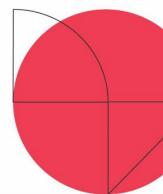


**Personalized Customer Journeys** 







#### **Contents**

- Introduction**02** Our Quest**03** The Journey
- Achievements
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- Get in the Game

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

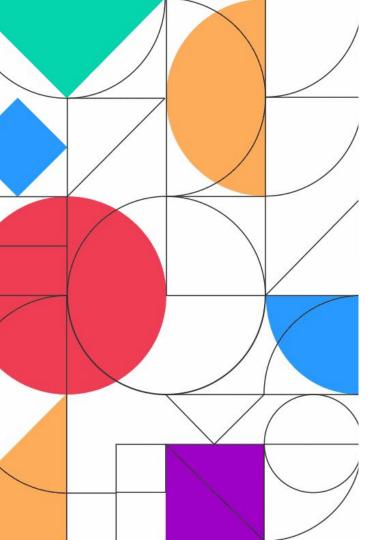
# You don't need a big team to do big things



Only 1 employee dedicated to CRM

# Our 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.

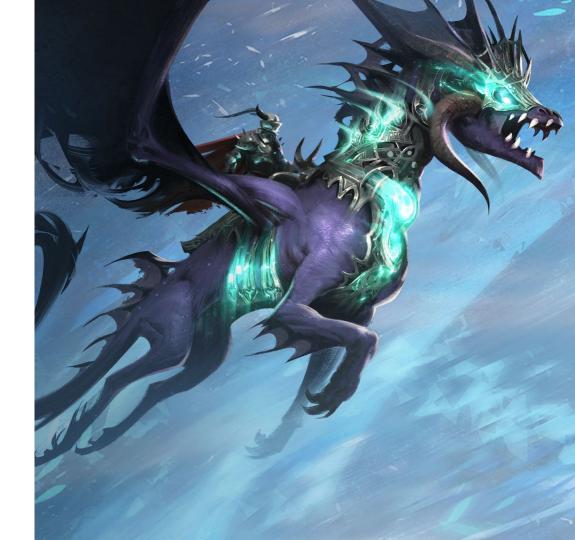


### How to get there

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
- 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.

## **Personal Specs** Welcome **Inventory Endgame** Story & Traits 1<sup>st</sup> Login + 1D Wait 7 Days, ≥ Level 10 ≥ Level 20 ≥ Level 80

New Player Journey (5 emails)

< Level 4

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

(<20)

(< 80)



