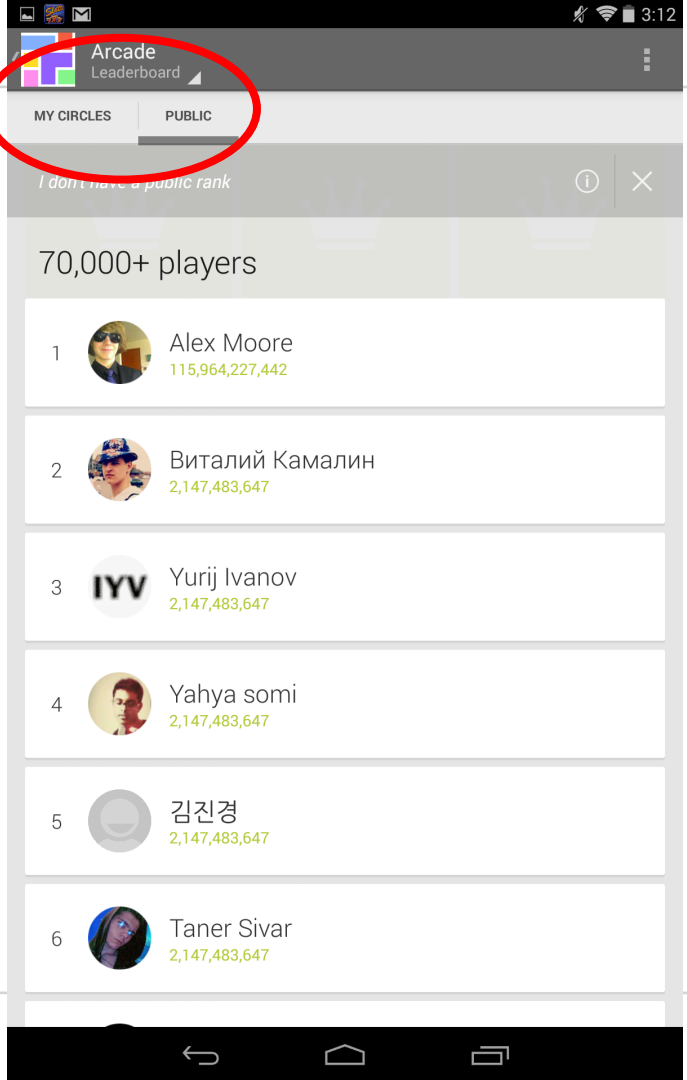
+ Three leaderboards available, one for each type of game play



