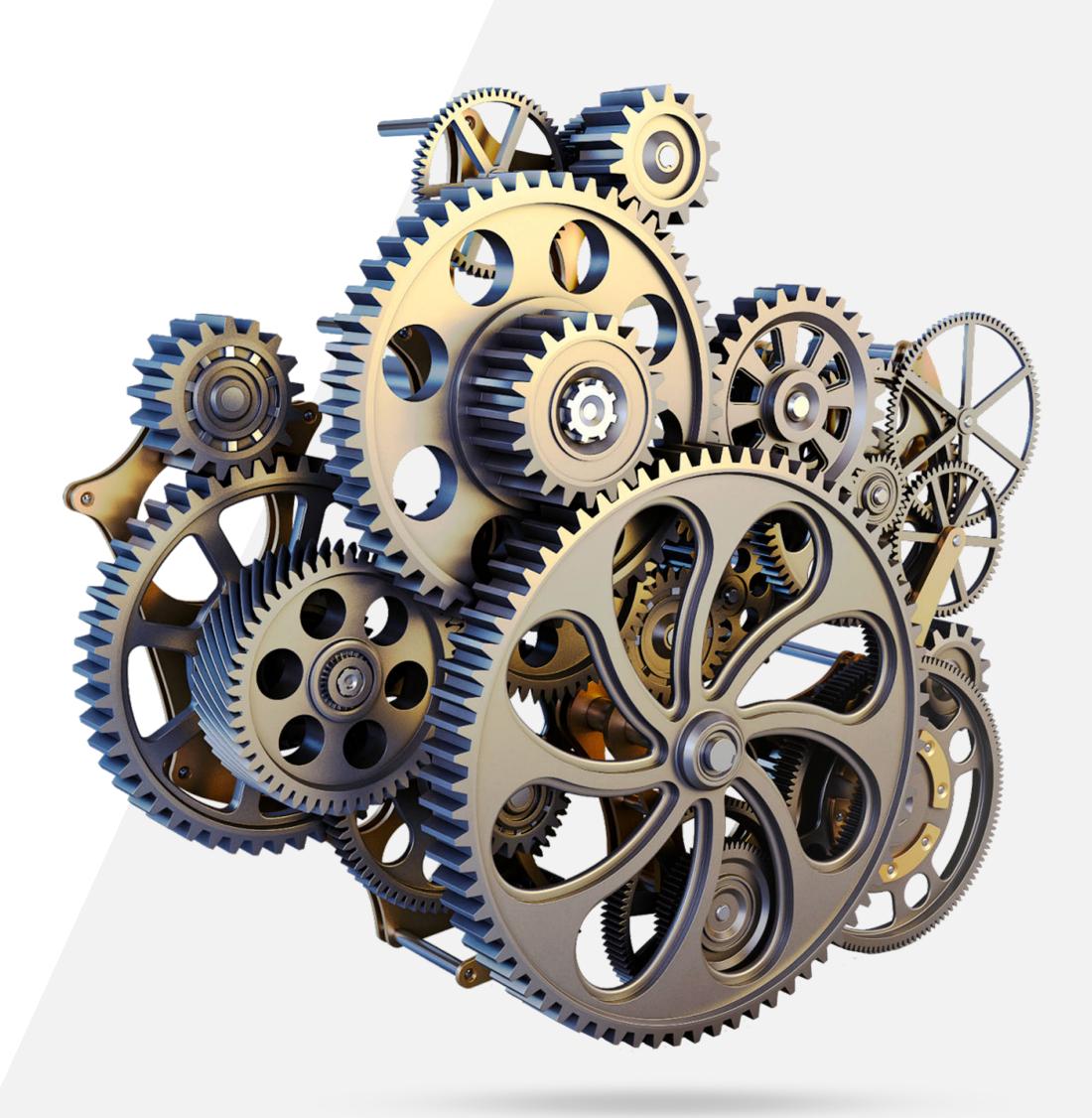


PRESENTATION





WE OFFER A NEW AI-BASED CRM SYSTEM Your growth is our success!



