"Google Play has been a tremendous partner of ours in our launch and support of Doctor Who: Legacy, which to date remains our most successful platform in terms of downloads and revenue. Integration of cloud services and achievements dramatically improved our daily revenues and we continue to look to add additional services like the newly announced Google Quests."

Susan Cummings
*CEO and Executive Producer, Tiny Rebel Games*

Key Takeaways

- GPGS can be used to identify high engagement and high revenue users, improve segmentation and user targeting.
- Cohort analysis shows that daily revenue and installs, average revenue per install, and daily average revenue per user increased after GPGS integration.
- The best Google Play Games integrations are highly visible, customized, achievable, and incentivized.

This case study claims correlation and not causation.

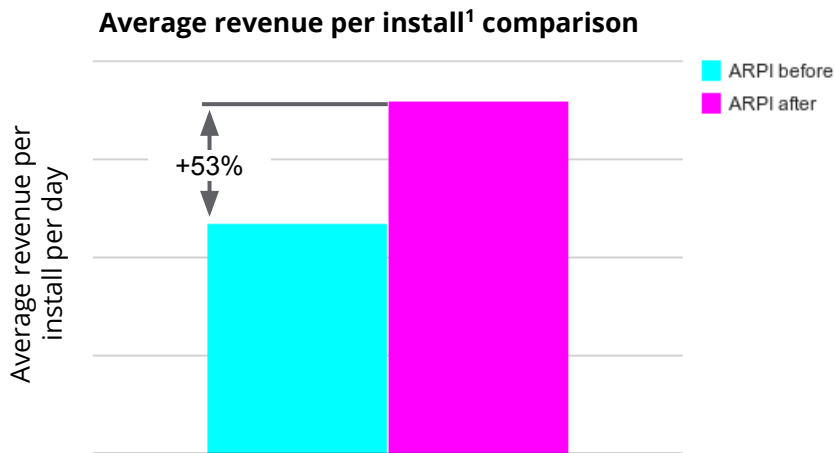# GPGS best practice lessons from Tiny Rebel Games

- Auto sign-in to increase GPGS conversion
- App open screen prompts user to sign in with a clear value proposition
- Achievements design drives discovery and engagement

- Room for improvement
  - Provide users a more discoverable option to sign-in should they choose to not auto sign-in

Doctor Who: Legacy's average daily revenue[1] increased +108% after integrating with Games Services

Average daily revenue increased by +108%

Average revenue per day

+108%

Before
After
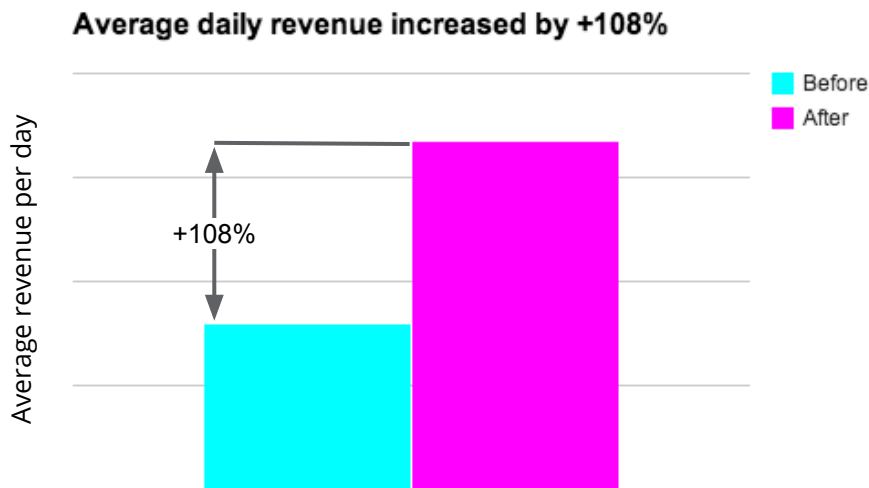
[1] Average daily revenue based on data 30 days prior to integration and 30 days after

30-day avg revenue per install increased 53% after GPGS implementation

Average revenue per install[1] comparison

[1] Average revenue per install based on data 30 days prior to integration and 30 days after

