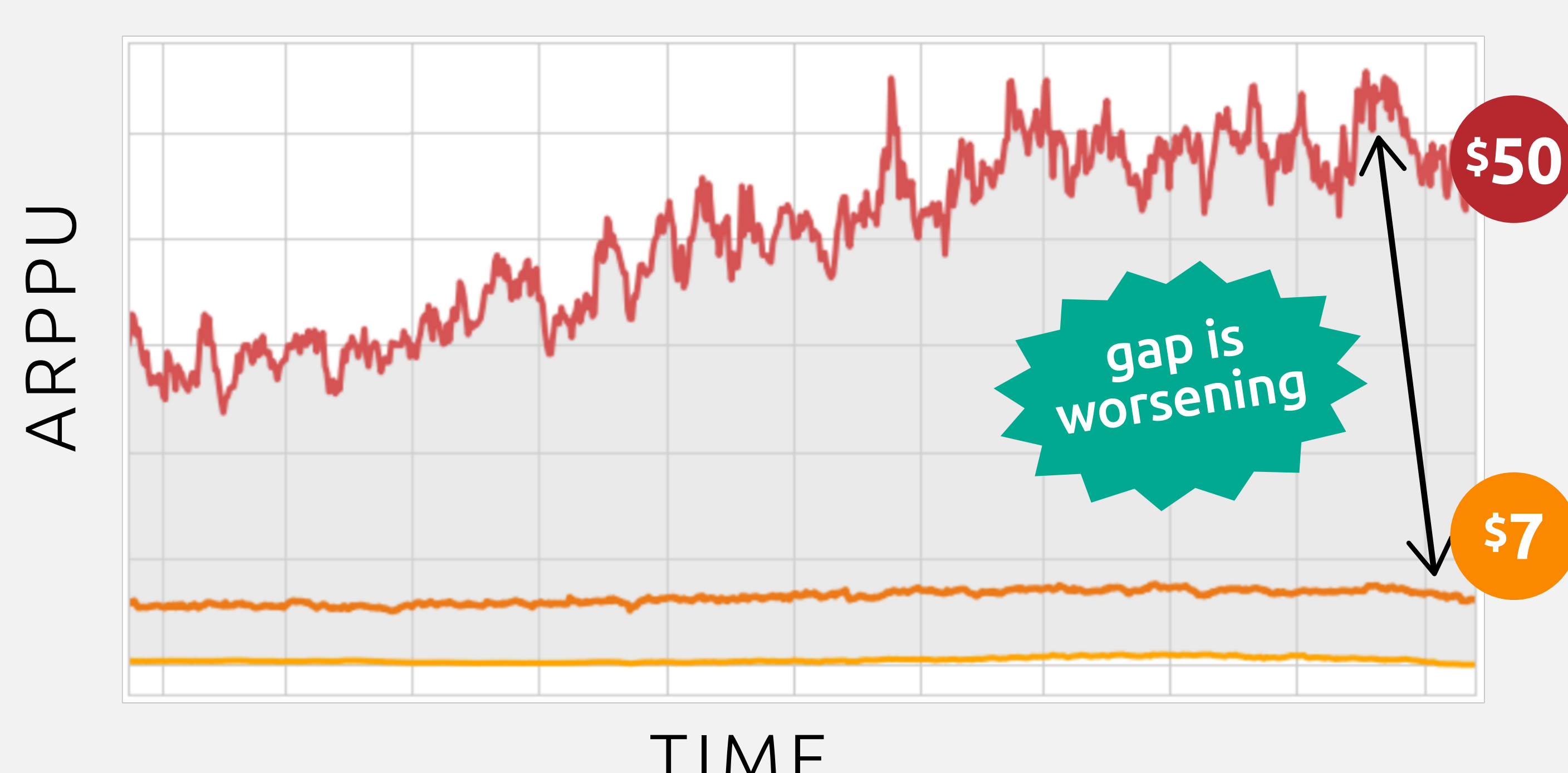


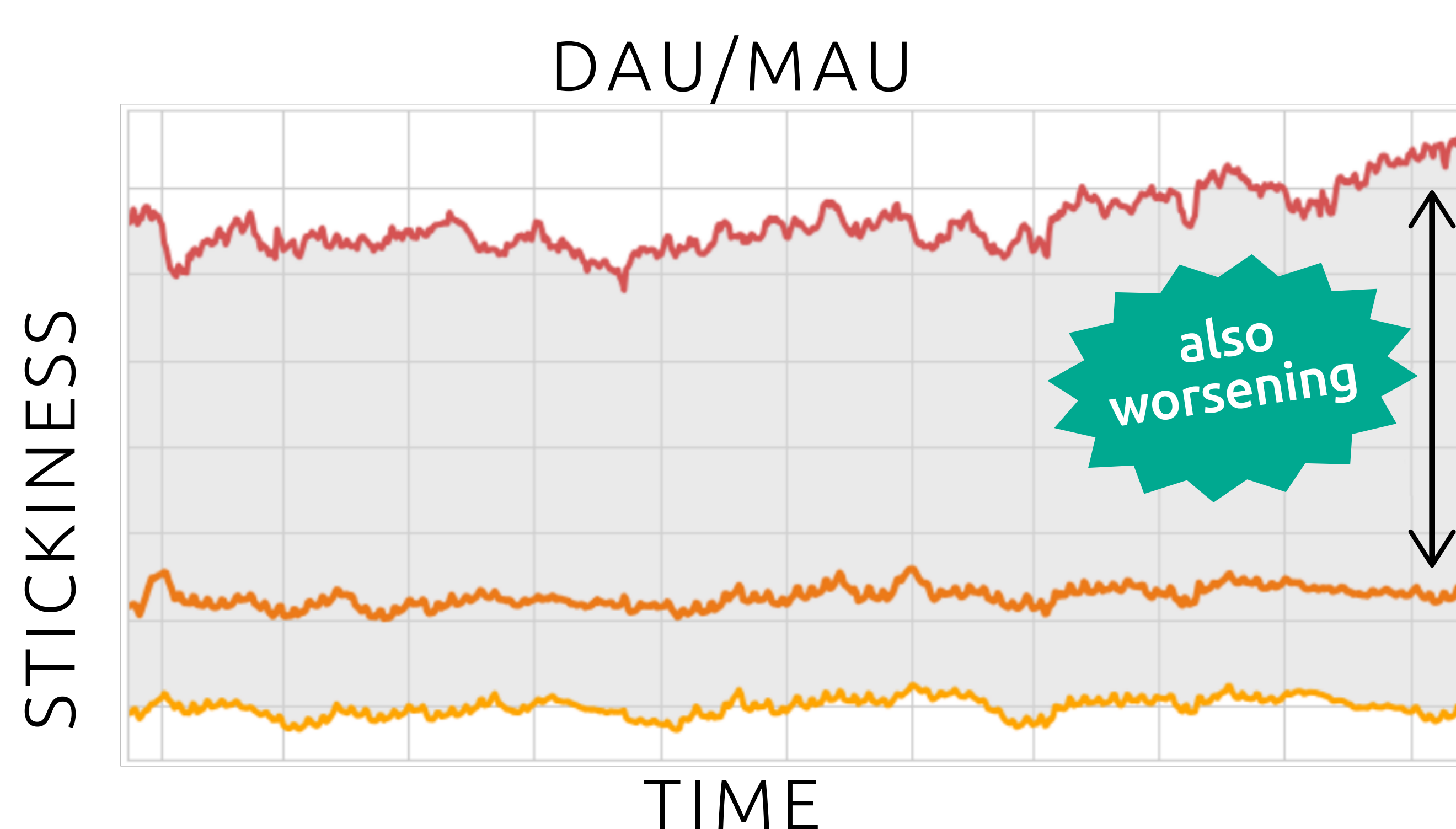
# Mobile Gaming Today

ARPPU is Growing. But not for average games.

**>60%**  
since 2016 for top  
16% of games



And players are engaged 2.5x more in the top performing games than the average.



So companies are trying to increase monetization.

Increasing  
UA  
Spend

Driving  
Ad  
Revenue

PAID  
Premium  
Offerings

Target Users  
with Highest  
LTV

But those rely on retention and high retention rates are a challenge...

**10%**  
D7 Retention  
Top Games

**4%** for the  
Average

**50%**  
of Users  
will not  
come back  
after Day 1

## So how do you increase monetization?

### In-session personalization ...

Adapt  
Difficulty  
= drive  
engagement

Best Offer  
segmented by  
propensity  
to buy

Best Time  
presented when  
most motivated  
to buy

When Compared to next-visit personalization, our customers have seen:

**30%**  
Boost  
in-game  
purchases

**200%**  
retention  
increases

increased  
**ARPU**  
&  
consistent growth in  
**Gross  
Bookings**

Level-up your strategy with VoltDB's real-time decisioning.

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