USE CASE

Business 3.0: Social Gaming

Value: Improve player retention, accelerate adoption and increase ROI

PROBLEM
Social gaming operators must intimately understand player behaviors to ensure success in a crowded market. This requires a distributed and scalable solution for crunching the continual wave of real-time data driven by viral invites, wall posts, gifting and the purchase of virtual items. Vendors who fail to identify patterns and relationships in the data will struggle with player engagement and retention, and ultimately the monetization of their games.

INNOVATION:
Anticipate the needs and desires of gaming leaders to increase purchases, accelerate adoption and improve retention of players.

CHALLENGE:
Understand the preferences and habits of leaders in virtual gaming environments to increase value, engagement, longevity and ROI.

SOLUTION:
Objectivity’s distributed graph database, InfiniteGraph, is being used to provide social gaming vendors with a highly scalable analytics platform in cloud and non-cloud settings. The solution offers deep insight into real-time behavioral data such as players’ choices of other players, the amount of time they spend playing, freemium conversion and which actions led to a purchase. Vendors can maintain personal identity information, including the player’s name, age and sex, while the vast amount of data on habits, preferences and purchases is processed and analyzed by InfiniteGraph in the cloud.

SOLUTION:
InfiniteGraph enables real-time analysis of gaming patterns and behaviors to provide actionable intelligence to gaming developers to improve gaming experiences and increase virtual add-on opportunities for revenue.
VALUE PROPOSITION

Within vast amounts of social gaming data, lies the ability to identify information such as “high rollers” willing to pay for content and influencers, as well the behaviors that lead up to a purchase, and the best ways to incentivize these players. The ability to discover complex relationships between distributed data and apply the resulting intelligence to social gaming leads to increased engagement, virality, usability and revenue generation.

“...understand player behaviors to ensure success in a crowded market.”

ADVANTAGES

InfiniteGraph enables a high-performance and distributed analytics solution that uncovers valuable intelligence from the steadily increasing amount of disparate, unstructured data generated by social gaming. Identifying relationships and deriving actionable analytics across complex data sets with so many variables is near impossible without the right tools. The scalable cloud-based offering eases the identification of “high-rollers”, or players that spend more on content, the players influenced by them, and what drives purchases – giving vendors the ability to optimize game design, targeted marketing efforts, retention and revenues.