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merge games have one of the best retention and engagement rates at lower levels but both values drop over time it takes a week with some games and a month with the others the problem lies within the complex drawn out orders that players face as they progress which require merging high tier items those stall the game because you must keep grinding for days to complete a single quest and that affects the dynamics players realise immediately that they won t make it far during the game session which saps their motivation many people either stop playing entirely at this point or stop making in game purchases travel town focuses on increasing player activity to monetise the game to achieve that the developers use various game mechanics and other methods to motivate and put pressure on players they can be divided into those that affect player activity short mid and long term travel town implements various merge chains some of which are unique to the game new merge chains are added as players complete more levels and construct new buildings travel town s competitors mostly use similar merge chains with varying lengths but travel town likes to change things up here are some of the chains available in the game je suis diplômée en droit et en journalisme avec une spécialisation en criminologie et en journalisme culturel une de mes grandes passions ce

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