

Game Growth Console Overview

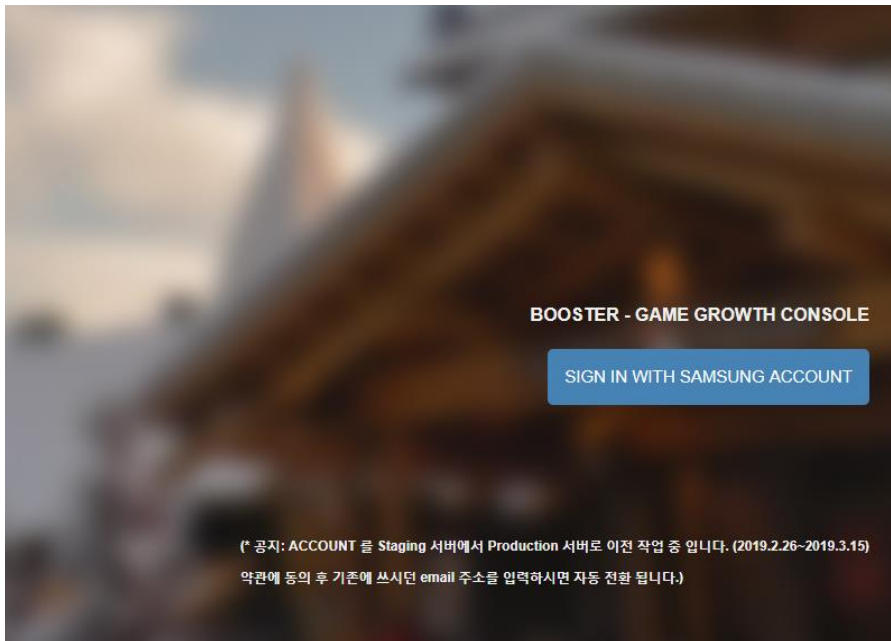
Overview

Q: What is **Booster - Game Growth Console**?

<https://growth.samsungapps.com/login.html>

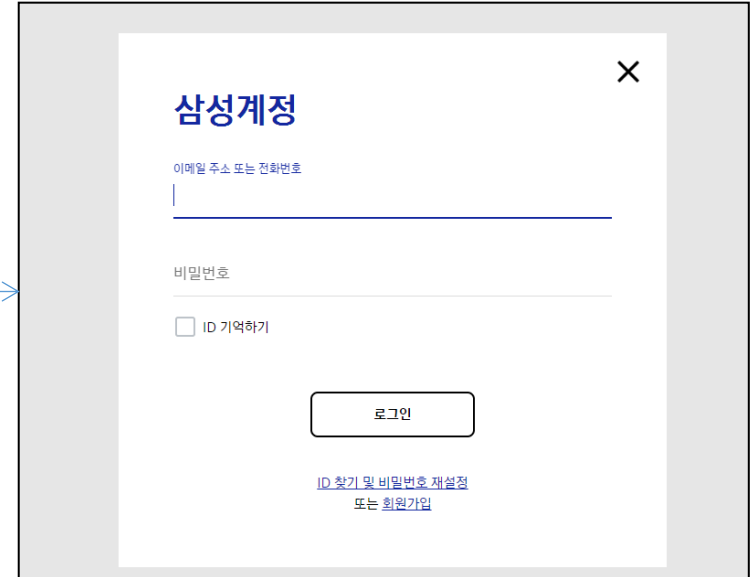
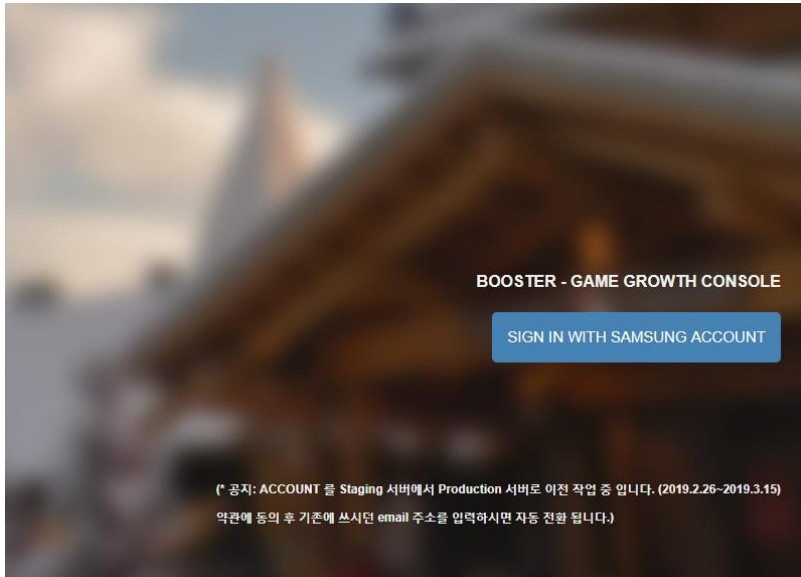
A: Analysis tool for marketing support of games installed through our market.

