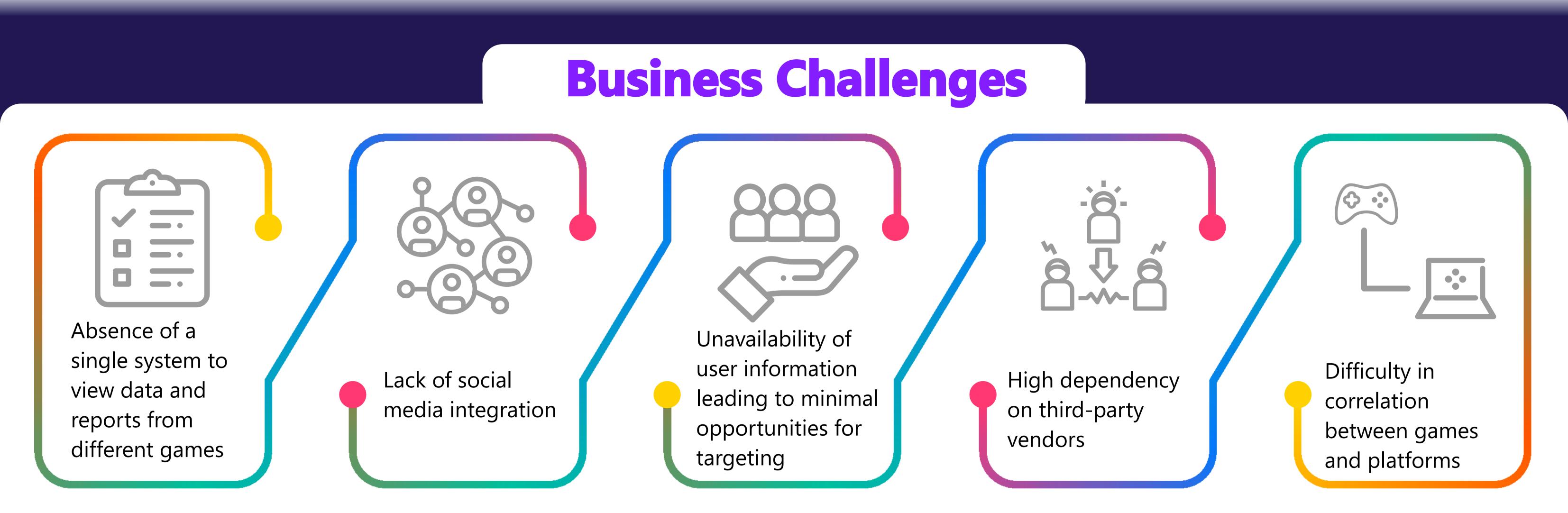


Raise your Game with Big Data Analytics

Client

A multinational video game developer and publisher.

The company develops software and games for personal computers, wireless devices, and video-game consoles.

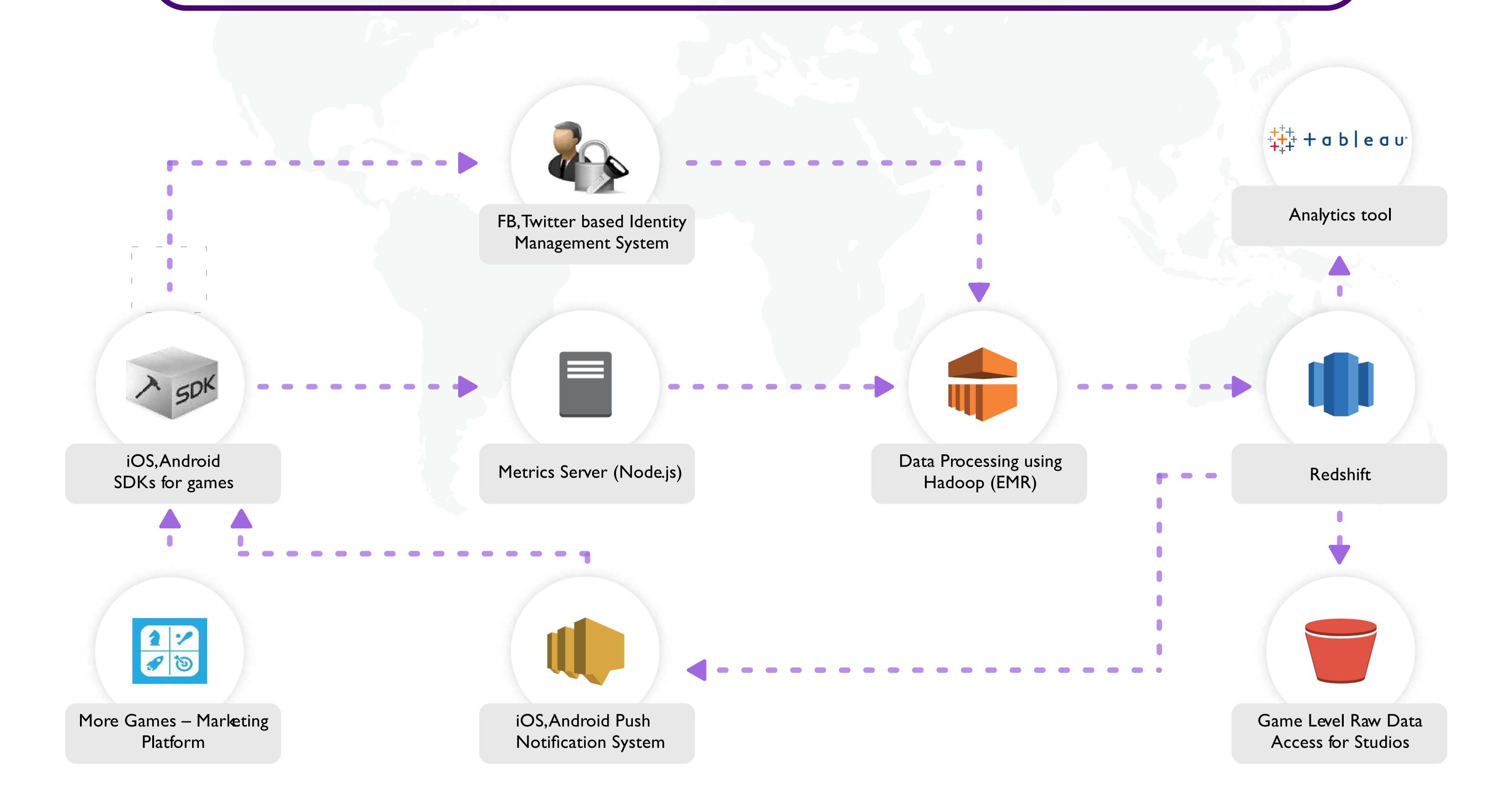


Tavant Solution

Tavant offered the gaming company a holistic solution that included:

Simple to integrate iOS and Android SDKs for push notifications, game events, and user data collection

Data visualization of in-app analytics, in-game analytics, cross-game, and cross-platform analysis
Marketing platform for upselling, cross-game selling, user-specific promotions, and more.



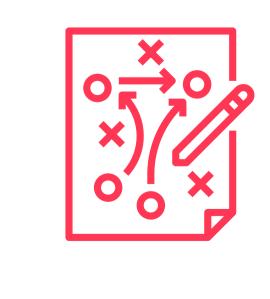
Business Benefits



Increase in player retention



Growth in Average Revenue Per User



40 million Users' data analyzed

to provide

recommendations



In-game, cross-game and cross-device analysis and visualization



Santa Clara | Dallas | New Jersey | London | Bangalore | Hyderabad | Noida | Sydney | Tokyo | Colombia



