



PREDECESSOR

From reactive firefighting to proactive positive play

Omeda uses GGWP to curb toxicity and elevate sportsmanship—moving beyond reactive moderation.

Highlights

- 56% fewer offensive messages among active chatters after rollout
- 65% of warned players didn't reoffend, reducing recidivism
- 99% of reports automated, enabling the team to handle scale without growing headcount

Customer quote

"Toxicity is one of the greatest challenges in multiplayer gaming. GGWP gives us the tools to get ahead of it, instead of always being on the back foot."

— Robbie Singh, CEO & Founder

As Predecessor surged past 3M MAU, Omeda wanted to prevent toxicity without ballooning headcount. GGWP reduced manual review with a proactive system: behavior-based models to guide enforcement in the moment, lightweight warnings to de-escalate heat, and automated sanctions to sustain a respectful environment. It worked: offensive messages fell 56%, and 65% of warned players didn't reoffend.