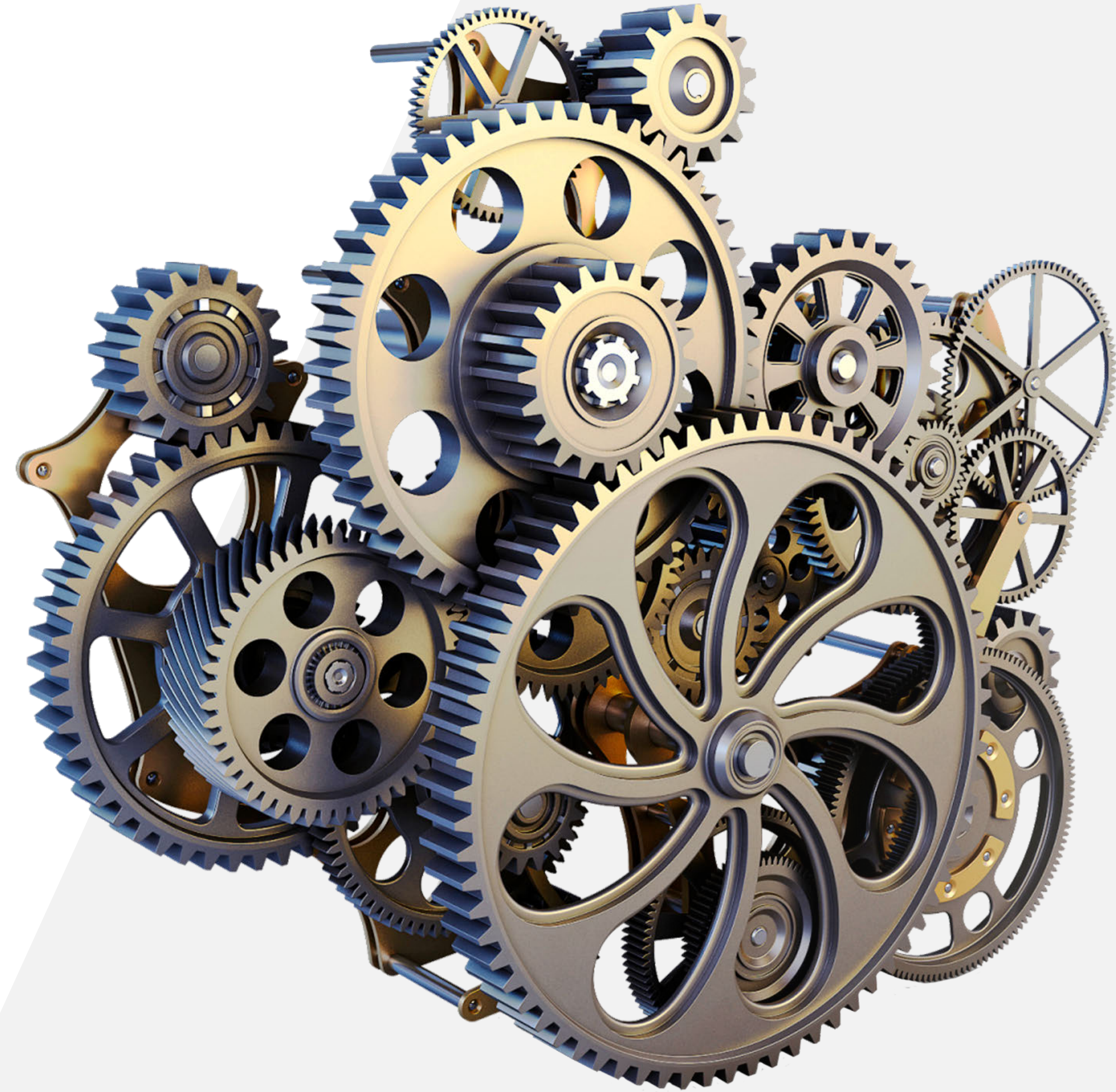




CRM PRESENTATION

WE OFFER A NEW
AI-BASED **CRM SYSTEM**
YOUR **GROWTH** IS OUR **SUCCESS!**



NEW CRM BY DIGITAIN

**AN EFFICIENT TOOL TO
ENGAGE AND MANAGE
YOUR PLAYERS!**



NEW CRM BY DIGITAIN

Digitain's CRM system, with its **highly flexible** and **comprehensive management tools**, is the perfect solution for customer acquisition and retention teams to discover and use innovative ways of marketing to their players and **be efficient in daily activities**.

CRM ENABLES OPERATORS TO

REACH EACH
GROUP OF
PLAYERS

BETTER
ATTRACT NEW
CUSTOMERS

RETAIN THE
EXISTING
ONES FOR
LIFETIME



WHAT'S SPECIAL ABOUT OUR CRM?

1

RICH FILTRATION AND FULL DATA MANAGEMENT SYSTEM

Enables identification, creation and analysis of similar groups of customers with distinct behaviors, for further accurate analysis and marketing and gives the freedom to work with your desired data and criteria selection.

