



SpaceApeTM

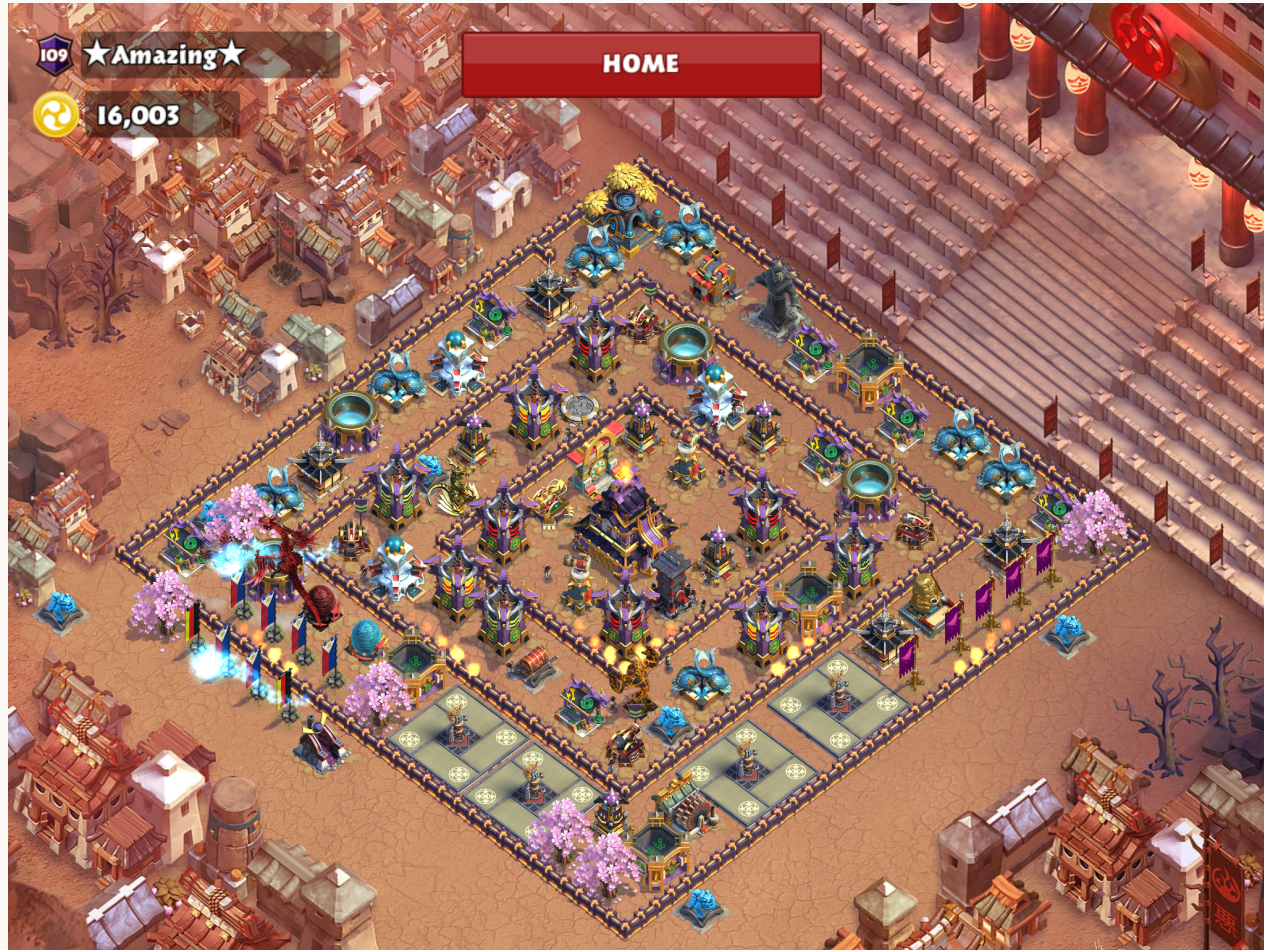
The Samurai Siege Analytics Stack

24th February 2015

Topics

1. Samurai Siege Overview
2. Samurai Analytics Stack Evolution
3. DWH Components
4. User Acquisition Tools
5. Product Tools
6. CRM Tools





Samurai Siege at a Glance

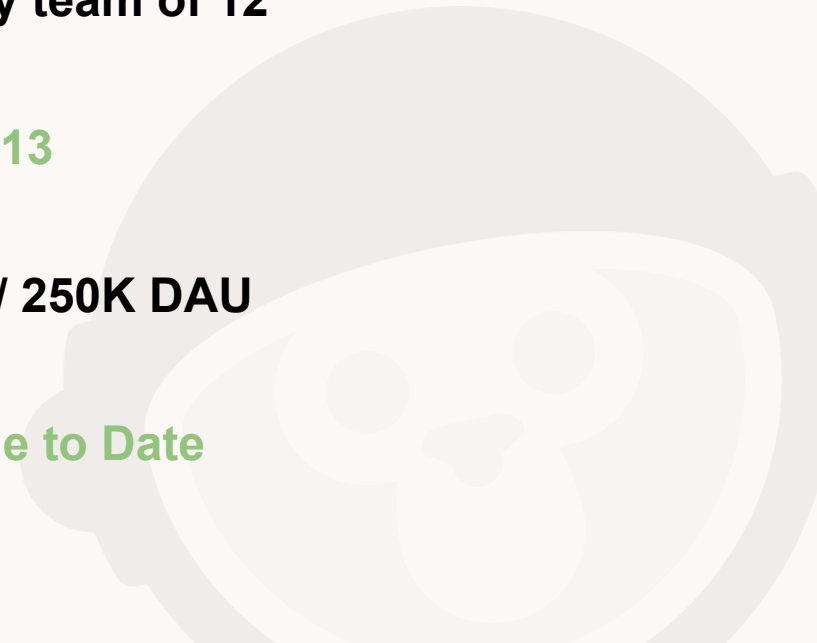
Mobile real time strategy, iOS, Android

Developed in 6 months by team of 12

Live October 2013

11M Installs / 1.2M MAU / 250K DAU

\$23M in Gross Revenue to Date



Our Development Approach

Small dev teams

Creative + Science

Agile

Live Operations

Data empowered

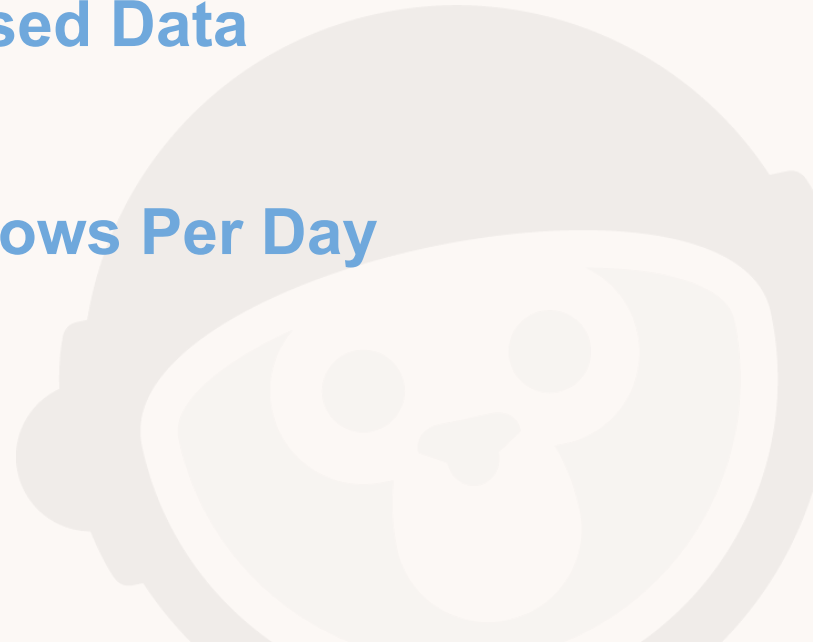


The Samurai Siege Analytics Stack Evolution

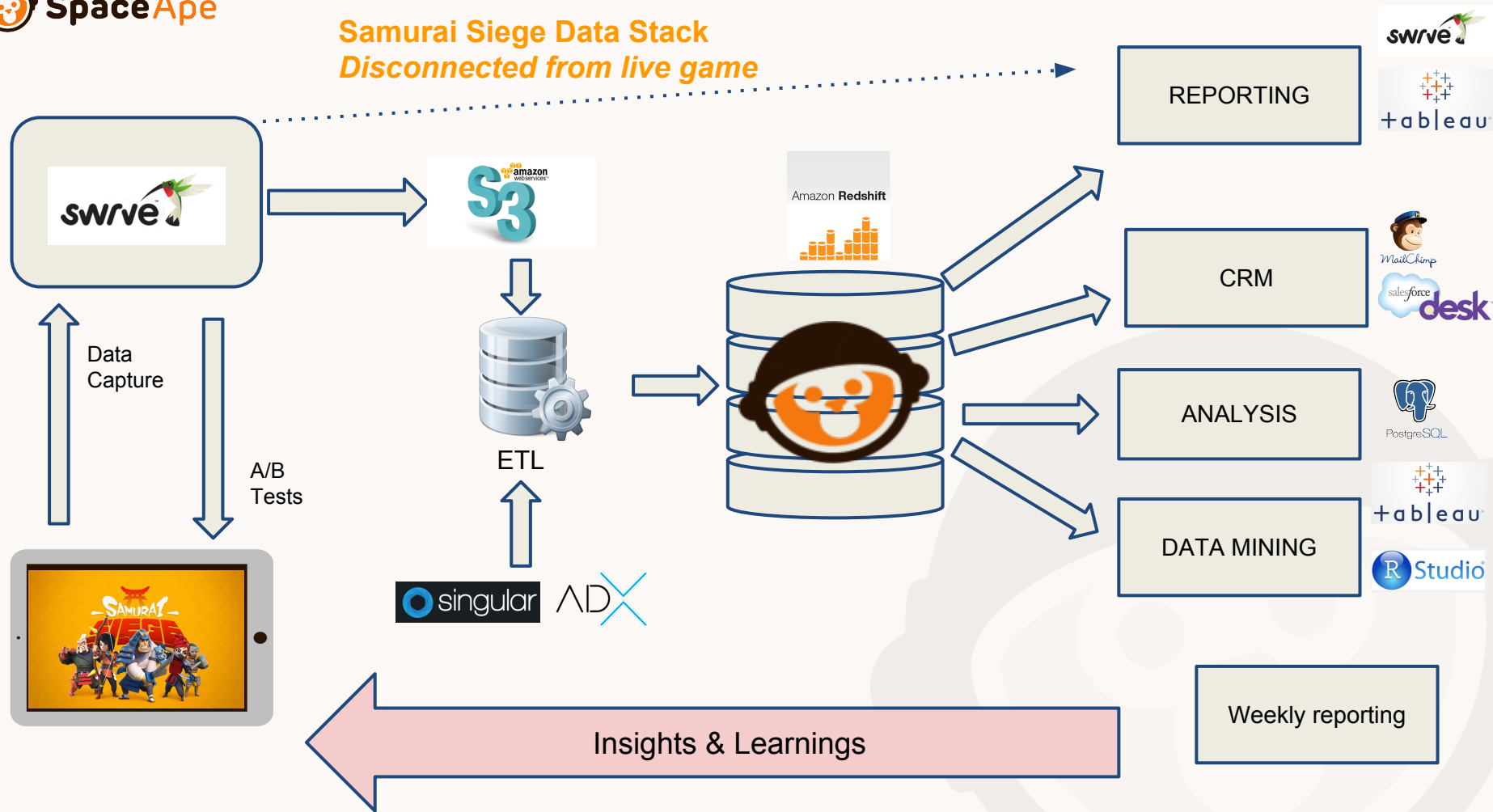
135 Billion Rows

13TB Of Compressed Data

250m x 125 columns Rows Per Day



Samurai Siege Data Stack *Disconnected from live game*



Data Warehouse

Core Data Elements










Daily Summary (Over 200 Metrics)

