





birth



start of a career



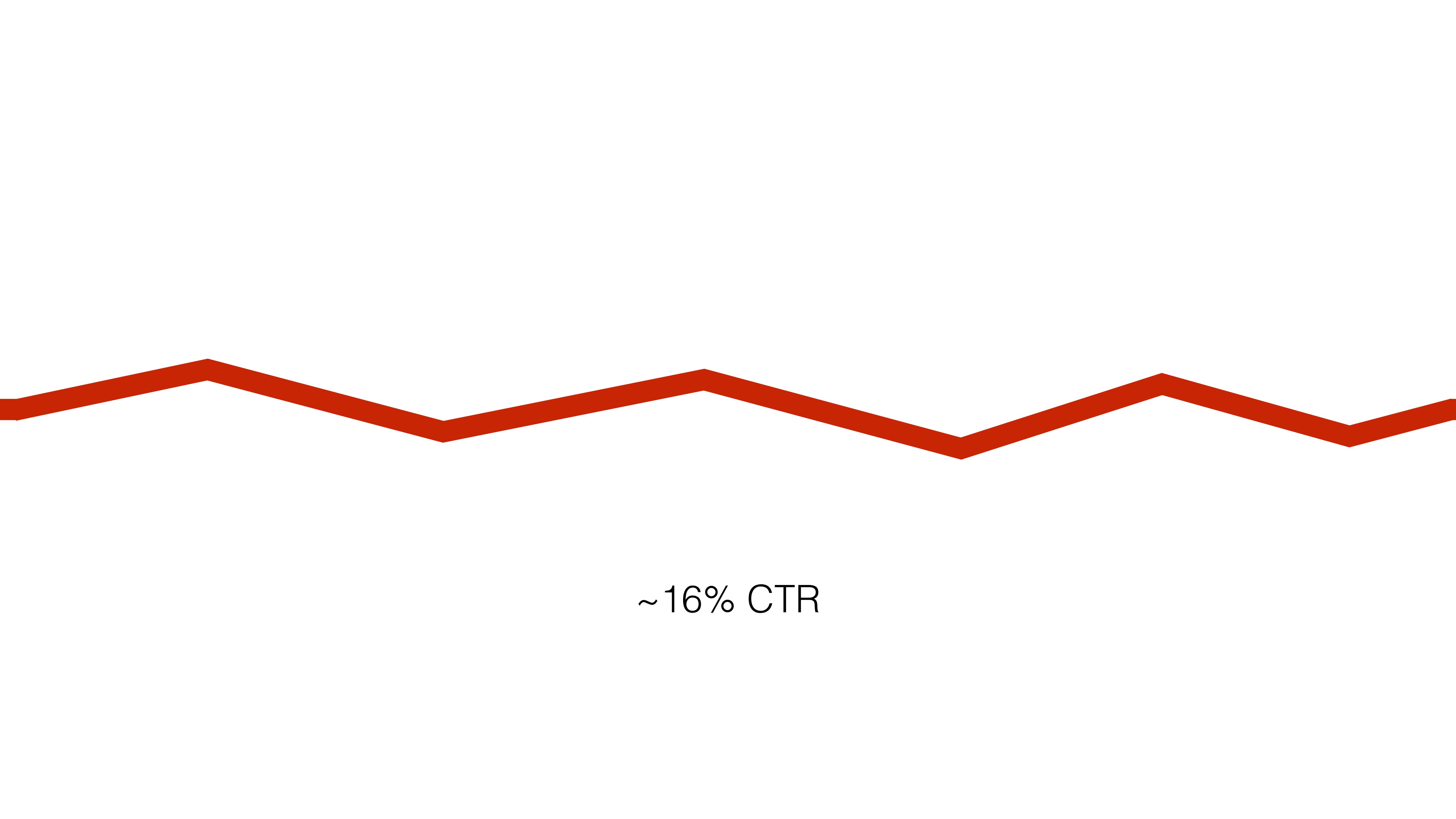
learn programming



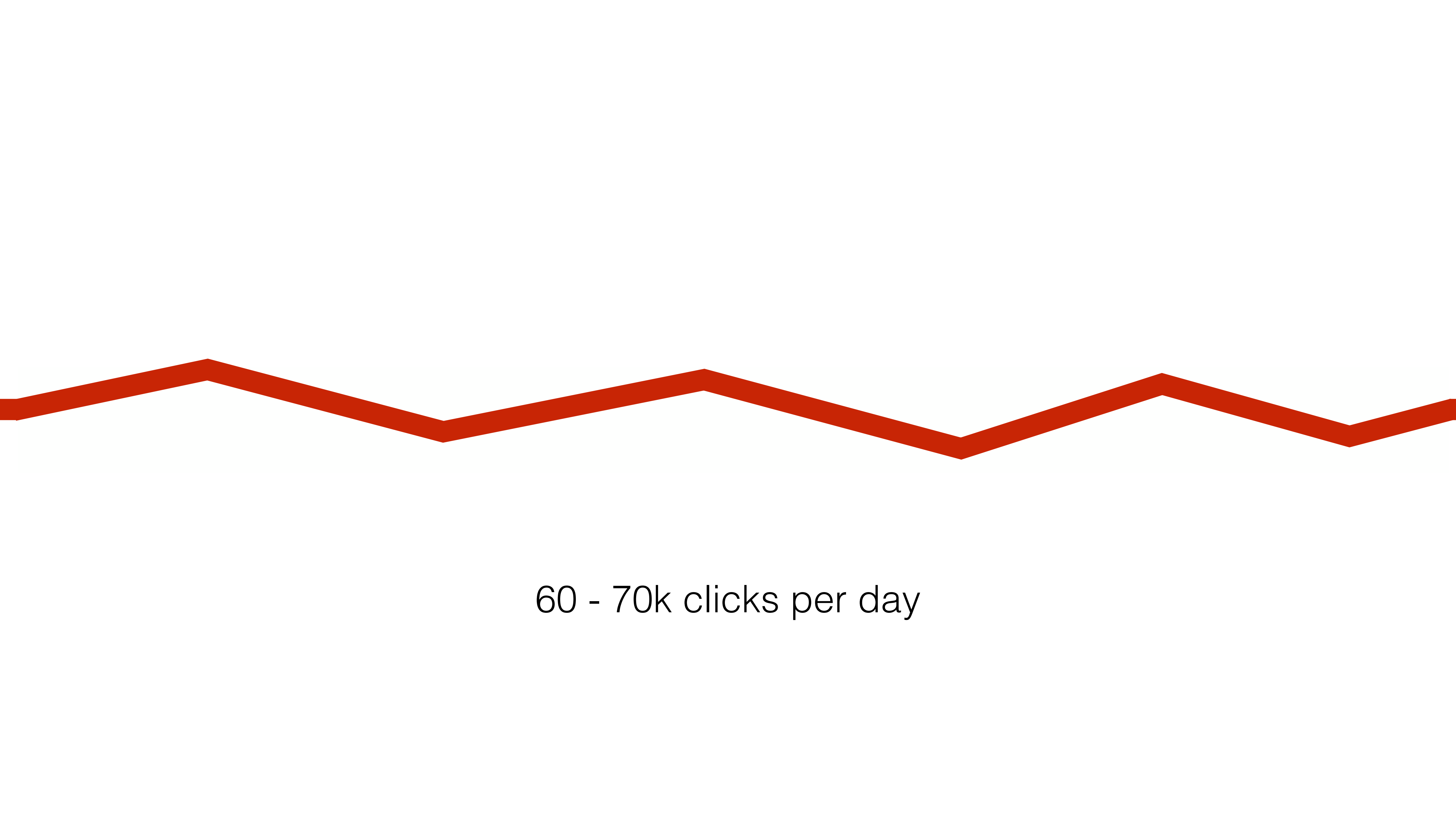
