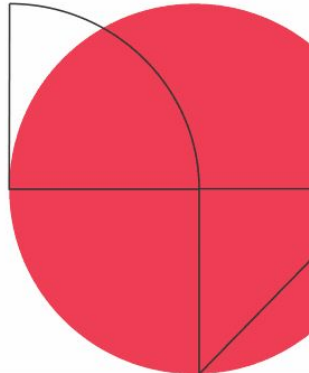
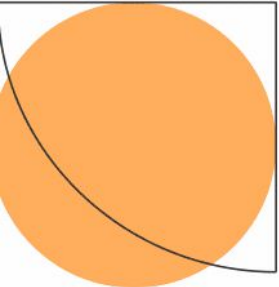


Get in the Game

Leveling Up Player Experiences with
Personalized Customer Journeys





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- 04** Achievements
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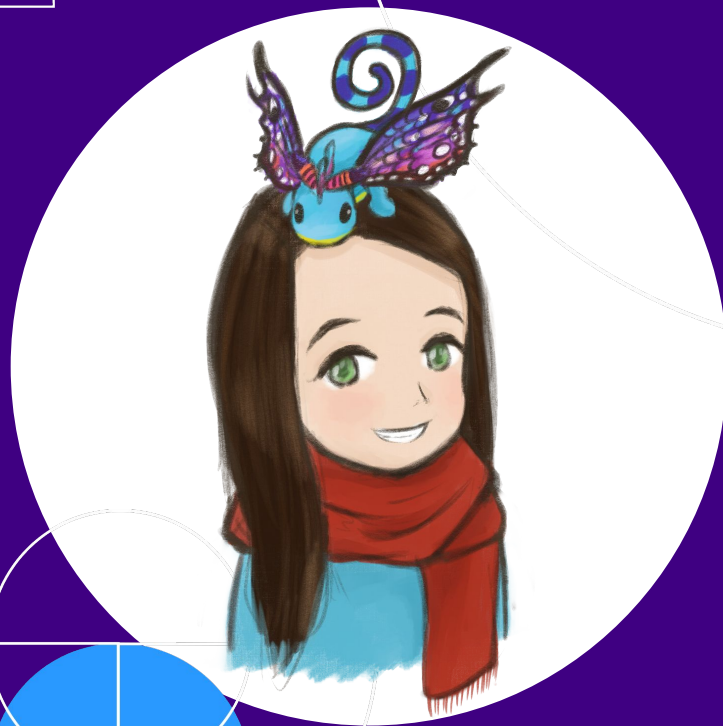
Introduction

Rachel Kamel

Director, Growth, NCSOFT

Rachel currently serves as the Director of Growth for NCSOFT. We've been an Iterable customer since April 2021.

A Minnesota native now located in Orange County, California, she has spent her career working in growth and content marketing, enjoying the past 7 years at top gaming companies.





NCSOFT®

NCSOFT, established in [1997](#) and headquartered in Pangyo Techno Valley, [South Korea](#), is one of the leading global digital entertainment companies. We operate many of the most successful and influential [massively multiplayer online \(MMO\) games](#) in the industry, welcoming hundreds of millions of players daily into exciting living worlds for extraordinary adventures.

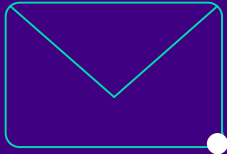
Guild Wars 2™

Guild Wars 2 is a **massively multiplayer online role-playing fantasy game** on PC with more than **16MM players** around the world. Launched to critical acclaim in **2012**, players create their own character from one of five different fantasy races and use their skills to join together online as they adventure through the lush world of Tyria. Designed to **respect players' time** and focus on **positive community interactions** in the game world, Guild Wars 2 has earned a reputation of being friendly, welcoming, and supportive for all types of players.