In Game
Behaviour

Monetisation

Spend Tier

CALENDAR

					1		2	3
4		5	6		7	8	9	10
11	12		13	14	15		16	17
18	19	20		21	22	23	24	
25	26		27	28	29		30	31

Tenure

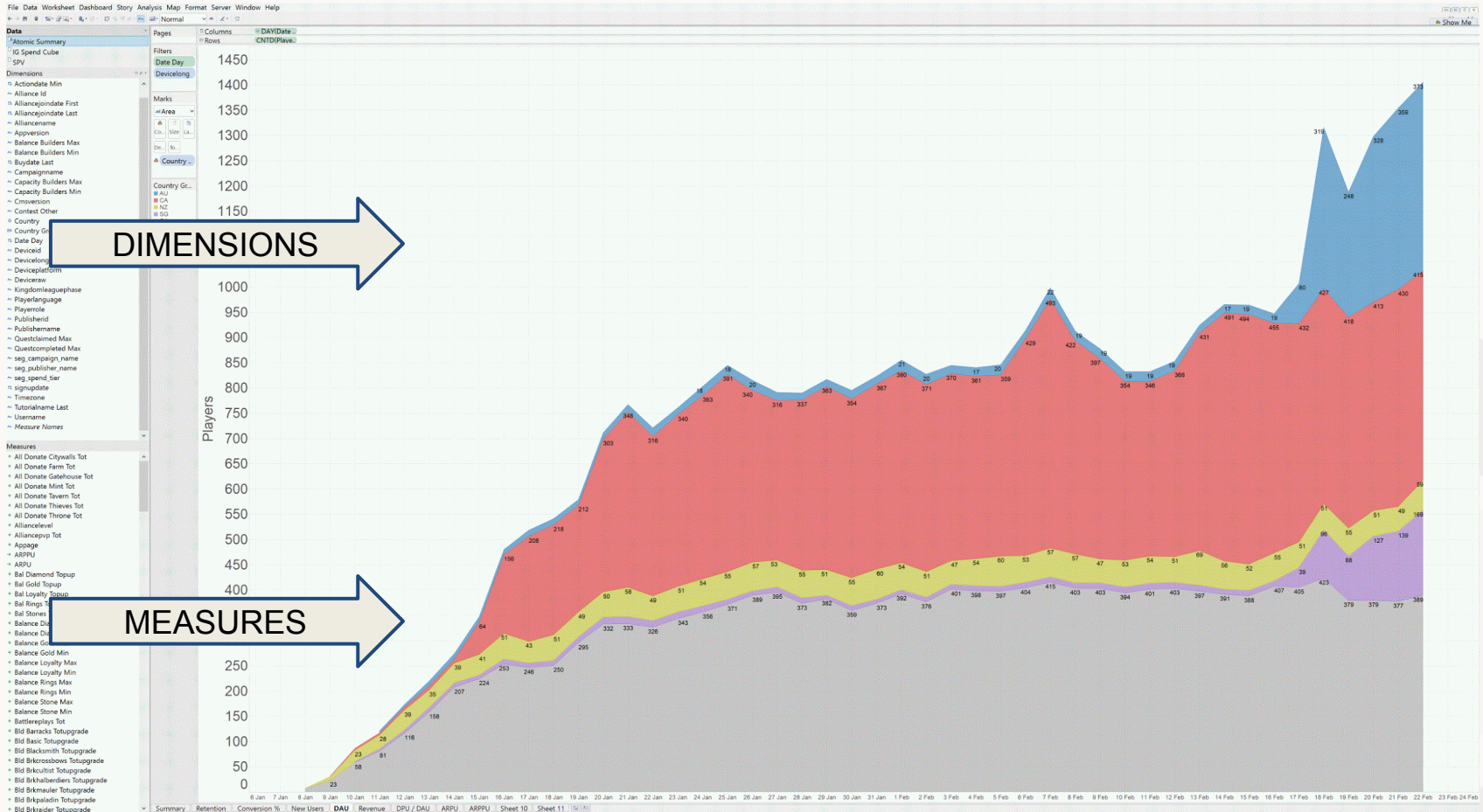
Balances

Device



- Automated and Run Daily through an SQL Runner
- Delta Process. Clear and Insert Data for Past 3 Days
- Process completed in Minutes not Hours

Slice and Decide to your Delight!



Single Player View

Retention

Platform

Acquisition Channel

Operating System

Device

Spend Behaviour

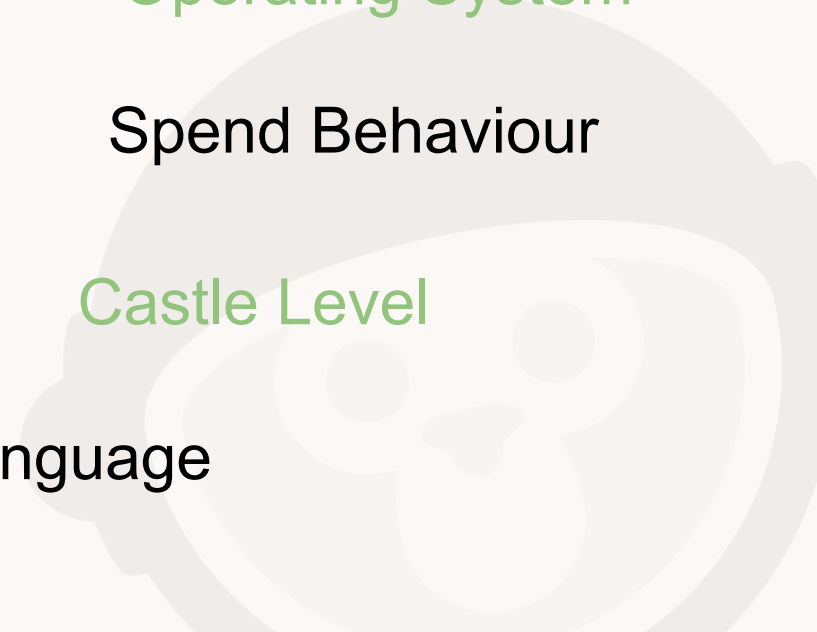
Game Balances

Castle Level

Country

Language

Retention



Single Player View

player_id	71724ca2-c1f8-4519-8ae5-f8628a005653
villagename	XXXXXXXXXX
allianceid	9b9f3aaa-09ee-42f9-b53f-5f9003e59c79
alliancename	XXXXXXXXXX
signupdate	17/08/2013 06:39:00
max_actiondate	08/02/2015 17:58:00
controlflag	0
playerlevel	35
castlelevel	9
max_pveseq	11000
playerhonor	411
cohort	2
tenure	540

Single Player View

first_device	iPad2,1
first_device_long	iPad2 - Wi-Fi
first_device_short	iPad2
first_player_language	English
first_device_os	ios
first_device_platform	ios
first_device_id	c82848be88d034317526fa72b1b597ad
last_device	samsung SM-G900F
last_device_long	Samsung Galaxy S5 (Europe)
last_device_short	Samsung Galaxy S5
last_player_language	English
last_device_os	android
last_device_platform	android

Single Player View

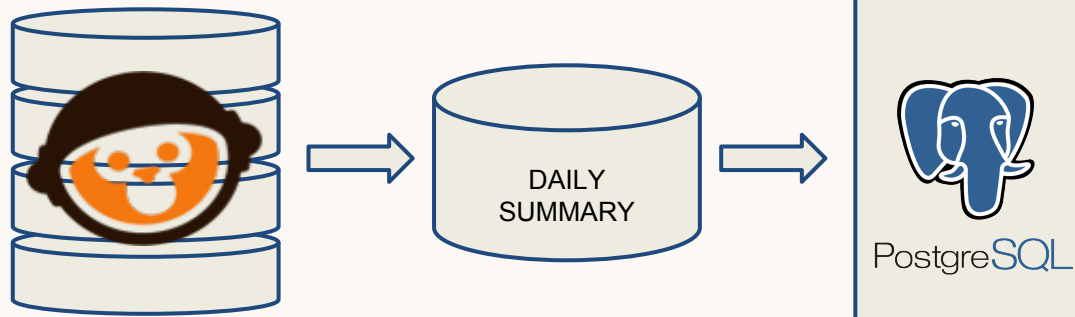
first_country_iso	US
last_country_iso	GB
first_country	UNITED STATES
last_country	UNITED KINGDOM
first_continent	NORTH AMERICA
last_continent	EUROPE
email	XXXXXXXXXXXX
ret_d1	0
ret_d3	0
ret_d7	0
ret_d12	0

Single Player View

spend_first24hours	\$ -
spend_first3days	\$ 9.00
spend_first7days	\$ 9.00
spend_first2weeks	\$ 9.00
spend_last24hrs	\$ -
spend_last0to7days	\$ -
spend_last8to14days	\$ -
spend_last15to21days	\$ -
spend_last22to28days	\$ -
spend_total	\$ 104.00
last_purchasedate	18/04/2014 00:00:00

