

Self-publishing in the post - IDFA era

Umami Games Case Study

Umami Games is a hyper-casual game studio that was founded in 2019 in Denmark. It has since managed to produce approximately 80 games in two years and has been quick to achieve success. In 2021, one of their mobile games "ABC runner" made it to the top three of Apple's charts for the most downloadable mobile games in the US, and remained there for four weeks.

They have been able to scale their business and focus on building great games by automating their data processes in the middle of iOS privacy changes in mid-2020.

The table summarises what they changed.

	Before iOS privacy changes	Post-IDFA
TEAM		
Size	3	8+ (scaling)
Data Expertise	Co-founder with banking background	Data Scientist / Analyst, UA manager
Games publishing	External	In-house
UA testing	iOS	Android
DATA		
Processing	Manual	Automated
Insight	Low	High
Key Metrics	Low CPI's	CPI's, Playtime, Day 1 & Day 7 Retention, CTR, CVR, IPM
App portfolio benchmark	No	Yes
Data crunching	Pivot Table	SQL
TOOLS		
Reporting	<ul style="list-style-type: none"> Google Sheets Facebook Business Manager 	Custom BI
Game versioning	Trello	Custom BI
Product Analytics	GameAnalytics	<ul style="list-style-type: none"> GameAnalytics DataSuite AWS Glue Athena
Marketing Analytics	Publisher's choice	Tenjin

“ In these post-IDFA days you really need to understand your data so you're not 'too blind' when you're making decisions in mobile development. ”



Riley Andersen
Co-founder & CEO at Umami Games