

“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

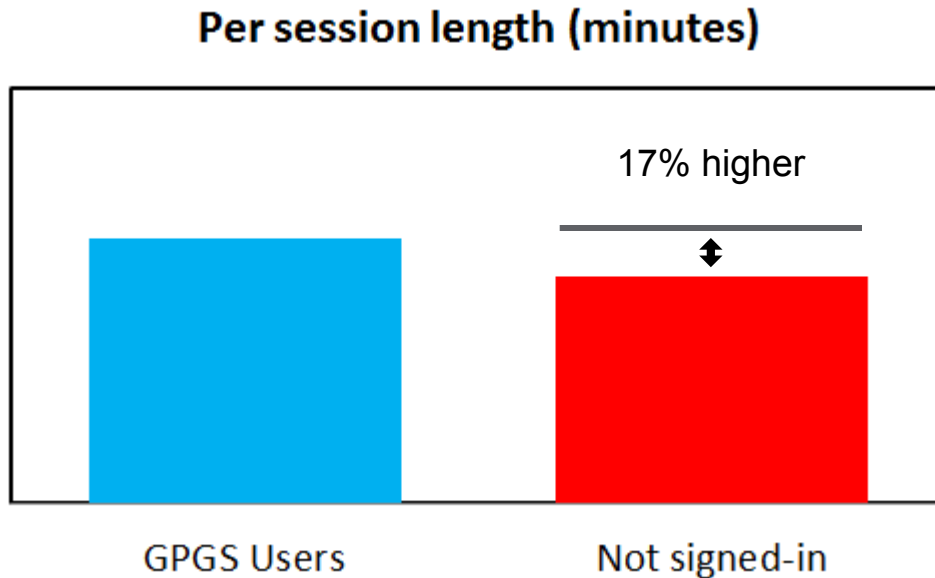
Key Takeaways

- 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.

GPGS best practice lessons from TMSOFT

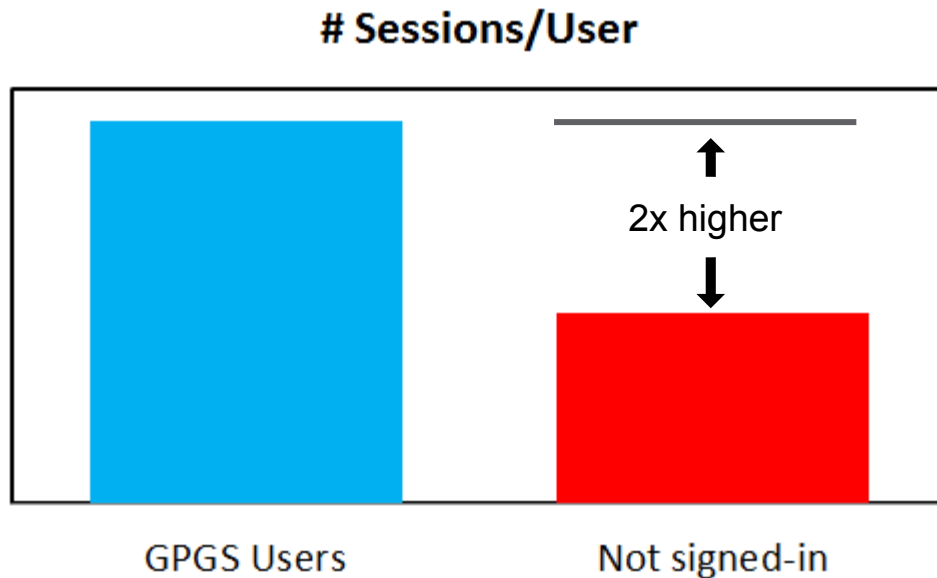
- Keep users engaged and motivated
 - Option to select individual and/or group friend invites puts the user in control and avoid perception of spamminess
 - Personalized achievements that demonstrate progress
 - Local & global leaderboard to keep users engaged and social
- Room for improvement
 - Auto sign-in flow will increase sign-in rate

GPGS users engaged 17% longer per session



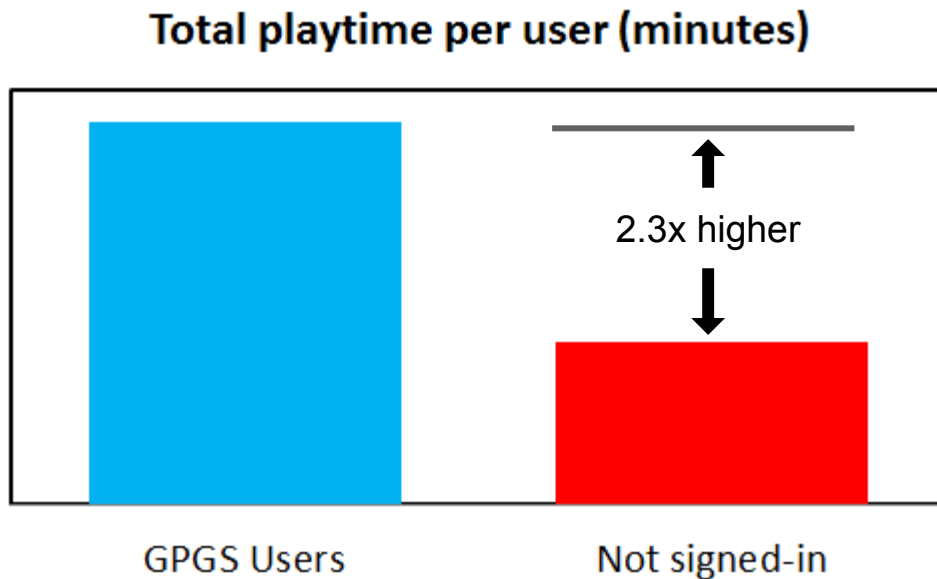
Note: Data include GPGS users signed-in on both iOS and Android devices.