2

EFFICIENCY CALCULATION FEATURE - ESPECIALLY UNIQUE FOR PUBLIC CAMPAIGNS

Thanks to the intuitive interface, facilitates creation and analysis of any type of multichannel marketing campaign - personalized bulk communication, A/B testing, automated\scheduled, and in particular, public campaigns.

3

FULLY TAILORED METRICS

Makes possible creation of custom-made metrics for each individual campaign, for more effective data research and accurate analysis of results and further action planning.

YOU'LL HAVE FULL ACCESS TO OUR CRM'S RICH TOOL BASE



FLEXIBLE DATA MANAGEMENT TOOLS

For managing granular data and identifying unique customer trends and behaviors



POWERFUL AND PERSONALIZED MARKETING CAMPAIGN AUTOMATION TOOLS

For acquiring new customers and retaining existing ones



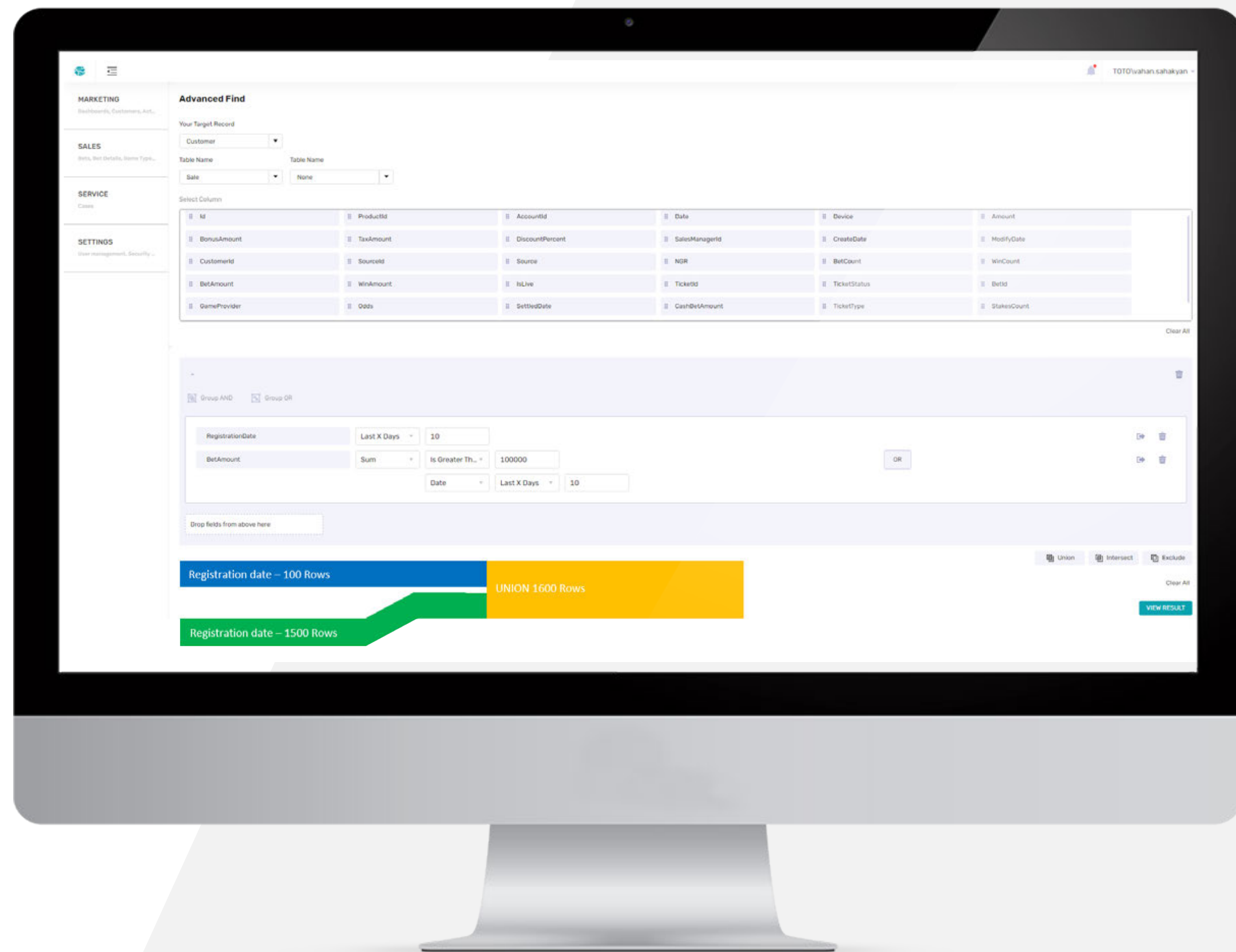
ROBUST ANALYTICAL TOOLS

For analyzing the success of every campaign launched



AI-BASED PRODUCT RECOMMENDATION ENGINE

For providing relevant and personalized recommendations for players.



