

Hunting Whales with Smart Offers

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AERM

Acquisition

Engagement

Retention

Monetization



Offers it's hard...



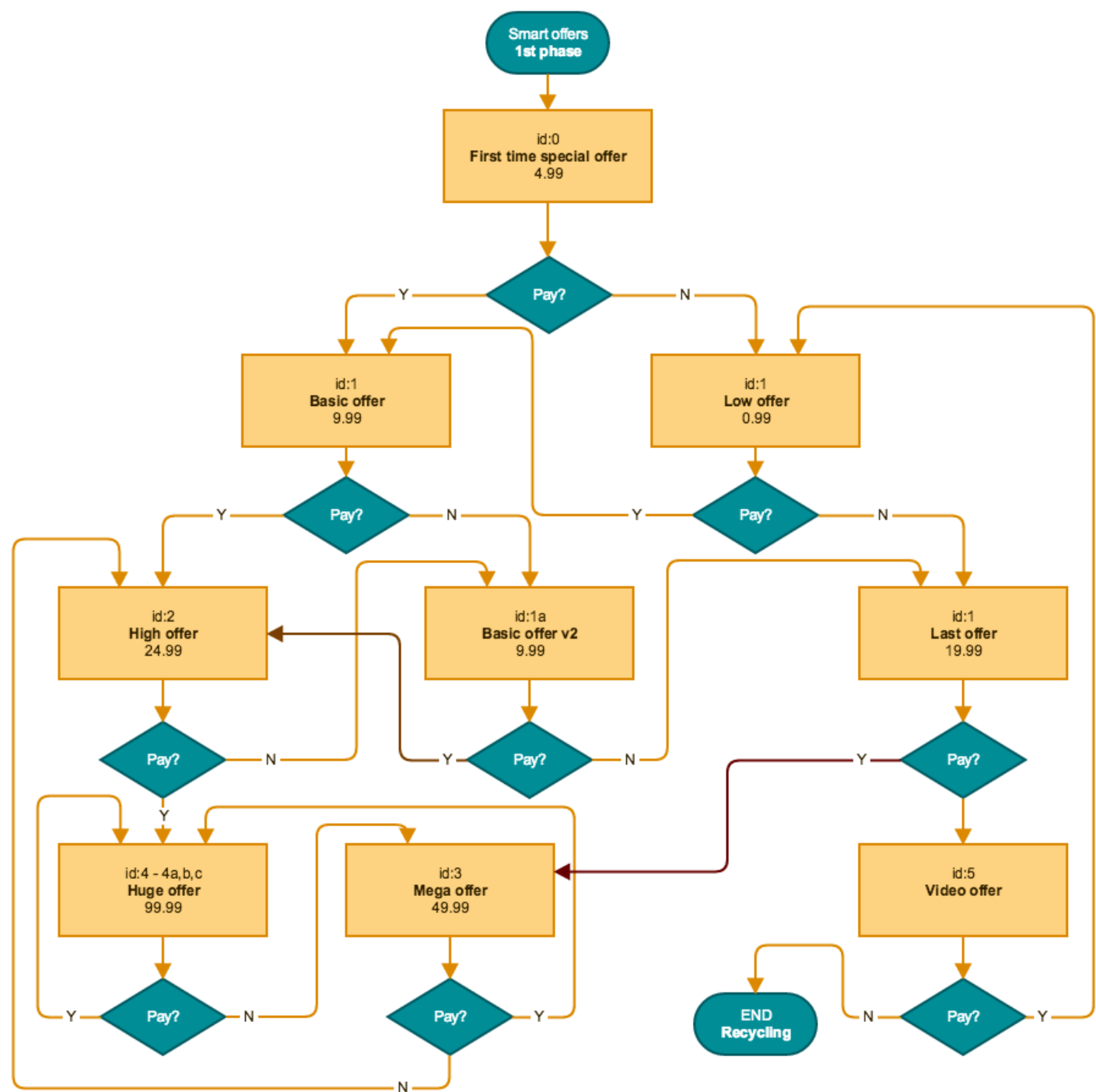
The offers make regular payments seem insignificant



