Captain Up

The Science of Activating User Loyalty

Loyalty Cloud Platform

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- Loyalty platform - **behavioral economics and game mechanics**
- Gamified experience, **maximizing engagement & retention**
- Players actively participate in challenges, promotions and **In-play achievements**
- **Personal campaigns**, segmented according to user behavior
- **Automatically linking actions with rewards**

Bonuses

Incentivize, reward and motivate users

Shop

Reward loyal customers
Promote top products

Communication

Communicate with your Users - when it matters

Social

Create a loyal community around your brand

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Motivational Building Blocks

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Gamification

Incentivize and motivate users

Social

Create a loyal community around your brand

Communication

Communicate with your Users - when it matters

Shop

Reward loyal customers
Promote top products

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What makes customers come back ?

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Rewards

Levels

Badges

Trophies

Progression

Missions

Challenges

Shop

Items

Bonus API

Fulfill

Experiences

Virtual Wallet

Secondary Currency

Communication

Inbox

Bulk Messages

Segmented Messages

Notifications

Automated Messages

Surprise Messages

Social

Personal Journey

Leaderboards

Activity Feed

User Area

Bragging Rights

Community

Data

Rules Engine

User Mgmt

Segmentation

Currency Conversion

Hierarchy

Insights & Analytics

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How we do it

- Drive **repeated behaviors** that are rooted in gaming
- Incorporate the fundamentals of **traditional rewards** through product purchases
- Achieve the **thrill** of placing wagers on sports and real-money gaming events

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It's not CRM - Its Loyalty

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- We are **not CRM**
- We are **How you get more from your customers**
- Enabling brands to drive revenue using **personalization & segmentation** that leverages **customer behavior analytics**
- The aim of relationship marketing is **creating an emotional, loyal connection between** a customer and a brand

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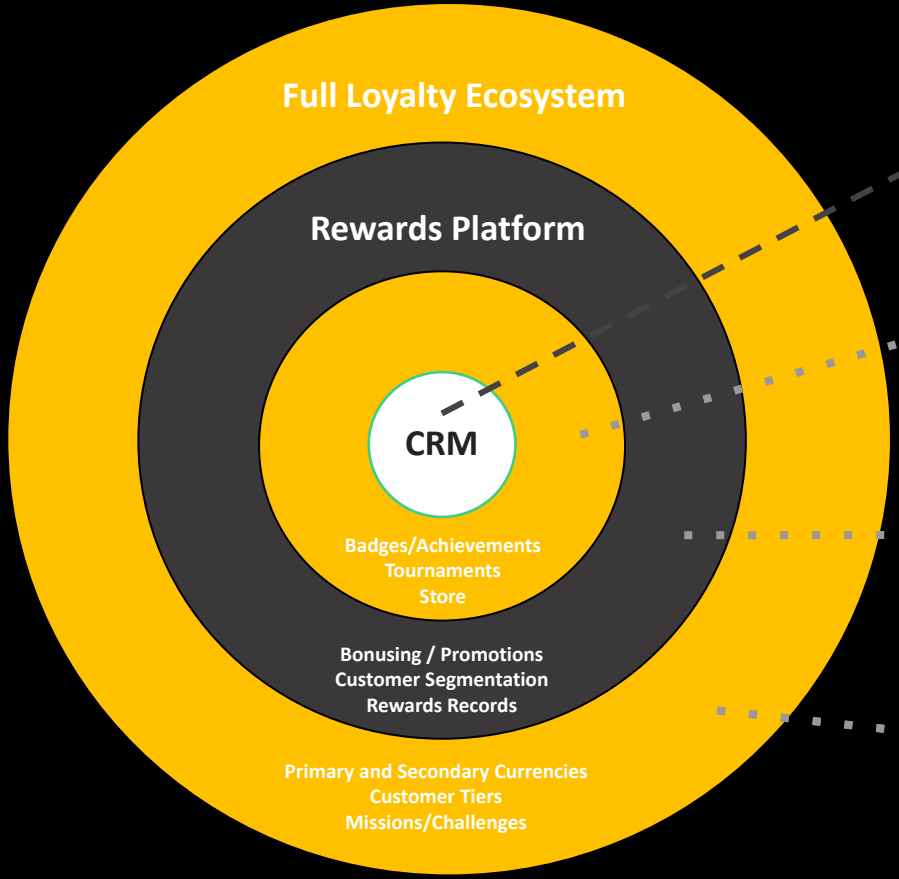
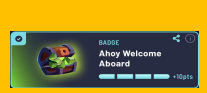
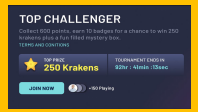
Loyalty Expansion centered in CRM



