PAYDAY 2 Celebrates 8 Years of Loot and Lead with Live Anniversary Events Powered by AccelByte Analytics

When PAYDAY 2 was first released in 2013, the multiplayer heist shooter was launched as a traditional premium title supported by DLC. After a massively popular run, development on PAYDAY 2 ultimately shut down in December 2018. But in October 2019, Starbreeze revealed it was once again working on expansion content and 'seasons' of DLC linked together by an ongoing storyline—which would come to play a important role in the company's financial recovery.

Today, AccelByte Cloud provides Starbreeze with a Game Telemetry and Analytics platform that enables their data teams to deliver powerful insights to the business, improving the support of predictive player analytics, business forecasting, and awesome live community events.

CHALLENGES

• Processed over >900 TB of data each month covering 1M+ players, and up to 50k+ peak concurrent players.

• Internal teams (live services op, producers, and senior leadership) needed rapid access to a wide array of data sets such as loadout, player, and match statistics to drive decision making for the next set of events and updates.

• Starbreeze's legacy PlayFab infrastructure only supported a closed platform centered on Azure Data Warehouse. The team wanted flexibility to continue using their preferred data cloud Snowflake, and an open ecosystem of tools for building the in-house analytics team.

SOLUTIONS

AccelByte provides Starbreeze with:

Player Activity

Active player/CCU graphing, new player volume, and player engagement time and retention rates to track overall community health.

Match Preferences

Player map and setting preferences, average session lengths, total rate of experience gain to inform future events, updates, and DLC.

Loadout Balancing

Player weapon/item/skill preferences and effectiveness to inform in-game balancing.

In-game Economy

Player in-game cash spend behavior and timing to tweak in-game economics and pricing.

Live Event Statistics

Custom, novel player actions (e.g., 'total player kills with a spoon') to fuel limited time community events.

GDPR Compliance

All data collection maintains compliance with the General Data Protection Regulation (GDPR) of the EU as well as the California Consumer Privacy Act (CCPA).

Direct Integration with Diesel Game Engine

Implemented native with PAYDAY 2 code following StarBreeze's own best coding practices—and ensuring zero degradation in game performance.

Native Integration with Snowflake Data Warehouse

Allowed Starbreeze to retain an open ecosystem of tools for supporting the in-house data analytics team.

RESULTS

With the support of AccelByte, Starbreeze has:

◤ **Zero in-house devops:** Entire player and game telemetry pipeline is managed with 24/7 AccelByte support—releasing Starbreeze and their analytics team to focus on creating dashboards and uncover insights rather than collecting and cleaning data.

◤ **Faster (cost effective) time-to-insight:** Unlocked access to real-time player and game data that directly pipes into an open ecosystem of analytic tools. Team devised creative solutions to batch and optimize data piping to control overall data transfer costs.

◤ The PAYDAY 2: 8th Anniversary event in August 2021 boosted peak CCUs by >70% as players collectively retired 15 million cops and blasted $19.3 billion of in-game cash.

◤ The April Fools' Day 'MASS SPOONING' 2021 event had players work together to collectively get over 5,000,000 kills with their spoons.

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