

Goal: Obtain new reviews on Google Play and the Apple App Store to better position for B2B partnerships and recruit new players.

Tools: Braze, Customer Service Inquiries via ZenDesk, Game Hosting Requests

## Targeting users at high-satisfaction moments.

The easiest path is to target players after winning a game. Additional considerations: What game types? When the user completes the game or when winnings deposit?

Initial thoughts:

- Attaching review asks to two different game types in an A/B test is best. One game type would be a specialty/novelty game (either player-hosted or new like the 100-day throwaway) and one would be a standard game.
- For end-of-game, targeting when the player successfully completes the game is best as this avoid competing with game finalization messaging.

### Alternative high-satisfaction moment:

After successfully completing week 1 or week 2 of a specialty/novelty game. Positive feelings of doing something new would be higher, particularly if the game is longer. This would also allow soliciting reviews from more people (assuming some players will eventually lose, particularly on a longer game).

**Braze:** Use a triggered in-app message targeting users who meet certain criteria, such as not answering a previous review prompt, who won the game or week 1 of the game, etc.

**Possible wording to mix-up messaging** (would need to review in pop-up draft as it may need to be tightened):

Congratulations on your win! While you wait for the game to finalize, share your experience with a WayBetter app review.

Responses: Not right now. I'm in!

## Long-time user targeting

Exactly what it sounds like – building a user segment of long-term players.

Braze segment possibilities (one or all three):

- **Top users:** Opened the app 12+ times in the past 30 days (This would allow for being in a 3-time per week submission game consistently)
- **Long-time users:** WayBetter app was installed 90+ days ago – so at least halfway through a 60-day membership).
- **Augmented targeting (may not be possible in Braze alone):** Review for recent negative reviews or negative interactions in ZenDesk).

Would consider testing these across a couple of messaging types...probably not a Braze push notification. I think an in-app message and/or email combo.

## Use intelligent timing to push generic requests

Let Braze analyze the best time individual users would engage and attach this to a generic review push in Braze. It would be best to omit the players included in any other tests (those in special games or long-term users if those paths were chosen).

We would want to limit exposure to this to quarterly at most, and if we tie it into App Store or Play Store triggering for reviews, we would be further limited to three pushes a year by Apple or one on Google. These are the standard pushes we often receive in apps that say something like “Are you enjoying the app?” and then prompt you to leave a review when answering. I’m including more details (via Claude) on regulations, etc. on Tab 2.

## Push for updating old reviews

If we could raise old scores, that would be immensely helpful. We would need to target negative reviews where we can identify the person and fixed the issue. We can target them to say we took their feedback seriously and have done X,Y, Z. However, this is a dangerous area as they may not appreciate being contacted. It’s also frequently difficult to connect reviews with an individual.

## Additional thoughts: Augment positive comments on social media

We see player praise in-app and in other forms of feedback. While it isn’t the same as having a five-star review...if we could elevate some of these comments on social media, it provides an alternative narrative. CS periodically collected permission to use these in the past.