

User Stickiness and Monetization Strategies in the Release of Global Game Projects

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Abstract: Driven by the wave of globalization and the development of the digital entertainment industry, the release of cross-cultural game projects has become an industry trend. Audiences with various cultural backgrounds pose many challenges for cultural adaptation, building relationships with the local area, localizing them and making them profitable. To better consolidate the user base and improve the revenue model, we delved deeply into the principles and components of the generation of global game projects, covering content localization, social systems, long-term operations, and data-based decision-making processes, etc. It also discussed how a series of tools such as different revenue models, regional pricing strategies, advertising interactions, and revenue management during the life cycle could be applied to different markets to play a more effective role in maintaining the economic stability and user satisfaction of global game projects.

1. Introduction

The development of the global digital entertainment industry has enabled the game business to continuously break through the original spatial boundaries and expand into diverse regional markets composed of multiple cultures. With the development of cross-platform technology and the dispersion of user groups, international games need to undertake more opportunities and challenges, and face more challenges in aspects such as content planning, release processes, and business management. In the face of such a complex survival environment, user stickiness and profit strategies have become the hard power of the company. Since the game itself is a kind of cultural product, its influence largely depends on its applicability to the local culture. The duration of users' stay, participation frequency and consumption habits are also closely related to its overall performance. Therefore, based on the process of generating global game projects, research is conducted on user stickiness and profit strategies, and the main problems that must be solved in the current project release process and their solutions are analyzed.

2. Overview of the Globalized Game Project

2.1 The formation of globalized game projects

With the evolution of digital technology and the improvement of communication infrastructure, the game industry has gradually shifted from localized development to global expansion. (See Table 1)

Table 1. User Size and Growth Rate of Major Global Game Markets (2020-2024)

Region	User scale in 2020 (billion)	User scale in 2024 (billion)	Average annual growth rate (%)
Asia	16.5	19.2	3.9%
North America	3.2	3.5	2.3%
Europe	4.1	4.5	2.4%
Latin America	3.6	4.3	4.5%
Africa	2.8	3.7	6.7%

The formation of global game projects is reflected in the gradual acquisition of the ability, technical architecture and business strategy of a company to export content globally. In the early days, products entered the international market through transplantation, which was obviously limited by a single region. However, nowadays, global projects have multi-language support, cross-cultural elements and cross-platform design architectures from the very beginning. With the development of global release platforms, such as Steam, GooglePlay and AppStore, stable scientific and technological paths are provided for game projects; The convergence of global players' habits, the power of social networks and international investment capital are also driving projects towards globalization. All these changes are not only reshaping the product development path of a game company, but also putting forward new requirements for its content innovation, customer service innovation and profit model.

2.2 The core characteristics of globalized game projects

Global game products have stronger heterogeneity and inclusiveness compared with local traditional projects. They can face different international users on different platforms. Their typical characteristics are as follows: 1) Meeting the demands of different cultures, adopting a modular characteristic content strategy to achieve the integration of local culture and values; 2) Technically, it can run on multiple platforms, thereby expanding the customer base. 3) Due to the distinct characteristics of players around the world, such as their interests and purchasing power, they require intelligent management systems to provide customized solutions. 4) Economically, income can be obtained in various ways, such as in-app sales, advertising, membership fees, and service surcharges, etc. These characteristics constitute a complex ecosystem of global game products, proposing higher-level collaborative management for content, technical support, marketing and analysis, and promoting game enterprises to move towards precision and intelligence.

