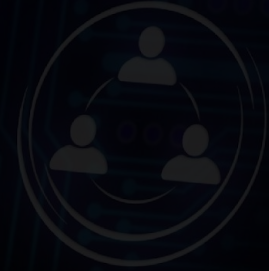


The Science of Activating User Loyalty



Loyalty Cloud Platform

- 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

Motivational Building Blocks



Gamification

Incentivize and motivate users



Communication

Communicate with your Users - when it matters



Social

Create a loyal community around your brand



Shop

Reward loyal customers
Promote top products

What makes customers come back ?

Rewards



Levels



Badges



Trophies



Items



Bonus API



Fulfill

Communication



Inbox



Bulk Messages



Segmented Messages



Personal Journey



Leaderboards



Activity Feed



Progression



Missions



Challenges



Experiences



Virtual Wallet



Secondary Currency



Notifications



Automated Messages



Surprise Messages



User Area



Bragging Rights



Community



Rules Engine



User Mgmt



Segmentation

Data



Currency Conversion



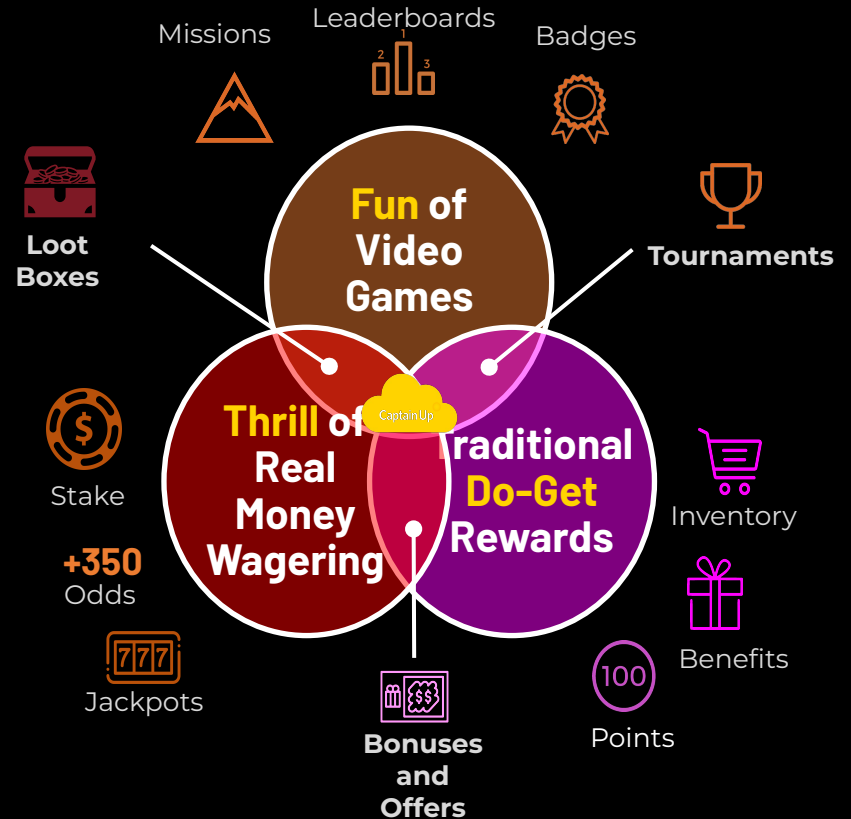
Hierarchy



Insights & Analytics

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

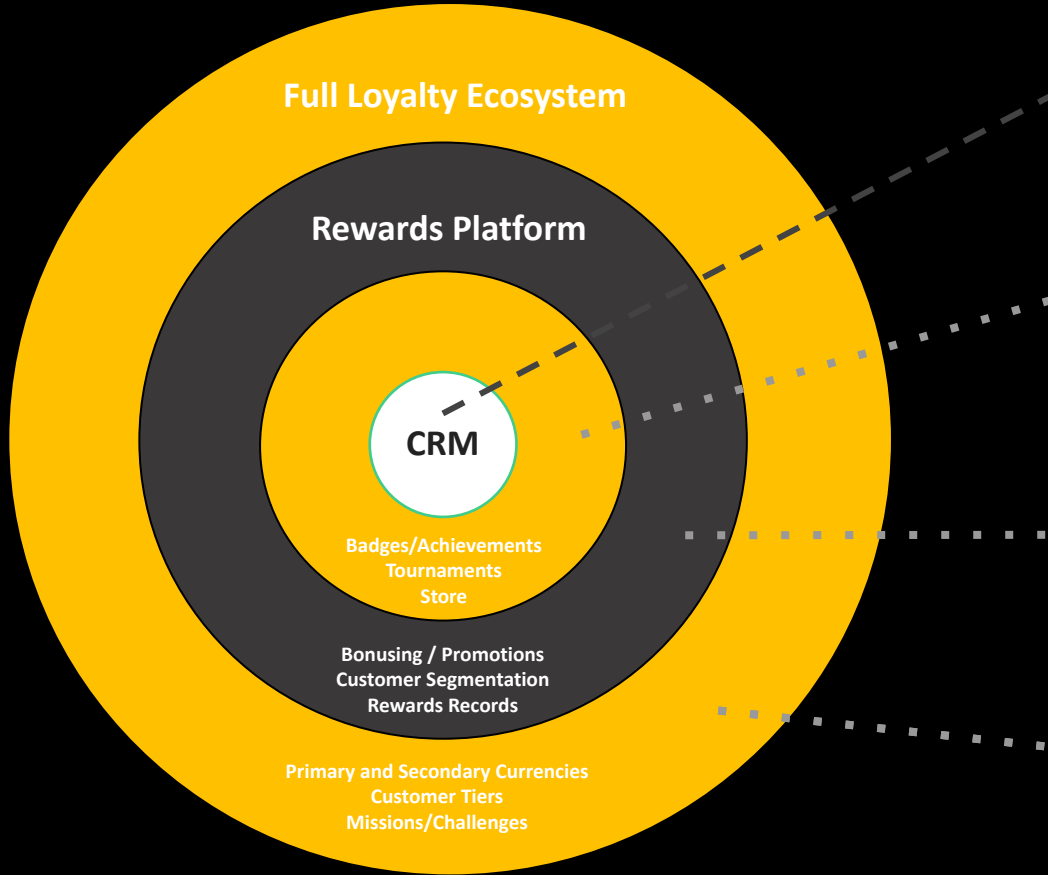


It's not CRM - Its Loyalty

- 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



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

Tiers **Currency** **Missions**

Changing the game with Tournaments

- **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

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

Configurable Client

Complete real money gaming Challenges

WEEKLY CHALLENGES

<p>EARN 200 50% / 100% +10pts</p> <p>WELCOME Complete Your KYC Validate Your Account</p> <p>VALIDATE</p> <p>NEW CHALLENGE</p>	<p>EARN 150 1 / 100% +10pts</p> <p>WELCOME Watch The Rewards Introduction Video</p> <p>WATCH</p> <p>NEW CHALLENGE</p>	<p>EARN 500 100 / 100% +10pts</p> <p>WELCOME Make A Deposit Of \$10 Or More</p> <p>COMPLETE</p>	<p>EARN 200 0 / 100% +10pts</p> <p>1/5 COMPLETED</p> <p>SPORTS Make Your First Bet On The Sport Of Your Choice</p> <p>PLACE A BET</p>
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Redeem Currency for Freebets or Free Spins in Loyalty Store