OUR CRM KEY MODULES AT YOUR SERVICE

CRM software equips companies to attract new customers and retain the existing ones more efficiently.

- ⚙️ CUSTOMER 360 MANAGEMENT
- ⚙️ CUSTOM VIEW MANAGEMENT
- ⚙️ AI-BASED PRODUCT RECOMMENDATION ENGINE
- ⚙️ MARKETING SEGMENTS MANAGEMENT
- ⚙️ MARKETING CAMPAIGN MANAGEMENT
- ⚙️ CAMPAIGN METRICS MANAGEMENT
- ⚙️ MARKETING PLAN ANALYSIS AND LIFECYCLE MANAGEMENT
- ⚙️ EMAIL, SMS AND INBOX MESSAGE TEMPLATES MANAGEMENT
- ⚙️ USER MANAGEMENT AND PERMISSIONS MANAGEMENT
- ⚙️ DASHBOARDS AND KPIS



CUSTOMER 360 MANAGEMENT & CUSTOM VIEW MANAGEMENT

Unified customer profile for managing customer related information generated from different sources.

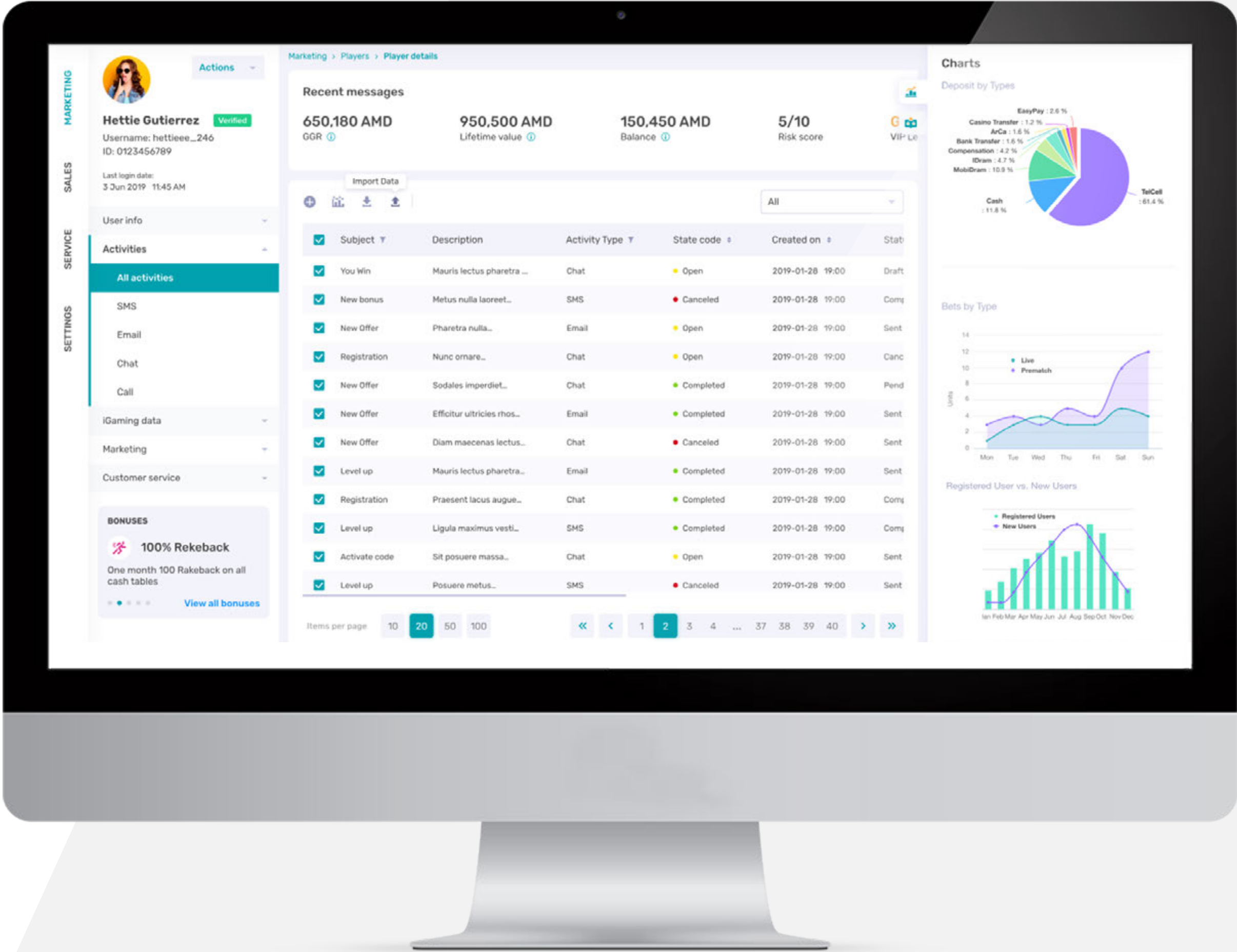
Managing a single customer database with a unique ID, reflecting consolidated information about each customer; including personal and financial information, contacts, as well as details on current and future promotions.

