



Enhance your 4X SLG Gamers' Immersiveness



4X SLG games: Combine real-time strategy, world-building, and role playing mechanics, where players engage in battles and build armies to attack and bases to defend.

4X SLG Gamer Demographic

They are also playing...

54%

55%

49%

46%

39%

38%

Female

Male

< 35 years old

Action

Casual

Adventure

Simulation

Puzzle / Sport



REACH

Connect to their interests

Preferred in-game themes mirror gamers out-of-game interests & recent activities, with 4X SLG gamers particularly interested in war, military, and historic topics.

Expected Themes for Next Game

Top Daily Interests

World war (36%)

Military (35%)

War, Politics,

War, History

Finance & Investment

Medieval (35%)

War, History



Offer gamers diverse

4X SLG spenders enjoy proving

their competitive competence

and discovering new content.

experiences

Most Exciting In-Game Moments

(difference between spenders vs. non-spenders)

1.7x 1.6x 1.4x

Defeat in-game characters

Win over other gamers

Discover well-known stories & media franchises

1.4x 1.3x

Discover new items & abilities

Achieve best performance on the leaderboard

* Index: Compare the percentage of spender and nonspender to show the significance of spender on that topic



RETAIN

Enhance their belongingness to the game

Exclusive missions are significantly appealing to spenders, which could entice back churned gamers by increasing their sense of belongingness.

Top 3 Reasons For Re-Engagement

An exclusive welcome back gift to help restart the game

New contents or update

Exclusive missions only for returning players to play



