wappier

Promotional Pricing

Drive payer conversions and improve n-app revenue by delivering targeted price offers

Alice
34 years old
California

Bob
38 years old
California

250
200 Free
$ 3.99
Get offer!

250
200 Free
$ 5.99
Get offer!
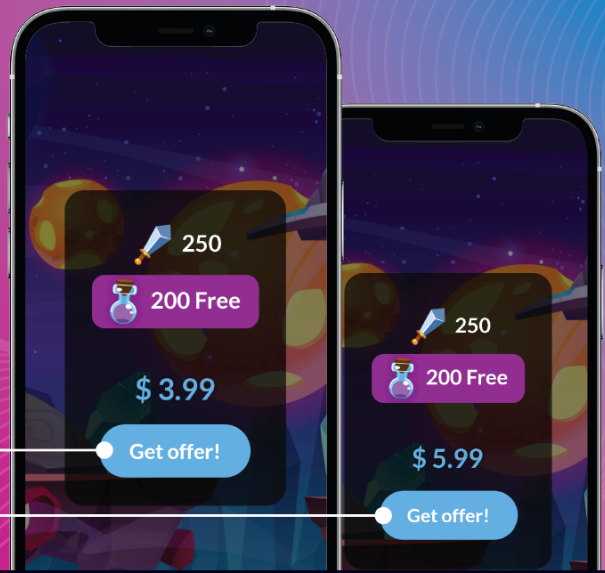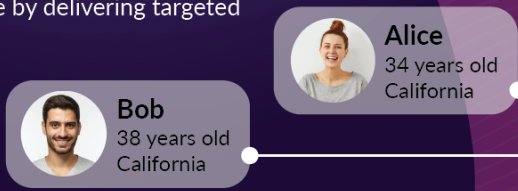
The Challenge

Finding the optimal offer price per customer without the use of the right tech and deep insights into user behavior is almost impossible. People's response to different prices/offers varies, so it is challenging to know which one will convert a user into a payer. Going through a process of guessing, segmentation, or even A/B testing in order to deliver the right offer price is a massive undertaking with uneven results.
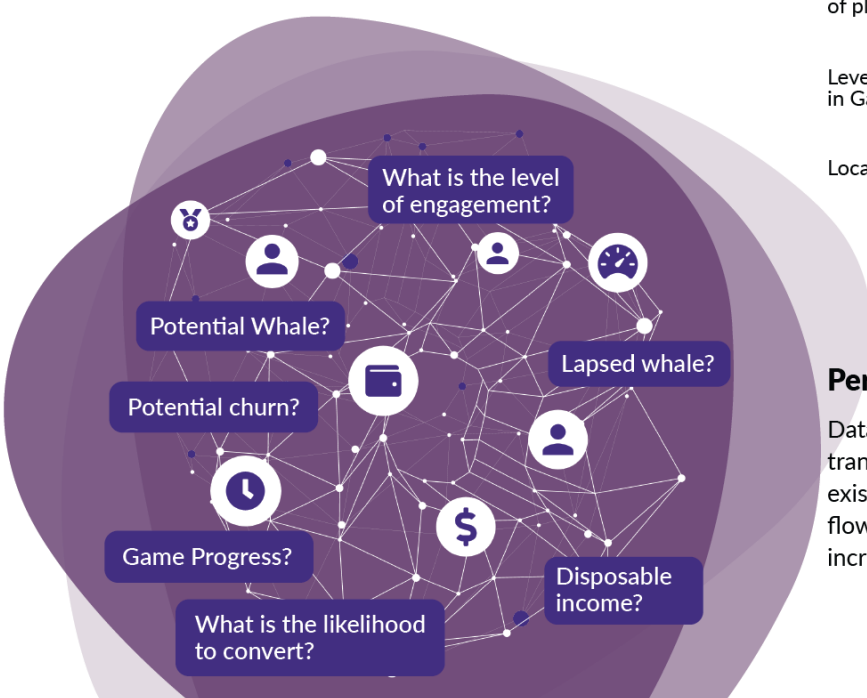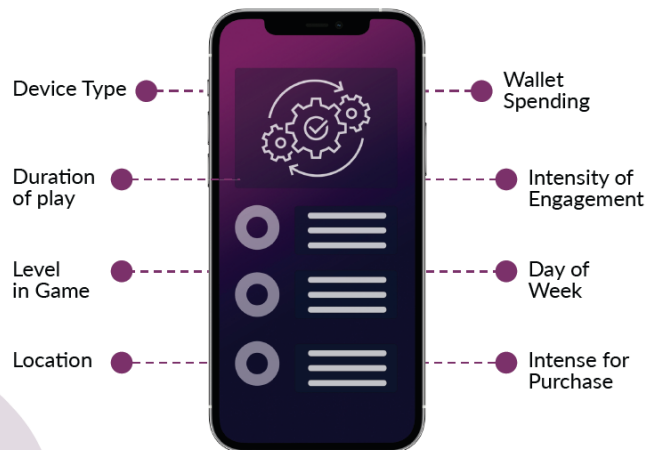
The Solution

