

Block Blast! Scaling Experimentation for Sustainable Long-term Growth

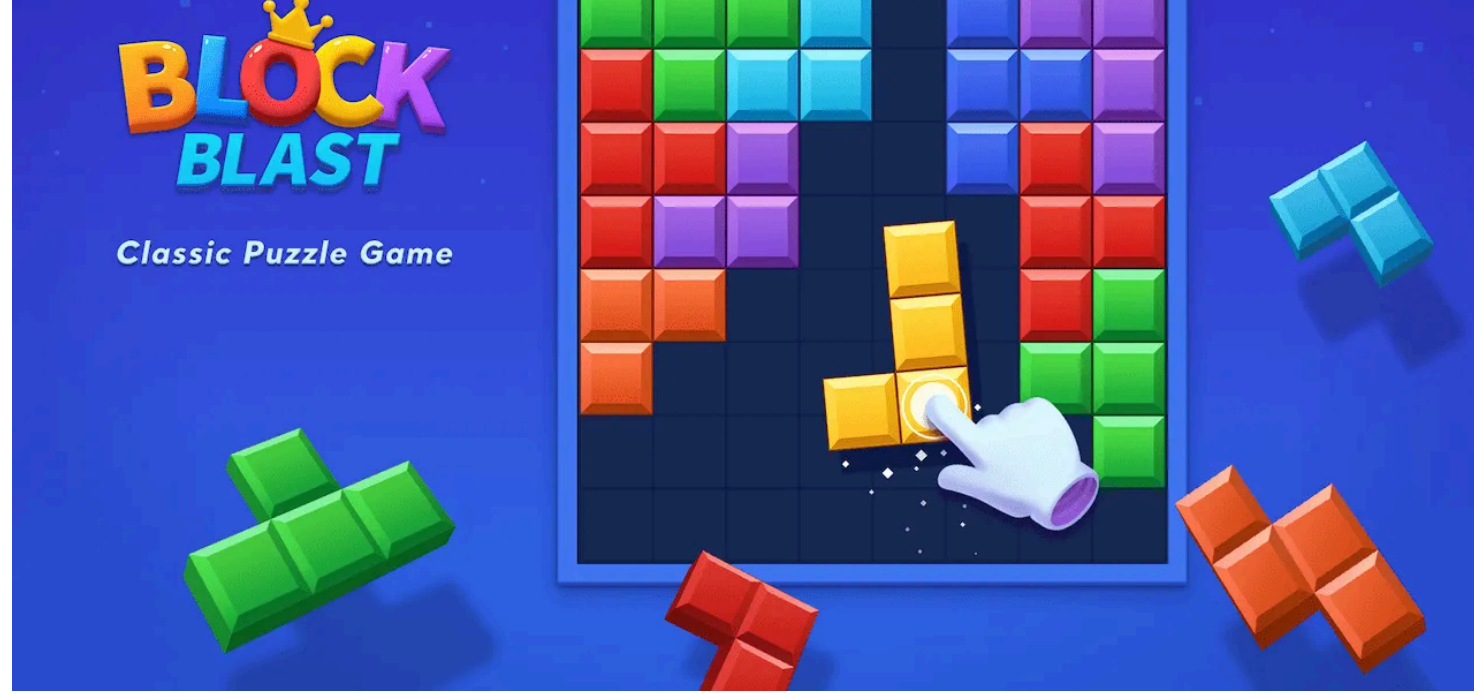
Case Study Summary:

- Block Blast! Is a mobile puzzle game with over 70m DAU.
- Developer Hungry Studio attributes this success to a commitment to experimentation.
- ThinkingData's dashboards power Hungry Studio's data-forward approach to efficiency and consistency, especially as teams and player volumes increase.
- ThinkingData's consolidated data analytics platform easily scales with games as they hit tens of millions of DAUs.

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Hungry Studio released Block Blast! in 2022, and since then has raced towards 70 DAU, making it one of the most popular puzzle games on mobile platforms.