Google play

Leaderboards

+ Public & friends-only to keep players engaged

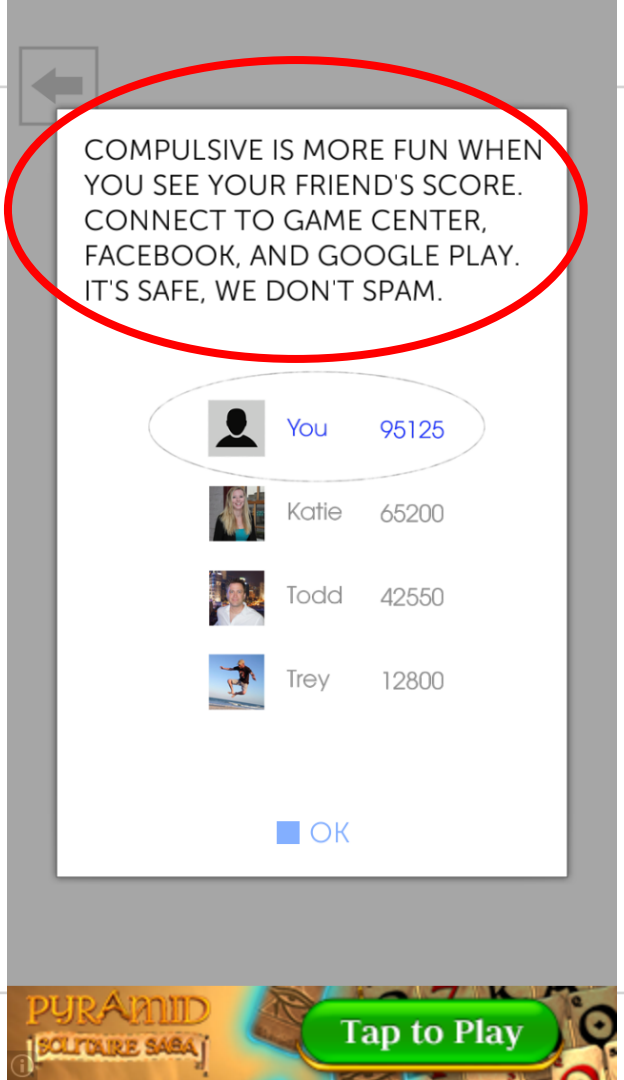


GPGS Sign-in, Achievement & Leaderboard on iOS

- No auto sign-in. But neat announcement at app open to prompt users to sign-in for a more social experience
- Achievements and Leaderboards are redesigned to fit iOS style

Google play

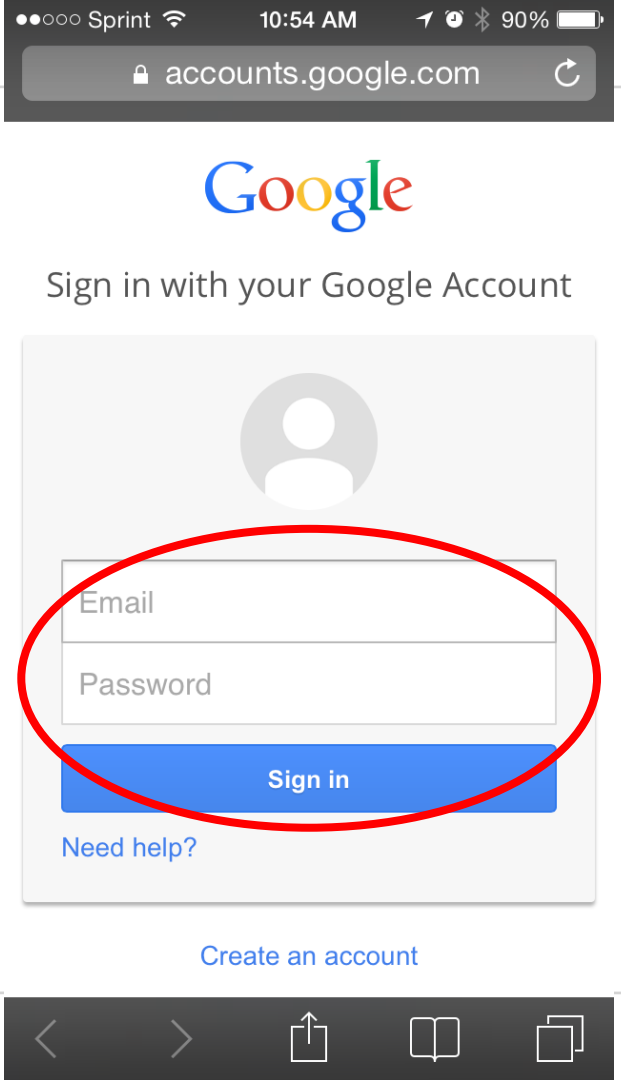
No auto sign-in. But neat announcement at app open to prompt users to sign-in for a more social experience.



