

Player Retention Strategy

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 a retention strategy for a game — onboarding, early and long-term retention mechanics, re-engagement and churn diagnosis. Use it to lift D1/D7/D30 retention. For LTV depth use the LTV & Retention Optimization tool.

Purpose of this tool & output

Keep players coming back

How the output is used

Use it to keep players coming back — a retention strategy across onboarding, progression, events and re-engagement.

Important cautions

The first session and days 1-7 decide most retention — prioritise onboarding and early hooks before deeper systems. Use cohort data to find drop-off, not assumptions. Retention gains compound into LTV. Guidance only.

Companion documents

- Game User Acquisition Strategy
- App Store Optimization (Gaming)
- Gaming Performance Marketing Plan
- Gaming Influencer Marketing Plan
- Referral & Virality Design
- Game Community Management Plan

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.