PUBNUB FOR GAMING

Enhancing Player Engagement

Players get the most out of their experience when they not only feel immersed in their game, but feel connected to their teammates and fellow players. High quality graphics, smooth controls, and an engaging storyline are important to get players to come back to your game. But adding in a communal element, a way for players to talk and connect, is crucial for ongoing engagement.

In-game chat provides players with a fully immersive, shared experience—making players feel like they're playing in a room full of their closest friends. But if users don't find your in-game chat as seamless and feature-rich as the messaging apps they're used to, they may turn to third-party chat providers and take their data with them. To keep your game sticky and users engaged, it's important to focus not just on a great chat experience, but on adding additional features to keep users connected with each other—like scoreboards, leaderboards, and notifications.

By using PubNub, you don't have to build these essential functionalities into your games from the ground up. With our APIs you get all the tools you need to deliver exciting, communal in-game experiences—while retaining full control, functionality, and flexibility with integrations to services like video calling, profanity filtering, and content moderation. Plus, you no longer need to consider whether your solution scales. PubNub seamlessly scales up to support you and ensure you're ready for massive adoption.

Key Features

- In-game chat for unlimited concurrent users
- Leaderboards and scoreboards
- Voice and Video integrations
- User Presence and State
- Custom real-time interactions
- Profanity filtering
- Translation
- Analytics
- Alerts & Notifications
- Multiuser Spaces
- Private and Group Chat
- Access Control

THE BENEFITS OF DEVELOPING GAMES WITH PUBNUB

Capture the fun of playing in-person with friends

Whether it's through chat messages, high-fives, reactions, or leaderboards, PubNub makes it easy to capture the connection, camaraderie, and friendly competition of local multiplayer, online. Players can laugh, chat, compete, and interact online in a way that feels just as intimate and fun as playing side-by-side with their friends, which helps to keep players engaged and immersed in your game.

Keep players playing

Players are more likely to stay engaged when they know their friends are online and ready to play. PubNub Presence makes it simple to track the online status of players so you can send notifications. You can create alerts to let players know their friends are in-game, so that they're more likely to keep playing. And even if players are offline, you can still send them notifications about who is online to get them back in the game.

Capture and keep user data

By providing users with in-game chat that they'll actually use, you prevent them from seeking out other social platforms to engage with players. And by keeping users in the game, you can easily capture crucial data with PubNub—like abusive user behavior and where players drop off—to help improve your game's functionality, features, and stickiness.

Quickly get customized in-game chat up and running

Give players the ability to connect one-on-one, as teams, or in multiplayer settings. PubNub's APIs are designed to give your customers the functionalities they want while allowing your developers to quickly get a proof of concept running. Developers get a production-ready, scalable solution that has the flexibility of building in-house without the cost, time, and frustration. Plus, our Chat Solution Kit gives you full control over the look, feel, and functionality needed to deliver a beautiful and comfortable in-game experience.

Scale effortlessly for audiences of any size

Be it 10 or 10 million concurrent players, PubNub comes with scale and reliability built in. Games built with PubNub have no concurrency limits, so features like chat and user presence work flawlessly to give all connected users the same responsive experience.

> *DevOps isn't our core competency. I'd much rather work with a dedicated service like PubNub to fulfill a well-defined need, like quickly transmitting data between players, so our engineering team can focus on the hard problems that are unique to our business."*

David Underhill

VP of Engineering at Pocket Gems

> *PubNub's chat solution and tools allow our gamers to express their genuine selves with each other in a way that is fun for everyone."*

Anhang Zhu

CTO of Mayhem