

# Munvo's Gaming Industry Accelerator Framework



## Transform Gaming Marketing

Munvo helps gaming operators accelerate their marketing transformation with purpose-built frameworks that unify data, campaigns, and reporting. Our Gaming Industry Accelerator Framework is designed to address the unique challenges of casinos and online platforms, enabling faster time-to-market, improved customer engagement, and measurable revenue growth.

## Common Challenges for Gaming Operators



### Loyalty Program Fulfillment

Structuring, segmenting, and activating membership programs.



### Identity & Event Management

Unifying customer identity and tracking actions across multiple touchpoints.



### Marketing Campaign Execution

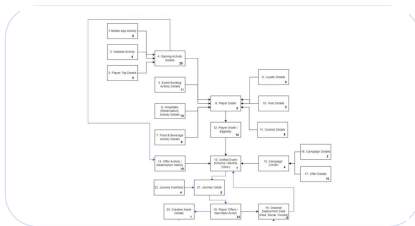
Limited resources slow campaign deployment, restricting channel variety.



### Offer Assignment & Personalization

Difficulty with segment scoring, next-best-action activation, and personalized journeys

## Munvo's Accelerator Frameworks



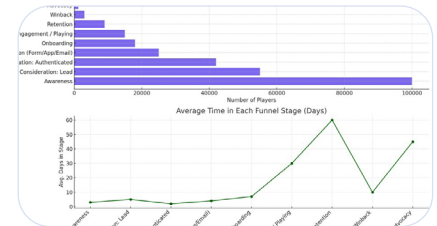
### Backend Data Accelerator

- Gaming activity tracking
- Event, hospitality, and F&B transactions
- Player insights and demographics
- Unified event and journey enablement data



### Campaign Execution Accelerator

- Customer segment definitions
- Lifecycle stage definitions and milestones
- Pre-built customer value models



### Reporting & Analytics Accelerator

- Player insights dashboards
- Campaign performance and attribution reports
- Product performance analytics

# Proven Business Impact



## ACCELERATED TIME-TO-MARKET

**30–50%** faster deployments via pre-built models



## IMPROVED CUSTOMER ENGAGEMENT

**Up to 25% higher** campaign response rates



## REVENUE GROWTH

**10–15% increase** in lifetime player value through enhanced retention



## OPERATIONAL EFFICIENCY

**40% reduction** in manual reporting workload

# Customized Implementation Packages

Munvo offers modular service packages designed to fit the unique needs of gaming operators. Whether the priority is data integration, journey orchestration, campaign execution, or reporting enablement, each package provides a clear path to value. With scoped deliverables, defined timelines, and the right blend of Munvo expertise, clients can accelerate impact while maintaining flexibility.

## Top 3 Benefits



**Flexible, goal-driven delivery:** Select only the components you need, when you need them



**Faster time to value:** Pre-scoped timelines and repeatable frameworks drive quicker deployment



**Expert-led execution:** Leverage Munvo's deep industry experience and specialized teams for every stage

# Implementation Approach

1

## Discovery & Planning

Stakeholder kickoff, business area review, scope definition, objective alignment, and leadership validation.

2

## Roadmap Assessment & Package Recommendations

Ecosystem and data review, marketing objectives, segmentation and journey modeling, measurement strategies, scoring, compliance, and roadmap design.

3

## Implementation

Accelerator-based deployment for key focus areas (data, reporting, and process). Reduced time to market by using streamlined frameworks and ready-to-use data templates.



## Getting in Touch

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