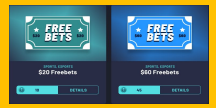
Customer Relationship Management Platform
Customer Journey Optimization
Channel Expansion
Personalization – Right Time Communications



Badges



Tournaments

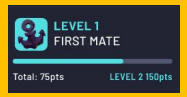


Store

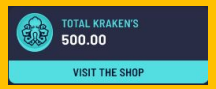
Rewards Expansion

- Manage separate bonus offers
- Segmentation

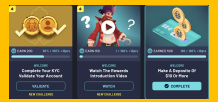
New Rewards Features



Tiers



Currency



Missions

Changing the game with Tournaments

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- **Flexible rule engine** - Set any challenge, create competition in minutes
- **Automatic Prizes** - Set hourly, weekly and monthly promotions
- **Rewards Automation** - Connect data streams to enhance the economy
- **Seamless Integration** - Share data using APIs, embed a ready to use client
- **Export data in real time** and connect data streams from existing systems

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Shop & Secondary Currency

- **Segmented promotion** - segmented offerings and pricing
- **Stock** - control items availability, manage inventory, redemption and stock
- **Top left -** control items promotion directly from the admin
- **Build an economy** - convert points into tangible & intangible rewards
- **Availability**: surprise customers with new items every week : Promotions, Virtual items, Bonus, Raffle tickets, Avatars, Bundles, Tangibles

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Configurable Client

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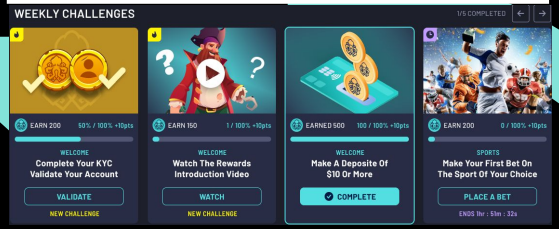
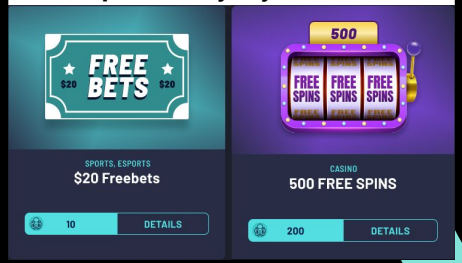
Complete real money gaming Challenges

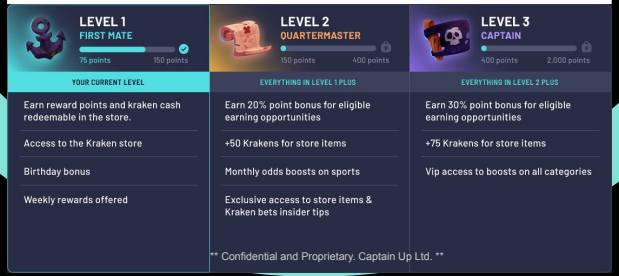


Redeem Currency for Freebets or Free Spins in Loyalty Store



Earn Two Types of Currency

Work toward Higher Tiers and Added Benefits



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Services Provided

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Integrations

Working together to ensure the connections between data source and user economy justify the program build

- Data Integration
- Rewards Connection
- Analytics Integration

Client

Work directly with our development team - augmenting front-end development resources available & saving costs

- Out-of-the-Box UI
- Native SDKs
- Omni Channel

Services

Ongoing managed services to set-up the rules in the backend and provide support when the program is live

- Admin Setup
- Scale & Backups
- License & Support

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Thank You

Case Studies

KRAKENBET
WEEKLY CHALLENGES
Watch The Rewards Introduction Video
WATCH
Make A Deposite Of $10 Or More
COMPLETE
Make Your First Bet On The Sport Of Your Choice
PLACE A BET
Trophies