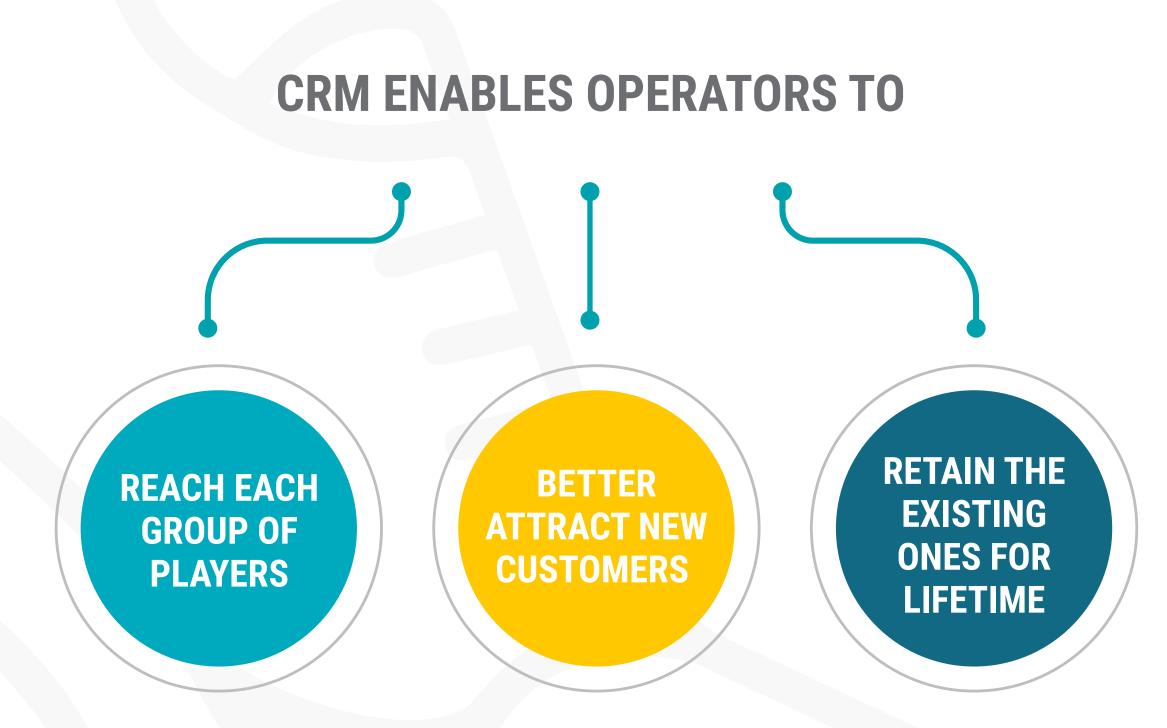
NEW CRM BY DIGITAIN

AN EFFICIENT TOOL TO ENGAGE AND MANAGE YOUR PLAYERS!



NEW CRM BY DIGITAIN

Digitain's CRM system, with its **highly flexibile** 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**.





WHAT'S SPECIAL ABOUT OUR CRM?



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.

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.

2



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



For managing granular data and identifying unique customer trends and behaviors

OVERFUL 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.

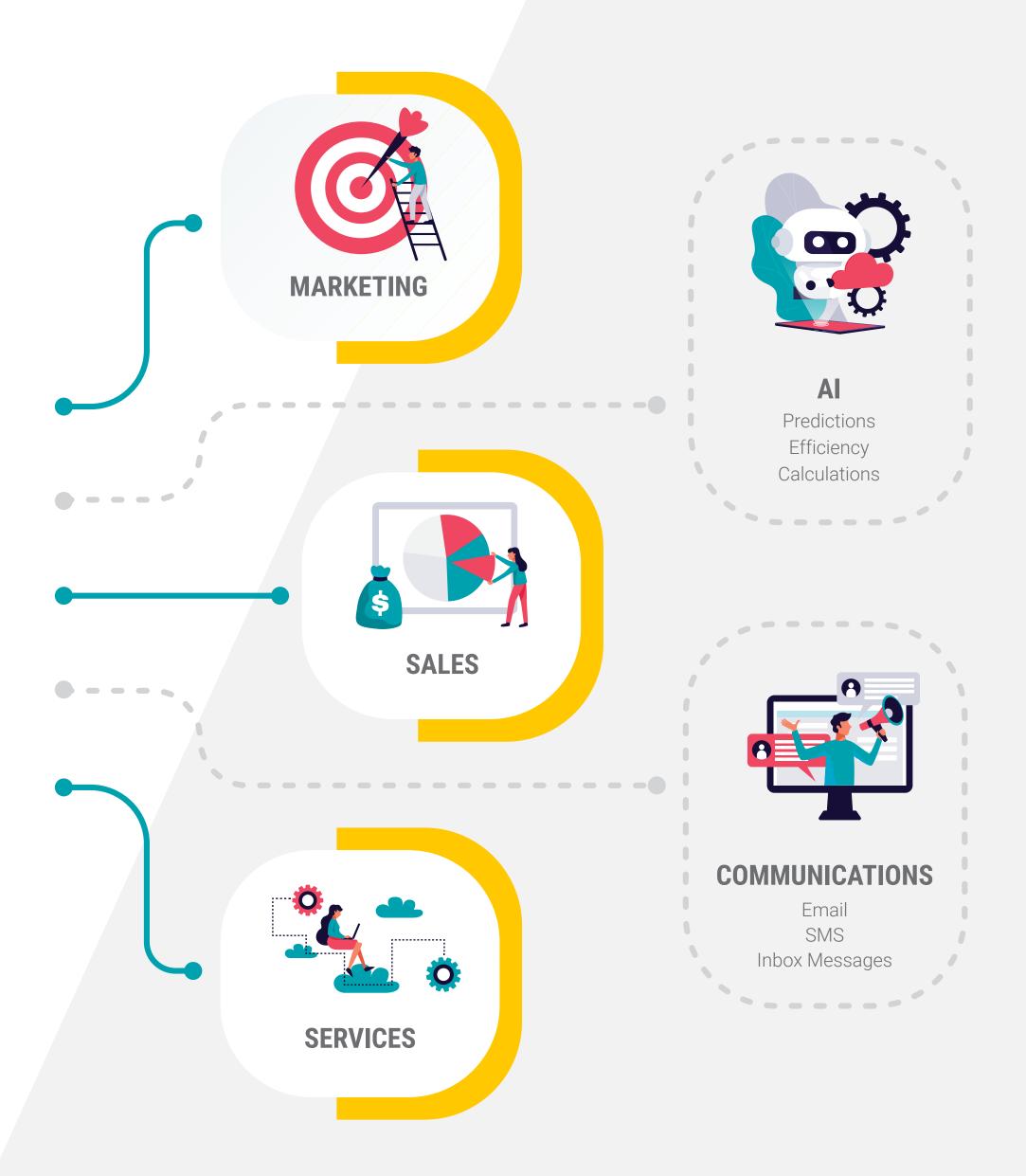
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OUR CRM KEY MODULES AT YOUR SERVICE

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 the player's unique games recommendations thanks to the Al-based recommendation algorithm. Viewing and managing customer related specific data from Customer profile.