Easy and fast search and filtration of information regarding a specific customer or a group of customers in the main navigation area.

Viewing and managing customer related specific data from Customer profile.

Viewing and managing the player's unique games recommendations thanks to the AI-based recommendation algorithm.

Creating and saving frequently used views with your desired information and filtration.



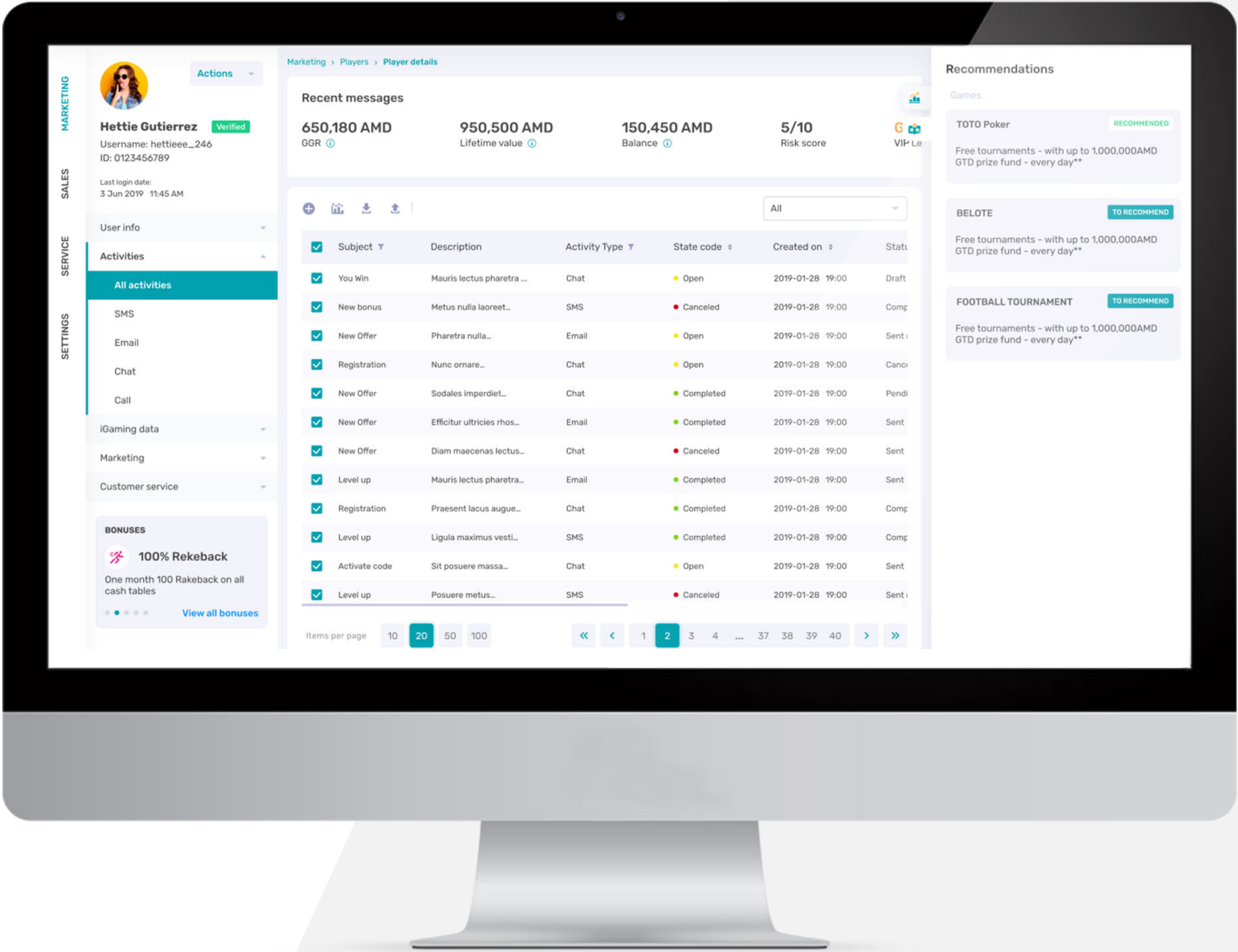
AI-BASED PRODUCT RECOMMENDATION ENGINE



Slots and P2P Recommendation Engine provides relevant and personalized games recommendations for players based on their unique behavior via the existing communication channels.



Sport Bets Recommendation Engine provides relevant and personalized games recommendations for players based on their unique behavior via the existing communication channels.

