



# AMBER

OVERVIEW DECK

LIVE OPS SERVICES



**AMBER is a trusted global game development partner with expertise across a wide range of platforms and genres.**

● Product Development ● Development Services



# TRUSTED BY INDUSTRY LEADERS



I have worked with many external vendors/partners/providers in the past and have never had a quality of service quite up to the level as we've received from AMBER."

Ayhan Sahin - BIG FISH GAMES



We are delighted by the last 3 years we have shared together and by the more of 2000 levels you have created for us, for the project Angry Birds Friends, during all this time. I think I can speak for everyone when I say that it has been a wonderful and enriching experience from the very beginning. Thanks a lot for sharing with us your passion and your eagerness to learn more and more every day. We really appreciate the fact that we together have been able to push the boundaries of our level design to limits we never thought we would reach."

Adrian Navarro Perez - ROVIO



I feel like our collaboration with AMBER has only strengthened over the years of working together. Teams and individuals from TSB who are working directly with AMBER team all shared positive feedback about them."

Eszter Barabas - SANDBOX



A wonderful experience working with a professional and inspired team! Our products are better with AMBER in the fold!"

Jake Flint - IMANGI



# AMBER MISSION

## We strive to create HIT GAMES

Amber live ops teams focus on delivering best in class products that have a high commercial potential. We bring together best in class talent and a data driven decision making mindset, to launch and operate games that can be successful over year of continued live operation.

## By maximizing USER ENGAGEMENT

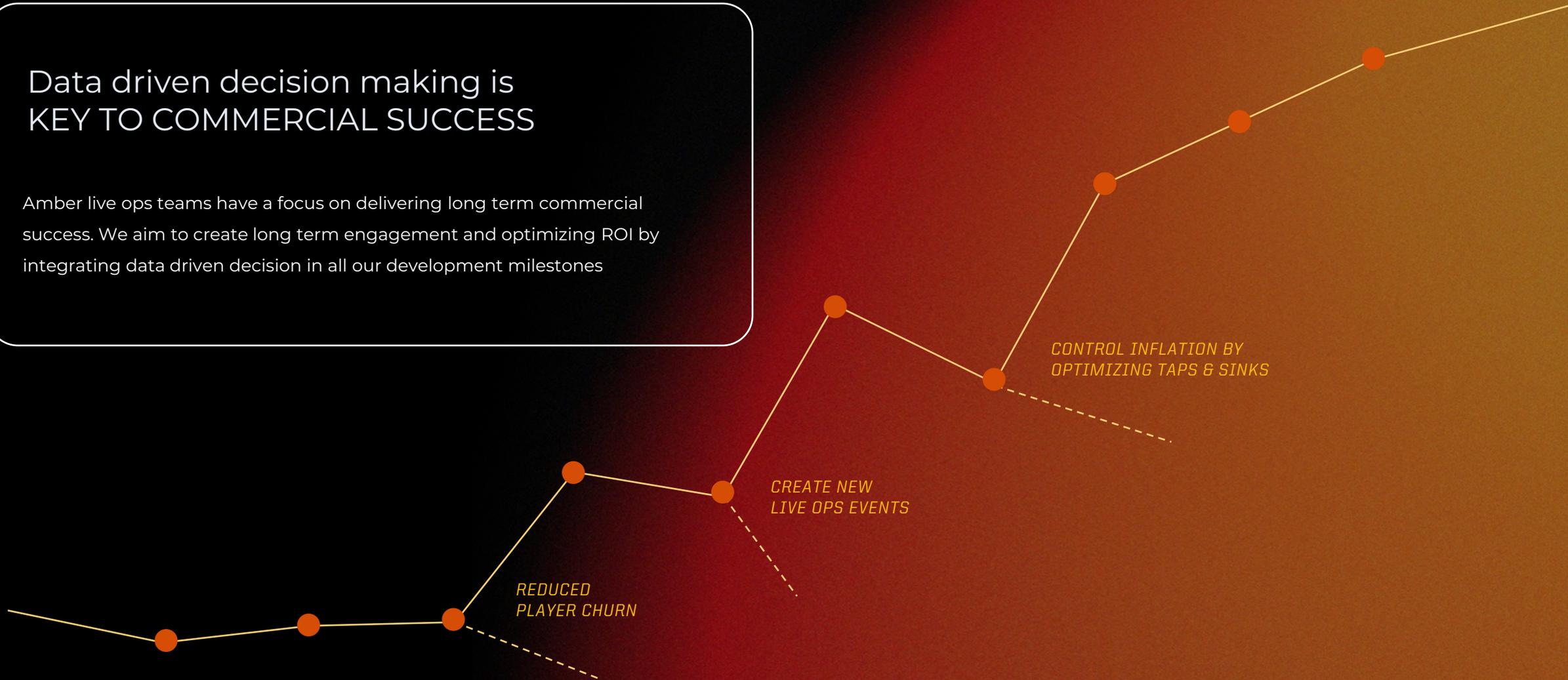
Keeping a high level of engagement will result in a healthier and happier player base that drives increased retention and conversion. We look to implement short to long-term creative and data driven solutions to ensure we get the most out of every content and feature release.