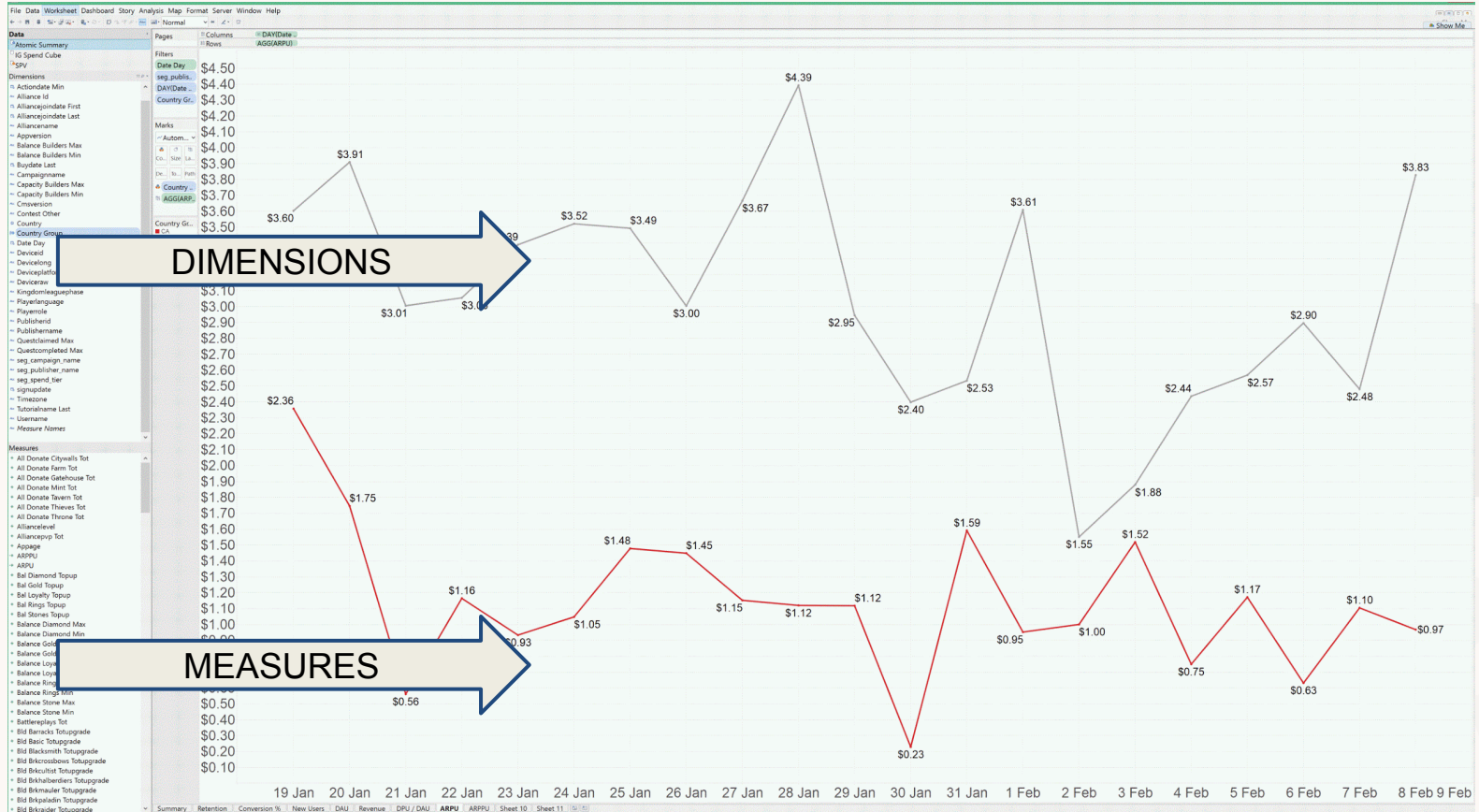
Single Player View

last_purchasedate	18/04/2014 00:00:00
tot_login_first7days	86
login_last0to7days	0
login_last8to14days	0
login_last15to21days	1
login_last22to28days	1
spendtier	Villager
is_newbie	0
is_nonspenderprio	0
is_spendrisk	0
publishername	ORGANIC
campaignname	
subadgroup	
publisherid	

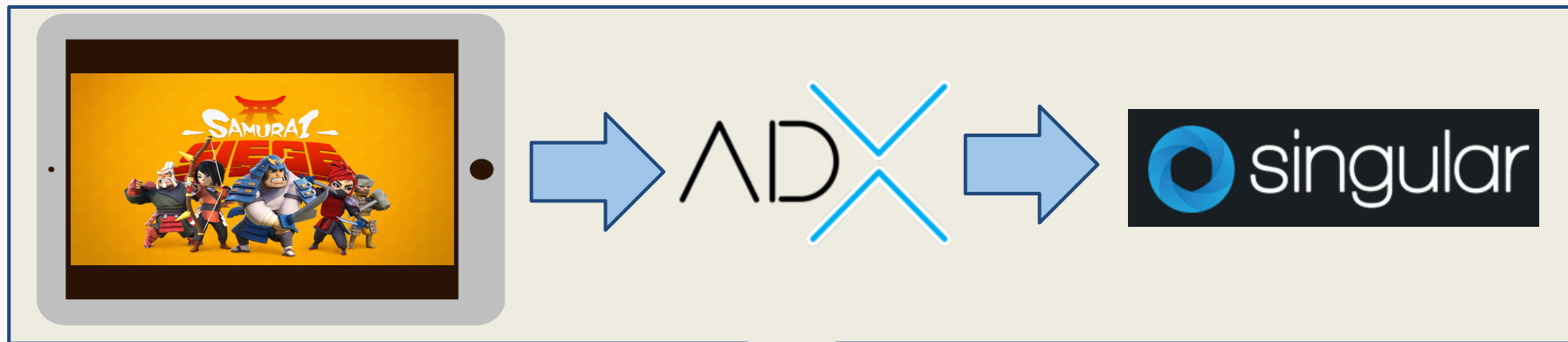


- Automated and Run Daily through an SQL Runner
- Recreated in Full every day
- Based on Daily Summary Table
- Process completed in Minutes not Hours

Slice and Decide to your Delight!



Attribution Data





	* reporting_date	* ad_network	* campaign_name	* campaign_type	app_id	campaign_network_id	country	impressions	clicks	installs	cost
	Click here to define a filter										
1	19/02/2015	applifier	APPLIFIER_SIEGE_IOS_GLOBAL	iOS	643798619	NULL	MA	NULL	3	0	0
2	20/02/2015	vungle	VUNGLE_SIEGE_IOS_ZA	iOS	643798619	NULL	ZA	1	NULL	NULL	NULL
3	14/02/2015	applifier	APPLIFIER_SIEGE_IOS_GLOBAL	iOS	643798619	NULL	NO	NULL	8	2	0.2
4	26/01/2015	nativex	NATIVEX_SIEGE_IOS_Tier4_INCENT.ios	iOS	643798619	NULL	NULL	321347	2040	1181	59.05
5	26/01/2015	applifier	APPLIFIER_SIEGE_IOS_PH	iOS	643798619	NULL	PH	NULL	76	11	1.1
6	17/02/2015	ad_colony	Samurai Siege iOS GB	iOS	643798619	NULL	ZZ	1	0	0	0
7	29/01/2015	applifier	APPLIFIER_SIEGE_IOS_GLOBAL	iOS	643798619	NULL	AU	NULL	5	2	0.4
8	01/02/2015	applifier	APPLIFIER_SIEGE_IOS_GLOBAL	iOS	643798619	NULL	BE	NULL	9	4	0.4
9	12/02/2015	nativex	NATIVEX_SIEGE_IOS_Test_INCENT.ios	iOS	643798619	NULL	NULL	335364	3708	432	43.2
10	05/02/2015	vungle	VUNGLE_SIEGE_IOS_NL	iOS	643798619	NULL	NL	1	NULL	NULL	NULL
11	20/02/2015	applifier	APPLIFIER_SIEGE_IOS_GLOBAL	iOS	643798619	NULL	KR	NULL	11	1	0.1
12	16/02/2015	applifier	APPLIFIER_SIEGE_IOS_GLOBAL	iOS	643798619	NULL	FR	NULL	6	0	0
13	22/02/2015	applifier	APPLIFIER_SIEGE_IOS_BE	iOS	643798619	NULL	BE	NULL	9	3	0.3
14	19/02/2015	applifier	APPLIFIER_SIEGE_IOS_GLOBAL	iOS	643798619	NULL	AU	NULL	6	0	0
15	09/02/2015	applifier	APPLIFIER_SIEGE_IOS_MX	iOS	643798619	NULL	MX	NULL	74	12	3.6
16	26/01/2015	applifier	APPLIFIER_SIEGE_IOS_GLOBAL	iOS	643798619	NULL	TN	NULL	20	0	0
17	19/02/2015	applifier	APPLIFIER_SIEGE_IOS_GLOBAL	iOS	643798619	NULL	PH	NULL	68	15	1.5
18	26/01/2015	applifier	APPLIFIER_SIEGE_IOS_GLOBAL	iOS	643798619	NULL	VN	NULL	30	4	0.4

UA Source & Cost Information

Install Date

Campaign Network

Campaign Name

Country

Cost

Clicks

Impressions



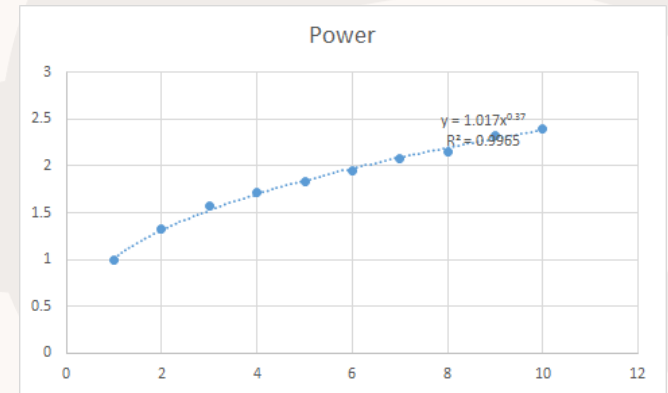
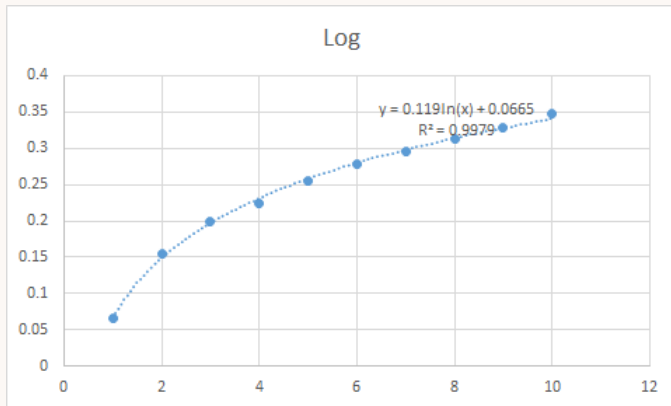
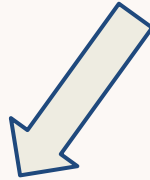
User Acquisition Tools

