

# Tournamently.io

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A concept of a microsite product that can be used as a tool for marketing campaigns that target specific tournament of any sport.

It can live separately from the potential client's apps. The main goal is to make a gamifying product that lives throughout a tournament schedule from the very start, up to the final.

# Tournamently is a microsite which can be built within your platform

A **playful** marketing **solution** for tournament campaigns.

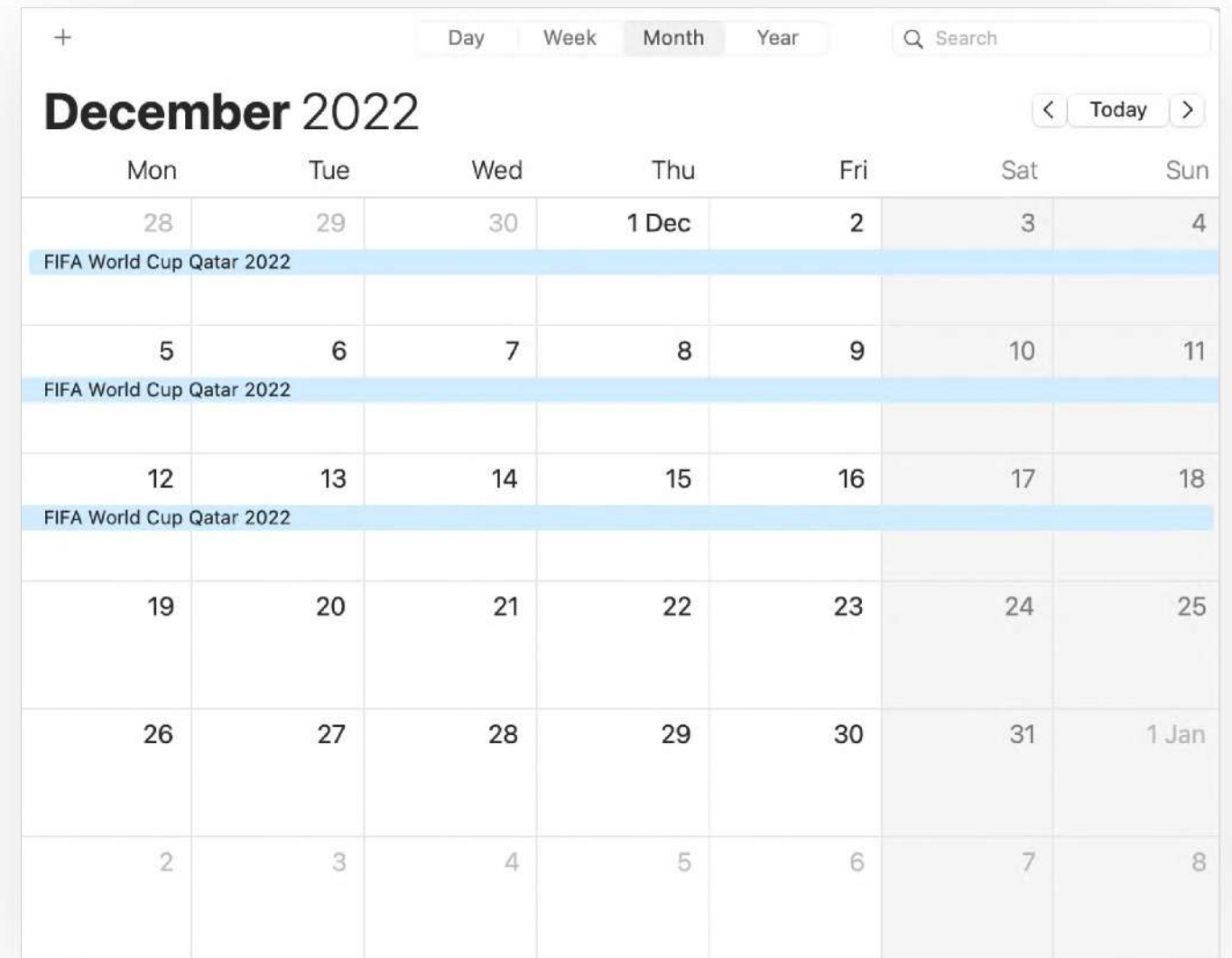
User's **forming** new **habits**.

