

The Impact of “Use in Moderation” Corporate Social Marketing (CSM) Campaigns on Free-to-play Game App Usage and Spending

Yashar Bashirzadeh

Grenoble Ecole de Management

Stacey Malek

Grenoble Ecole de Management

Amanda Pruski Yamim

Grenoble Ecole de Management

J. Andrew Petersen

Pennsylvania State University

Ali Nadalizadeh

Turned On Digital

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Abstract

We conduct two large-scale field experiments in a free-to-play mobile game to study use in moderation (UIM) campaigns on changes in user behavior and business outcomes. The first field experiment was a yearlong UIM campaign targeted at users at the time of an excessive consumption experience. We find that the company’s targeted UIM campaign reduced (did not reduce) excessive consumption, while simultaneously increasing (decreasing) business outcomes for newly (recurrently) excessive users. The second field experiment was an 11-day long non-targeted UIM campaign, i.e., the timing was not associated with excessive play. We find that the company’s non-targeted UIM campaign reduces excessive consumption and increases business outcomes on average for all users. The results from these field experiments provide guidance to managers on how to successfully implement UIM campaigns to increase consumer well-being without negatively impacting business outcomes.

Subject Areas: *Customer Relationship Management and Customer Satisfaction, Electronic Commerce and Internet Marketing*

Track: Digital Marketing & Social Media