*This document describes the simple outline and the function of Booster-Game Growth Console.



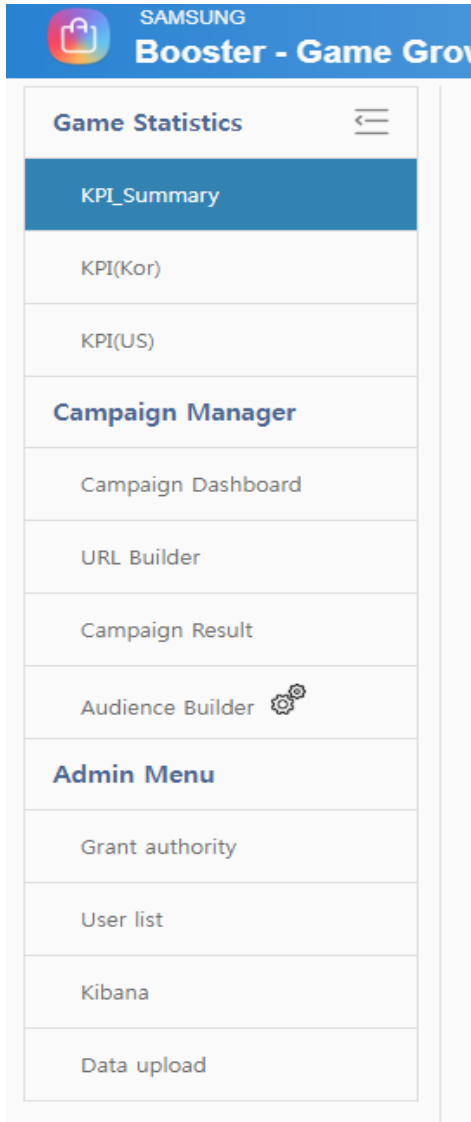
1.1. Sign in with Samsung Account

<https://growth.samsungapps.com/login.html>



- Sign in with Samsung Account
- For the sign-up procedure(request for access), please refer Growth_Console_How to sign-up(p4~p7)