CHALLENGES
STORE
EARN 200
SPORTS
Make Your First Bet On
The Sport Of Your Choice
PLAY CASINO
NEW CHALLENGE
Missions

KRAKENBET
TOP CHALLENGER
250 Krakens
user name displayed
user name displayed
user name displayed

KRAKENBET
Gold Lootbox
Ruby Red Lootbox
Platinum Lootbox
FREE
FREE
FREE
Segmented according to tiers

STRIKE GOLD
JULY

UNA EXPERIENCIA codere

descarga la app

CON EL JUEGO RESPONSABLE

una experiencia codere

CASINO codere

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Codere Club

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Cazadores del Juego - Codere

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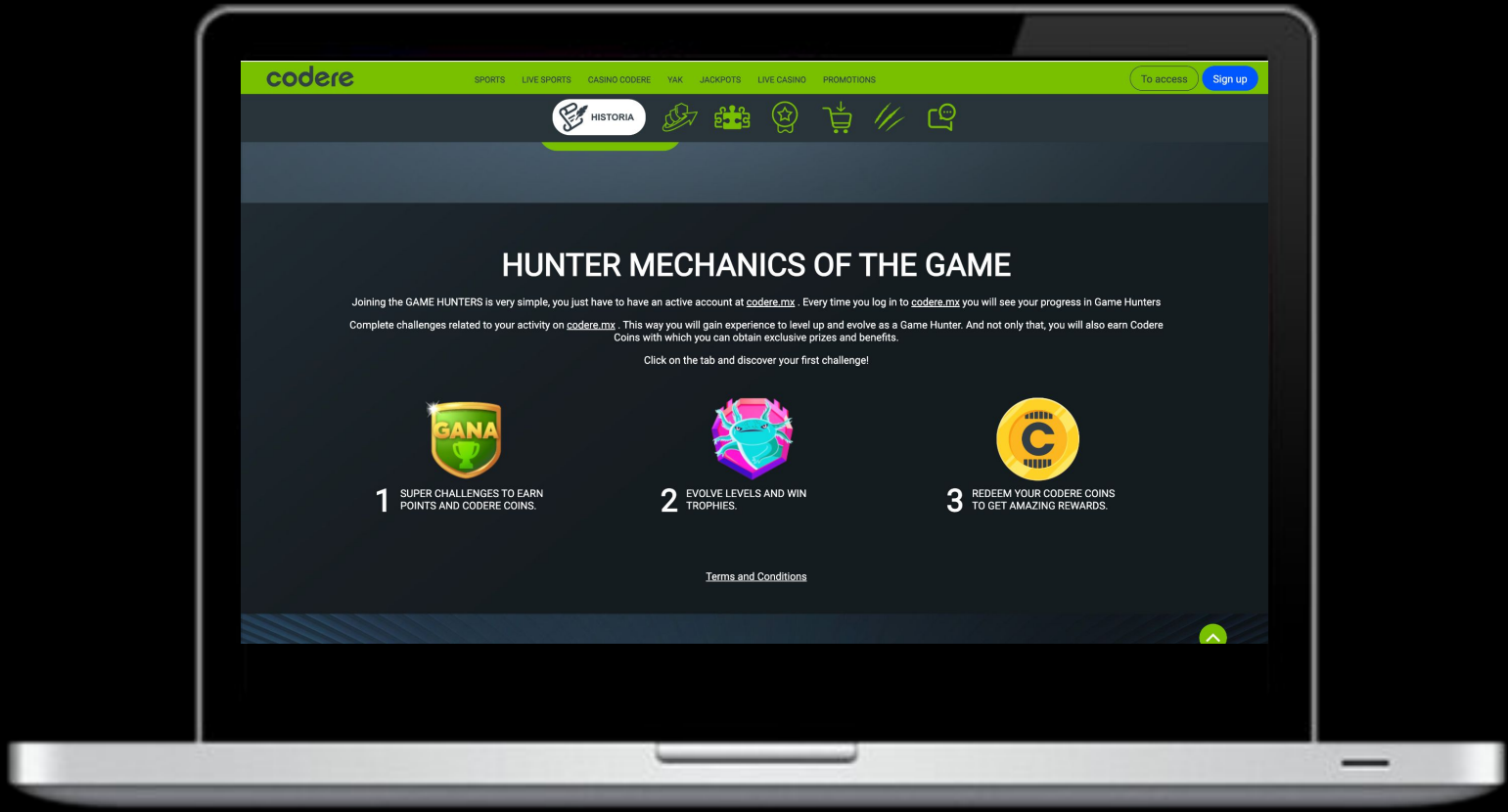
Missions