An **engaging** gamification platform bringing an **experience** you were looking for.

**Enabling** users of all sports contests to **score** their **goals**.

# The problem

⚡ **Organisation of a unique, gamified marketing campaign.**



A screenshot of a digital calendar interface for December 2022. The calendar is displayed in a grid format with days of the week (Mon to Sun) as columns and dates as rows. The date '1 Dec' is highlighted. Three horizontal blue bars span across the calendar, each labeled 'FIFA World Cup Qatar 2022', indicating the duration of the event. The interface includes a search bar at the top right and navigation controls for switching between views (Day, Week, Month, Year) and a 'Today' button.

December 2022							Search
Mon	Tue	Wed	Thu	Fri	Sat	Sun	
28	29	30	1 Dec	2	3	4	
FIFA World Cup Qatar 2022							
5	6	7	8	9	10	11	
FIFA World Cup Qatar 2022							
12	13	14	15	16	17	18	
FIFA World Cup Qatar 2022							
19	20	21	22	23	24	25	
26	27	28	29	30	31	1 Jan	
2	3	4	5	6	7	8	

# The solution

💡 **TOURNAMENTLY**



# What it brings to the Betting World:

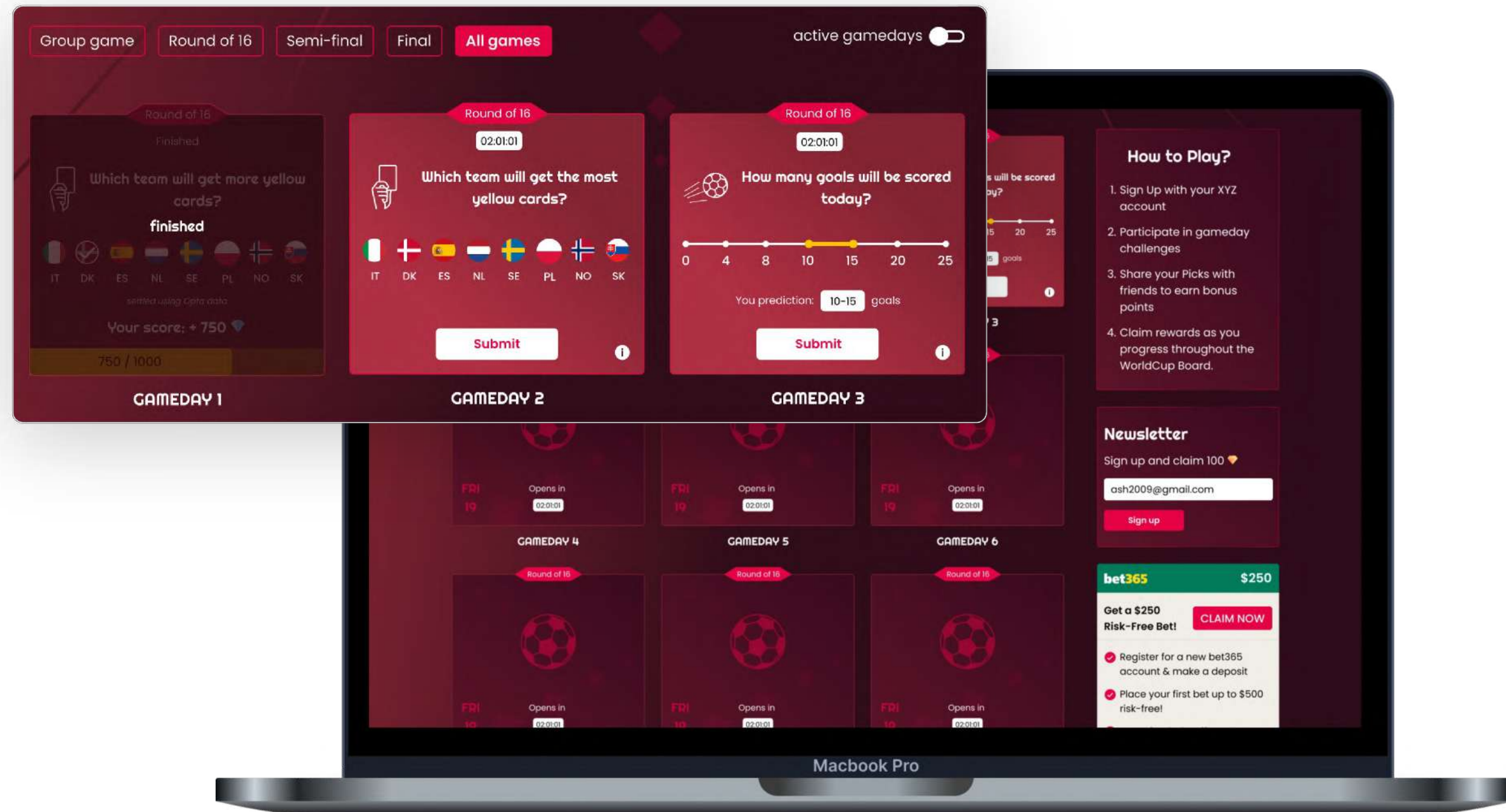
- A clear outline of **START** and **FINISH**.
- **Involvement** throughout the **whole duration** of a tournament.
- A **unique & gamified** approach, to **enhance** the user personal experience.
- The users who are **in control**, of how far they get and what they **achieve**.
- The **visualisation** of a tournament's timeline.
- A board game **perfectly integrated** with planned events.