# AMBER PHILOSOPHY

Data driven decision making is  
KEY TO COMMERCIAL SUCCESS

Amber live ops teams have a focus on delivering long term commercial success. We aim to create long term engagement and optimizing ROI by integrating data driven decision in all our development milestones



# AMBER PIPELINE

As a successful live ops team we combine data driven design with a focus on A.R.M.

## ACQUISITION

Focus on maximizing our target user base and tailor the experience to increase ROAS

## RETENTION

We believe the ability of a game to retain and engage its users is one of the main requirements for its success, our focus is to maximize that engagement and create long term connections with our users

## MONETIZATION

Maximize ARPDAU through innovative use of live events, desirable game content, appealing bundles and control over the in-game economy



# AMBER PRODUCT MANAGEMENT



## ADJUST ARM

- Maximize ROI
- Optimize FTUE
- Minimize player churn
- Drive early conversion



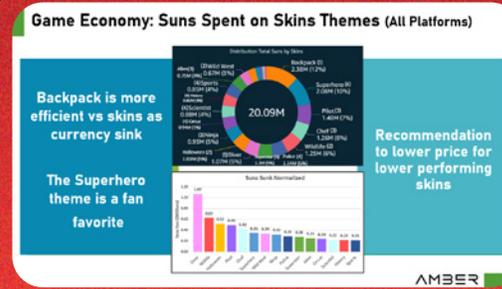
## MONETIZATION STRATEGY

- Maximize LTV
- Rotate and test bundles and offers
- Maximize ROI for seasonal content
- Optimize spend/player profile



## SPECIAL EVENTS CALENDAR

- Manage Event calendar
- Engage early & Late game players
- Explore new engagement mechanics
- Leverage seasonal engagement



## DATA DRIVEN DECISION MAKING

- Manage Data Analysis priorities
- Turn data into actionable insight
- Prioritize Project Data needs



## PERFORMANCE REPORTING

- KPI trends
- Engagement
- Revenue trajectory
- Forecasting



## AB TESTING PLAN

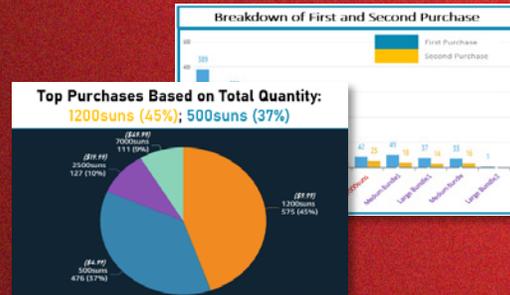
- New Offers
- Diversified Events
- Currency and pricepoint
- New features