GPGS users had 2x the amount of sessions



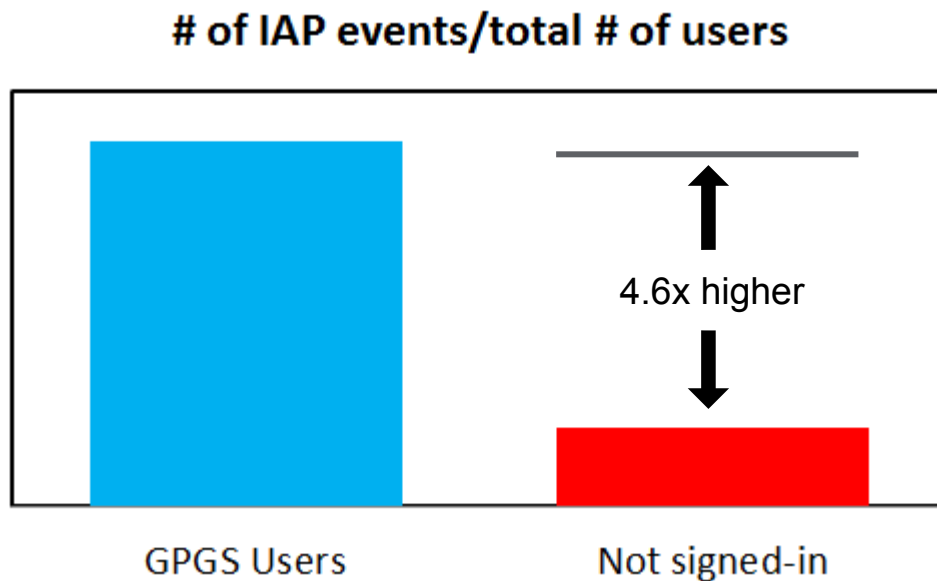
Note: Data include GPGS users signed-in on both iOS and Android devices.

GPGS users played 2.3x longer overall



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

GPGS users purchased IAP 4.6x more



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

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

■ COMPULSIVE

■ PLAY

■ SCORES

■ AWARDS

■ MORE





me

NEW! 45350

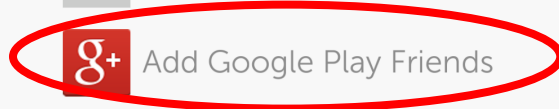


Add Google Play Friends



Add Facebook Friends

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



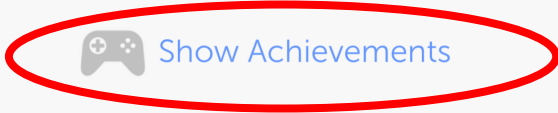
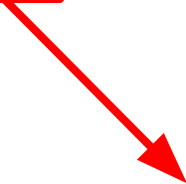


AWARDS

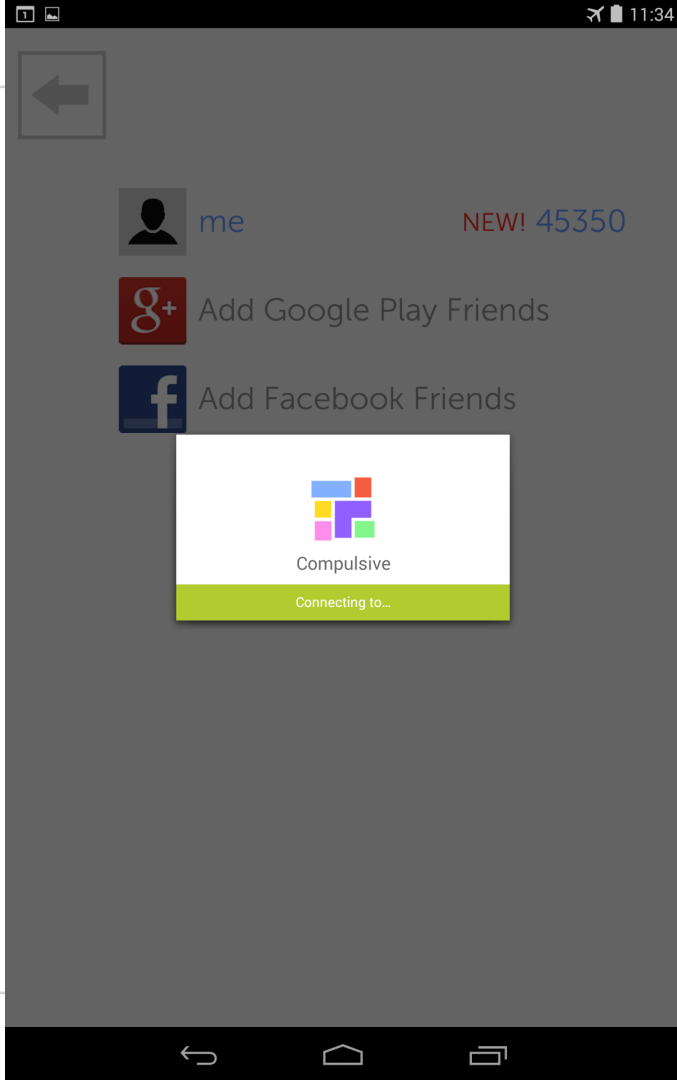


- Obsession -
- Extended Release 100 -
- Extended Release 200 -
- Max Treatment -
- Group Therapy 10 -
- Group Therapy 15 -
- Cleanliness 50 -
- Cleanliness 100 -
- Low Dosage -
- High Dosage -
- Overdose -