Predictive Life Time Value



SEGMENTATION BASED ON MONETISATION AND
ENGAGEMENT IN THE FIRST 7 DAYS

Predictive LTV



Predictive LTV Data Warehouse Process



- Segment Users
- Assign Appropriate Curve based on Segmentation
- Calculate pLTV based on different time periods
- Automated and Run Daily through an SQL Runner

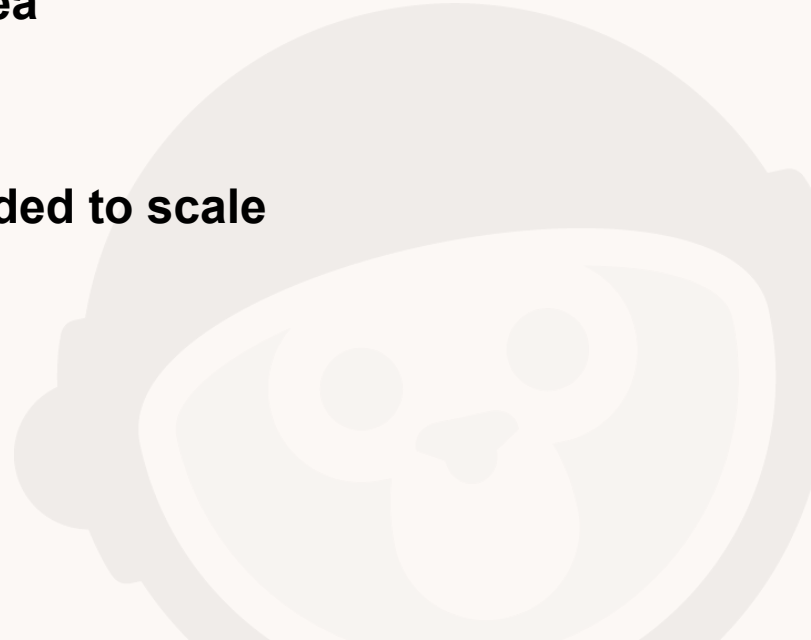
User Acquisition Landscape

Fragmented Area

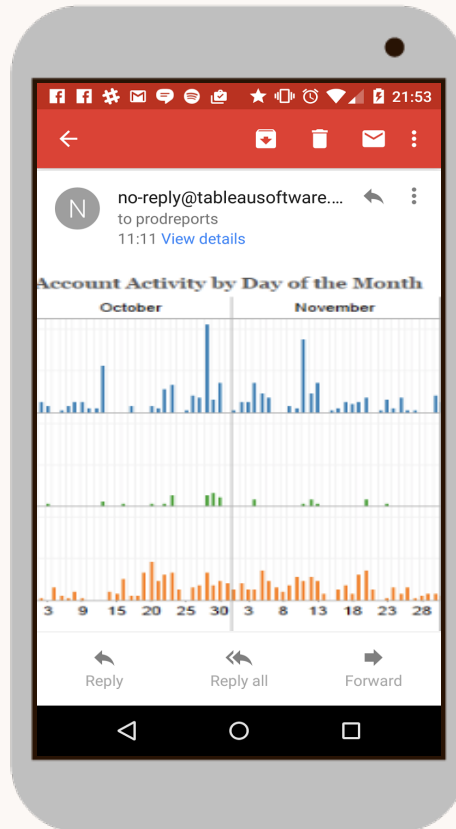
Data Driven

Unified Dashboard is needed to scale

Fast Reaction



Dashboards & Email Alerts



Campaign Optimizer

Campaignname	Users	p-ROI	CPI	p-LTV	Cost	Spend Total	Impressions	Clicks	CTR	CVR
SIEGE_RU_IOS8.0_18-45_M_BROAD_CPA	168	1231%	\$2.71	\$33.38	\$54.26	\$131.00	16,178	3,024	1.56%	5.56%
SIEGE_JP_ANDROID4.2_18-45_M_BROAD_CPA	360	747%	\$1.80	\$13.41	\$76.95	\$323.00	13,333	3,780	2.36%	9.52%
SIEGE_AUZA_IOS8.0_18-45_M_STRATEGYCORE_	276	628%	\$1.44	\$9.05	\$47.33	\$49.00	12,762	2,544	1.66%	10.85%
SIEGE_JP_IOS8.0_18-45_ALL_STRATEGYCORE_CPA	2,460	440%	\$3.88	\$17.08	\$1,136.15	\$1,511.00	77,954	19,608	2.10%	12.55%
SIEGE_ENGWHALES_IOS8.0_13-65_ALL_	3,000	367%	\$3.35	\$12.30	\$1,197.59	\$2,211.00	209,324	31,884	1.27%	9.41%
SIEGE_KR_ANDROID4.2_18-45_M_STRATEGYCORE_CPA	5,364	291%	\$2.01	\$5.86	\$1,284.73	\$1,909.00	223,522	67,368	2.51%	7.96%
SIEGE_TW_IOS8.0_18-45_ALL_STRATEGYCORE_CPA	444	232%	\$1.85	\$4.29	\$97.72	\$157.00	18,834	4,404	1.95%	10.08%
SIEGE_US_ANDROID4.2_18-45_M_STRATEGYCORE_CPA	1,908	189%	\$1.77	\$3.34	\$401.79	\$105.00	58,958	20,148	2.85%	9.47%
SIEGE_US_ANDROID4.2_18-45_M_STRATEGYWIDE_CPA	2,364	168%	\$1.89	\$3.17	\$531.28	\$455.00	72,031	28,452	3.29%	8.31%
SIEGE_BR_IOS_ALLIPHONEIPAD_18-45_M_STRATEGYCORE_	1,056	174%	\$0.31	\$0.54	\$39.12	\$0.00	28,579	8,016	2.34%	13.17%
SIEGE_BR_IOS_ALLIPHONEIPAD_18-45_M_PCSTRATEGY_	624	162%	\$0.31	\$0.51	\$23.15	\$0.00	16,767	4,752	2.36%	13.13%
SIEGE_ENGWHALES_ANDROID4.2_18-45_M_	1,092	148%	\$1.53	\$2.26	\$199.18	\$111.00	23,278	8,460	3.03%	12.91%
SIEGE_JP_ANDROID4.2_18-45_M_STRATEGYCORE_CPA	924	129%	\$2.24	\$2.88	\$246.14	\$62.00	18,799	8,616	3.82%	10.72%
SIEGE_KR_ANDROID4.2_18-45_M_KOREABROAD_CPA	2,052	92%	\$2.17	\$2.00	\$530.21	\$94.00	154,444	43,260	2.33%	4.74%
SIEGE_JP_IOS8.0_18-45_M_JAPANBROAD_CPA	96	86%	\$5.00	\$4.33	\$57.19	\$27.00	12,162	1,956	1.34%	4.91%
SIEGE_AUZA_IOS8.0_18-45_M_ONLINESPENDERS	24	80%	\$2.37	\$1.89	\$6.77	\$0.00	3,002	324	0.90%	7.41%
SIEGE_HK_IOS8.0_18-45_M_BROAD_CPA	480	77%	\$1.36	\$1.06	\$77.97	\$5.00	26,786	6,888	2.14%	6.97%
SIEGE_AUZA_IOS8.0_18-45_ALL_PCSTRATEGY_	216	77%	\$1.72	\$1.33	\$44.35	\$0.00	15,878	3,144	1.65%	6.87%
SIEGE_RU_IOS8.0_18-45_M_STRATEGYCORE_CPA	228	61%	\$3.94	\$2.39	\$106.95	\$16.00	10,839	3,324	2.56%	6.86%
Grand Total	23,136	292%	\$2.24	\$6.53	\$6,158.83	\$7,166.00	1,013,430	269,952	2.22%	8.57%

Product Tools

Standard Key Performance Indicators (KPI)

