

Supercharge Player Engagement with Competitive Gaming

Published by Challengermode



Key Takeaways

1. Improving player engagement through competitive gaming not only drives significant revenue growth but also has the power to reshape the gaming industry by creating immersive experiences that captivate players.
2. The 80/20 Pareto principle holds true in the gaming industry, with a small percentage of players (around 20%) contributing the majority of monetization (approximately 80%). By focusing on improving player engagement, game developers can tap into this high-value segment and unlock substantial revenue potential.
3. Integrating competition into games elevates player motivation, enjoyment, and commitment. By providing players with the opportunity to showcase their skills, compete against others, and achieve a sense of accomplishment, developers can create compelling experiences that keep players engaged for longer periods.
4. Embracing grassroots esports and empowering the gaming community are key strategies for fostering organic growth and cultivating authentic engagement. By collaborating with smaller influencers, supporting local gaming communities, and encouraging player-driven initiatives, developers can create a sense of belonging and community that drives sustained engagement.
5. Enhancing player engagement throughout the entire gaming experience, from pre-game anticipation to in-game engagement and post-game retention, is crucial for maximizing player satisfaction and revenue. By incorporating features such as pre-game tournament announcements, in-game competitive tools, and post-game analysis and rewards, developers can create a seamless and immersive journey that keeps players invested.
6. Technological advancements, particularly competitive gaming platforms and APIs, provide developers with powerful tools to optimize player engagement. These platforms offer features such as automated tournament operations, advanced matchmaking algorithms, comprehensive player statistics, and in-game rewards and progression systems. By leveraging these technologies, developers can create dynamic and engaging experiences that keep players coming back for more.
7. Real-world case studies, such as The Battle of Polytopia, demonstrate the transformative impact of integrating competitive gaming solutions. By partnering with platforms like Challengermode, developers have witnessed significant increases in player engagement, user-generated content, and community involvement. These success stories validate the effectiveness of improving player engagement through competitive gaming strategies.

Table of Contents

1 Introduction

The Importance of Improving Player Engagement

Defining Player Engagement

Objectives of the Whitepaper

2 Competitive Gaming: Harnessing the Potential

Elevating Player Engagement by Embracing the Drive to Compete

The Flaws of Traditional Esports

The Power of Grassroots Esports: Embracing Bottom-Up Success

3 Engaging the Competitive Player

Pre-game Engagement: Building Anticipation through Competitive Gaming

In-game Engagement: Supercharging Player Engagement through Competitive Gaming Solutions

Post-game Engagement: Sustaining Interest and Retention in the Competitive Gaming Landscape

3 Leveraging Technological Advancements: Empowering Player Engagement through Competitive

Platforms

Key Aspects of a Competitive Gaming Infrastructure

Large-Scale and Automated Tournament Operations

Matchmaking and Skill-Based Ranking

Player Statistics and Leaderboards

4 Case study: The Battle of Polytopia

How The Battle of Polytopia Grows its Competitive Player Base and Increases Engagement using
Challengermode

The Easy Way of Integrating Tournament Functionality Into Your Game

The Launch of Challengermode Tournaments Inside the Game

Tournament Matchmaking

The Key Results

5 Conclusion

1 Introduction

Player engagement lies at the heart of the gaming industry, driving its growth and shaping the experiences that captivate millions of players worldwide. Understanding the profound impact that improving player engagement has on revenue, community building, and brand loyalty is crucial for game developers seeking to thrive in the modern gaming landscape. This whitepaper aims to delve into the concept of player engagement through **competitive gaming**, explore its various dimensions, and present actionable solutions to supercharge it, ultimately leading to unforgettable gaming experiences and sustained success.

The Importance of Improving Player Engagement

Player engagement exists along a spectrum and serves as a key determinant of success in the gaming industry. The degree of player engagement directly influences various aspects of their interaction with the game. Players who demonstrate higher levels of engagement tend to invest more, enjoy the game to a greater extent, and exhibit increased commitment. As a result, they participate in extended play sessions, make more in-game purchases, and engage in organic word-of-mouth promotion. These highly engaged players play a crucial role in fostering thriving gaming communities and act as valuable brand ambassadors, driving the growth of both individual titles and the industry as a whole. Recognizing and harnessing the power of player engagement is essential for game developers, organizers, and brands seeking to remain competitive in the ever-evolving gaming landscape.

Defining Player Engagement

Player engagement encompasses both emotional and behavioral aspects that go beyond mere gameplay time and your typical metrics like DAU, WAU and MAU. It represents a deep immersion in the gaming experience, characterized by cognitive absorption, emotional connection, and social interaction. Engaged players feel a sense of agency, challenge, and accomplishment within the game world. Their motivation and investment extend beyond the immediate gratification of entertainment, creating a lasting impact that resonates even outside the gaming sessions. By understanding and nurturing these dimensions, game developers can cultivate stronger connections with their player base.