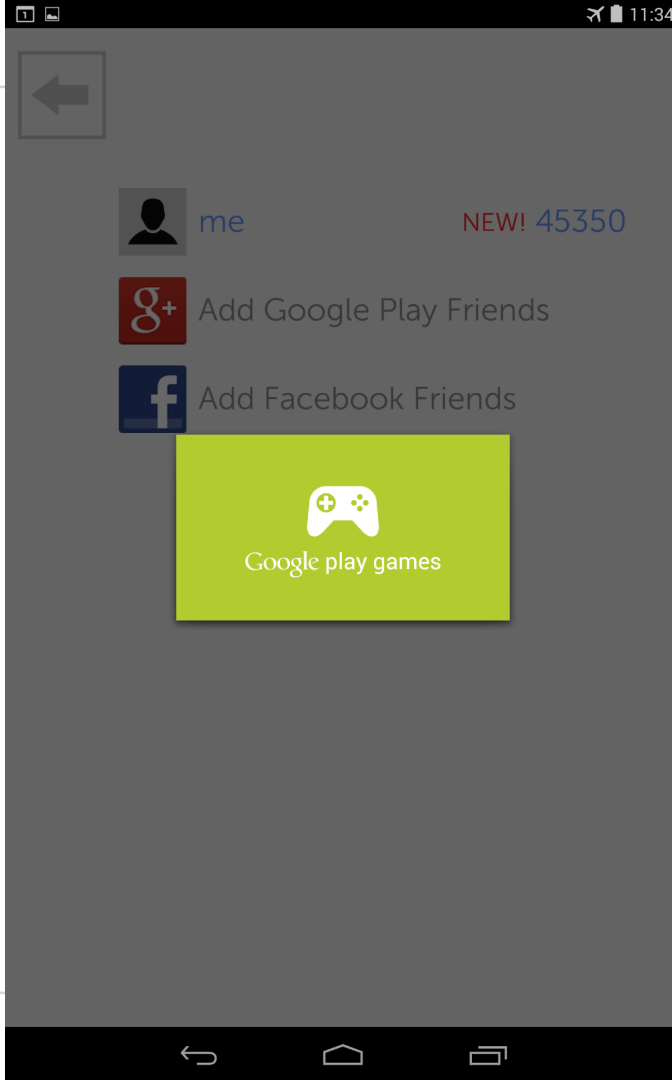
2. Under "AWARDS" menu:
Prominent display of GPGS
iconography with clickable link to
access GPGS Achievements



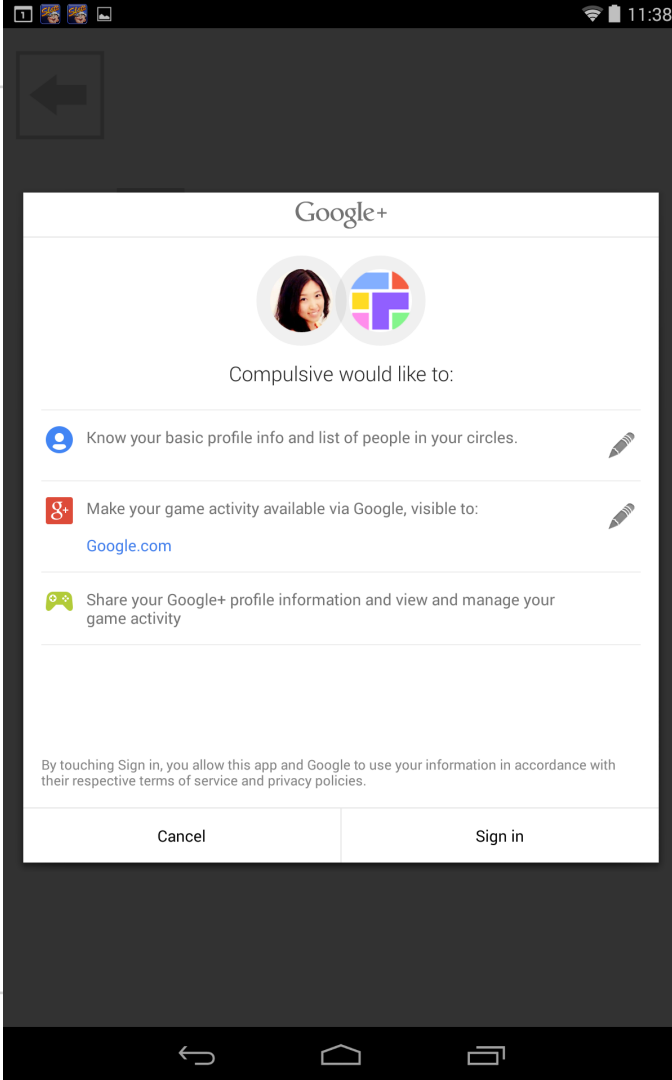
Smooth GPGS sign-in flow after clicking on any options



Smooth GPGS sign-in flow after clicking on any options



Smooth GPGS sign-in flow after clicking on any options





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Cliff Samaniego

45000



Google Play

Moonlit Wang



Add Facebook Friends

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"

