



How World of Warships doubled referrals with Amazon Moments

100%

increase in referrals

38%

increase in average revenue per user

20%

increase in conversions to payers

42%

decrease in cost per action

CHALLENGES

World of Warships is a free-to-play naval warfare-themed multiplayer online game produced and published by Wargaming. World of Warships had an existing referral program targeted at both acquiring new players and winning back lapsed players (over 90 days inactive) but wanted to improve the participation numbers and make it more valuable for players to refer their friends. In addition, they were looking to explore the potential of a rewards powered referral program as a more cost effective user acquisition channel. World of Warships had previously tested a small pilot campaign to enable rewards for referrals but needed a more streamlined solution for providing rewards across multiple countries. Amazon Moments allowed World of Warships to easily deliver valuable, real-world rewards to players to drive acquisition and winback and lower acquisition costs.

SOLUTION

To increase player referrals and drive stickiness for new and returning users, World of Warships launched a Moments-powered campaign that provided Amazon credits to players who referred a friend (a recruit). Recruits were invited to join or return to the game via personal referral links sent by World of Warships players. To qualify for the referral reward, new recruits needed to play a battle on a non-premium tier 6 ship, and returned players needed to win 25 battles. To participate in the referral program, players needed to have at least 15 battles played on their account.

Players received rewards of \$10-\$20 Amazon credit per recruit based on their referral tier. Reaching higher tiers (more friends recruited) increased the amount of Amazon credits rewarded for each successfully referral. Credits can be stacked within the players' Amazon account to be used on a wide selection of items (up to 500K+) on Amazon. The stackable nature of credits motivated players to refer more friends and help them achieve the necessary in-game milestones so referrers can accumulate more Amazon credits towards redeeming bigger prizes. The top 5 referrers received additional grand prize bonuses starting at \$1,500 of Amazon credit.

To promote the campaign, World of Warships ran paid ads targeting new users and existing, lapsed World of Warships players. They also promoted the offer on their owned channels including in-game portals, Wargaming Game Center, social media, game forums, and more. The campaign was open to players in the US, Canada, Mexico, and Brazil.



RESULTS

The Moments campaign for World of Warships drove a huge influx of referrals and new players to the title during the 6 week campaign. The number of players who shared the referral link and recruits who joined or returned to the game both doubled, far exceeding the 50% increase goal set by the Wargaming team. Buoyed by the interest in real-world rewards, players were also much more likely to be repeat referrers. The number of players who shared the referral link three or more times increased by 2.5X. The spike in players was most visible in Brazil and Mexico, which saw a 44% and 60% increase in DAU during the campaign, respectively.



The Moments powered referral program also proved to be extremely cost effective. The cost per action for players who have played at least one battle during the campaign was 42% lower compared to other, comparable channels. The campaign's focus on early player engagement (recruits had to reach an in-game milestone for referrers to receive the bonus) also translated to positive impacts on monetization.

Conversion to payers for the cohort of players from the Moments powered referral program saw a 20% lift over players acquired through other channels. Furthermore, ARPU for Moments referees was 38% higher than for players from other channels during the same period of time.

ABOUT WARGAMING

Founded in 1998, Wargaming is an award-winning online game developer and publisher. One of the leaders in the free-to-play MMO market, Wargaming delivers authentic gaming experiences and services across PC, console, and mobile platforms. Headquartered in Nicosia, Cyprus, the group operates across more than 20 offices and employs 5,000 team members worldwide. With over 20 years of game development experience, Wargaming has more than 15 games published on every major platform including World of Tanks, World of Tanks Blitz (mobile), and World of Warships Legends (console). Wargaming aims to continue to deliver legendary online games globally.



"In addition to the strong performance of the campaign on the user acquisition and monetization fronts, we also gained valuable learnings on working with small and medium influencers to magnify the effects of a Moments-powered referral program. We look forward to continuing to optimize and test with Moments."