

Gaming KPIs

KPI	Formula	Definition
Monthly/Daily Active Users (MAU/DAU)	Determine the revenue from a given source. Money can be received from tuition, donations, endowments, partnerships and fundraising. Additionally, students may have the option to sign up for weekly, monthly, or yearly services.	Segmenting the revenue by source allows for better understanding of cash inflows and how each stream is influenced by their respective variables to ultimately have the ability to manipulate variables to yield positive results.
Conversion	$(\text{Total \# of Players Who Invest Money Into Game} / \text{Total \# of Players}) * 100$	Users have the ability to purchase full games or lite versions of the game. For free to play games, purchases are in the form of in game objects or upgrades.
Average Session Length	Total Time of Game Sessions/ Total Amount of Players	Displays how much time on average players put into each session. Gives a good idea on if players are enjoying the game or not. Essential because it is important to know if users are playing for only 5 minutes or playing for more than 5 minutes.
New Weekly/Daily Users	Track weekly/daily amount of new users that install game	Good to see each week or day how many new installations of a game are installed. Value may increase or decrease over time.
Cost per Install (CPI)	Cost incurred by users from downloads due to investment of money in ads by company	Free to play games must have a constant stream of users to spend money in order to be profitable. This means that studios will invest money into ads in order to reach new users. The new users who download the game have a virtual cost called CPI.
Lifetime Value	$\text{Annual Profit Contribution Per Customer} * \text{Number of Loyalty Years} - \text{Initial Cost of Customer Acquisition}$	Determines the predicted average net profit to be generated by each customer. Gives owner a view of the financial contributions of a customer and their relationship to the business.
ROI	Lifetime Value- Cost per Install	Comparing how much money it costs to get a new user and how much they spent on the game. If the value is climbing in the positives the game is making a good return. If the value begins to turn negative, the game is being kept alive at a loss.
Average Revenue per User (ARPU)	Total Revenue/ Total # of Users	Essential to see profitability per user.
Average Revenue per Paying User (ARPPU)	Total Revenue/ Total # of Paying Users	Essential to see profitability per user. Will always be higher than ARPU.
Sticky Factor	$(\text{Daily Active Users} / \text{Monthly Active Users}) * 100$	The value represents that for each new player that starts playing a game there is that amount of chance that the player becomes a daily user. Daily users are the players more likely to spend money on the game.

For a review of your KPIs, [contact us](#) for a free consultation!