# AMBER DATA ANALYSIS

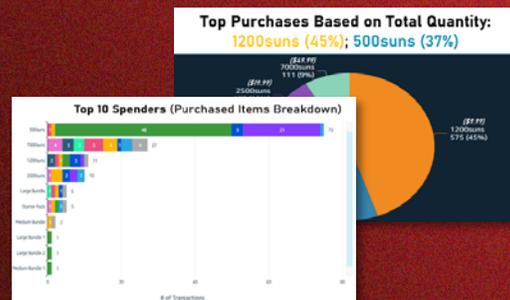
## ACTIONABLE DATA ANALYSIS

- Performance of in game events
- Purchasing Pattern
- In game user behavior
- Churn identification
- New feature impact



## MACHINE LEARNING ALGORITHMS

- Actionable ML tools
- Churn Prevention
- Whale early identification
- Engagement improvement



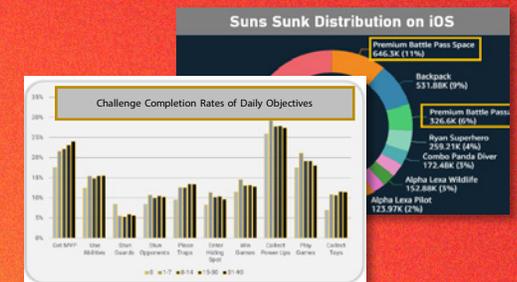
## ECONOMY VALIDATION

- Currency taps and sink Monitoring
- Inflation alerts
- User lifecycle mapping
- Progression path



## EVENTS PERFORMANCE

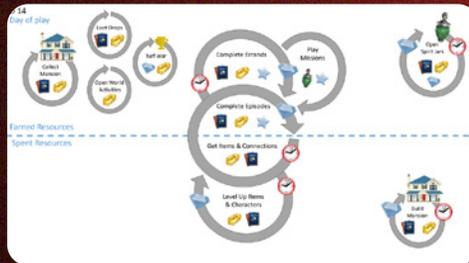
- Participation rate
- Performance by user profile
- Post event effect investigation
- Impact on long term retention



# AMBER ECONOMY DESIGN

## BALANCING TAPS AND SINKS

- Review all economy impacting components
- Introduce/tweak economy systems
- Rebalance low performing systems
- Optimize toward KPI targets

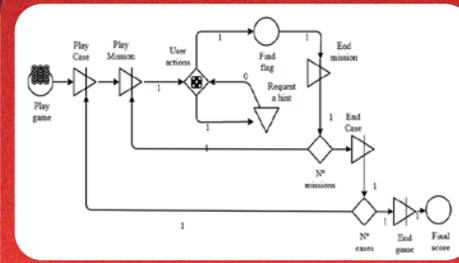


## DECONSTRUCTIONS

- Deliver competitor deconstruction
- Review best in market systems
- Adapt new systems to optimize KPI

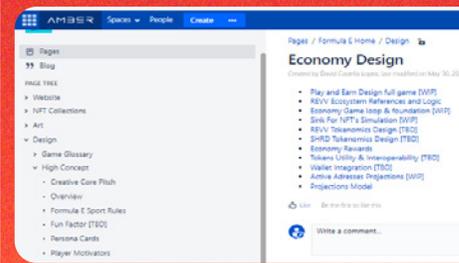
## NEW OFFERS/EVENT BALANCING

- Balance Events rewards
- Rebalancing bundle offers
- Identify new potential rewards
- Analyze impact of new changes



## SIMULATIONS

- Simulate new in game systems
- Predict impact of new features
- Find currency optimization opportunities



## ECONOMY DOCUMENTATION

- Create self-balancing economy doc
- Document all in game economies
- Keep economy documentation up to date



## CURRENCY INFLATION MANAGEMENT

- Maintain control o currency inflation
- Manage economy levels
- Drive changes to address currency imbalance



# MARKET RESEARCH SERVICES

## Data Collection



- Focus group and playtests;
- Tailored player surveys and analysis;
- Audience interviews;
- Reporting - provision of recurring, curated reports.

