

Edinburgh's GamesAnalytics announce \$3m investment



Investment to accelerate predictive analytics technology and product development

Predictive analytics specialist GamesAnalytics, today announced that it has secured \$1.3 million in Series A equity funding from new investors [Par Equity](#) and [STV Group plc](#), which includes follow-on investment of more than \$612,000 from Scottish Enterprise via the [Scottish Investment Bank's](#) Scottish Co-investment Fund. This is the first stage of a planned \$3m investment programme.

GamesAnalytics, which is based in Greenside Place in Edinburgh, will use the investment to help accelerate the development and productisation of its predictive modelling platform, Predict™ as well as to strengthen its sales and marketing activities to support its rapidly expanding global client base; with particular focus on Europe and the US. In addition, the funding will see the company increase its reach across all Free-2-Play gaming vertical sectors including social casino, real money gambling, mobile, MMOs and cloud gaming.

Global publishers and developers deploy GamesAnalytics' advanced toolkit and technology to improve retention and monetization in games design and increase player engagement by creating personalised playing experiences which reflect individual playing styles and competency levels.

"GamesAnalytics has clearly demonstrated a growing requirement for analytics within an industry reorienting itself to new business models and platforms," said Paul Atkinson, Partner, Par Equity. "With a technology roadmap which is firmly focused

on strengthening its European and US market position, we are anticipating a successful partnership with the team at GamesAnalytics.”

[GamesAnalytics](#)’ Chairman, Tim Christian, added, “The company has made significant progress over the last couple of years developing its technology and analytics services as well as establishing an impressive cross-platform client base, following its initial modest angel investment. This new investment will enable us to accelerate platform development and deployment across all gaming sectors and the company is committed to developing best-of-breed analytics tools which enable publishers and developers to deliver intelligent Player Relationship Management strategies.

“We are delighted to have received this latest tranche of funding and to be working with Par Equity, STV Group and the SIB. It is testament to the growing importance of analytics in today’s games industry.”

Michelle Kinnaird, Investment Director at the Scottish Investment Bank, said: “GamesAnalytics is innovative, forward-looking and hungry for growth. It is actively seeking new opportunities and new clients, and that is exactly the kind of company we are here to support.”