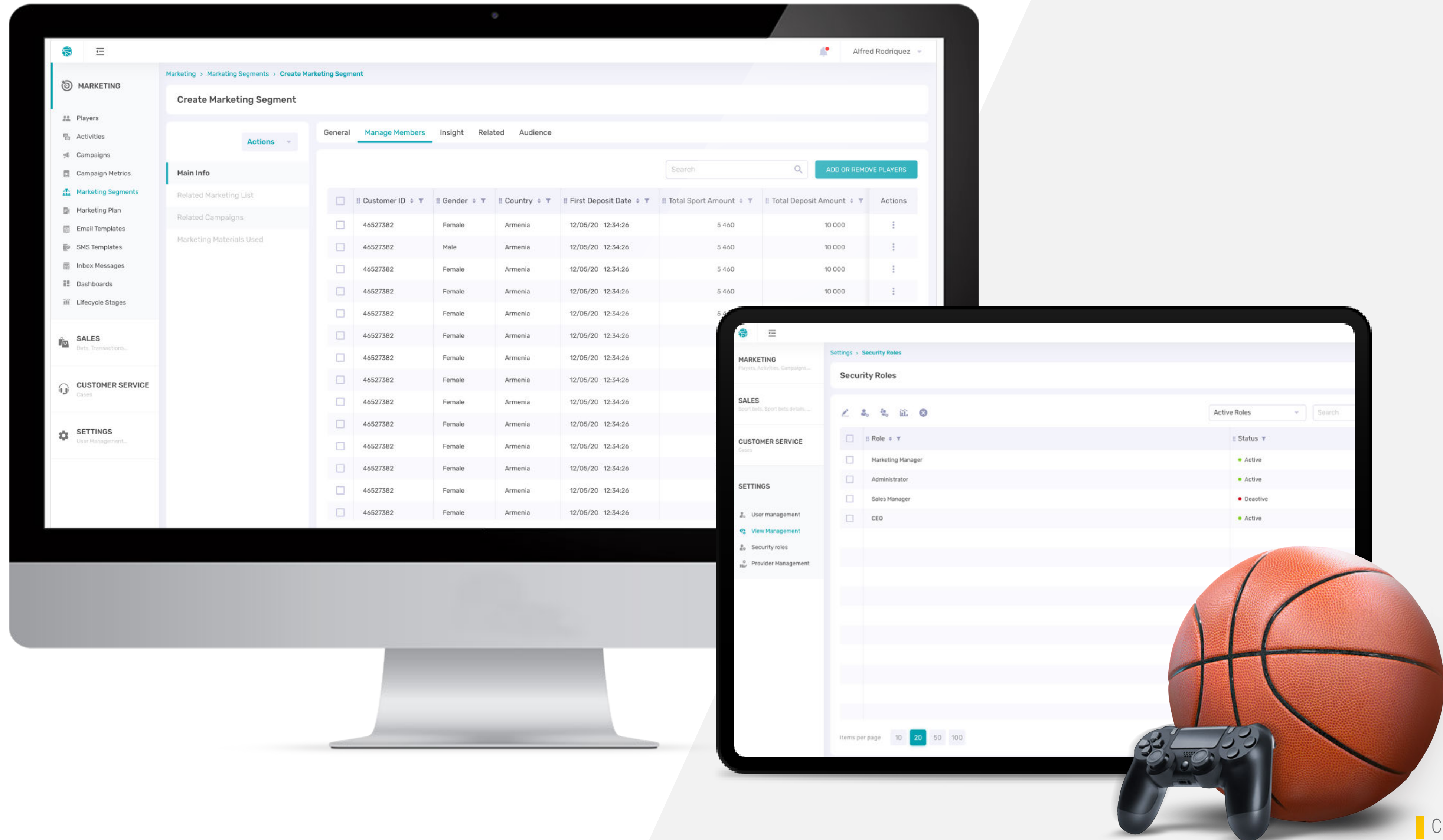


MARKETING SEGMENTS MANAGEMENT

We are committed to delivering innovation with passion to provide high quality and effective software solutions for our customers. We emphasize **teamwork, technological flexibility,** and **dedication** to our partners. Marketing Segments Management enables creation of unique customer life cycle stages and analysis of their transition within different stages.



MARKETING SEGMENTS MANAGEMENT



MARKETING CAMPAIGN MANAGEMENT

What You Can Manage In Marketing Campaigns

Communication Channel
Delivery Rates

Campaign Cost Evaluation

Multiple Activities in a
Single Campaign

Marketing Template Design
Functionality

Analysis of Campaign
Results

Upcoming marketing campaigns
plan with a calendar view

Our Thoughtfully Built Campaign Activities Ensure:

Multiple activities in a
single campaign

Exclusion of customers already
included in concurrent campaign
activities for accurate campaign
measurement

Sending the promotion materials only during certain days and hours



CAMPAIGN METRICS MANAGEMENT

The CRM system enables creation of **Custom Metrics** for assessing if the Marketing Campaign was a success. The user can easily create and use **Primary** and **Secondary** metrics for a certain period and target segments to analyze generated uplift in, but not limited to:

Average Deposits, Average Net Revenue, Average Net profit

Average number of Bets, Sports played, Deposits made

Bets in specific sport event

Spin count in specific casino game etc

The users can also create campaigns metrics for **Analysing Public Marketing Campaigns** by comparing primary and secondary metrics with each other.