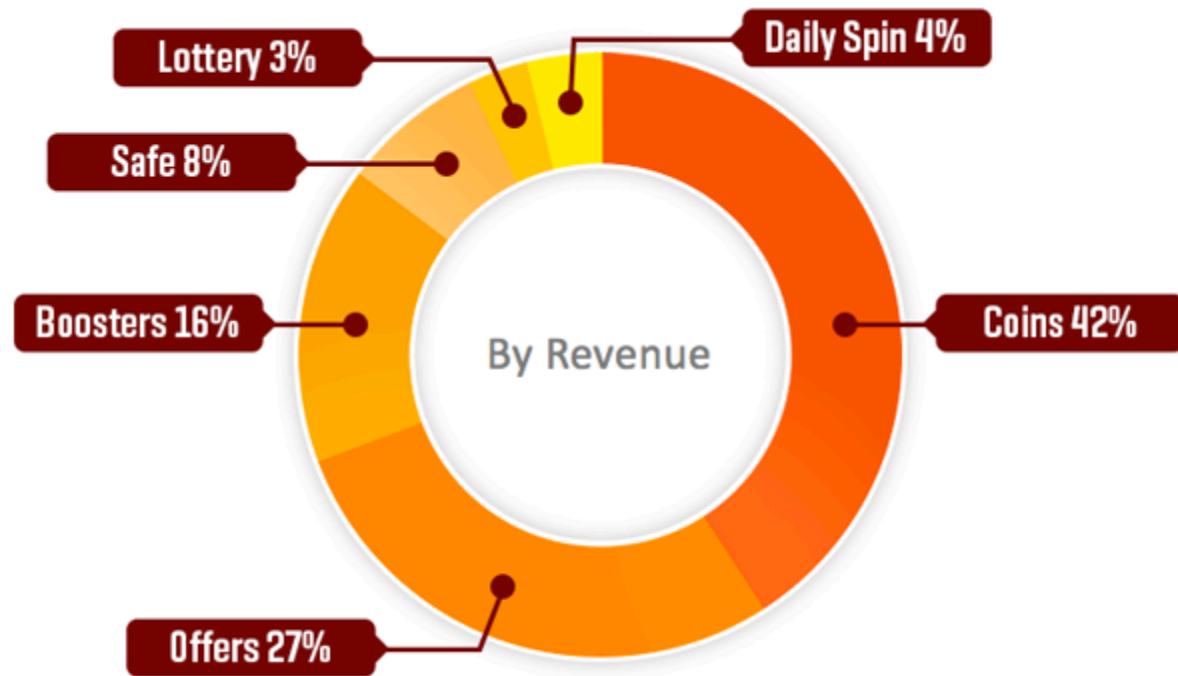
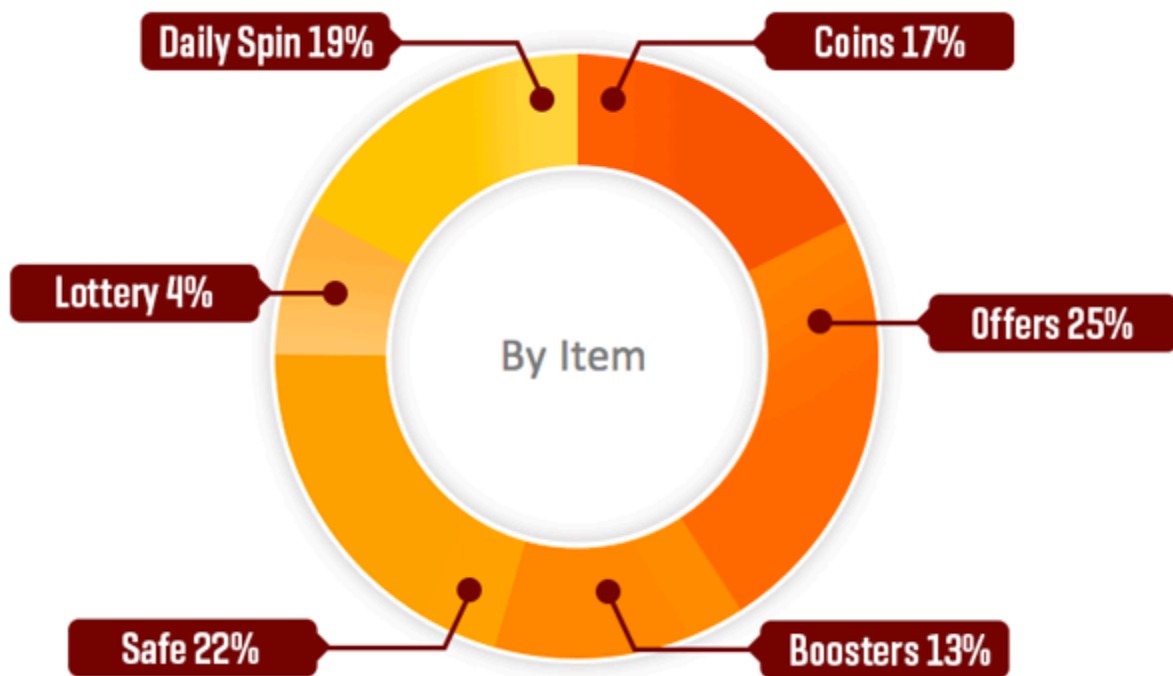
The offer is not relevant



