HOW KOLIBRI BOOSTED SOCIAL USER ACQUISITION BY IMPROVING INVITE MECHANICS IN THREE SIMPLE STEPS

STUDIO SEES 364% INCREASE IN INSTALLS FOR IDLE MINOR TYCOON THANKS TO GETSOCIAL

Kolibri Games is a German mobile gaming studio, located in Berlin and known for its experience in the mobile free-to-play space.

Their stated aim is to become "the most player-oriented games company in the world".

The Challenge

Kolibri sought to increase user acquisition for Idle Miner Tycoon, which had already been downloaded by more than 104 million players. To help achieve this, they required a plug-and-play referral solution that was quick to integrate and had the flexibility for customisation and experimentation.

The desired outcome was to be delivered through an incentivised referral system and invite mechanic within the game.

With social platforms winding down their invite APIs, building a referral system in-house would have required dedicated Kolibri development resources that could have been focused on the core product. While researching such a system, Kolibri came across Keywords Game Science studio, GetSocial, a global leader in viral user acquisition tools for mobile app and game developers.

Keywords Studios solution

Kolibri began with a basic integration and introduced refinements and improvements over time driven by GetSocial's feedback and best practices. GetSocial's 'Smart Invites' feature was implemented, providing an initial, simplified and rewarding flow. The integration was further improved in three simple steps, based on the following best practices:

OVERVIEW

Customer Profile
Kolibri Games, a Berlin-based mobile gaming studio.

Industry
Video games industry.

Geographic Location
Europe.

Business Challenge
Kolibri required to a solution to increase organic user acquisiton.

Keywords' Solution
They implemented our Game Science studio GetSocial's 'Smart Invites' feature with a simple, rewarding flow initially. Further best-practice improvements were then made.

Results
By improving game's invite mechanics, Kolibri saw a boost in their social user acquisition, including a 306% lift in invites sent and a 364% lift in installs generated.
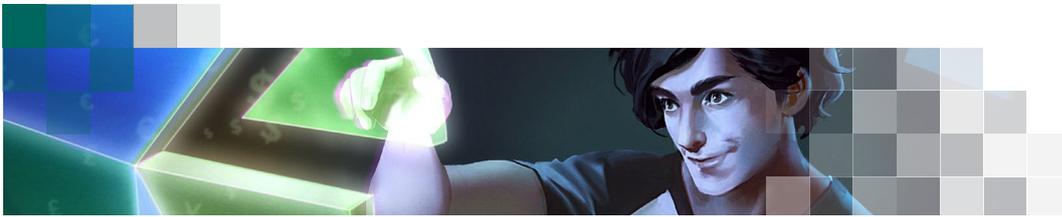
SOLUTION IS EASY TO FIND

BENEFITS ARE EXPLAINED

USER IS REWARDED

Player-friendly solution

Kolibri uses arrows in Idle Miner Tycoon's tutorial to point players' attention to specific features introduced at different stages of the game. When an improved, custom UI was introduced replacing native share UI, the result was a doubling of Kolibri's social metrics. Ability to share important milestones in players' game progress with friends was also introduced.

Explaining the benefits

To help ensure all players, even existing ones, had seen the invite mechanic at least once, a nudge panel was implemented and shown to all players when they first launched the game. Another panel was added to better explain the benefits of playing with friends

Rewarding the user

Kolibri wanted their players to feel rewarded when they invited friends, so changes were also made to the reward mechanic. Initially, the user received a 5% boost in Idle Output when a friend installed but now, as more friends unlock a specific point in the game, they also unlock extra boosts.

The Result: Kolibri boosts social user acquisition

From the first implementation through to latter improvements, Kolibri saw a **306% lift in invites sent** and a **364% increase in installs** generated. Referred show significantly better retention and also an 84% higher lifetime value, compared to other users.

Left, first iteration with reminder arrow. Right, final version with a progress bar and larger "Add Friend" button.

USERS DELIVERED BY SMART INVITES	
Retention	% higher
D1	21%
D7	48%
D30	72%

> "We were already very pleased with Idle Miner Tycoon's social mechanics, made possible by GetSocial. When we decided to take our social features to the next level, we were blown away by the results. With a bit of effort and some simple changes, we were able to achieve a 364% increase in installs generated via friend invites."
>
> -Leontine Jenner - Product Manager, Kolibri Games

Contact us today to learn more about how Keywords Game Science can help you increase acquisition, engagement and retention for your game.

ABOUT GETSOCIAL

GetSocial is a leader in social engagement and referral marketing solution for mobile app and game developers. GetSocial's technology powers social features in games from leading global developers and publishers including SEGA, Ubisoft, Kolibri, Glu and many more.

ABOUT KEYWORDS GAME SCIENCE

Game Science services and technologies from Keywords Studios help video game developers and publishers optimize engagement and retention and drive player acquisition, increase monetization and accelerate payback periods, enabling them to meet their success metrics. Our Game Science studios – Player Research, GetSocial and Yokozuna Data – partner with clients at every stage of the game development lifecycle for a data-driven approach to solving the challenges of game development, operations and marketing.