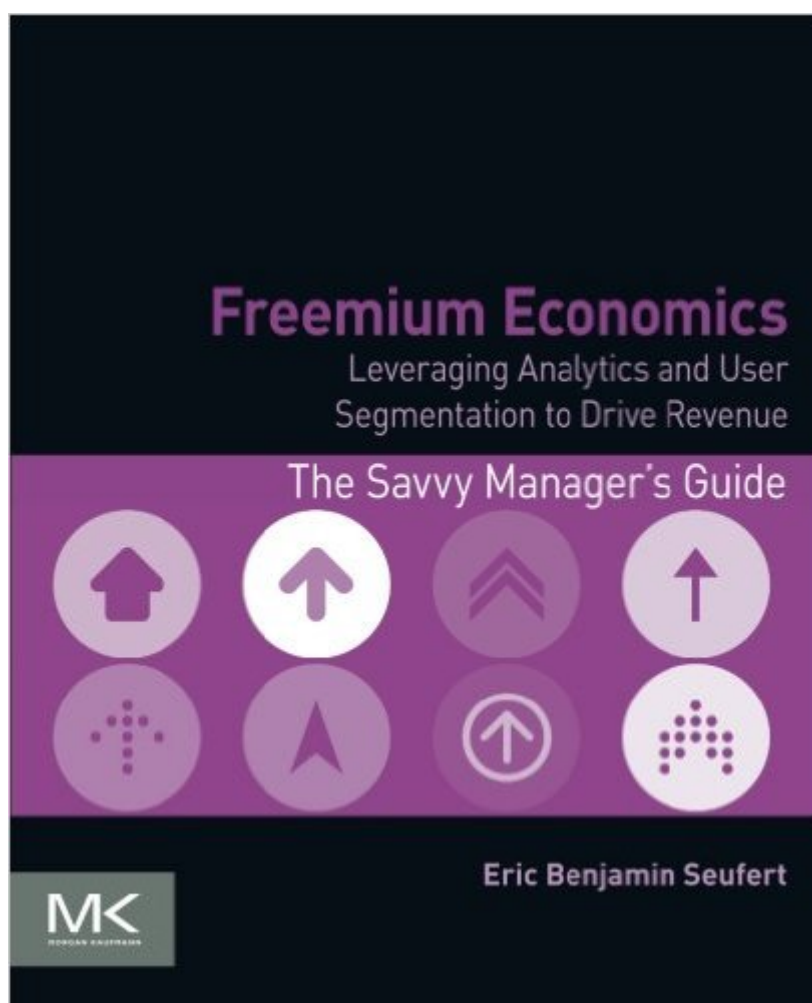# Freemium Economics: Leveraging Analytics And User Segmentation To Drive Revenue (The Savvy Manager's Guides)

Synopsis

Freemium Economics presents a practical, instructive approach to successfully implementing the freemium model into your software products by building analytics into product design from the earliest stages of development. Your freemium product generates vast volumes of data, but using that data to maximize conversion, boost retention, and deliver revenue can be challenging if you don't fully understand the impact that small changes can have on revenue. In this book, author Eric Seufert provides clear guidelines for using data and analytics through all stages of development to optimize your implementation of the freemium model. Freemium Economics de-mystifies the freemium model through an exploration of its core, data-oriented tenets, so that you can apply it methodically rather than hoping that conversion and revenue will naturally follow product launch.By reading Freemium Economics, you will: Learn how to apply data science and big data principles in freemium product design and development to maximize conversion, boost retention, and deliver revenue Gain a broad introduction to the conceptual economic pillars of freemium and a complete understanding of the unique approaches needed to acquire users and convert them from free to paying customers Get practical tips and analytical guidance to successfully implement the freemium model Understand the metrics and infrastructure required to measure the success of a freemium product and improve it post-launch Includes a detailed explanation of the lifetime customer value (LCV) calculation and step-by-step instructions for implementing key performance indicators in a simple, universally-accessible tool like Excel

Book Information

Data Processing

Customer Reviews

Every once in a while a book comes along that perfectly encapsulates the ethos of our time. A book so remarkable, so sublime, so vivid and significantly poignant, that we have only but to stop, pause, and revel in the beauty of its' creation.Freemium Economics: Leveraging Analytics and User Segmentation to Drive Revenue, is one of those books.This is truly a seminal work by the author, one that, with radical zeal, distills down the principles and precepts necessary to survive in the byzantine and treacherous Mobile Gaming landscape.Let us not fool ourselves, friends, for the sandbox we play in is a digital jungle. We breathe life into these mobile applications we build, pixel by painstaking pixel, only to have our hopes and dreams append to the D1/D3/D7/D30 retention metrics of our latest cohort.This book, will give you the tools, tactics, strategies, and knowledge essential to gaining distribution infamy.Here are some of my favorite topics covered:- Commerce at $0 Price Point (Massive Scale, Purchasing a Intersection of Interest & Disposable Income)- Fremium Case Studies (Skype, Spotify, Candy Crush Saga)- User Segmentation, Cohorts, & A/B Testing- Built-In Virality: K-factor & Cycle Times- Paid User Acquisition & Alternative User AcquisitionIt is with this, friends, that I leave you, my objective and unvarnished fervor for this book. A must-read for all those in Mobile Gaming, User Acquisition, or Start-ups involved in Mobile.

