GREEN GAME JAM

PLAYING FOR THE PLANET™

MATCH MASTERS

2026 Case Study



Date of publication:

Background

GREEN GAME JAM BY PLAYING FOR THE PLANET™

About the Green Game Jam

Activating players globally to protect and restore our planet, the Green Game Jam is an annual challenge for studios who work on live games with existing audiences. Studios build new content into their games that engages players on environmental topics whilst working towards a collective impact goal.

In 2026, studios built content inspired by reefs and rainforests with the goal to raise funds to protect both ecosystems.

This year's impact partners were:

OCEANA

RAINFOREST ALLIANCE

MATCH MASTERS

About Match Masters

Match Masters a competitive, turn-based online multiplayer match-3 puzzle game. Developed by Candivore, it reinvents classic matching games by having two players compete on the exact same board, taking turns to create matches and score points while disrupting each other's strategies.

The LiveOps team is known for its innovative pipeline of new content, running 2-3 active events at any one time to give players an ever-changing competitive hook.

Platforms

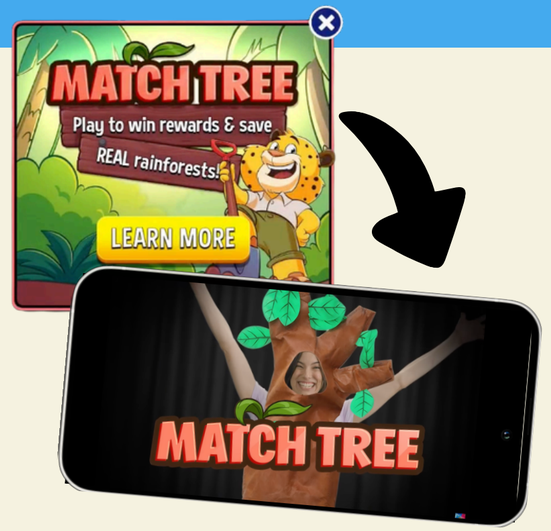
The Campaign

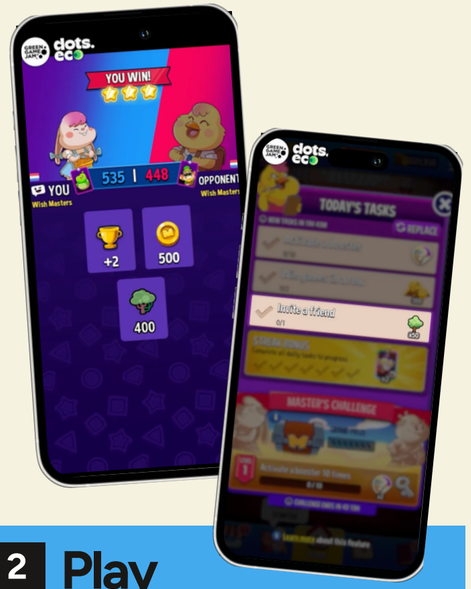
A rainforest-focused event turning gameplay into real-world conservation

Between June 5th - 12th 2026, ‘Match Tree’ invited players to collect in-game ‘trees’. With the help of environmental rewards platform Dots.Eco, they converted these player actions into donations to global rainforest conservation efforts. Meanwhile, players could track and share their impact via a milestone rewards bar and downloadable certificates showing the specific region protected.

1 Launch

Upon launching the game, players were introduced to the event via an in-game pop up and a short video explaining the rationale behind the new content.