Retention

Average Revenue Per User

Average Revenue Per Paying User

Daily/Monthly Active Users

New Users

Session Length

Average Sessions Per User

Spend Metrics

Additional Metrics

Spender Conversion %

Life Time Value

Re-engagement



Key Segments

Spend Tiers

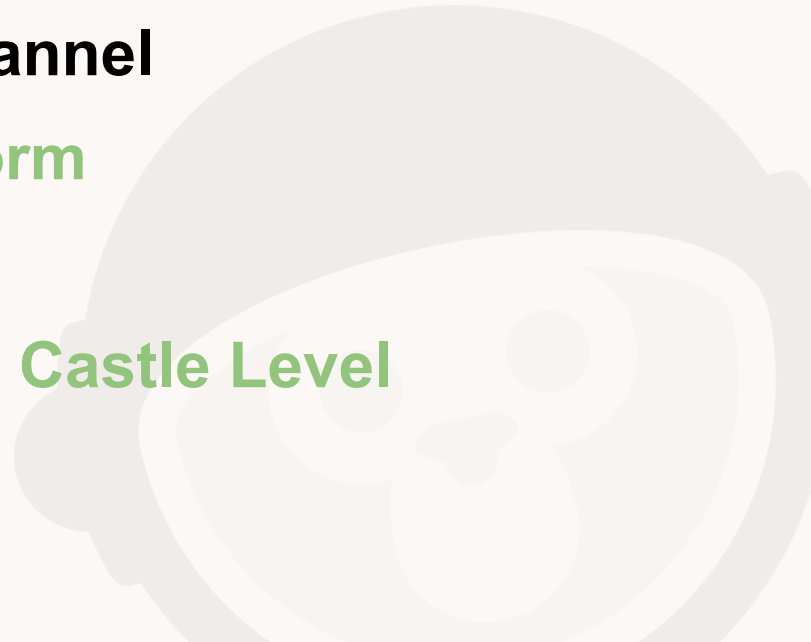
Time Cohorts

Acquisition Channel

Device Platform

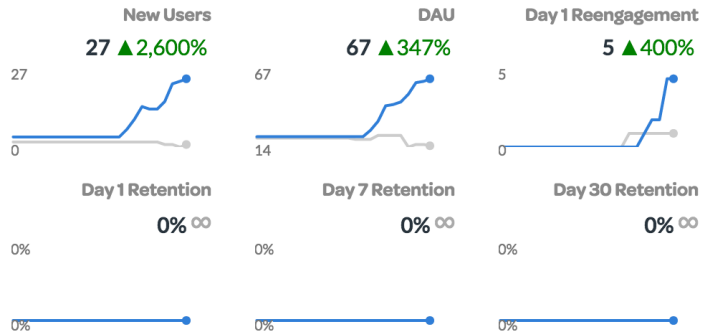
Country

In Game Segments e.g. Castle Level

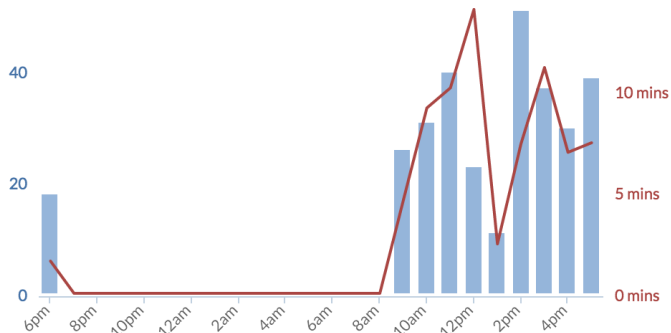


Real-time dashboards

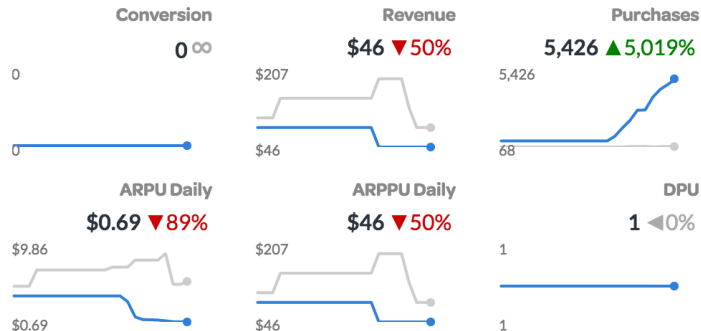
Activity ?



Number of Sessions and Average Session Length for the last 24 hours

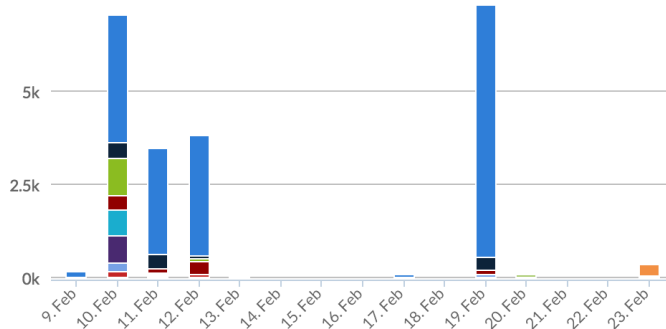


Monetization ?



Top Selling Items for the last 14 days

Liquid ▾



Easy A/B test set up

**Set up A/B test in
SWRVE + basic results**

**More advanced metrics
analysis in DWH**

1. Choose Test Type

2. Build A/B Test

3. Variants

4. Confirm A/B Test Details

Test Description

◀ Go back and modify the A/B Test Type

Variants ▶

A/B Test Name

globalSettings A/B Test

A/B Test Description (Optional)

Parameters

Resources in this test

GLOBALSETTINGS (GLOBALSETTINGS) ✕

Enter a resource name

Add to A/B Test

Number of Treatments

1

Control Population Size

50 %

Conversion Event

☐ Purchase (using virtual currency)

☐ In-App Purchase (using real currency) ?

☐ Other event

Target Users

App version (optional)

Users to include

☒ All Users

☐ Only new users who join after the start of the A/B test

globalSettings

Unique ID: globalSettings

Show all attributes

Automated multidimensional daily reports

Slicing all day long!

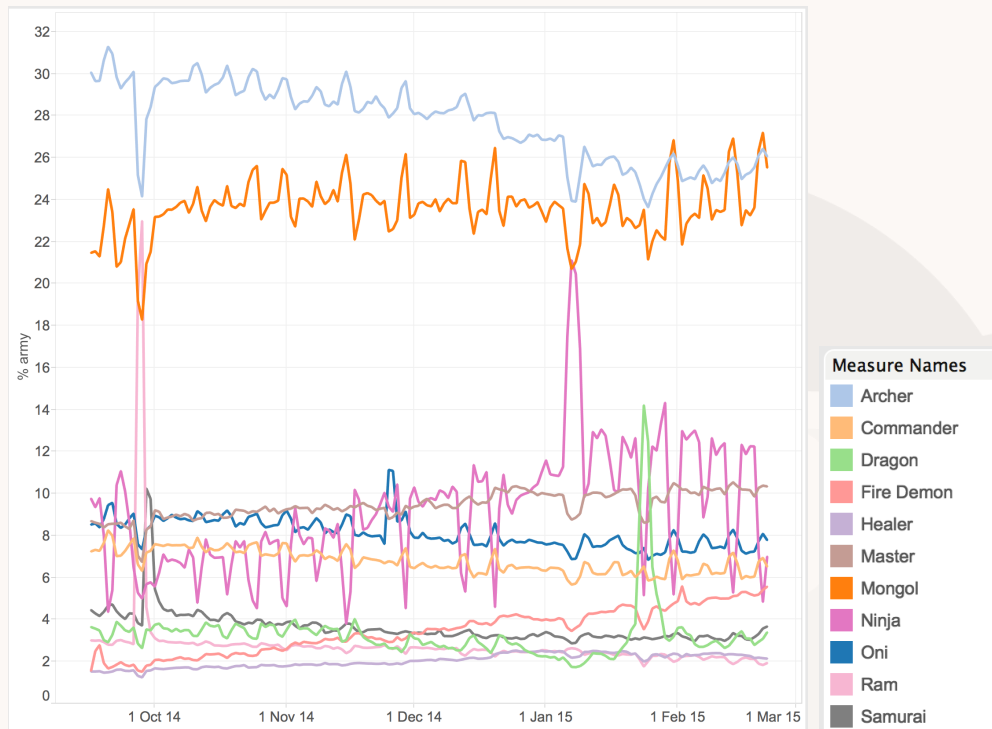
More dimensions, aggregation flexibility

- Monthly / weekly revenue
- Full device split
- Event type
- ...

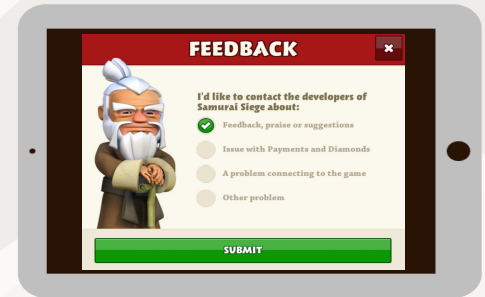
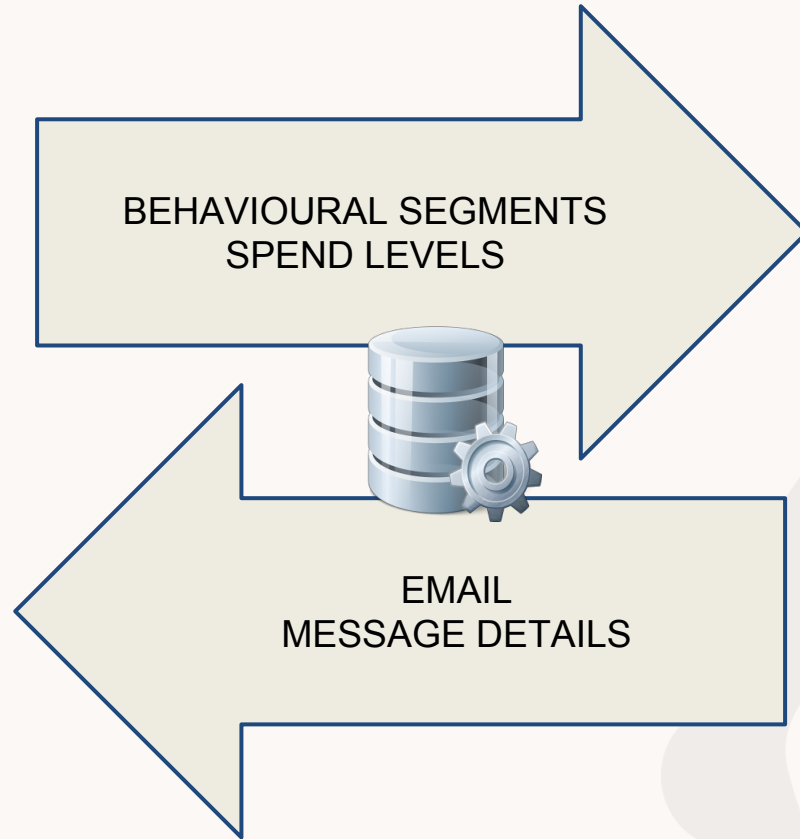
To be applied on a lot of information

- IAPs , diamonds spending
- Economy movements
- Event performance
- Honor movement
- Behavioural changes (eg army composition)
- Community stats (time to first response, CSAT, per value tier)
- ...

Army composition for castle 9 and 10 ? in Japan, during a event, ...



