

zi ZIQNI

Gamification Done Right

Gamification allows brands to differentiate, create great experiences and retain customers better, for longer.

Ziqni's gamification tools and features make the process of creating, integrating and managing engaging content and promotional experiences easy to achieve.

Works with online casino and sportsbook operators, game studios and content aggregators and platform providers.

Our gamification toolbox



Scoring Strategies



Ranks, Levels



Badges & Trophies



Group or Individual



Unlocks



Notifications



Leaderboards



Avatars, Profiles



Visualized Dashboards



Loyalty

Unrivalled tournament options

Quickly setup engaging leaderboards to create exciting and rewarding experiences instantly for customers

Create unique scoring mechanisms based on transaction and rich in-game data using Ziqni's multiple scoring strategies

Apply win-multipliers, boosters and custom point rules with potentially thousands of combinations possible to differentiate promotional activity

Offer tournaments to your whole network or to specific partners/ groups



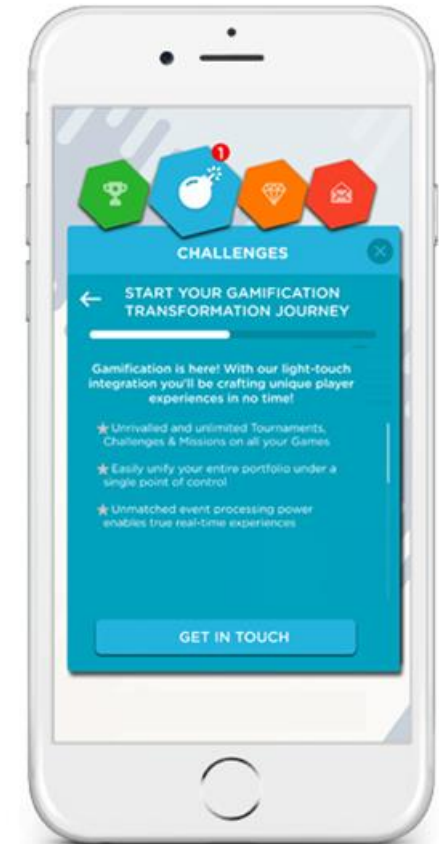
Highly customizable missions

Create 'one-off' Achievements or dynamic Missions that can be active promotions with specific partners or as part of a network promotion or new game release

Customize achievements and missions using Ziqni's rule engine using any customer or product data

Promote content using Achievements and Missions to cross-sell different games, target specific pre-match and/or live betting markets and cross-sell between sportsbook and casino

Easily offer customized experiences for your customers as one-time promotions, daily, weekly or ongoing missions or as part of a leveling or tier loyalty system



Promotion ideas you can get started with...



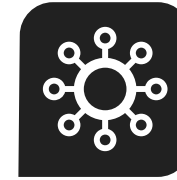
Multi-product and Cross provider Tournaments

- Use one or all games together in multi-product tournaments
- Use inclusion or exclusion criteria to target different customer segments
- Cross sell tournaments between casino and sport.
- Example – earn 100 extra points for every bet placed on football.



Limitless scoring strategies and Custom points options

- Use multiple scoring strategies; Cumulative, Highest Only, Sum over Count, Points Target
- Custom points offer a wide variety of scoring options
- All measurable actions can be used to earn points
- Example - Every £1 Bet = 2 Points
 - Every £5 Won = 20 Points
 - Every win - multiplier greater than 100 = 1000 Points



Achievement and Missions

- Promote new game releases using achievements and missions
- Example- Play 50 Spins on Game 1 and Place 50 spins on Game 2 = trigger reward
- Increase length of time users engage with your games by creating multi-step missions
Example- Collect symbols in Game 1 to progress to next level, then varying the progression criteria

Even more ideas...