# Overview of features and functionalities

The screenshot displays a mobile application interface for a 'World Cup Challenge 2022'. At the top, a navigation bar shows match results for the 'World Cup Round of 16' stage, including Portugal vs Italy, Germany vs Hungary, Sweden vs Poland, and Slovakia vs Spain. Below this, a progress track leads from 'Start' through various milestones like '15x Cold' and '2x FREE BET worth £100' to a 'Final Reward' of a 'Car BMW x6 Draw'. A central pop-up window titled 'Free Daily Spin Wheel!' features a circular wheel with a timer showing '4h 43min 18sec to next spin' and four reward tiers: '+1 000', '+2 500', '+10 000', and '+100 000'. A 'Free Spin!' button is visible on the right side of the screen.

# Everyday engaging challenges & games

- Keeping user's on their toes.
- A range of challenges to choose from.
- Gamification throughout the whole span of the campaign.





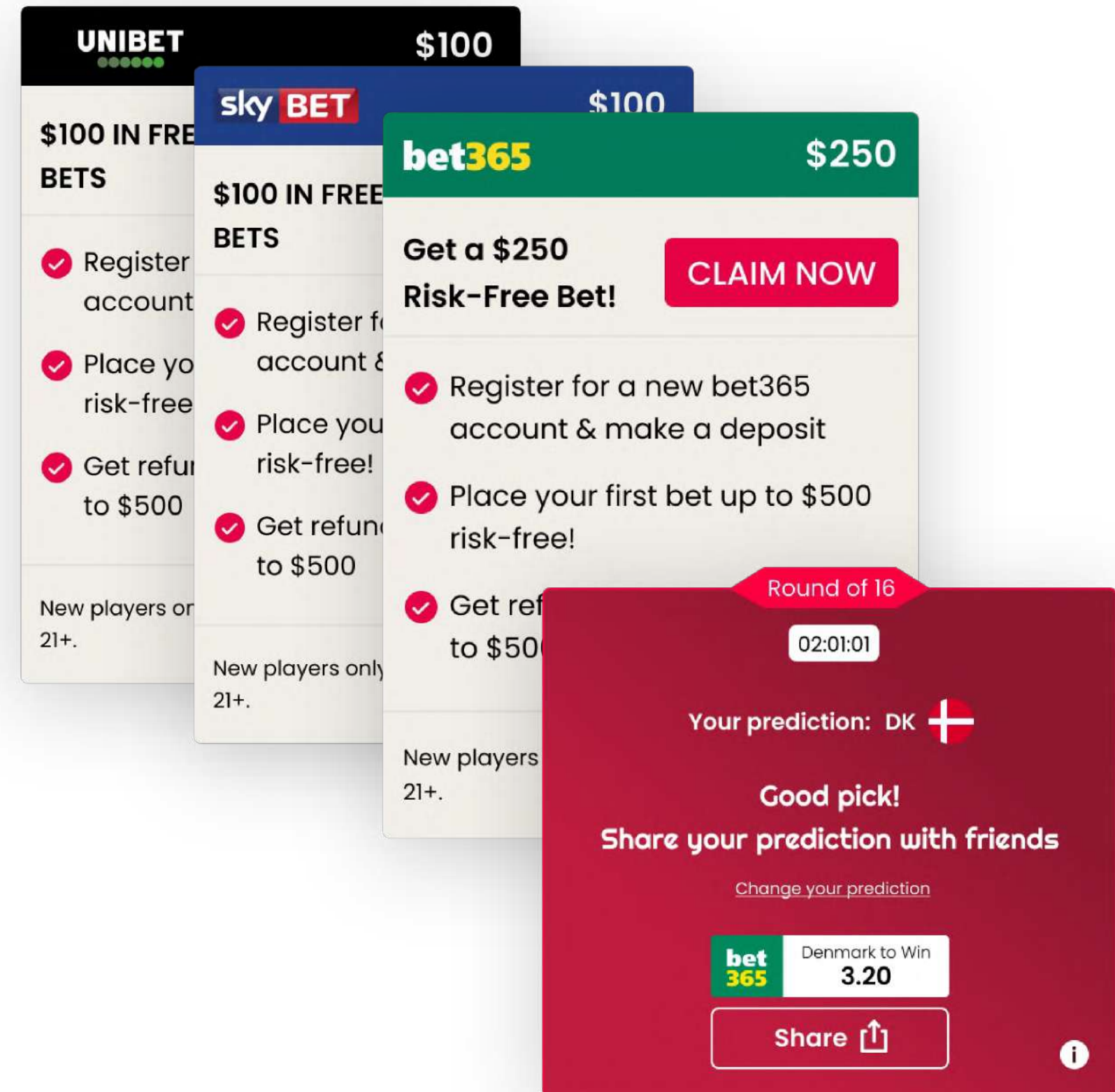
# Users' Progress visualisation

- Increased community engagement
- Compound Rewards
- Motivation for greater commitment throughout the whole tournament