your first love

2 types of notifications





~16% CTR

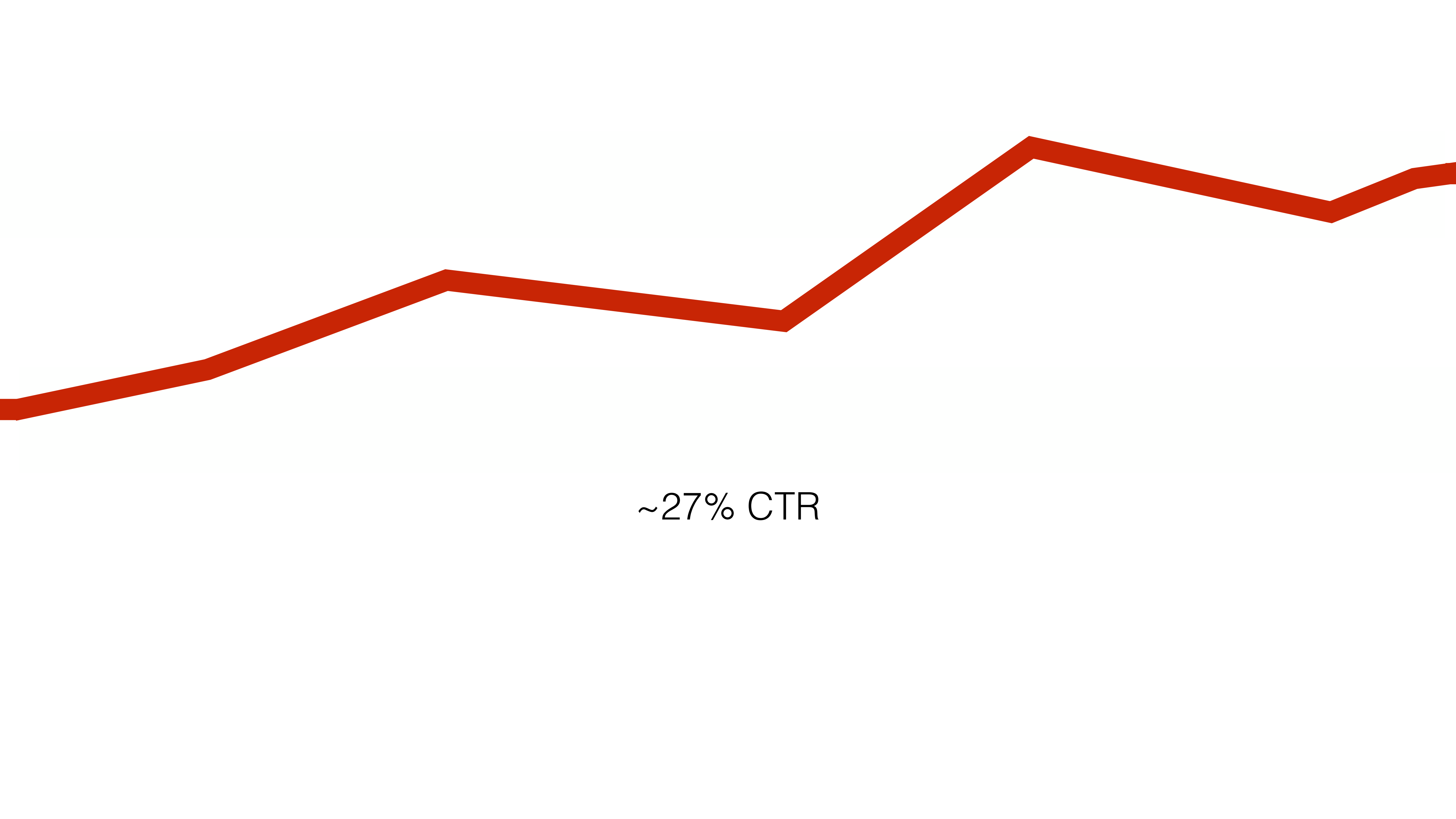


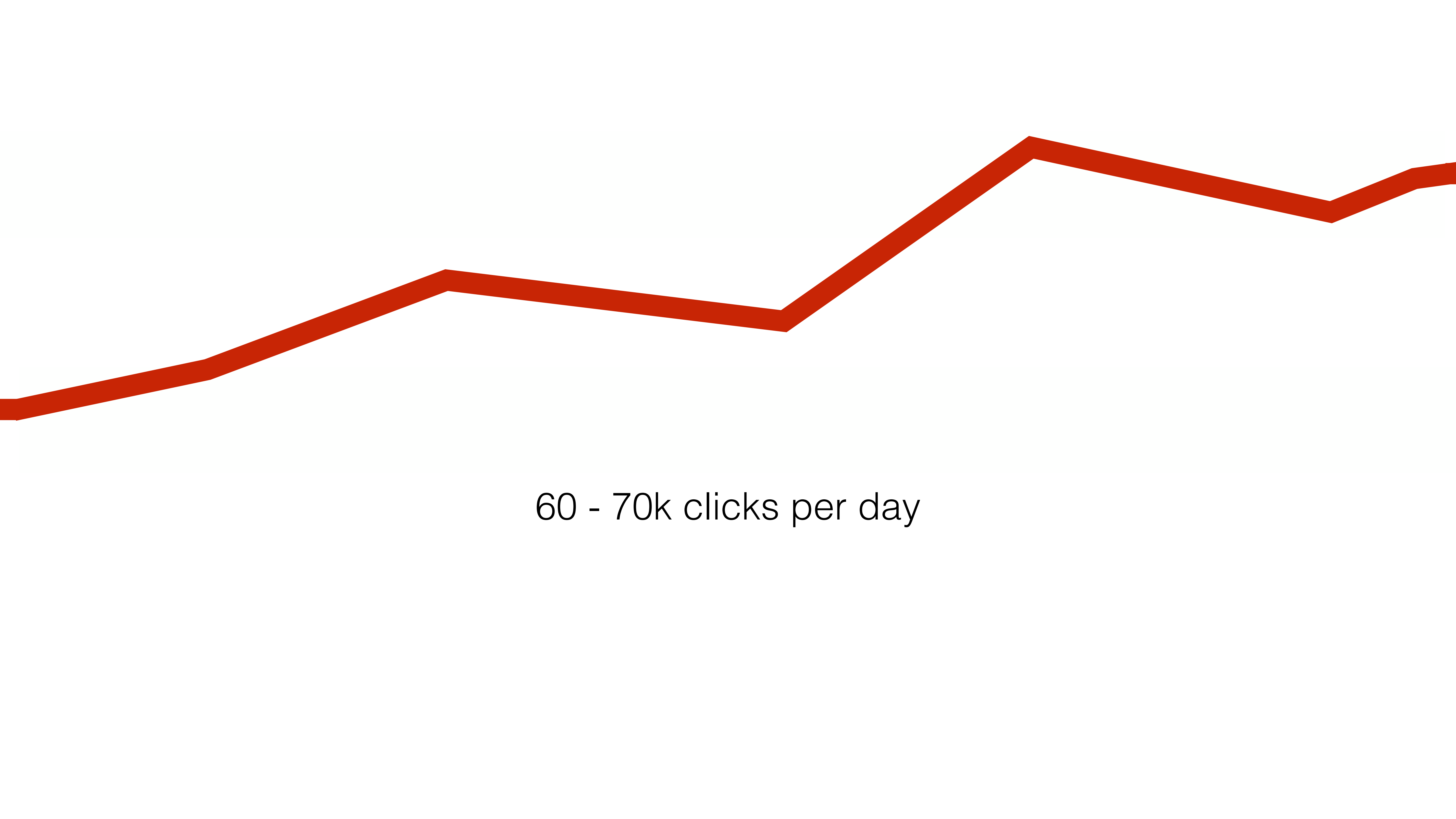
