

Retention-Safe Monetization Audit

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

Audits a game monetization setup for churn and fairness risk — pay-to-win, ad overload, aggressive offers, paywalls — and recommends a retention-safe rebalancing. Use it when monetization may be hurting retention or drawing complaints. For designing from scratch use the Monetization Strategy.

Purpose of this tool & output

Balance revenue against churn risk

How the output is used

Use it to balance revenue against churn risk — a retention-safe monetization audit that flags where monetization is hurting retention.

Who should vet it

Your product or growth lead, to confirm the churn-versus-revenue read before you change monetization.

Important cautions

Aggressive or predatory monetization spikes short-term revenue but churns players, draws negative reviews and can attract store/regulatory scrutiny (loot-box odds, consumer-protection). Rebalance toward fair, transparent, cosmetic-led monetization for sustainable revenue. Consider store and Indian consumer-protection rules.

Companion documents

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

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