

# ENSURING A SEAMLESS GAMING EXPERIENCE FOR OUTFIT7 USERS

*Since its launch in 2009, Outfit7 has grown from an instant app success into a fully-fledged media franchise, developing and creating mobile apps. Its flagship media franchise, Talking Tom and Friends, is loved in 230 territories around the world, with more than 7 billion app downloads and almost 350 million monthly active app users. Their highly successful portfolio also includes a global licensing program, a 3D CGI animated series, and video content that has collectively received over 17.3 billion views to date.*

## CHALLENGE: SAFEGUARD THE USER EXPERIENCE

Outfit7's Talking Friends franchise has been one of the biggest character-based brands to emerge from the apps world. Looking to entertain and empower the inner kid in us all, Outfit7's lovable, digital characters raise a smile whenever they appear on screen, letting players worldwide have fun, share across social media channels, and stay immersed in engaging experiences. While free, the apps generate revenue by offering add-on purchases. Just as important, rewarded ads also support user gameplay, as Outfit7 strives to increase engagement and session length in games.

To keep this momentum going, Outfit7's engineering team updates their backend several times a day, releasing new versions at regularly scheduled cycles. With the many moving parts, these updates are a complex undertaking, and they need to identify any performance pitfalls to safeguard the user experience.



**GAMING**  
CASE STUDY



### Challenge:

Outfit7 needed to safeguard their customer experience. However, available reporting tools couldn't identify potential performance pitfalls.

### Benefits of Anodot:

With Anodot, Outfit7 can easily get alerts based on anomalies with customizable significance and in real time to ensure a seamless gaming experience.

# SOLUTION: ANODOT IDENTIFIES POTENTIAL PERFORMANCE PITFALLS

Outfit7 needed a solution that could quickly identify potential app performance pitfalls before they affect users, and automatically alert on them. “The greater success we have, with millions of active players, the greater the challenge we have faced. With our knowledge and Anodot’s help, we can anticipate and address challenges so that users can enjoy a seamless gaming experience,” said Jure Grom, Senior Software Engineer at Outfit7 (Ekipa2 d.o.o. subsidiary).

With easy to set up alerts based on anomalies with customizable significance, Anodot’s AI-powered Analytics can discover issues in real time. “One of the most amazing features in Anodot is its anomaly detection,” said Jure, “Anodot automatically learns from the data and provides us with unique insights, enabling us to quickly review critical metrics.”

The team at Outfit7 includes the Anodot alerts in their daily work practices, helping them to stay ahead of potential performance concerns.

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## BENEFITS: KEEPING THE SMILES ON

As one of the many tools that Outfit7 uses to ensure that the customer experience remains fun and engaging, Anodot can identify any potential app performance areas, seamlessly correlating this data with other relevant metrics to ensure a smooth gaming experience. Anodot groups and correlates multiple anomalies by design, to bring the most important insights first, without any manual configuration. Automatically learning from the data, Anodot provides support for rapid business decisions.

As one of the fastest-growing family entertainment companies, Outfit7 continues to put smiles on millions of faces, making eyes shine brighter and hearts beat faster, opening the door to imagination through engaging experiences.