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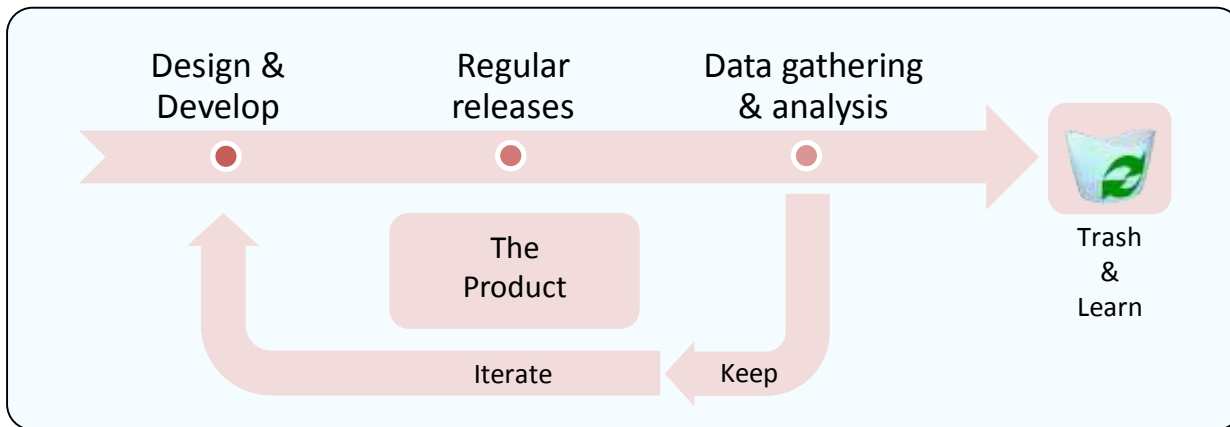
Technology, Analytics & Development

# USER BEHAVIOR & CUSTOMER SATISFACTION SURVEYS

– SAYING ONE THING, AND DOING ANOTHER

# Paradox Interactive

- ~95% digital distribution (fast transition from retail in 6 years)
- Industry giants at ~40-50% in leading regions
- Next challenge:  
Continuous improvement through on-going development based on daily data – constant change



# A/B testing of KPIs

- Space adventure
- A captain is the hero



"DIYS"

vs.



Professional?



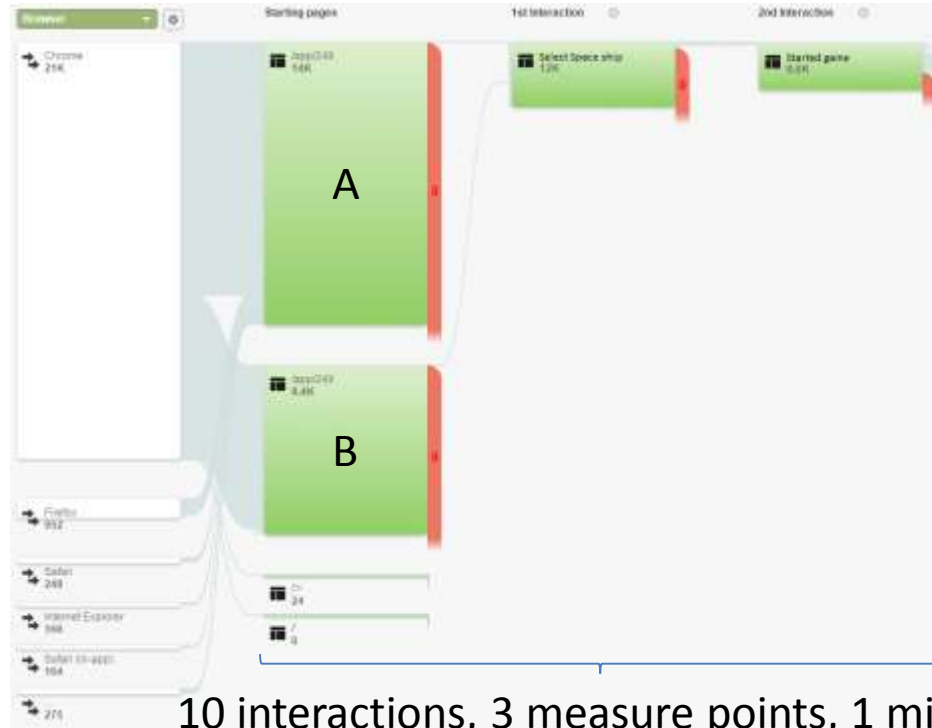
Effect 30-40 interactions later

# A/B testing

- Space adventure
- A captain is the hero
- DIYS



# A/B testing – A matter of minutes & seconds



# Another example: Battlefield Heroes (EA)

Google: "Paying to Win: Battlefield Heroes"

# Summary

- If your vision is constant improvement you need to embrace constant change
- User surveys are important to understand "soft" values and general direction
- You need to verify with testing and objective data continuously
- "Data never lies – but you need to understand your 'toolbox'"

**Questions?**



**Thank You!**

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