Google play

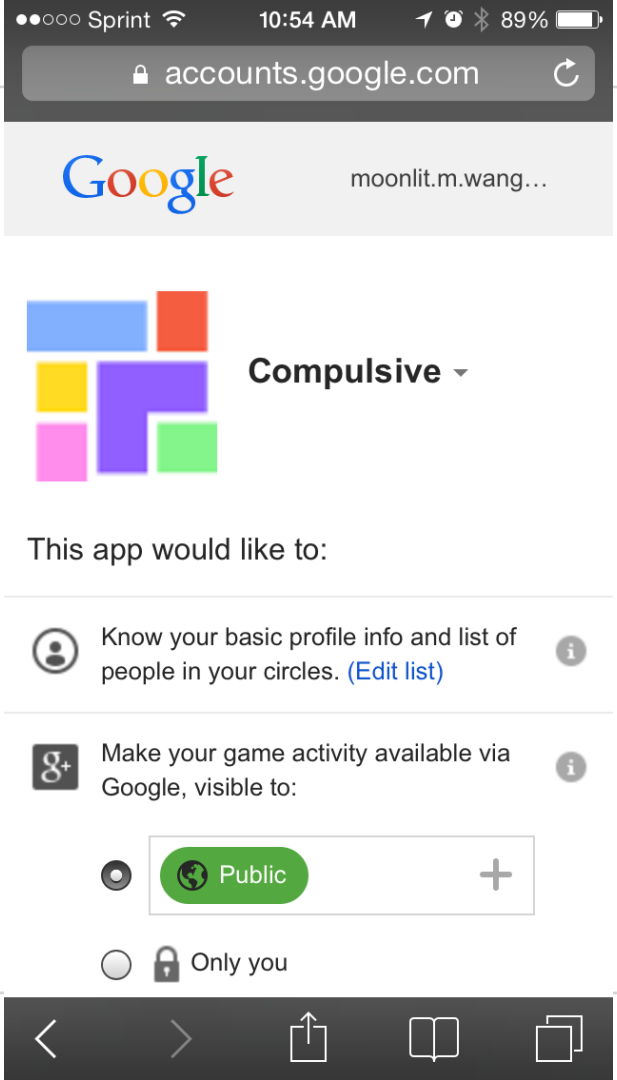
Similar to Android, game has many access points to sign-in.

However, GPGS sign-in requires the opening of a separate browser window, and prompts users to input email & username. This multi-step process leads to a much lower sign-in rate than that on Android devices.



