Leading Gaming Company Chooses Countly for its Recently Published Game on Steam

INDUSTRY
PC games

PROBLEM
Company is looking for a decent mobile analytics solution to keep track of its users and understand retention points

SOLUTION
Company decided to move forward with Countly, obtaining several metrics related to their published games

Leading gaming company realized the potential to utilize an analytics platform and Countly was one of the shortlisted products. Countly was selected due to its generic interface that helps not only track mobile apps, but also desktop games running under Windows desktop.

Countly helped the company choose the best solution for its service (in their case, Countly Cloud). After all integrations have been completed, dashboard started to show all insights related to player data, thanks to flexible and real-time panel. Several custom events are collected to get powerful data from gamers, which in turn is used to modify game mechanics.

Company was also able to enjoy segmented events, funnels and drill, enabling them to understand where players left with what reason. Retroactive and historic data in funnels helps company optimize in-game behavior based on what's learnt.

Countly's deep-dive segmentation (Countly Drill) also helped company to select a filter based on device, country, platform based on a list of events that are collected from devices.

Why Countly?

- Fast and easy integration
- Deep-dive funnels
- Real-time dashboard