inter|ana

Virtual Gaming World (VGW) increases LuckyLand Slots average revenue by 2x

Improves KPIs across the board: conversion rates, retention, and time to discovery for product updates.

VGWUS

Challenge

VGW needed to know more about how customers engaged, played, and connected with others on their popular social casino game, LuckyLand Slots.

Solution

VGW deployed Interana across their LuckyLand Slots product to increase user engagement and conversion, increase player retention, prioritize features, and quickly identify and fix lagging steps in the conversion user funnel.

Benefits

- By knowing more about customer experiences across devices, VGW doubled its conversion of players to payers

- Product teams quickly identified ways to engage customers, and increased month over month payer retention by 30%

- Automatically detected and ingested VGW's event data to get answers and reports into decision makers' hands - in hours, not weeks

"With Interana in place, every core KPI we tracked went up."

Derek Brinkman
General Manager of VGW US | VGW

What happens in Vegas doesn't have to stay in Vegas

VGW, a company who is pioneering online gaming and sweepstakes, brings the excitement of hitting the jackpot online with LuckyLand Slots.

Derek Brinkman joined VGW to help build and maintain its social gaming platform – adding more excitement to its game offering by innovating on various digital platforms, and incorporating social connections and multiplayer features throughout its platform. VGW knew that knowing how customers played, shared, interacted, purchased, and even got frustrated, would be a critical piece of the puzzle as they introduced new and exciting features and functionality. Not only would VGW have to be a leader in creating engaging games and experiences, but they would also need to become experts in knowing all they could about their customers.

See what customers are doing – faster

"At first, in order to know more about metrics like cohorted daily retention rates, average revenue per user, and conversion rates would be critical to our success, we needed a dedicated member of our engineering team to help us with analytics," Derek said. "It worked at first."

Whenever someone on the team needed data to make a decision, they'd spec up what the report needed to be and would give it to the engineering team. In a few days, they'd get the report they requested. The team realized (fairly quickly) that this clearly wouldn't scale.

"There was too much delay between making a request and getting answers, and it was becoming a drag on our ability to look at data and make good decisions," he said.

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To fix that problem, the VGW team built a set of dashboards to help speed up the process. But, they ran into another roadblock.

"The dashboards helped us ask high level questions," Derek acknowledges, "but whenever you'd start to see something that looks surprising, or off, we'd have to ask someone to write reporting logic to drill down further."

Ask unlimited, unbounded questions

Derek and his team needed to be able to provide an easy to use platform for the entire team, to ask layered questions of all the raw data, and get answers in minutes, not days. They started evaluating whether they would check out platforms on the market or build something themselves.

They started looking into structuring their own data, ingesting it into Amazon Redshift and connecting it to a BI tool.

That wasn't going to be easy: VGW's data was stored as a myriad of flat event files, not in any structured database. The ingestion and formatting process would take too much time and expertise.

"One of the things we loved about Interana right away was their ability to ingest our data and provide a graphical interface as if we had structured data," said Derek.

For casino games, patience is key

With Interana, Derek and his team could finally start understanding what customers actually did and when they did it on their gaming platform. They could answer specific questions to narrow in on customer journeys and experiences. They quickly learned which games and features were most popular, how many spins it took to get someone invested in a game, and even when customers got frustrated and left the platform.

Knowing the important details around how customers interacted, engaged, and connected became a (literal) game-changer.

Understanding the players better was just the beginning. "Because of Interana, every core KPI we tracked went up. We've increased the conversion rate of free to paid users by 2X, month over month retention of payers by 30%, and reduced the time it took to identify and fix issues from weeks to hours."

Below are just a few of the ways VGW uses Interana:
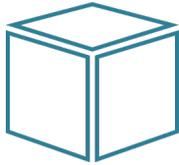
Product

- Understand which slot games are most successful
- Prioritize features based on effectiveness of recent feature releases
- Verify and adjust the math model to change the overall payouts and expected payouts of the games to maximize player engagement
- Tracking user cohorts over time to find trends in purchase behavior
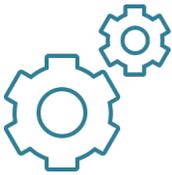
Live Operations

- Optimize event prizing and frequency to ensure players stay engaged during live events, tournaments, and quests
- Understand players' betting patterns and optimize game operations for maximum lifetime value

Customer Support

- Optimize VIP player rewards to extend paying player lifetimes and average revenue per VIP player
- Investigate whether issues are isolated incidents that affect a small group of users or more widespread

Building a winning culture

Understanding what VGW's customers needed and how to engage with them better increased morale across the entire team.

"Knowing more about how to be successful at work is a big motivator to people. When you make decisions based on data, teams feel better about their projects," Derek said. "Then, when you measure the impact, you can tell your team, 'Hey, all that effort you put in actually had this effect. Congrats!' It's a great feeling."

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interana.com | @interanacorp | info@interana.com