Objectives of the Whitepaper

This whitepaper serves as a comprehensive guide, offering valuable insights and strategies to game developers looking to tap into the dynamic and rapidly growing competitive gaming market. Our aim is to provide practical recommendations, industry insights, and case studies that unlock the potential for immersive gaming experiences and drive sustained growth and success.

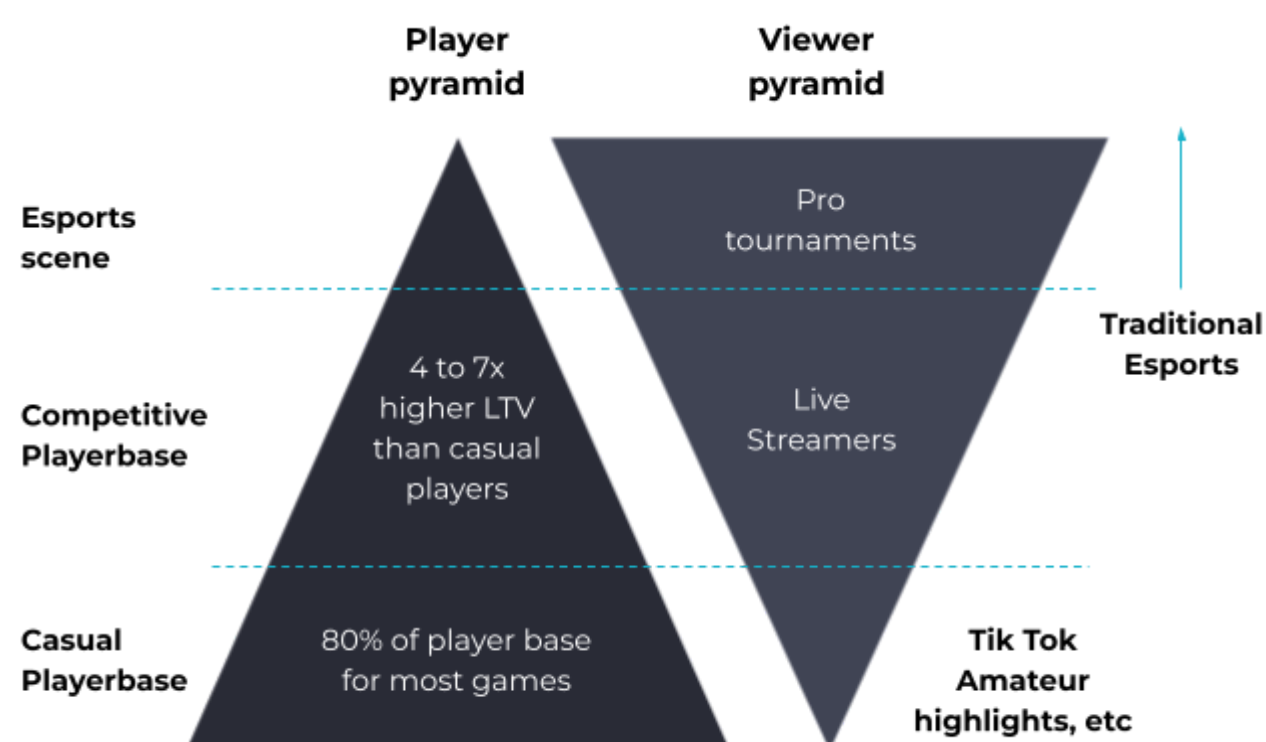
2 Competitive Gaming: Harnessing the Potential

Supporting competitive gaming holds immense potential for game developers seeking to tap into the thriving world of esports. This section highlights the numerous benefits, opportunities and common pitfalls that come with embracing competitive gaming as a strategic endeavor.

Elevating Player Engagement by Embracing the Drive to Compete

Competitive gaming serves as a catalyst for increased player engagement, creating an environment where players can showcase their skills, test their limits, and strive for greatness. By providing players a platform for competitive play, game developers can fuel the competitive spirit within their player base, leading to increased time spent in-game and a heightened sense of accomplishment.

The Pareto principle applies even in the gaming industry. Research and general industry reports show that 20% of the player base drives roughly 80% of monetization in most verticals. In response to this, both smaller and larger studios focus their efforts on moving more players from the casual, into the mid-core and eventually into the hardcore segment in their respective games. Esports and competitive features and elements within the game makes it possible to *widen* the mid-core segment by engaging casual players in low-stake competitive activities within the game, and as a result improving both retention and monetization, some studios claiming up to 7x increased LTV compared to regular players.