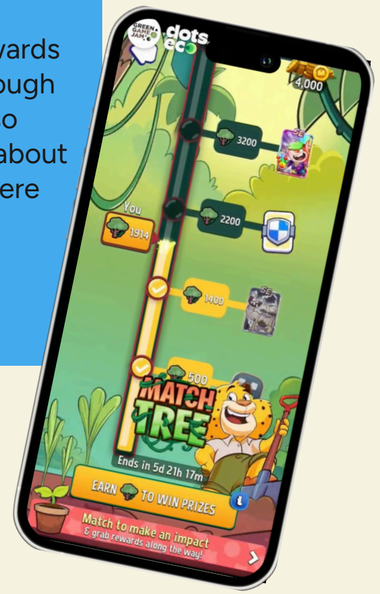


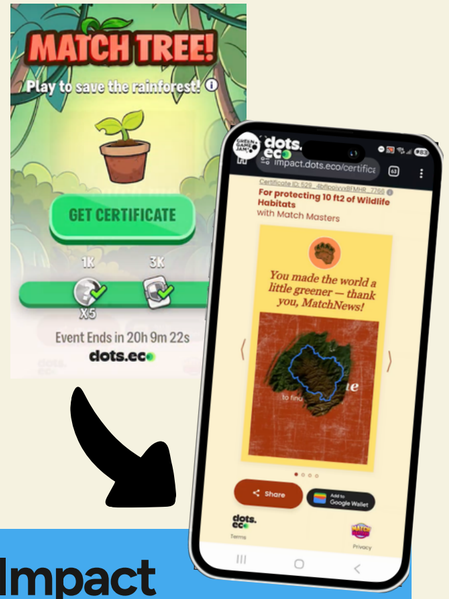
2 Play

By playing games, earning stars and inviting friends to participate, players were able to collect ‘trees’ which contribute to their progress in the event.

3 Progress

Players tracked this progress through in-game event ladders and on the Match Masters hub website, unlocking rewards at key milestones. Through the hub, they could also read interesting facts about the rainforest which were amplified through supporting social media content.





4 Impact

Dots.Eco converted the number of trees collected by players into a donation to protect rainforests. Players recieved a shareable impact certificate on completion.

Impact

+ 7% Play Sessions

Up to 7% longer play sessions, with higher than average engagement and completion rates.

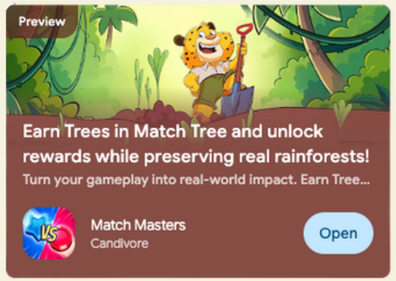
39% of Match Masters players engaged with the event and 1.5% achieved the full set of goals. Both of these numbers are higher than the game's usual engagement and completion rates for similar in-game events without an environmental angle.

39% engagement rate



+ 69% Conversions

Google Play Store event card increased viewers by 103% and conversions* by 69%



*Conversions here refers to the number of unique users who saw the event on Google Play and installed, updated, or opened the app.

21% increase in social media engagement with over 70,000 impressions.

This was when compared to other social media campaigns for similar in-game events without an environmental angle.

161 ft2 Habitat Protected

161.6 ft2 of wildlife habitat protected through Dots.Eco



Players were able to see the specific region of rainforest that their funds supported through the Dots.Eco certificate, showing that their actions can make a tangible difference.

455 responses to the prompt "one thing you've done to help the environment recently"

Community managers know that asking questions to players can help to boost engagement on socials through comments. But it's also a fantastic way to normalise conversations about pro-environmental behaviours in your community. Not only did Match Masters raise funds for the planet, they got players talking about it too.

So, why join the Green Game Jam?



1 Improve your game's performance

With increased playtime as well as higher engagement and completion rates, purpose-driven content might just be the KPI driver your game needs to keep players coming back for more.

2 Featuring opportunities

Platform partners like Apple App Store and Google Play offer dedicated featuring for a small number of standout games. Match Masters was featured on both stores' Games pages.

3 Potential for user aquisition

On Google Play, the game saw an 103% increase in viewers to the store page and a 69% increase in conversions thanks to this featured event card.

4 Build a connection with players

The engagement numbers speak for themselves - but the Match Masters team recieved so many messages and thanks from players grateful that they could use their favourite game to do good.

5 Make an impact for nature!

At the end of the day, the purpose of this campaign was to educate, fundraise and make a positive impact for nature and it was successful - Match Masters was able to protect 161,000 ft2 of rainforest.