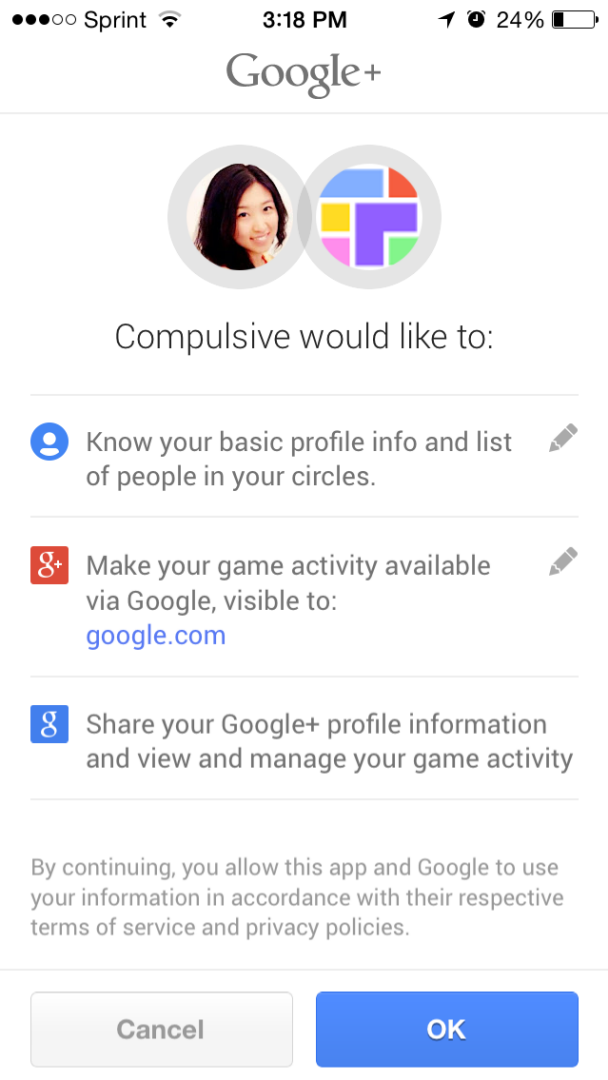
Google play

Sign-in flow is smooth after user inputs email & password



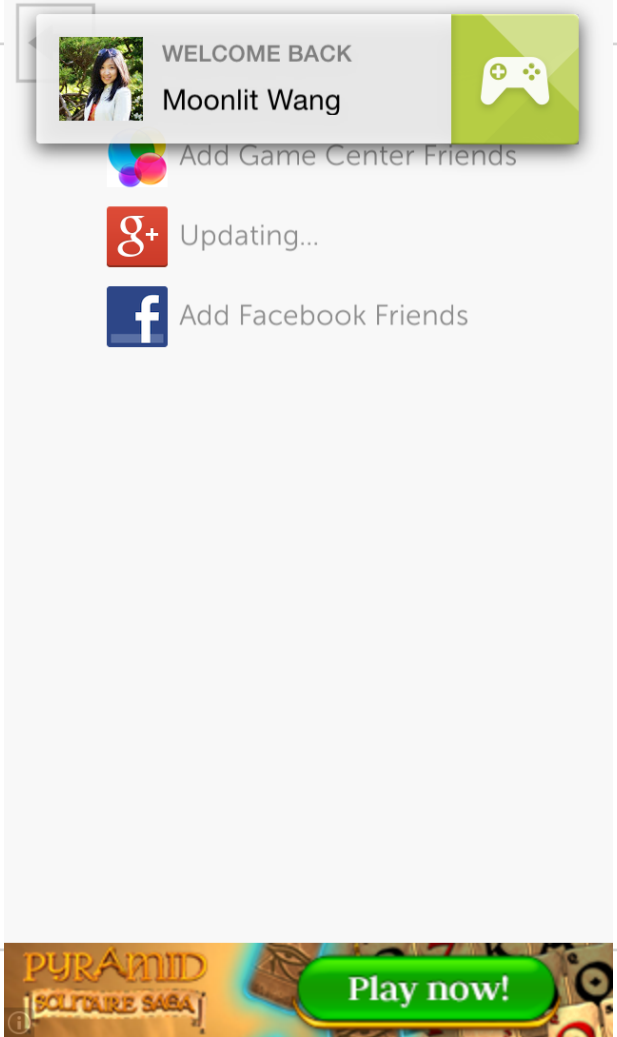
Google play

When users have the G+ app, sign-in flow is smooth: sign-in option auto opens the G+ app, user clicks “ok,” then is taken directly back to game.



