

The players who never reach your game

A fifth of new players were stuck in the tutorial. None of them ever paid. A skip button rescued one in every thirteen installs.

RANDOMISED TEST • 6,319 NEW PLAYERS • US IOS

The situation

Acquisition spend is committed before a player reaches anything you built. Players who stall in onboarding have already cost what they cost.

What we found

1 in 5

new players stuck in the tutorial

Zero

of the 420 ever paid anything

Of the 420 players in the stuck group, the number who ever made a purchase was zero.

What the intervention did

19.9% → 12.3%

stuck rate after a skip option

1 in 13

of every install rescued

Median time through onboarding fell about 20%, from 17.3 to 14 minutes. The slowest quartile fell from 118 minutes to 51. Retention was flat from day 1 through day 30, with no measurable cost to ad or pack revenue.

Where monetisation begins

The test located the exact scripted moment the game first asks for money. Completion falls from 88% to 62% at the first gacha pull, the single largest cliff in the funnel.

What we are not claiming

Player value and revenue per install also moved in the right direction. We are not quoting those numbers. There were roughly fifty payers per arm, nowhere near enough to power them. The rescue rate is the claim.