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

Actions -	Recent messages					36	Deposit by Types
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Last login date: 3 Jun 2019 11:45 AM	Import Data				All	-	MobiDram : 10.9 %
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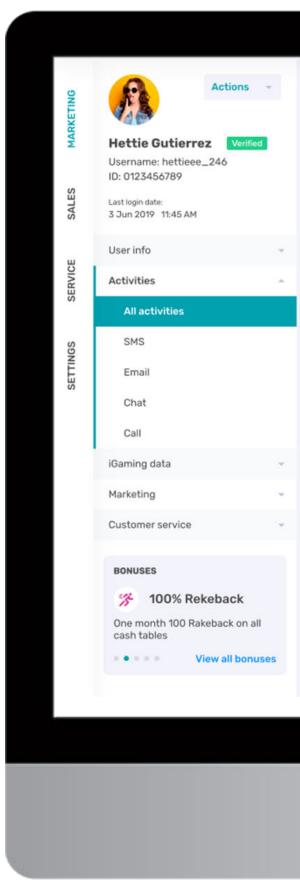
AI-BASED PRODUCT RECOMMENDATION ENGINE



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.

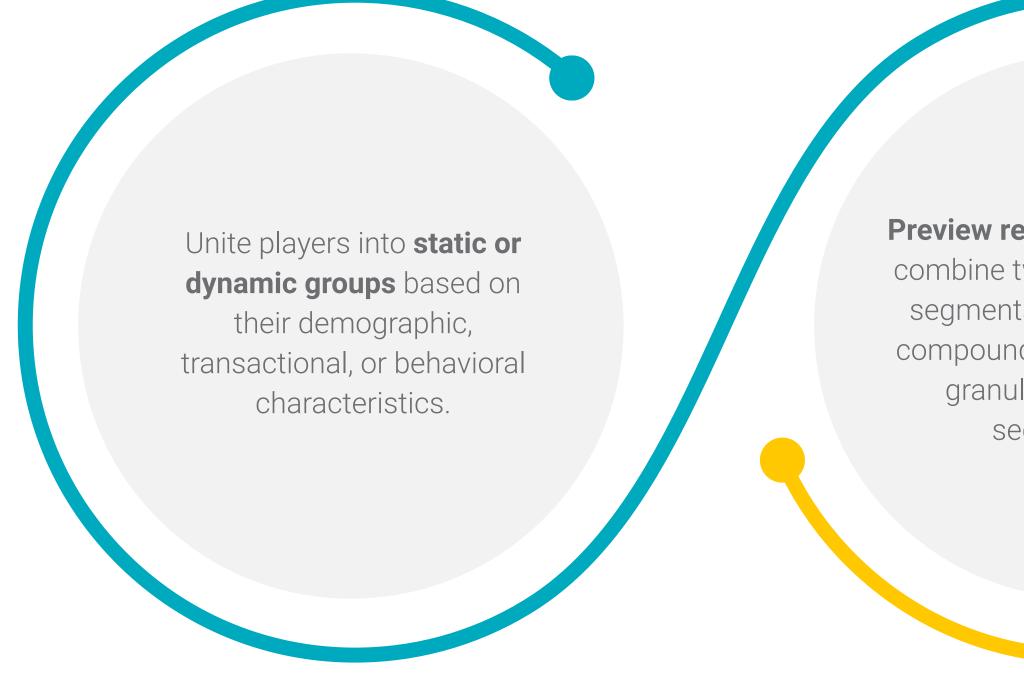


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MARKETING SEGMENTS MANAGEMENT

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.





Preview results of a query and combine two or more existing segments into a single new compound segment for more granular and complex segmentation.

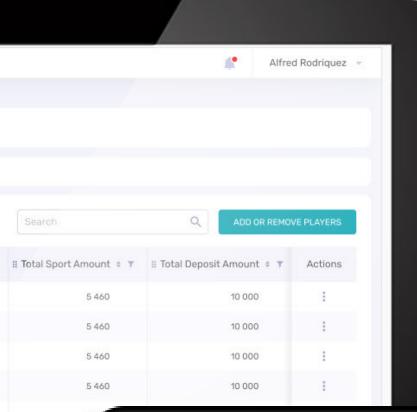
Lock static marketing segments to limit changes in already created groups.

