

MINICLIP Success Story

Miniclip is a leading developer of mobile and online games. Their catalogue of games is enjoyed by an audience of over 150 million players every month and includes hits such as 8 Ball Pool™, Soccer Stars™ and Rail Rush™.

8 Ball Pool™ is a free multiplayer game, allowing users to play against friends or challenge opponents from all around the world in 1v1 matches or tournaments. The game boasts one billion monthly gameplays across mobile, web and social platforms.

The Need

Miniclip already had a thriving 8 Ball Pool™ community on social media, with an enormous fanbase on their official Facebook page. The game attracts millions of pool fans and generates among them deep discussion about trick shots, tactics, opponents, tournaments and more. Because of the detailed nature of the conversations, the game's Facebook page simply couldn't scale to meet the demands of more serious fans, as comments would get pushed out of view by other messages from fans. Miniclip needed a way to improve communication with – and between – their biggest fans.

They needed a platform that would:

- Improve communication between players, and from players to the community team.
- Allow their players to easily talk to each other, share experiences and arrange online match-ups.
- Inform players of issues, take their feedback and feature requests.

“A Vanilla Forum makes the journey from ‘I have a problem’ to ‘the problem is resolved’ much faster for the player, by allowing us to quickly and easily go back to get more information about a problem and then relay that to the relevant team.”

The Results

- The 8 Ball Pool™ forum community grew quickly, **amassing over 20k users in just over a month** and **averaging 40k pageviews** every day.
- Members are posting long-form, **high quality content** such as guides and how-to's.
- Bugs and other support issues can be **raised and solved faster** than ever before.
- Miniclip is able to maintain a back-and-forth with their community which isn't always possible on other social media.
- The forum community provided a platform for community events, such as a popular trick-shot competition for 8 Ball Pool™.

“Comments on our Facebook posts can move so fast that it can be difficult for fans to interact with each other – and us – in meaningful ways. Our forum provides a place where people can leave a comment, or start a new topic, and then come back to it at a later time and continue the conversation.”



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