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Levels

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Challenges

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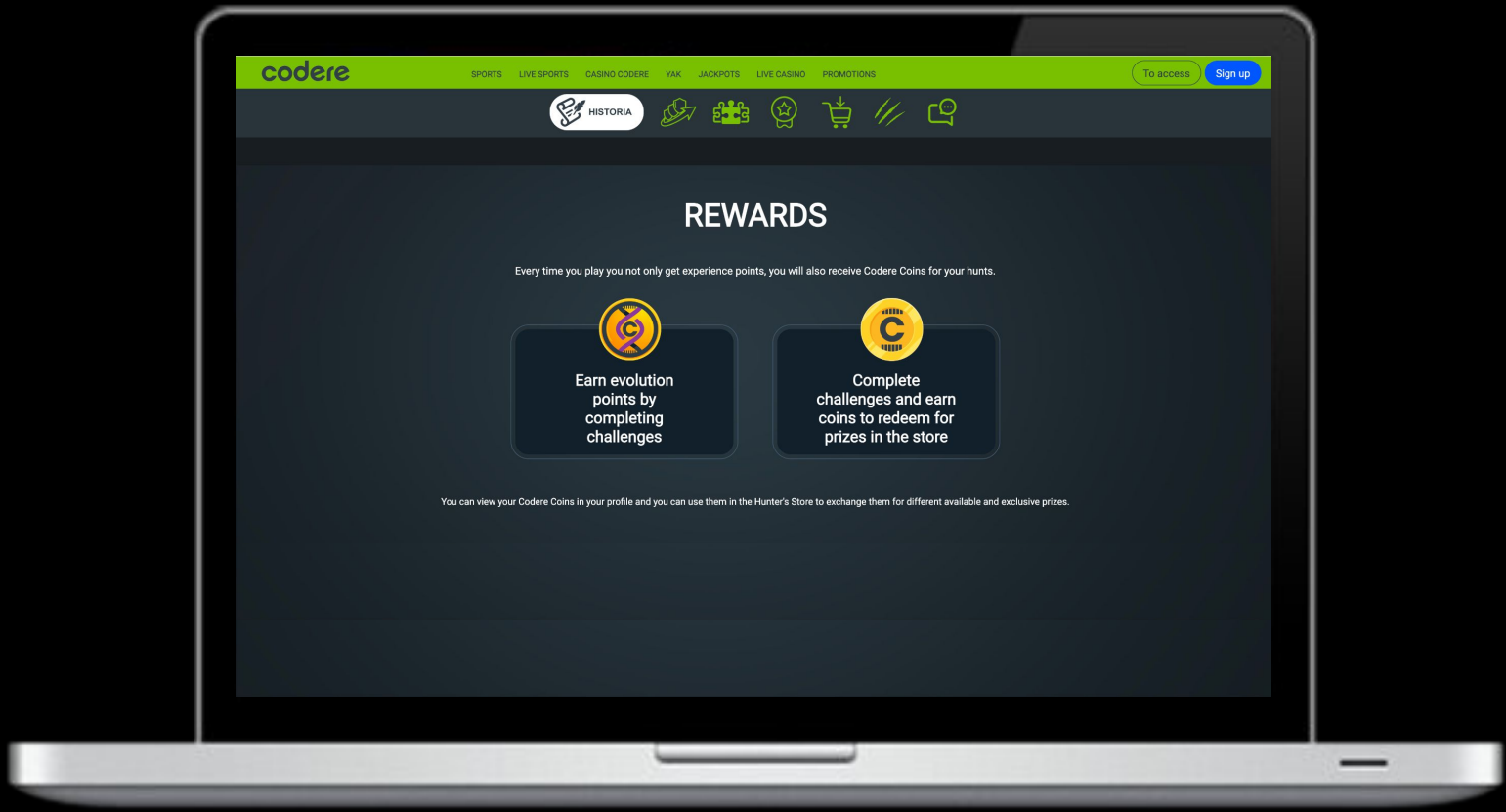
Rewards



