

## How Karamba, a Top-5 Converter in the Gaming Industry, Utilized FOCUUS' Automated Insights to Successfully Convert Norwegians & Up User Acquisition



*"With FOCUUS, we know that we are well-equipped to take on any audience; getting the right people, at the right time, and in the right way is critical. The platform organizes all our data and makes sure our resources are placed in the appropriate areas and resources are not wasted."*



### COMPANY

Karamba.com is the home of slots 'n fun for everyone above 18. We strive to provide the highest level of entertainment and excitement on the web through our range of innovative slots and instant win games. With our commitment to safety, you can be rest assured of enjoying the fairest gaming experience with a maximum level of security and privacy. Karamba was founded in 2005 and through our experience and a passionate team of employees we have been committed to bringing you the most fair, secure and entertaining scratch cards on the net. Karamba is an entity of Aspire Global International LTD, which is a fully licensed operator (MGA/CL4/400/2007) under the Malta Gaming Authority.



### CHALLENGE

To keep people playing, Karamba invests heavily in keeping its games engaging and fresh, providing frequent updates so that users can enjoy the game experience over a long period of time. In conjunction, big sums are invested into campaigns that portray these powerful messages that gain players and keep players returning. So, basically - money is in constant movement. And, the company needs to know where it is going and if it is placing such resources in the right areas.

When approaching a wealthy country as Norway, the pot at the end of the rainbow seems to glow. But, Norway is vastly different from other Western countries when it comes to rules and regulations around advertising and the hours of connectivity as are the messages and creatives that Norwegians respond to. Tracking what works and what doesn't is a significant challenge - and a must!



### SOLUTION

Nevertheless, this doesn't mean that brands, as Karamba, should be put off, especially if they approach prepared and ready with the necessary tools. To get it right, Karamba needed a tool that would provide them with the information that would help their campaigns successfully hit their targets. A tool that answered the questions: is the correct region being targeted - for the most suitable device, at the right hour, in the correct language, with the correct creative, among other critical campaign factors.

Introducing FOCUUS, the Performance Marketing & Analytics platform and its Automated Insights.

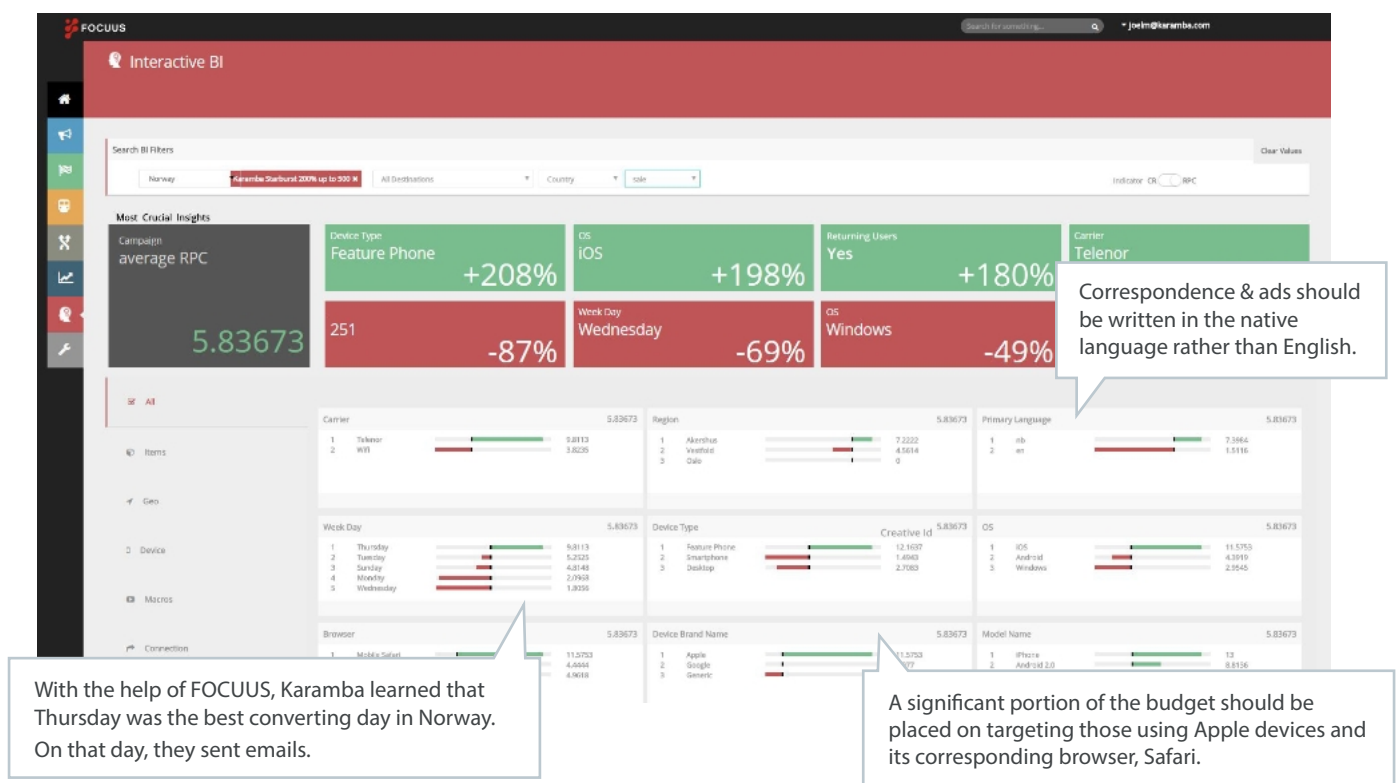


## RESULTS

With the Automated Insights provided within the FOCUUS platform, Karamba was better equipped to launch campaigns with increased efficiency in targeting as well as overall performance. In addition, Karamba was more knowledgeable of the campaigns parameters needed to confront audiences that are not located within the norm. Trial & error were not mere questions but had correlating answers after a few brief moments of registering in FOCUUS. With FOCUUS, Karamba is able to reach their KPI's with added confidence and ease. User Acquisition in Norway hit an all-time high when utilizing FOCUUS; they put their money where they should. The lessons they learned for converting such users included: the best times to send emails - hour, day, etc. - the best creatives, the best landing pages & more.

In conjunction with FOCUUS' Automated Insights, Karamba also acquired integral knowledge through utilizing the Router feature. In this context, the Router is a tool for A/B testing and the generation of smart links, with rules that one wishes to test. Here, Karamba could exclude regions, languages or switch between landing pages to test what would be the most converting fit.

Today, Karamba is ranked among the top-5 converting operators in the gaming industry.



Screen Shot from FOCUUS' Automated Insights: Karamba is provided with actionable data to successfully gain users and place relevant resources on the KPIs.

**Ready to experience FOCUUS and hit your KPIs?**

**START NOW**

### About FOCUUS

Launched in 2016, FOCUUS is a fast-growing company in the Performance Marketing & Analytics sphere. Elevated by the innovative and robust platform, FOCUUS equips each user with the essential toolbox to tackle the complex data chaos and focus only on the critical analysis that matters to them and their companies - no matter the magnitude.

FOCUUS' solutions all provide an intuitive user interface that creates - with ease - clear, automated marketing insights. Setting FOCUUS apart is the ability to lead any user to success. It's really that easy.

With its Headquarters in Tel Aviv, FOCUUS operates an additional office in the "Big Apple" - NYC. For more information on our offerings, contact us at [contactus@focuu.com](mailto:contactus@focuu.com)