wappier's Pricing Optimization Engine leverages our proprietary Machine Learning models to analyze and forecast user behavior, taking into consideration game and users' contextual and engagement data. The platform tracks and predicts each user's probability to buy, and then serves the right price for preset offers, maximizing in-app conversions and your revenue.

Product Highlights

ML- based Pricing Optimization

Our ML Pricing Engine models user behavior and likelihood to buy by capturing thousands of data points during the user's journey, from device type and location to money spent in IAPs. All these data points identify willingness to purchase and are the backbone of our predictive pricing tech.

We capture hundreds of pricing signals

Device Type
Duration of play
Level in Game
Location

Wallet Spending
Intensity of Engagement
Day of Week
Intense for Purchase

What is the level of engagement?

Potential Whale?

Potential churn?

Lapsed whale?

Game Progress?

Disposable income?

What is the likelihood to convert?

Per User Optimization

Data points are captured automatically and are then translated to targeted pricing offers using your app's existing UI elements. Your existing in-app special offers flow is presented to the user with the optimal pricing to incrementally increase revenue and conversions.

Reach out & get started!

wappier.com | info@wappier.com

Methodology

Per User
Auto-adjusting the pricing of in-app products per each user.

Data Collected

Macroeconomic – International Macroeconomic
[Exchange Rates, GDP at country/state/city level, …]

Microeconomic
[Device Price, Housing/Rents, …]

Device Context
[Smartphone Penetration, Android vs iOS, …]

Game Context
[Genre, Rating, …]

User Progression
[Level completion, Achievements…]

User Engagement
[Intense to purchase, Retention…]

User Characteristics
[Zip Code, OS, Brand, Model, …]

Temporal Elements
[Seasonality, Trends, …]

Predictive Econometric Models

International Behavioral Model
applied at user level to derive customer willingness to purchase

Fine-Tuning based on
Multi-Armed Bandit Exploration - Exploitation

Revenue Regression Models

LTV Estimation and Real-time Revenue Optimization Models

Experiencing Promotional Pricing

Auto-adjusting the pricing of in-app special offers per each user.

wappier's Pricing Optimization Engine leverages sophisticated Machine Learning models to track and predict consumers' behavior to optimize prices and maximize in-app conversions.

Our proprietary algorithms auto-adjust existing in-app special offers (seasonal, ad-hoc, bundles, etc.) by changing only the price of offerSKUs per user.

$3.99

$5.99

VIP OFFER
Swords: x250

$4.99

$2.99

Why Go wappier

Go Live Fast
Quick and easy integration with our SDK. Experience a smooth and seamless deployment process and enjoy fast results.

Get Lift
You can increase your revenue and overall LTV by automatically updating the prices in your game or app for thousands of offer SKUs.

Gain Insights
The data we gather provide deep insights into user behavior and help you better understand what works and what doesn't with your IAPs and customized offers.