Among achievement earners, games services integration increased DARPU[1] by ~33%

DARPU[1] increased ~33% after games services introduction

Pre games services

Post games services

DARPU

+33%
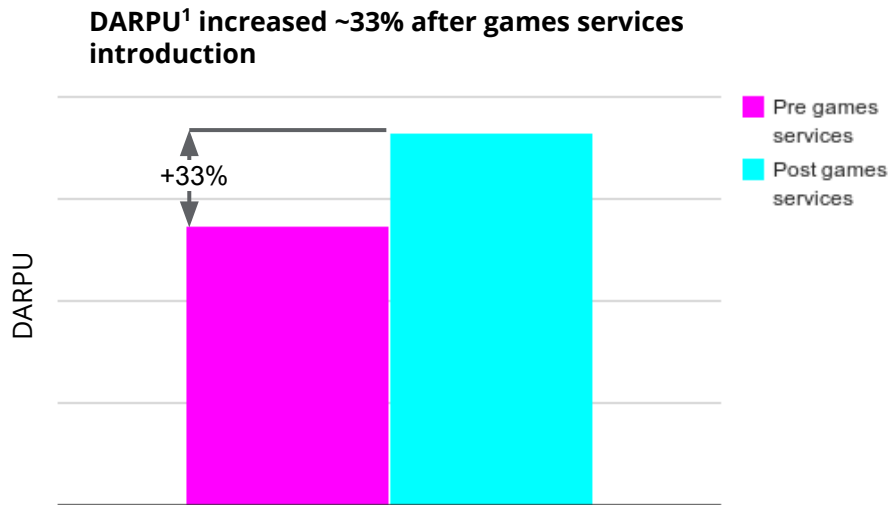
[1] Daily average revenue per user (DARPU) based on data 25 days prior to integration and 25 days after. Cohort consisted of users that had earned achievements after introduction of games services

Appendix

Walkthroughs of Best Practice GPGS Integrations

GPGS Sign-in Flow

- Auto sign-in to increase GPGS conversion
- App open screen prompts user to sign in with a clear value proposition

Auto sign-in at app-open

Please Wait.

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Auto sign-in at app-open with customer value proposition to incentivize sign-in

Do you want to enable Google Cloud Saves?

NO

YES

Auto sign-in at app-open

Doctor Who

Connecting to…

Please Wait.

Doctor Who logo © 2012 and TM BBC. Licenced by BBC WW Ltd.
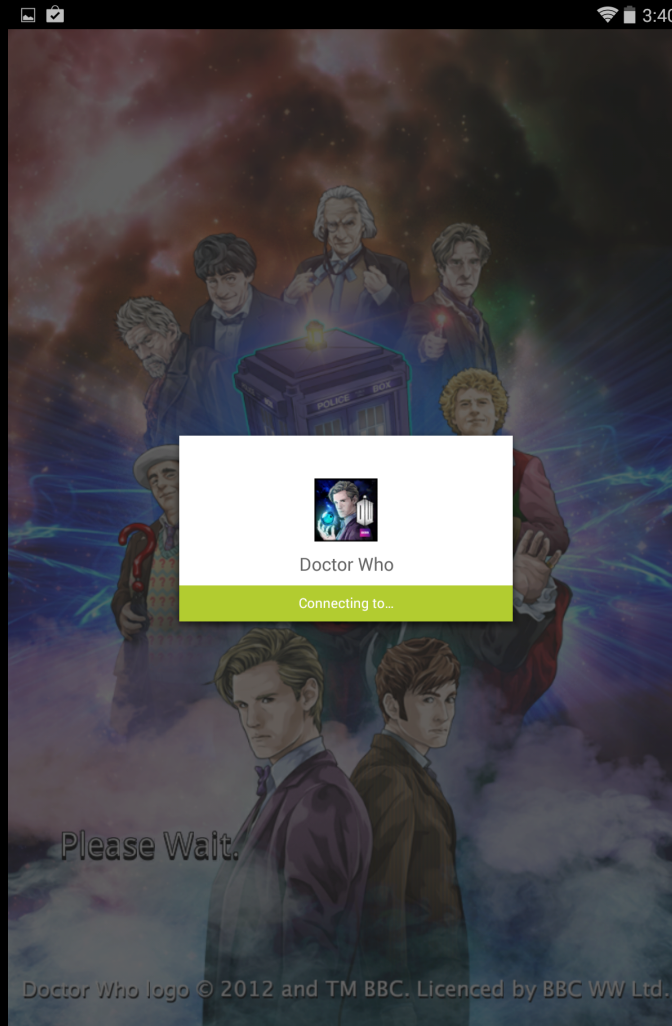
Auto sign-in at app-open

