Figure 1

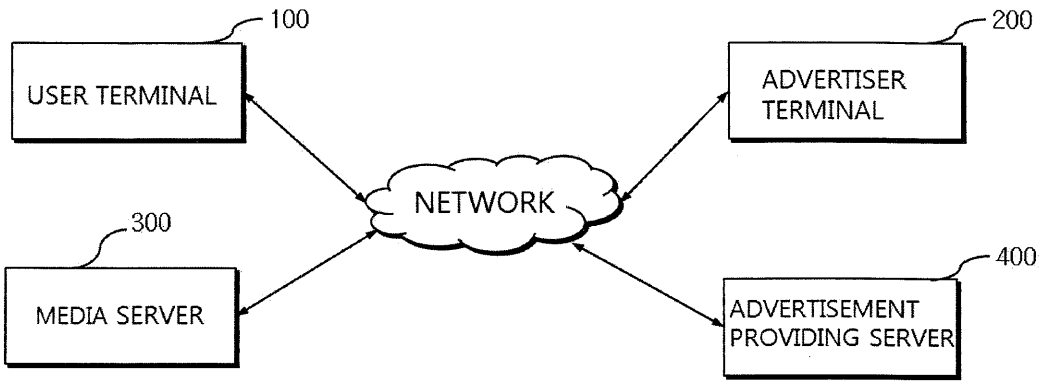


Figure 2

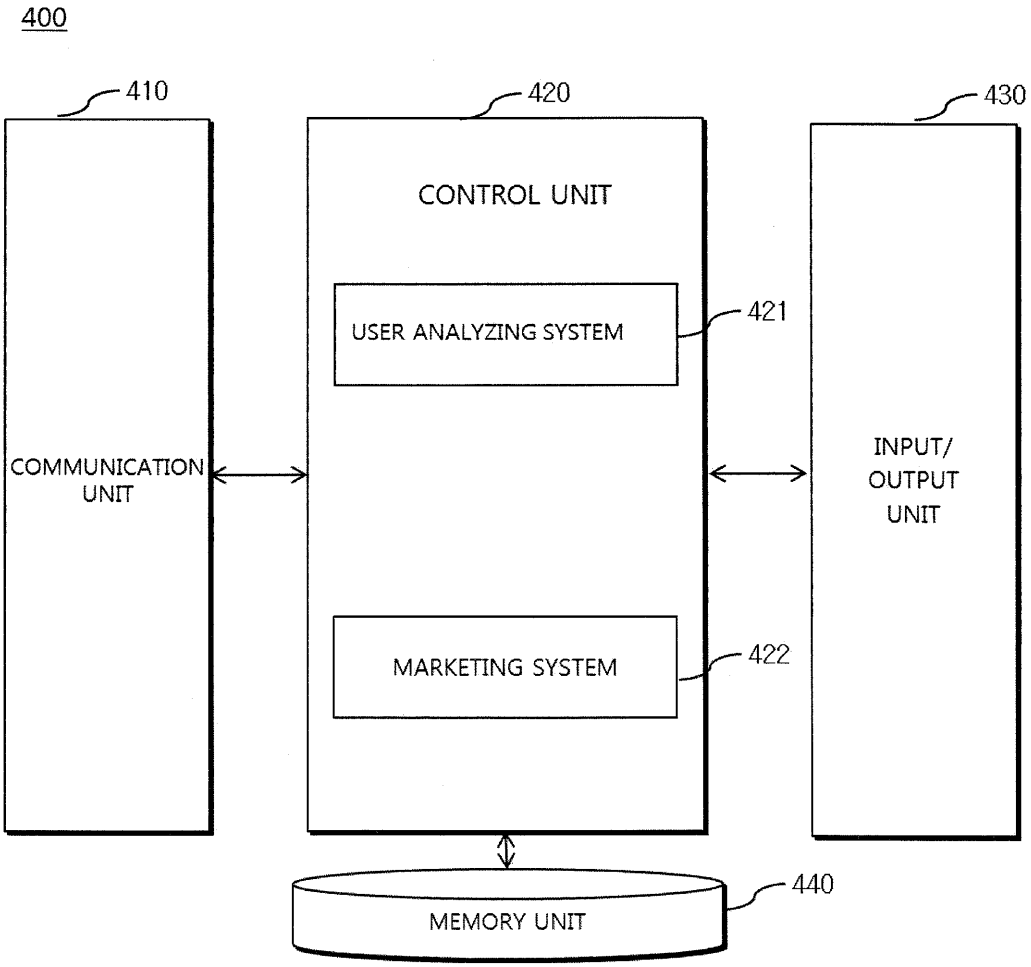


Figure 3

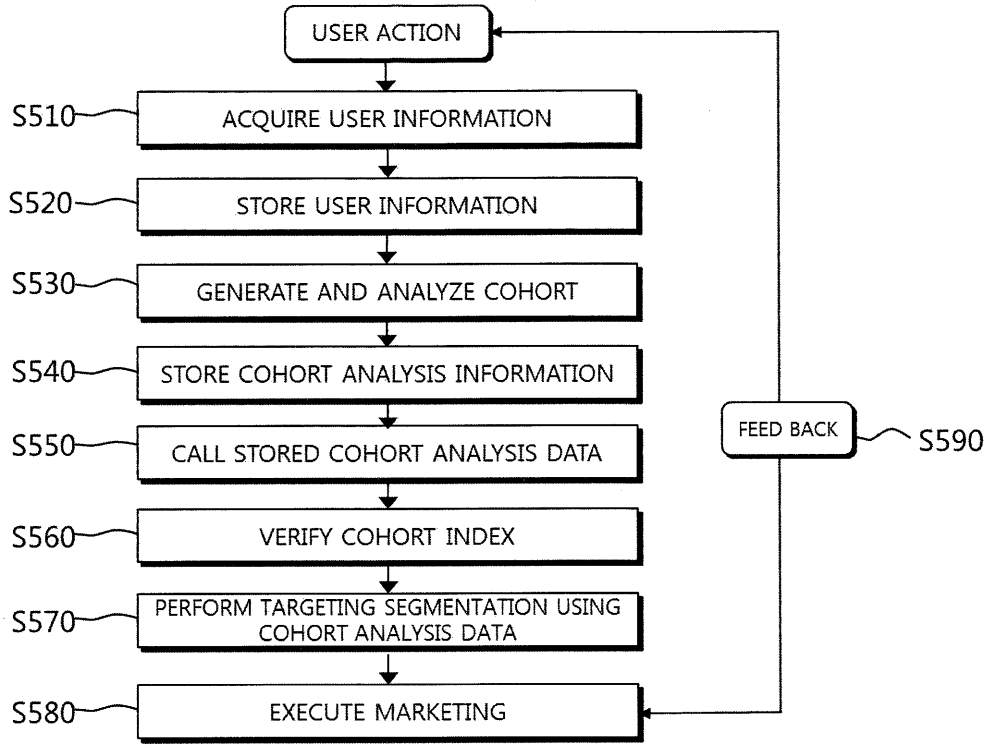

USER ACTION
S510
ACQUIRE USER INFORMATION
S520
STORE USER INFORMATION
S530
GENERATE AND ANALYZE COHORT
S540
STORE COHORT ANALYSIS INFORMATION
S550
CALL STORED COHORT ANALYSIS DATA
S560
VERIFY COHORT INDEX
S570
PERFORM TARGETING SEGMENTATION USING COHORT ANALYSIS DATA
S580
EXECUTE MARKETING
FEED BACK
S590