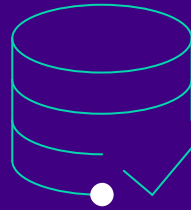


Our team

You don't need a big team to do big things



CRM (1)

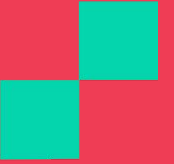


Marketing Tech (1)

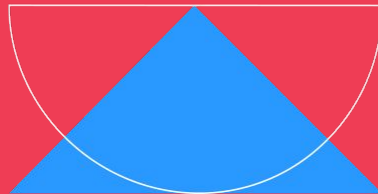


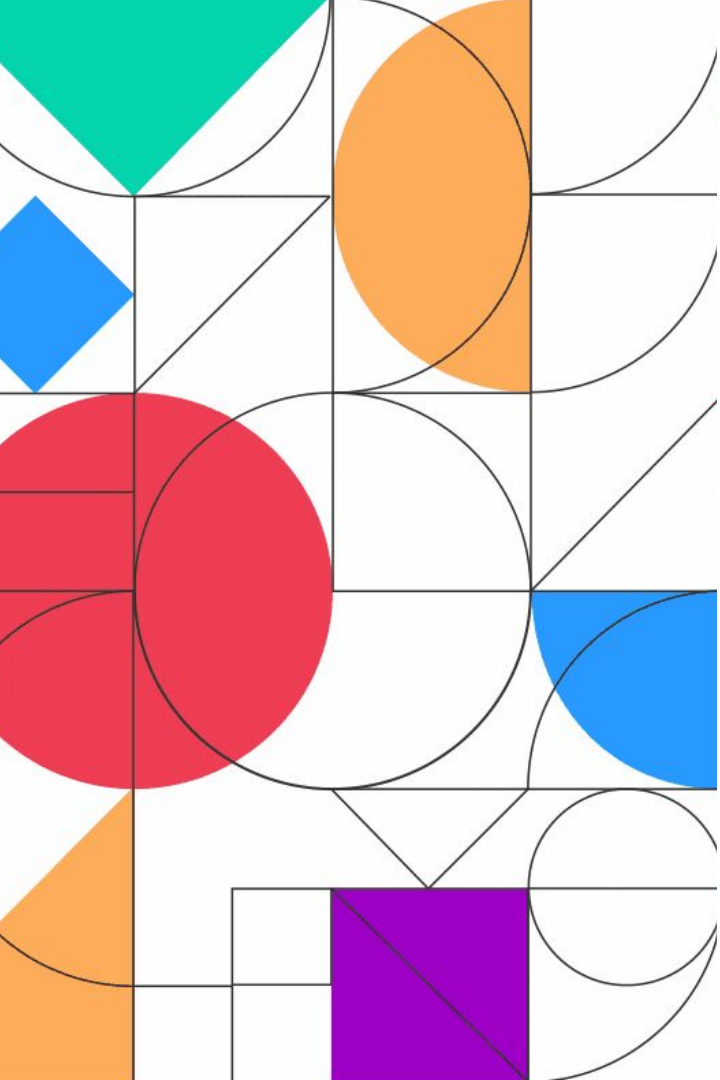
Paid Media & UA (1)

Only 1 employee dedicated to CRM



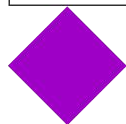
Our Quest





Our CRM quest

People play games to have fun. How do we help them have the **most fun?**

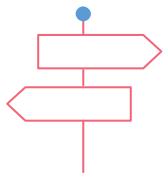


Helping our players



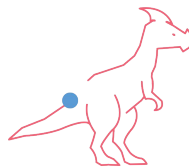
What to do

MMOs have **a lot of options** as a new player. In order to get started, you need to know what you're supposed to do. Often **players want to know the easiest or quickest way** to do it.



Where to go

Most of the time, MMOs will drop you in a **specific starting point** based on your initial character creation choices. Players need to know where they are and **how to read the map**.

