evergent

AI Success in Gaming Underscores Cross-Vertical Impact

Evergent achieves 94% churn prediction accuracy in gaming through rapid, non-intrusive deployment of behavioral AI tools

evergent

The Evergent Difference

In a recent deployment with a major Japanese gaming company, Evergent demonstrated the cross-industry power of its AI-fueled churn prediction technology. With churn risk affecting hundreds of thousands of players per title, the initiative underscores the significant business impact of early detection—and proves how quickly and seamlessly Evergent's AI tools can deliver measurable value, beyond the traditional domains of media, sports, and telecom.

94% Prediction Accuracy

- 94% churn prediction accuracy across a dataset of over 2 million users

User Segmentation

- Tens of thousands of at-risk users identified across multiple player segments

8-Week Deployment

- Speedy delivery across Japan and global markets with minimal integration requirements and immediate insights

The Challenge

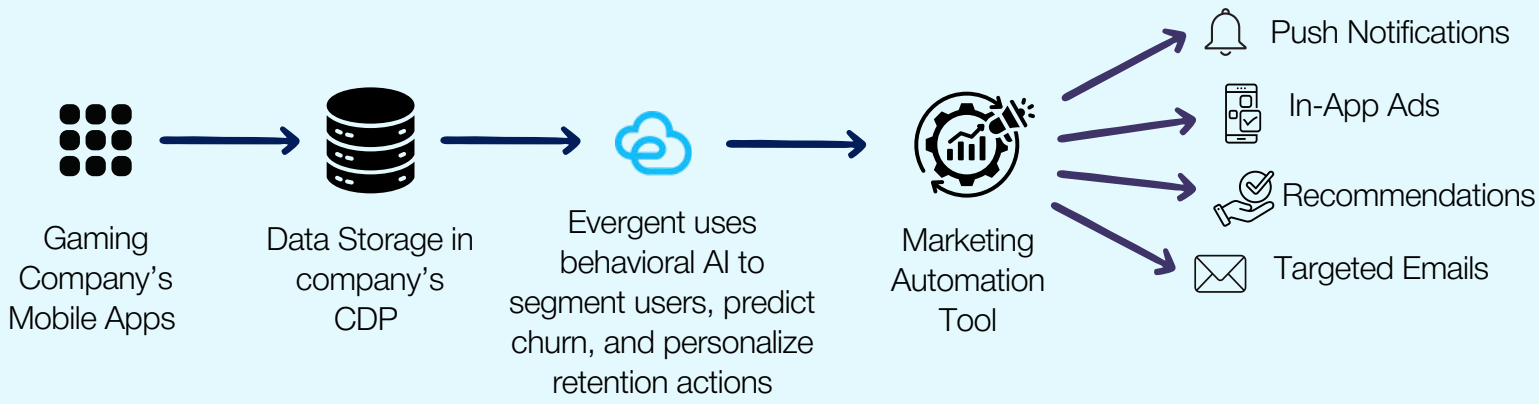
The gaming company faces escalating acquisition costs and rising churn among highly engaged users. With churn defined as 14 consecutive days of inactivity, the company sought to predict disengagement early and prioritize intervention.

The gaming firm shared a comprehensive dataset of 2M+ user records, spanning 15 months of user activity and game progression.

Key challenges included:

- Processing a large, diverse dataset efficiently
- Detecting subtle patterns of disengagement across new and long-time users
- A lack of historical campaign feedback to enrich model accuracy
- The requirement for fast deployment with non-intrusive integration effort

The Solution Architecture



In just 8 weeks, Evergent deployed its proprietary AI churn detection engine, depicted above, which began producing actionable insights within a short deployment window, requiring only lightweight data integration.

The AI model assigned each user a churn score (1–100), where higher scores signaled greater risk based on the inactivity threshold.

Key behavioral indicators included:

- Login Patterns: Frequency and recency of user activity
- Engagement Levels: Tutorial completion and progression trends
- Transactional Behavior: In-game currency ("gems") usage and purchase history
- Advancement Metrics: Rank progression and improvement rate
- New User Dynamics: Identified early-stage drop-off risks

Users were segmented by churn risk and were also grouped by value tier (low, mid, high) based on in-game spending behavior, enabling highly targeted retention strategies.

After training and validation on the full dataset of over 2 million users, the **model achieved 94% churn prediction accuracy**.

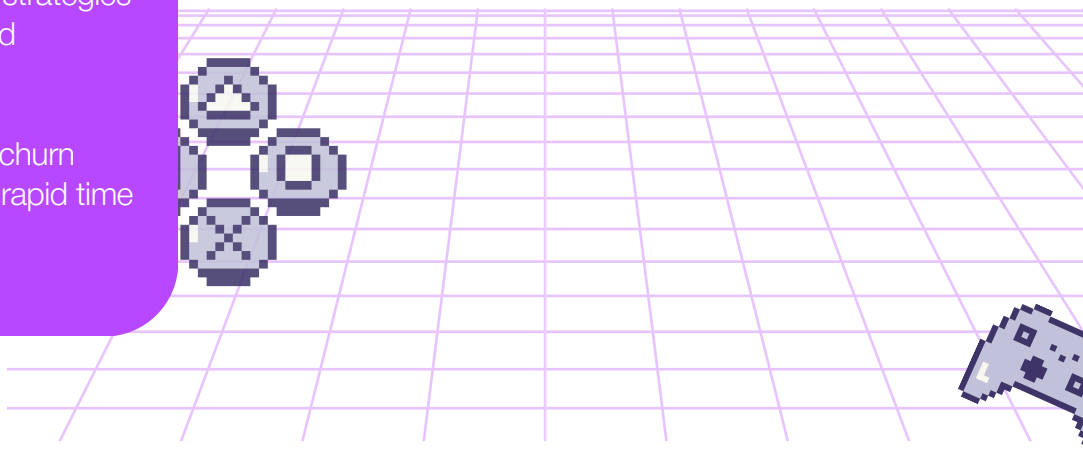
Key Outcomes

- Identification of hundreds of thousands of at-risk users per title
- Clear prioritization for marketing interventions based on churn likelihood and user value
- Personalized engagement strategies that improved retention and monetization
- A scalable, cross-industry churn prediction framework with rapid time to value

Cross-Vertical Validation

This collaboration validates Evergent's ability to rapidly adapt its AI-powered churn detection capabilities to gaming and other new verticals, essentially any use case involving recurring purchases, with minimal disruption and maximum return.

By turning behavioral data into predictive insights, the gaming company can now proactively retain users and drive higher lifetime value through more efficient monetization and engagement.



Next Steps

To enhance future performance and business impact, the gaming company and Evergent are aligning on the following optimization priorities:

- Data Expansion – Increasing the dataset scope and incorporating historical campaign data to improve model depth and predictive strength.
- Model Retraining – Updating the AI model regularly to adapt to new gameplay behaviors, seasonal usage trends, and evolving churn signals.
- Campaign Integration – Leveraging churn scores to fuel personalized re-engagement flows via connected marketing automation systems.