## Market Research & Consulting



- Audience Segmentation;
- Competitor Analysis;
- Market Positioning;
- KPI Benchmarking & Overview;
- Tailor-made project consultation;
- Project Benchmarking;
- Do's and Dont's based on previous titles best practices.

## Brand Testing



- AppStore Optimization;
- Appeal Tests.



# PUZZLE PORTFOLIO LEVELS CREATED

Every successful game revolves around content, with Retention continuing to be an essential indicator of a product's health. We will work closely and tirelessly with you to create an ongoing pool of additional content, aiming to extend the lifespan of your product in new and exciting ways for your audience, as we did for:



Disney  
Dream Treats

500

Levels since  
July 2019



Inside Out  
Thoughts  
Bubbles

1260

Levels since  
July 2019



Cinderella  
Free Fall

1500+

Levels since  
March 2015



Angry Birds  
Dream Blast

1425

Levels since  
February 2020



Angry Birds  
Friends

2200+

Levels since  
February 2021



Angry Birds  
Casual

4500+

Levels since  
October 2020



Angry Birds  
Reloaded

450+

Levels since  
September 2024



Pogo  
Multiple  
Games

1100+

Levels since  
October 2022



[Watch the Showcase Video](#)

# PUZZLE PORTFOLIO LEVELS CREATED

Puzzle games run deep within Amber's DNA, with broad puzzle title experience. Amber designers are currently crafting hundreds of levels a month for world renowned, top performing puzzle games:



Bubble Witch Saga 2

5750+

Levels since May 2019



Bubble Witch Saga 3

9100+

Levels since July 2019



Diamond Diaries Saga

5550+

Levels since January 2020



Pet Rescue Saga

660+

Levels since June 2020



Frozen Adventures

255

Levels since March 2019



Merge Gardens

3200+

Levels since February 2021



Gwen's Getaway

1500+

Levels since October 2021



Travel Duck

200+

Levels since June 2024



[Watch the Showcase Video](#)