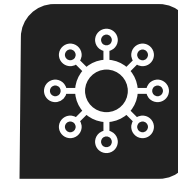
Sports Tournaments

- Players score points in the tournament through their winning selections from singles or multiple bets.
- Players can earn points even if their overall multiple loses by measuring the outcomes of the individual bets and use these to count towards their tournament point score
- Example- Leverage the “sum of count” scoring strategy to only count your first 20 winning selections



Cross Sell Tournaments and Achievements

- Create a tournament where all sports bets count as extra points
Example – Get 100 points for each sports bet
- Create a mission using multiple achievements
 - Place 1 bet on football at odds greater than 2.0
 - Additionally add a cross sell option. Example- 10 spins in the casino



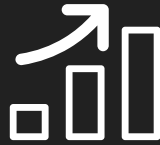
Achievements over time

- Run an Achievement called the Bravest Warrior where the goal is to get 3 long shots in one day and reward player with a badge and prize
- Setup multiple achievements that are always available that will trigger when a player get a big win, very big win or huge win for example 10x win-multiplier, 100x, 500x, 1000x or more, then set a second phase of getting a certain amount of times.

Results our partners have achieved



Casino and game partners have reported gamified promotions increased turnover from between 40% up to 200% or more

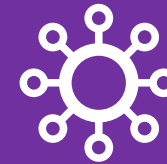


Sports partners have reported high opt-in rates and significant bet increases with strong results in live betting markets

Additional benefits our partners have shared



Game rounds during gamified promotions increased consistently 2x to 3x



Time to execute promotions reduced to 1 hour even in unplanned scenarios



Full control of the end user experience to customize the user design in any way



New content adoption on average saw a 75% increase for new provider adoption



Ability to create scoring mechanics to suite operator requests without changing other activity



New player retention rates from Month 1 to Month 2 improved by 7%



Ability to use in-game data to create new promotion types and mix and match games together



Turnover and active users were 60% higher on average for headline missions

Sports Experience Example

The image displays three screenshots of a sports betting application interface. The top navigation bar is red and contains 'Join Now', 'Login', and 'Tournaments' links. The first screenshot shows a live match between Wolves and Liverpool (0-1) with betting odds (1: 8.25, X: 4.50, 2: 1.42) and a 'Live' indicator. The second screenshot shows the 'Brazilian Série A' tournament details, including a '1st Place Prize' of R\$50,000, 'Free to Play' status, and a timer for 'Tournament Ends' (0 days, 0 hours, 57 minutes, 24 seconds). The third screenshot shows the 'Spanish La Liga' tournament details, including a '1st Place Prize' of R\$50,000, 'Tournament Starts' timer (2 days, 10 hours, 57 minutes, 24 seconds), and a 'Leaderboard' table.

Players (2346)	Chips	Prize
🏆 Sparty 101	10,000	R\$50,000
🏆 Sparty 36	10,000	R\$35,000
🏆 Sparty 479	10,000	R\$25,000
4 Sparty 245	10,000	R\$15,000
5 Sparty 45	10,000	R\$10,000

Casino Overlay Examples

J O I

+ PUNTATA €0,50

TORNEO BUFFALO BLIZ II

Finisce tra **20** Ore **3** Min **12** Sec

POSIZIONE	PUNTI
1	4.140
2	2.170
3	1.140
34 Gaia B.	345

[Vai al dettaglio](#)

[< Vai alla lobby](#)

In corso

Torneo Buffalo Bliz II

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur a nisi vulputate, eleifend tellus ut, rutrum odio. Quisque at orci lorem.

Premio

€4.200

Real Bonus

Puntata min

€0,20

Informazioni sul premio

RACES X

Ciao Gaia B.

Controlla la tua posizione nelle classifiche dei tuoi tornei, gioca per guadagnare posizione e accumulare premi

[Le tue gare](#) [Altre gare](#)

In corso

Torneo Buffalo Bliz II

Premio **€4.200**

Puntata Min **0,20€**

Iscritti **2.300**

Durata **20 Min**

Finisce tra **20** Ore **3** Min **12** Sec

Sei iscritto!