60 - 70k clicks per day

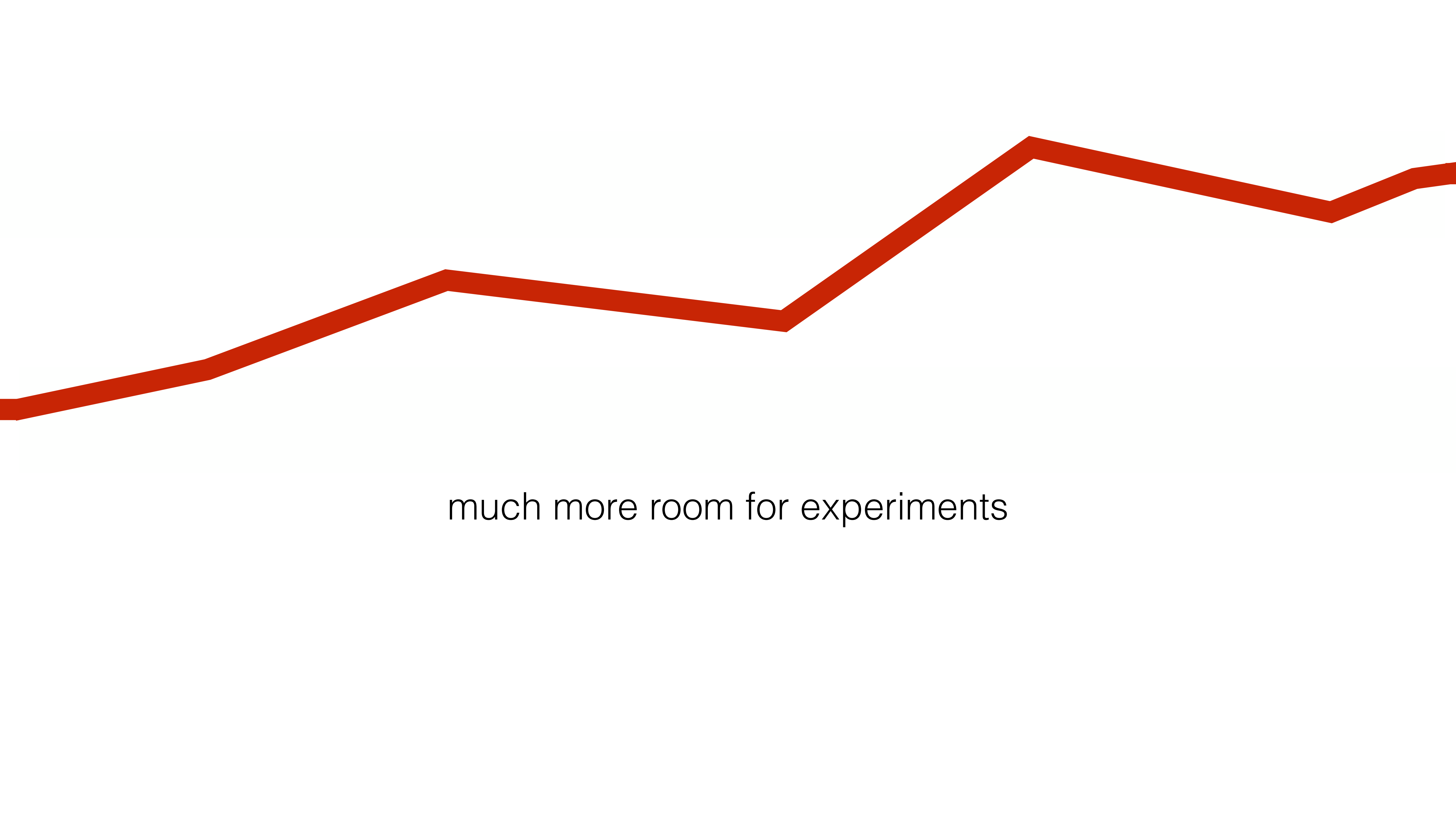


hardly any room to experiment

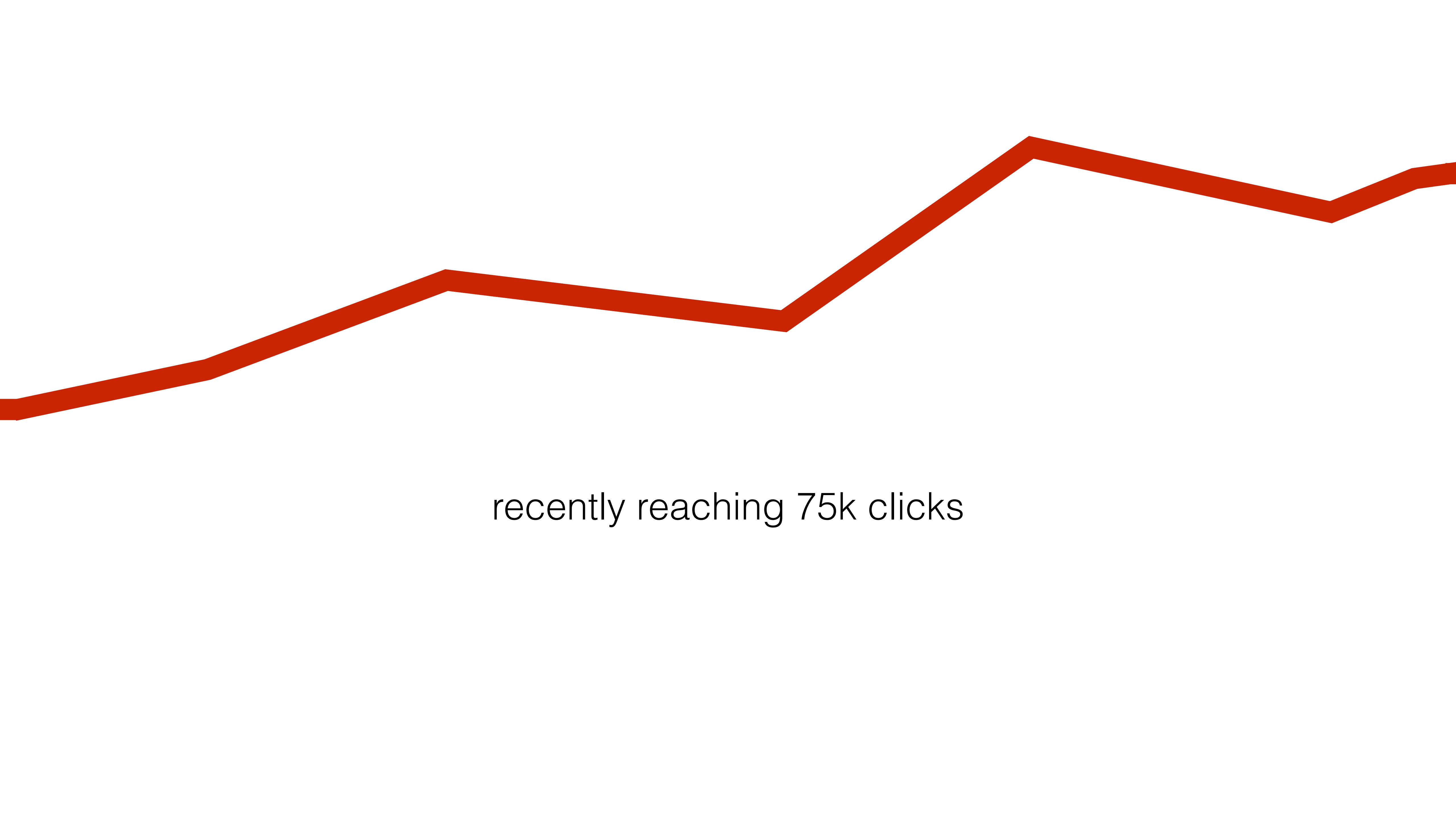