Ranked number 1 in the Puzzle category in over 40 countries, Block Blast! has dominated the global market thanks to millions of daily users in over 200 markets. But designing a puzzle game as endlessly playable as Block Blast! requires constant development, which is where ThinkingData can help.



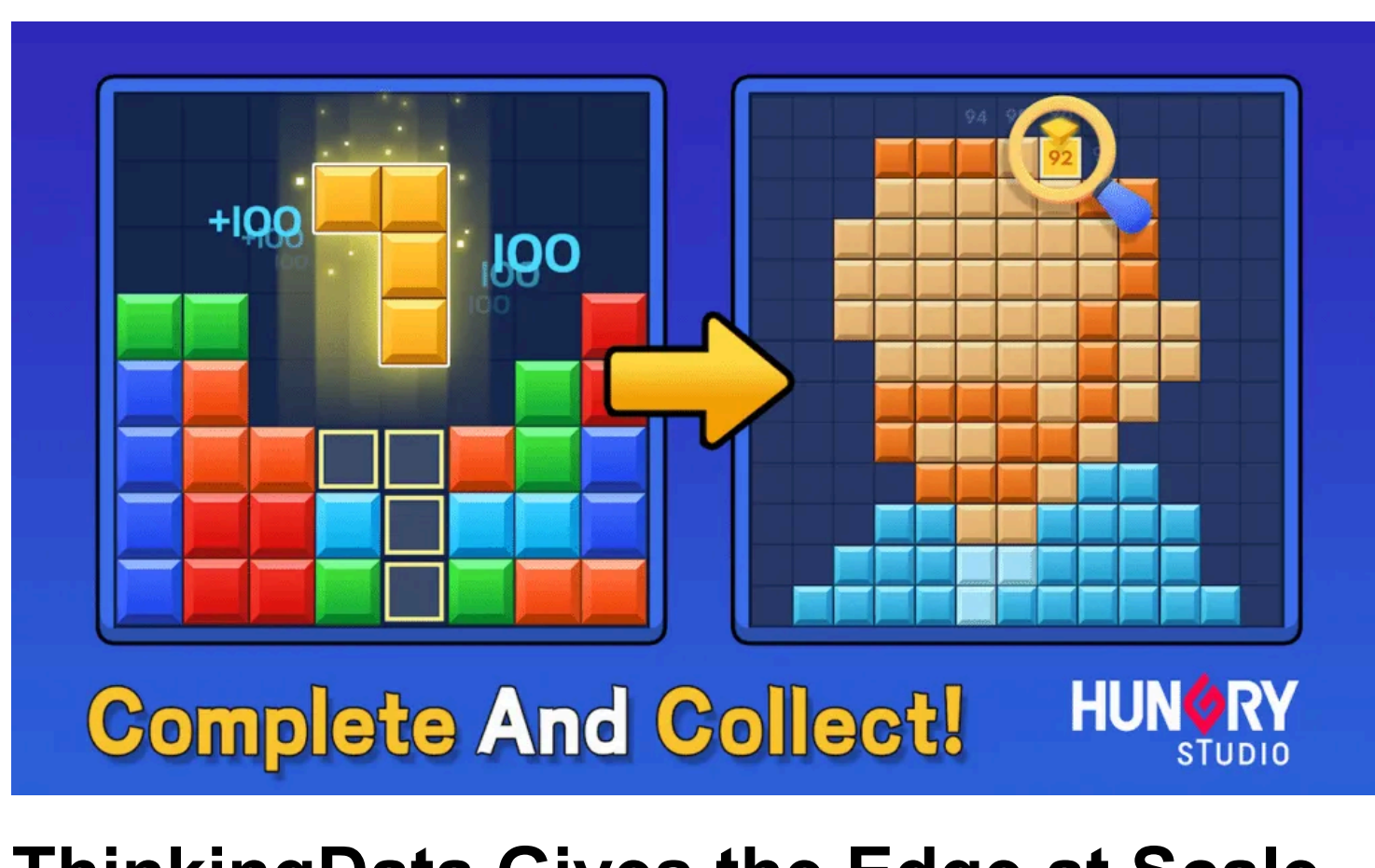
Experiment to Perfection

On the surface, the appeal of Block Blast! seems to be in its simplicity. But this couldn't be further from the truth. In reality, Hungry Studio is deeply committed to building a solid foundation for constant improvement and evolution.

