

Kanggíten

**Marketing Plan
2024/2026**



Kanggiten Game Aggregator is a complete one-stop solution for starting or existing online casino business. The Aggregator offers operators relevant game content with a full suite of tools and features for successful operation and maintenance of online casino.

Commercial model:

Game Aggregator provides the games to the casino operator based on a single agreement for a monthly commission fee and one integration via API. The commission fee is set for each game provider and is based on the percentage of the gross gaming revenue generated by the use of the provider's games.

Main features of Game Aggregator:

- direct API integration
- wide range of world class games from top tier providers
- player engagement tools
- full control of player experience
- best price and promotions
- ongoing account management

Target Markets:

- Brazil
- Chile
- Peru
- Argentina
- Kazakhstan
- Norway
- Finland

Kanggiten Game Aggregator Unique Selling Proposition:

- comprehensive back-office
- diverse reporting system and business intelligence
- 24/7 customer service
- loyalty and bonus system
- fast and easy integration
- professional technical and business support

Main current providers:

- Betsoft
- Pragmatic Play
- Gamzix
- Swintt
- Endorphina
- Red Tiger
- Spinomenal

Scheduled providers:

- Evolution
- Stakelogic
- Yggdrasil
- Play'n Go
- Microgaming
- Caleta
- Greentube
- Platipus
- Popok
- Rubyplay
- Spribe
- Skywind
- Tada Gaming

Marketing plan:

The following marketing activities to be used to build brand awareness, generate leads and conclude sales contracts:

Digital marketing channels:

- content marketing
- social media
- exhibitions
- SEO
- email marketing
- website

Marketing activities:

- development of marketing materials, branded merchandise
- participation in trade shows and conferences – ICE London, SBC Summit, SIGMA Europe, SBC Summit Latinoamérica
- client on-site visits, corporate gifts

Monthly marketing budget:

25,000 EUR

Allocation of marketing expenses (annual)

<i>Activity</i>	<i>Budget, EUR</i>
digital marketing channels	45,000
participation in 4 trade shows	200,000
client visits, corporate gifts	30,000
marketing materials, merchandise	25,000

Measurements and KPI – ongoing measurement of effectiveness and improvement of performed marketing activities which includes but is not limited to tracking of:

- conversion rate of marketing qualified leads to sales qualified leads
- customer lifetime value
- customer acquisition cost
- return on ad spend
- website impressions
- click-through rates
- content engagement
- post conference sales

Resume

Kanggiten Game Aggregator provides a full-suite service for online casino operators, featuring premium gaming content along with advanced back-office tools for reporting and oversight. To engage potential and current online casino operators, Kanggiten will deploy an extensive marketing strategy that spans both online and offline channels, including a presence at key industry expos. The marketing investment will be allocated across these activities, which will be closely monitored and evaluated for effectiveness.