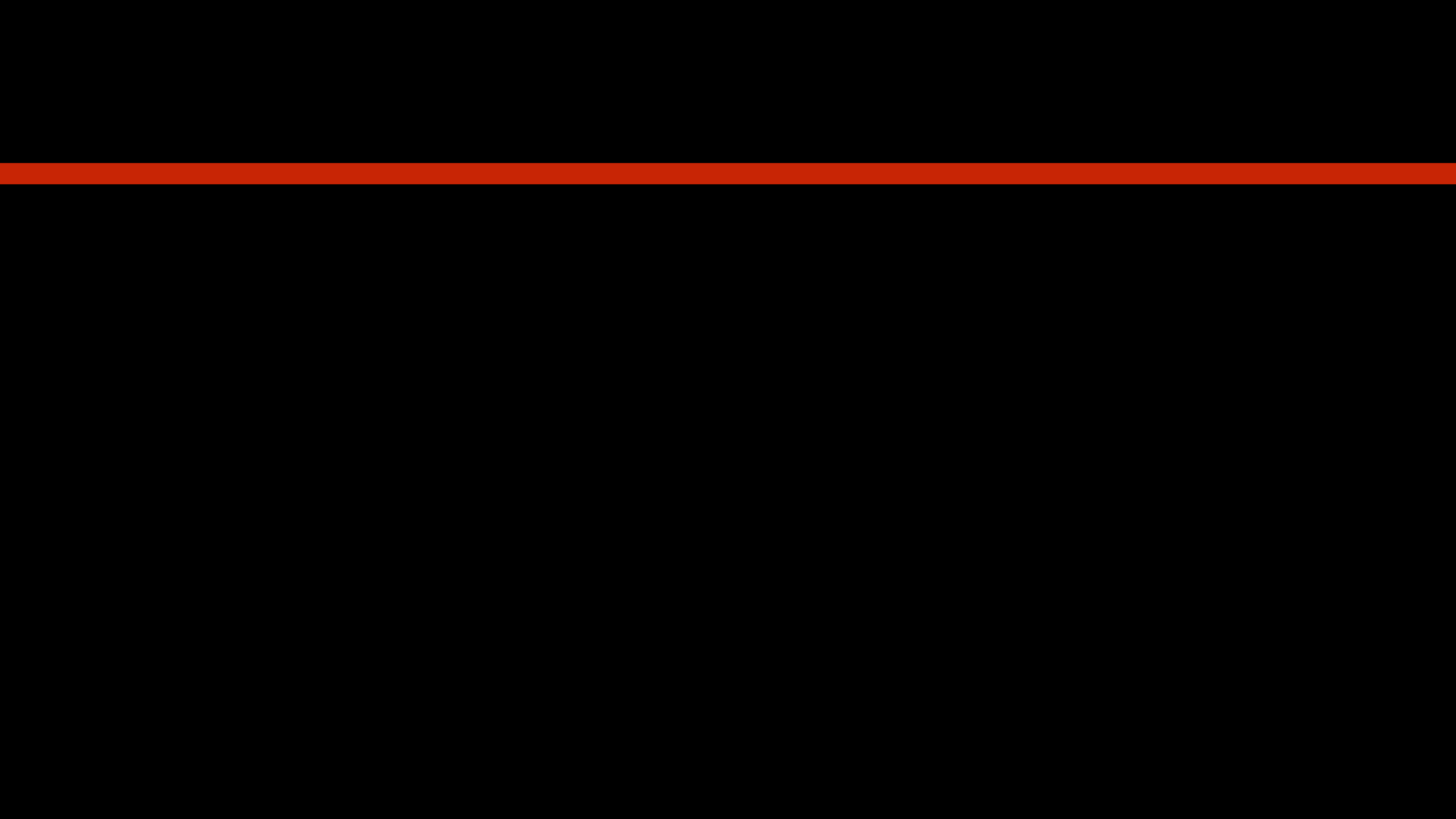
much more room for experiments



recently reaching 75k clicks

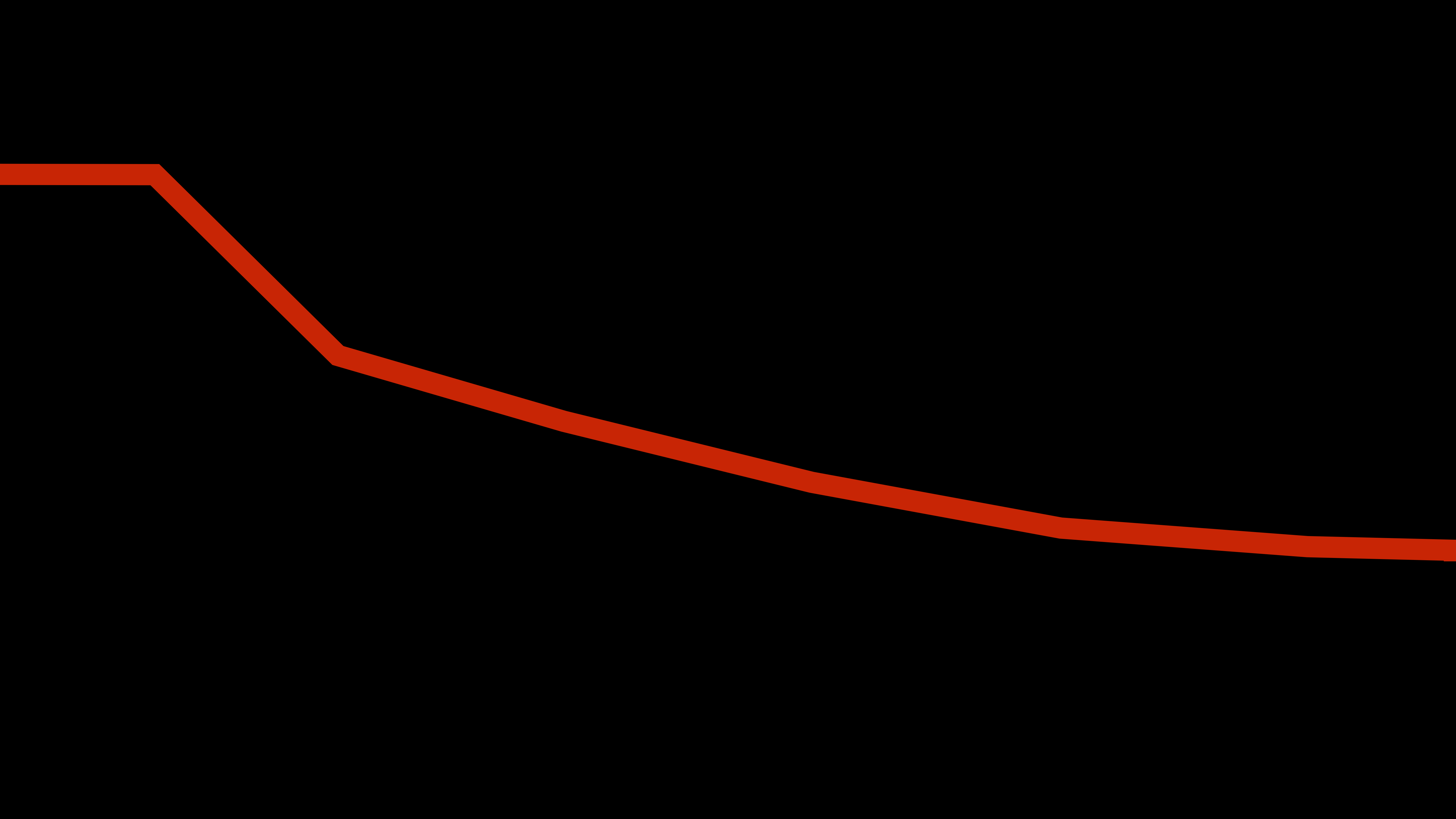