ACTIVITY MANAGEMENT

EMAIL, SMS AND INBOX MESSAGE COMMUNICATION CHANNELS MANAGEMENT

Get in touch with customers and launch multi-channel campaigns with the most convenient communication channels for customers - **Email, SMS, Sites Inbox messages:**

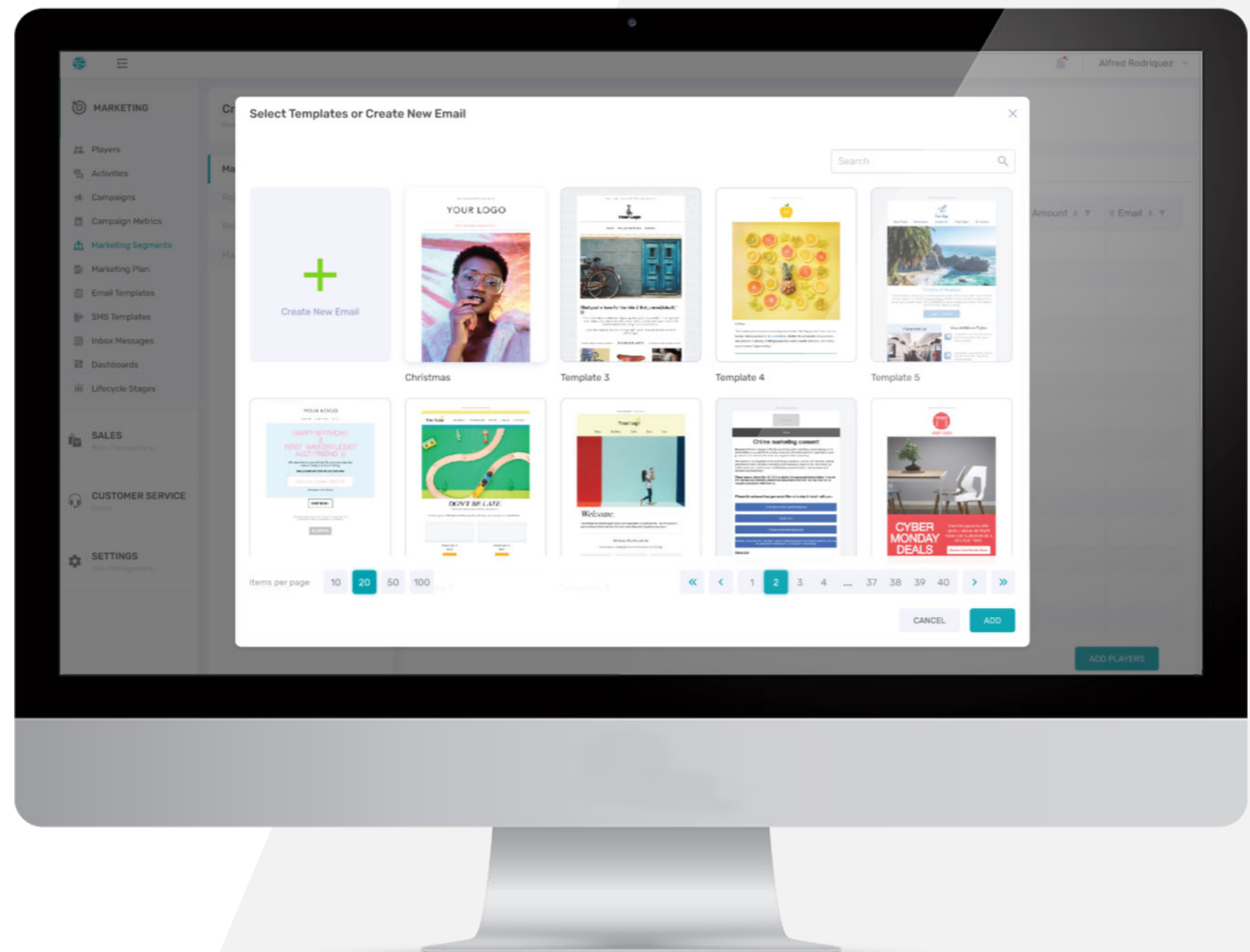
Dedicated CRM activity entities for sending individual, bulk or automated messages right from CRM system and track the delivery and open ratios

Use drag and drop functionality to create messages and use in campaigns.

Preview created messages with desktop and mobile views before sending or validate SMS with exceeding text limits.

Add personalized content in messages for more improved customer experiences.

For more robust messages CRM user can create message templates with HTML code.