This commitment is rooted in a **Firm Belief in Experimentation**: In 2025 alone Hungry Studio ran over 10,000 A/B experiments, with over 300 experiments running in parallel each day. These experiments cover gameplay, progression, and user experience, allowing the team to refine small details that compound into long-term engagement at scale.

It's important to note that Hungry Studio says most experiments don't succeed. **That's intentional**. The low success rate signals that these experiments are about more than basic optimizations and that the team is actively exploring **deeper design questions**, finding the **diamond** in the mountain of experimentation data.

"At our scale, confidence doesn't come from being right every time – it comes from knowing why a decision was made. Our experimentation framework allows teams to test ideas quickly, isolate variables reliably, and make decisions based on signal rather than assumption. This creates organizational confidence: teams are more willing to explore new ideas because failure is treated as information, not as a setback."



ThinkingData Gives the Edge at Scale

As the road to 70 million DAU was paved on experimentation, scale became an exciting challenge for Hungry Studio. And ThinkingData was there to help. As the business scaled, Hungry Studio's teams needed to respond quickly and consistently to changes across products and markets, and they turned to ThinkingData's unified data foundation to make those core signals more timely and easier to interpret.

ThinkingData supports this by providing:

- Faster access to key metrics, including near real-time monitoring and alerting around anomalies.
- Standardized dashboards and alerts so teams can assess business fluctuations more efficiently.
- Reducing reaction times and helping teams move from observation to action more smoothly in both product iteration and LiveOps.



"As teams and player volumes increased, efficiency and consistency became more important than adding new layers of complexity. ThinkingData has helped teams work faster by enabling dashboards and analysis templates to be reused across products, significantly shortening the setup time for new projects."

Thinking Engine In Action

Here's a specific example of how ThinkingData surfaced key insights for Hungry Studio. During testing of a new version, path analysis revealed a **sharp increase in new-user drop-off** at a specific interface. Further investigation showed that the **issue stemmed from missing instrumentation rather than a design flaw**.

Hungry Studio used user-level inspection tools to quickly identify and confirm the root cause, helping reprioritize technical optimization in the upcoming release. Improving bug investigation efficiency without impacting the overall release schedule. With Thinking Engine, Hungry Studio was able to identify the issue early and address it with minimal disruption.

ThinkingData's behavior analysis tools helped Hungry Studio identify and resolve a critical drop-off issue without impacting their release schedule. Additionally, ThinkingData enables behavior analysis and player segmentation, helping teams identify opportunities that align with player experience. This allows Hungry Studio to scale monetization in a way that remains respectful of players and consistent with a player-first philosophy.



Key Results

- 70M+ DAU achieved
- 10,000+ A/B experiments run in 2025
- 300+ experiments running in parallel daily
- Ranked #1 in Puzzle category in 40+ countries

How ThinkingData Helps Mobile Game Studios Turn Data Into Growth

At ThinkingData, we built ThinkingEngine to help studios harness that data at every step of the journey. If you're ready to see ThinkingEngine in action, book a demo with us today.

[Book a Demo](#)

Data-driven results for over 8,000 games

ThinkingData has served more than 1,500 game companies, including well-known game companies such as FunPlus, SEGA, IGG, Habby, River Games, Century Games, LoadComplete, 37 Games and so on. More than 8,000 games have been integrated into ThinkingEngine.

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Your powerful one-stop data analytics engine trusted by over 1,500 games studios around the world

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