



Sony Pictures “Cash Prizes” used Upshot.ai to improve product experience and increase average revenue per user (ARPU)

SITUATION

Sony brought its iconic and #1 game show in the world Who Wants To Be A Millionaire onto a mobile app, providing users a chance to feel what it's like to be in the hot seat.

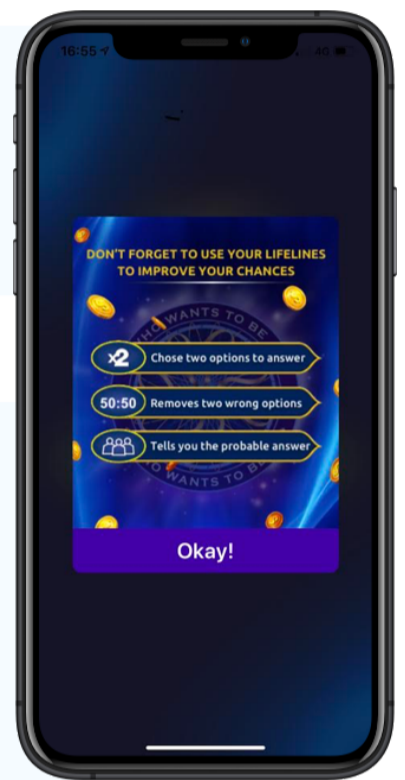
They integrated the mobile app with Upshot.ai and started measuring CX.

BUSINESS GOALS

- Provide the “WHO WANTS TO BE A MILLIONAIRE” hot seat experience on a digital platform

PRODUCT GOALS

- Create a mobile app for users who want to participate in the experience
- Create a new revenue stream using the mobile app



CHALLENGES

The CX data from Upshot.ai revealed that:

- Users were losing the game even when they had not exhausted their lifelines
- Most of the users lost at the eighth round

Sony realized that for the app to succeed users must continue to play for longer i.e. keep winning more game rounds.

SOLUTION

The Upshot.ai customer success team suggested a two-part solution—reminding users at the right time to use their lifelines, as well as simplifying the eighth question.

Using Upshot.ai’s in-app messages, users who reached the eighth round in the game were informed of their unused lifelines and were encouraged to use them.

Also the app owners at Sony simplified the eighth question. This led to increase in users participation in paid games.

RESULTS

No. of users who crossed the eighth question went up by **36%**

ARPU went up by **28%**

UPSHOT.AI FEATURES LEVERAGED

- Behavioural tracking using mobile App Analytics
- ML based data insights
- Push notifications and In App messages