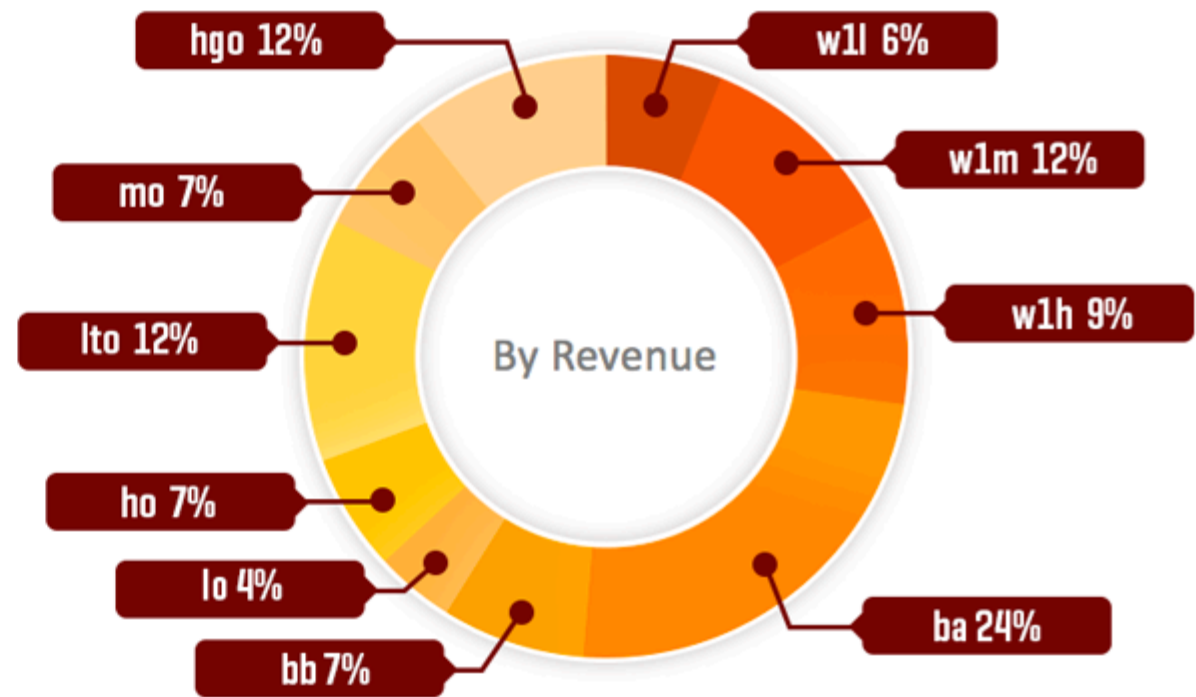
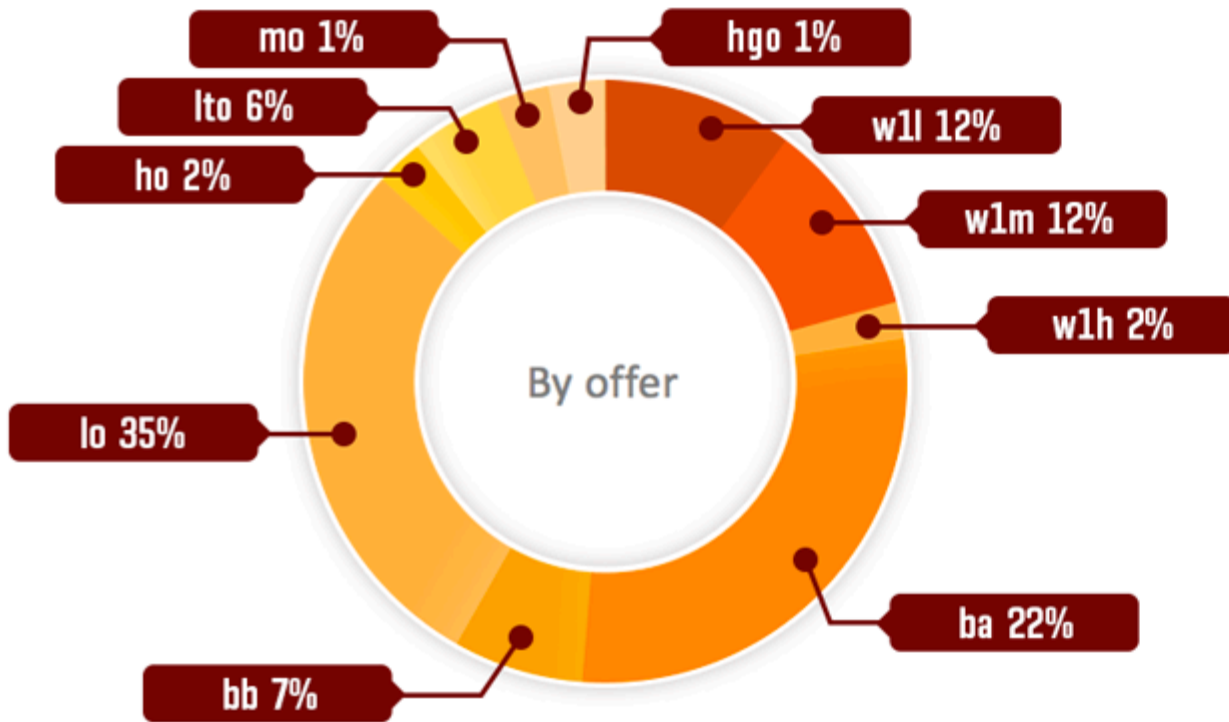
ARPU value drops after the offer and never gets back to normal