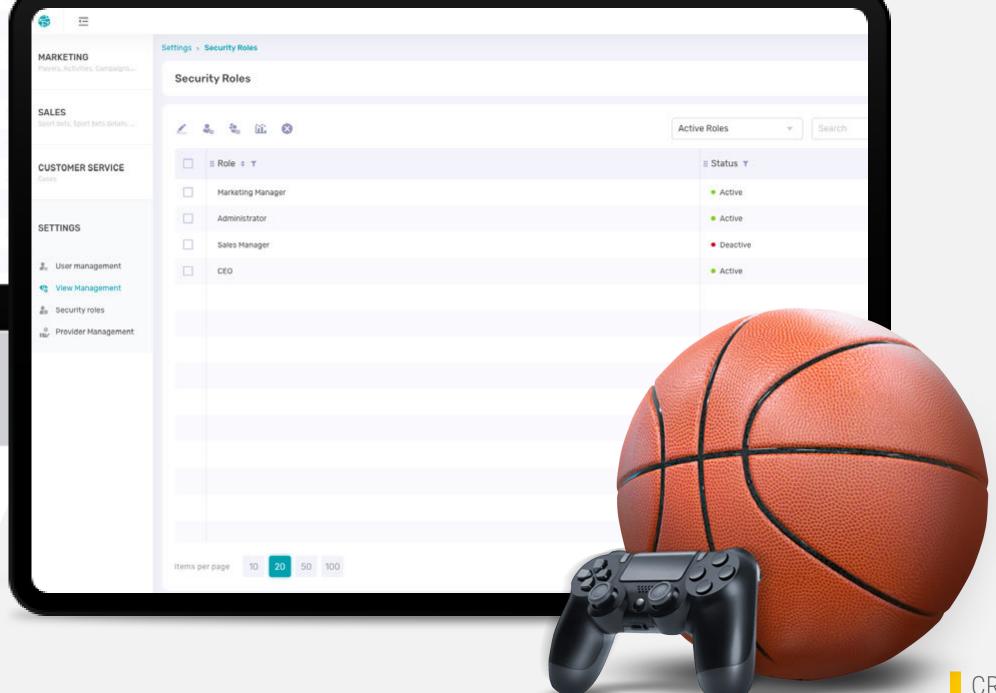


MARKETING SEGMENTS MANAGEMENT

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	Bets, Transactions			46527382	Female	Armenia	12/05/20 12:34:26			
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MARKETING CAMPAIGN MANAGEMENT

What You Can Manage In Marketing Campaigns

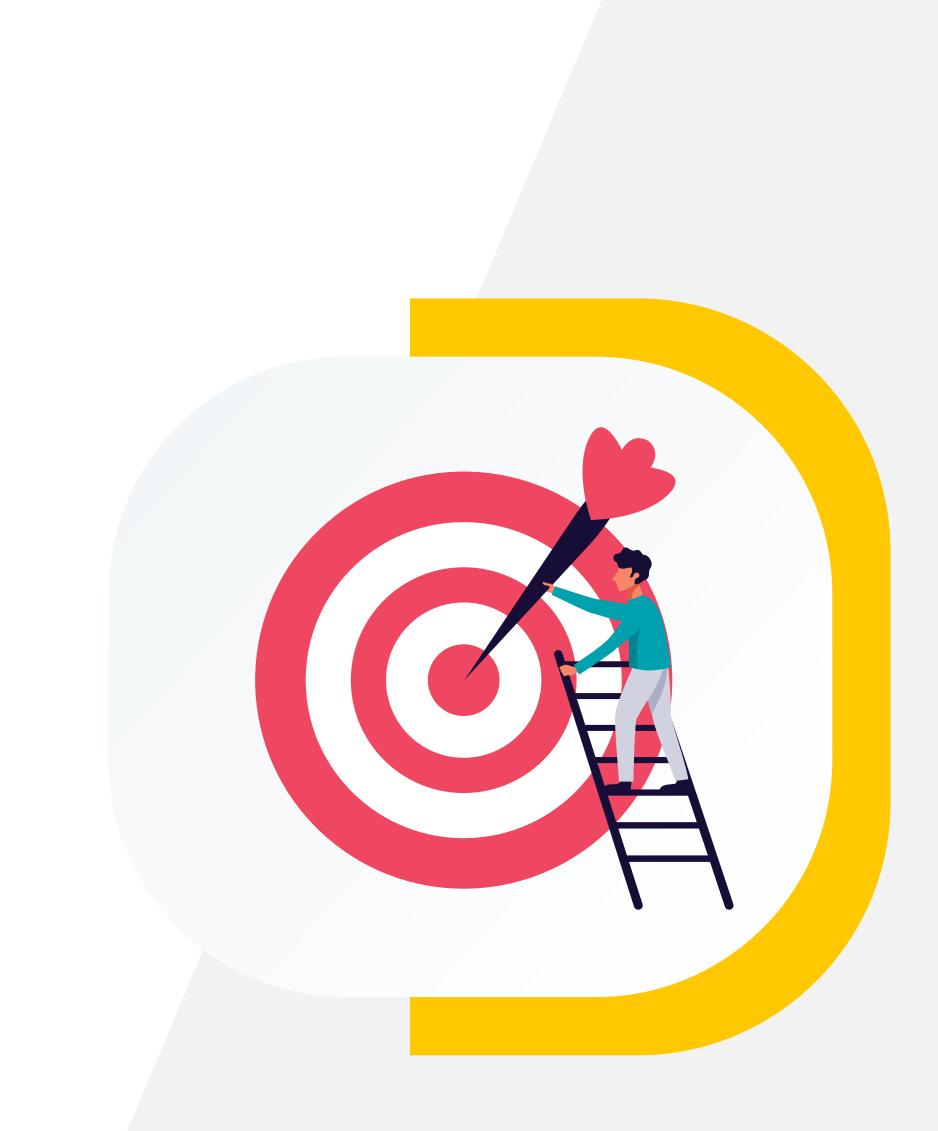


Our Thougthfully Built Campaign Activities Ensure:

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:

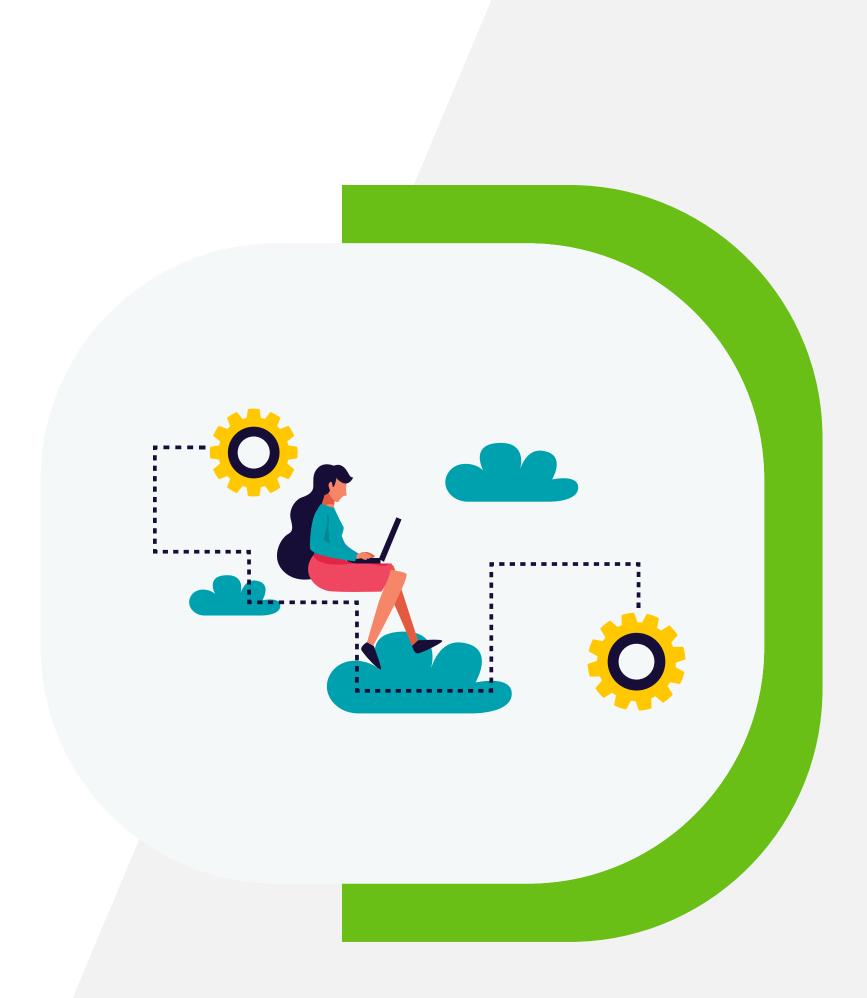
Average Deposits, Average Net Revenue, Average Net profit

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 channelsfor customers - **Email, SMS, Sites Inbox messages:**

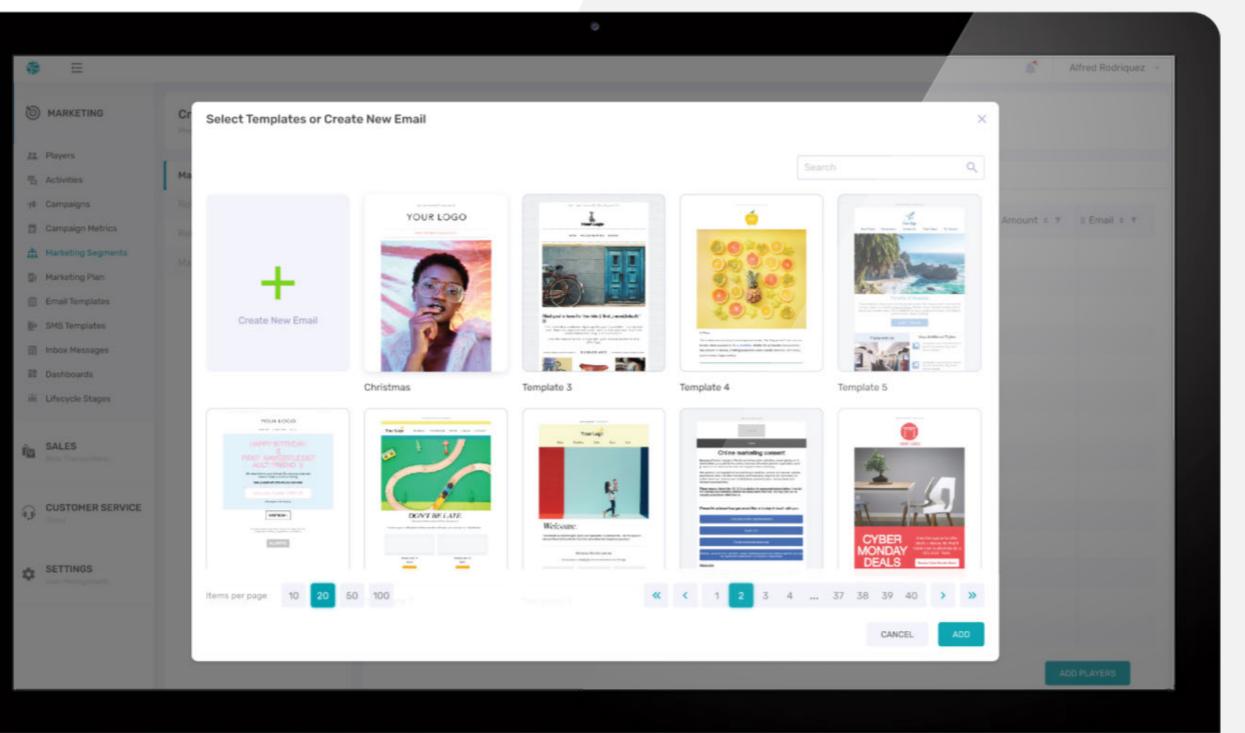
Dedicated CRM activity entities for sending individual, bulk or automated messages right from CRM system and track the delivery and open ratios

