

Karmafy for Video Games

Overview

Karmafy in a Nutshell

Karmafy is a content and gamification platform allowing owners of services such as mobile games, apps and websites to incentivise desired user behaviour based on a reward system where points earned while interacting with the service empowers the user to direct contributions to good causes. This combination of game features with a charitable aspect has been shown to enhance user loyalty and retention and to facilitate user acquisition.

This document is intended for video game developers to understand the potential benefits of Karmafy integration as well as the associated effort on their side.

Proven Effect



[*demonstrated in Slam Dunk Basketball 2 during A/B testing]

Karmafy together with Gaming Corps ran a 55 000 player A/B test in the game Slam Dunk Basketball 2. All these players were from the US and on either Android or iOS. By random, players were allocated to the Karmafy invisible or the Karmafy visible group. After 2 months of running we analyzed the data. For the Karmafy visible group we found the following

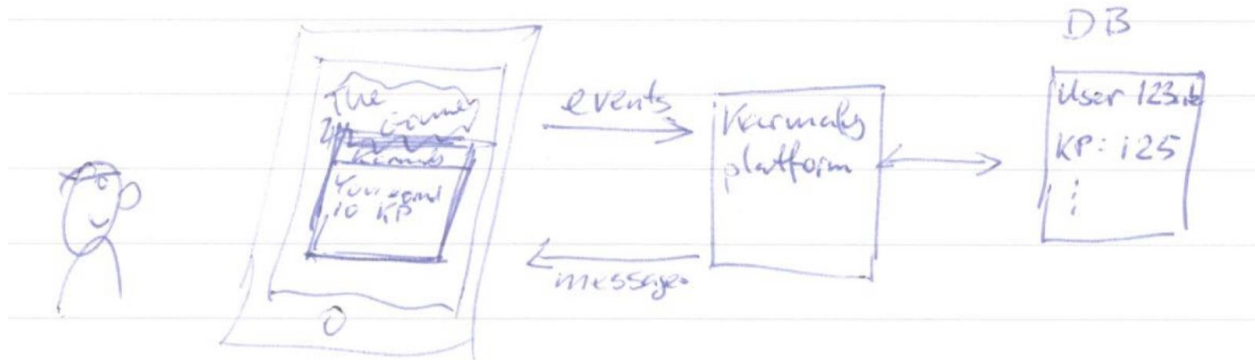
- D1 and D7 user retention was up +4% and +6%
- Social sharing to Facebook was up +180%
- Number of purchases was up +42%

In all, the introduction of Karmafy to Slam Dunk Basketball had a substantial positive effect and with this knowledge Karmafy was fully rolled out on Slam Dunk Basketball 2.

How it Works

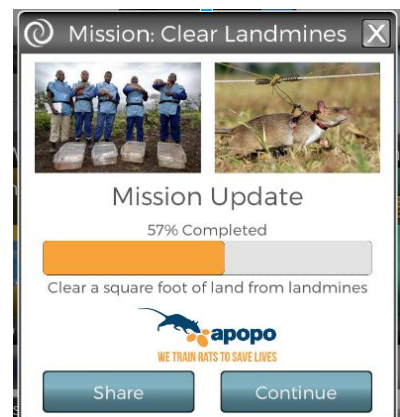
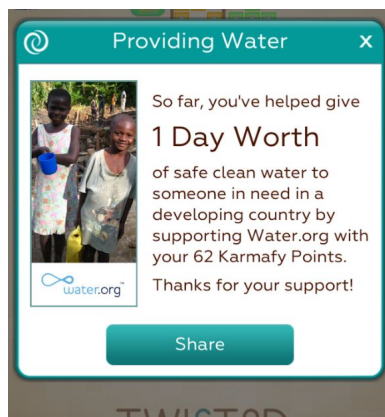
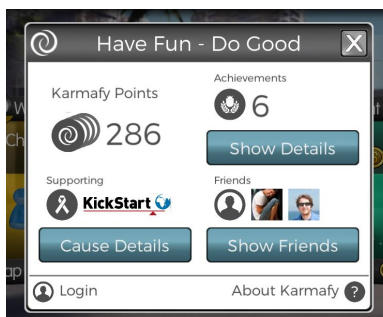
When embedded in a game, Karmafy turns actions within the game into Karmafy Points (KPs). The application notifies the Karmafy SDK of relevant user actions ("events"), and

