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## Business Domain

Mobile Gaming

## Project Type

Mobile Gaming Platform

# Boosting Mobile Game Player Engagement

## Client

A mobile gaming platform seeking to improve player engagement by optimizing push notifications through advanced data analysis and AI technologies.

## Project

The project focused on enhancing the relevance and effectiveness of push notifications by using data analysis and AI-driven tools. It involved two main components: analyzing player engagement data to recommend optimized notifications and generating personalized messages based on these recommendations.

## Objective

To improve player engagement by optimizing push notifications using data-driven insights and personalized messaging.

## Team Reinforcement

The project utilized AWS tools and technologies, including AWS Bedrock for personalized message generation and the RandomForestClassifier model for data analysis and recommendation.

## Challenge

The primary challenge was to accurately and effectively engage players through push notifications, ensuring the messages were relevant and appealing to different player segments, and to enhance overall player engagement on the mobile gaming platform.

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### Quick Facts

- ✓ Enhanced Engagement
- ✓ AI-Driven Personalization
- ✓ Increased User Activity

#### Technologies

AWS / Python / Java / sklearn / pandas / Jenkins

## Solution

### ★ 01

Achieved a 28% increase in the US market and a 17% increase globally, exceeding the target of a 15-20% increase.

### ★ 02

Realized a 12% increase, aligning with the target metric of a 10-15% improvement.

### ★ 03

Noted an 8% increase in DAU, approaching the target growth of 10-12% monthly.

### ★ 04

Improved average engagement time by 17%, surpassing the target increase of 10-15%.

### ★ 05

Leveraged AWS Bedrock to generate custom content, enhancing message relevance and player interaction.



## Client Reference



*Your expertise and dedication have transformed our approach, making our platform more engaging and effective. Thank you for your outstanding contributions.*

**Owner**

### Benefits and Results

- ★ The integration of AWS tools and AI technologies significantly enhanced the relevance and appeal of push notifications, leading to higher player engagement.
- ★ The successful implementation of the solution resulted in increased notification open rates, improved click-through rates, higher daily active users, and longer engagement times.
- ★ The use of data-driven insights and personalized messaging demonstrated the effectiveness of advanced AI models in improving user experience and engagement in mobile gaming.