

Payment Page Case Study



The HoneyLizer™
Social Apps and Games
Real Time Optimization
and Insights

Payment Page Case Study:

Objective: Increase Average Revenue per User (ARPU)

The customer searched for a way to boost the game's current users' monetization. The HoneyLizer™ was engaged to increase conversions by serving - in real time - each user with the most relevant payment page.

The Challenge

The game is a small/medium size with approximately 40k DAU (Daily Active Users). Developed by a major game company on Facebook, the company has a strong background in optimization and monetization with an array of different tools, including extensive A/B Testing.

The game monetizes by selling virtual tokens enabling users to play additional rounds and win more virtual money. The developer's goal is to increase revenues from existing users by increasing ARPU (Average Revenue per User).

The Solution

The HoneyLizer™ analyzes each user's demographics and Facebook social graph. Based on this individualized attributes the HoneyLizer determines - in real time - which page option is most likely to promote conversion for each specific user, and automatically serves it to him.

The goal was to come up with 2 payment pages that will appeal to different types of users, and show each user the most relevant payment page to match their personal social DNA.

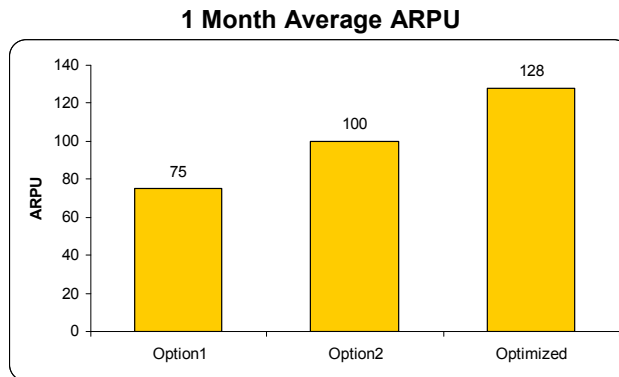
The 1st payment page (which was the game's original default) displayed bonus percentage figures for each token purchasing package, while the 2nd payment page displayed the percentage of free token the user will receive with each token package. The two page options were uploaded to the HoneyLizer™. Following a short learning stage, the game developer quickly realized the ARPU for the 2nd payment page was clearly higher than the ARPU generated by the 1st page.

It took a mere click on a HoneyLizer button and a few seconds to introduce the UI changed in which the default setting was changed to that of the 2nd page.

The Results*

Even during the learning stage the customer already experienced a significant improvement in ARPU by switching the default page to the 2nd page option. As soon as the bootstrapping period ended and the optimization predictive stage started the results showed another leap in performance and the game's ARPU increased by another 27%.

The graph below clearly indicates to the efficiency of a HoneyLized game: during an identical period (data averaged over 30 days) the 1st option ARPU was 75 cents while the 2nd option's ARPU was 100 cents, while the ARPU that the HoneyLizer™ (i.e. optimized) has generated was much higher - 128 cents.



* In order not to reveal real numbers all results were normalized to 100

Results Analysis

From about 100 attributes that were automatically tested by the HoneyLizer, the strongest differentiator between Option 1 and Option 2 was found to be “**comments by friends**”. Users that got comments from 5 or more friends during the last 90 days were more likely to convert for Option 1, whereas users that got comments from less than 5 friends (or didn't share their Wall information) were more likely to convert better for Option 2.

The power of the HoneyLizer's predictive analysis to serve each individual user with the right page option created a staggering improvement in the game's ARPU.



About Bees and Pollen

As innovators in the social data optimization arena, Bees & Pollen introduce the HoneyLizer™ - the first automatic and real-time optimization platform to leverage users' social graph.

The HoneyLizer™ utilizes predictive algorithms to automatically serve each user with the most relevant content, offers and experience, thus dramatically increasing all the game's matrix: retention, conversions, Virality and monetization.