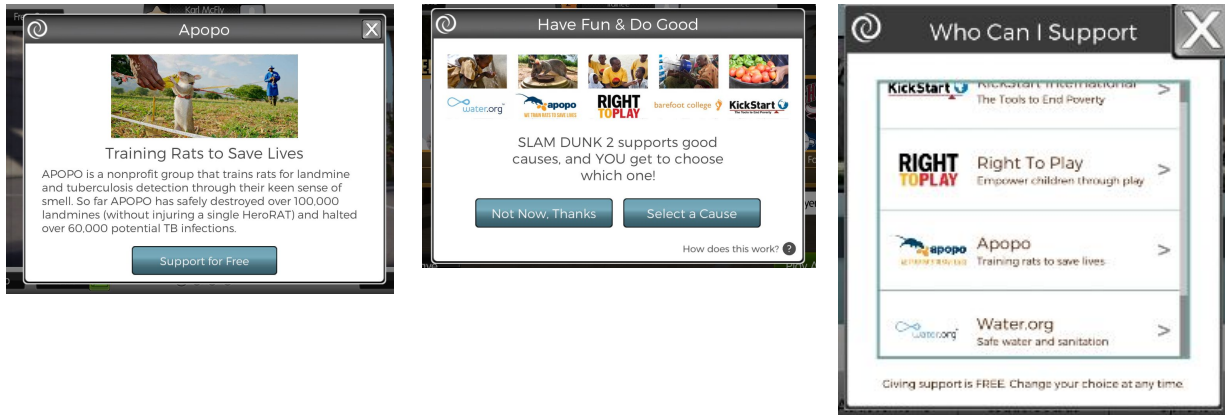
the platform applies customised rules to determine the number of KPs credited to the user. In addition to KPs, the user may also earn a variety of achievements. Examples of events that can earn KPs are completing a level, avoiding an obstacle, defeating an enemy, watching advertising content, sharing on social media, recommending game to a friend, or indeed anything agreed between the game developer and Karmafy.



Any of these can be combined with multipliers rewarding repeated behaviour, such as performing some action ten times, five days in a row, etc. The rules can even be applied recursively, for example allowing you to earn additional KPs when reaching your fifth achievement.

The player experiences Karmafy through popup messages when earning KPs or achievements, on accomplishing goals, etc. The user has the option to select an organization to give Karmafy points to. This organization will then continuously receive the Karmafy points gained by this user (until the user chooses to support another organization).





Karmafy's revenue from a game will be shared with charitable organisations in accordance with the selection made by the users. In this way, each organization will receive a proportional allocation based on the number of KPs their supporters generate over a certain time-period. Each rewarded point is assigned a value and is converted to a donation to the organization that it was given to. The Karmafy point value is regularly updated based on aggregate amount of revenue share over a specific period of time vs number of points allocated to good causes during the same period.

At regular intervals, users having chosen to support a good cause will be notified about the impact their KPs made, meaning that a user can directly translate activities within the application to, say, clean water or health services delivered to beneficiaries of the organisations. As Karmafy point value varies and we want to avoid comparisons between different organizations and/or games, we do not intend to directly show translation of KP into cash value for the end user.

Integration into a Mobile Game

The Karmafy SDK is currently available for Unity3D and native SDKs for iOS and Android are under development.

Integration of the SDK follows these steps:

- Obtain a game ID from Karmafy.
- Add the SDK to the game source tree.
- Configure SDK with game ID and a bit of additional information about the game.
- Implement an SDK delegate that receives Karmafy messages intended for display.
- Add code to send Karmafy events at certain points (app launch, app gains/loses focus, etc.).
- Add a Karmafy Menu button.
- Optionally adding a widget displaying user's Karmafy points.
- Enable Karmafy to initiate sharing to social media

The SDK comes with documentation and code samples, allowing these steps to be performed in a few hours.

For deeper integration, the game may choose to send Karmafy events in these cases:

- User watches advertising content.
- User logs in with Facebook or similar service.
- User makes an in-app purchase.
- User shares something on social media.
- Attributable installation (to track the effect of referrals and recommendations).
- Game specific events such as finished a level, collected X stars, beat a friend's highscore and such.

