

# LTV & Retention Optimization

Gaming, Esports & Digital Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Produces an LTV-and-retention improvement plan — diagnosing drop-off in the funnel, early-retention and habit mechanics, monetization depth and re-engagement — to raise lifetime value. Use it to improve unit economics. For the economy use the Game Economy Design tool.

## Purpose of this tool & output

Lift player lifetime value and retention

## How the output is used

Use it to lift player lifetime value and retention — an LTV analysis that shows where retention and monetization can improve.

## Who should vet it

Your growth or finance lead, to confirm the LTV and retention inputs before you act on them.

## Important cautions

Early retention (D1/D7) is usually the biggest LTV lever — fix onboarding and early hooks before deepening monetization. Only scale paid UA once LTV reliably beats CAC. Use cohort analytics and A/B tests, not hunches.

## Companion documents

- Game Monetization Strategy
- In-App Purchase & Offer Design
- In-Game Economy Design
- Ad Monetization Optimizer
- Battle Pass & Subscription Design
- Retention-Safe Monetization Audit

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.