MARKETING CAMPAIGN TYPES AVAILABLE IN OUR CRM

1

SIMPLE CAMPAIGN

- General notifications
- Personalized bulk communication

CRM
Campaign



2

A/B TESTING

- Behavior analysis of different player groups
- Analysis of different communication channels
- Campaign uplift analysis

CRM
Campaign



MARKETING CAMPAIGN TYPES AVAILABLE IN OUR CRM

3

PUBLIC CAMPAIGNS

- Before/after behavior analysis



4

AUTOMATED / SCHEDULED

- Automatic implementation of the campaign according to the defined sequence

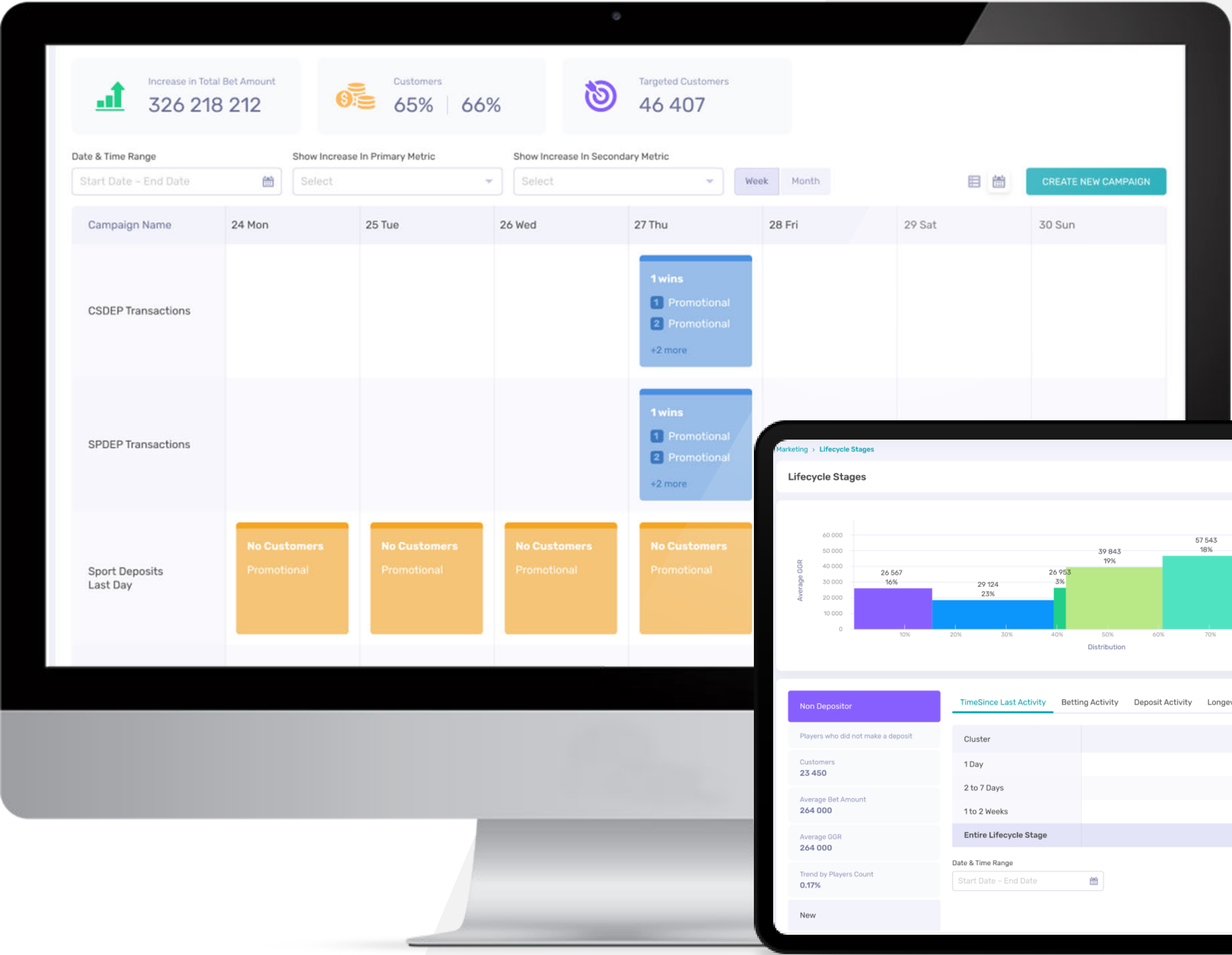


MARKETING PLAN ANALYSIS AND LIFECYCLE MANAGEMENT

View and analyze launched marketing campaigns data with every defined metric.

Plan and manage marketing campaigns with calendar views.

Create dynamic lifecycle groups and analyze the lifecycle dashboard.