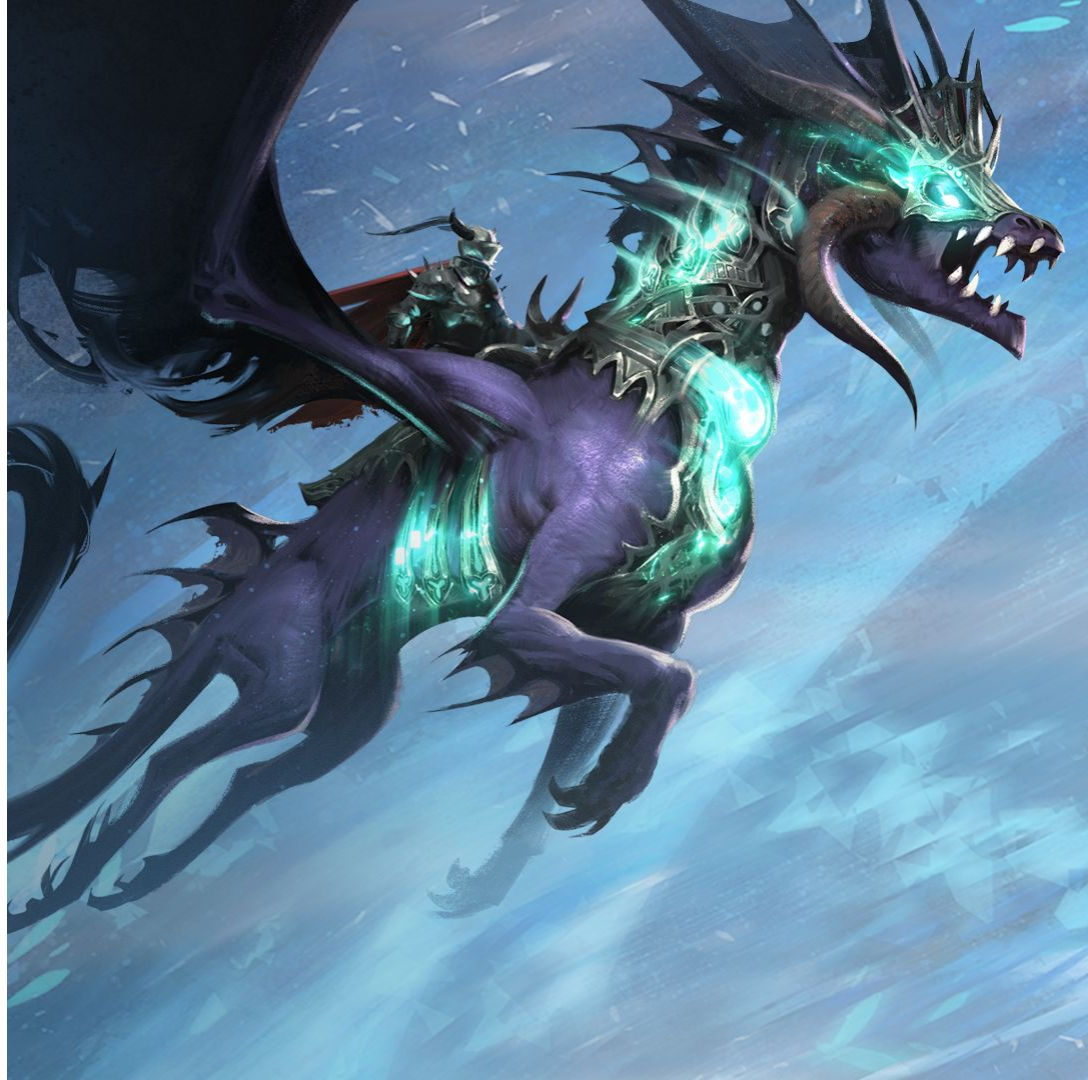


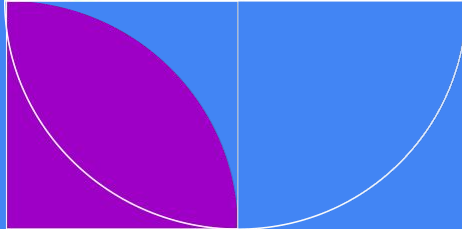
How to get there

Finally, players need to know **how to get from point A to point B**. Starting out, most games will make you go on foot; but sometimes you can unlock other, **more efficient, means of travel**, like mounts.

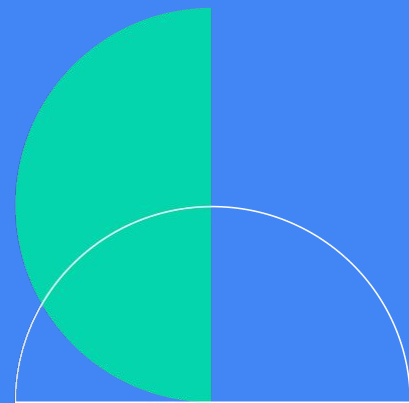
Key Product Features

- 1 Mounts
- 2 Character Customization
- 3 Horizontal Progression
- 4 No Griefing

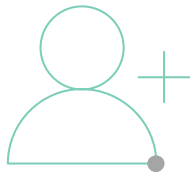




The Journey



Leveraging rich player data



Player Level

A player's main character level is an indication of **how far they've gotten** in the game.