3. The user stickiness construction mechanism in the release of global game projects

3.1 Content localization

In the process of implementing globalized games, the localization of content is the core work to increase user stickiness. Due to significant differences in cultural background, religious beliefs, aesthetic preferences and other aspects among different regions and countries, directly replicating the game content from the parent market to other regions is difficult to generate audience recognition and may even trigger cross-cultural resistance. Successful localization efforts require

accurate wording, cultural and environmental reconstruction, and adaptation to local behavioral habits, which is known as full-process localization. For example, in terms of character construction, it is necessary to pay attention to whether the gender, clothing and accessories of different local countries are in line with cultural identity. In terms of the storyline, avoid involving religious beliefs, sensitive history, and specific political implications. In terms of visual elements, the selection of ICONS, interfaces, colors, etc. should be combined with local aesthetic standards to create an artistic atmosphere well. Take advantage of local festivals, social dynamics and popular trends to launch special theme activities, such as Thanksgiving gift packs, Spring Festival-themed activities or World Cup-related tasks, etc., to enhance the interactive experience of players, establish cultural connections and build emotional bonds. Combining the three-dimensional fitting model of "language - culture - behavior", the localization of content will greatly enhance the in-depth experience and emotional identification of global users, thus leaving the social network. (See Table 2)

Table 2. Comparison Table of Localization Strategies

Country/Region	Language adaptation	Integration of cultural elements	Festival activity linkage
Japan	Japanese subtitles + language	Animation culture	Cherry Blossom Festival
The United States	American English expression	Local political satire	Thanksgiving Day
Saudi Arabia	Arabic localization	Religious totem restrictions	Ramadan
Brazil	Portuguese translation	Football culture	Carnival

"Cultural resonance" is the most important content design goal of content localization. It enables players in various regions to feel respect and recognition for their cultural regions when playing, thereby increasing their playing time and longer activity levels, laying a solid foundation for subsequent social interaction and commercial monetization.

3.2 Social system construction

Social interaction is to ensure the continuity and activity of game users. Especially for international games, it is particularly important to build a stable, dynamic and multicultural inclusive interactive social network. The basic social networking modules, including a dating system, organizing guilds, joining chat rooms and public channels, have become essential equipment. However, in the context of multiple languages and cultures, there should also be real-time translators, voice dialogue interfaces and location matching systems to help communicate different language barriers and better shape the immediacy and affinity of social interaction. In addition, setting up global leaderboards, guild battles, and cross-server competition venues can better stimulate players' competitive spirit and team awareness, and enhance their sense of community belonging. Based on this, encourage users to co-create content, such as providing customizable maps, character dres-ups, editable storylines or community event planning that players can participate in. On the one hand, this increases the diversity of the game's content; on the other hand, it can also achieve the goal of enhancing the depth of interaction among players, ultimately forming an interactive ecosystem centered on players. A well-developed social relationship can not only break down the barriers among users and the individual battle mode, but also form a highly efficient operation system of the "player behavior - content sharing - community

development" trinity, guiding players to transform from a single behavior to a variety of interactive behaviors, thereby effectively extending the user retention rate, the long-term operation ability of the game and the global user penetration rate.

3.3 Continuous content operation

The most effective way to maintain the long-term vitality and user stickiness of global game projects is continuous content management. When players' gaming experiences gradually become longer, the novelty, richness and update frequency of the content become the main factors influencing users' long-term investment. In order to constantly attract users' enthusiasm for the game, developers need to continuously add new elements through various means, whether it is version iterations, limited-time events, quarterly membership services, festival interactions, or cross-border collaborations across multiple fields, etc. These measures can all make the game world vibrant and offer players continuous exploration attempts. For instance, adding specific levels or special events during major festivals not only enlivens the game in a short period of time but also strengthens the emotional bond with players. According to the characteristics of different regions, corresponding operation plans should be formulated. For instance, nodes with regional features such as Thanksgiving Day in the United States, Carnival in Brazil, and Cherry Blossom Season in Japan and South Korea can all be designed with unique game content, which greatly enhances the sense of belonging and dependence of users in this region. In addition, the frequency of content updates should also be reasonably controlled to avoid making users feel bored due to overly frequent updates or causing user churn due to delayed updates. The dynamic content management system is not merely about content release; it must make dynamic adjustments and precise controls based on user behavior and feedback, as well as cultural attributes. This is a strong support system for maintaining long-term user value, achieving LTV, and promoting steady growth in overseas markets.