# CASUAL EXPERIENCE: CASE STUDIES



Open Presentation



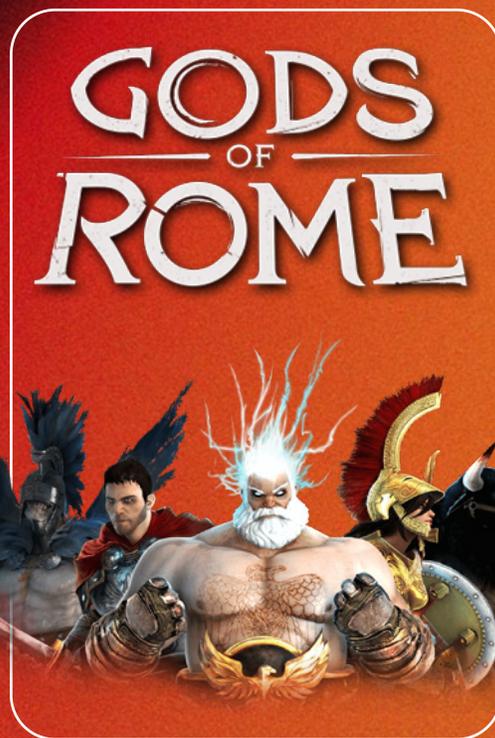
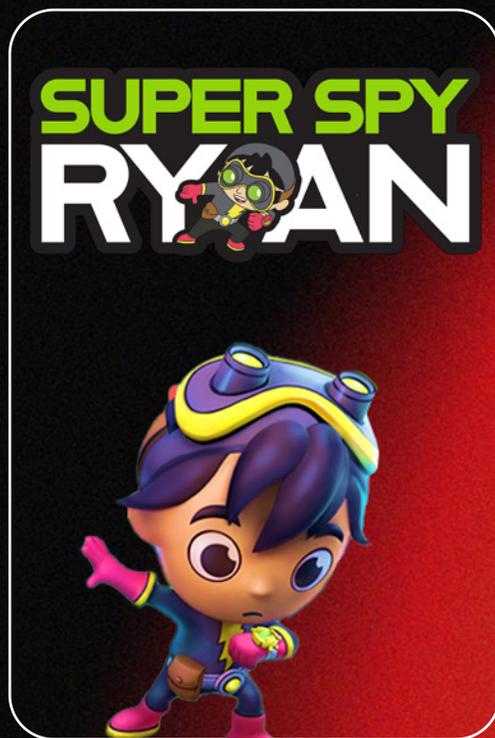
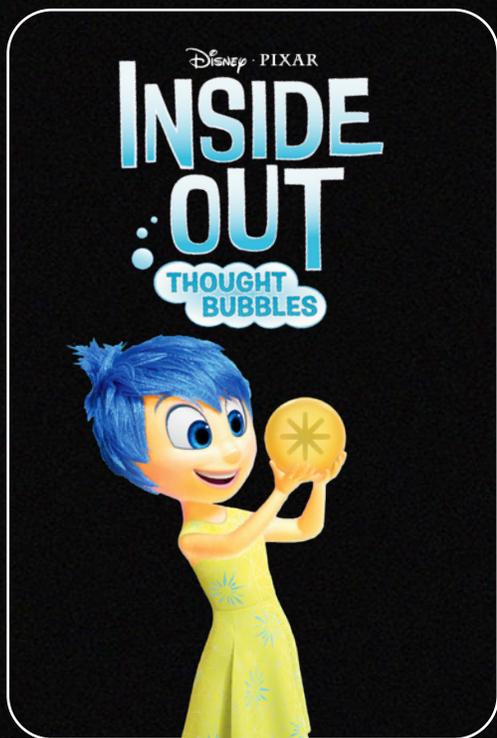
# MID-CORE EXPERIENCE : CASE STUDIES



[Open Presentation](#)



# LIVE OPS SERVICES: CASE STUDIES



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# AMBER LEADERSHIP



**MIHAI POHONTU**  
CHIEF EXECUTIVE OFFICER



PAST EXPERIENCE:



**SCOTT HUMPHRIES**  
CHIEF PRODUCT OFFICER



PAST EXPERIENCE:



**ANDREEA ENACHE**  
CHIEF REVENUE OFFICER



PAST EXPERIENCE:



**JAIME GINE**  
EXECUTIVE ADVISOR



PAST EXPERIENCE:



**CRISTIANA FERNBACH**  
GENERAL COUNSEL



PAST EXPERIENCE:



**TUDOR POSTOLACHE**  
CHIEF OPERATING OFFICER



PAST EXPERIENCE:



**ROIE CHIZIK**  
CHIEF FINANCIAL OFFICER



PAST EXPERIENCE:



**CATALIN BUTNARIU**  
CHIEF STRATEGY OFFICER



PAST EXPERIENCE:



# AMBER LIVE-OPS LEADERSHIP

Gamers with a passion for delivering commercial success.



**SCOTT HUMPHRIES**  
CHIEF PRODUCT OFFICER



PAST EXPERIENCE:   



**MIHAI SFRIJAN**  
HEAD OF STUDIOS



PAST EXPERIENCE:  



**CRISTIAN RADULESCU**  
INTERNATIONAL HEAD OF BI



PAST EXPERIENCE:  



