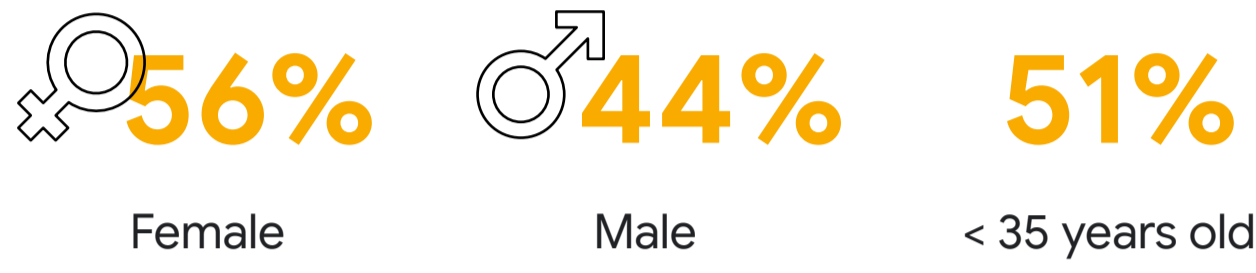


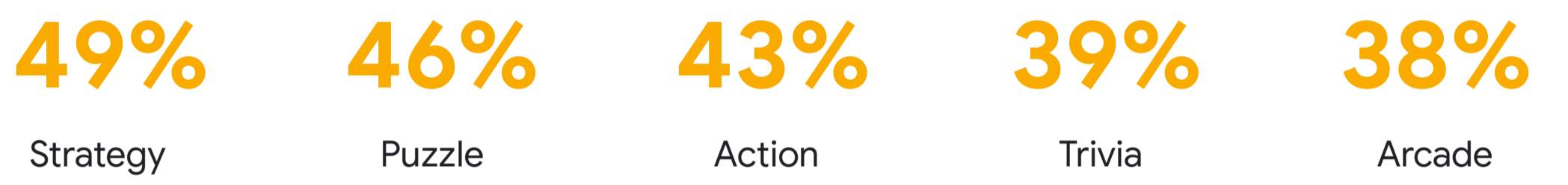
Enhance your Merge Gamers' Immersiveness

Merge Games: Players solve puzzles by merging or sliding numbers, blocks, animals, or even characters.

Merge Gamer Demographic



They are also playing...