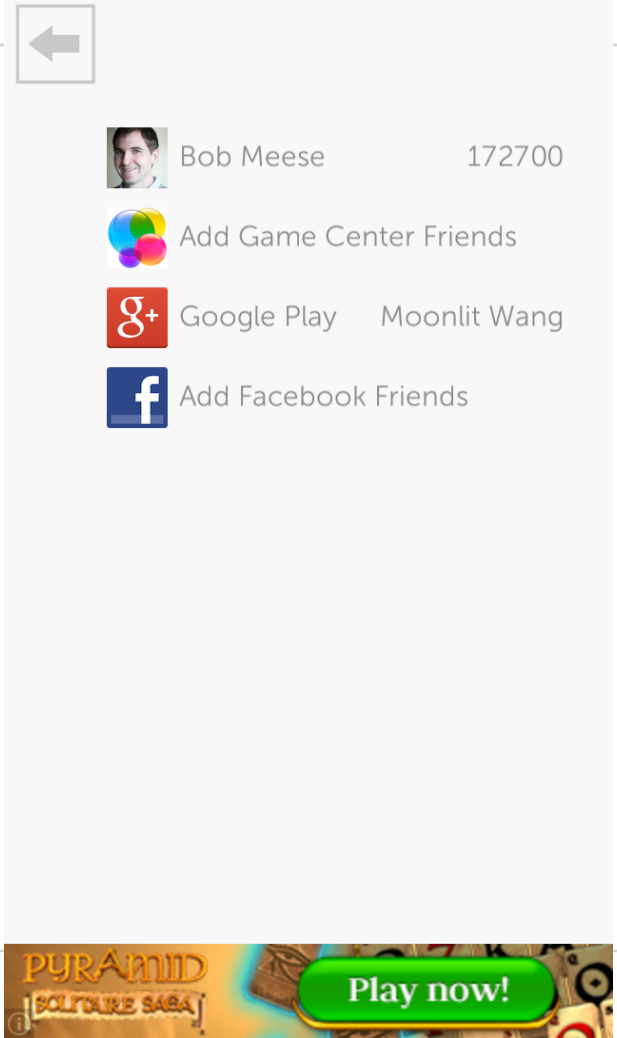
Google play

Sign-in flow is smooth after user inputs email & password



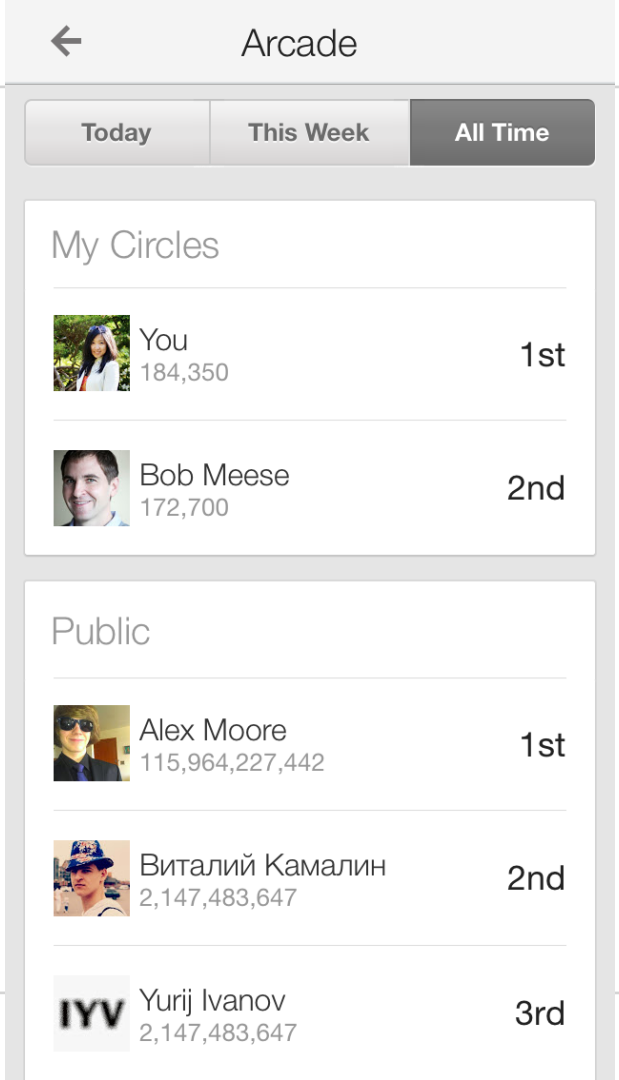
Google play

Sign-in flow is smooth after user inputs email & password



Google play