Figure 4

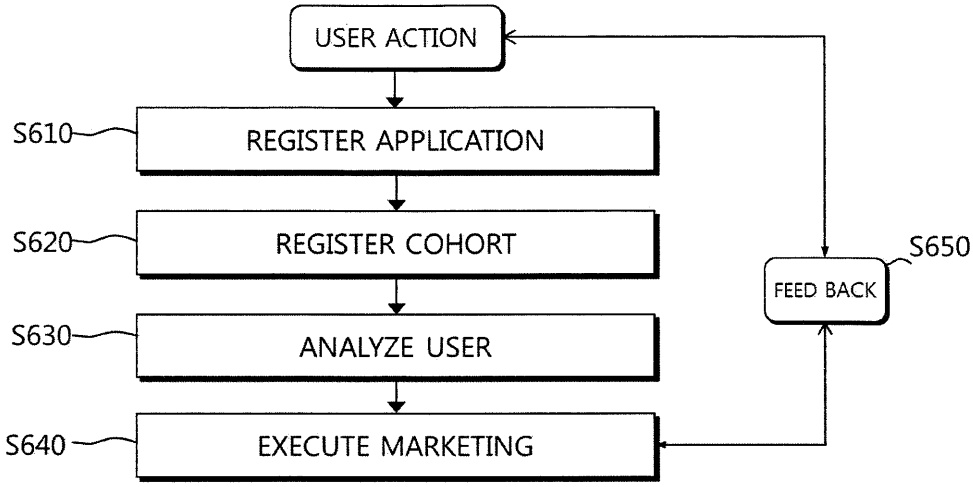

USER ACTION
S610
REGISTER APPLICATION
S620
REGISTER COHORT
S630
ANALYZE USER
S640
EXECUTE MARKETING
S650
FEED BACK

Figure 5

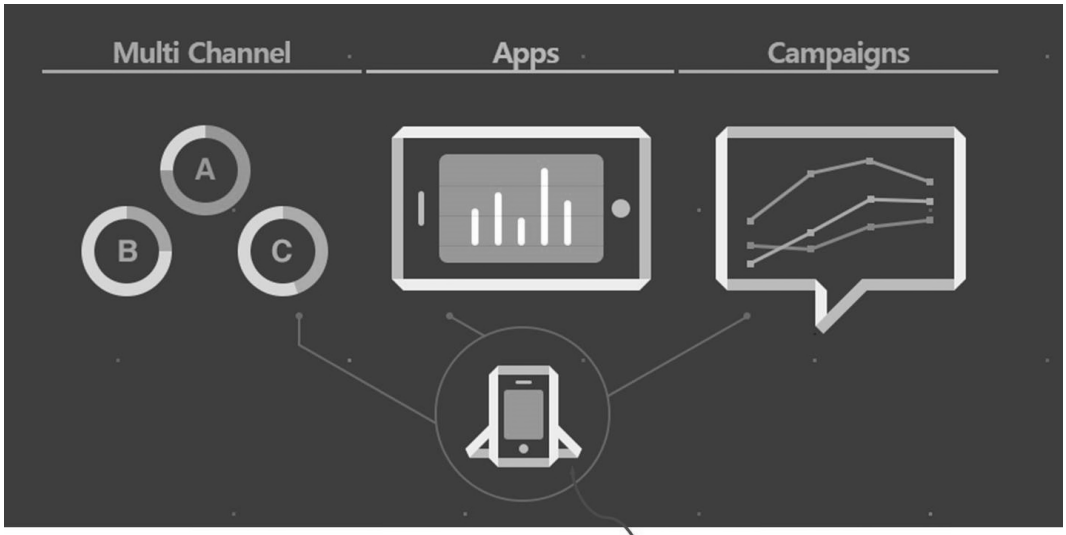


Figure 6

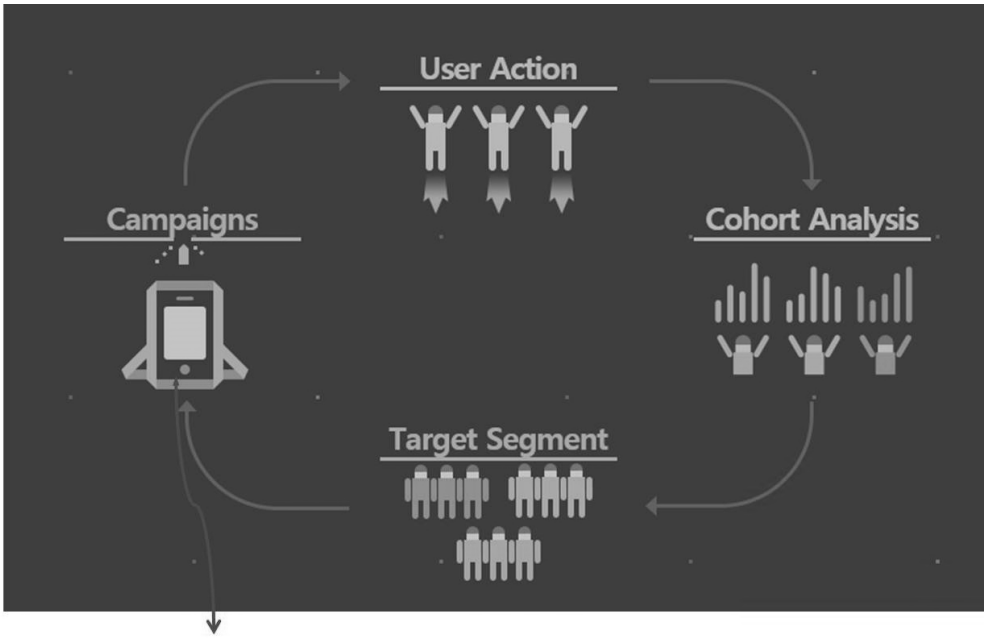


Figure 7


❖ Push Notification
Best9
Come Back!
We offer 10 coins now!
Go
See Later
❖ In-App Purchase
50%
SPECIAL OFFER
DISCOUNT ITEMS
PURCHASE
❖ Reward
NEW EVENT STARTS!
PLAY WITH FRIENDS
PARTICIPATE NOW
❖ Announce
Welcome Back!
You've received 300 golds
REWARD
❖ Multi banner
초한지 패키지
한정기간 판매
레이드와
10성 장수 등장!
다양한 이벤트에
참여하라!