3.4 Optimize data-driven

In the e-commerce era, consumer loyalty based on data has been developed into a crucial support. Collect and analyze consumers' action information, accurately outline consumers' profiles, monitor key indicators, and record users' interactions, activity frequencies, and dwell times in real time. Based on big data and machine learning technologies, predict consumer behavior and then carry out personalized push practices, such as targeted discount package push, personalized task push and difficulty adjustment, etc., to increase user stickiness. Detect the behavior of user activity decline through the churn early warning mechanism, and adopt recall and targeted strategies or push notifications to prevent churn. (See Figure 1)

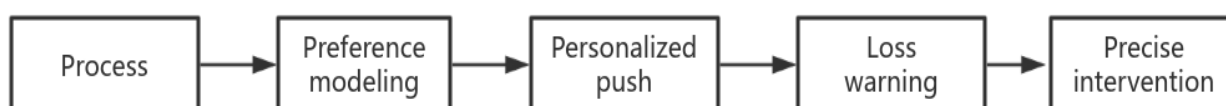


Figure 1. Optimization data-driven flowchart

In addition, data-driven insights can adjust the pace of content operation and social recommendation mechanisms, making users' social matching and growth smoother, forming a data-driven decision-making loop, and helping global game projects effectively manage users, which can strongly support the optimization of the user stickiness system.

4. Project monetization strategies in the release of global game projects

4.1 Design of diversified monetization models

In the operation process of global game projects, the diversification of monetization models has become an important path to enhance overall revenue and market adaptability. Through a continuously stable user base and broader regional expansion, the traditional single-point profit approach cannot meet the increasingly complex demands of consumers in different regions and of different types. Some traditional profit-making methods include functions and means such as in-app purchases, membership cards, advertising incentives, and payment unlocking. Among them, different business models correspond to different types of products and the rules of different markets. For example, for games with strong competitive gameplay, it is more appropriate to adopt the in-app purchase or membership system model; In casual games, advertising incentives and low-price paid conversions are more appropriate. However, due to significant differences in economic development levels, cultural backgrounds, and users' consumption concepts among various regions, some emerging markets (such as those in Southeast Asia and South America) do not favor high in-app purchases. Instead, they prefer to obtain game items through means like watching advertisements or completing game tasks. Therefore, an integrated revenue mechanism is gradually becoming a mainstream global trend, that is, using multiple profit channels in one game and segmenting and controlling user groups through data analysis. For example, for players who invest less time and energy in the game, basic functions can be unlocked by watching advertisements. For more sophisticated players, it might be necessary to pay for rare weapons, personalized appearances, specific upgrade items, etc., in order to cater to the different consumption and payment capabilities of players. For example, continuous charging models such as BattlePass, membership system and VIP level system help to extend the stay time of users and the total value of users. In the design of various profit-making methods, we should always consider the player experience to avoid overly excessive commercial thinking affecting the core game mode and emotional bond of the game, so that the game can not only be commercially successful but also maintain the long-term stability of the ecological environment and the maintenance of a healthy ecological environment.

4.2 Optimization of regional pricing strategy

The degree of market economic development and purchasing power in different countries and regions around the world vary greatly. A pricing strategy that ADAPTS to different regions is crucial to the profit effect of a game project. In regions with relatively high income levels such as the United States and Europe, choosing to purchase a single item at a high price or charging for a large number of subscription services or additional features maximizes the contribution value of each user. However, in emerging markets such as Southeast Asia, Latin America and the Middle East, a low starting price and small frequent payment method can be chosen for traffic diversion, while attracting and retaining more players. And in combination with local payment channels, such as local payment methods in China, like Alipay, Paytm, and MercadoPago, it can also effectively increase the chances of successful payment and meet the needs of players. Finally, we cannot merely stay at the level of currency conversion. We also need to pay attention to cultural factors, such as adopting preferential activities during major festivals or inviting local celebrities to collaborate, etc., to enhance players' sense of identity. (See Table 3)

By constructing a flexible and hierarchical regional pricing model, it is possible to achieve a dual increase in revenue and user base, promoting the commercial success of the game on a global scale.