In most cases, the above points is initially a case of duplicating the calls to analytics solutions and sending us the same data.

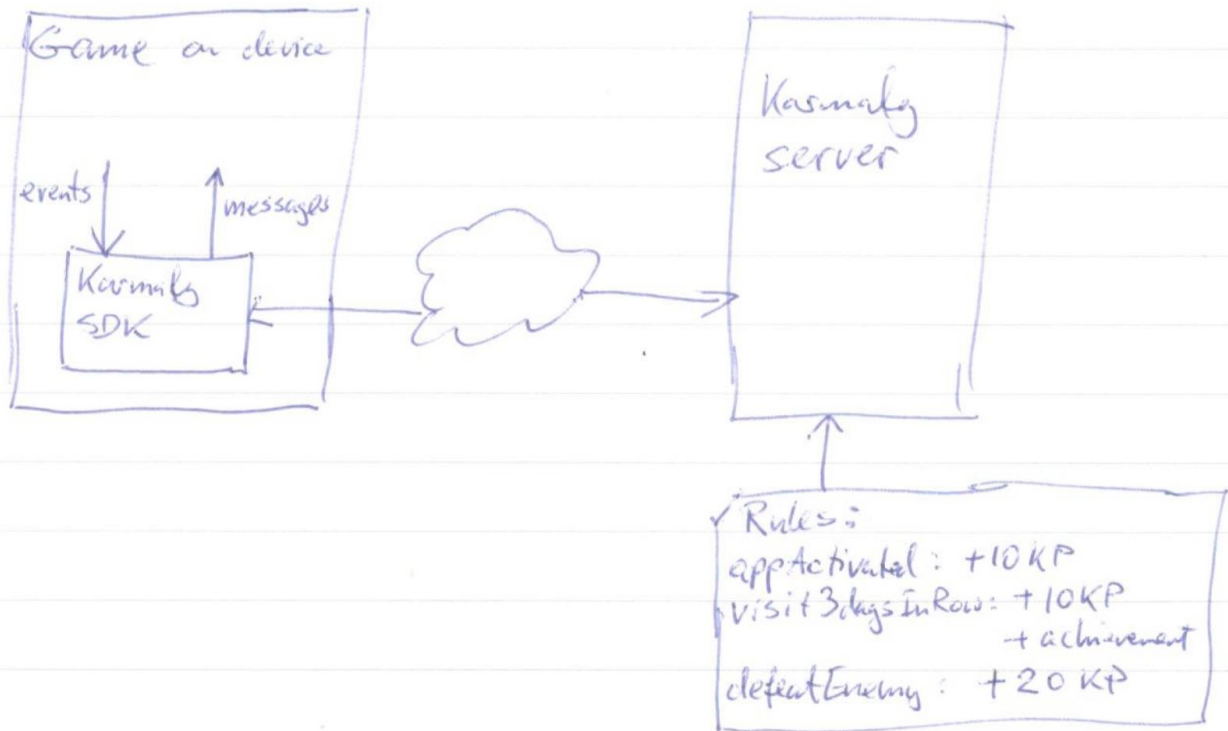
See also:

Karmafy for Video Games - *Architecture and Integration*

Karmafy SDK *for platform P*

Customising the Rules

When a game is initially registered on the Karmafy platform, it comes with a standard set of rules for the generic Karmafy experience in a game. This includes cause selection, viewing your Karmafy status and such. There are also some rules to reward frequent usage of Karmafy games, e.g., playing three days in a row. The standard rules are also prepared to reward other user actions such as watching an ad video, making an in-app purchase, or sharing on social media. In order for this to work, you must send a Karmafy event to the SDK whenever these actions occur. The SDK integration manual contains a list of events handled "out of the box" and explains how to send them.



In addition to KPs, Karmafy can also be configured to award achievements when the user reaches certain milestones. As for points, the game posts events to Karmafy where rules decide if an achievement has been completed. Generic achievements apply to all games unless agreed otherwise, while game-specific achievements are defined in collaboration between the game developer and Karmafy.

To make the Karmafy experience more relevant to the player in the context of the actual game, it is recommended to extend the rule set to reward game-specific actions, such as completing a level, winning a game, defeating an enemy, challenging a friend, etc. Game designers can work together with Karmafy staff to customise the rules to encourage and reward exactly the user behaviour that is relevant to the particular game. Below is an example of a shared spreadsheet used to define the reward mechanisms in the game "Tappy Cubes".