In addition to level, we also pass over data about the main character such as race, profession, and specialization.



Expansion Owners

Personalization provides an **opportunity to drive sales** of our latest expansion.

We're able to show expansion upsell content sections only to players who have not yet purchased it.



Player Trends

We used player behavior to **help with the initial setup** of journey timing.

We analyzed how long players take to move through the game and where they tend to get stuck in order to address pain points and prevent churn.

New Player Journey (5 emails)

1 Welcome

2 Inventory

3 Personal Story

4 Specs & Traits

5 Endgame



1st Login + 1D

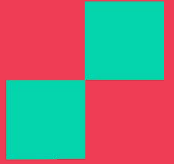
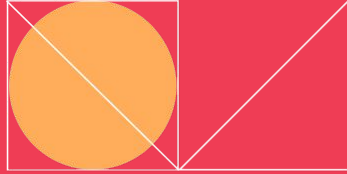
Wait 7 Days,
< Level 4

≥ Level 10
(<20)

≥ Level 20
(<80)

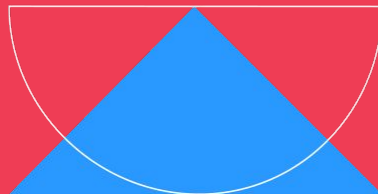
≥ Level 80

Journey Duration: 2 Days to 2 Months (Avg. ~5 weeks)



Achievements

Using **control groups** enables you to measure campaign performance and program contribution.



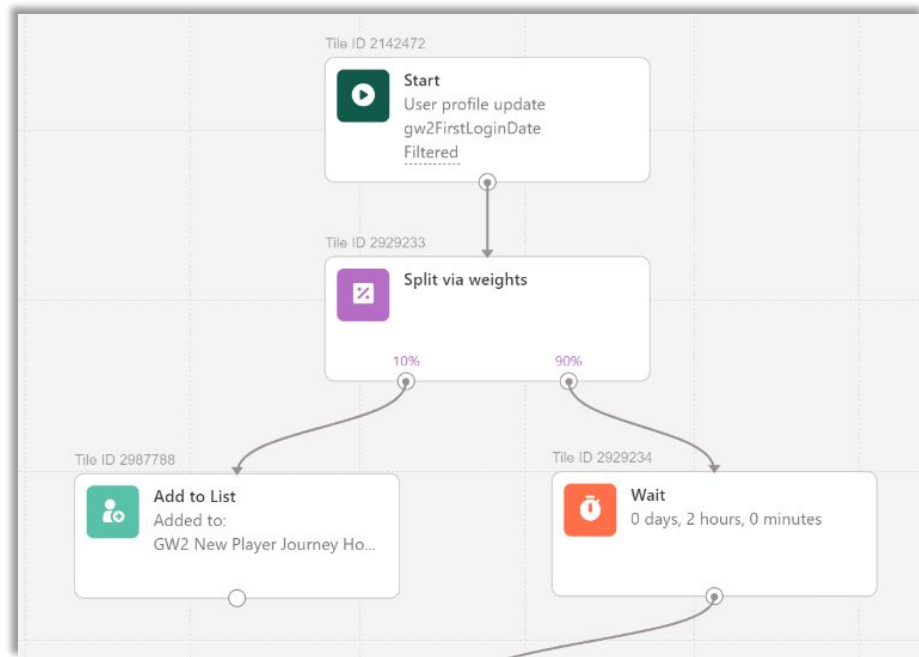
Achievements

Setting up a control group

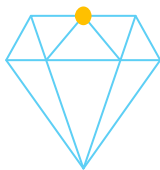
Getting statistically significant results

Setting up the control group is easy – use the **Split via weights** tile, and send 90% of your audience down the main journey, while the other 10% is collected in a list using the **Add to List** tile.

Both journey recipients and control group lists can be **automated** or **manually exported** to be analyzed.



