Refining retention strategies for mobile game marketing

# SciPlay optimizes its retargeting activities, saving millions with the help of Pecan

Knowing which mobile game players might need a gentle nudge to return to a game is hard to tell in advance. Yet that critical information is necessary for optimal retargeting and retention.

Leading mobile entertainment provider SciPlay produces popular social casino and casual games. Millions of users worldwide play its games daily.

SciPlay had a solid retargeting campaign in place. However, after deep analysis, the company concluded that targeted campaigns aren't necessary for all players. SciPlay decided to streamline that process via Pecan's tech.

By implementing Pecan's predictive analytics, SciPlay has a more efficient process in place to identify the right players for retargeting.

With the refined foresight into player behavior, the company is also saving millions annually. Additionally, better-targeted offers and messaging also improve the player's gaming experience.
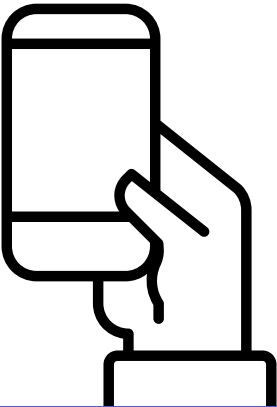
Key Benefits

- Pecan's predictions guide more precise marketing to users who would benefit from retargeting, dramatically improving campaign ROI

- Players enjoy an enhanced game experience by receiving tailored special offers

- Data connectors streamline data sharing, including sending predictions directly to SciPlay's MMP

Moving beyond business rules for improved retargeting

Like many mobile gaming companies, SciPlay previously guided retargeting campaigns with a set of business rules.

"We needed to allocate budget more efficiently, and doing that based on historical data and simple rulesets proved to be inefficient. We either limit our reach or spend more than we should on irrelevant audiences," says Evyatar Livny, Vice President of Marketing Technologies at SciPlay.

Retention efforts are more effective when informed by predictive analytics. Machine learning models identify which players may need a nudge to return, allowing for better-targeted ads or offers that conserve marketing resources.

"Many users return naturally, and most will return within a few days or a week," says Evyatar. "To retain a user effectively, you would need to reach that user with an ad as soon as possible, while the user's still 'hot.' We also want to offer a better experience. For example, we might offer an even bigger bonus for them to return or an enhanced feature based on their likelihood to return — hoping to create a bigger retention impact upon their reactivation."

Pecan's connectivity and flexibility have enabled faster predictive project turnaround times. SciPlay's data flows into Pecan for modeling. Predictions are passed directly to Adjust as app events for directing campaigns across platforms.

The marketing team internally built and deployed models for each of 7 games — generating "quick wins."

> "Pecan allows us to be more profitable and invest better. We are definitely able to buy smarter than we used to, and it's becoming a competitive edge."
>
> **EVYATAR LIVNY**
> *Vice President of Marketing Technologies, SciPlay*

3 Reasons SciPlay Chose Pecan

- Pecan fit into SciPlay's existing data systems seamlessly

- Pecan offered speed and flexibility for creating a set of robust predictive models

- The marketing team could create predictive models internally using Pecan, without creating additional workload for other teams

SciPlay's return on retargeting campaigns soars with Pecan

With Pecan's predictions, SciPlay's ROI and marketing efficiency have improved significantly.
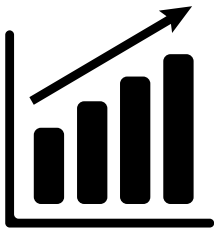
"We're able to get much better margins and invest our marketing budgets much, much more wisely with Pecan's help," Evyatar says. "We're able to measure the real revenue impact accurately and determine the actual incrementality for retargeting. That saves us a lot of time and effort around lift testing, focusing on scaling the activity and the user journey itself, while also improving ROI."

SciPlay continues to refine its predictive strategy with Pecan.

"We're constantly striving to improve our models and getting into more granular levels, whether it's a user-level, campaign-level, or source-level forecast," Evyatar says. "Reacting faster saves money, makes us more efficient, and helps us spend the next dollar in the best possible way."

ADDITIONAL RESOURCES

Perfecting the Marketing Mix with Pecan's State-of-The-Art MMM

Learn how marketing mix modeling works and why now is the time to embrace this measurement and planning method.

Download
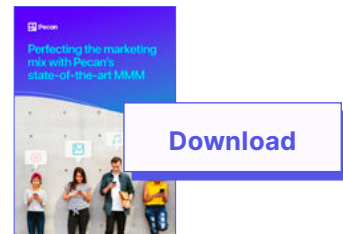
Maximize User Acquisition With Machine Learning

Read how today's innovative user acquisition teams use machine learning not only to better understand their data, but also to predict what users will do in the future.

Download

Pecan's Impact

- SciPlay built unique, accurate models for each of **7 games**, played by **millions** worldwide

- SciPlay saves **millions per year** through increased retargeting activity efficiency

SciPlay

The power of data science in the hands of business teams.

Founded in 2018, Pecan is backed by leading investors such as Insight Partners, Google Ventures, and others.

Pecan helps business intelligence, operations, and revenue teams predict mission-critical outcomes. As the world's only low-code predictive analytics platform, **Pecan enables companies to harness the full power of AI and predictive modeling without requiring any PII or data scientists on staff.** With Pecan's secure platform, companies turn hindsight into foresight by generating highly accurate predictions for revenue-driving KPIs in just weeks.

Use the power of prediction to improve efficiency and business outcomes

- Predictive campaign ROAS with pLTV
- Campaign optimization with predictive events
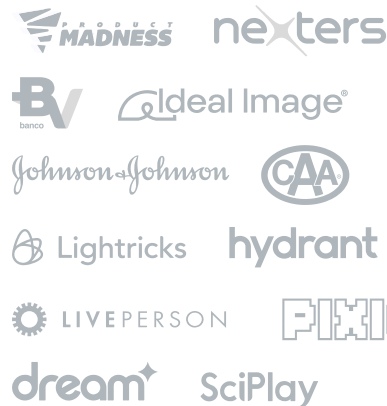- Marketing mix modeling
- iOS SKAdNetwork optimization
- Predictive customer journey analytics
- Demand forecasting

Impacting billions of dollars in revenue

PRODUCT MADNESS · nexters · BV banco · Ideal Image · Johnson & Johnson · CAA · Lightricks · hydrant · LIVEPERSON · PIXIO · dream · SciPlay

Connect raw business data from your existing systems

amazon REDSHIFT · amazon S3 · Microsoft SQL Server · salesforce · PostgreSQL · MySQL · snowflake · ORACLE · Google Big Query · databricks

> "
> We improved forecast accuracy in our seasonal business, and we have a deeper understanding of the variables that may influence a consumer demand signal. [By] partnering together with Pecan, we are continuing our focus on what consumers want to purchase at the right time and place.
>
> **BERTRAND KLEHR**
> *VP Supply Chain Consumer Health North America*   Johnson & Johnson

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Predictions within **a few weeks**

No data science specialists **required**

Private and secure by design — no PII required

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