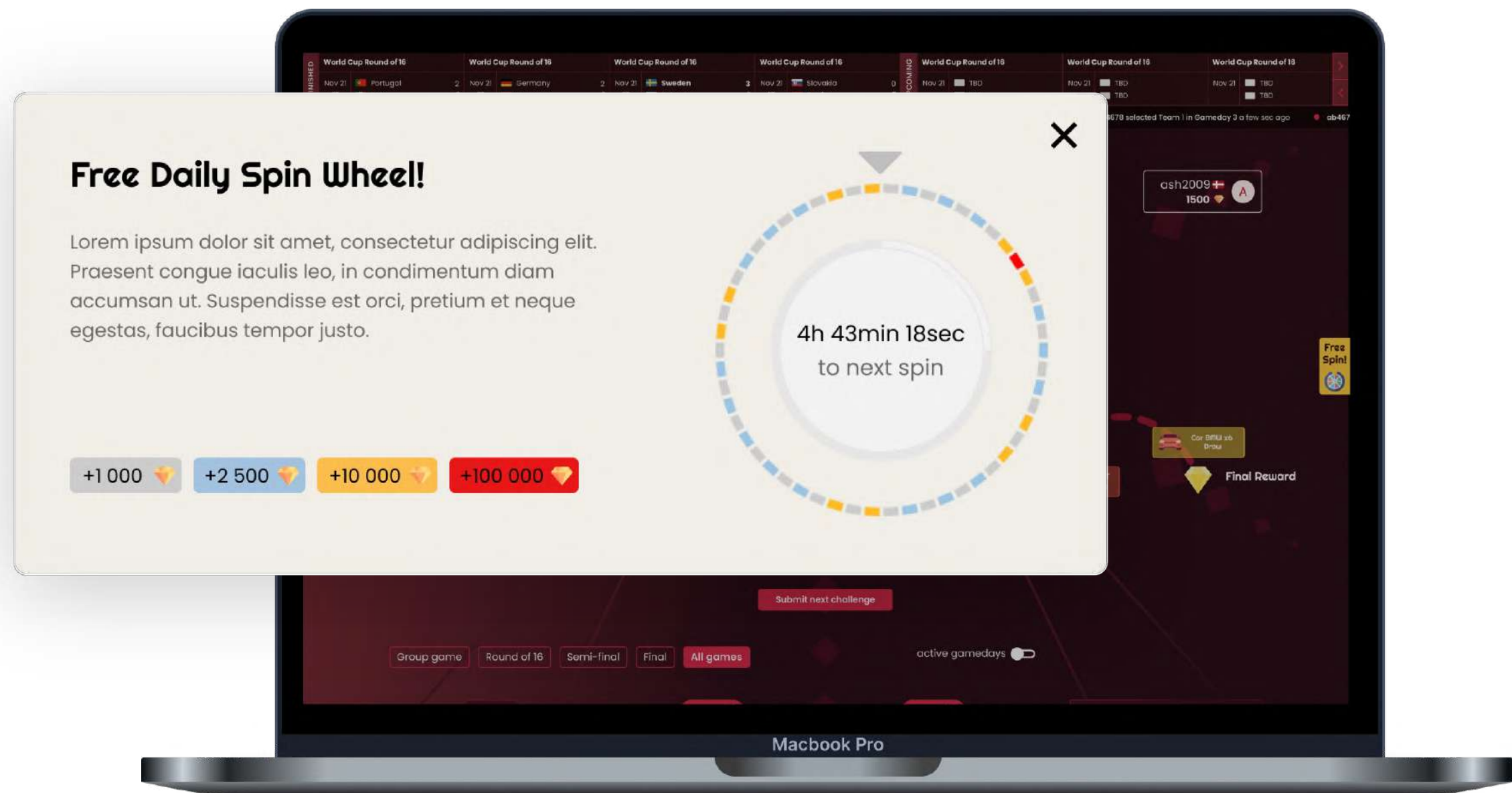
# Affiliate Conversion

- Directly integrated Bookmaker's Buttons
- Acquisition of betting Newcomer's
- Affiliate sign up offers & ads