1.2. 3divisions of the dashboard

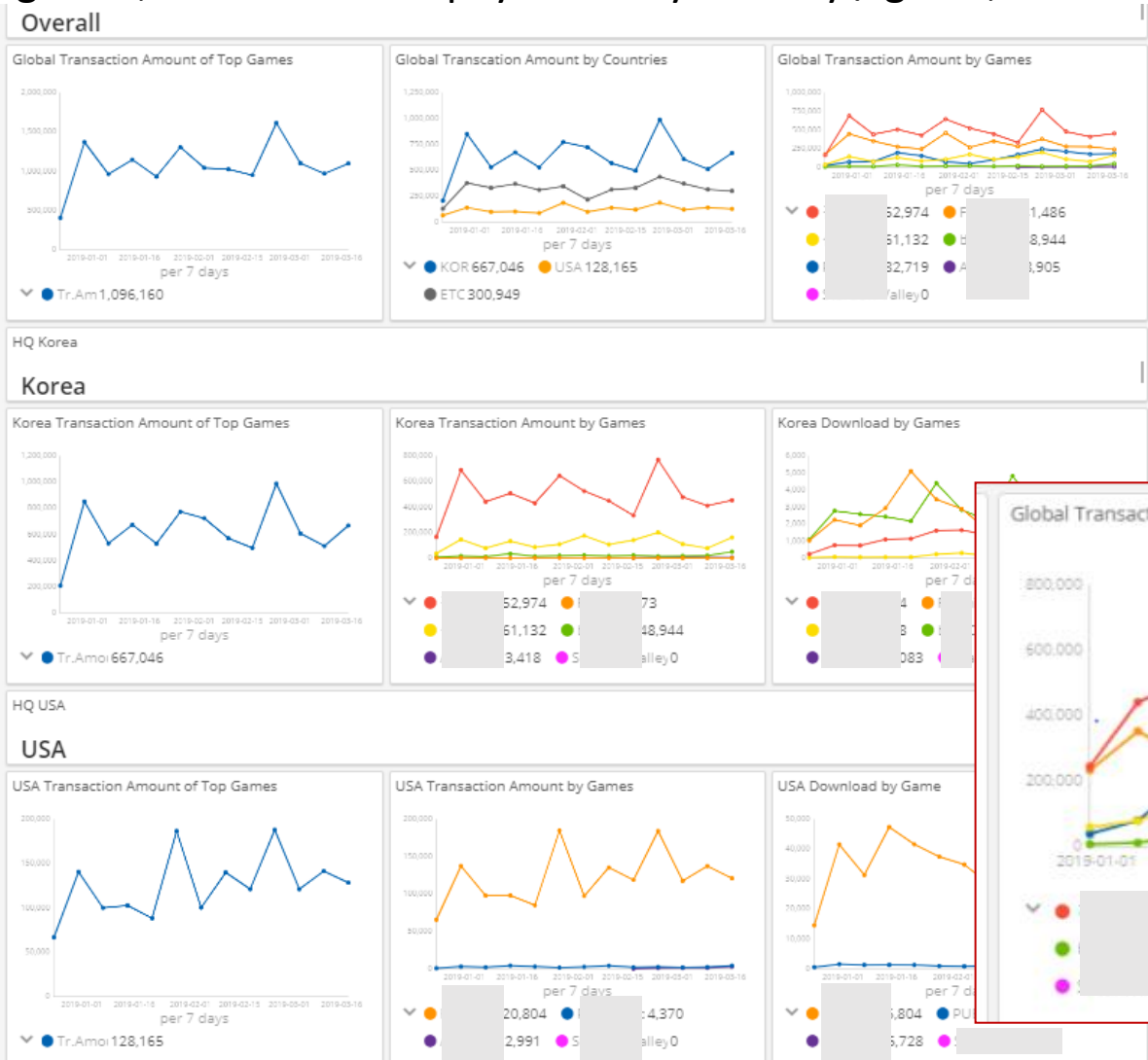


- **Game Statistics**
KPI_Summary
KPI(Detail)
- **Campaign Manager**
Campaign Dashboard
URL Builder
Campaign Result
Audience Builder
- **Admin Menu**
Grant authority
User list
Kibana
Data upload
Monitoring

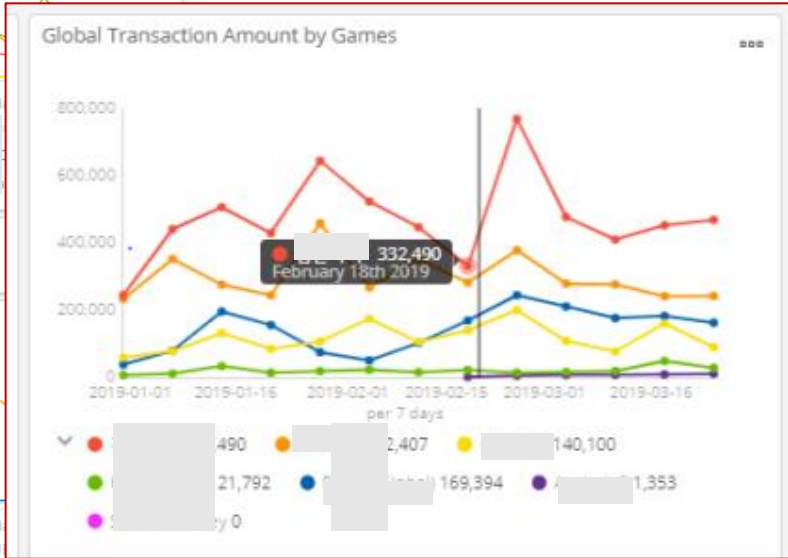
This material will give you a guidance on this area only.

2.1. Game Statistics KPI_Summary

Overview the charts of strategic games. : Graphs showing trends in our strategic games, the number of payments by country / game, and the number of downloads.