6 different types of notifications

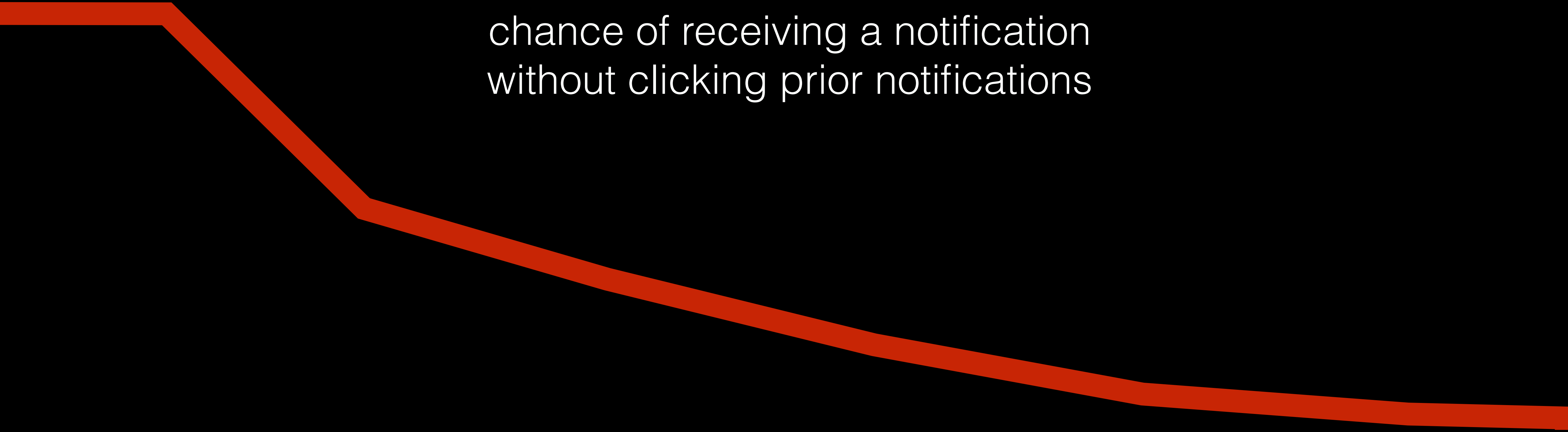


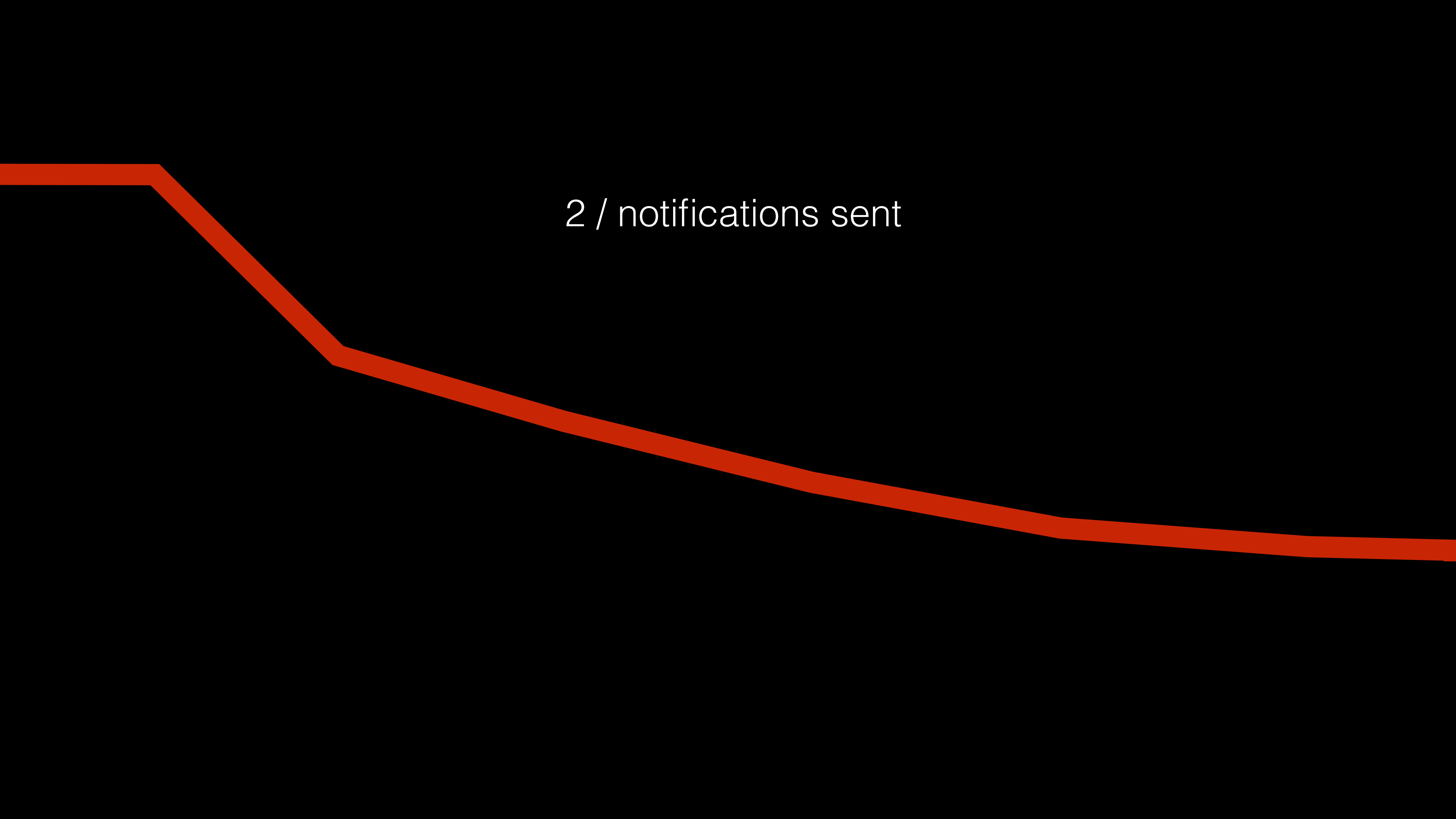
how does it work?