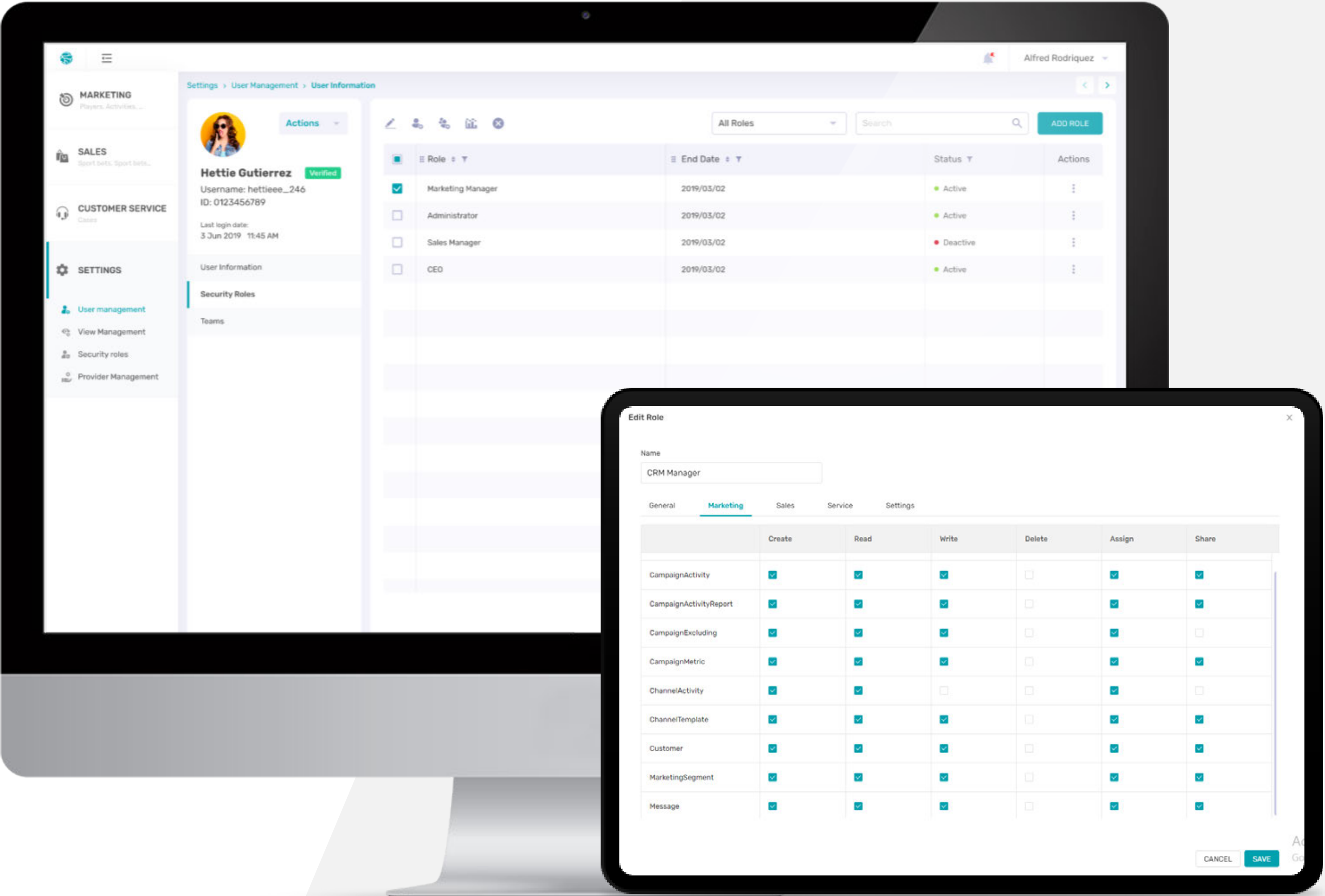
USER PERMISSIONS AND MANAGEMENT

CREATE CUSTOM USER SECURITY ROLES AND GRANT THE ROLE TO MULTIPLE USER.

Ability to create a custom security role with predefined privileges and assign to a CRM user.

Security role can be created once and assigned to multiple user.

Permissions can be assigned with a limited period of time.



DASHBOARDS

CRM dashboards help to gather all important key performance indicators, operational charts and graphs in one place for **quick identification of the trends** that will lead the way while decision-making and developing strategy.

View and manage interactive charts and graphs, for **better communication and decision-making.**

Manage actionable KPIs and analyze CRM performance for **consistent improvement of the customer-facing activities.**

Analyse new insights for more efficient and better **customer acquisition** and enhanced **retention.**



THE ULTIMATE FLEXIBILITY OF OUR CRM SYSTEM GIVES THE OPERATORS

The ability to create custom data views and save for later usage.

Powerful scheduling tools for creating marketing campaigns and activities in desired recurring activities.

The possibility to create customer groups, using all the data available in the system and very rich criteria management options.

Possibility to create custom campaign metrics for analyzing the success of the launched campaigns afterwards.

Access to the customizable user permission management module for granting granular access to unique user positions.





**THANK YOU
FOR YOUR INTEREST!**

**CONTACT YOUR
ACCOUNT MANAGER NOW!**