## Case Study

**Faceit**

# Graph Technology Enhances Gamer Engagement on Faceit

**INDUSTRY**
Gaming & Entertainment

**USE CASE**
Real-Time Social Matchmaking & Recommendations

**GOAL**
– Match gamers to a greater community of friends and relevant gaming competitions
– Boost user engagement and grow gaming communities through an enhanced experience

**CHALLENGE**
– Maintaining differentiation in a hotly contested and fast-moving market

**SOLUTION**
– Use Neo4j to build rich social connections, both among gamer communities, tournament organisers and their target audiences

**RESULTS**
– Proof-of-concept pilot to import friends from gaming platforms accounted for a third of all friend requests within the first few weeks of using Neo4j
– 20 % of users joined gaming competitions based on Neo4j-enabled real-time recommendations
– Developers and tournament organisers favour Faceit because they can easily connect with target users

*To keep people coming back for more, online gaming platform provider Faceit must make it easy for players to discover each other, challenge themselves and enjoy new experiences.*

*Using graph technology has enabled Faceit to experiment with competitions discovery through recommendations, with benefits to both gamers and developers. It has resulted in a rich, personalised and differentiated gaming experience.*

### The Company

Faceit is the leading competitive gaming platform for online multiplayer games, with more than 12 million users. Faceit allows players to easily play in tournaments and leagues for virtual and real-world prizes through automated tournament management and competitive gaming technology. The company was founded in London in 2012, and today sees over 15 million gaming sessions played every month.

### The Challenge

Online gaming is a hotly contested and fast-moving market.

Audiences are typically young and hungry for an ever-better experience, so platform providers must be agile, creative and responsive – always adding to the experience with something new, challenging and exciting.

To grow communities and keep gamers coming back, Faceit and game developers need to create high levels of active engagement among users – by letting them find and create their own competitions and gaming leagues.

"We want to provide the best experience to both gamers and game developers," says Faceit's VP of engineering, Emanuele Massara.

### The Solution

Faceit first partnered with graph technology company Neo4j two years ago: Emanuele and software engineer colleague Victor Balanica had first-hand experience of the technology from their time at other companies.

"We wanted to be able to model and do more with social relationships, and Neo4j is well known for this," Emanuele explains.

Initially using Neo4j to let gamers follow competition organisers, Faceit now also models and harnesses friend relationships to recommend tournaments.

"We have been experimenting in bolder and more creative ways," Victor says. "Now, any user of our platform can get recommendations based on mutual friends, or friends of friends.

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"We're modeling a broader range of users' social characteristics, too – where they're based, what they follow and their previous competition activity. We've had such good results, that we now include competition recommendations on our web home page."

And this whole solution is running on the Google Cloud Platform (GCP), specifically on the Google Compute Engine (GCE), interacting with Google Storage for the configurations and Stackdriver for monitoring, and is consumed by the firm's applications running on the Google Kubernetes Engine.

### The Results

The results are impressive.

"A small proof-of-concept pilot to import friends from gaming platforms accounted for a third of all friend requests within the first few weeks of using Neo4j," Victor says.

In addition, 20 percent of users joined special gaming competitions based on automated recommendations enabled by Neo4j – the highest join rate on the platform.

"These are good business numbers – beyond what we expected," Victor comments. "When we saw the results of our analytics, we were very happy. We are confident that this enhanced user engagement will lead to a growth in both the size of our gaming community, and in user activity, as friends find each other more readily and join more tournaments via our platform."

He adds that game developers and tournament organisers love the Faceit platform, too, because they can engage users so readily.

"We've had great support from Neo4j, which has helped spur on our ambitions," Emanuele concludes. "Strategically, Neo4j is a critical technology for us. The innovative features it enables are a great differentiator. I don't see any of our competitors doing this."

Questions about Neo4j?

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