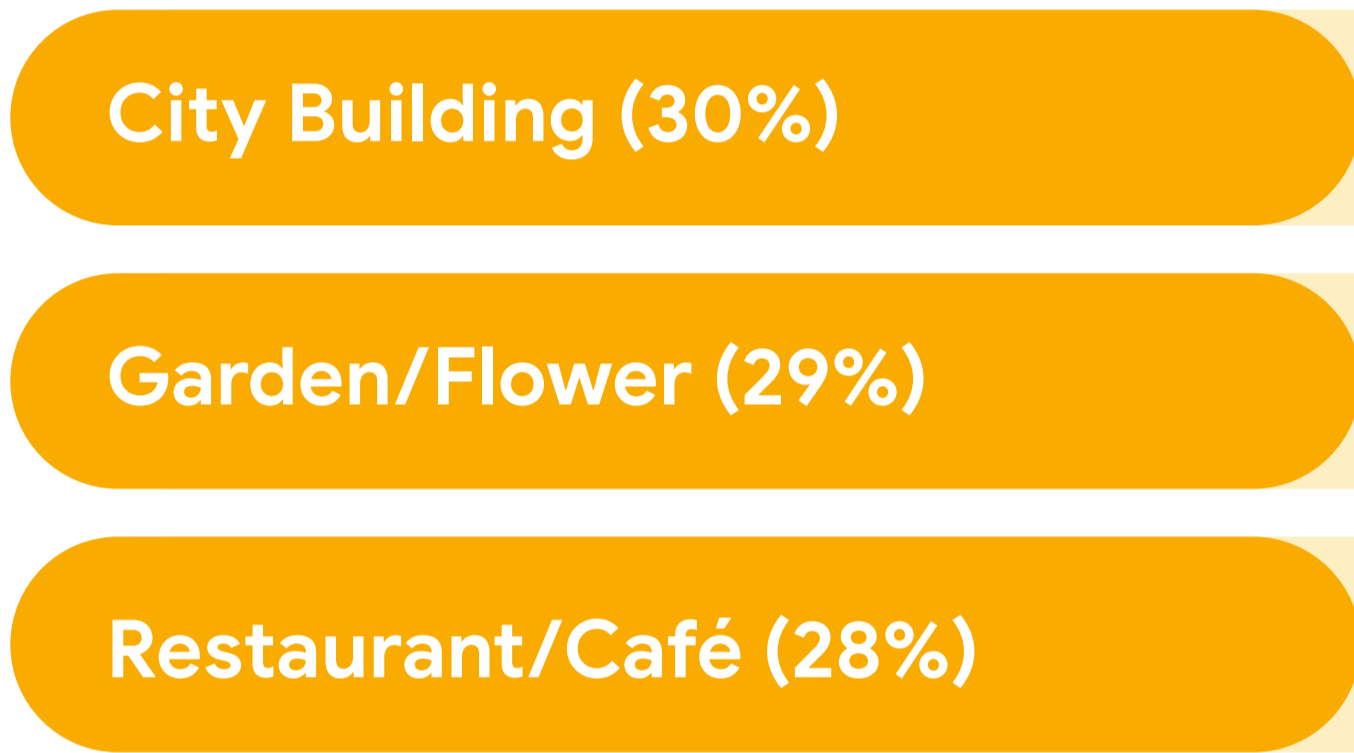


REACH

Connect to their interests

Stay aware of emerging hobbies of your target gamers, and build them into your games and ads. Merge gamers have higher preferences on DIY hobbies, which also relates to their interests on gaming themes.

Expected Themes for Next Game



Top Daily Interests



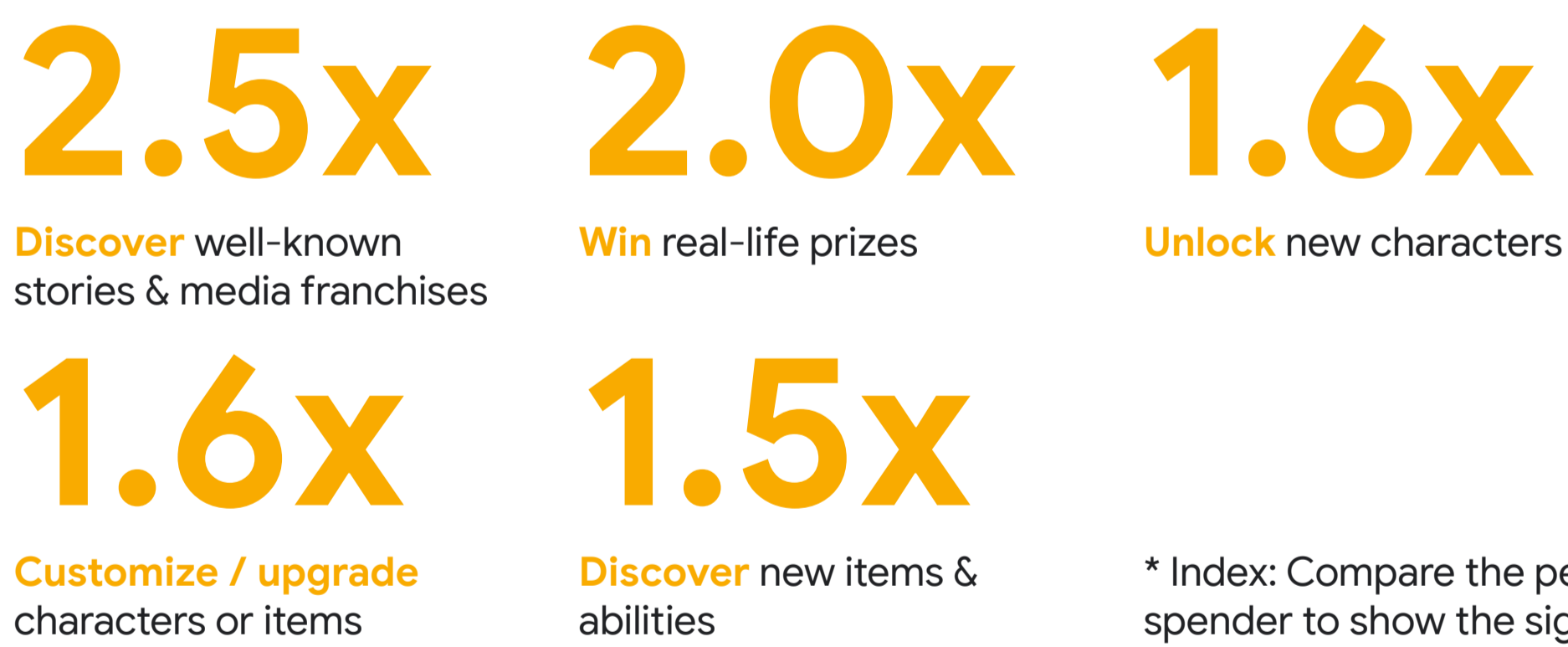
ENGAGE

Offer gamers diverse experiences

Merge gamers have higher expectations on "extra rewards". They are looking for additional bonuses while trying to discover new stories, characters and new items.

Most Exciting In-Game Moments

(difference between spenders vs. non-spenders)



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

RETAIN

Enhance their belongingness to the game

Exclusive welcome back gifts and new elements in games are the most effective ways to get the attention of Merge spenders who have churned.

Top 3 Reasons For Re-Engagement

spenders non-spenders