Achievements and Leaderboards are redesigned to fit iOS style



Google play

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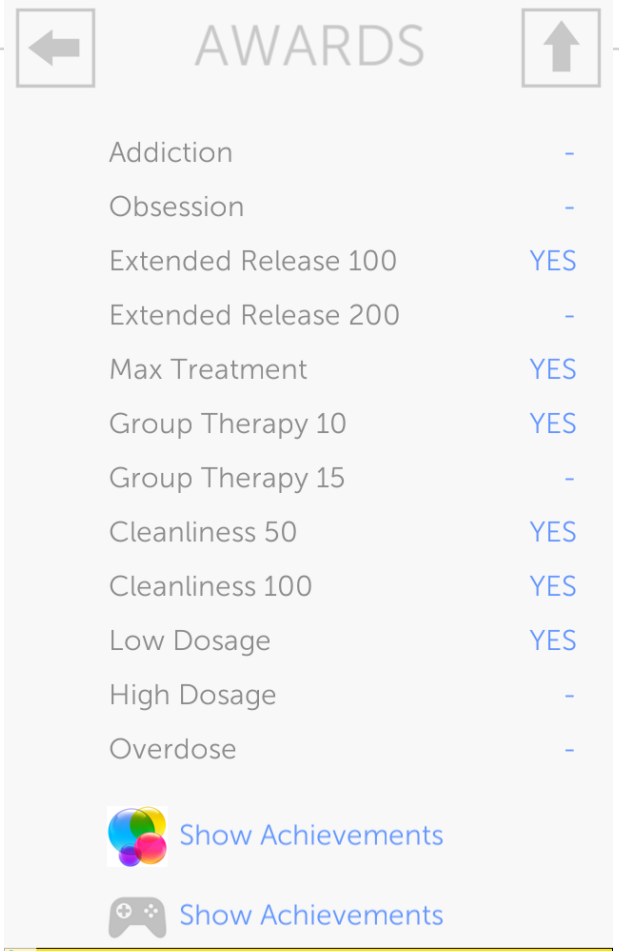
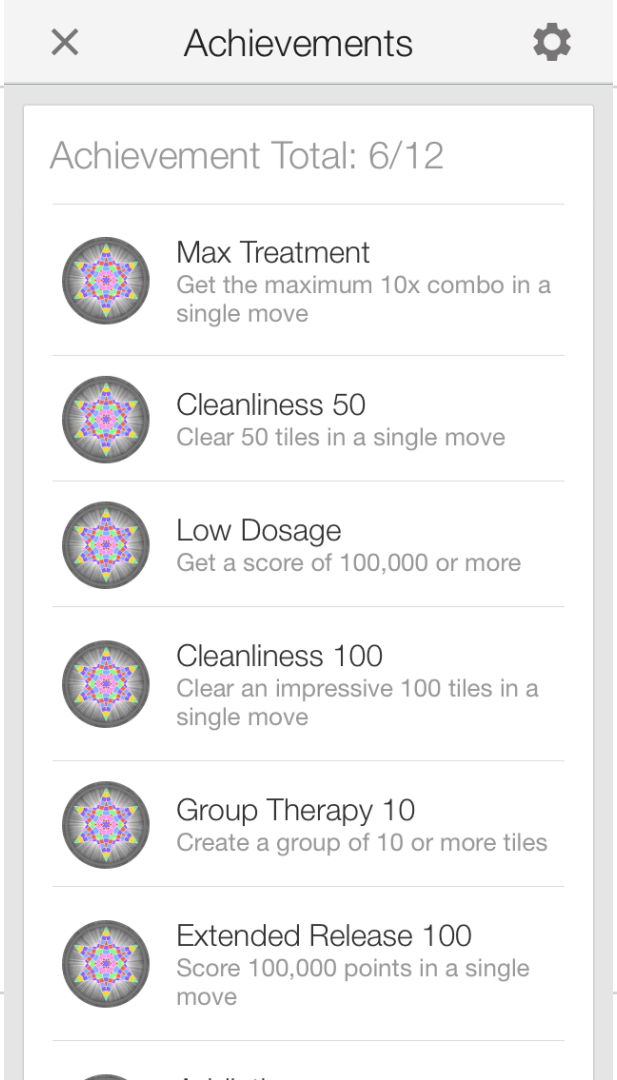


Sprint
Happy Connecting
America's Newest Network, built from the ground up.