New player journey drove incremental sales & logins



Gem Spend Lift

99%

increase in gem spend by
journey players



Login Lift

46%

increase in logins by
journey players



Incremental Sales

48%

2022 contribution to
Guild Wars 2 program

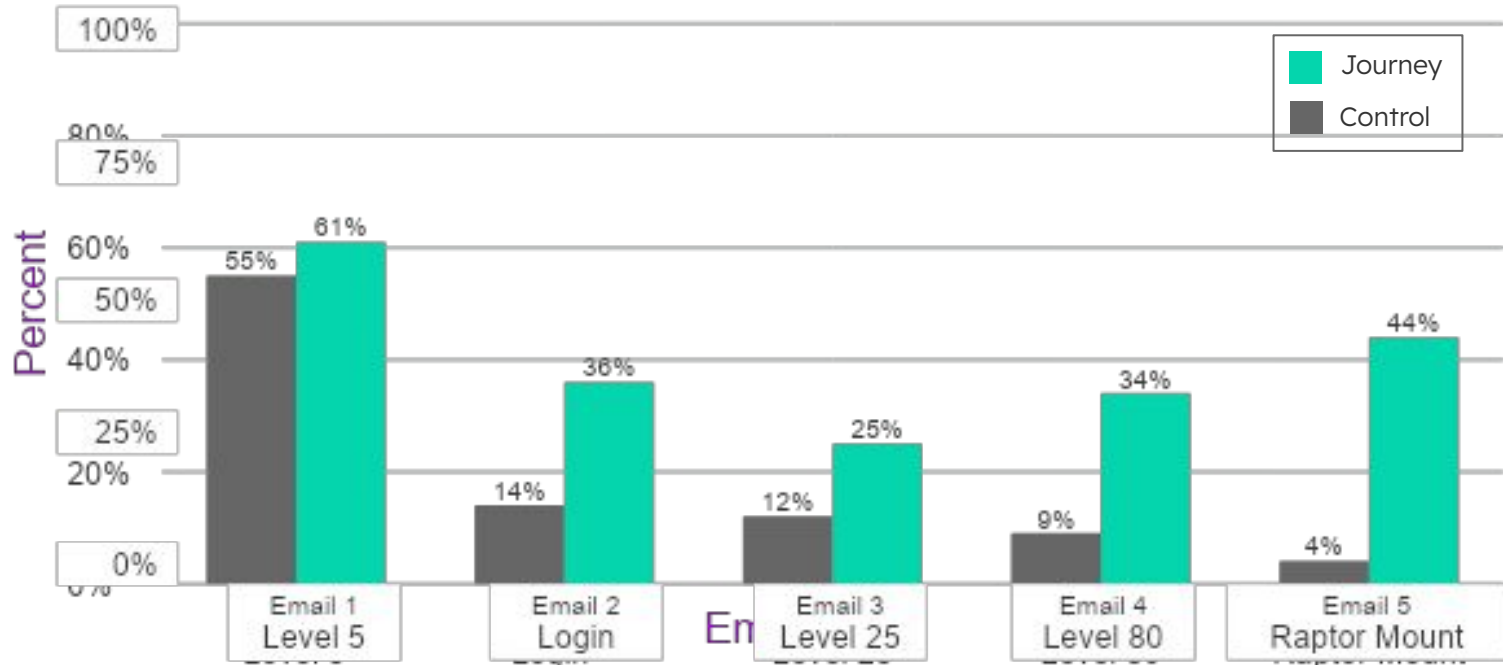


Driving increased player engagement

Seasonal Events & Festivals

The New Player Journey drove **360% lift** in player participation in seasonal events during players' first 30 days.