I received this book yesterday morning along with two others related to the field. We're preparing a freemium release and are looking for ways to see monetization of our non-game product through the eyes of a freemium game marketer.This book gives me a deep understanding of what we need to calculate and review from a statistical standpoint in order to perform a deep analysis of our user base. It is focused on the calculation and analytical aspects. The other books spend more time on anecdotes and particular categories of advertisement/upsell/gameplay, whereas this book has comparatively few, which is fine with me. They don't really dig into analyzing the data.This book is about gathering and analyzing the data to maximize LTV (Life Time Value of the customer). The only other place I have seen the type of explanation like in this book is in the author's blog mobiledevmemo.com.The topics I found of particular interest related to measuring virality, events to be tracked for analysis, analysis spreadsheets and user segmentation. It helps if you have some background in statistics, but you can get most of the book if that's not your background.Understanding this book will help you create and take every opportunity to understand your audience enough to maximally monetize your app.

I recently moved into a PM role at a company that makes a freemium app and my Head of Product bought this book for me to read. I really enjoyed Freemium Economics...it's a very thorough overview of the freemium model, mostly from an analytics and revenue perspective, and for someone moving into product development with no prior understanding of freemium, the insight I gained from this book is extremely valuable. One thing to note is that the book doesn't go into detail about product design decisions...it reads more like a textbook, so it's very high-concept, and what it addresses really well is the process of developing and iterating on freemium products to maximize revenue. This is a great book and I'd definitely recommend it to anyone that needs a broad introduction to the freemium model

Freemium Economics is one of those few books that clearly illustrate and explain fundamental of game economics (retention, virality, LTV, cohort analysis...)I started reading the book when I got my first job in the field. This book really helped me grasp the key concept. I knew nothing and now I am having discussion with VP and C-level executive and we are on the same page. A definitive must have for those starting in the field. - Strongly recommended.

Heard about Eric's work from a colleague, checked out his website and liked his work, so I ended up buying his book. This is probably the best user acquisition/ digital marketing book out there. He covers essential topics ranging from analytics, LTV, monetization, and growth in this book. Important details are never left out, while difficult topics have been made easy to understand. Every mobile app company should have a copy of his book.

This is a MUST-READ for any game developer wanting to get into the Free-to-Play industry and understand how the business works.Even for someone who has been in the industry for many years, this book uncovered a lot of the secrets and dispelled a lot of myths. Eric Seufert is a true expert in the field and has real-world experience managing F2P games and their analytics. There's two halves to a successful F2P game, one is good game design, the other is a solid understanding of analytics. This book will help you with the latter, and even inform how you build that into your game design from Day 1.I highly recommend this book. It is packed with practical and useful knowledge that is essential for your F2P mobile game business. If you don't read this, in my opinion, you are going into it completely blind.

Freemium Economics: Leveraging Analytics and User Segmentation to Drive Revenue (The Savvy Manager's Guides) Segmentation, Revenue Management and Pricing Analytics Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) The Savvy Woman Patient: How and Why Your Sex Matters to Your Health (Capital Savvy) The Nurse Manager's Guide to Budgeting and Finance (The Nurse Manager's Guides) Even You Can Learn Statistics and Analytics: An Easy to Understand Guide to Statistics and Analytics (3rd Edition) Analytics: Data Science, Data Analysis and Predictive Analytics for Business Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work (FT Press Analytics) Handbook of Market Segmentation: Strategic Targeting for Business and Technology Firms, Third Edition (Haworth Series in Segmented, Targeted, and Customized Market) 3D Parametric Intensity Models for the Localization of 3D Anatomical Point Landmarks and 3D Segmentation of Human Vessels (Dissertations in Artificial Intelligence: Infix, Vol. 299) Google Drive & Docs in 30 Minutes (2nd Edition): The unofficial guide to the new Google Drive, Docs, Sheets & Slides Drive Time: German (CD): Learn German While You Drive (All-Audio Courses) Drive Time: Spanish (CD): Learn Spanish While You Drive (All-Audio Courses) Key Business Analytics: The 60+ tools every manager needs to turn data into insights: - better understand customers, identify cost savings and growth opportunities Fire Stick: The 2016 User Guide And Manual - Learn How To Install Android Apps On Your Fire TV Stick! (Streaming Devices, How To Use Fire Stick, Fire TV Stick User Guide) Kindle Fire HD User Manual: The Complete User Guide With Instructions, Tutorial to Unlock The True Potential of Your Device in 30 Minutes (JULY 2016) Echo: The Ultimate User Guide to Master Echo In No Time (Echo 2016,user manual,web services,by ,Free books,Free Movie,Alexa ... Prime, smart devices, internet) (Volume 4) The New One Minute Manager (The One Minute Manager-updated)