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

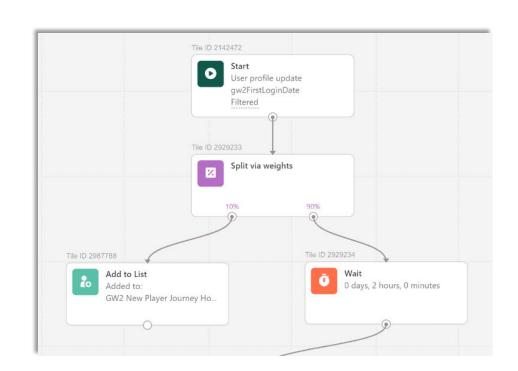
#### **Achievements**

# 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



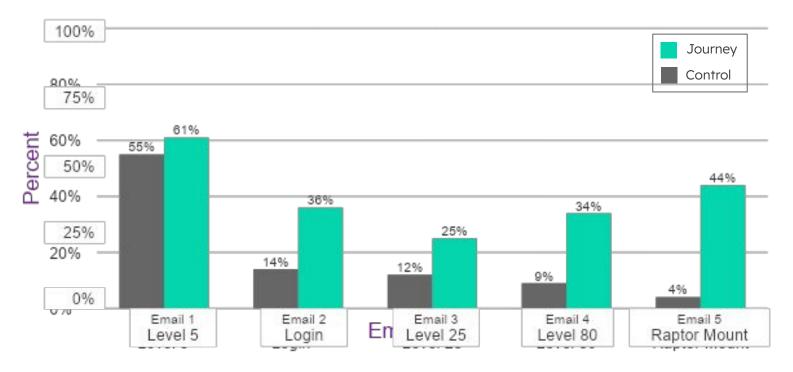


Driving increased player engagement

# 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**

# **Gear Builds**



#### The Next Step Onwards

Congratulations on reaching level 80 in Guild Wars 2"! There are many different paths you can take in the world of Tyria. Whether you decide to perfect your crafting skills, explore new maps, or sync up with a friend to ride on Siege Turcle mounts all day, there's no one right way to play the

If you're feeling lost, try gearing up with a good build. Check out a community-led resource on popular builds, or try asking for advice on our official forums. Save up to purchase from the Trading Post and complete a set of gear. Treat yourself by buying an exotic weapon. If you're up for a long-term challenge, try your hand at crafting ascended gear.

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## **Game Modes**



There are many different modes in Guild Wars 2 such as Fractals of the Mist, PvP, and WvW. Whenever you are ready, try them all out and see which ones you like best.

#### Fractals of the Mist

This mode consists of mini-dungeons, known as "Fractals," that increase with difficulty. It can be a good source of daily gold, refine PvP skills, and give you a chance of obtaining ascended gear.

#### Player vs. Player

This mode, where two teams are matched up against each other, allows players to compete on even footing where all gear is equalized.

#### World vs. World

Several players from three different worlds can battle each other on a large-scale battleground across five large maps. Unlike PvP, the gear that you've built up is important in this mode. Head into battle and fight alongside your teammates for a chance of ascended and legendary gear as rewards.

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## **Expansion Upsell**



Experience the stories of Tyria when you purchase the Guild Wars 2 Collection, which includes the latest expansion Guild Wars 2: End of Dragons, along with Guild Wars 2: Path of Fire, and Guild Wars 2: Heart of

Or catch up on the story so far, and join the fight in Guild Wars 2: End of Dragons Ultimate edition and start your adventures with a Shingjea Dragon Boat Skiff Skin, Canthan Raptor Skin, 4,000 gems, and other goodies. Travel to the beautiful continent of Cantha where you'll be able to play nine new elite specializations, explore four new maps, bring an ally to ride on the two-player Slege Turde combat mount, zipline through the skies with the help of a friendly jade bot assistant, take your personal skiff out for fishing, and more!

**BUY NOW** 

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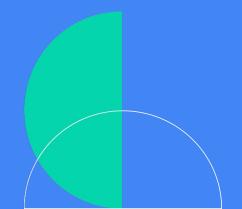
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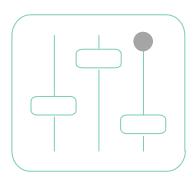
# The Next Chapter



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.

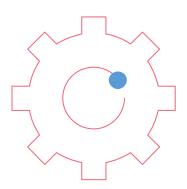
#### **Business KPIs**

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**.

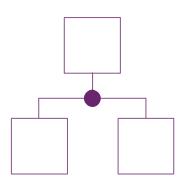
## **Quality-of-Life Changes**

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



# 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.

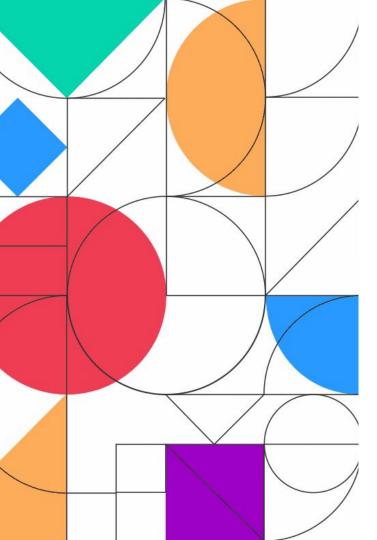




# Get in the Game

- 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!