The best performing Match 3 games, like the renowned Candy Crush Saga, have embarked on a journey to amplify their allure by incorporating competitive elements. This deliberate evolution has yielded remarkable outcomes, rekindling players' motivation and breathing new life into the genre. It not only sets these top-performing titles apart from the rest of the Match 3 universe but also serves as a testament to the industry trend. By embracing competition, these games are not only captivating players but also signaling that top games in the mobile gaming industry are keenly aware of the importance of this transformative shift. These exceptional titles stand as prime examples of how a well-executed integration of competition becomes the differentiating factor that elevates their success and captivates players like never before, indicating that the industry's leading games are actively embracing and capitalizing on this compelling trend.

The Flaws of Traditional Esports

In the realm of esports, the pursuit of success through traditional means has proven to be an arduous and costly endeavor for many game developers. This section sheds light on the challenges and limitations inherent in traditional esports approaches, urging developers to embrace the grassroots movement as a transformative alternative. By exploring the shortcomings of traditional models, we pave the way for a new era of inclusive and community-driven engagement in competitive gaming.

- a. **The High Cost Barrier:** Traditional esports often demand substantial financial investments, ranging from sponsorships and marketing to infrastructure, which can be a significant deterrent for emerging game developers seeking to establish themselves in the industry. These financial burdens limit opportunities for innovation and stifle growth.
- b. **Limited Accessibility:** Traditional esports tend to focus on established professional organizations and well-known players, creating a closed ecosystem that makes it difficult for newcomers to break through and ultimately. This exclusivity restricts the pool of talent and hinders the discovery of emerging stars.
- c. **Lack of Diversity:** The dominance of traditional esports structures can result in a lack of diversity in terms of game genres, player demographics, and regional representation. This limitation stifles creativity and fails to fully embrace the rich tapestry of gaming cultures and experiences.

The Power of Grassroots Esports: Embracing Bottom-Up Success

Recognizing the challenges and limitations of top-down strategies, game developers are increasingly embracing grassroots initiatives that foster bottom-up growth. This shift in perspective highlights the importance of working collaboratively with smaller influencers and scaling tournaments to unlock new avenues of success.

The Rise of Grassroots Esports

- a. **Empowering the Community:** By focusing on bottom-up growth, game developers can tap into the passion and enthusiasm of players, fans, and aspiring esports enthusiasts to become core promoters of the game. Whatsmore, empowering the community with the right competitive tools will allow players to *self-organize* and create their own esports events and activities around the game, fostering a stronger community and promoting *engagement, retention and monetization*.
- b. **Cultivating Local Communities:** Working with smaller influencers and local gaming communities allows for targeted engagement and the fostering of genuine connections. This localized approach builds a strong foundation for sustainable growth and fosters a sense of belonging among players. Although esports as a whole is a global phenomenon, fostering local esports and competitions are key to creating a *sustainable esports ecosystem* around the game.

Leveraging Small-Scale Influencers and Organizers

- a. **Authenticity and Relatability:** Smaller influencers and organizers possess a unique ability to connect with their audience on a more personal level. Their authenticity and relatability resonate with fans, creating a sense of trust and loyalty that is crucial for building a dedicated player base.
- b. **Nurturing Partnerships:** Collaborating with smaller influencers and organizers enables game developers to forge meaningful partnerships and leverage their reach within specific niche communities. These partnerships can help amplify brand awareness, drive player engagement, and generate organic growth.

As the esports landscape continues to evolve, game developers must reevaluate their approach and move away from traditional models that present financial and accessibility barriers. *Embracing grassroots* engagement provides an alternative path, empowering communities, nurturing emerging talent, and enriching the gaming ecosystem. By forging meaningful partnerships with smaller influencers and cultivating inclusive environments through scalable tournament solutions, game developers can unlock the full potential of grassroots engagement, creating a vibrant, diverse, and sustainable competitive gaming industry. It is time to rethink traditional esports and embark on a journey that celebrates the power of grassroots engagement for the benefit of players, developers, and the entire gaming community.

3 Engaging the Competitive Player

To effectively supercharge player engagement with a bottom-up approach to competitive gaming, it is essential to comprehend the holistic player journey and identify key touchpoints where engagement can be enhanced. This section explores the three main stages of the player journey: *pre-game engagement*, *in-game engagement*, and *post-game engagement*. By understanding and optimizing each phase, game developers can create a seamless and immersive experience that captivates players from start to finish.

Pre-game Engagement: Building Anticipation through Competitive Gaming

Integrating a competitive gaming element into the pre-game phase can amplify anticipation, foster a competitive spirit, and create a strong community around the game. Here's how entering competitive gaming sphere can supercharge pre-game engagement:

Tournament Announcements and Teasers

- Announce the launch of tournaments or leagues for the game.
- Use teasers featuring snippets of gameplay or highlighting the competitive aspects.

Community Building

- Encourage creation of communities for players interested in the competitive side of the game.
- Create official “esports”-focused social media channels, forums, and Discord servers.
- Engage with the community through regular updates, tournament announcements, and Q&A sessions.