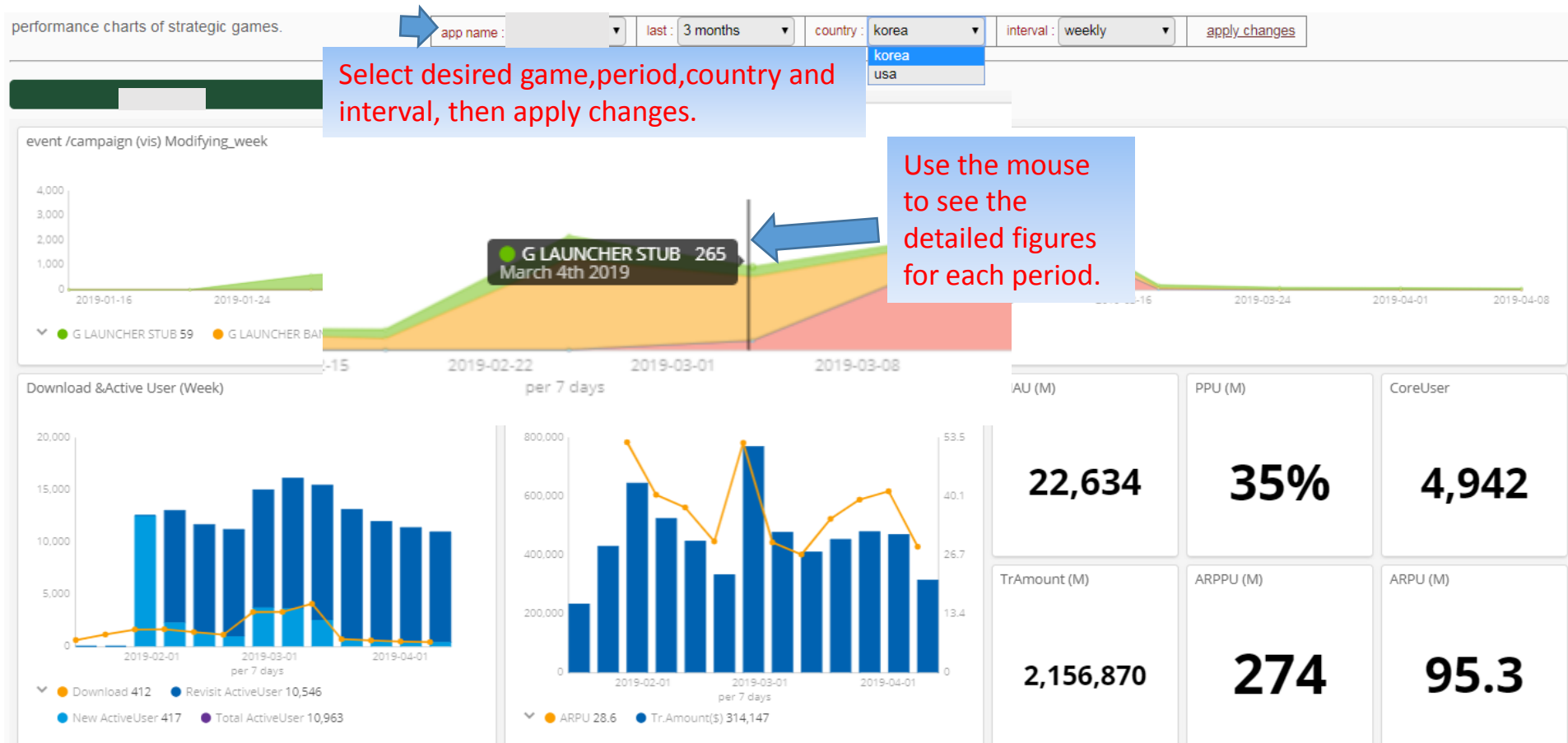
Use the mouse to see the detailed figures for each period.



Continues

2.2.1. Game Statistics KPI_Detail

It shows detailed KPI charts of the strategic games distributed in Korea/USA.
(Active User, Stickiness, Retention ARPU, demography, MAU, PPU etc.)

