



# Pengpeng

Social Game Platform

40+ million users



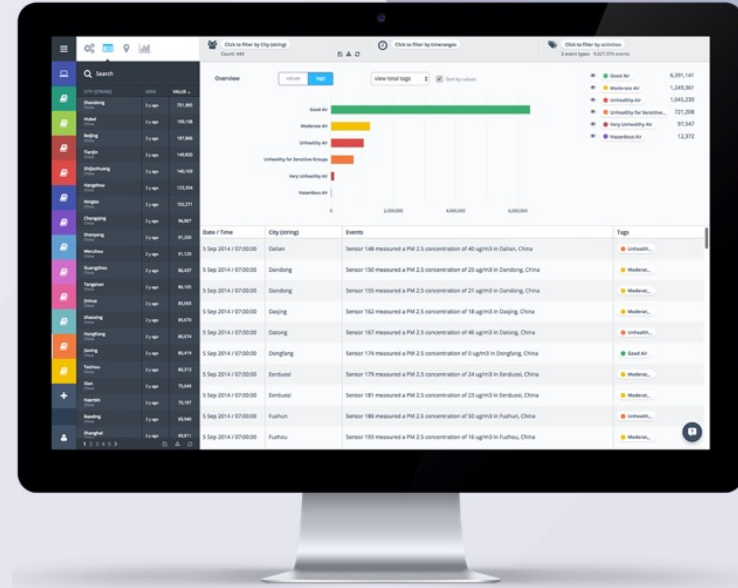
traintracks

Backend for enterprise analytics

## Mastering the Art of Social

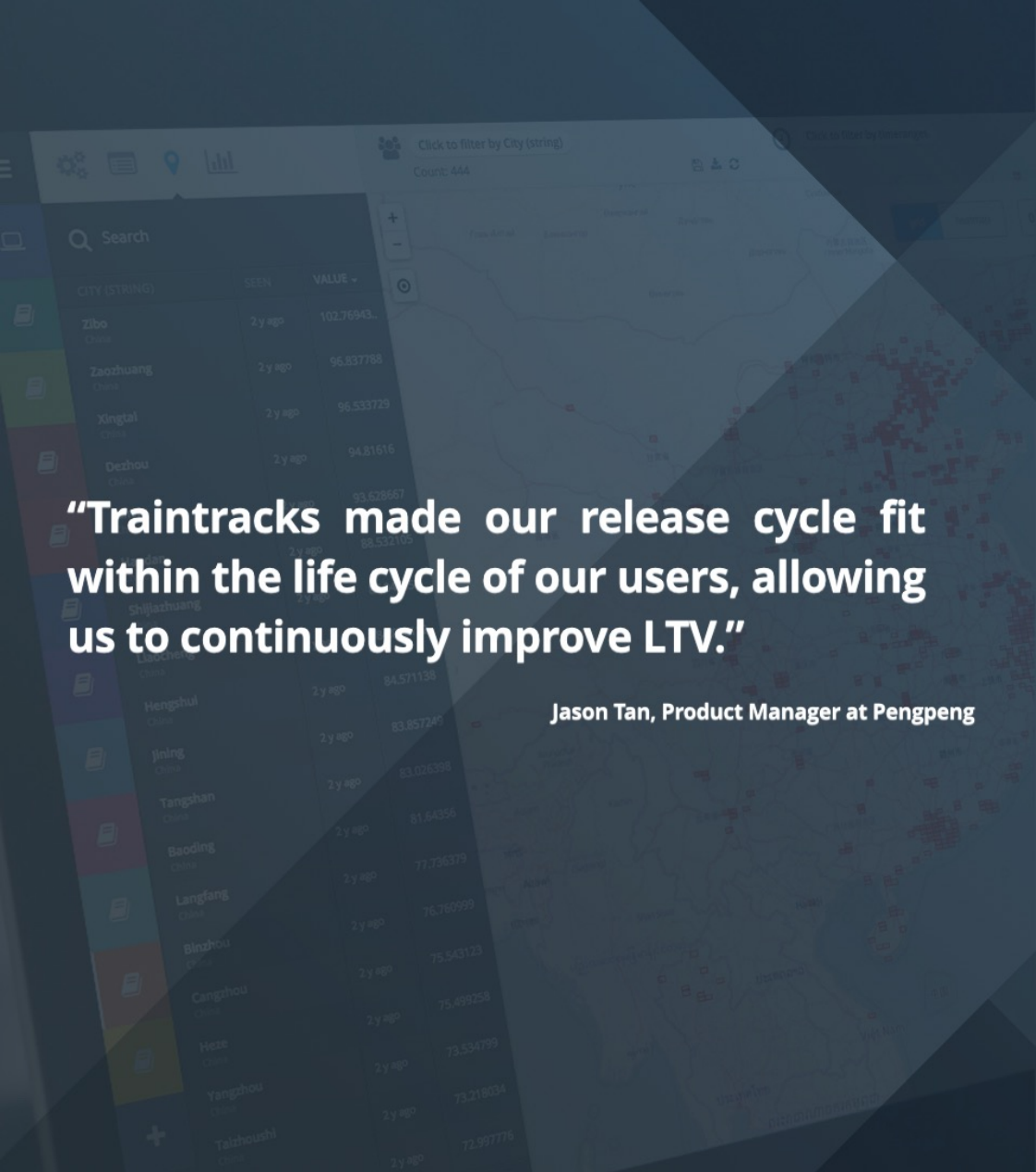
With 180 million page views per day, social gaming platform Pengpeng boasts the world's highest HTML5 traffic. To make a truly social experience, the ex-Zynga founders built a platform that encourages people to really get to know each other through quizzes, games and built-in chats.

Making social games is an art that requires a deep understanding of your users. To bring their users together, Pengpeng needed to give their product managers, designers and developers a way to independently explore and act on behavioral data. Traintracks enables each different team to measure what matters most for their titles without conflict, while still providing point and click consolidated analysis across all titles for management.



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Jason Tan, Product Manager at Pengpeng



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## Testimonial

“Traintracks has helped us increase conversion on some of our in-game offers by more than 150%”, explains Product Manager Jason Tan. His team has been using Traintracks to closely monitor the behavior of Pengpeng’s paid users, rapidly improving their user experience to drive life-time value.

“With Traintracks we find issues and potential improvements faster than before, allowing us to release updates every week instead of once or twice a month,” says Jason. Before implementing Traintracks many users would have been lost before issues with a game had been identified and addressed. The speed and ease of use of Traintracks allows Pengpeng to go from insight to impact faster than ever.

“We want our users to feel that our games get better every day, and Traintracks allows us to update and improve our games before our users move on. Traintracks made our release cycle fit within the life cycle of our users, allowing us to continuously improve LTV.”

## Let's put you on the right track

If you're thinking about how to improve your analytics and internal reporting, we'd love to help you explore how Traintracks can power your data-driven decision making. Getting started with Traintracks is incredibly easy - you can be up and running the same day you give us a call.

### Contact us:

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