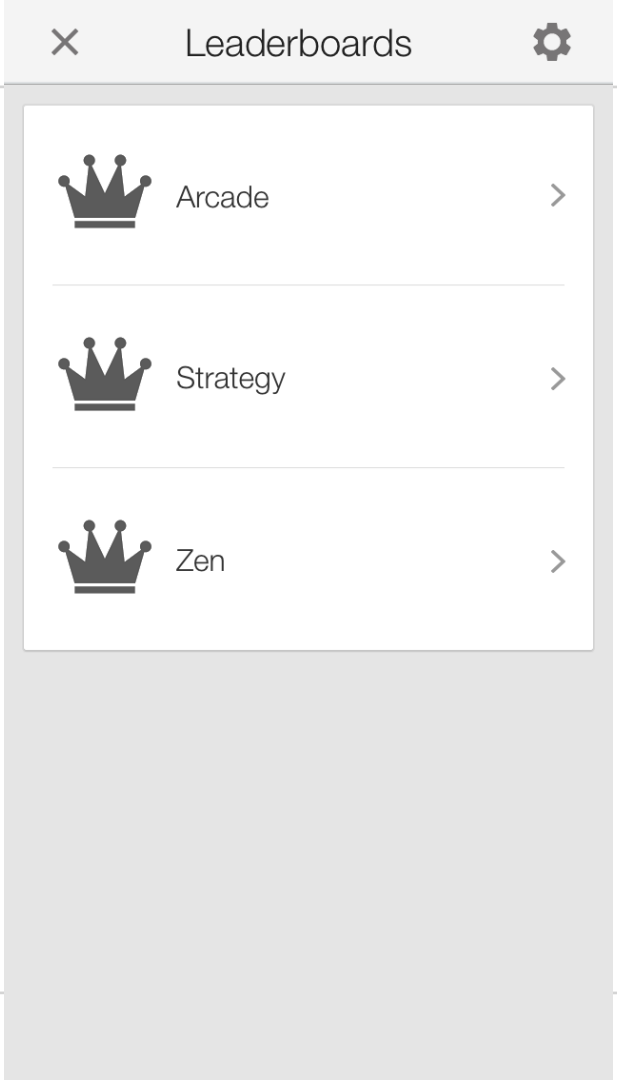
Google play

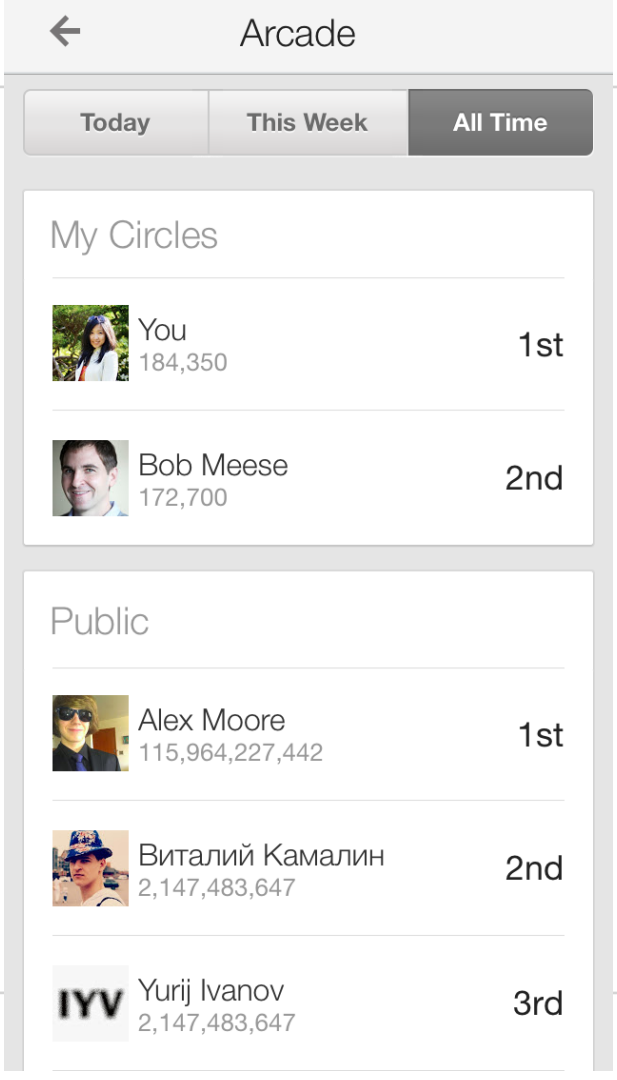
Achievements unlocked are in sync across platforms & redesigned to fit iOS style



Google play

Leaderboards are also in sync across platforms & redesigned to fit iOS style



Google play

Leaderboards are also in sync across platforms & redesigned to fit iOS style