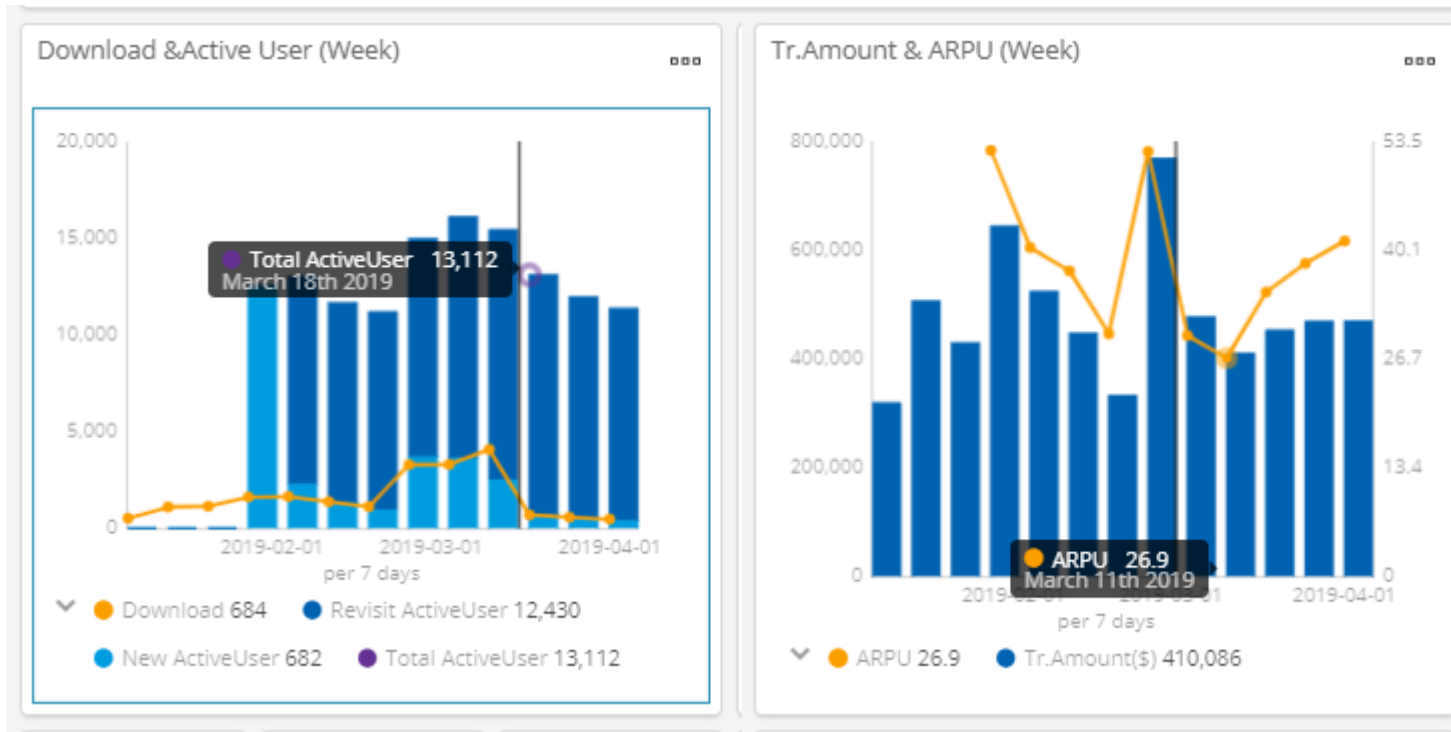


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2.2.2. Game Statistics KPI_Detail

Download & Active User (Week)

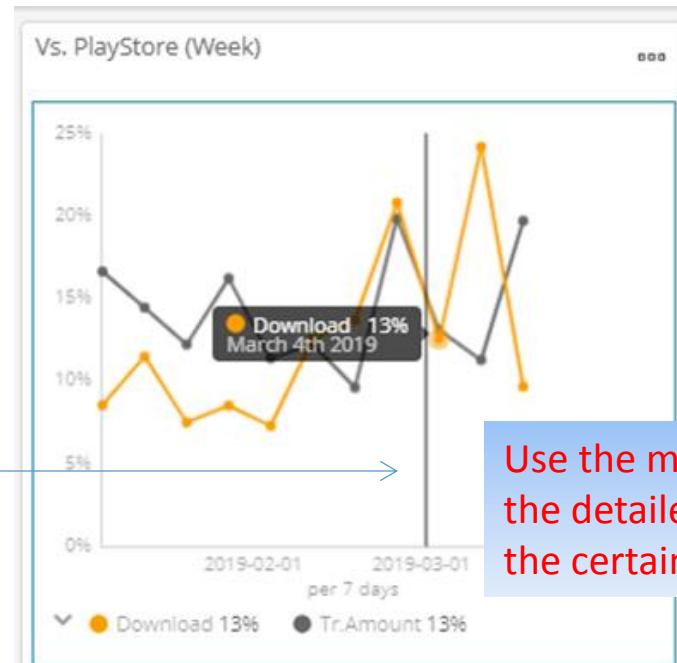
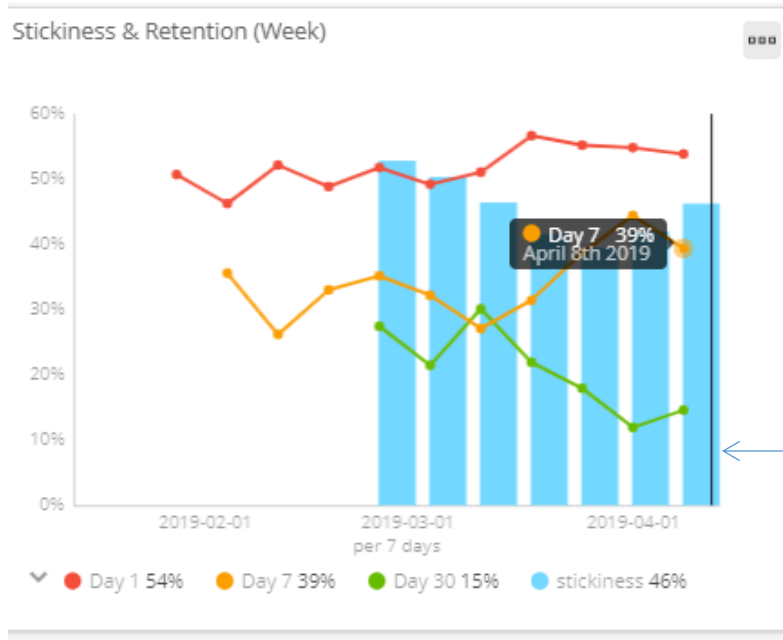
Tr.Amount & ARPU (Week)- Transaction Amount and **Average Revenue Per User**



