Five-Year Journey to Predictability

Data-Driven Relationship

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Sergei Vasjuk  
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Director of Player Relationship Management  

5+ years in Game industry  
Launched data warehouse and real-time targeted promotions solutions  
Responsible for creation of a 360° player profile for personalizing the entire journey  
Developing revenue and engagement streams along the player journey through recommendations
Wargaming Today

**550 Mln+**

**Events / Day**
World of Tanks, World of Tanks: Blitz and World of Warships

**3 TB+**

**Raw Data / Day**
15+ different data sources for each game multiplied by regions

**UP TO 40k**

**Events / Second**
Battle & financial logs, any logs from any activities on our web services
That’s it mom!
Player Relationship
Our way to implement technological & marketing frameworks

WHAT: long-term relationship

WHY: to create, facilitate, and maintain mutually beneficial exchange of relationships

HOW: by uncovering differences among players and tailor relationship to those differences
Year 1. What happened?

Collect all data in one place

1. Collect data without impacting the game
2. Decrease volume and simplify format
3. Accommodate the future

Spend the whole time gathering all historical data
Year 2. Why did it happen?

Data governance is key to let your data tell the story

1. Determine clear data language
2. Automate data quality
3. Implement fast incident response

The hardest part is to convince everybody to believe in your data
Year 3. What will happen if…?

From big data to fast data

1. Establish real-time data stream
2. Implement stream processing
3. Build fast data storage

Recommend the right information to the right players at the right time
Technologies can help but can’t lead!

— Can your technologies do what I want?
— Yes! ...but they can’t do it on their own

Human being should decide what to do and lead ongoing operations!
Year 4. Marketing process framework

Sustainable value creation

1. **Segmentation**
   Who is the target audience?

2. **Value Proposition**
   What player's problems do we solve?

3. **Product & Price**
   What exactly is offered?

4. **Promotion**
   What should the offer look like?

1. Implement target vs control group measurement

2. Establish unified operational processes
Year 5. Experience through testing

59 out of 78 monthly campaigns go down the drain

1. Explore data to generate ideas
2. Test on small cohorts
3. Scale findings and insights

Engagement, Monetization, On-boarding and Win-back
EPIC MEDALS MEAN EPIC OFFERS

So that Epic medal you just earned means you can start bragging. Well, take that bragging even further, your feat of skill rewards you with a 20% off coupon meaning you can buy anything you’ve had your eye on for a while at a great discount.

It’s the perfect time to treat yourself.

USE THIS EPIC DISCOUNT
ARMOUR PENETRATION AND WEAK SPOTS

Penetration is a key aspect of the game and you’ll need to know it if you want to be a successful tanker. Knowing how it works will dramatically increase your chances to deal major damage.

Common weak spots include: turret cupolas, lower glacis, main drive sprockets, hatches, and visors.

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MORE INFORMATION
Win-back

Players remember the most used element of gameplay.
Update 1.0

Player experience in omni-channel environment
Key learnings from the past five years

1. Reliable data platform
2. Trustworthy metrics
3. Real time relationship
4. Power offer
5. A little bit of luck 😊
Thank You!

Q&A

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