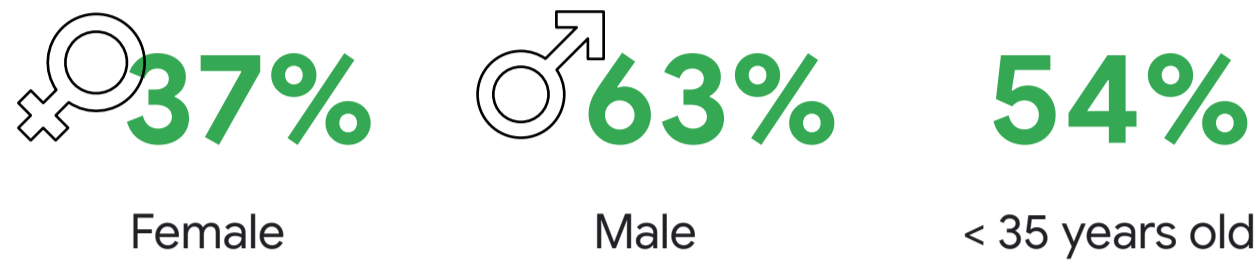


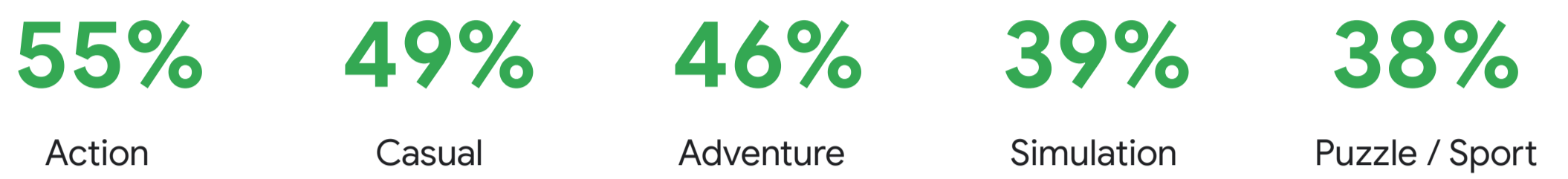
Enhance your 4X SLG Gamers' Immersiveness

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...



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

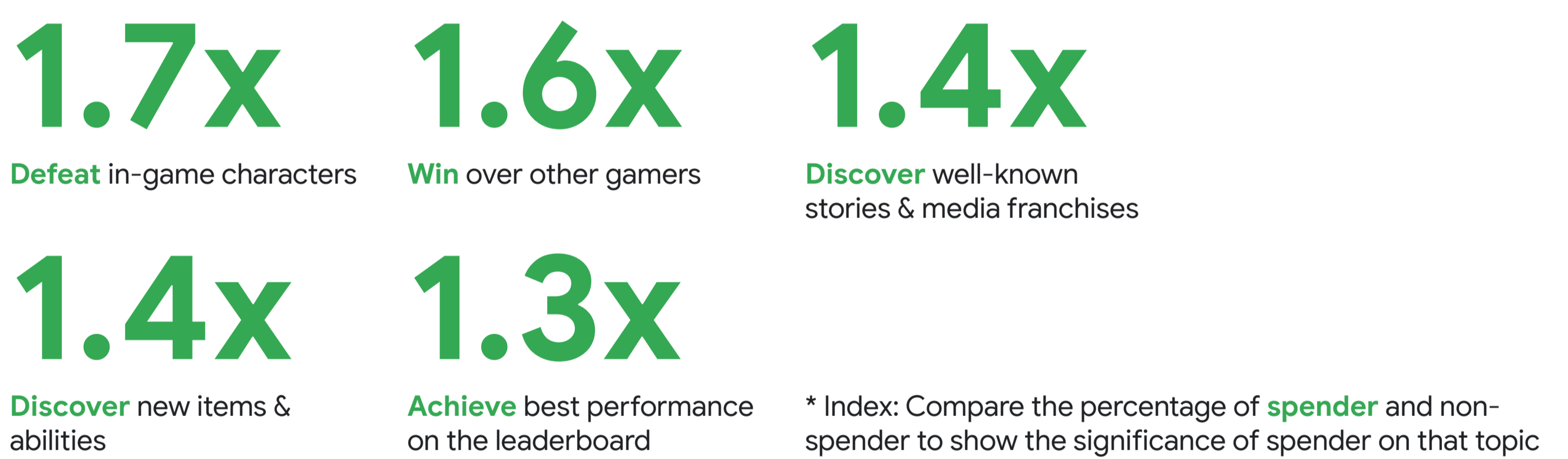
ENGAGE

Offer gamers diverse experiences

4X SLG spenders enjoy proving their competitive competence and discovering new content.

Most Exciting In-Game Moments

(difference between spenders vs. non-spenders)



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

■ spenders ■ non-spenders