# Overview of other supportive features

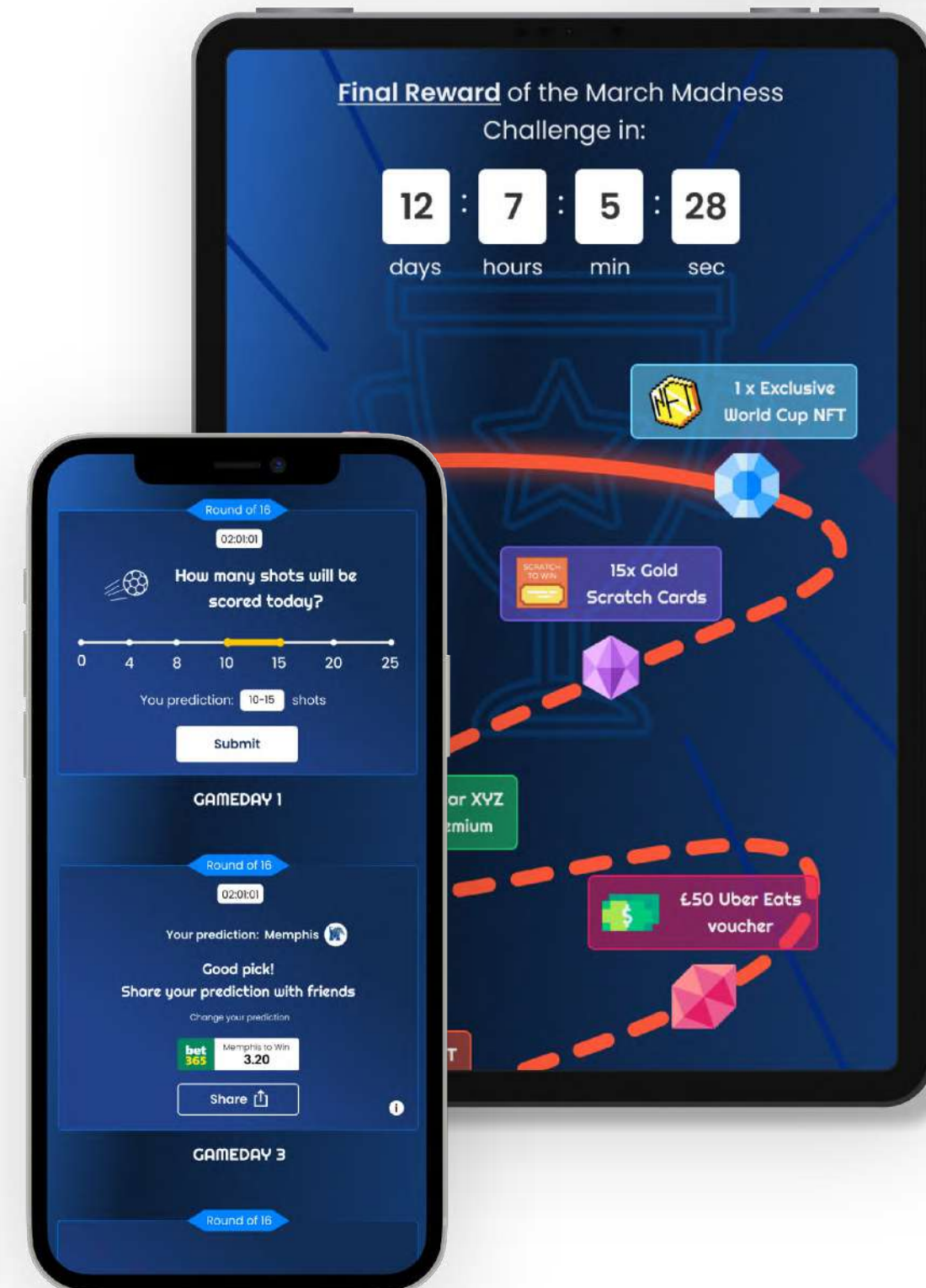
- Scores widget
- Backoffice for Campaign Management
- Additional possibilities for earning points:
  - Free daily spin
  - Newsletter



# Compatibility

- Can be implemented for **any sport & any tournament**
- The platform can be in **any desired design** according to your needs.
- **Progressive** and **Playful** Web App for user's and partner's demanding needs.
- The compatibility with **all** Mobile and Desktop devices - aims to **achieve** the mutual goal:
  - ☑ Elevating the success of a tournament's marketing to a whole new level.
  - ☑ Making campaigns appealing.

ANY DEVICES



ANY TOURNAMENTS

**Click here and see live**  
**Prototype**



**PROTOTYPE**

**Got any questions?**  
**Schedule a meeting.**

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