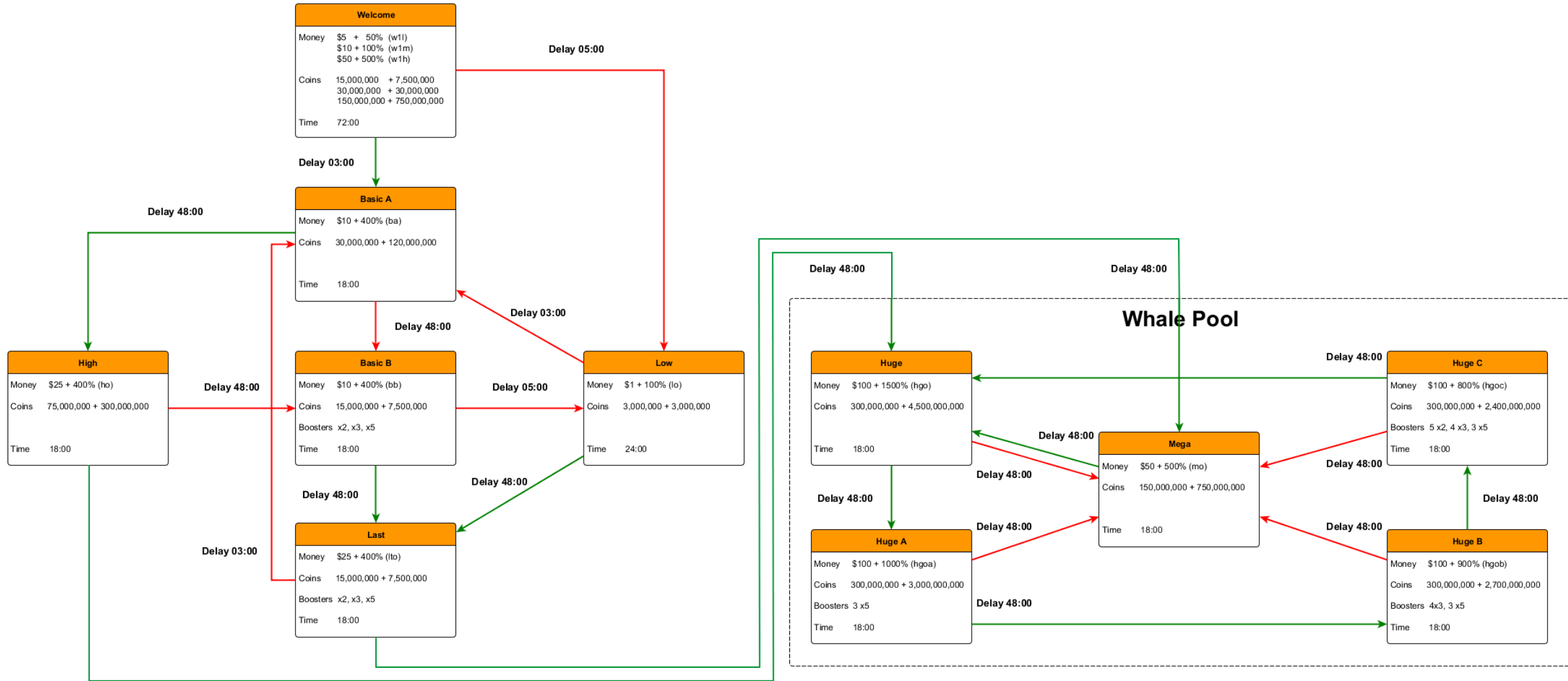


Consumer basket



Offer basket





Welcome

Money \$5 + 50% (w1)
 \$10 + 100% (w1m)
 \$50 + 500% (w1h)

Coins 15,000,000 + 7,500,000
 30,000,000 + 30,000,000
 150,000,000 + 750,000,000

Time 72:00

Basic A

Money \$10 + 400% (ba)

Coins 30,000,000 + 120,000,000

Time 18:00

Basic B

Money \$10 + 400% (bb)

Coins 15,000,000 + 7,500,000

Boosters x2, x3, x5

Time 18:00

Last

Money \$25 + 400% (lb)

Coins 15,000,000 + 7,500,000

Boosters x2, x3, x5

Time 18:00

High

Money \$25 + 400% (hb)

Coins 75,000,000 + 300,000,000

Time 18:00

Low

Money \$1 + 100% (lb)

Coins 3,000,000 + 3,000,000

Time 24:00

Huge

Money \$100 + 1500% (hg)

Coins 300,000,000 + 4,500,000,000

Time 18:00

Huge A

Money \$100 + 1000% (hga)