https://github.com/wooga/dd_consumers

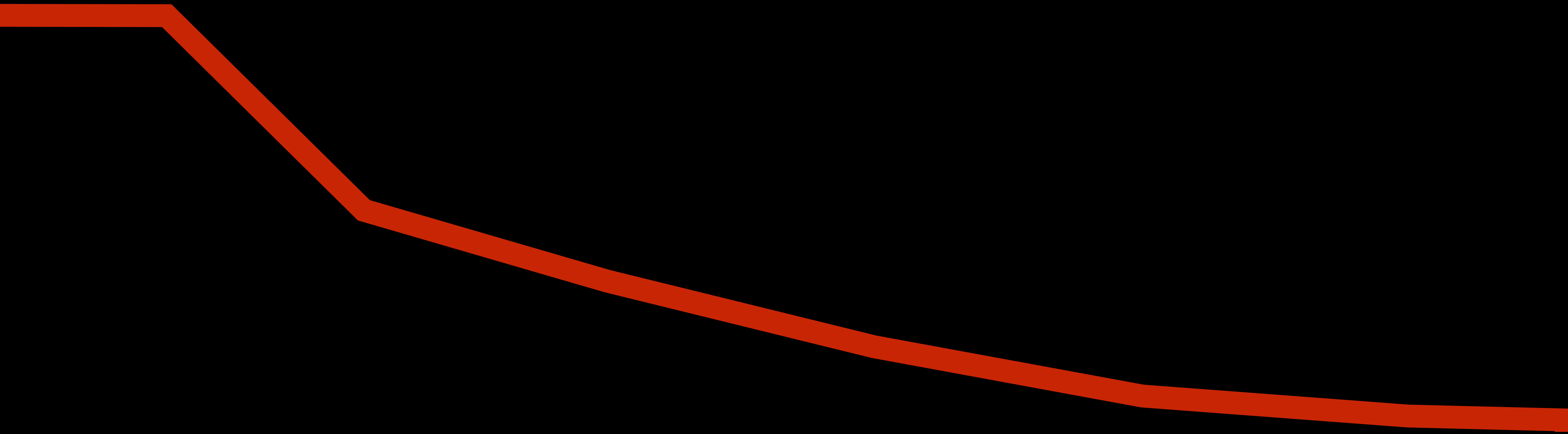


chance of receiving a notification
without clicking prior notifications

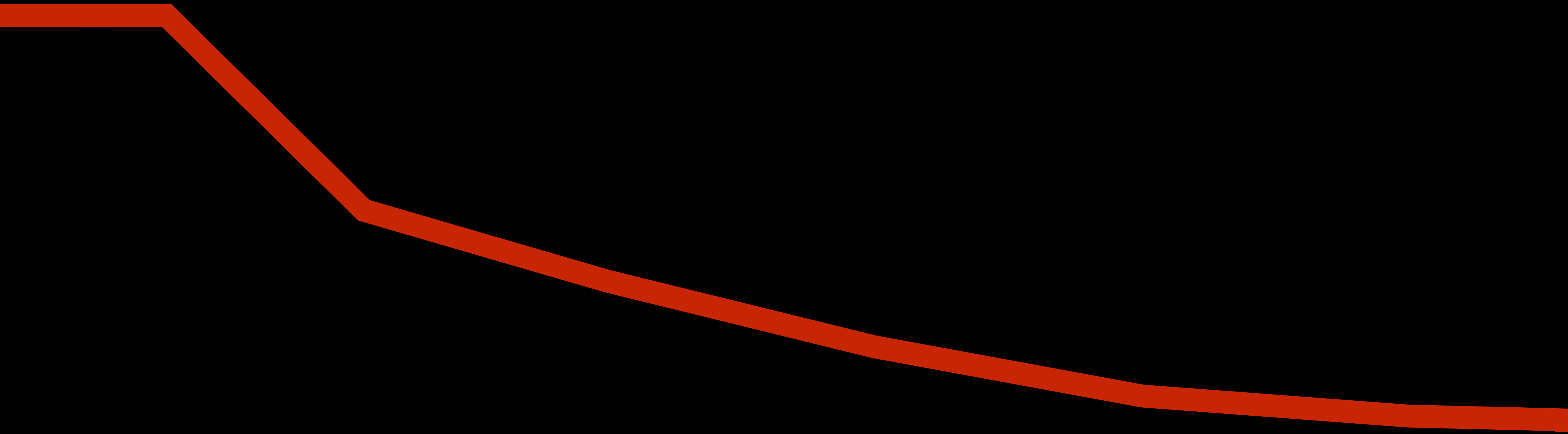




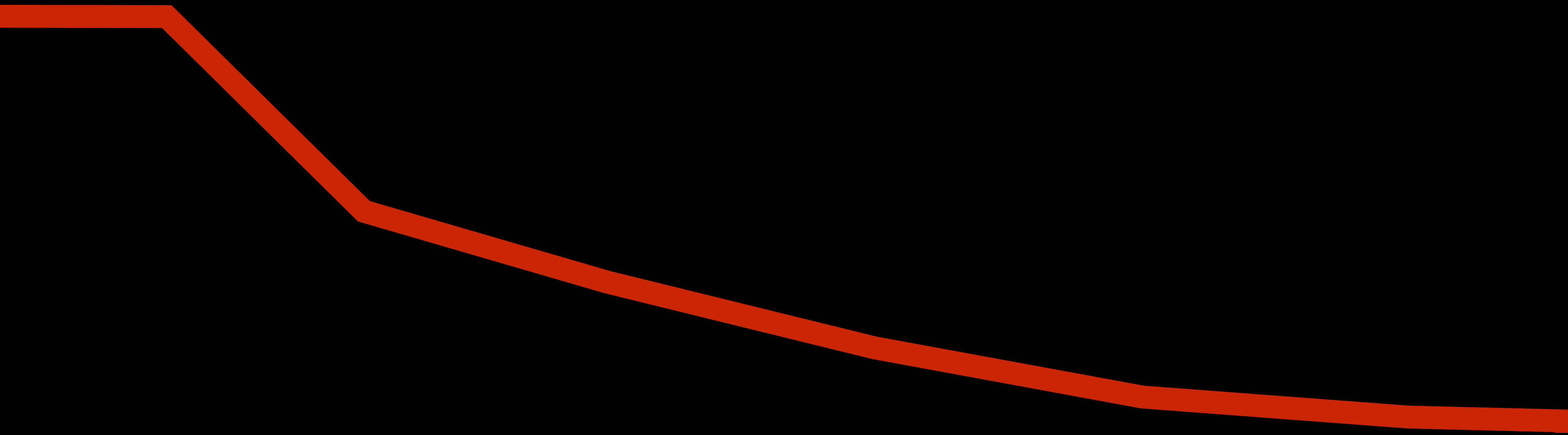
2 / 0 = 100%

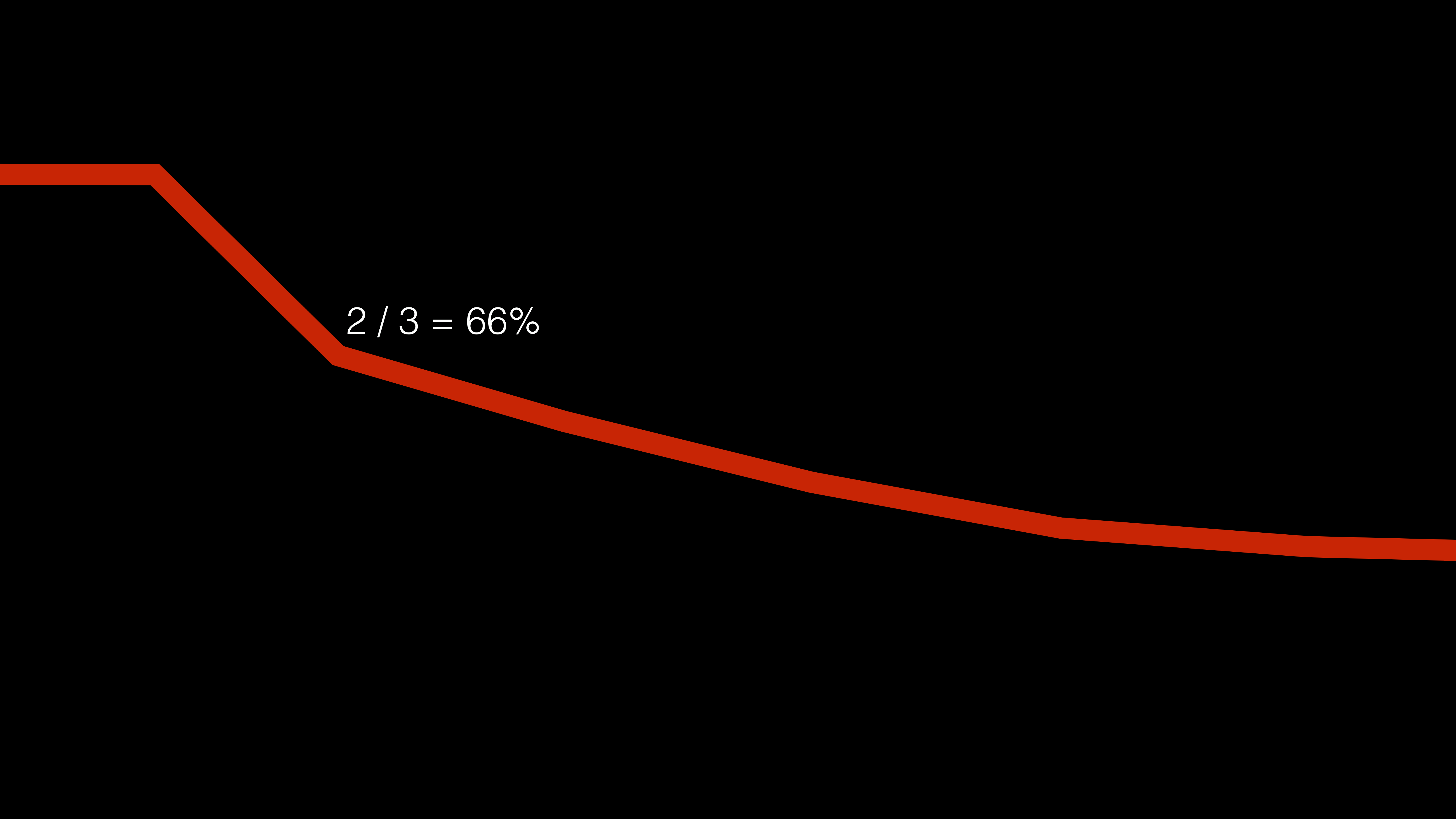


$2 / 1 = 100\%$

