

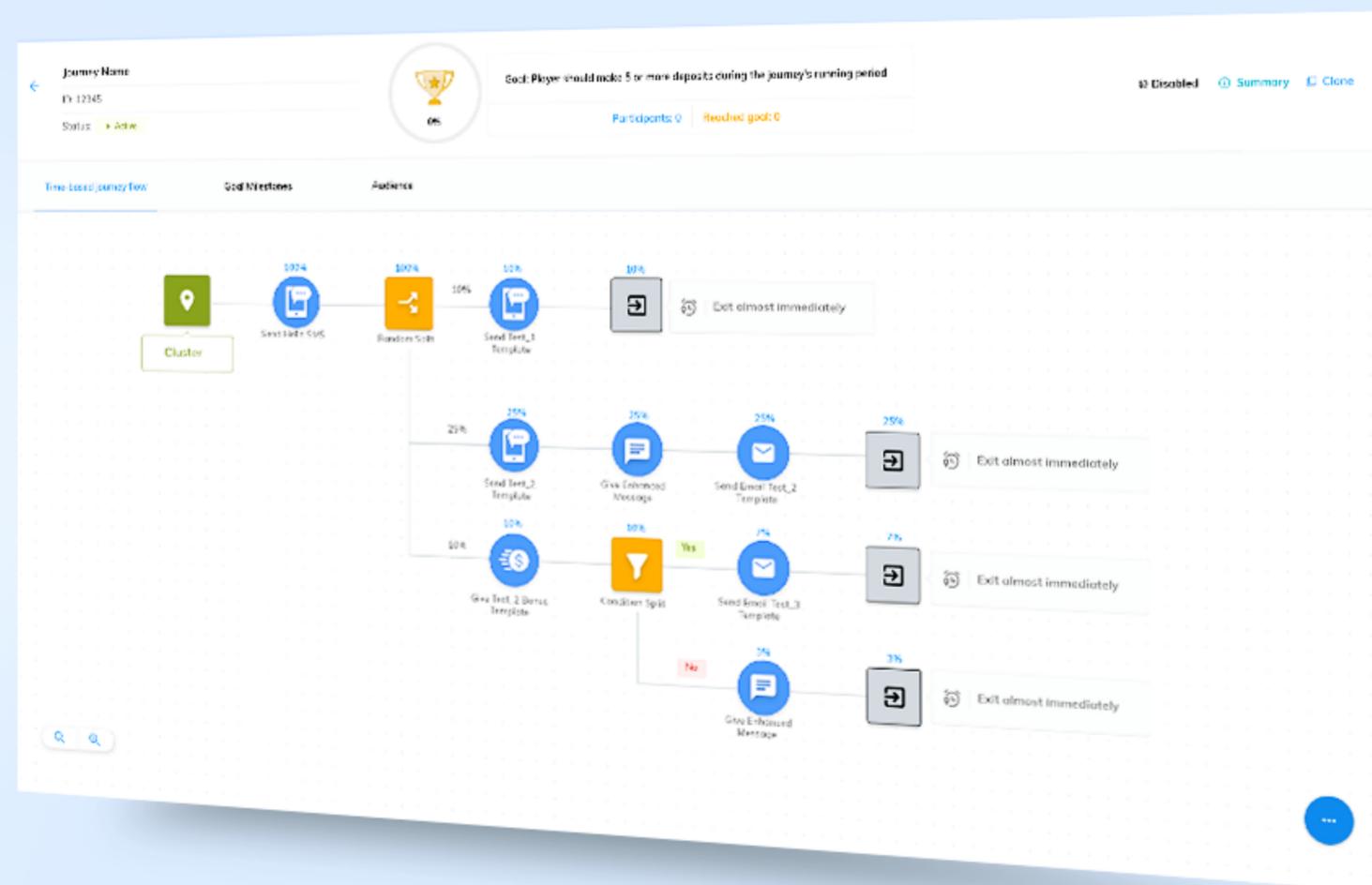


 *playtech*  
SOURCE OF SUCCESS

**Engagement** centre

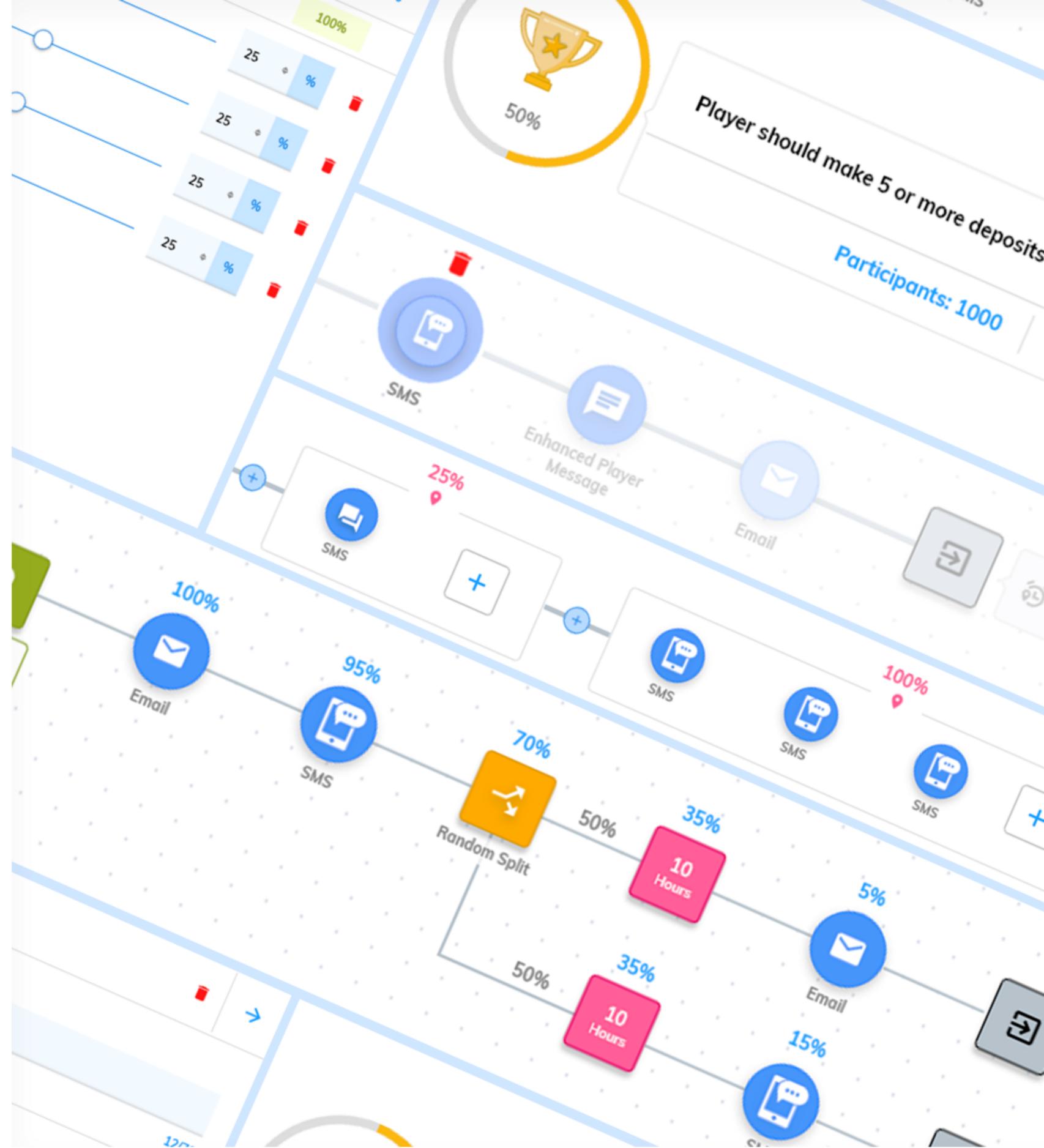
# Player Journey

- The innovative Player Journey canvas is a revolutionary tool that gives the marketer a unique bird-eye view of the player life cycle.
- Offering a simple drag and drop interface, users can now tailor an end-to-end journey that players go through, pushing them to achieving the desired goal
- Tightly integrated with Playtech's Core IMS-the PJ can interact with players in real time and respond to their reactions



# Featuring

- Easy, clear and fun to use canvas view
- Set goals based on core operational KPIs
- Based on a test and learn philosophy
- Analyse and highlight KPI's for each journey in real time



## So what can I do with it ?

- Run real time gamification campaigns
- Optimize journeys to increase conversion rates
- Split-test every step of the journey, assuring optimized ROI on any activity
- Action Split according to the player reaction to any activity
- Analyse and highlight KPI's for each journey in Real-Time





Thank You