CRM Tools



CRM data defines agent workflow

salesforce desk Classic Agent ▾ Start Routing ▶ Quick Search simon@spaceapegames.com ▾

☰ 📄 🔍 New

Simon
0 Assigned Cases

◀◀

- All Cases - Rival Kingdoms **95**
- RK - VIP **25**
- My Cases
- Players: Commanders **74**
- Players: Ancients **16**
- Players: Ninjas **27**
- Players: Raiders **5**
- Players: Samurai **33**
- Players: Paladins **7**
- Players: Needing special treatm... **51**
- Players: Villagers **50**
- Players: Commoners **37**
- Players: everyone else... **126**
- English Queue** **309**
- Japanese Queue **12**

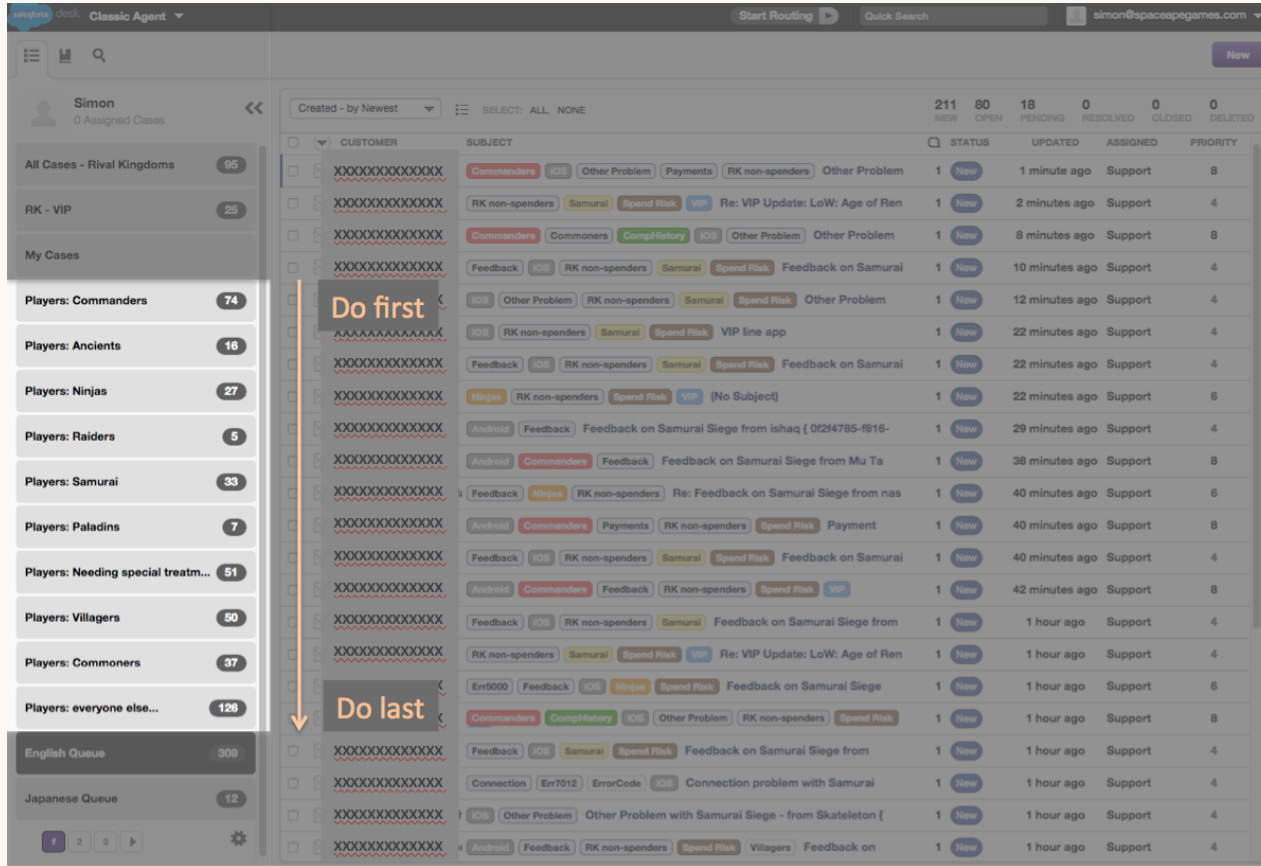
🔍 2 3 ▶ ⚙️

Created - by Newest ▾ SELECT: ALL, NONE

211 NEW 80 OPEN 18 PENDING 0 RESOLVED 0 CLOSED 0 DELETED

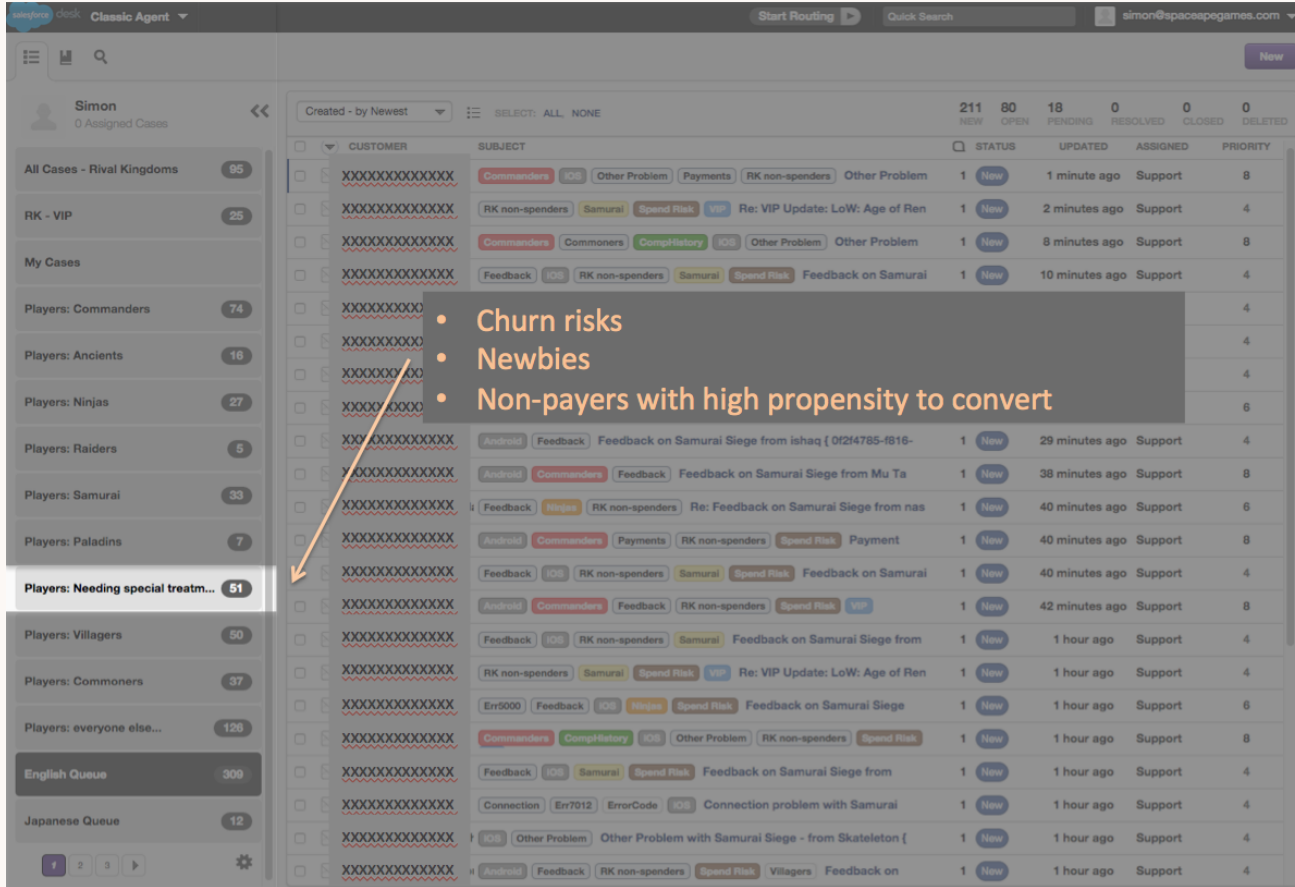
CUSTOMER	SUBJECT	STATUS	UPDATED	ASSIGNED	PRIORITY
XXXXXXXXXXXX	Commanders iOS Other Problem Payments RK non-spenders Other Problem	1 New	1 minute ago	Support	8
XXXXXXXXXXXX	RK non-spenders Samurai Spend Risk VIP Re: VIP Update: LoW: Age of Ren	1 New	2 minutes ago	Support	4
XXXXXXXXXXXX	Commanders Commoners Complimentary iOS Other Problem Other Problem	1 New	8 minutes ago	Support	8
XXXXXXXXXXXX	Feedback iOS RK non-spenders Samurai Spend Risk Feedback on Samurai	1 New	10 minutes ago	Support	4
XXXXXXXXXXXX	iOS Other Problem RK non-spenders Samurai Spend Risk Other Problem	1 New	12 minutes ago	Support	4
XXXXXXXXXXXX	iOS RK non-spenders Samurai Spend Risk VIP line app	1 New	22 minutes ago	Support	4
XXXXXXXXXXXX	Feedback iOS RK non-spenders Samurai Spend Risk Feedback on Samurai	1 New	22 minutes ago	Support	4
XXXXXXXXXXXX	Ninjas RK non-spenders Spend Risk VIP (No Subject)	1 New	22 minutes ago	Support	6
XXXXXXXXXXXX	Android Feedback Feedback on Samurai Siege from ishaq { 0f2f4765-f816-	1 New	29 minutes ago	Support	4
XXXXXXXXXXXX	Android Commanders Feedback Feedback on Samurai Siege from Mu Ta	1 New	38 minutes ago	Support	8
XXXXXXXXXXXX	Feedback Ninjas RK non-spenders Re: Feedback on Samurai Siege from nas	1 New	40 minutes ago	Support	6
XXXXXXXXXXXX	Android Commanders Payments RK non-spenders Spend Risk Payment	1 New	40 minutes ago	Support	8
XXXXXXXXXXXX	Feedback iOS RK non-spenders Samurai Spend Risk Feedback on Samurai	1 New	40 minutes ago	Support	4
XXXXXXXXXXXX	Android Commanders Feedback RK non-spenders Spend Risk VIP	1 New	42 minutes ago	Support	8
XXXXXXXXXXXX	Feedback iOS RK non-spenders Samurai Feedback on Samurai Siege from	1 New	1 hour ago	Support	4
XXXXXXXXXXXX	RK non-spenders Samurai Spend Risk VIP Re: VIP Update: LoW: Age of Ren	1 New	1 hour ago	Support	4
XXXXXXXXXXXX	Err5000 Feedback iOS Ninjas Spend Risk Feedback on Samurai Siege	1 New	1 hour ago	Support	6
XXXXXXXXXXXX	Commanders Complimentary iOS Other Problem RK non-spenders Spend Risk	1 New	1 hour ago	Support	8
XXXXXXXXXXXX	Feedback iOS Samurai Spend Risk Feedback on Samurai Siege from	1 New	1 hour ago	Support	4
XXXXXXXXXXXX	Connection Err7012 ErrorCode iOS Connection problem with Samurai	1 New	1 hour ago	Support	4
XXXXXXXXXXXX	iOS Other Problem Other Problem with Samurai Siege - from Skatelon {	1 New	1 hour ago	Support	4
XXXXXXXXXXXX	Android Feedback RK non-spenders Spend Risk Villagers Feedback on	1 New	1 hour ago	Support	4

