



Growing your mobile game | course glossary

In this course, you will see a lot of new words and acronyms you might not be familiar with. You can use this glossary as a reference guide to help you develop your knowledge of monetization and user acquisition terminology.

A/B testing: Also known as split testing, A/B testing is a method of comparing two versions of an app against each other to determine which one performs better.

ARPPU: Average Revenue Per Daily Active User (daily revenue divided by the number of active users)

ARPU: Average Revenue Per User

ARPPU: Average Revenue Per Paying User

CPA: Cost Per Action

CPC: Cost Per Click

CPE: Cost Per Engagement

CPI: Counts/Cost Per Install

CPM: Cost Per Mille (cost per thousand impressions)

CTR: Click Through Rate (clicks divided by impressions)

CVR: Conversion Rate (impression to install conversion)



D0: Users who opened the app on the first date

D1 retention: The number of unique users who came back to your app on the next day of installing or opening the app

D7 retention: D7 retention is a percentage figure derived from the number of users who opened your app on D7 or the number of users who opened your app on D0

D30: Number of users who open your app 30 days after it was installed

DAUs: Daily Active Users

eCPM: Effective cost per mille. This is the outcome of a calculation of the ad revenue generated by a banner or campaign divided by the number of ad impressions of that banner or campaign expressed in units of 1,000.

Hard currency: Currency purchased by players with real money, for example currency when players make an IAP.

IAP: In-App Purchase

IPM: Number of installs per thousand impressions

K-factor: The assessment of whether organic installs are affected by paid installs or an indicator of how viral a website is when content is shared from the website onto social media.

KPI: Key Performance Indicator

LTV: Lifetime value or virality (or lack thereof) of your game

MAU: Monthly Active Users

Player churn: When an existing customer or player stops doing business or ends the relationship with a company.



ROAS: Return On Advertisement Spending. ROAS is a KPI that is used to determine media effectiveness. It can be calculated for online and offline media campaigns.

SEO: Search Engine Optimization

Soft currency: Currency your players earn for free just by playing your game.

SDK: Software Development Kit. This is a collection of software development tools in one installable package. They often include a compiler, debugger and software framework.

UA: User Acquisition

UAR: User-level Revenue

UMP: Unity Monetization Platform

vCPM: vCPM measures the cost per 1,000 viewable impressions. Unlike CPM, vCPM measures how many times an ad is actually viewed by a user vs. the number of times it's served to the user. This metric helps marketers determine the actual price they are paying for their messages to be seen by their audience.