<p>★ FREE BETS ★ \$20</p> <p>SPORTS, ESPORTS \$20 Freebets</p> <p>10 DETAILS</p>	<p>500 FREE SPINS</p> <p>CASINO 500 FREE SPINS</p> <p>200 DETAILS</p>
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Earn Two Types of Currency

<p>LEVEL 1 FIRST MATE</p>	<p>TOTAL KRAKEN'S 500.00</p>
Total: 75pts	LEVEL 2 150pts
VISIT THE SHOP	

Work toward Higher Tiers and Added Benefits

LEVEL 1 FIRST MATE	LEVEL 2 QUARTERMASTER	LEVEL 3 CAPTAIN
<p>75 points / 100 points</p>	<p>150 points / 400 points</p>	<p>400 points / 2,000 points</p>
YOUR CURRENT LEVEL	EVERYTHING IN LEVEL 1 PLUS	EVERYTHING IN LEVEL 2 PLUS
Earn reward points and kraken cash redeemable in the store.	Earn 20% point bonus for eligible earning opportunities	Earn 30% point bonus for eligible earning opportunities
Access to the Kraken store	+50 Krakens for store items	+75 Krakens for store items
Birthday bonus	Monthly odds boosts on sports	Vip access to boosts on all categories
Weekly rewards offered	Exclusive access to store items & Kraken bets insider tips	

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Services Provided

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

Thank You

[Case Studies](#)

WEEKLY CHALLENGES



WELCOME 100% BONUS UP TO \$100

WELCOME Complete Your KYC and activate your account

VALIDATE

NEW CHALLENGE



WELCOME 100% BONUS UP TO \$100

WELCOME Watch The Rewards Introductory Video

WATCH

NEW CHALLENGE



WELCOME 100% BONUS UP TO \$100

WELCOME Make A Deposit Of \$10 Or More

COMPLETE



WELCOME 100% BONUS UP TO \$100

SPORTS Make Your First Bet On The Sport Of Your Choice

PLACE A BET

EXPIRES IN 14 DAYS

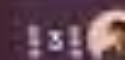


LEVEL 1 FIRST

YOUR NAME

YOUR SCORE

TOP 1



Trophies





Missions



KRAKENBET

CASINO SPORTS DEPOSITS PROMOTIONS NEWBORN



LEADER CHALLENGES TOURNAMENTS GAMES PROFILE STORE

TOP CHALLENGER

TOURNAMENT 1

TOURNAMENT 1

TOP CHALLENGER

Collect 600 points, earn 10 badges for a chance to win 250 Krakens plus a free 100€ legendary box.
Some are common.



