



JACKPOT AGGREGATOR
SOFTSWISS

SOFTSWISS Jackpot Aggregator

**Supercharging Player Engagement:
The LevelUp Casino Success Story**

JULY 2023



BEFORE THE TRANSFORMATION

From its inception in September 2020, **LevelUp Casino**, a proud member of the **SOFTSWISS Casino Platform**, rapidly made its mark in key markets such as Canada, Europe, and Oceania.

Despite their success, the drive to consistently provide an elevated gaming experience and boost player engagement led them to seek a unique, cost-effective tool.

Their vision was to incorporate a jackpot feature into their offerings, but the search for a solution that promised easy deployment, flexible settings, and a multi-level structure was still on.

The SOFTSWISS Jackpot Aggregator was their ultimate answer.



We had been planning to implement jackpots on the site for a long time and the Jackpot Aggregator completely covered this need with easy integration, flexible settings, and even jackpot levels.

As an added bonus, the Jackpot Aggregator's superior risk management tools, including precise jackpot forecasts and a new 'Jackpot Limits' feature, along with their efficient 'out-of-the-box' user acquisition and activation solution, quickly solidified our decision to collaborate.

THE TURNING POINT

Following the Jackpot Aggregator's integration, LevelUp Casino experienced a **remarkable upswing in player engagement** and crucial business metrics.

The Jackpot Aggregator – adopting a **Mystery Progressive Jackpot** setting – added an extra thrill to LevelUp's gaming experience.

Players were more invested in their games, and the thrill of a potential win kept them coming back for more.



We especially remember the player who hit the biggest jackpot winning at the Titans level – he was as happy as if he had won 1 million. He cashed out the winning amount and then happily deposited it back.

SIGNIFICANT RESULTS

As well as helping to enhance LevelUp's player engagement, the Jackpot Aggregator also contributed to a noticeable **increase in their key performance indicators.**

Comparative figures saw extremely healthy growth from the month before and the month after the jackpot campaign:

Average Bet Count:

+30%

**Average Turnover
(Real Bets Sum):**

+37%

Average Active Players*:

+40%

Average Real Players:**

+28%

**Counted once per statistics period, regardless of the number of bets made.*

***Counted once per statistics period if at least one **real money** bet is made.*

SIGNIFICANT RESULTS

On top of that, the value of LevelUp's **Average Deposit, Average Bet, ATPU,** and **ARPU** also saw a **healthy increase of 5%.**

These figures were a testament to the Jackpot Aggregator's positive impact, which exceeded LevelUp's initial expectations.

The results achieved through implementing the Jackpot Aggregator may vary for each brand, depending on their specific activities and strategies.



In addition to the positive experience of the players, we also saw a welcome increase in player activity metrics such as turnover, average bet, the number of deposits, and active play days.

LevelUp



WORKING WITH SOFTSWISS

LevelUp found the integration process of the Jackpot Aggregator to be clear and straightforward. The team appreciated the **swift and responsive support** from the SOFTSWISS experts and found that it aided in a **smooth implementation** of the Jackpot Aggregator.



We can't say there were any difficulties in integrating jackpots. The speed at which the SOFTSWISS team integrates jackpots, the help with design and content, and quick responses to minor questions helped the implementation process significantly.

LevelUp

LOOKING AHEAD

LevelUp is already in the process of expanding the reach of the Jackpot Aggregator to their other brands, *LuckyElf* and *Wildcoins.io*.

Their current goal is to **orchestrate a global jackpot campaign**, further leveraging the proven engagement power of the Jackpot Aggregator.

For brands considering integrating the Jackpot Aggregator, LevelUp's **key takeaway from their journey is to trust SOFTSWISS' expertise.**



LUCKY-ELF
CASINO



WILD
COINS



Trust the Jackpot Aggregator specialists, and don't doubt their calculations for connecting the jackpot campaign. Regarding the winning of jackpots, everything went exactly according to plan.

LevelUp

CONCLUSION

The integration of the SOFTSWISS Jackpot Aggregator powered LevelUp to a whole new level – driving up key performance indicators, engaging more players, and enhancing their gaming experience.

The expert support from SOFTSWISS also helped ensure a seamless transition.



Simply put, the Jackpot Aggregator is not just a tool; it's a game-changer. Its integration helped significantly bolster our player engagement and operational growth. The proof is in the numbers.

LevelUp



Seeing the Jackpot Aggregator's effectiveness proven so clearly through LevelUp's success is tremendously rewarding. By shaping a dynamic, engaging, and profitable iGaming environment, **we're enabling our partners to excel in player acquisition, retention, and reactivation.**

Aliaksei Douhin
Product Manager at
SOFTSWISS Jackpot
Aggregator

The potential of the Jackpot Aggregator goes beyond just a product however; **it's a transformative service that's revolutionising the iGaming industry.**



SOFTSWISS
EST. 2009

LOCATION

Licensed iGaming entities in Curaçao and Malta, main development and support offices in Poland and Georgia.

VALUES

- ◆ Expertise
- ◆ Innovation
- ◆ Security
- ◆ Service

MISSION

To be a reliable long-term partner, who ensures the security and high quality of services, maximising our client's profit.

CLIENT-FIRST. ALWAYS

Our clients get the best tool for running an online gambling business, and their sites have the best design, speed, promotional features, and load resistance.

CONTACT US



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