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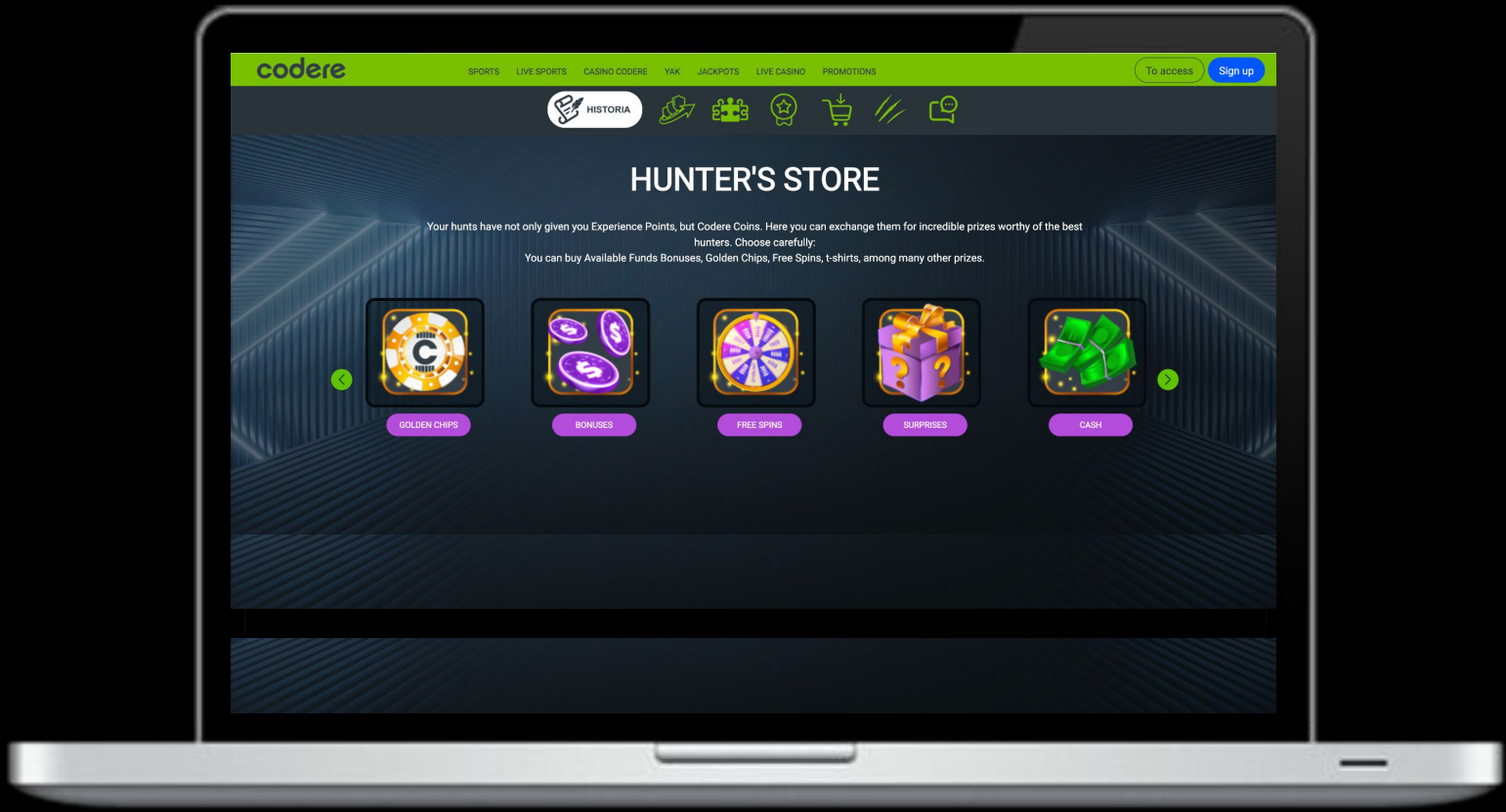
Store



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Profile

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