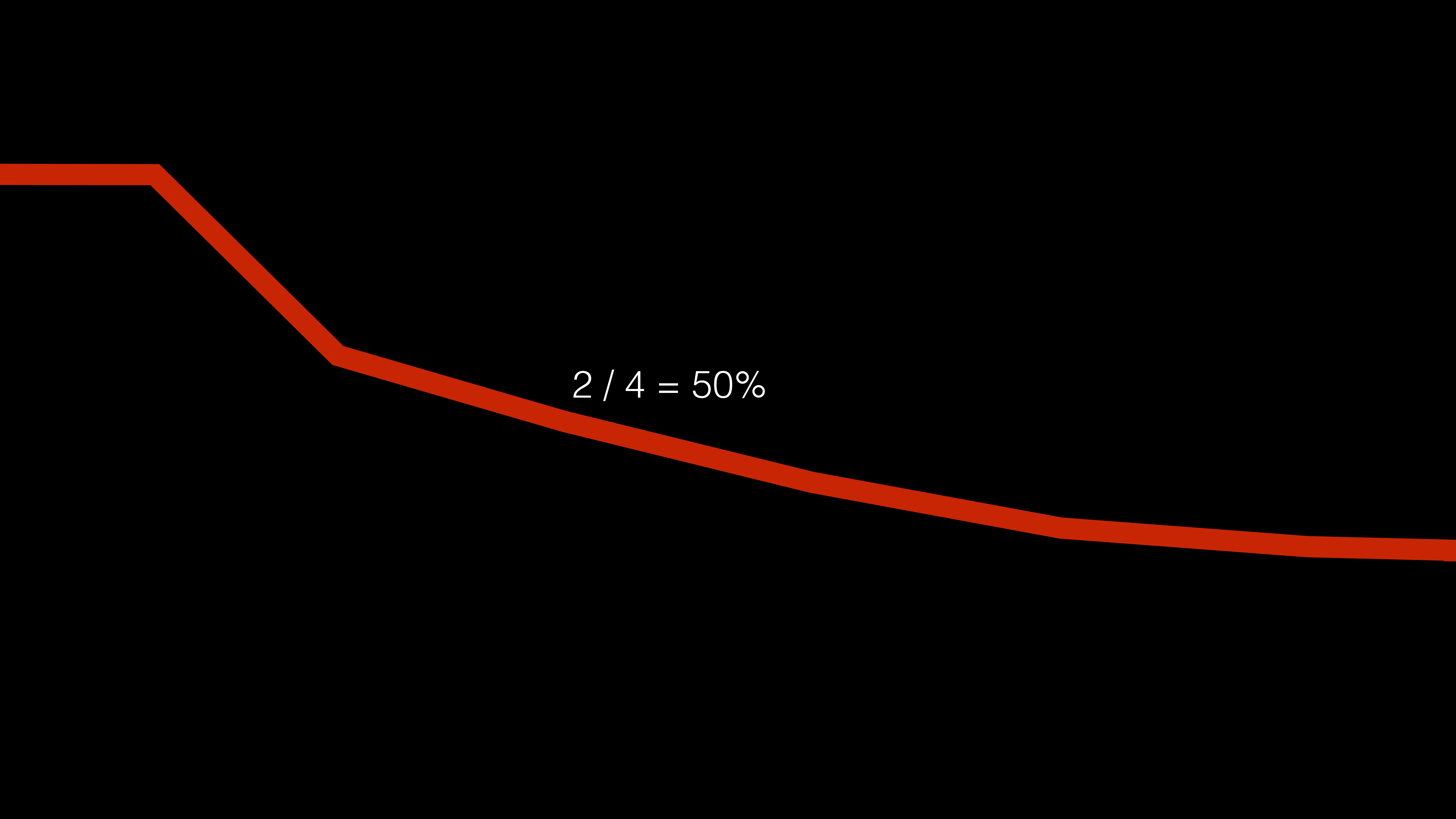


$2 / 2 = 100\%$





2 / 3 = 66%



$$2 / 4 = 50\%$$

players receive only
what they prefer to click



What do we send?



Diamond Dash:

Lukas, you can spin the wheel for FREE and win the jackpot! Spin it NOW! 10:03am



Diamond Dash:

Lukas, you are in danger of being relegated to a lower Global Tournament