Posizione	Punti	Premio
1 Mario C.	3.794	€1.200€
2 Pippo P.	3.794	€1.000
3 Antonio A.	3.794	€800
10 Gaia B.	3.794	€200

In corso

Torneo i misteri dell'egitto

Premio **€4.200**

Puntata Min **0,20€**

Iscritti **2.300**

Durata **20 Min**

Finisce tra **20** Ore **3** Min **12** Sec

Sei iscritto!

Posizione	Punti	Premio
1 Mario C.	3.794	€1.200€
2 Pippo P.	3.794	€1.000
3 Antonio A.	3.794	€800
10 Gaia B.	3.794	€200

In partenza

Torneo Diamond Deal

Premio **€1.200**

Puntata Min **0,20€**

Iscritti **2.300**

Durata **20 Min**

Inizia tra **20** Ore **3** Min **12** Sec

Sei iscritto!

In partenza

Torneo Jingle Up

Premio **€1.200**

Puntata Min **0,20€**

Iscritti **2.300**

Durata **20 Min**

Inizia tra **2** Giorni

Sei iscritto!

I tuoi tornei completati nelle ultime 24 ore

Completato

Torneo Glorious Griffin

Premio **1.200€**

Completato

Torneo 3 Genie Wishes

Premio **1.200€**

Completato

Torneo G.R.O.W

Premio **1.200€**

Classifica completa

Posizione	Punti
1 Mario C.	3.794
2 Pippo P.	3.794
3 Antonio A.	3.794
4 Sara C.	3.794
5 Ambra F.	3.794
6 Ambra F.	3.794

€200

Additional Game and Casino Experiences

The image displays a collage of casino-related content. At the top, a navigation bar includes 'Home', 'My Rewards', and 'Level 3'. Below this, an 'Active rewards' section features three cards: '4X SUPER SPINS Twin Spin Megaways', '2X BONUS SPINS Fire Joker', and '3X BONUS SPINS Rise of Merlin'. The main content area is a 'CASINO UTRKE' (Casino Tournaments) page. It features a 'Voće' (Fruit) tournament with a 100,000.00 kn prize, running from 25.01.2022 to 30.01.2022. Below this, there are four 'IGRE ZA STOLOM' (Table Games) tournaments, each with a 5,000.00 kn prize. A 'Nagradni fond u vrijednosti od 100.000,00 kn' (Prize pool of 100,000.00 kn) is also shown, with a table of prizes for different ranks: 2. mjesto (10,000.00 kn), 1. mjesto (15,000.00 kn), and 3. mjesto (8,000.00 kn). A 'Popis igara' (Game list) section at the bottom shows various slot games like 'Wild Melon', 'Lucky Diamonds', 'Fruit Bonanza', 'Bell of Fortune', and 'Ninja Fruits'. On the right, a game interface for 'meet' is visible, showing a score of 186 and a high score of 195. A table of player scores is also present, with 'Majana01' having the highest score of 68.

Rank	Player	Score
1.	Majana01	68
2.	marinm1	40821
3.	toro912	39603
4.	barcelona90	37831
5.	shema206	29963
6.	Pilee	29516
7.	perat	26081
8.	loca1980	25598

Trusted by leading API first companies



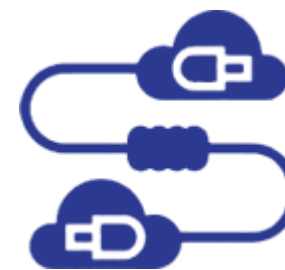
“...up to 500% increase in customer engagement up to 200% uplift in revenue”

“Immediate impact on customer retention rates, engagement and new content adoption”

“...which has been powering our gamification solution allowing to deliver an innovative experience to our partners”

How to get started

- Identify what data can be sent
- Use our SDK's or publish the data to a Broker (RabbitMQ, Kafka, SQS)
 - If you don't have a broker, one can be provided
- Integrate with your promotional tools to receive updates
- Add our gamification widget to your site or create your own player experience
- You're ready to go!



	RANK	POINTS
	3	41470
	4	26625
You	5	18910
	6	18505
	7	15910

Let's Talk



Clinton

CEO | Co-Founder



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