Early access tournaments

- Provide early access to the game for aspiring competitive players.
- Host exclusive tournaments or leagues during the pre-game phase.
- Allow players to get a head start, forming teams, and competing in a competitive environment

Esports Organizations and Influencers

- Collaborate with established esports organizations and influential personalities.
- Partner with well-known esports teams or influencers who have a dedicated fan base.
- Exclusive interviews, gameplay showcases, and sponsored tournaments

Exclusive Rewards and Incentives

- Offer exclusive competitive or esports-themed rewards and incentives during the pre-game phase.
- Include unique in-game items, cosmetics, or special titles associated with the esports scene.
- Showcase the prestige and recognition that can be earned through participation in the ecosystem.

In-game Engagement: Supercharging Player Engagement through Competitive Gaming Solutions

Game developers have a tremendous opportunity to enhance player engagement by leveraging competitive gaming solutions within their games. By integrating these elements, developers can tap into the competitive spirit, foster a sense of community, and drive long-term engagement. Let's explore some of these elements and highlight the impact of competitive gaming:

Opportunity	Description	Impact
Competitive Tooling	In-game tournaments, ranked matchmaking, ladders and leaderboards	Drives engagement and retention
Spectator Modes	Enables players and fans to watch and engage with competitive matches	Fosters community, influencer and viewer engagement
In-Game Events	Dedicated modes and events for players to participate in competitive gameplay	Offers rewards and recognition
Esports Partnerships	Collaborations with established esports organizations and organizers for recognized tournaments	Elevates the competitive ecosystem and promotes long-term investment.
Player Progression	Robust progression system and fair matchmaking based on player skill	Motivates improvement and fair competition
Monetization	Systems and tools to create competition tickets, offer subscriptions and crowdfunding capabilities	Engage users in a self-sustainable way and/or make it an additional revenue source

In summary, competitive gaming solutions are essential for player retention and engagement because they tap into players' competitive nature, foster a sense of community, fuel skill development, provide recognition, create spectator opportunities, and expand gameplay possibilities. It also moves players up the engagement tiers from casual to mid to hardcore, and drives *additional monetization* as a result. By integrating these solutions and leveraging dedicated platforms, game developers can enhance the overall player experience, extend the longevity of player engagement, and contribute to the growth of the gaming ecosystem as a whole and a vibrant esports ecosystem within the game.

Post-game Engagement: Sustaining Interest and Retention in the Competitive Gaming Landscape

Post-game engagement in the competitive gaming landscape is critical for sustaining player interest and retention over the long term. After players have participated in competitive matches or events, it's important to provide ongoing experiences, community engagement, and avenues for growth. By implementing effective post-game engagement strategies tailored to competitive gaming, game developers can keep players invested and foster a dedicated competitive community. Here's how to sustain interest and retention in the post-game phase:

Strategy	Description	Impact
Seasonal Tournaments and Leagues	Structured competitive seasons with regular matches and rankings	Continuous player engagement and progression
Post-Match Analysis and Statistics	Comprehensive performance analysis and comparative data	Player improvement and competitive development
Community Showcases and Highlights	Recognition of outstanding plays, memorable moments, and top-performing players	Fosters community pride and engagement
Skill Development Resources and Coaching	Access to resources, guides, and coaching programs for skill enhancement	Player growth and competitive skill improvement
Esports Content Creation and Streaming Support	Support and incentives for players to become content creators and streamers	Thriving esports content ecosystem and engagement

By implementing these post-game engagement strategies tailored to the competitive gaming landscape, game developers can foster a vibrant and dedicated competitive community. These strategies, including seasonal tournaments, post-match analysis, community showcases, skill development resources, and content creation support, contribute to sustained player interest, growth, and retention within the competitive gaming ecosystem.

3 Leveraging Technological Advancements: Empowering Player Engagement through Competitive Platforms

In the rapidly evolving landscape of gaming, technological advancements, particularly through the utilization of APIs (Application Programming Interfaces), have played a pivotal role in shaping player engagement in games. Game developers can leverage these advancements, with the support of competitive platforms and their APIs, to enhance the overall player experience, foster community engagement, and drive sustained growth.

Key Aspects of a Competitive Gaming Infrastructure

With competitive gaming platforms game developers can tap into a wide range of features that enhance tournament management, matchmaking, and overall player engagement.

Let's explore some key features that you should consider when researching platforms:

- 1 Large-scale and Automated Tournament Operations** – Handle a high volume of participants across multiple tournaments, ensuring smooth and organized tournament experiences.
- 2 Matchmaking and Skill-Based Ranking** – Sophisticated matchmaking algorithms to match players and teams based on skill levels, providing fair and balanced competitions. Integrate skill-based ranking systems to allow players to track their progress and compare their performance against others.
- 2 Player Statistics and Leaderboards** – Access comprehensive player statistics and leaderboards provided by these platforms. Integrate the platforms' APIs to display player rankings, achievements, and performance metrics within the game, fostering healthy competition and driving player engagement.
- 3 In-Game Rewards and Progression** – Support in-game rewards and progression tracking to enhance player motivation and sense of accomplishment.
- 4 Social Features and Community Integrations** – Explore the social and community integration options offered by these platforms. Enable players to connect, communicate, and engage with each other through in-platform messaging, friend lists, and community forums, fostering a vibrant and active player community.
- 5 Monetization** – The possibility of offering easy and accessible payment and payout options. The possibility of creating a subscriber base and monetizing your competitions.