league. Click here to get a FREE Super Cube and reclaim your position! 8:03am



Diamond Dash:

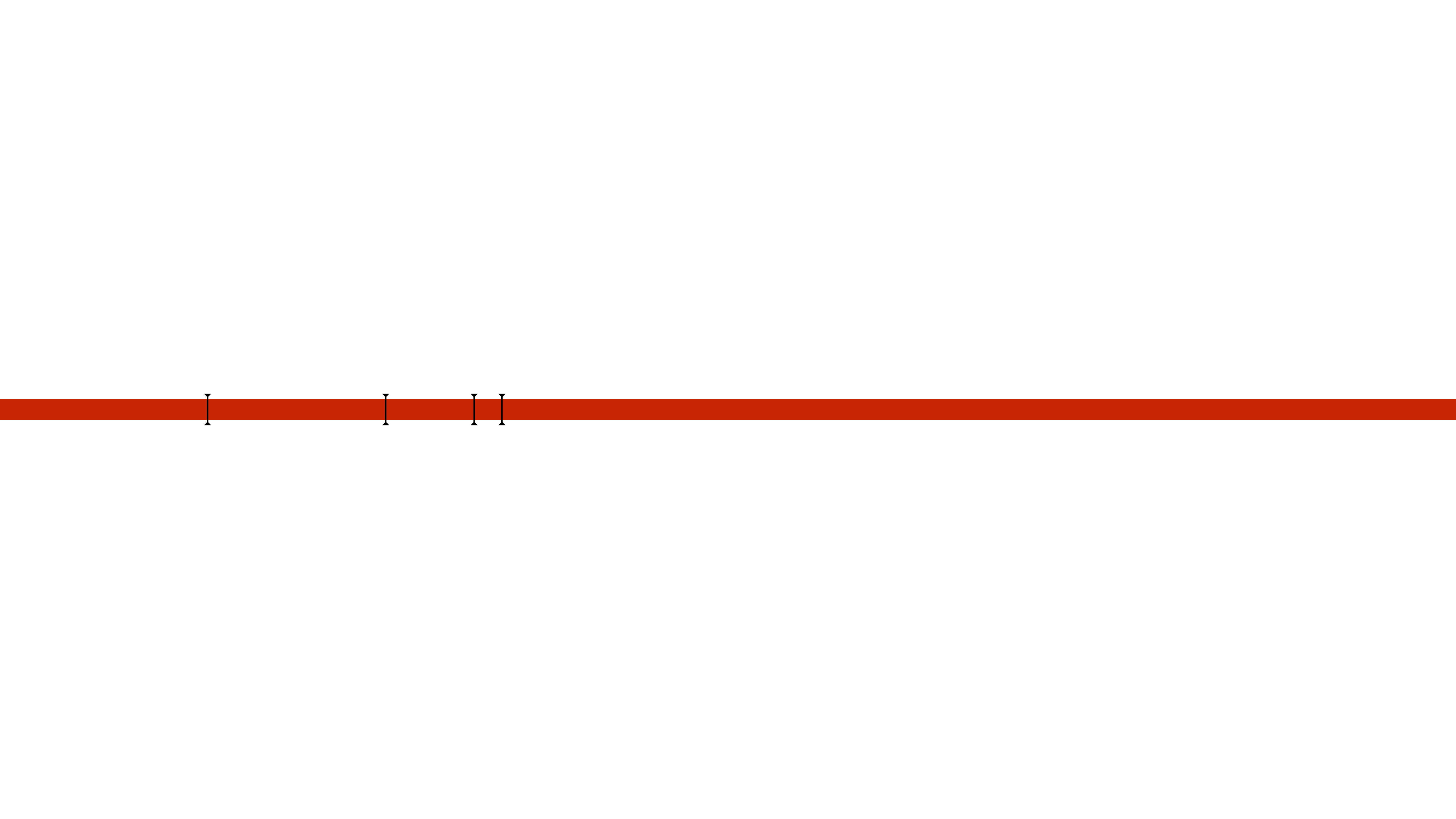
Sarah overtook you in the Weekly Tournament! Click here to get a FREE Mystic Bomb and reclaim your position! 9:03am

Localized

Your name

A friends name

Gifts!





death



awesome time ahead