Google play games

Downloading: 131 / 138.

Doctor Who logo © 2012 and TM BBC. Licenced by BBC WW Ltd.
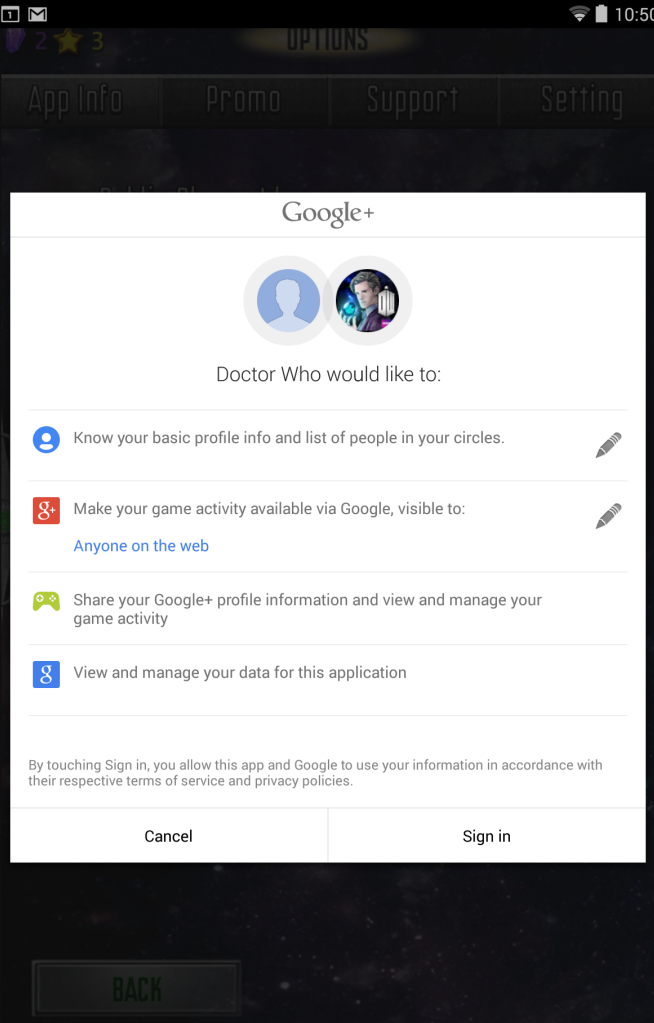
Auto sign-in at app-open

Auto sign-in at app-open

OPTIONS

App Info | Promo | Support | Setting

0 ⭐ 3

Public Player Id

d8638826-6ce6-4913-791a-ff428defd131

Show Secret Key

Other

Please Wait

Save Data to Cloud

Show Achievements

Version: 2.2.1

BACK

Auto sign-in at app-open

0 ⭐ 3

App Info	Promo	Support	Setting

Success!

OK

Version: 2.2.1

BACK

Auto sign-in at app-open

Please Wait

Welcome back to Doctor Who. You're signed in with Google as moonlit@google.com.

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If users choose to not auto sign-in, users can sign-in to GPGS via "Show Achievements" and "Save Data to Cloud," two options that also demonstrate the value of GPGS sign-in.