- ① Download & Active User (Week) : The bar graph shows the New Active User and the Revisit user separately in distinct colors.
- ② Tr.Amount & ARPU (Week): You can check the Tr.Amount & ARPU figures by period using mouse.

2.2.3. Game Statistics KPI_Detail

Stickiness & Retention (Week) : It indicates the ratio of users who install the game and access the game within a certain period. (1 day, 7 days, 30 days)
Vs. PlayStore (Week) - The proportion between playstore and galaxy apps.



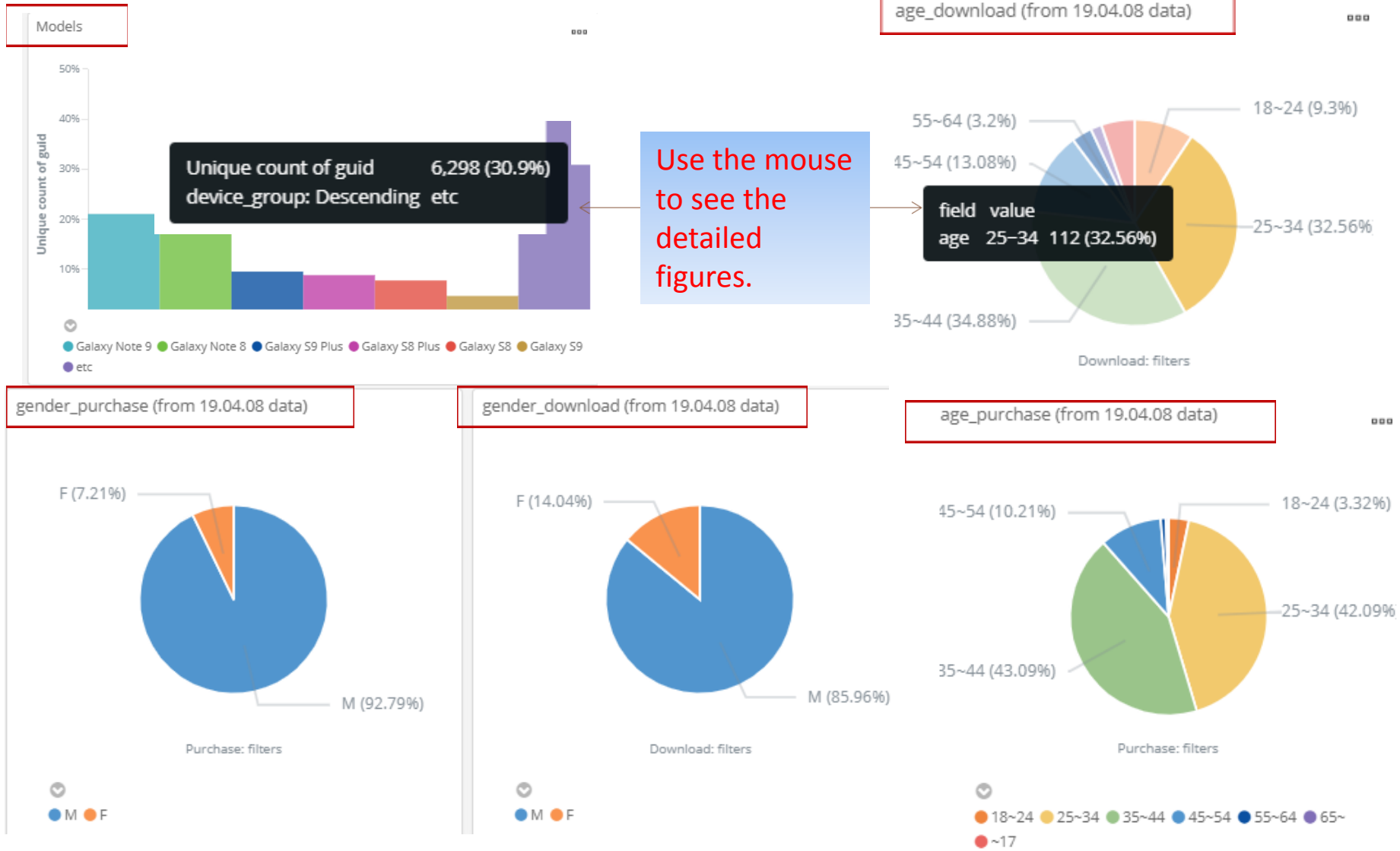
Use the mouse to see the detailed data of the certain period.