ID	Products	Title	Rewarc KP	Achiev multiple times	Achiev Status	
2	Tappy Cube	Second login	2		New	<HAS CHOSEN ORG>Welcome back to MobiMusic with <SELECTED.ORG>. Thank you for your support. <HAS NOT CHOSEN ORG>Welcome back to MobiMusic <URL>mobimusic.pk/karmafy<URL>. Come back each
3	Tappy Cube	Daily login	1		New	Welcome back to Tappy Cubes - have an extra 10 Karma for your support</HAS CHOSEN ORG> <HAS NOT CHOSEN ORG>
4	Tappy Cube	Game Over	according to formul			You earned XX Karmafy Points for that game. <HAS CH-waste!</HAS NOT CHOSEN ORG>
5	Tappy Cube	Scored more than 10	5			You're really getting the hang of this. As a reward, you've CHOSEN ORG> <HAS NOT CHOSEN ORG>Don't let t
6	Tappy Cube	Scored more than 25	10			You've shown yourself to be a true pro! In recognition yo support</HAS CHOSEN ORG> <HAS NOT CHOSEN O
7	Tappy Cube	Scored more than 50	20			All hail the Tappinator! For this you have not only earned ORG><SELECTED.ORG> thanks you for your support<

See also:

Karmafy for Video Games - *Features and User Experience*

Choice of Good Causes

The game developer can select a number of preferred Karmafy causes. Each player gets to choose one of these causes they want to support. To not overburden the player and to make the choice of cause simple we prefer to highlight a short list of charities players initially can support (3-6?). Having a short list also makes it easier for Karmafy to supply content and handle payments.

Karmafy works with a large number of organizations. Go here for a full list:

<http://karmafy.com/cause-partners/>

Other Features

If the game supports logging in through Facebook and allows Karmafy to access the user's friend list, a number of social features become available:

- See friends' Karmafy points - compete with your friends for KPs.
- See which organizations your friends are supporting
- Coming soon: Collaborative goals - can you and your friends achieve something together?
- Coming soon: Challenge your friend

If desired, the game may participate in cross-promotion with other Karmafy-enabled games.

See also:

Karmafy for Video Games - *Features and User Experience*

Business Intelligence and Experiments

Unless agreed otherwise, Karmafy will feed real-time data to Google Analytics and share the results with the game developer. (Note: the Google Analytics SDK is not required)

The Karmafy platform supports experiments (also known as A/B testing or randomised controlled trials) to help optimise the Karmafy experience for the individual game. One particularly important experiment involves completely disabling the Karmafy experience for a certain user segment and observing the difference in behaviour between users exposed to Karmafy and those not exposed.

Required Revenue Data

In order for Karmafy to calculate the value of KPs and the contribution to each cause, and in order to determine the service fee due to Karmafy, we require these data points at regular intervals:

- IAP revenue derived from players having selected a cause.
- Ad revenue or impressions derived from players having selected a cause.
- Number of attributable installs, per referral code.

Operations and Maintenance

Once the SDK has been integrated and a set of rules has been created, the Karmafy service should require zero effort from the game developer. However, it is always possible to modify the rules, messages, supported causes, and experiments as and when the game developer desires. Karmafy will always look at enhancing the Karmafy experience of the game with no effort required from the game developer.

Privacy and Data Sovereignty

In order to deliver the Karmafy user experience, Karmafy will store user-specific information including user's KP balance, current and previous choices of organisations supported, IDs and technical properties of devices used to access the service etc.

Unless the user takes special action, they will be registered on the Karmafy server as an "anonymous" user, identified by a UUID only. Game developers may optionally submit their own internal user ID (or an obfuscated version thereof) to Karmafy in order to link game and Karmafy user identities.

The user has the option of creating a "named" Karmafy account, either by registering with their email address or logging in with Facebook.

Altogether, this is sufficient to subject us to the personal data protection legislation of the European Union.

Note that the European Data Protection Directive 95/46/EC applies to any sort of data processing carried out by an EU-based company or utilising equipment located on EU territory, and regardless of the location or citizenship of the individual in question.

Game developers should update their privacy policy statement to reflect their usage of the Karmafy platform.

