

F2P Game Day 7 Retention Trends by Genre

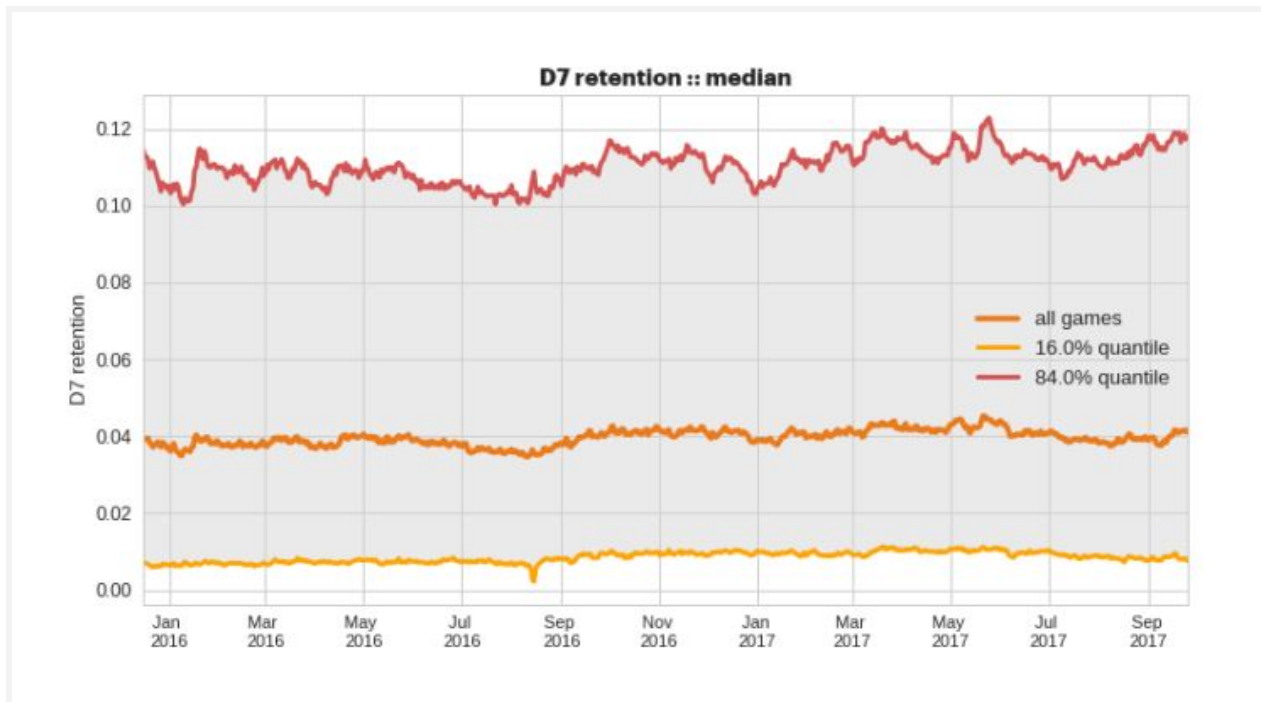
This is an extra resource to go along with the original article:

[How to Measure F2P Game Retention](#)

This data is from the [Mobile Gaming Benchmarks \(2016-2017\)](#) from [Game Analytics](#). They examined 40,000+ titles over four years in 20 genres, but filtered out games that had a Daily Active User value greater than 100 for at least one day.

