



THE CAMPAIGN MANAGEMENT TOOL (CMT) from LEAP

March 2021

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Your opportunity to increase revenues and improve player retention

To meet all partner expectations, Leap is pleased to announce the release of the CAMPAIGN MANAGEMENT TOOL.

Implementing this tool will improve opportunities for:

- Increasing player retention
- Attracting new players
- Maximising profits on targeted games
- Boosting revenues
- Improving provider / operator engagement
- Cross promoting different game verticals

CMT is the tool to create campaigns easily, with a powerful impact for the players.

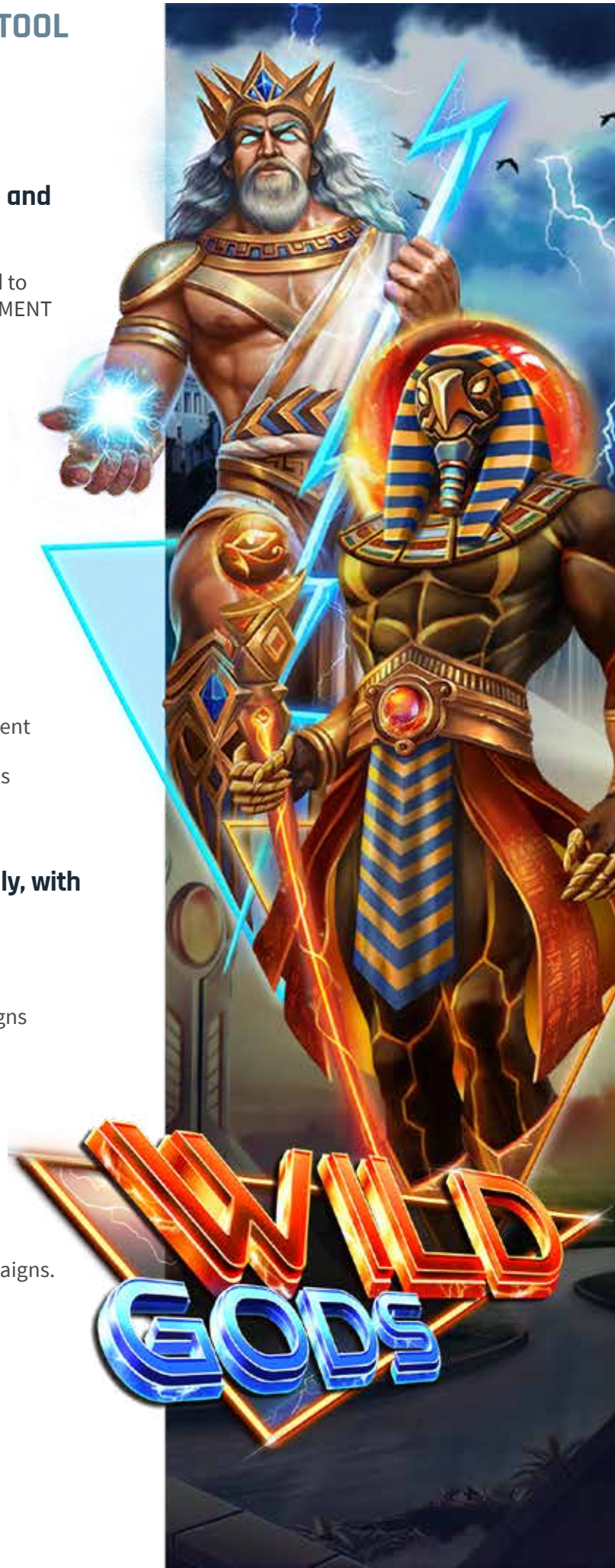
It allows for:

- Detailed scheduling of planned campaigns
- Personalised configuration of prizes, participating games, timeframes

A specific campaign can run on one single game, or on several games at the same time.

Each game can be part of several on-going campaigns.

The first feature implemented in CMT is the Tournament Tool.



THE TOURNAMENT TOOL ELEMENTS:

THE TOURNAMENT TOOL comprises of a leaderboard updated in real time. Each tournament has a unique ID, enabling operators to run different tournaments at the same time.

TOURNAMENT CONFIGURATION WILL BE BASED ON:

- Time & Date (always UTC)
- Participating games
- Qualifying bet values
- Total prize pool
- Ranking – the ranking can be established based on absolute values (player’s PNL, player’s turnover, player’s win) or relative (win percentage, win multiplier)



THE TOURNAMENT TOOL can be easily linked to the operator's promotional page. Players participating in the tournament can find relevant info also in the game, without the need to exit it and cause an experience friction.

THE LEADERBOARD will be available in the game through the CMT user interface.

TOURNAMENT TOOL IS FULLY CONFIGURABLE for the slot games and available for configuration on-demand for selected virtual sports and table games.

THE TOURNAMENT TOOL is delivered in English and supports multiple other languages under the "Tournament rules" Tab.



Interested to get access to the Campaign Management Tool?

Get in touch now, by contacting
the Leap Success team at
success@leap-gaming.com

Book your deployment date with us now.

LEAP