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

SIMPLE CAMPAIGN

- General notifications
- Personalized bulk communication

CRM Campaign

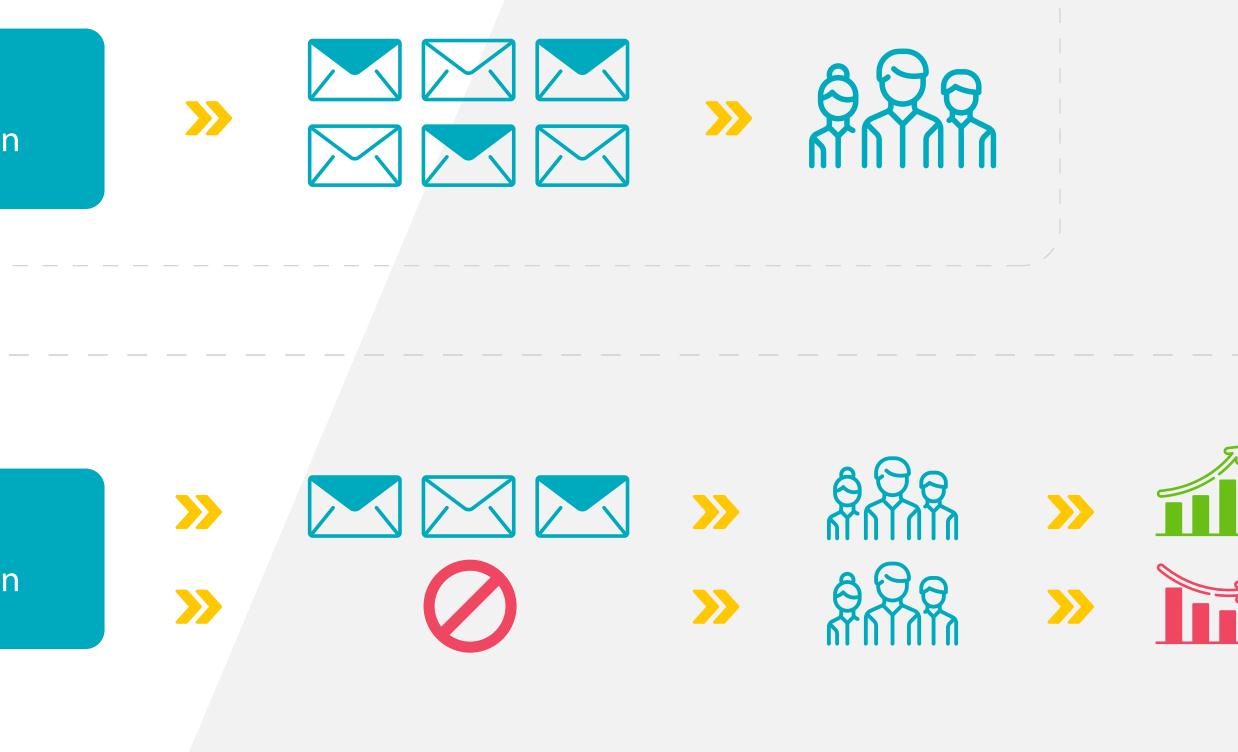
A/B TESTING

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

CRM Campaign

2

1

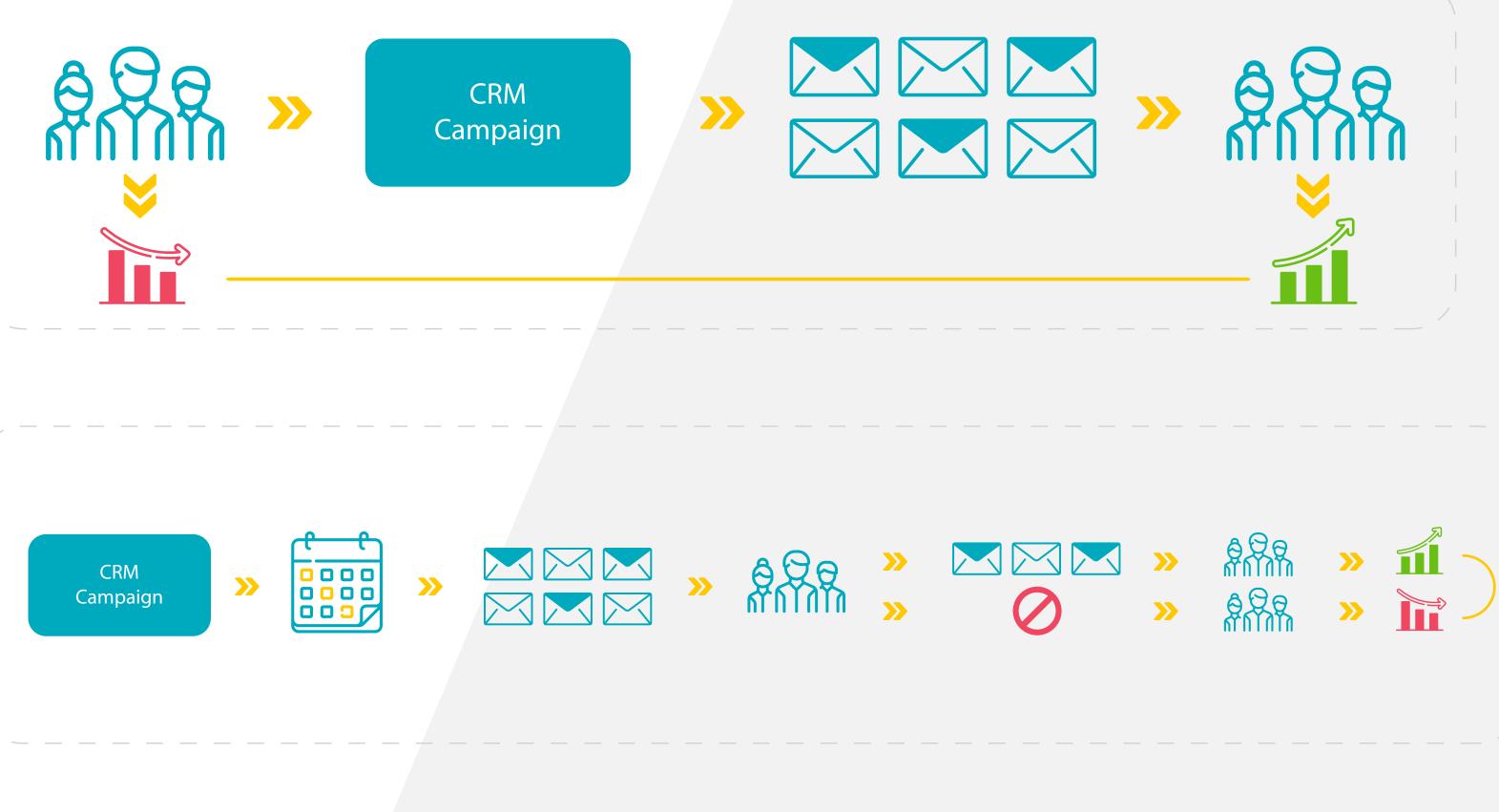




MARKETING CAMPAIGN TYPES AVAILABLE IN OUR CRM



• Before/after behavior analysis



AUTOMATED / SCHEDULED