Let's take a deep dive into some of these features and what competitive gaming platforms can offer for game developers.

Large-Scale and Automated Tournament Operations

Leverage the platforms' infrastructure to handle a high volume of participants, ensuring smooth and organized tournament experiences with minimizing manual efforts.

Key features to consider for efficient tournament operations:

1

Automated Bracket Generation – Required to efficiently organize matches and progress participants on a larger scale with minimal manual intervention.

2

Scheduling and Match Management – Automated scheduling tools to facilitate match management for multiple rounds and stages of the tournament. Handle match assignments and seamlessly handle match rescheduling or conflicts.

3

Streamlined Registration and Check-In – Streamlined registration and check-in processes to handle large participant numbers effectively and with minimal manual intervention. Enable participants to register, check-in, and validate their eligibility seamlessly, ensuring a smooth tournament experience.

4

Match Reporting and Result Validation – Match results automatically submitted through an integration with the game servers reducing manual effort and ensuring accurate result validation.

5

Match Notifications and Reminders – Ensure that participants stay informed about upcoming matches, reducing the likelihood of missed matches and enhancing overall tournament engagement.

6

Admin Tools and Dashboard – For any competitive gaming ecosystem access to comprehensive admin tools and dashboards is crucial. This helps facilitate a smooth experience for the players by giving administrators the tools they need. It should be able to monitor tournament progress, handle participant inquiries, and manage any necessary rule enforcement or dispute resolution.

7

Prize Distribution and Payout Management – A simple and automated prize distribution process based on tournament results and facilitating seamless payout distribution to winners.

Matchmaking and Skill-Based Ranking

Leverage the power of platforms' infrastructure to enhance matchmaking and implement skill-based ranking systems that drive fair and balanced competitions.

Key features to consider for matchmaking and skill-based ranking:

1

Sophisticated Matchmaking Algorithms – Utilize the platforms' advanced matchmaking algorithms to match players and teams based on skill levels, ensuring competitive and well-balanced matchups.

Create engaging and challenging gameplay experiences by pairing participants with opponents of similar skill levels.

2

Skill-Based Ranking Systems – Integrate skill-based ranking systems offered by the platforms to enable players to track their progress and compare their performance against others.

Empower participants to strive for improvement and engage in healthy competition as they climb the ranks.

3

Fair and Balance Competition – Ensure fair competition by leveraging the platforms' skill-based matchmaking and ranking systems.

Create an inclusive environment where participants can compete against opponents of similar skill levels, enhancing the overall tournament experience.

4

Engaging Leaderboards and Rankings – Implement dynamic leaderboards and rankings that showcase top performers. This not only fosters healthy competition but also motivates participants to strive for recognition within the esports community.

5

Progress Tracking – Facilitate player improvements by having users the ability to track their progress and competitive performance. Comparing rank, levels and achievements drive engagement.

By considering these key factors in matchmaking and skill-based ranking, game developers and organizers can create compelling competitive gaming experiences that prioritize fair competition, player growth, and engaging gameplay. Leveraging the features offered by competitive platforms ensures a seamless integration of these considerations, leading to immersive and rewarding experiences for participants and spectators alike and ultimately improving player engagement and retention.

Player Statistics and Leaderboards

Enhance player engagement and foster healthy competition and create a vibrant esports ecosystem through leaderboards and player statistics.

Key features to consider for player statistics and leaderboards:

1

Comprehensive Player Statistics – Players constantly strive to improve while also comparing themselves to others. Providing valuable insights on performance, win/loss ratios, and accuracy, through leaderboards is an efficient way to improve player engagement.

2

Dynamic Leaderboards – Leaderboards need to be flexible to showcase top-performing players or teams in various aspects and across various metrics. Useful to drive ongoing engagement and participation.

3

Personalized Leaderboards – A good leaderboard is a relevant leaderboard. Personalized leaderboards give every player an engaging and motivating challenge that's relevant to them regardless of skill-level.

In-Game Rewards and Progression

Improve player engagement and retention by providing mechanisms to play more, strive to improve and get rewarded in doing so.

Key features to consider for in-game rewards and progression:

1

Skill-based Progression System - A skill-based system like the Elo rating system is not only good for matching up players of equal skill-level, but also a great way for users to compare skill and great way to increase engagement by having players playing more and improving their skill.

2

Tiered Progression System – The ability to provide your players with unique rewards or benefits for each tier, creating a sense of progression and status. Not necessarily tied to skill but can be tied to experiences gained doing certain tasks.