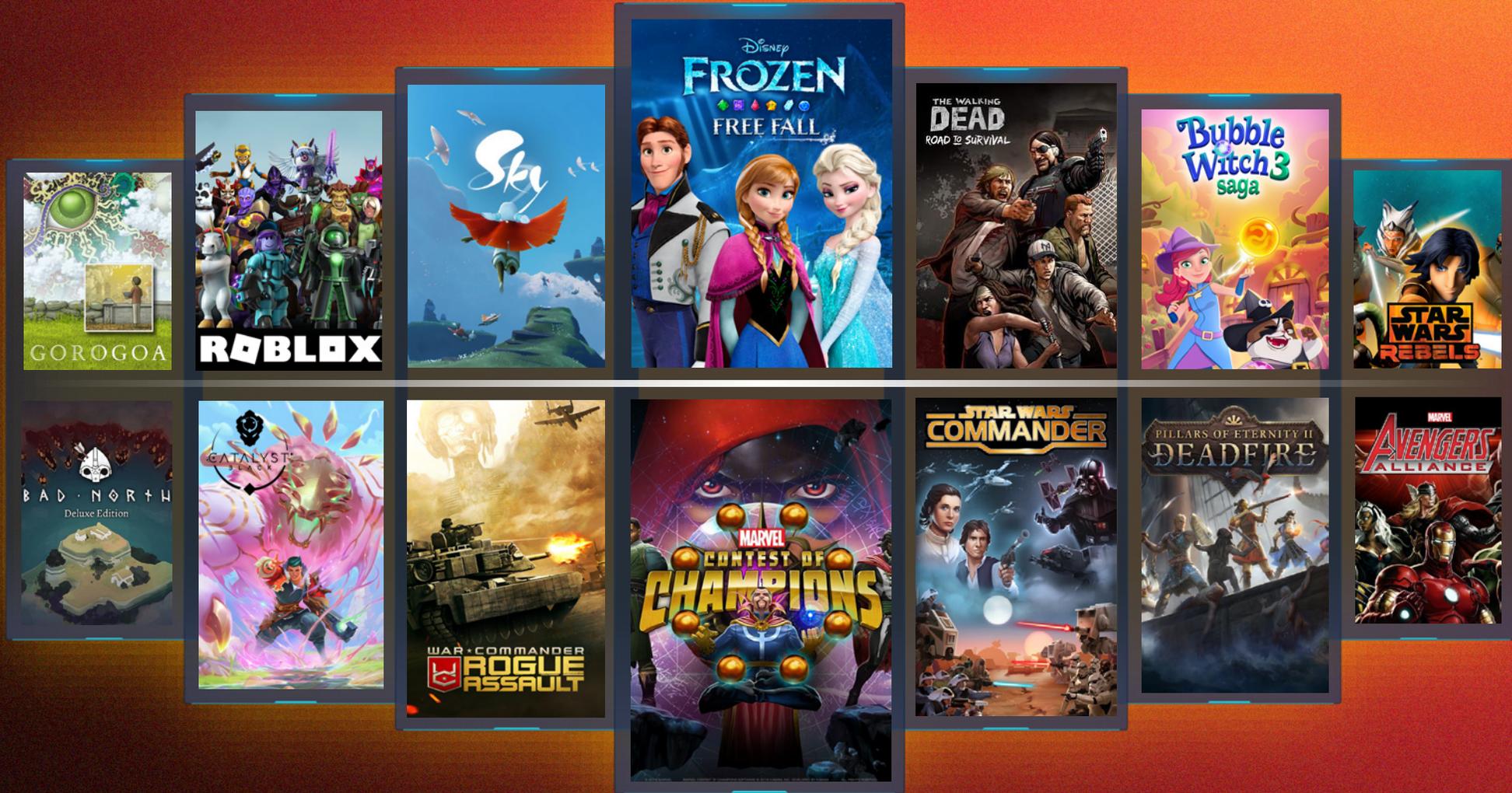
**GABRIELA GHERMAN**  
HEAD OF BI



PAST EXPERIENCE:  



# AMBER EXPERIENCE



Please check our full company deck [here.](#)



# CONTACT US



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**IOANA POHONTU**  
BD Manager



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