CRM data defines agent workflow



The screenshot displays a CRM interface for a 'Classic Agent'. The left sidebar shows a list of filters for 'Simon' (0 Assigned Cases), including 'All Cases - Rival Kingdoms' (95), 'RK - VIP' (25), 'My Cases', and various player categories like 'Commanders' (74), 'Ancients' (16), 'Ninjas' (27), 'Raiders' (5), 'Samurai' (33), 'Paladins' (7), 'Need special treatm...' (51), 'Villagers' (50), 'Commoners' (37), and 'everyone else...' (126). At the bottom of the sidebar are 'English Queue' (309) and 'Japanese Queue' (12). The main panel shows a table of cases with columns for 'CUSTOMER', 'SUBJECT', 'STATUS', 'UPDATED', 'ASSIGNED', and 'PRIORITY'. The table is sorted by 'Created - by Newest'. A red arrow points from the 'Do first' label to the top of the case list, and another red arrow points from the 'Do last' label to the bottom of the case list. The case list includes various subjects such as 'Commanders', 'RK non-spenders', 'Samurai', 'Spend Risk', 'VIP', 'Feedback', 'RK non-spenders', 'Samurai', 'Spend Risk', 'Feedback on Samurai', 'Other Problem', 'RK non-spenders', 'Samurai', 'Spend Risk', 'Other Problem', 'Feedback', 'RK non-spenders', 'Samurai', 'Spend Risk', 'Feedback on Samurai', 'Ninjas', 'RK non-spenders', 'Spend Risk', 'VIP', 'No Subject', 'Android', 'Feedback', 'Feedback on Samurai Siege from Ishaq', 'Android', 'Commanders', 'Feedback', 'Feedback on Samurai Siege from Mu Ta', 'Feedback', 'Ninjas', 'RK non-spenders', 'Re: Feedback on Samurai Siege from nas', 'Android', 'Commanders', 'Payments', 'RK non-spenders', 'Spend Risk', 'Payment', 'Feedback', 'IOS', 'RK non-spenders', 'Samurai', 'Spend Risk', 'Feedback on Samurai', 'Android', 'Commanders', 'Feedback', 'RK non-spenders', 'Spend Risk', 'VIP', 'Feedback', 'IOS', 'RK non-spenders', 'Samurai', 'Feedback on Samurai Siege from', 'RK non-spenders', 'Samurai', 'Spend Risk', 'VIP', 'Re: VIP Update: LoW: Age of Ren', 'Err5000', 'Feedback', 'IOS', 'Ninjas', 'Spend Risk', 'Feedback on Samurai Siege', 'Commanders', 'Compilatory', 'IOS', 'Other Problem', 'RK non-spenders', 'Spend Risk', 'Feedback', 'IOS', 'Samurai', 'Spend Risk', 'Feedback on Samurai Siege from', 'Connection', 'Err7012', 'ErrorCode', 'IOS', 'Connection problem with Samurai', 'IOS', 'Other Problem', 'Other Problem with Samurai Siege - from Skateleton', 'Android', 'Feedback', 'RK non-spenders', 'Spend Risk', 'Villagers', 'Feedback on'.

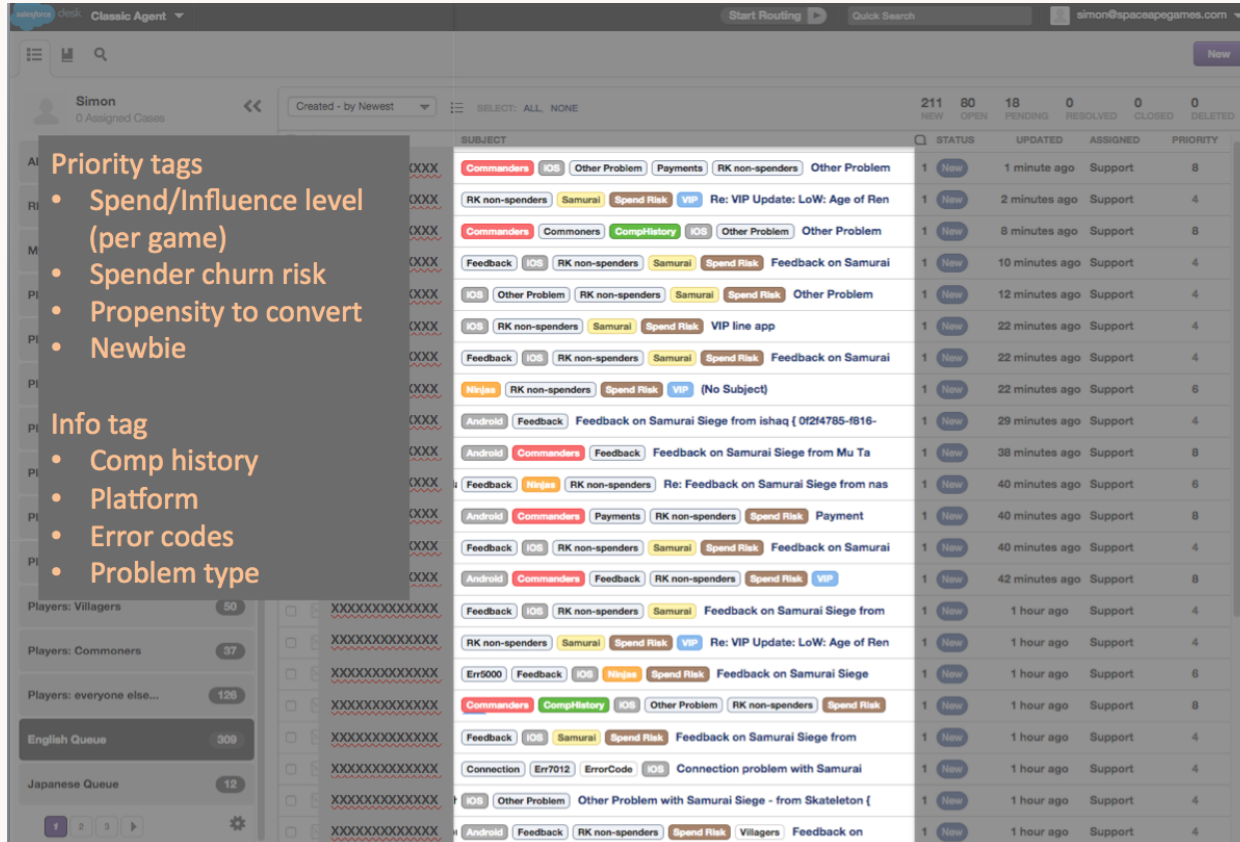
CRM data defines agent workflow



CRM data defines agent workflow

- Churn risks
- Newbies
- Non-payers with high propensity to convert

Tickets augmented with CRM data



The screenshot displays a ticketing system interface for a user named Simon. The interface includes a sidebar with filters for player types and queues, a main list of tickets, and a detailed view of a specific ticket. The tickets are augmented with CRM data tags, such as 'Spend Risk', 'VIP', 'Comp History', and 'Platform'.

Priority tags

- Spend/Influence level (per game)
- Spender churn risk
- Propensity to convert
- Newbie

Info tag

- Comp history
- Platform
- Error codes
- Problem type

Filters:

- Players: Villagers (50)
- Players: Commoners (37)
- Players: everyone else... (126)
- English Queue (309)
- Japanese Queue (12)

Ticket List:

SUBJECT	STATUS	UPDATED	ASSIGNED	PRIORITY
Commanders iOS Other Problem Payments RK non-spenders Other Problem	New	1 minute ago	Support	8
RK non-spenders Samurai Spend Risk VIP Re: VIP Update: LoW: Age of Ren	New	2 minutes ago	Support	4
Commanders Commoners CompHistory iOS Other Problem Other Problem	New	8 minutes ago	Support	8
Feedback iOS RK non-spenders Samurai Spend Risk Feedback on Samurai	New	10 minutes ago	Support	4
iOS Other Problem RK non-spenders Samurai Spend Risk Other Problem	New	12 minutes ago	Support	4
iOS RK non-spenders Samurai Spend Risk VIP line app	New	22 minutes ago	Support	4
Feedback iOS RK non-spenders Samurai Spend Risk Feedback on Samurai	New	22 minutes ago	Support	4
Ninjas RK non-spenders Spend Risk VIP (No Subject)	New	22 minutes ago	Support	6
Android Feedback Feedback on Samurai Siege from ishaq (0f2f4785-fb16-	New	29 minutes ago	Support	4
Android Commanders Feedback Feedback on Samurai Siege from Mu Ta	New	38 minutes ago	Support	8
Feedback Ninjas RK non-spenders Re: Feedback on Samurai Siege from nas	New	40 minutes ago	Support	6
Android Commanders Payments RK non-spenders Spend Risk Payment	New	40 minutes ago	Support	8
Feedback iOS RK non-spenders Samurai Spend Risk Feedback on Samurai	New	40 minutes ago	Support	4
Android Commanders Feedback RK non-spenders Spend Risk VIP	New	42 minutes ago	Support	8
Feedback iOS RK non-spenders Samurai Feedback on Samurai Siege from	New	1 hour ago	Support	4
RK non-spenders Samurai Spend Risk VIP Re: VIP Update: LoW: Age of Ren	New	1 hour ago	Support	4
Err5000 Feedback iOS Ninjas Spend Risk Feedback on Samurai Siege	New	1 hour ago	Support	6
Commanders CompHistory iOS Other Problem RK non-spenders Spend Risk	New	1 hour ago	Support	8
Feedback iOS Samurai Spend Risk Feedback on Samurai Siege from	New	1 hour ago	Support	4
Connection Err7012 ErrorCode iOS Connection problem with Samurai	New	1 hour ago	Support	4
iOS Other Problem Other Problem with Samurai Siege - from Skateleton (New	1 hour ago	Support	4
Android Feedback RK non-spenders Spend Risk Villagers Feedback on	New	1 hour ago	Support	4



「サムライ・シーシ」に関するフィードバック 差出人: Coosan { 71724ca2-c1f8-4519-8ae5-f8628a005653 } - Grey Box { 16f762d2-8aa9-494a-ac2b-da82e97bdc0f } < ja > ---
2014-03-12T20:26:49_71724ca2-c1f8-4519-8ae5-f8628a005653

Simon Hade
To: Community Support <support@spacepegames.com>
From: Simon Hade <coo@spacepegames.com>

Please enter your feedback here:

Test for Simon

2014-03-12T20:26:49_71724ca2-c1f8-4519-8ae5-f8628a005653

Device Model: samsung GT-I9300
Device OS: Android OS 4.1.2 / API-16 (JZO54K/I9300XXEMD2)

client: 333.0.0.0 @
config: 130
clide: 71724ca2-c1f8-4519-8ae5-f8628a005653
username: Coosan
all: Grey Box 16f762d2-8aa9-494a-ac2b-da82e97bdc0f
Local time: 03/12/2014 20:26:50
UTC time: 03/12/2014 20:26:50
Server time: 03/12/2014 20:25:54