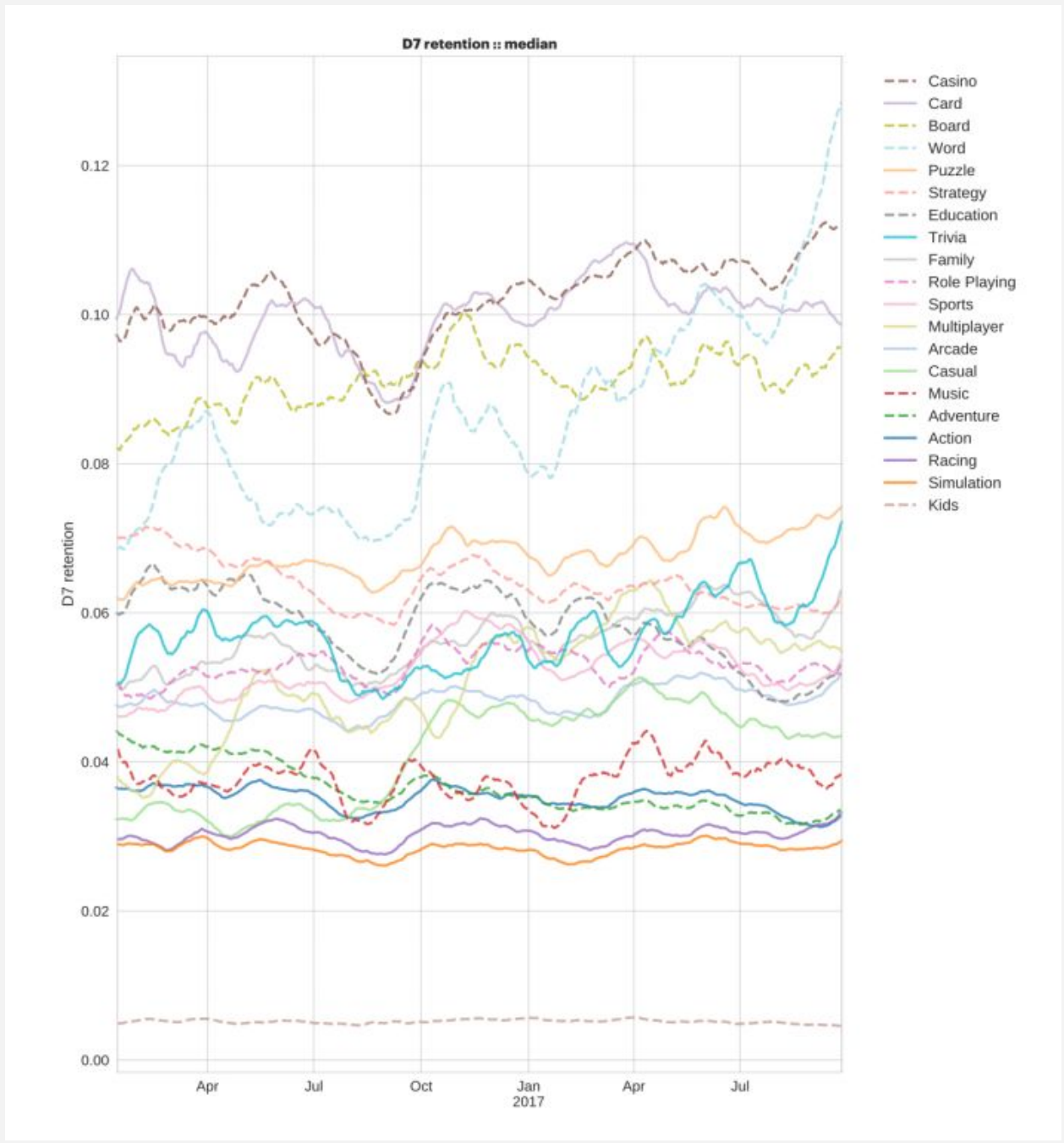
This data explains their findings in regards to the classical Day 7 retention (people who played on their seventh day after installing).