TOP ROLL

250 Krakens

TOURNAMENT 100000

50hr / 10min / 10days

CONVIEW



100 Points



user name displayed

LEVEL 1

Subscriptions

10

502

100000



user name displayed

LEVEL 1

Subscriptions

10

571

100000



user name displayed

LEVEL 1

Subscriptions

7

593

100000



100%
Gold Lootbox

\$1000 **DETAILS**

BUY NOW



100%
Ruby Red Lootbox

\$500 **DETAILS**

BUY NOW



100%
Platinum Lootbox

\$1000 **DETAILS**

BUY NOW



100%
\$28 Freebets



100%
\$50 Freebets



100%
\$100 Freebets

LEVEL 1
FIRST PALE

100% WELCOME BONUS UP TO \$1000

100% WELCOME BONUS UP TO \$1000

100% WELCOME BONUS UP TO \$1000

100% WELCOME BONUS UP TO \$1000

100% WELCOME BONUS UP TO \$1000

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100% WELCOME BONUS UP TO \$1000

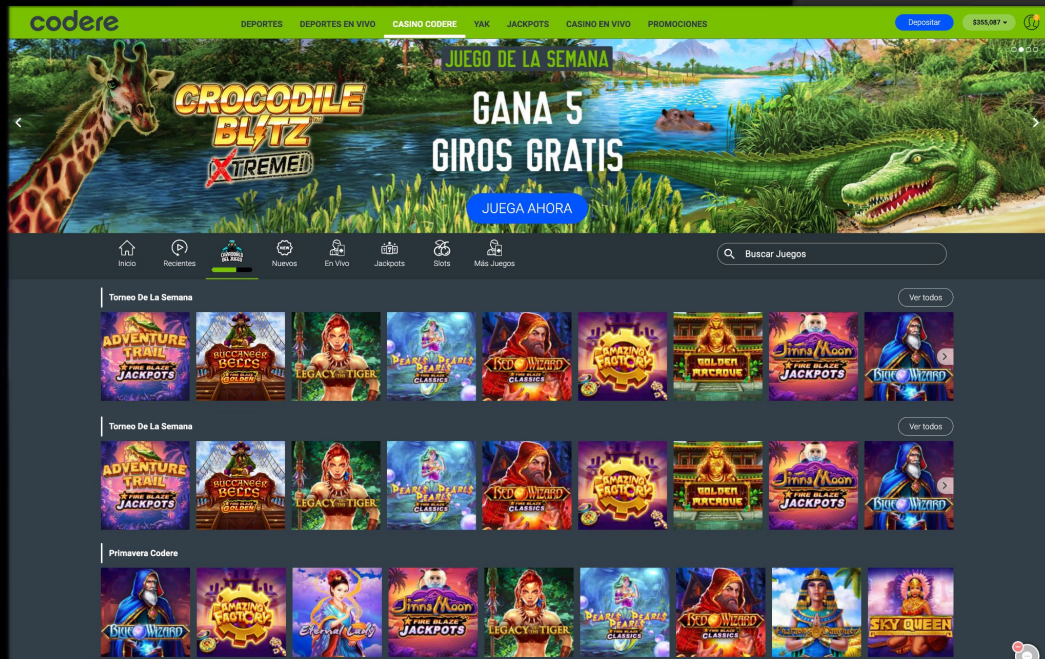
100% WELCOME BONUS UP TO \$1000

Segmented according to tiers



UNA EXPERIENCIA **codere**





codere DEPORTES DEPORTES EN VIVO CASINO CODERE YAK JACKPOTS CASINO EN VIVO PROMOCIONES Depositar \$325,087

JUEGO DE LA SEMANA
CROCODILE BLITZ XTREME
GANAR 5

Mi Perfil Retos Tienda Mensaje

Cazadores12
Tienes 5400 pt te faltan 1600 para subir de nivel

NIVELES

- AXOLOTLITO**
3000-7000pt
Nada en agua tranquilas con facilidad. Estáte fijo para cazar juegos y premios más grandes.
- AJOLOTE**
7000-14500pt
Conquistate tu primera presa y dominas lo básico de la cacería en Casino Codere me.
- HUEVO DE SERPIENTE**
14500-27000pt
Cambiate de terreno. Ahora ves por tierra dominando todos los juegos.

Inicio Recientes Nuevos

Torneo De La Semana

Primavera Codere

Powered by Captain Up

Buscar Juegos Ver todos

Cazadores del Juego - Codere






codere SPORTS LIVE SPORTS CASINO CODERE YAK JACKPOTS LIVE CASINO PROMOTIONS To access Sign up

HISTORIA

HUNTER MECHANICS OF THE GAME

Joining the GAME HUNTERS is very simple, you just have to have an active account at codere.mx. Every time you log in to codere.mx you will see your progress in Game Hunters. Complete challenges related to your activity on codere.mx. This way you will gain experience to level up and evolve as a Game Hunter. And not only that, you will also earn Codere Coins with which you can obtain exclusive prizes and benefits.

Click on the tab and discover your first challenge!

-  **1** SUPER CHALLENGES TO EARN POINTS AND CODERE COINS.
-  **2** EVOLVE LEVELS AND WIN TROPHIES.
-  **3** REDEEM YOUR CODERE COINS TO GET AMAZING REWARDS.

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