Profile

Cltide:	71724ca2-c1f8-4519-bae5-f8628a0c0563
Fullname:	NasedahG
XP:	836
Level:	35
LastActiveTime:	February 8th 2015, 17:58:19 +00:00
LastLoginTime:	February 8th 2015, 17:58:00 +00:00
LastSpendTime:	October 29th 2014, 17:03:06 +00:00
CreatedTime:	July 25th 2013, 15:13:52 +01:00
CloakExpiry:	February 26th 2015, 18:55:46 +00:00
ShieldExpiry:	N/A
Trophies:	398
Total Spent Gem:	448931
Total Payments:	149.8
Giant:	Bery Fanclub
Giant Join Time:	January 17th 2015, 21:05:37 +00:00
Reward Token IDs:	tk_archertower x tk_bombtrap x tk_bs x tk_chain x tk_den x tk_dra x tk_freezetrapp x tk_gatling x tk_hoa x tk_jl x tk_mas x tk_oni x tk_scroll x tk_smith x tk_snowball x tk_temple x token_archer x token_cannon x token_commander x token_freeze x token_ninja x token_ram x token_walls

Login

Username: hadesan

Game Center: G:556234759

Google Plus:

Facebook:

Device Cintas: 2e63d716-90d2-4b7c-9033-6921d5a93e72

Attach: 311de637-9696-47bb-8643-06477163894f

Attach: 29ac3166-2337-472a-80c8-526a21cd0b86

Device Tokens: c82848be680c34317525fa72cb597ad

Migrate Logins

Currencies

Premium:	50112	TopUp
Liquid:	19712	TopUp
Solid:	37949	TopUp
Gas:	3020	TopUp

Sessions

Start	End
December 17th 2014, 23:35:13 +00:00	December 17th 2014, 23:37:14 +00:00
December 19th 2014, 11:14:30 +00:00	December 19th 2014, 11:18:35 +00:00
December 19th 2014, 21:29:46 +00:00	December 19th 2014, 21:32:49 +00:00

Starter Pack

- 0 IAP_7: June 15th 2014, 17:29:52 +01:00
- 0 IAP_8: August 31st 2014, 15:11:05 +01:00
- 0 IAP_9: September 21st 2014, 19:38:48 +01:00
- 0 IAP_10: October 13th 2014, 22:09:05 +01:00
- 0 IAP_11: October 31st 2014, 21:37:47 +00:00
- 0 IAP_12: November 10th 2014, 16:02:12 +00:00
- 0 IAP_15: November 15th 2014, 21:40:43 +00:00
- 0 IAP_16: December 15th 2014, 20:02:55 +00:00
- 0 IAP_17: December 20th 2014, 11:14:40 +00:00
- 0 IAP_19: January 1st 2015, 22:17:22 +00:00
- 0 IAP_20: January 22nd 2015, 12:11:53 +00:00
- 0 IAP_21: February 2nd 2015, 16:27:53 +00:00
- 0 IAP_22: February 11th 2015, 17:58:13 +00:00

Matching Type

CombatScore Honour

Permissions: ClientLogging ClientConsole

Claimed virals: VRL_FACEBOOK_SIGN_IN VRL_FOLLOW_AT_SAMURIA_SIEGE VRL_FACEBOOK_LIKE_SAMURIA_SIEGE VRL_RATE_APP VRL_FOLLOW_AT_SPACE_APE Reset

TW Energy

Quantity: 3 RechargeStartTime: November 6th 2014, 23:24:32 +00:00 War: 11a26b3-0556-404d-8606-5ac5db25ab8

Total Boosts

Sessions Without Battling: 9 Sessions Without Training: 23 Current League: league1 League Start Time: undefined NaNNaN.NaNNaNNaN NaN+00:00 League Room: c070dcdd-194f-45cc-93f1-497d28ccb759 Clear League State

[View Mines](#) [View Village](#) [View Raw Player](#) [Loot View](#)

Node Progress Send Push

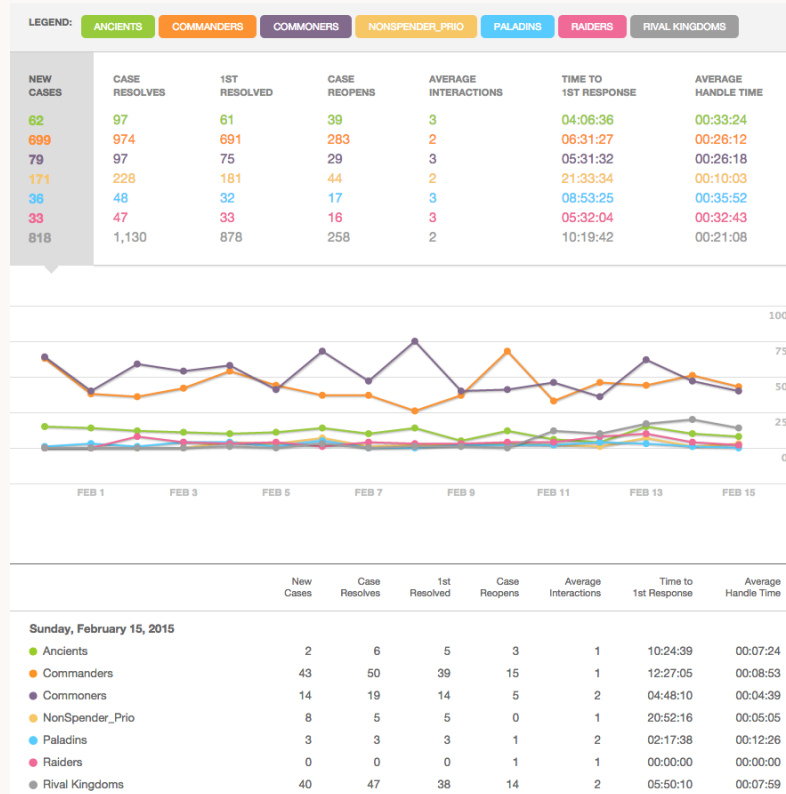
Mute Mute Global Chat Reset Player Session
Battle History Attack History Tournament History
League History View Rewards

[Flag Cluster#1](#)

Battle Profile

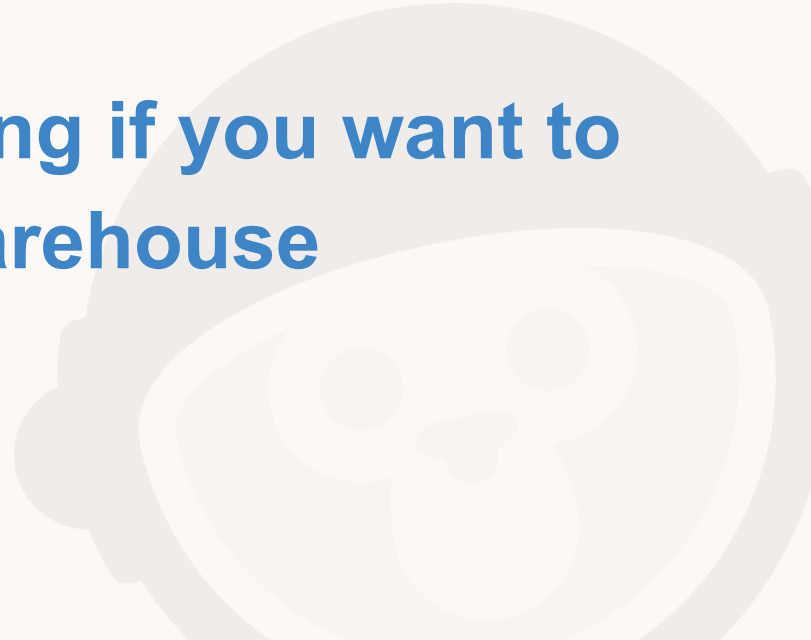
Attack Time	Attacker	Damage%	Trophies	Sold Mimes+Storage	Liq Mo
Download February 19th 2015, 18:55:11 +00:00	Katars	1%	-18/21	2099	111
Download February 15th 2015, 13:40:28 +00:00	东京大一	100%	9/-10	792257	436
Download February 14th 2015, 23:26:59 +00:00	Arsen-B93	100%	8/-10	538509	482

Enables value based SLAs



Learnings / Tips!

**Decide from the Beginning if you want to
create a Data Warehouse**



Do not collect everything!



Make Data Accessible



Keep your finger on the pulse

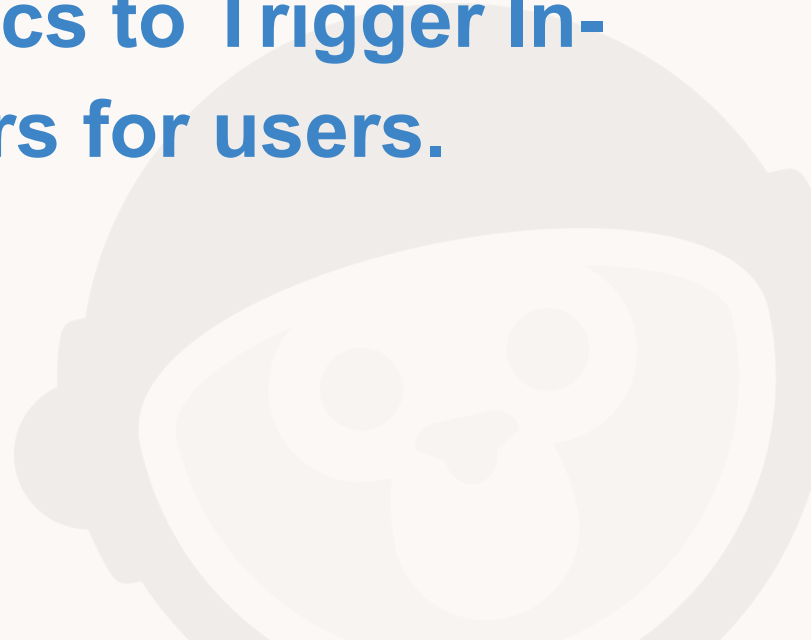


Automate!



What's Next in Data for Space Ape Games?

Using Predictive Analytics to Trigger In-App Messages/Offers for users.



Enhancing our Machine Learning capabilities



Network / Cross Platform View and Analysis



Thankyou!

Additional Information

Website:

<http://www.spaceapegames.com/>

Blog:

<http://weare-bananas.tumblr.com/>

Rival Kingdoms:

<http://www.rivalkingdomsgame.com/>

Questions:

richard@spaceapegames.com