Integration with Competitive Gaming Platforms' APIs

These APIs provide access to a range of features, including player registration, matchmaking, leaderboards, and tournament management. Integration with competitive platforms' APIs allows game developers to tap into existing player communities and leverage their robust infrastructure and tools.

Key considerations before selecting providers for integration

To optimize the integration with competitive platforms' APIs, consider the following:

1

Platform Reputation and Popularity - Evaluate the reputation and popularity of the competitive platforms within the gaming community unless a full white label solution is pursued. Consider factors such as user base size, active player engagement, and overall brand trustworthiness.

2

Feature Compatibility – Ensure that the game's desired features align with the capabilities offered by the competitive platforms' APIs.

3

Accessibility and Cross-Platform Support - Evaluate the accessibility and cross-platform support offered by the competitive platforms. Consider compatibility with various gaming devices, operating systems, and the ability to cater to a diverse player base.

4

Monetization Opportunities - Explore the monetization opportunities provided by the competitive platforms. Assess features such as advertising options, ticket management, sponsorship opportunities, and revenue-sharing models to maximize the financial benefits for game developers, organizers, and brands.

5

Integration Flexibility - Consider the flexibility of the integration. Assess the availability of APIs, SDKs, and integration documentation that enable seamless integration with the game.

6

Customization Options - Evaluate the level of customization available through the APIs to align with the game's branding and user interface.

4 Case study: The Battle of Polytopia

How The Battle of Polytopia Grows its Competitive Player Base and Increases Engagement using Challengermode

Mobile gaming has exploded in popularity over the past couple of years. And the turn-based game The Battle of Polytopia sits at its epicenter. The award-winning strategy game developed by Midjiwan AB has been downloaded over 17 million times across Steam, App Store, Google Play and the Tesla Arcade.

Christian, the CEO and Marketing Manager of Midjiwan, reached out to Challengermode with the goal of introducing a fun and engaging way of competing, built into The Battle of Polytopia, and remove the hurdles players face day to day.

“ We wanted to make it easy for players to set up and participate in tournaments themselves. It was also important to display the tournaments inside the game itself so that more players would find them. ”

– Christian Lövestedt, CEO & Marketing Manager of Midjiwan, The Battle of Polytopia

Challengermode introduces easy to use in-game tournaments for all skill levels to enhance player engagement and retention. The solution is a full-scale, out of the box solution, that comes with various stages of integration options. Midjiwan opted for a fully integrated solution within their game, allowing players to seamlessly participate in Challengermode-powered tournaments without ever leaving the game client.

The Easy Way of Integrating Tournament Functionality Into Your Game

Midjiwan and The Battle of Polytopia turned to Challengermode and the Game Integration API as a quick and simple way of integrating tournament functionality into their game without significant development resources or time.

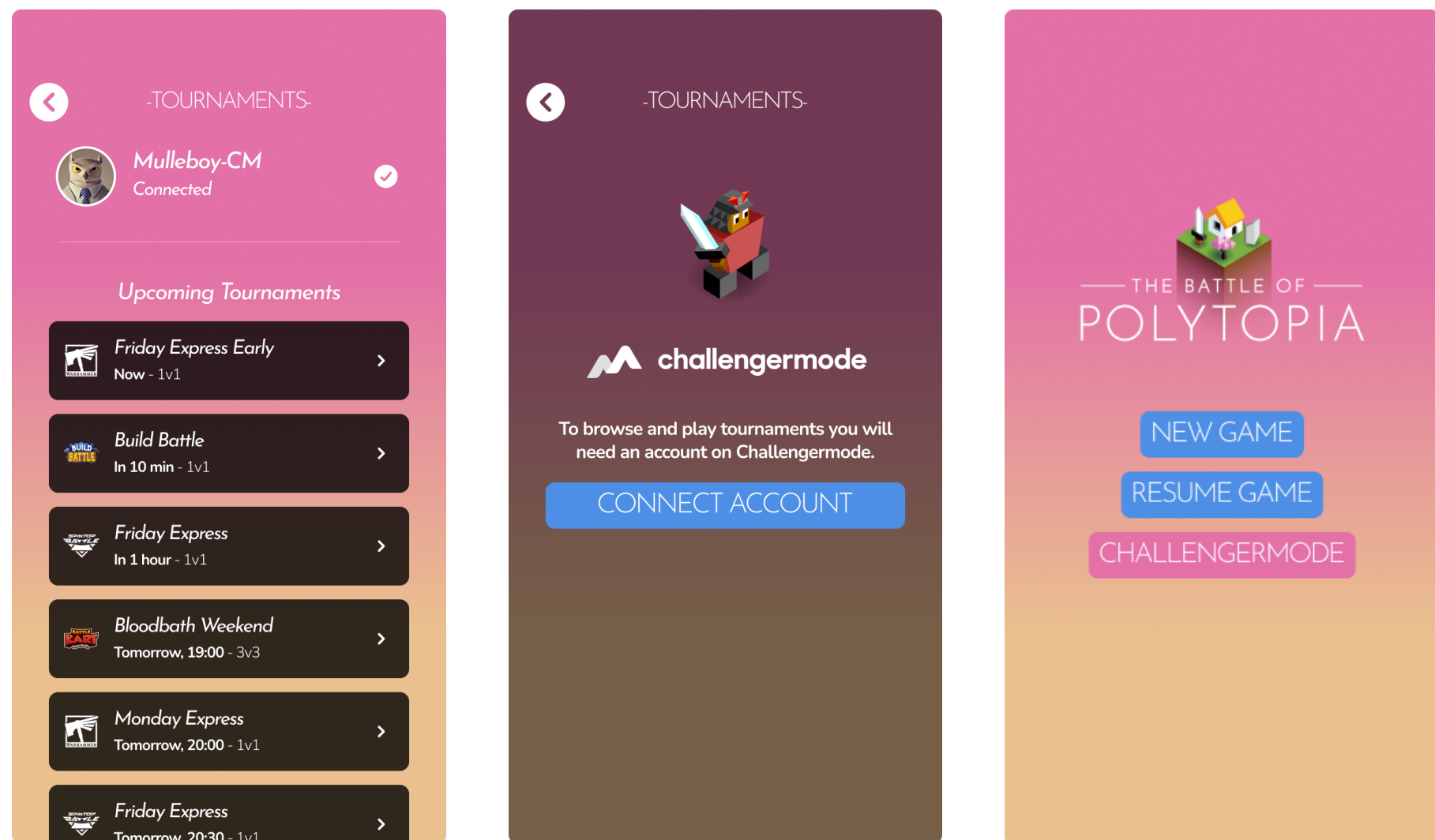
The integration is made up of three key components:

1. Linking the users account
2. Registering an game session should with which players and game settings
3. Sending the game results to Challengermode

The second step uses Challengermode's realtime API capabilities to show tournaments in-game which allows users to browse and join tournaments from inside the game client itself.

The key components behind bringing Challengermode Tournaments into Polytopia are:

- Establishing account ownership verification by linking player accounts from Polytopia to their Challengermode accounts
- Allowing for the automatic creation of game sessions with specified settings
- Ensuring that after each game, results are transmitted to Challengermode in real-time to provide updated tournament standings



The Launch of Challengermode Tournaments Inside the Game

The launch date for the tournament update was marked on December 12th, 2022 and signups for the first fully automated Polytopia tournament since the game's launch in 2016 opened.

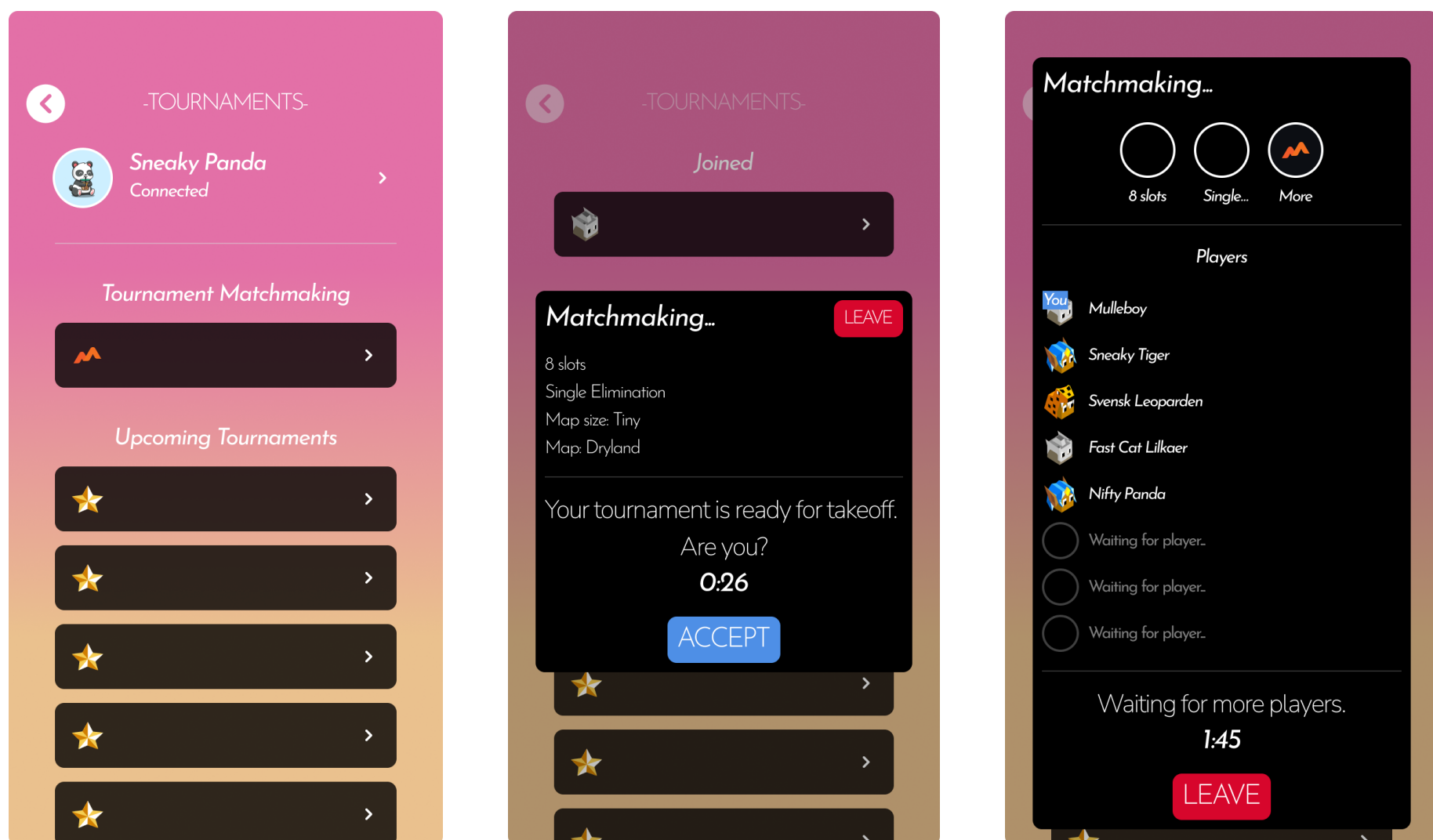
Launch day was a success! The tournaments that were planned for the day were met with such demand that they filled up in no time, with 4 times the number of registrations compared to the available slots. More than 20,000 players showed up in the first couple of tournaments, showcasing the excitement and anticipation that surrounded the new game mode.

