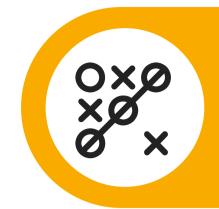
Google for Games



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...

51%

49%

46%

43%

39%

Female

Male

< 35 years old

Strategy

Puzzle

Action

Trivia

Arcade



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

City Building (30%)

Music, Societal Issues

Garden/Flower (29%)

Gardening, Handicraft

Restaurant/Café (28%)

Cooking, Family



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)

2.5x 2.0x 1.6x

Discover well-known stories & media franchises

Win real-life prizes

Unlock new characters

Customize / upgrade characters or items

1.5x

Discover new items & abilities

* 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 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

New contents or update

New elements added in the game

spenders

non-spenders

An exclusive welcome back gift to help restart the game

38%

31%

32%

32%

31%

25%