OPTIONS

| App Info | Promo | Support | Setting |

Public Player Id
d8638826-6ce6-4913-791a-ff428defd131

Show Secret Key

Other

Save Data to Cloud

Show Achievements

Version: 2.2.1

BACK

GPGS Achievements

- Beautifully designed and customized badges to encourage unlock
- Early Achievements can be unlocked within first play session to delight users with quick wins
- Percentage progress keeps users motivated

Pull-out drawer
from homescreen

0 ★ 3

LOGIN BONUS   READY

MORE

Doctor Who: Legacy Community
Join our amazing community, tap here for more info.

2014-05-22

Pull-out drawer from homescreen. GPGS icons displayed to

0 ⭐ 3

App Info	Promo	Support	Setting

Public Player Id

d8638826-6ce6-4913-791a-ff428defd131

Show Secret Key

Other

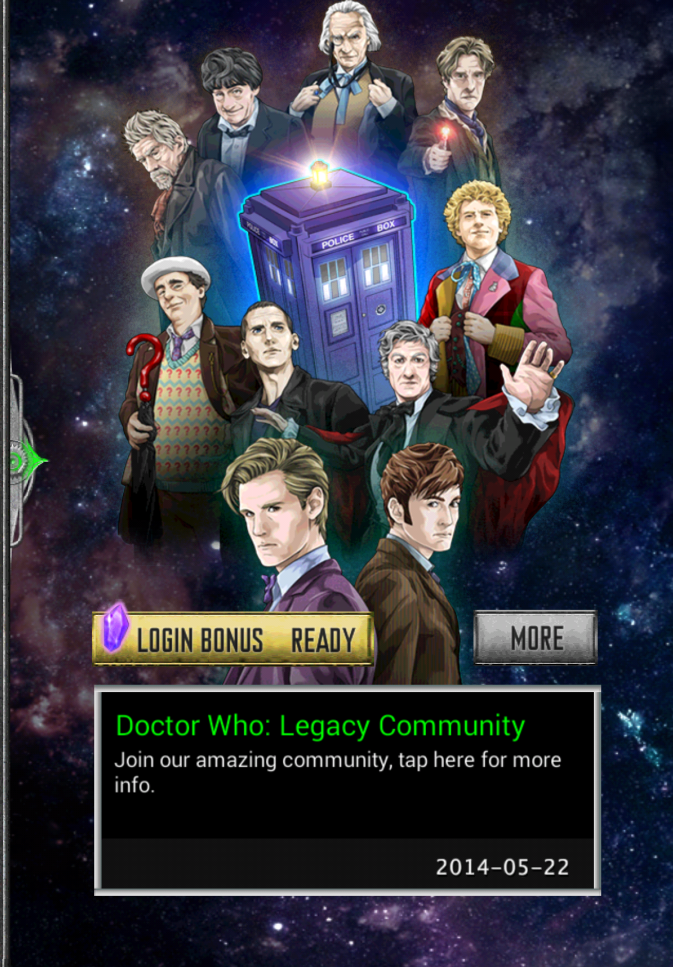Save Data to Cloud

Show Achievements

Version: 2.2.1

BACK

Achievements   ⋮

🏅 **5/56 unlocked**   ████░░░░ **8%**

100	**Time Lord** Made 100 gem combos 1,000 XP — Jul 21	**10**	**No More Green I** Defeat 10 Green enemies 1,000 XP — Jul 21
5	**Exterminate I** Use ally abilities 5 times 500 XP — Jul 21	**25**	**Time Tot** Made 25 gem combos 500 XP — Jul 21
10	**No More Yellow I** Defeat 10 Yellow enemies 1,000 XP — Jul 21	16%	Geronimo! Win 25 matches 1,000 XP
4%	Fantastic! Win 100 matches 2,500 XP	0%	The Oncoming Sto… Win 500 matches 5,000 XP
23%	Time Lord Chancel… Made 500 gem combos 2,000 XP	11%	Time Lord President Made 1K gem combos 3,000 XP
2%	The Doctor Made 5K gem combos 5,000 XP	40%	No More Red I Defeat 10 Red enemies 1,000 XP
8%	No More Red II Defeat 50 Red enemies	4%	No More Red III Defeat 100 Red enemies

+Individually and
beautifully designed
achievement badges.
+Early unlocks are
achieved within first
game play.