

# Boost LTV and Retention

## With the Iguazio Data Science Platform

### REDUCE CHURN

Retention optimization is achieved by pooling unlimited and diverse sources into a cohesive dataset, thus enabling data researchers and machine learning experts to deploy recommendation engines at scale. Delivering real-time, actionable insights for product / LiveOps teams offers incentives even after the initial minutes of the users' interaction. For some gaming segments, the average first day retention industry benchmarks hover around the 30%-mark. With Iguazio, you can have substantial impact on DAU KPIs (and even ROI) across departments.

### PERSONALIZED RECOMMENDATIONS

Offer the game developer actionable insights based on A/B/MVT testing (w/ user affinity), using programmatic rules. The real-time aspect of this solution goes beyond the effort of offering the players the best initial experience, but rolling into the long-term player experience (player/payer). One of the first steps towards reaching this goal is deploying a real-time, sliding window, dynamic user tagging (segmentation) engine based on complex event processing and product led programmable rules, at scale.

### LTV OPTIMIZATION

Once LTV is predicted at accuracy, user acquisition (UA) teams are enriched with valuable prediction scores resulting in improved ROAS. Customers get better placements, sources, targeting, messaging, budgets, bids, etc., while product / CRM / customer service and monetization also get actionable (read programmatic) data points to include into their decisioning.

### IGUAZIO DATA SCIENCE PLATFORM

Iguazio's Data Science Platform offers a SW to be deployed anywhere (multi-cloud, customer VPC and on-premises). The platform enables a scalable machine learning (ML) solution for any use-case in real-time. Due to the nature of mobile games' scale and pain points, Iguazio's platform enables a quick end-to-end approach to several common data science demands.

