



# Optimizing Player Experiences with Real-Time Relevance

Uken Games and Sony Pictures Television rely on Swrve to immerse their global audiences with real-time relevance during gameplay with advanced in-app experiences.



## Industry

Mobile Games

## Country

Worldwide

## Site

[www.uken.com](http://www.uken.com)



## Delivering real-time relevance at scale in minutes with enterprise-grade tools and triggers

With new competition entering the market every day, it's critical for mobile games to develop a niche of signature experiences that keep players intrigued, invested, and feeling valued. By implementing solutions that allow mobile games to treat players as individuals, further incentivize gameplay with intelligent interactions, and fostering a sense of loyalty with experiences optimized to fit their personal preferences, goals, and needs, mobile games can transform everyday players into VIP gamers.

The Swrve platform was built to handle it all: the high points of first time user experience (FTUE), the immediacy and excitement around 1:1 messaging new levels, live ops, power-ups, and challenges, the frequency and recency that most players exhibit at each stage of their journeys—all at a global, enterprise scale.

“ We can stay relevant with our players because we have the capabilities to be flexible and act with immediacy. Using Swrve has allowed us to go from idea phase to action extremely quickly when it comes to reaching out to our users. It's a great tool for those who want to have a deeper level of control and user outreach in their mobile apps without the need for new builds or other complex methods.

Maggie McLean, producer at Uken Games

## The Challenge

### Keep *Who Wants to Be a Millionaire?* And *Jeopardy! World Tour* players engaged, informed, and coming back for more

The stakes are high for mobile games: only 1.6% of players actually make an in-app purchase and 72% of all players limit themselves to just one purchase using the app before leaving for good. That means just one lackluster player experience can effectively devalue the entire game and lead to serious drop off in valuable engagement, retention, and lifetime value—making smart, swift action imperative for long-term engagement and retention.

## The Solution

### Smart, easy-to-deploy campaigns delivered in real time

Swrve was built to personalize outreach, optimize in-app experiences based on individual user feedback, and deliver well-timed, hyper relevant messaging throughout gameplay. For Uken Games, this meant, "...if we want to notify players of something, we can do it immediately, and not only that, I can do it. We don't need a dev team. We don't need anything on production side. I can go into Swrve and do it myself, and I think that's the best. It's super easy for people who are not as technical," said McLean.

### With Swrve, Uken Games sent:

#### Perfectly-Timed, Hyper Relevant In-App Messages

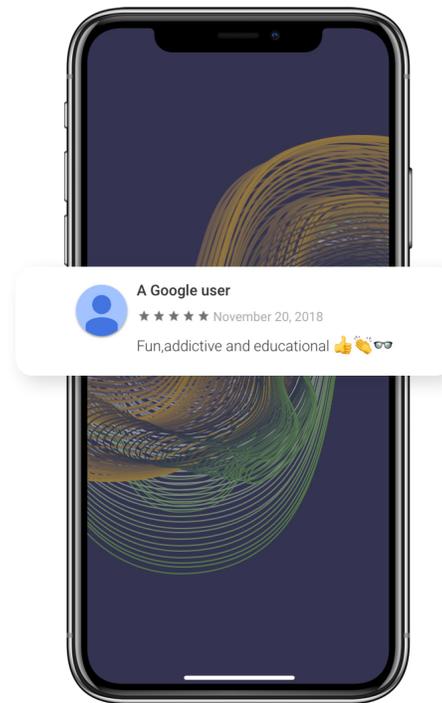
Uken Games used Swrve to send hyper targeted in-app notifications to players alerting them of rewards they've earned, new levels, new features, address service issues, update game settings, and more.

#### Deeply Targeted Surveys

To gather more intel about their players' individual game experiences Uken Games sent surveys. One survey asked about player habits, motivations for playing, favorite categories, game satisfaction, and general interests, and another survey targeted lapsed spenders, asking them about individual needs to determine why they had not spent in a while.

#### A/B Testing for Better Player Experiences

Uken Games used Swrve's superior A/B testing tools across messages to determine the most relevant messaging experiences in individual groups of users.



## The Results

**57%**

response rate on surveys sent to lapsed users

### Overall Return on Relevance (ROR)

- **Over 10,000 players completed surveys** asking about their motivations for playing, habits, favorite levels and categories, and more, giving Uken Games the intel needed to optimize gameplay and keep engagement high with relevant updates and changes
- **57% response rate** on surveys targeting lapsed spenders, giving Uken Games valuable insights on individual needs that are not being met and smart takeaways about premium elements of the game

### Rapid Time to Relevance

- **Three minutes:** the average time it takes the team at Uken Games to create and send a personalized, on-brand in-app message to players
  - "Even if an in-app message takes a similar amount of time to set up in other systems or using ref data, it can be days before we see approval and deployment. With Swrve, we are able to deploy/schedule immediately. So we are in essence **saving days** compared to other teams," says McLean
- **Simple implementation:** "The first time I encountered Swrve, onboarding was quick, easy, and very straight forward," says Veronica Rojas, product manager at Uken Games

**Saving days**

compared to other teams not using Swrve

**250k**

daily active users (DAUs) engaged

### Scale

- **250,000 DAU** receive hyper personalized and relevant engagement in real time via in-app messaging daily

SWRVE

SEE REAL-TIME RELEVANCE IN ACTION AT [SWRVE.COM/DEMO](https://www.swrve.com/demo)