■ COMPULSIVE

■ PLAY

■ SCORES

■ AWARDS

■ MORE





■ HOW TO PLAY

■ TELL A FRIEND

■ REMOVE ADS

■ SETTINGS

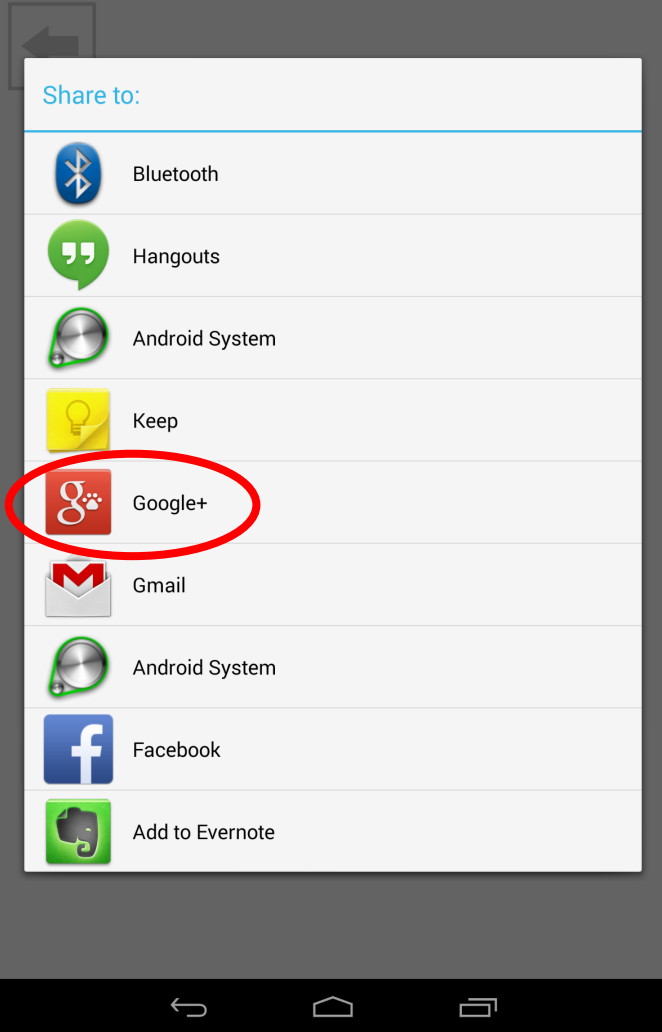
■ ABOUT

Friend-invite flow:

Intuitively labeled

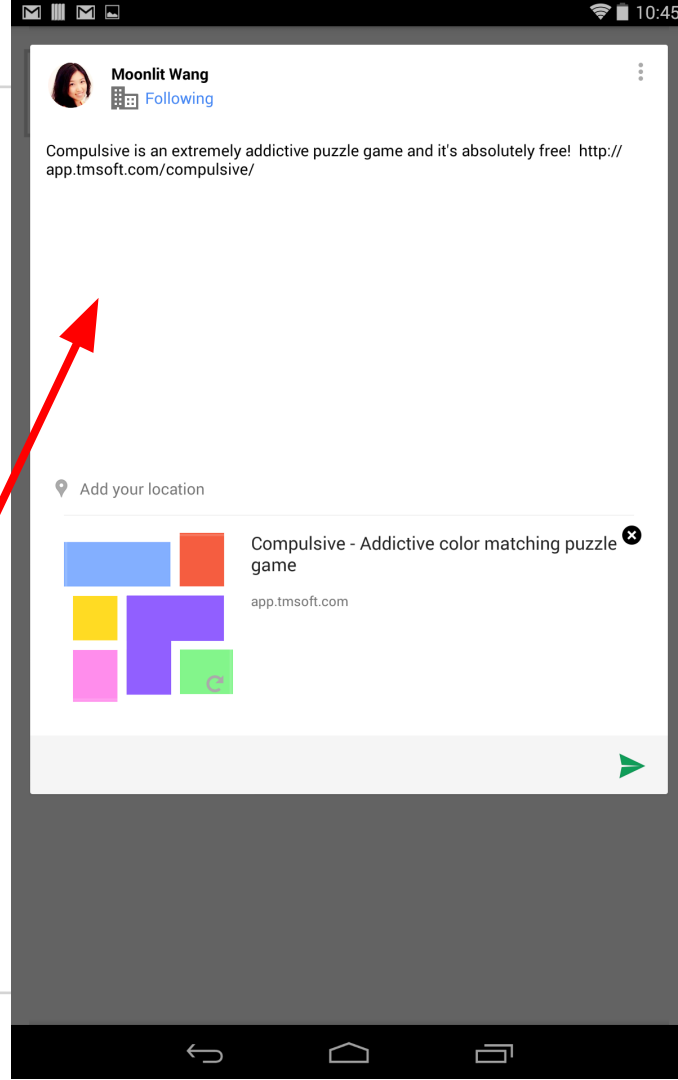


Friend-invite flow:
Intuitively labeled



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



Restrict to google.com
Prevent post from being shared outside google.com

Recent

Cliff Samaniego
Google Colleague

Benjamin Frenkel
Google Colleague

Circles

google.com
google.com

Your circles
58 people

Friends
17 people

Family
0 people

Acquaintances
4 people

Following
0 people

Google Colleague
36 people

Business Partners
1 person

Extended circles

Top contacts

Cliff Samaniego
google.com

Bob Meese
google.com

Wei Hua Peng
google.com

Ricky Singla
google.com

Ilias Beshimov
Friends

Friend-invite flow:

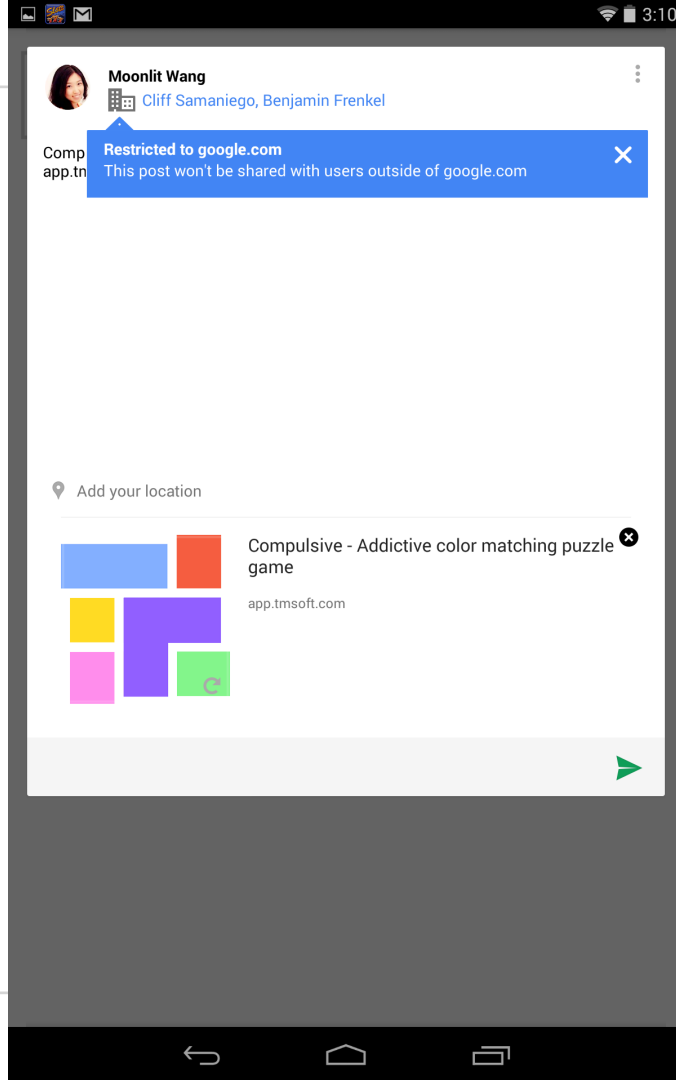
+Friend-invites options are neatly grouped into:

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

Friend-invite flow:

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

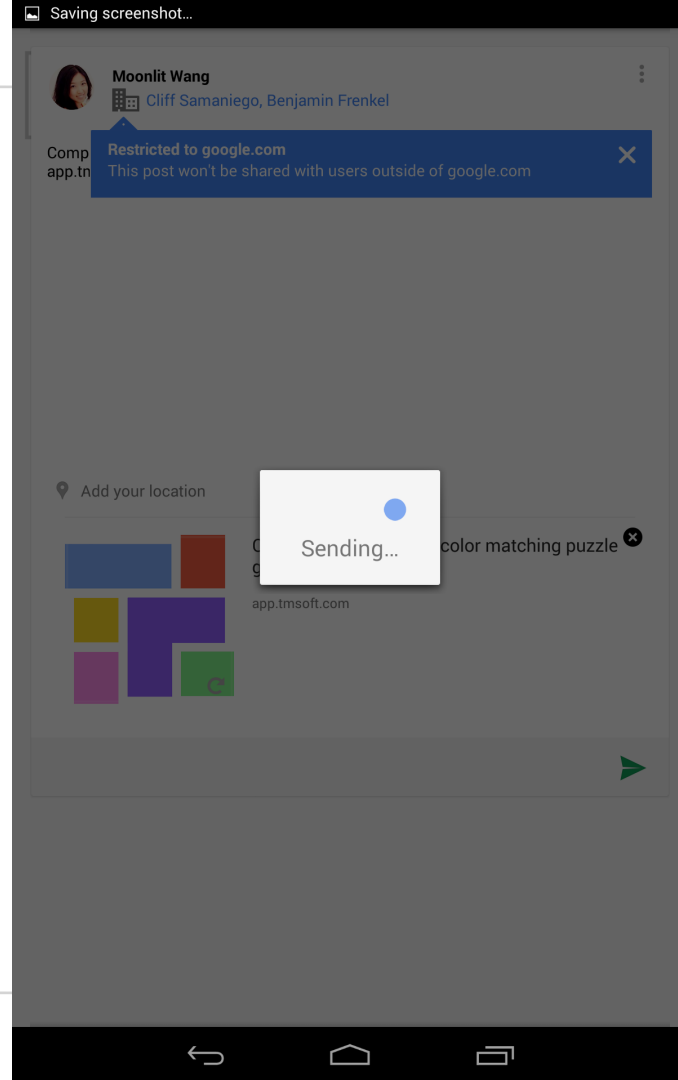
Click on green arrow to send.



Friend-invite flow:

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

Click on green arrow to send.





■ HOW TO PLAY

■ TELL A FRIEND

■ REMOVE ADS

■ SETTINGS

■ ABOUT

Friend-invite flow:

Automatic redirect back to menu page.

Your post has been shared.



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



me

NEW! 138550



me

138550



me

45350



Cliff Samaniego

45000



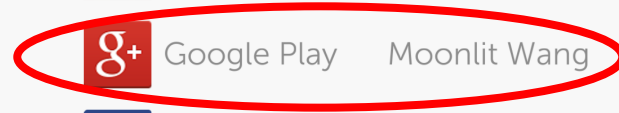
Google Play Moonlit Wang



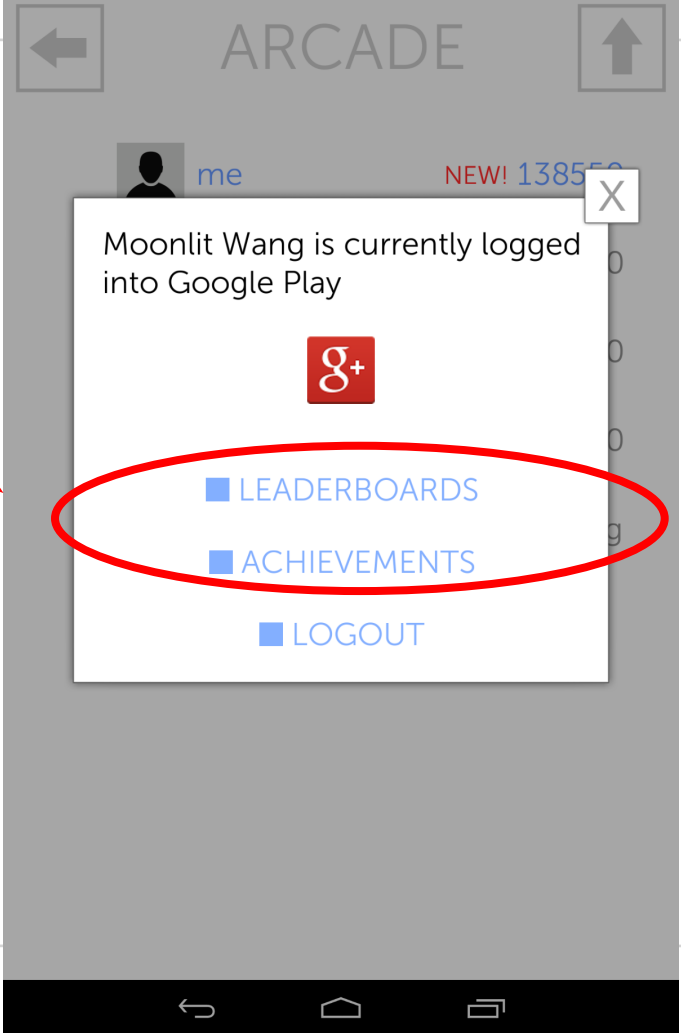
Add Facebook Friends

Multiple access points:

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



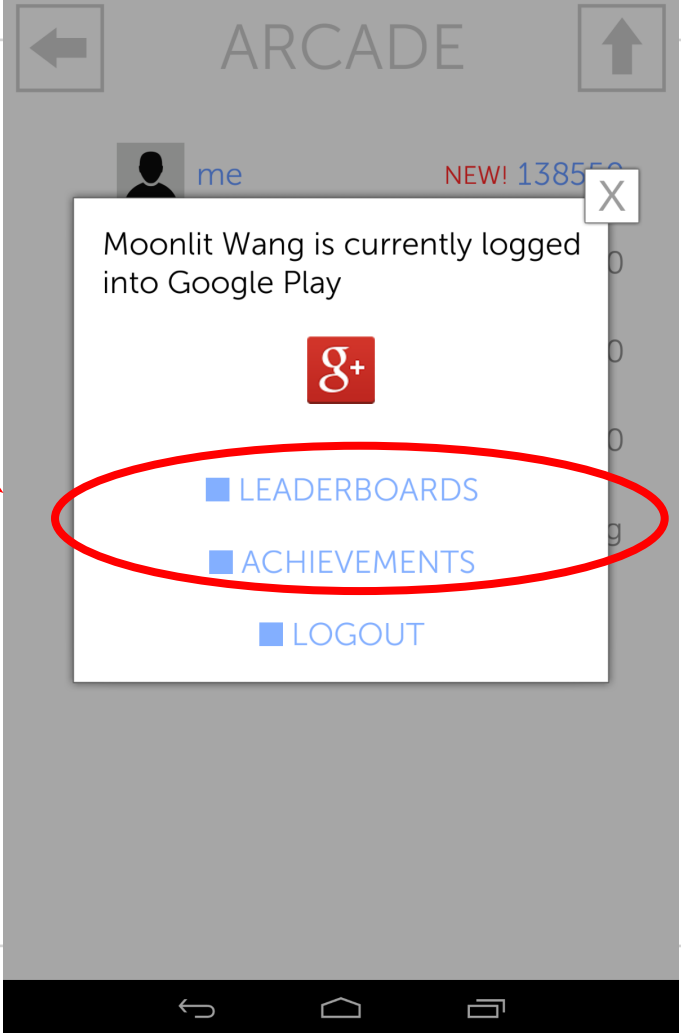
Multiple access points:
1.) Under "SCORES" menu, click on "Google Play" option.
Option to view "Leaderboards" and "Achievements"



Multiple access points:

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

Option to view "Leaderboards" and "Achievements"





AWARDS

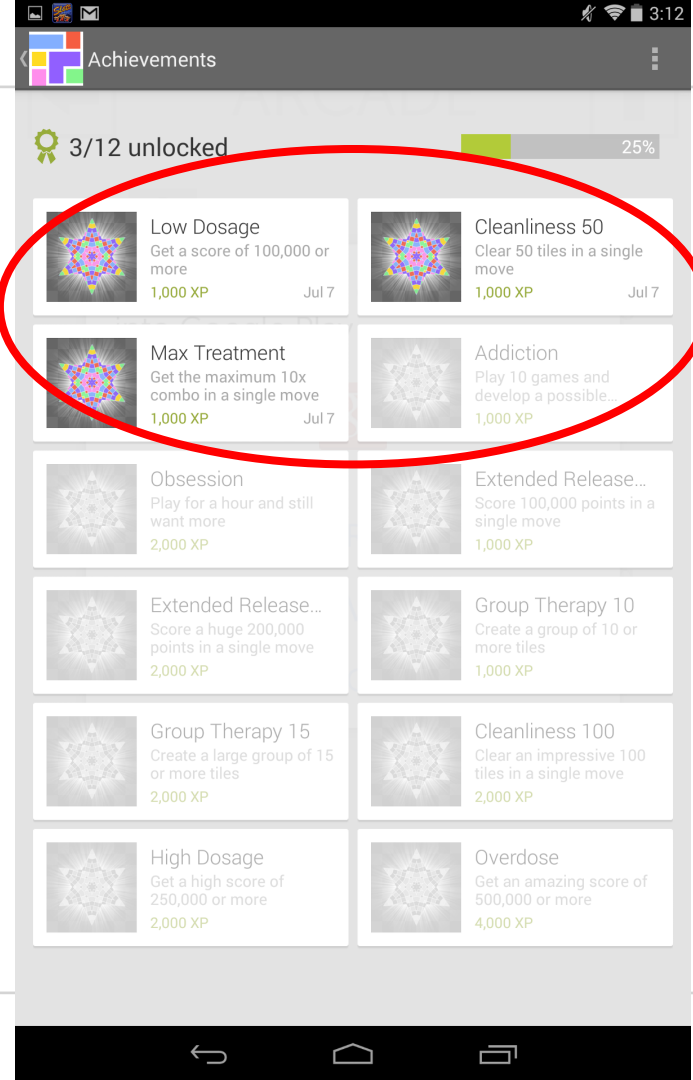


- Obsession -
- Extended Release 100 -
- Extended Release 200 -
- Max Treatment -
- Group Therapy 10 -
- Group Therapy 15 -
- Cleanliness 50 -
- Cleanliness 100 -
- Low Dosage -
- High Dosage -
- Overdose -

Multiple access points:

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

 [Show Achievements](#)



Achievements:

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

Achievements:

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

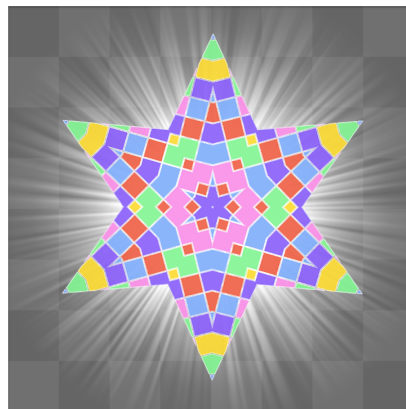
+ "Share" option available for a social experience

0.0



138550

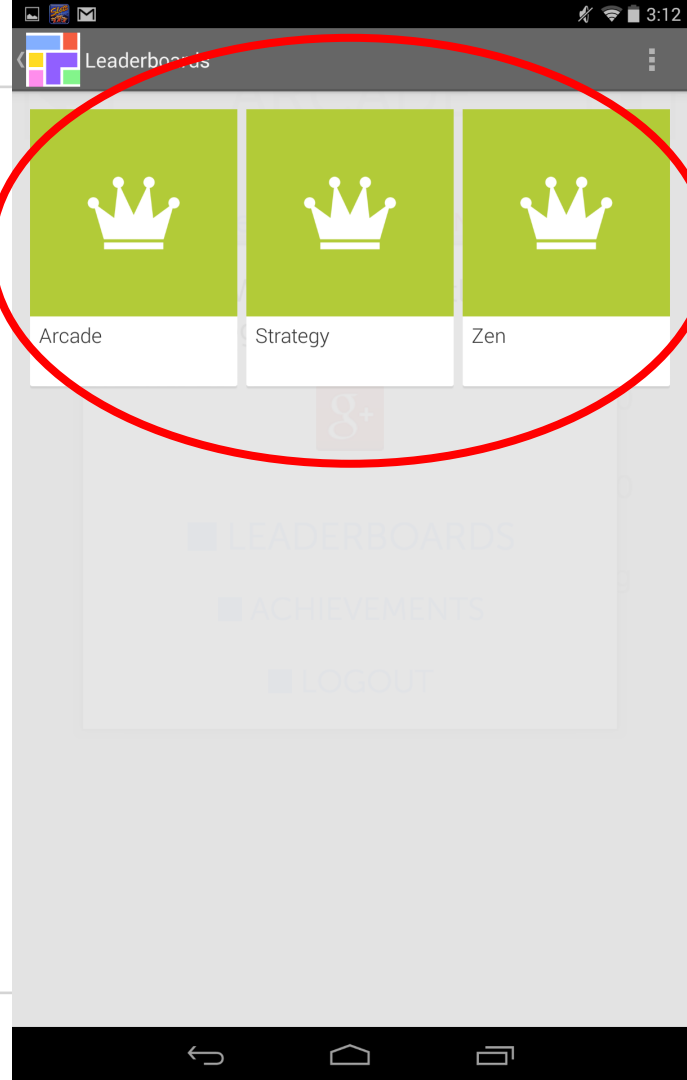
Winner of the Low Dosage,
Cleanliness 50 and Max Treatment
awards! Wow!



■ SHARE

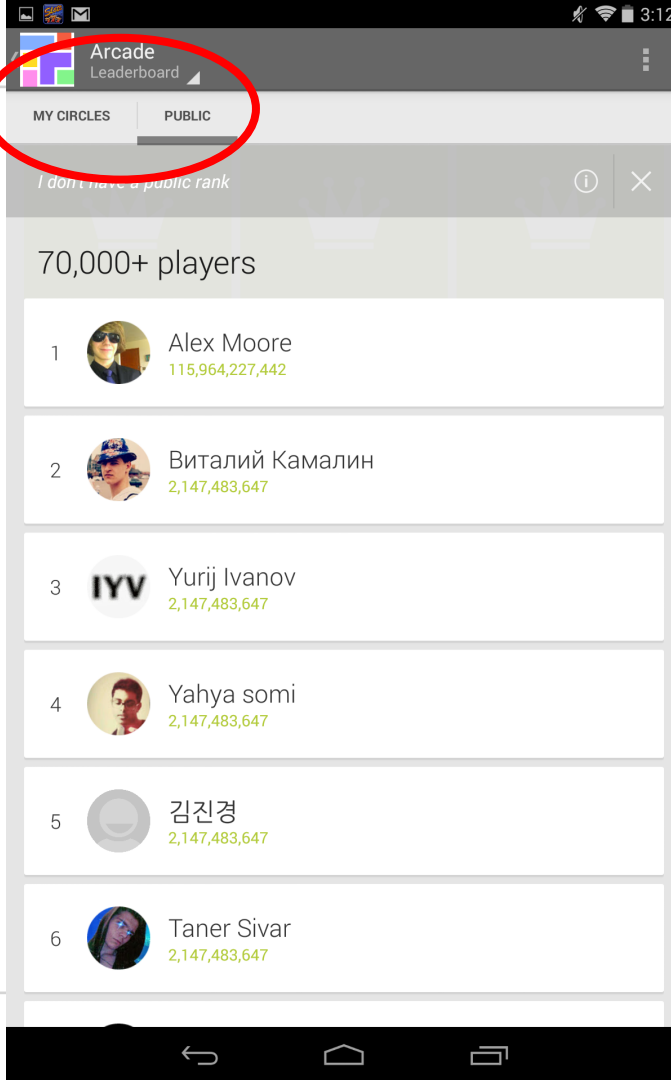
■ OK





Leaderboards

+ Three leaderboards available, one for each type of game 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

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

COMPULSIVE IS MORE FUN WHEN YOU SEE YOUR FRIEND'S SCORE. CONNECT TO GAME CENTER, FACEBOOK, AND GOOGLE PLAY. IT'S SAFE, WE DON'T SPAM.

