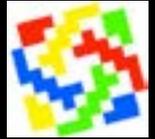
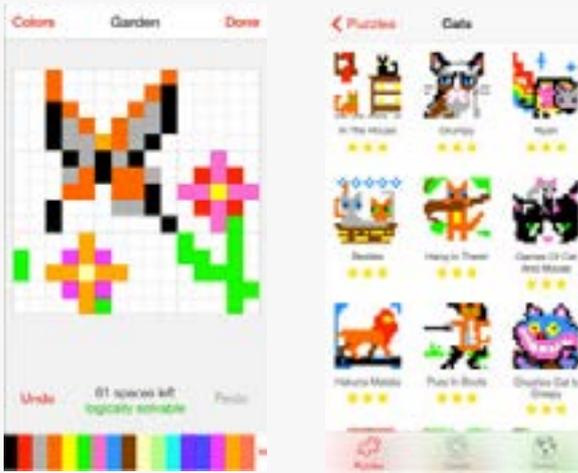


# Falcross Drives 127% Increase in In-App Purchases and 60% Increase in Game Play Using Localytics



## KEY RESULTS

- **127% increase in purchases**
- **50% increase in revenue**
- **60% increase in game wins**



Puzzles in the Falcross iOS app

## The Company: Falcross

Falcross is a puzzle game where players use two-dimensional logic to uncover pictures in a grid. Independent developer Arman Dezfuli-Arjomandi launched Falcross in January 2013 following the success of his first game, Slide, which reached number one in the Apple App Store in 2011. Falcross is monetized through the purchase of puzzles and puzzle packs in the app.

## The Challenge: Maximizing Engagement and Lifetime Value

The app developer’s journey isn’t over at launch. For independent developers with limited time, app analytics are crucial for understanding what’s working and what isn’t so they can prioritize changes that drive ROI. In particular, Arman wanted to understand how the price point and bundling of in-app purchases affected purchasing, user engagement, and customer lifetime value.

## The Solution: Localytics

Arman implemented Localytics Analytics in Falcross so he could understand user engagement and identify optimization opportunities. This data-driven approach enabled Arman to realize steady improvements in engagement, retention, and customer lifetime value (LTV) throughout the app’s history.

Initially conceived of as a premium game with premium prices, Arman discovered that lowering prices had a positive effect on purchases, revenue, and user engagement. **His price optimization drove a 127% increase in purchases, 50% increase in revenue, and 60% increase in game wins month-over-month.** Average LTV for the monthly cohort of users who started after the price drop increased 19% versus the previous month’s cohort.

After optimizing the pricing, Arman focused his efforts on optimizing the onboarding process for new users in each of the app’s four versions, with the goal of getting the maximum number of new users to win a game. The iterations of the onboarding process have included a multi-screen tutorial, a video tutorial, and most recently, an interactive tutorial. **In the latest version, 95% of users who completed the tutorial went on to win a game, proof that Arman’s optimizations are paying off.**

*“As an independent developer, Localytics is a necessity. With Localytics I’ve been able to identify and implement optimizations that have increased user engagement, revenue, and lifetime value.”*

- Arman Dezfuli-Arjomandi,  
Creator of Falcross