Individual email lift analysis



Email 5: Heatmap Engagement by Section

1 Gear Builds



Image
2%

Text Link
36%

Text Link
6%

2 Game Modes



Text Link
5%

Text Link
2%

Text Link
1%

Text Link
8%

3 Expansion Upsell

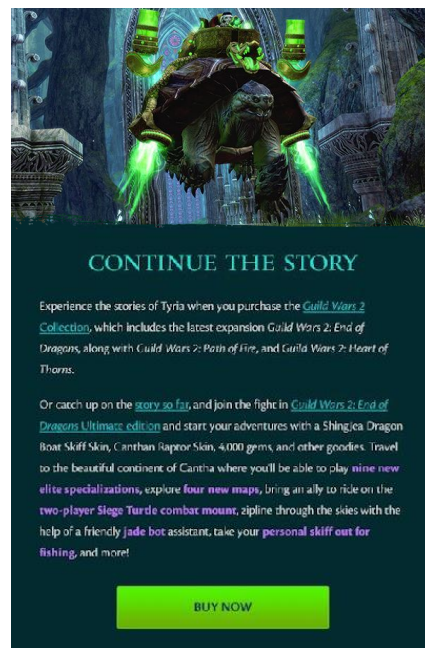


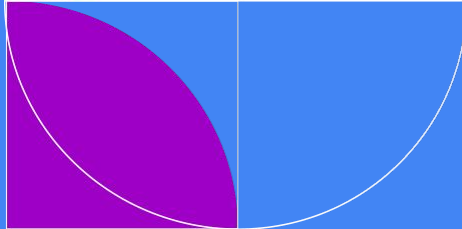
Image
3%

Text Link
2%

Text Link
3%

Text Link
3%

Button
29%



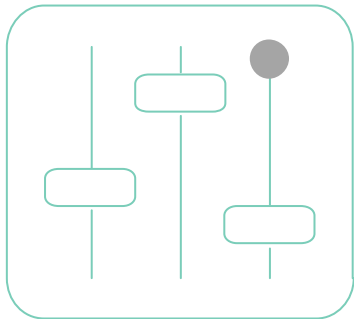
The Next Chapter



Promote a culture of experimentation & testing

Optimizing for Performance

Using what we've learned to improve primary KPIs



Engagement Metrics

Heat map, click rates, and other email engagement KPIs can help inform what content is most useful.

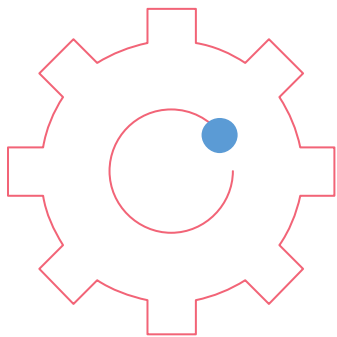
Business KPIs

Looking at primary business KPIs, such as login lift and sales lift, and other campaign-specific KPIs can inform whether our emails are successful in doing what we want them to.

Use product calendar to support optimizations

Adapting for Product Updates

Live service games require constant updates to lifecycle content



New Expansions & DLC

Live service games often have new content that [change the entry point or story](#) for new players.

New Platforms

Guild Wars 2 [released on Steam](#) in August 2022. We had to adapt our journeys for a [new platform](#).

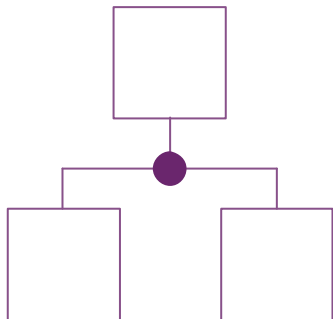
Quality-of-Life Changes

Games require regular balance updates. Quality-of-life changes often impact [how a new player encounters the game](#) for the first time.

Leverage Iterable's new features and betas

New Studio Features

How we plan to leverage the new, upcoming features



Exit Rules

Make journeys smarter by pulling users out of a journey **when an event or contact profile update occurs.**

Hold Tile

We will use this new delay tile to simplify our journeys flows, **holding users until they reach a certain character level.**

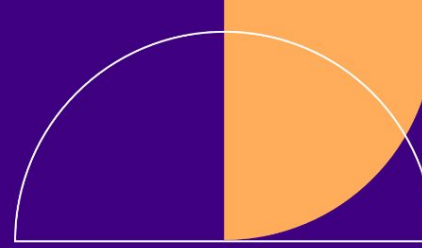
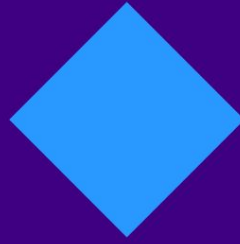
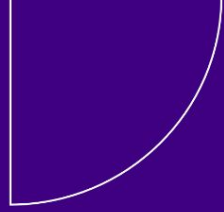
Copy Journeys Across Projects

Every game is unique, but we can **save time building journeys for other games** by starting with the Guild Wars 2 journey that's already proven successful.

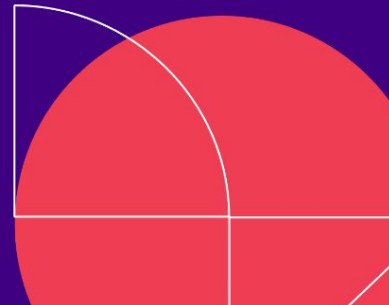


Get in the Game

- Customer journeys are a **worthwhile investment** of time and resources
- You can **measure performance and success**, validating your investment
- Iterable provides **all the tools you need** to make it possible, even with limited resources
- **You** can do it too!



Thank You!





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**