-**Retention Day 7** represents the ratio of the revisited users who had visited 7days ago.
Ex. Users who visited yesterday<---Retention Day 7 ---> last time they had visited was 8days ago.
-**Stickiness** represents the users's ratio of the day among MAU who visited within a month.

-Vs. PlayStore (Week) : The percentage number means (the number of apps download / google download) * 100.

2.2.4. Game Statistics KPI_Detail

Displays data by device model, age, and gender for the game.(download, purchase)



3.1.1. Campaign Manager Campaign Dashboard

You can check the performance of the each game's marketing campaign in detail. (detail table, funnel chart, performance trend)

Campaign Dashboard

funnel analysis and statistics for marketing campaign

app_id: all

last: 3 months

[advanced mode](#)



Mode convertible

Campaign Dashboard

appid: all (2019-01-02~2019-04-02)

app_id: all

simple mode

funnel analysis and statistics for marketing campaign

from: 2019-01-11

/ to: 2019-04-11

all countries

smart filter

[apply changes](#)



appid: all (2019-01-11~2019-04-11)

[hide detail table](#)

[export to csv file](#)

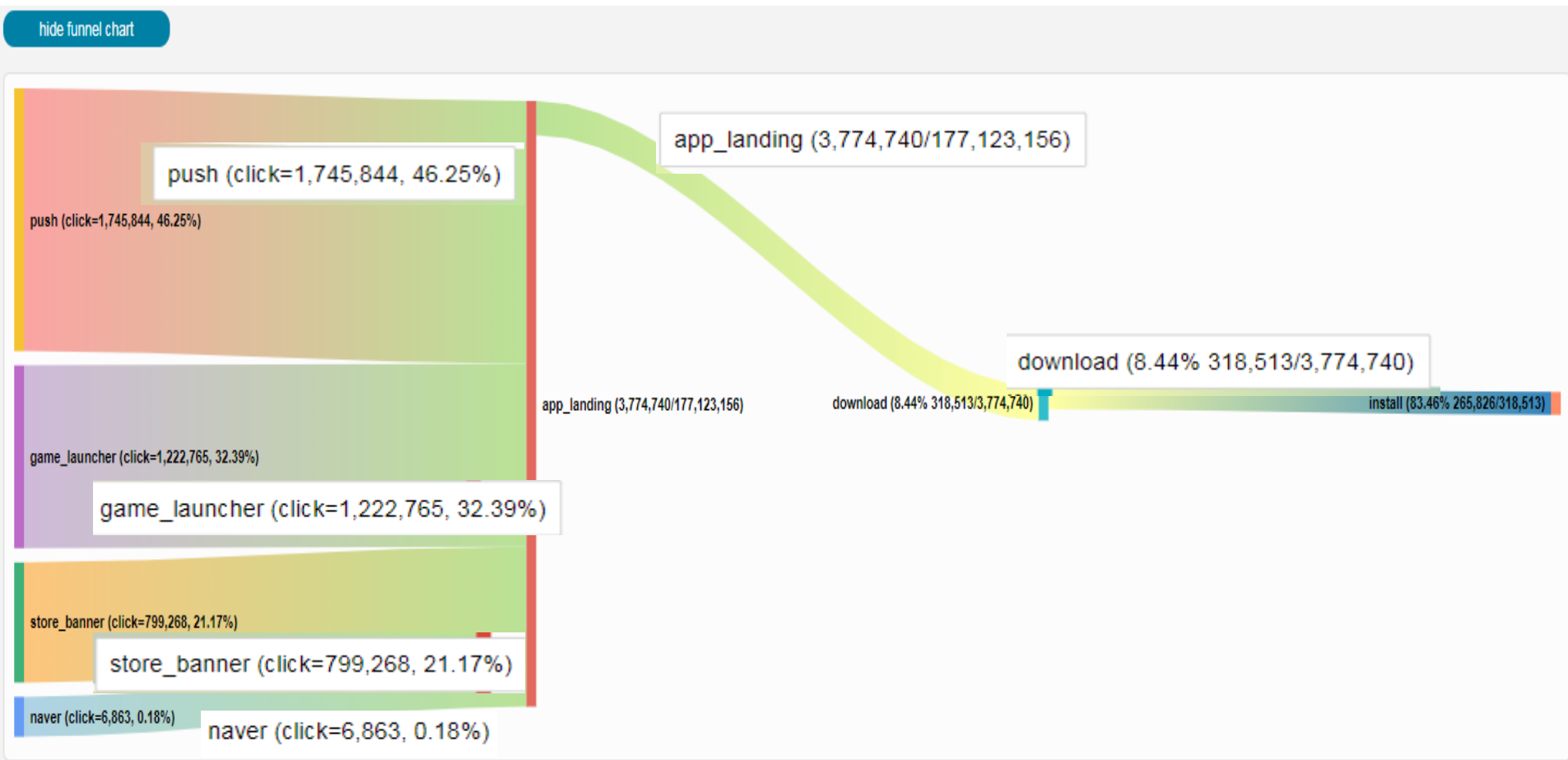
source	creative	campaign	time	impression	CTR(%)	app_landing	CVR(%)	download_click	ISR(%)
- 1 item(s)									
1_total		total		177,123,156	1.43	3,774,740	8.43	318,513	8
- 30 item(s)									
game_launcher		total		0	0	1,222,765	6.93	84,819	1
game_launcher			2019-02-19~2019-04-09 (50 days)	0	0	293,924	3.12	9,193	8
game_launcher			2019-02-19~2019-04-09 (50 days)	0	0	142,089	3.97	5,649	8
game_launcher		on_cl	2019-02-01~2019-04-09 (68 days)	0	0	111,081	17.71	19,674	6

