



— APPLAUSE CASE STUDY —

“ THANKS TO APPLAUSE, WE WERE ABLE TO INCREASE THE ROI FOR NEW USERS FROM AROUND 60% TO AROUND 100% WITHIN 6 MONTHS.”

BERND EIBL, DIRECTOR BRAND MANAGEMENT SOCIAL, FUNSTAGE

## COMPANY

Funstage is a multi-platform gaming provider offering social casino games to millions of players worldwide. The company is known for its digital slot machines and an engaging metalayer that supports core gameplay with additional in-game features. As one of the largest gaming providers in Europe, Funstage offers over 20 gaming apps and websites in 20+ languages, all overseen by three project teams.

## CHALLENGE

Gamers are always hungry for new games. As a result, the social gaming market is very innovation-driven. Even the most traditional social casino games, like digital slot machines, are constantly being refreshed and novel concepts hit the market on a rolling basis. Besides releasing new games, gaming providers are under pressure to add new features to the metalayer with every software update.

With so many players in the market, gaming providers need a unique feature offering to stand out from the competition — especially if they don't have a big marketing budget. However, bringing something truly novel and exciting to the market is hugely challenging. Most major gaming providers focus their entire development effort on just two or three core products, making it very difficult for new kids on the block to break into new categories.

### COMPANY

Funstage

### INDUSTRY

Gaming

### TESTING TYPES

Mobile | Web

### TEST TYPES

UX

### CHALLENGES

- Keep up a high pace of innovation without launching new products and features that don't interest the customer
- Ensure product success across markets through robust localization that goes beyond native-speaker translations
- Minimize product changes needed after launch through better understanding of customer expectations and potential pain points

### RESULTS

13.8%

Increased customer retention from 11.6% to 13.2% within 30 days

23.1%

Increased customer conversion from 1.3% to 1.6% within 30 days

66.6%

Increased the ROI for new users from around 60% to around 100% within 6 months

Embracing innovation also always involves a certain level of risk. As soon as a new feature is released, gaming providers need to immediately analyze user responses to work out whether the risk paid off. In the past, Funstage relied on quantitative app surveys to try to assess their users' attitude towards new releases. However, even with participation rates as high as 70-80%, these surveys could only give Funstage a rough idea of customer pain points.

With products available in different countries, testing across borders was another challenge for Funstage. In the past, Funstage invited people to test product prototypes in person. However, dependent on the catchment area around each office, the company was unable to represent a balanced user base. Remote testing across cultural and geographic boundaries is something they couldn't replicate.

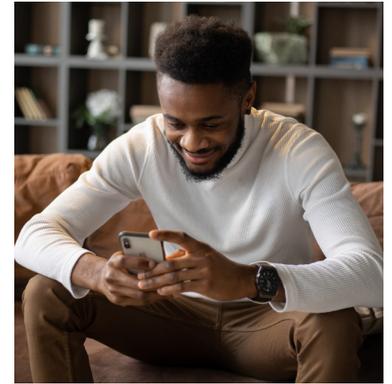
## SOLUTION

Funstage partners with Applause to test its products with real users around the world and collect UX feedback. The company receives detailed documentation in the form of user videos and written analysis that allows it to see exactly where users encounter issues. Instead of sorting through thousands of survey responses, Funstage counts on Applause's UX expert to filter and prioritize user feedback and provide actionable recommendations.

In one example, Applause's feedback enabled Funstage to understand why users always quit a game at the same point following a new feature release. The problem was simple: different "back" or "close" buttons in the game flow caused users to believe that they couldn't go back — something that was important for gameplay. Funstage was experiencing "system blindness"; dealing with the same product every day, they assumed that the user understood the game in the same way they did.

Because Funstage was previously working mainly with quantitative data, it could see when something was going wrong in a game flow, but couldn't determine what exactly. Its data clearly showed that users dropped out of a game before they even started to play — but Funstage didn't know why. The answer was plain to see on the Applause platform, where numerous testers had filed reports that loading difficulties in the app had forced them to abort gameplay. Before Applause, it was simply too tedious and time-consuming for Funstage to get to the bottom of issues like these.

Instead of asking for user feedback after product updates, Funstage can now quickly and effectively identify potential weaknesses in planned products as part of its roadmap development. This gives Funstage time to change design and feature components pre-production, thereby minimizing the development cycles required to change and fix features after launch. This way, the company avoids overlooking potential errors in the development phases and losing precious time.



“ APPLAUSE'S  
KNOWLEDGE IN THE  
UI/UX SPACE IS VAST.”

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MANAGEMENT SOCIAL, FUNSTAGE

## RESULTS

By acting on the issues Applause identified, Funstage increased customer retention from 11.6% to 13.2% and conversion from 1.3% to 1.6% within 30 days. This led to a direct increase in return on investment (ROI) costs. In the testing and subsequent product improvement phases, Funstage was able to increase ROI for new users from around 60% to around 100% within 6 months.

Funstage also changed nearly 70% of the user onboarding process as a result of the feedback provided by Applause. When launching a new feature, Funstage previously found it challenging to onboard new users and instruct them how to use the feature, especially if it was complex. Testing with Applause helped uncover core issues in onboarding flows and accelerated the development process.

Funstage now has a greater appreciation for the importance of designing with the end user in mind. While it used to concentrate on optimizing its system from a very number-focused perspective, the QA team is now more concerned with the user perspective. Rather than get caught up in mathematical and technical considerations, Funstage puts itself in its customers' shoes. The team asks itself: how do we design each feature in a way that is interesting and intuitive for our users?

In the future, Funstage would like to incorporate Applause's feedback even earlier in the development process to speed up time to market and further reduce the number of product changes needed after launch.

*“ WITH APPLAUSE,  
WE CAN CLEARLY  
COMMUNICATE OUR  
TESTING GOALS  
AND ISSUES, AND  
THE TEST CYCLE  
PLANNING AND  
SETUP IS QUICK AND  
STRAIGHTFORWARD.”*

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## ABOUT APPLAUSE

Applause is the world leader in testing and digital quality. Brands today win or lose customers through digital interactions, and Applause alone can deliver authentic feedback on the quality of digital assets and experiences, provided by real users in real-world settings. Our disruptive approach harnesses the power of the Applause platform and leverages a vetted community of more than one million digital experts worldwide. Unlike traditional testing methods (including lab-based and offshoring), we respond with the speed, scale and flexibility that digital-focused brands require and expect. Applause provides insightful, actionable testing results that can directly inform go/no go release decisions, helping development teams build better and faster, and release with confidence. Thousands of digital-first brands – including Ford, Google, Western Union and Dow Jones – rely on Applause as a best practice to deliver the digital experiences their customers love.

Learn more at: [www.applause.com](http://www.applause.com)