Coins 300,000,000 + 3,000,000,000

Boosters 3 x5

Time 18:00

Mega

Money \$50 + 500% (mg)

Coins 150,000,000 + 750,000,000

Time 18:00

Huge C

Money \$100 + 800% (hgc)

Coins 300,000,000 + 2,400,000,000

Boosters 5 x2, 4 x3, 3 x5

Time 18:00

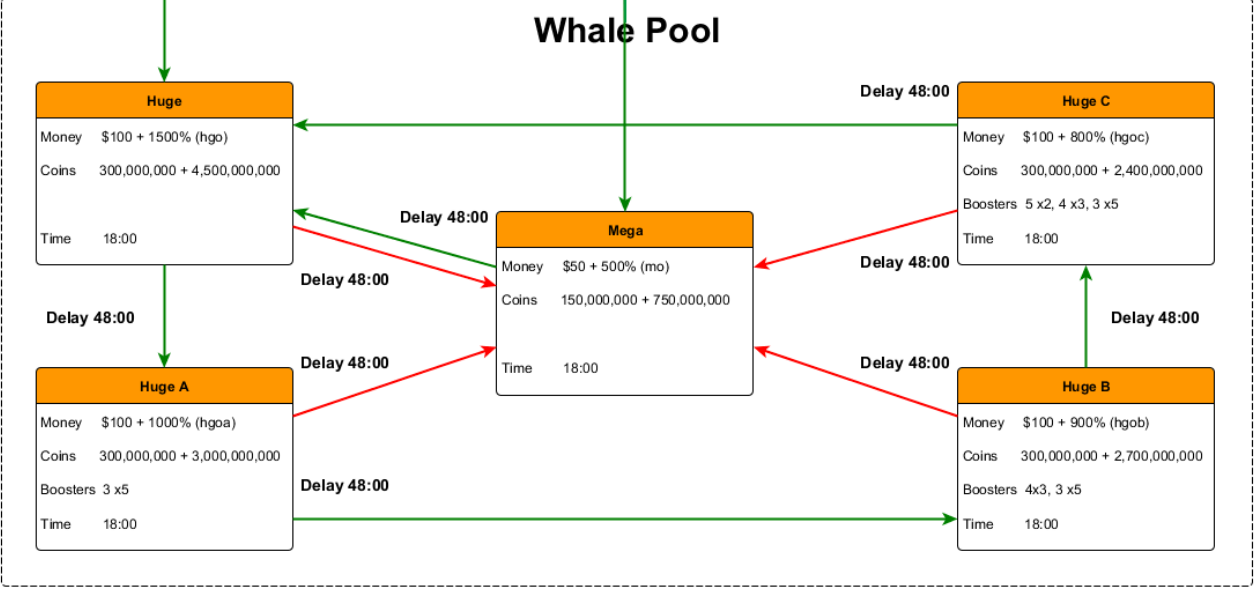
Huge B

Money \$100 + 900% (hgb)

Coins 300,000,000 + 2,700,000,000

Boosters 4x3, 3 x5

Time 18:00



Offers it's cool




The player always
get an
opportunity to
pay more



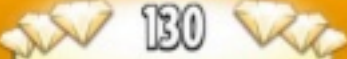
The player
receives only
relevant offers





Happy Player
equals
Happy Producer

SPECIAL OFFER 

YOU WERE SELECTED FOR A MAJOR DISCOUNT!

130 

~~ILS17.90~~   **-60%**

ILS6.90

Time Left: **59 MIN 46 SEC**

PURCHASE NOW

AN OFFER YOU MISSED FROM ARENA 7

Royal Arena Value Pack **X4 VALUE**

 **Arena 7 Super Magical Chest** +  **1 200** Bucket of Gems +  **10 000** Bucket of Gold

\$9.99

Special Offer! 

Here's a great deal just for you!

 **25 000**

\$ 3.99  +  **3**

~~\$ 19.99~~

Buy now



Happy hunting!

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