Average Day 7 Retention



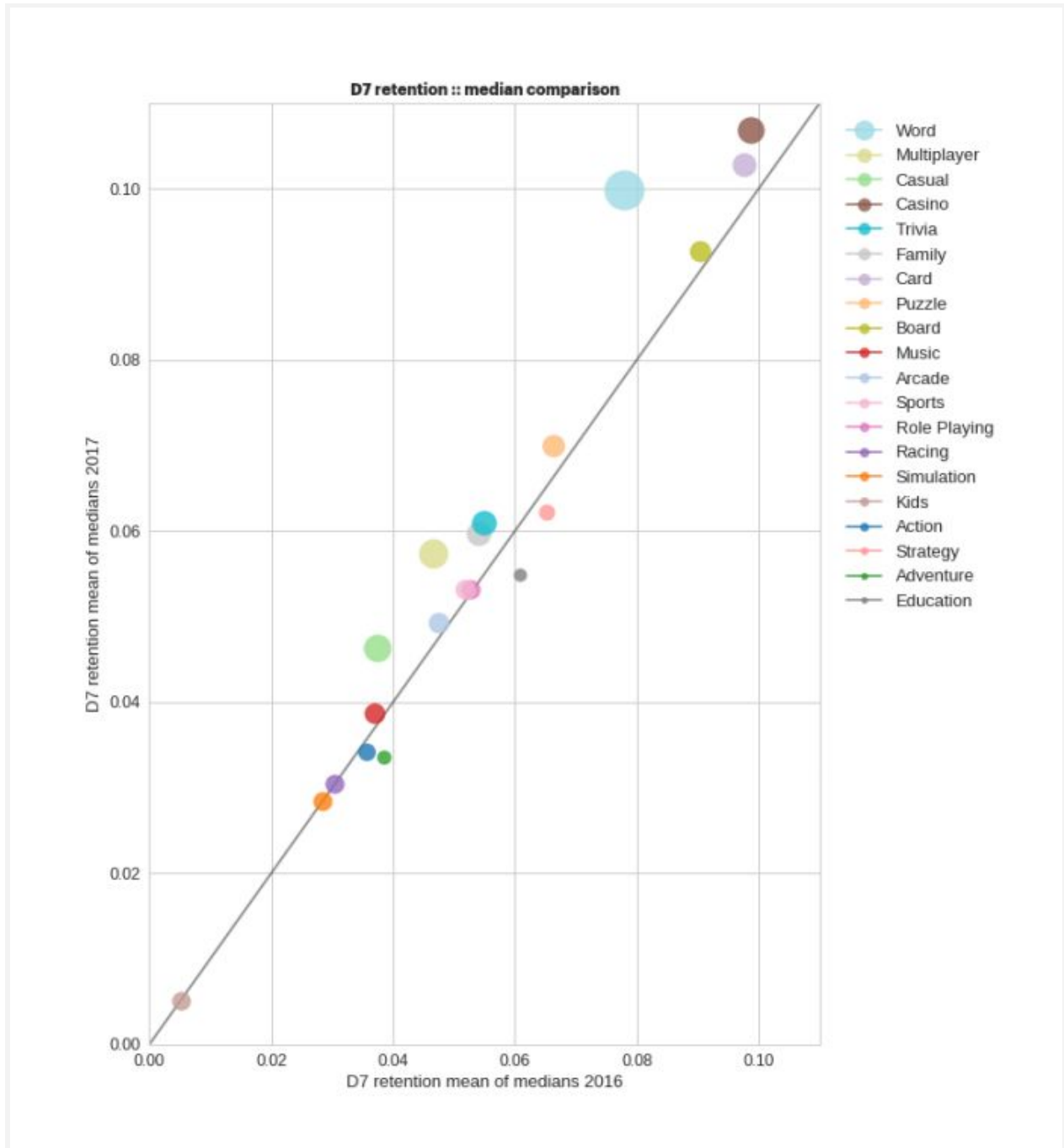
The top 16% of games achieve 10% D7 retention or better. The majority of D7 retention hovers around 4%, which isn't far from the poorest performing games. This tells us that there's a trend of the player base gravitating to the top games.

Retention by Genre



Certain genres of games tend to have higher retention rates. Word games and casino games, for instance, are quite sticky (9% to 11%). Simulation games, kids games, and racing games, however, struggle to retain players (0.5% to 3%).

Retention Trends



This chart shows changes of retention over the two year period that was measured. Bigger dots indicate that the genre’s ability to retain has grown. For instance, word games, casino games, casual games, multiplayer games have found ways to retain users better than other genres.