Table 3. Regional Pricing and Payment Method Strategy Table

Region	Pricing strategy	Mainstream payment methods
North America	High-price gift package + subscription	Credit card /PayPal
Europe	Balanced pricing + holiday promotions	Bank card -Google Pay
Southeast Asia	Low price, multiple frequencies + advertising supplements	Electronic wallet/convenience store card
Latin America	Local currency adaptation + advertising mix	Prepaid card/cash payment system

4.3 Advertising and brand collaboration

For global game projects, advertising monetization is an important means to increase revenue. While generating revenue, it should also take into account the balance between user experience and the game ecosystem. If advertisements are to avoid becoming "psoriasis" that disrupts the user experience, they must first be in line with the content and form of the game, achieving a subtle and imperceptible effect. Incentive video ads, interstitial ads and native ads are the most common types of ads. Among them, incentive videos are favored by casual gamers because users actively watch them and the content of the prizes is transparent. By watching video advertisements to obtain in-game virtual currency, additional resurrection opportunities, and even time-limited items, etc., players' game duration can be increased and the number of players lost due to a lack of resources can be reduced. Brand collaboration has also become a major channel for exploring commercial value, such as IP linkage, brand-customized skins, and physical product advertising placements. For instance, cross-border cooperation with clothing brands, beverage brands or film brands can be carried out to enhance brand exposure, achieve integrated online and offline marketing, and strengthen players' sense of immersion and belonging. In the process of releasing advertisements, using player behavior data for precise placement has become an effective method to increase click-through rates and conversion rates, which can effectively avoid and enhance the interference of meaningless advertisements to players.

4.4 Optimize life cycle benefits

Optimizing operational efficiency and enhancing user LTV are important indicators for measuring the economic benefits and operational effectiveness of a project. However, the regional user LTV of international expansion varies greatly due to different regions. We need to establish a consistent and detailed operation management system throughout the entire process of user contact, conversion and extinction. First, enhance the stickiness and activity of new users through guided learning, introductory gifts and customized introductions. Second, extend the user usage cycle through ecosystem development, community collaboration and activity mechanisms. Provide customized operation methods for high-value users, such as high-end gift packages, dedicated customer service, and customized content, to enhance the ARPU value. Conduct behavioral monitoring and intervention measures for users who are about to leave, such as recalling gift packages and restarting placements, to enhance the retention rate. (See Figure 2)

In addition, conduct data model estimates for the LTV of each user category, optimize the marketing budget and the allocation methods of content production resources, and from the perspective of the entire life cycle, seek more sustainable profit growth points by managing user value.

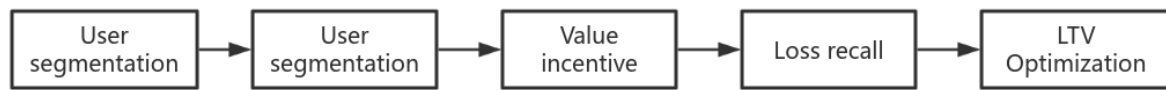


Figure 2. Flowchart of life Cycle Benefit Optimization

5. Conclusion

The successful launch of global game products requires full consideration and accurate grasp of how to apply the differences in user behavior to commercial profits. The heterogeneous cultural environments and different behaviors in various regions have brought about the crucial impact of game users on business success, including not only the quality of the game core, but also the personalized adjustment of social circles, business models and behavioral data. In different regional markets, their respective sensitivities and habitual payment methods, as well as the acceptance of advertisements, also have a significant impact on the applicability and sense of suitability of commercial return forms. If the user retention system integrating content, social interaction, operation and data, as well as personalized and diversified business profit methods, are incorporated, then the product will be able to achieve localized survival and development and generate profits easily.

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