

FOR GAME STUDIOS AND PUBLISHERS

The Studio Layer.

Engagement, loyalty, and cross-title promotions, built for game studios, not adapted from operator tools.



WHY THIS DECK EXISTS

A 90-second read. Then either we're useful to you, or we're not.

You build the games. The operator owns the lobby. Somewhere in between, you lose the player.

We've spent ten years building the layer that closes that gap, and we've rebuilt it specifically for studios who want the player relationship back.

If the next nine slides land, let's talk. If they don't, no harm done.



THE CHALLENGE

Your titles win the spin. The lobby wins the player.

A player opens your game. Plays a session. Hits the lobby. Sees forty other titles from forty other suppliers. The next session belongs to whoever ran a promotion that morning.

Every new title relaunches the same fight. Every sequel competes with its own predecessor. Every player you acquire, you re-acquire for the operator, not for you.



WHY THE USUAL ANSWER FALLS SHORT

CRM tools were built for operators. You're not an operator.

The big gamification platforms, now consolidating fast, sit at the CRM layer. They know that a player deposited, wagered, won, churned. Generic events. Operator events.

They don't know which symbol landed on which reel. They don't know a bonus round was triggered. They don't know a near-miss happened.

They can't trigger on your game. They can only trigger around it.

That's the difference between gamification bolted onto a game, and gamification grown from one.



WHAT WE ACTUALLY DO

The Studio Layer.

01 · A real-time engagement and promotions layer that sits on top of your entire catalogue, branded as your studio, triggered by your actual game events, rendered in your art direction.

02 · Tournaments, missions, loyalty, achievements, and collectables that span every title you ship.

03 · No game rebuild. No re-certification of game logic. Live in weeks, not release cycles.





THREE THINGS THAT ARE DIFFERENT

Three things that are different about us.

01

**One portfolio.
One player journey.**

Cross-title tournaments. Missions that progress across games. Loyalty that counts every spin on every title. Stop competing with your own catalogue.

02

Promotions that look like the game.

Trigger on reel positions, scatter combinations, bonus rounds, near-misses. Render in your title's own art and sound. The promotion is the game, extended.

03

An engagement layer, not a rebuild.

Our widgets overlay your titles, they don't sit inside them. Game logic stays certified. You ship next quarter, not next re-release.



PROOF

A decade. Three customer types. Numbers that hold up under load.

Billions

EVENTS PROCESSED PER MONTH

Millions

PLAYERS ENGAGED

<1s

END-TO-END LATENCY AT SCALE

Since 2015

CONTINUOUSLY OPERATING



We work with operators, platform providers, and game studios. Three architectural depths of the same challenge. **Most of our competitors only do one.**



HOW WE WORK WITH YOU

We're a studio, not a seat licence.

Most vendors sell you a login and wish you luck. We design the programme, build it into your stack, and run it alongside your team.

YOU GET

- A strategy session built around your title roadmap
- Bespoke widget sets in your art direction
- A campaign calendar designed around your launches
- A real human running point on delivery

YOU DON'T GET

- A generic admin panel
- A template library
- A Slack channel that goes quiet after onboarding
- A roadmap you can't influence



WHAT THIS LOOKS LIKE IN PRACTICE

A concrete example.

You launch a new slot title. We wrap your back catalogue and the new release in a single 14-day cross-title tournament, themed around the new game's art direction, triggering on near-misses and bonus rounds across every title in the campaign.

Returning players earn portfolio-wide loyalty points that persist across your catalogue. New players who try the launch title get a mission rewarding them for trying two more of your games. One campaign. One set of assets. One performance dashboard.

Your launch lifts your catalogue. Your catalogue feeds your launch. The operator's lobby becomes background noise.



THE ASK

Thirty minutes. A live walkthrough. Built around your catalogue.

If the last nine slides resonated, the next step is a short session where I'll show you the platform working against the kind of titles you ship, not a generic demo.

No procurement pitch. No 60-slide product tour. Just a working walkthrough and a conversation about whether this fits.

Book 30 Minutes Session →