• Automatic implementation of the campaign according to the defined sequence

4

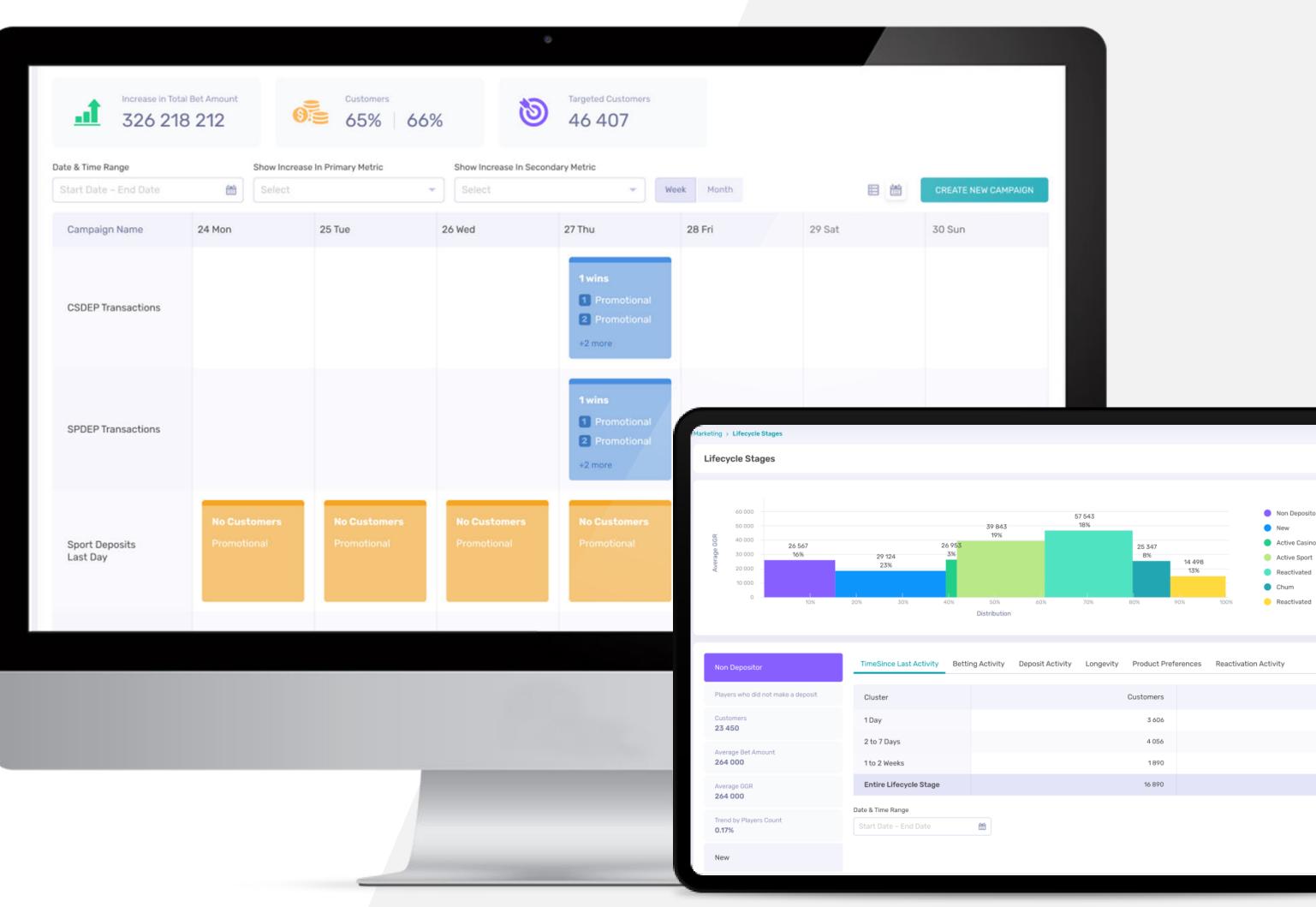
3

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.





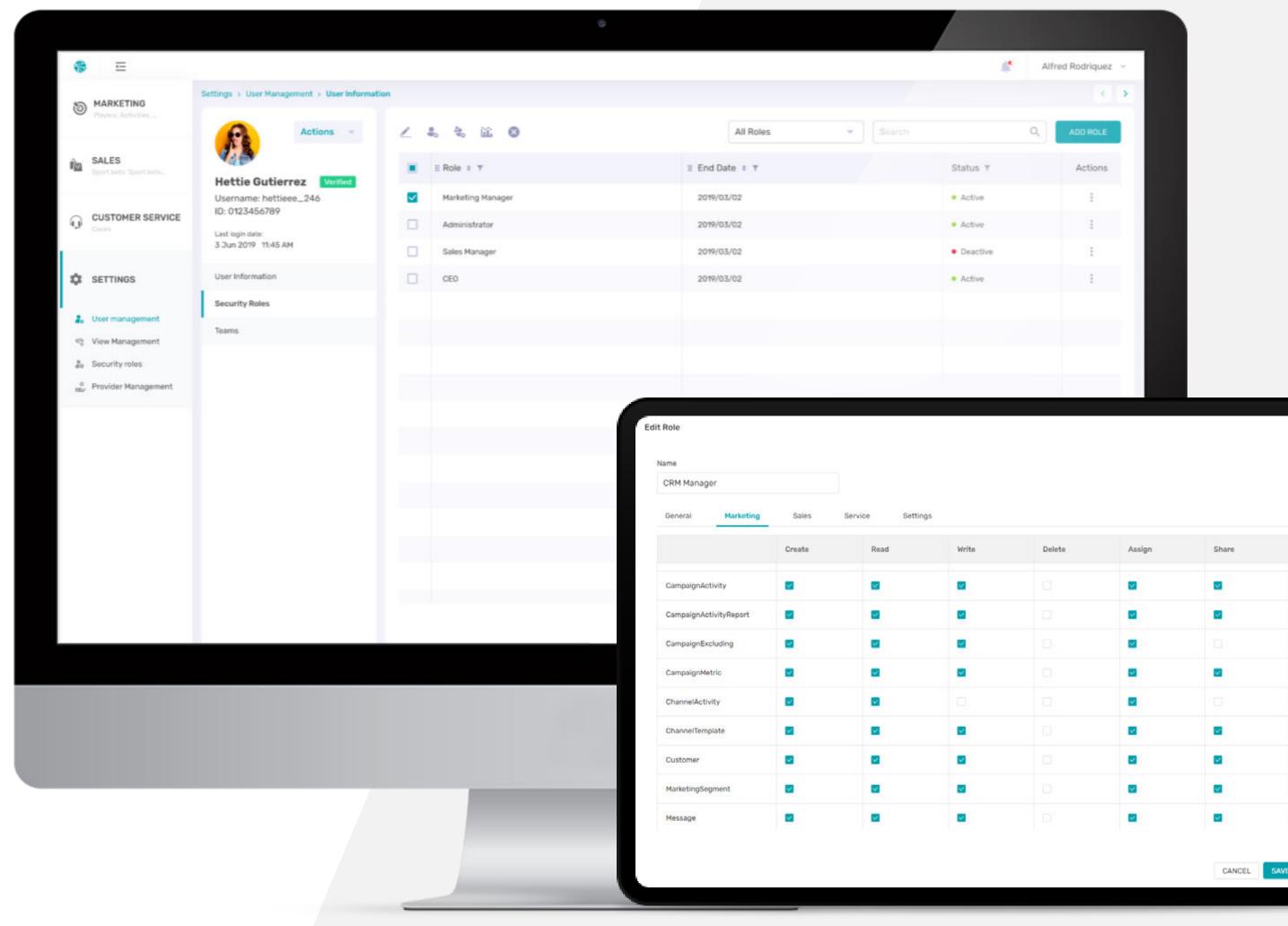
USER PERMISSIONS AND MANAGEMENT

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.

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

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





THE ULTIMATE FLEXIBILITY OF OUR **CRM SYSTEM GIVES THE OPERATORS**

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

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

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

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

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





THANK YOU FOR YOUR INTEREST!

CONTACT YOUR ACCOUNT MANAGER NOW!