 You 95125

 Katie 65200

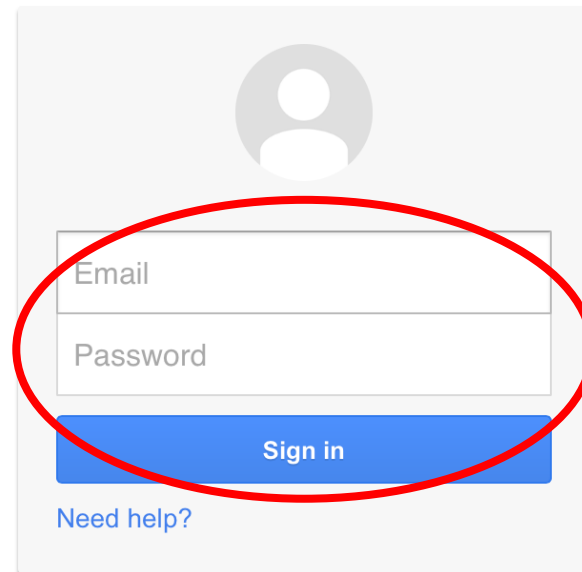
 Todd 42550

 Trey 12800





Sign in with your Google Account



Email

Password

Sign in

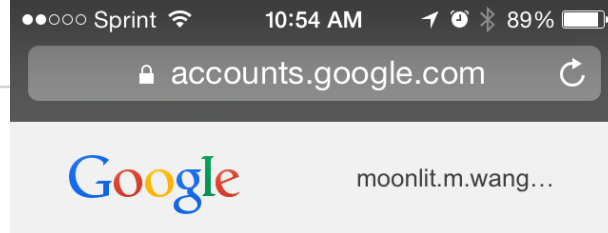
[Need help?](#)

[Create an account](#)

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.

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



Compulsive ▾

This app would like to:



Know your basic profile info and list of people in your circles. [\(Edit list\)](#)



Make your game activity available via Google, visible to:



 Public







 Only you





Compulsive 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 continuing, you allow this app and Google to use your information in accordance with their respective terms of service and privacy policies.



Cancel

OK

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.

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

WELCOME BACK
Moonlit Wang



 Add Game Center Friends

 Updating...

 Add Facebook Friends

PYRAMID
SOLITAIRE SABA

Play now!



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



Bob Meese

172700



Add Game Center Friends



Google Play

Moonlit Wang



Add Facebook Friends



Achievements and Leaderboards are redesigned to fit iOS style



Today

This Week

All Time

My Circles

You
184,350

1st

Bob Meese
172,700

2nd

Public

Alex Moore
115,964,227,442

1st

Виталий Камалин
2,147,483,647

2nd

Yuriy Ivanov
2,147,483,647

3rd

Achievements and Leaderboards are redesigned to fit iOS style



AWARDS



Addiction	-
Obsession	-
Extended Release 100	YES
Extended Release 200	-
Max Treatment	YES
Group Therapy 10	YES
Group Therapy 15	-
Cleanliness 50	YES
Cleanliness 100	YES
Low Dosage	YES
High Dosage	-
Overdose	-



Show Achievements



Show Achievements

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

Achievement Total: 6/12



Max Treatment

Get the maximum 10x combo in a single move



Cleanliness 50

Clear 50 tiles in a single move



Low Dosage

Get a score of 100,000 or more



Cleanliness 100

Clear an impressive 100 tiles in a single move



Group Therapy 10

Create a group of 10 or more tiles



Extended Release 100

Score 100,000 points in a single move



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



Arcade



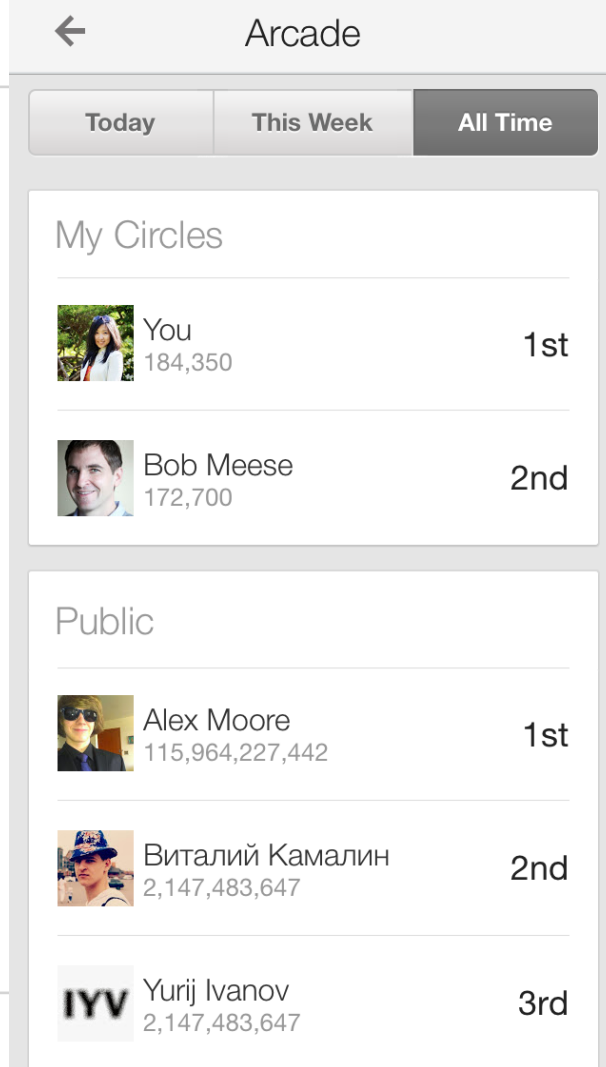
Strategy



Zen





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






← Arcade

Today This Week All Time

My Circles

	You 184,350	1st
	Bob Meese 172,700	2nd

Public

	Alex Moore 115,964,227,442	1st
	Виталий Камалин 2,147,483,647	2nd
	IYV Yurij Ivanov 2,147,483,647	3rd