* Advance mode offers **smart filter** option to delete items that are not statistically significant in the data table.

Continues

3.1.2. Campaign Manager Campaign Dashboard

It shows the number of the clicks and the percentage associated with each advertisement campaign.(push, game_launcher,store_banner,naver)



3.1.3. Campaign Manager Campaign Dashboard

You can check the trends of all games' campaign registered in the Game Growth Console. (You can check the data(ctr,click) for each source for each game.)



Continues

3.2.1. Campaign Manager URL Builder

In this page, you can make an url link to trace your marketing campaign in galaxy apps analytics.

Link Type(*):

Package Name(*): (e.g. com.pubg.krmobile)

Campaign Name(*): Title (e.g. june_umbrella_event)

Campaign Source(*):

Campaign Medium(*):



*Mandatory fill in

Name	Description
Link Type(*):	Select one of the following 'https_apps' : https://apps 'https_galaxystore' : https://galaxystore 'samsungapps' : samsungapps:// 'bundle_qip'
Package Name(*):	package name of app (e.g. 'com.company.testgame')
Campaign Name(*):	campaign name (e.g. '2019_march_testgame')
Campaign Source(*):	Use utm_source to identify a app name, search engine, or other source. (e.g. 'Bixby Home', 'Galaxy Apps', 'Game Launcher', 'Naver', 'PPMT', 'Samsung Members', 'Themestore', ...)
Campaign Medium(*):	Use utm_medium to identify a medium such as email or cost-per-click. (e.g. 'banner', 'blog', 'cpc', 'down_btn', 'email', 'push', 'social', 'stub_icon', 'mcs', ...)

Continues

3.2.2. Campaign Manager URL Builder

Fill in the required input and submit it. You can also check the existing app's data by entering information in the Package Name column.

Name	Description
utm_term	Used for paid search. Use utm_term to note the keywords for this ad. (e.g. 'umbrella', 'fornite')
utm_content	Used for A/B testing and content-targeted ads. Use utm_content to differentiate ads or links that point to the same URL. (e.g. 'search', 'freeitem', 'season_change', ...)
description	campaign description
description_img	campaign image file

URL

Fill out all the required fields above and a URL will be automatically generated for you here.



create

refresh

Link Type(*):

Package Name(*): (e.g. com.pubg.krmobile)

Campaign Name(*): Title (e.g. june_umbrella_event)

Campaign Source(*):

Campaign Medium(*):