See also:

[Karmafy for Video Games - Privacy Policy](#)

Transparency & Social Responsibility of Business

In dealing with high impact good causes the Karmafy platform has to conform to elevated levels of good governance, transparency and cause related ethical guidelines. This is very much part of the Karmafy ethos and in dealing with charities, very important.

The use of names and logos of charitable organisations within the context of an app, website, or similar service will be subject to the approval of those organisations. Furthermore, we will not cooperate with services that in our judgment promote intolerance or violence, or which can be considered exploitative. While we cannot provide a concise statement of this policy, we will know such services when we see them.

Karmafy Business FAQ:

What is Karmafy?

Karmafy's goal is to have a very real and tangible positive impact on the world around us. We aim to achieve this goal by providing a scalable gamification platform that allows anyone to be a philanthropist through the products and services they already use every day. Having a team with over 100 years' experience with gamification and impact philanthropy is what makes us unique. Our process of combining technology and social responsibility is a means for businesses to have not just a healthy ROI but SROI as well. Our goal is achieved when we maximise efficiency between those that care and those that stand to benefit the most, delivering, euro for euro, the greatest possible positive impact.

How does Karmafy integrate the gamification process in its business model?

As a child you may have skipped along the pavement on your way to school, merrily avoiding each crack to otherwise turn a humdrum walk into something fun. That is gamification; the process of using intrinsic and extrinsic rewards to create a benefit from everyday actions that is not necessarily games or gaming. Our approach to gamification is to reward positive actions and achievements with Karmafy Points. These points in turn, allow a user to give these points away for free as a show of support to the organisation of their choosing, voting where they want us to distribute money raised.

What is the rationale for using gamification in your business?

From finding a toy in your breakfast cereal, to points at the supermarket, gamification is firmly established. In a digital world, we can greatly improve on how companies deliver these services to clients and their consumers. Gamification and metrics go hand in hand when creating customer value and we have two sets of customers; businesses that get Karmafy-enabled and the more than 40 high impact philanthropic organisations we work with. To date, combining doing good with sound business principles have allowed us to demonstrate 10% improvement in customer engagement and an increase in customer lifetime value in excess of 6%. We believe that is an incredibly compelling way for businesses to show they care while attracting, retaining and creating value.

What can Karmafy Points be used for and who can use them?

In today's competitive digital landscape, it's no longer enough to simply have a good business. The business needs to be fun and engaging for its users and customers. To have some reward systems built in to keep people's attention and incentivize them to return is important.

Being Karmafy-enabled means any business is able to deliver positive outcomes for themselves and their customers. Karmafy Points are the tool we use to empower customers with "Freemium Philanthropy". There are both functional and technical

challenges to overcome and our solution of using points as a voting mechanism really helps us in that regard. Instead of euros and cents, impact is measured in landmines cleared, pairs of glasses delivered and the number of households with access to clean water – we believe this has much greater impact for all and puts the customer or user, in charge. Doing good no longer needs to be a rather dull process of filling out credit card information online, waiting in a phone queue or filling out some forms you received in the mail – for free you simply keep doing and playing the things you already enjoy, knowing that you are also doing good.

Added advantages of gamification.

Karmafy Points are awarded to people as a type of social currency for the choices they make, such as who they choose to shop with, what type of car they buy, or how they choose to conserve energy, as long as that choice is helping to create a better planet. Key to the process is the way people compare their score with that of their friends. The user's scores are a reflection of how much positive action they have helped make possible. As human beings we are naturally competitive, and having a higher score than friends in a new category of doing good can be very appealing. In this case it's a healthy competition that encourages people to want to do more good than their friends.

Gamification has allowed us to develop a technology platform and approach that brings what we call “freemium philanthropy” to the forefront. Everyone who interacts with the platform is able to have a positive impact on the world around them regardless of spending money or not. Customers of our B2B clients can clearly get a benefit while our clients are able to pursue a successful triple bottom line (TBL) strategy of improved social, environmental and financial performance.

Our approach works on individual products such as mobile games but is a natural fit integrated into enterprises at HR and CSR levels, project management, education and at point of sale too. As a platform for social good, Karmafy is able to bring all these elements together into a single package.

Document History

Version	Date	Description
0.9	2017-06-08	Initial draft