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Early churn prediction with personalized targeting in mobile social games

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#### ACCEPTED MANUSCRIPT

#### Highlights

- A model for predicting churn one day after registration in games is proposed.
- The model is generalized and applicable to various types of free-to-play games.
- Two approaches for retaining churned users via push notifications are presented.
- The proposed system is deployed and used in the production of a large-scale game.

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