



Where software concepts come alive™

Business Domain

Mobile Gaming Platforms

Project Type

AWS solutions

Real-Time Player Engagement & Personalization for a Mobile Gaming Platform

Client

A global mobile gaming publisher with over 10 million monthly active players across multiple casual and mid-core game titles. The platform relies on high player retention, session frequency, and personalized engagement to drive long-term revenue and in-app purchases.

Project

Development of a real-time, cross-game event streaming and engagement platform that collects player activity events from multiple mobile games and triggers personalized push notifications based on in-game actions, inactivity, purchase signals, and engagement patterns.

Objective

The client needed to move from static, scheduled notifications to real-time, event-driven personalization across all games. The goal was to react instantly to player behavior, deliver relevant engagement messages, reduce churn, increase session frequency, and grow in-app purchase revenue.

Team Reinforcement

The client required a scalable and dependable way to strengthen their internal engineering capabilities while maintaining knowledge continuity and high development standards. Through a Remote In-Sourcing model, Intetics seamlessly augmented the client's team with specialists who operated as fully integrated members of the organization. This approach ensured consistent alignment with the client's agile development processes and enabled smooth knowledge sharing across distributed teams - supporting the successful delivery, evolution, and long-term sustainability of the real-time player engagement platform.

Challenge

Gameplay events were processed in slow, inflexible batches, resulting in delayed and generic notifications that failed to resonate with players

- Notifications were generic and scheduled, not behavior-driven.
- No unified cross-game view of player behavior or lifecycle.
- High operational overhead maintaining separate pipelines for each game.
- Low notification open rates due to lack of personalization.

Quick Facts

- ✓ 10+ million active players across multiple mobile game titles, all contributing to real-time behavior insights.
- ✓ Personalized push notifications sent within 2-3 seconds of triggering gameplay events.
- ✓ 25-40% lift in DAU for games using personalized real-time engagement.

Technologies

AWS / SageMaker / GoLang / Grafana / Python

Solution

★ 01

Developed a real-time identity resolution layer to merge gameplay events from different titles into unified player profiles. This enabled cross-game behavioral insights, lifecycle personalization, and consistent engagement strategies across the entire portfolio.

★ 04

Added automated validation and schema enforcement for game event payloads, ensuring data consistency across multiple titles and reducing debugging time for engineering teams.

★ 02

Implemented a streaming-based segmentation engine that automatically groups players based on activity patterns, churn risk, spending behavior, and engagement frequency. Segments update in real time, enabling precise and timely notification campaigns.

★ 05

Implemented a low-latency metrics service that aggregates KPIs like active sessions, level progression, and monetization signals - allowing teams to monitor player activity, campaign performance, and anomalies in real time.

★ 03

Created an automated reward engine that issues bonuses, boosters, or in-game currency based on live events - such as completing a milestone, returning after inactivity, or abandoning a purchase - improving satisfaction and driving deeper engagement.



Client Reference



Intetics helped us transform our engagement approach with a real-time streaming model that delivers millions of personalized notifications every day. The unified event pipeline and automation capabilities dramatically improved player retention and session frequency.

Benefits and Results

- ★ Higher player retention and session frequency due to personalized, behavior-based notifications.
- ★ Significant uplift in DAU driven by real-time re-engagement triggers and targeted messaging.
- ★ Increased monetization as players receive timely offers aligned with gameplay behavior and spending patterns.
- ★ Unified cross-game intelligence, enabling more accurate churn prediction and efficient live-ops decisions.

Techstack:

AWS / SageMaker / GoLang /
Grafana / Python

Team:

Project Manager, 2 Senior
Developers, QA Engineer