

# Post on Wall – Call to Action Case Study



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

## Case Study: Post on the Wall - Call to Action

### Objective: Increase Incoming Traffic from Facebook Wall Messages

The game developer searched for a way to increase the number of returning players through messages from their friends. The HoneyLizer™ was engaged to accomplish this by serving the players' friends with the most relevant message.

### The Challenge

The game is a small/medium one 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 different tools including extensive A/B Testing.

During the game players reaching a certain event are encouraged to publish a message on their Facebook Wall for their friends to see. The aim was to increase the number of returning players via these messages.

### 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. In this case the goal was to analyze each user's social graph's attributes and consequently post the message option that will most likely motivate his friends to play the game.

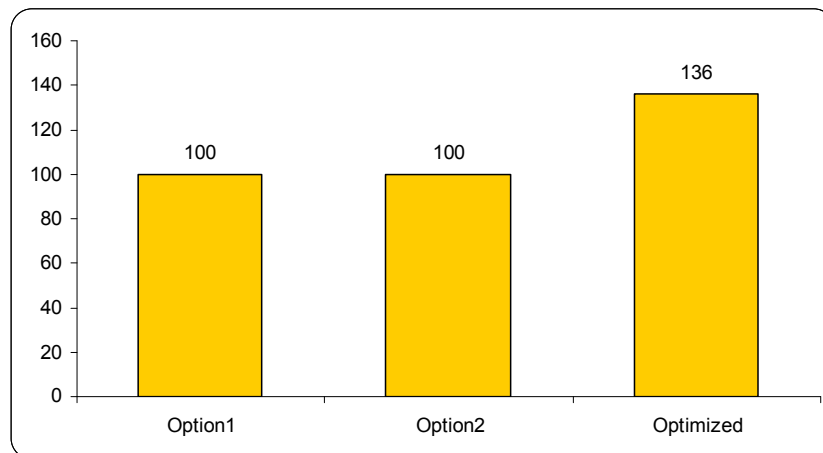
The idea was to come up with 2 messages sporting different styles that will appeal to different groups of users. The 1<sup>st</sup> message (option 1) targeted users who needed a brain teaser to click, while the 2<sup>nd</sup> message (option 2) was targeted competitive users:



## The Results\*

As soon as the optimization predictive stage started the customer experienced an overall 36% improvement in returning players through these Wall Posts.

The graph below clearly indicates that during the same period (data averaged over 30 days) for every 1k impression of the pop-up message that asked players to post a message on their Wall, option 1 and option 2 motivated 100 players to return to the game, while messages that were sent via HoneyLizer™ (optimized mixed of option 1 and option 2) motivated 136 players to return to the game!



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

## Results Analysis

Of the 100 attributes tested by the HoneyLizer algorithms one of the strongest differentiators between Option 1 and Option 2 turned out to be users with more than 34 “Likes” in the category “places of interest and local businesses.” This non-intuitive result would most likely been overlooked by a human analyst and been impossible to administer manually. Only the HoneyLizer’s real-time automated optimization capability can achieve this result. The power of the HoneyLizer’s predictive analysis to serve each individual user with the right page option created a staggering improvement in the number of players returning to the game.

## **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.