“The response was very positive and the most common feedback has been to host even more tournaments to play in.”, Christian Lövstedt.

Tournament Matchmaking

To address the high demand, Midjiwan made the decision to integrate Challengermode's Tournament matchmaking technology in addition to scheduled tournaments. **Tournament matchmaking** is a game mode that streamlines the process of creating, launching, and running tournaments, using predefined game and tournament settings.

This added feature lets users compete in tournaments on their own schedule - anytime and anywhere. Pairing scheduled tournaments with on-demand matchmaking queues gives Polytopia flexibility in planning ahead as well as giving players the option to play tournaments on their own time.



The Key Results

About a month into the tournament patch, 10% of daily active users (DAU) had tried out the new tournaments.

Since the launch of the tournament update Polytopia also saw an increase in user-generated content in the form of community hosted tournaments. In the first month alone, more than a hundred tournaments had been hosted by users themselves.

- 10% of daily active users engaged with tournaments
- 100+ community hosted tournaments in the first month

5 Conclusion

Improving player engagement is a crucial factor for success in the gaming industry, impacting revenue, community building, and brand loyalty. This whitepaper has explored the concept of increasing player engagement through competitive gaming, highlighting its importance and presenting actionable solutions to enhance it. Competitive gaming serves as a catalyst for increased player engagement, fueling the competitive spirit and driving players to invest more time and effort into the game. By embracing competition, game developers can captivate players, foster thriving gaming communities, and differentiate themselves in the market.

Traditional esports approaches have limitations, including high cost barriers, limited accessibility, and a lack of diversity. To overcome these challenges, game developers are increasingly embracing grassroots esports, empowering the community, and collaborating with smaller influencers and organizers. This approach cultivates local communities, enhances authenticity and relatability, and creates meaningful partnerships.

To supercharge player engagement, game developers should optimize each phase of the player's competitive journey: pre-game engagement, in-game engagement, and post-game engagement. By building anticipation through competitive gaming, integrating competitive gaming solutions within the game, and sustaining interest and retention in the competitive gaming landscape, developers can improve the retention and revenue of their game.

Technological advancements, particularly competitive gaming platforms and their APIs, play a pivotal role in empowering player engagement. Platforms like Challengermode offer comprehensive features such as large-scale tournament operations, matchmaking and skill-based ranking systems, player statistics and leaderboards, in-game rewards and progression, and monetization capabilities.

In conclusion, improving player engagement through competitive gaming is crucial for the success of game developers in the ever-evolving gaming landscape. By embracing competition, leveraging technological advancements, and optimizing the player journey, developers can create unforgettable gaming experiences, foster thriving communities, and drive sustained growth and success.

Seeking to ways improve player engagement and retention?

Challengermode is the **leading global competitive gaming engagement platform**, and has proven track record of delivering success to multiple AAA game publishers and developers.

Challengermode AB
<https://www.challengermode.com/developers>
sales@challengermode.com