

*“Before Motally, we didn’t have the detailed data to really hone our games. Now we can identify each game’s strengths and build on them.”*

- Don Traeger, CEO of Portable Zoo



**COMPANY:**

Portable Zoo is a development studio founded by industry veterans from EA, THQ and Lucas Arts. The company has a collection of popular games for the iPhone, including Karuki, Letter Bug, Quick Turn and the recently launched Tripleletters.

**CHALLENGE:**

The mobile gaming market is becoming increasingly competitive. In order to outperform competitors, Portable Zoo’s developers needed detailed, quantitative guidance on how users were interacting with their games to improve them and increase appeal.

**SOLUTION:**

Portable Zoo used Motally to gain key insight on their users.

**RESULTS:**

- Increased average game time by as much as 10 percent, and increased overall game appeal
- Identified areas of the games that players were having trouble using, and gave developers crucial data to make improvements
- Pinpointed areas of the game where users were most likely to be, so the company could optimize ad revenue
- Provided ongoing feedback on how updates were impacting players’ interactions with the games



***“Motally analytics will have a profound role in figuring out how to best monetize our games.”***

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#### **A Deep Understanding of Player Behavior**

Before Motally, Portable Zoo had only basic information on how players used their games. Now, the company is able to understand exactly how games are played, which features are working—and which aren't. “We can see how long our users' game times are, what levels they are in, and how they are interacting with the game within that level.” Explains Don Traeger, the CEO of Portable Zoo. “With Motally we can more effectively hone the game. We know what to drop because it isn't working, and we can identify each game's strengths and build on them.”

#### **Always-On Focus Group**

Portable Zoo can immediately see what is happening within a game, where people drop out and which levels aren't successful. Don explains, “We use the data almost like an ongoing focus group to fine tune and make changes to our games. In our next update we can provide more of what users prefer most, and eliminate what they don't like. We can even tag at a specific event to get really detailed information within a level. Our developers are learning how to use Motally for highly focused research.”

#### **A Blueprint for Improvement**

Portable Zoo's use of Motally illustrates how game developers and game studios can use analytics to guide future development. As Don explains, “we use analytics as a blueprint to make game features better, and by adjusting what occurs within a game, increase overall stickiness.” And as Portable Zoo's products become even more complex in the future, the company is projecting that analytics will become even more important to their success.

#### **Tracking Changes on the Fly**

Not only can mobile analytics help developers zero in on issues, but the impact of changes can be measured immediately. As soon as an update is out, Motally is delivering data on how users have changed the way they interact with the game.

#### **Using Analytics to Increase Monetization**

While Portable Zoo originally viewed Motally as a development tool, the company is now working on using Motally to increase revenues. By identifying where in the game they have the most eyeballs, the company can optimize ad placement. With iPhone now allowing micro transactions within free games, “analytics will have a profound role in figuring out how to best monetize” describes Don. “As we fine tune our games in the future, monetization will become as important as some of the other features we are honing.”

#### **Incredibly Easy to Use**

Integrating Motally was easy. Don explains, “dropping in the API was no problem”. The company also found that the Motally user interface was both extensible and easy to use. They were impressed by the ease of access to the data and the high quality of its presentation. Don illustrates, “I was looking for something that would free up the developers' time so they could focus on game building, not on measurement. Motally is so easy to use that we can now focus our resources on improving our games. I no longer worry about measurement”.

#### **Smart, Responsive Team**

“Motally's team is a smart, hands-on group, explains Don. They respond fast. I definitely would recommend working with them.”

#### **An Imperative for Game Developers**

Don continues, “If you are serious about game development, you have got to be looking at your analytics. Having the kind of information that Motally gives you in your toolbox can help you outmarket—and outperform—the rest. It's going to be an essential tool for pretty much everybody.”

“Without the data that Motally provides, we would be flying blind in our game design, explains Don. Motally is really starting to become an integral part of what we do—and I see it only becoming more so as we move to new mobile platforms down the road and see new avenues to monetization.”



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Motally is a mobile-analytics provider dedicated to helping mobile web publishers and application developers understand their users, maximize ROI, and optimize product offerings in one common interface. The company is backed by BlueRun Ventures and Ron Conway, a leading angel investor.