



# Countly

## Leading Gaming Company Chooses Countly for its Recently Published Game on Steam

### INDUSTRY

PC games

### PROBLEM

Company is looking for a decent mobile analytics solution to keep track of its users and understand retention points

### SOLUTION

Company decided to move forward with Countly, obtaining several metrics related to their published games



Leading gaming company realized the potential to utilize an analytics platform and Countly was one of the shortlisted products. Countly was selected due to its generic interface that helps not only track mobile apps, but also desktop games running under Windows desktop.

Countly helped the company choose the best solution for its service (in their case, Countly Cloud). After all integrations have been completed, dashboard started to show all insights related to player data, thanks to flexible and real-time panel. Several custom events are collected to get powerful data from gamers, which in turn is used to modify game mechanics.

Company was also able to enjoy segmented events, funnels and drill, enabling them to understand where players left with what reason. Retroactive and historic data in funnels helps company optimize in-game behavior based on what's learnt.

Countly's deep-dive segmentation (Countly Drill) also helped company to select a filter based on device, country, platform based on a list of events that are collected from devices.

### Why Countly?

- Fast and easy integration
- Deep-dive funnels
- Real-time dashboard

Countly is world's leading open source, real-time, enterprise mobile analytics and marketing platform running on more than 3000 servers, tracking more than 5000 applications in 120 countries. Countly is provided in several editions, including Community Edition with a free-to-use non-commercial license, Cloud (SaaS) Edition and self-hosted or Enterprise Edition with SLA coverage.