Backflip Studios Gets Clear Revenue Data Using Localytics

KEY RESULTS

- Identified and acted on abnormal payment behavior
- Reduced revenue error margin from 200% - 1000% to only 5% of actual revenue
- Improved cross-departmental collaboration and efficiency

The Company: Backflip Studios

Backflip Studios is a developer and third-party publisher of mobile games for iOS and Android devices. The company was founded in 2009 and became famous for popular games like DragonVale and PaperToss. Backflip Studios' apps have been downloaded more than 300 million times and are monetized through either a freemium model or a built-in ad network.

The Challenge: Accurately Tracking Revenue

Monetized game apps share a common, but often unaddressed, problem: users making fake in-app purchases to unlock new levels. Backflip needed a solution that would enable them to filter these users from the data so they could have an accurate picture of revenue and user lifetime value.

The Solution: Localytics

Localytics Analytics was adopted upon recommendation of the Backflip Studios engineers. They found that the Localytics SDK was very easy to implement and delivered straightforward analytics reports within a user-friendly dashboard.

Thanks to better team collaboration, Backflip Studios started dedicating more time securing their app's data against jailbreakers. **Using Localytics, the product team was able to identify and quickly act on abnormalities in their data** so that they could prevent dishonest user behavior.

Localytics helped them identify all the ways that users avoided payment – using jailbroken devices, or using the same receipt multiple times by multiple gamers. Backflip developers were then able to develop sophisticated logic for filtering fraudulent accounts out of their data. **Using Localytics, Backflip was able to dramatically reduce the difference between reported and actual revenue: previously varying from 2 to 10 times of actual, revenue is now reported within 5% of actual revenue on average.**

Leveraging their successful experience with Localytics, Backflip Studios will share best-practices with their publishing partners so they learn how to make the most of a well integrated marketing and analytics solution.

> *"Implementing Localytics has dramatically improved the way we collaborate at Backflip Studios. Anyone is now able to grab the data they need because it is easily accessible through the dashboard, and I can allocate my time more efficiently."*
>
> - Kyle Campbell,
> Data Analyst at Backflip Studios