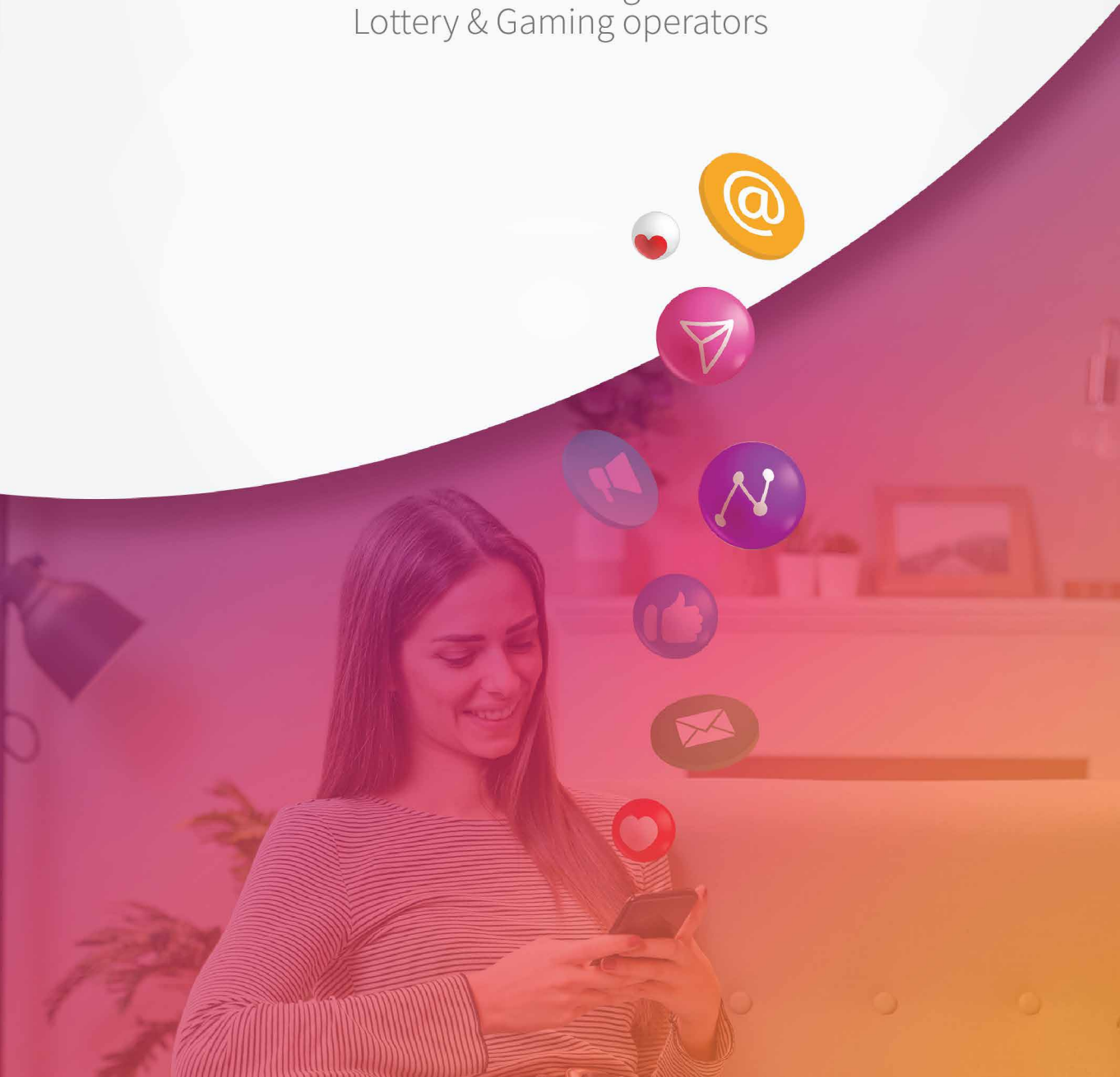


# MARKETING & ADVISORY SERVICES

Unmatched Marketing Success for  
Lottery & Gaming operators



**Our marketing services are designed to meet the most critical marketing needs of the industry**

**Unmatched Lottery Marketing Expertise**



## Our Offering

We understand that effective marketing is crucial to the success of your business in the competitive gaming industry. That's why our services are tailored to meet your unique needs. Our expert team combines industry knowledge and technologically forward acumen with innovative strategies to deliver impactful results, ensuring your brand stands out and connects with your players. From advisory services to digital & performance marketing, and branding, we provide a full spectrum of services designed to drive growth and enhance your market presence.





# Our Expertise

We Cover the Most Critical Needs for **Lottery & Gaming Marketing**

## 01 Retention & Personalization

Enable personalized marketing to identify and prioritize high-value customers, driving engagement and ensuring long-term loyalty.

## 03 Data Driven Approach

Empower your decisions with a data-driven approach as we transform insights into impactful strategies.

## 02 Awareness & Acquisition

Acquire high value customers for less and boost brand awareness at scale with ads - across Programmatic, Paid Social, Sponsorship deals and more.

## 04 Content Creation

We create engaging and informative content relevant to players. This includes game reviews, and tips, or industry news to attract and retain an audience.

# Our Approach

We believe in the right strategies and steps to obtain the **desired results and soar to new heights**





# Why Choose Us?

Transforming Decades of Industry Expertise into Your Success Story



 **50+ years**  
Industry Experience

 **Global Footprint**  
6 Continents, 32+ Jurisdictions

 **Extensive Client-base**  
WLA Lottery Members & More

 **Emerging Market**  
Innovators

 **In-house Technological**  
Proficiency

## We Excel in Experience & Expertise

At Skilrock you will get the complete package of digital & Marketing services! With experience & expertise being our core strength we sail through every customer's journey and bring the best on the table!

## Power of Digital Wizards

Whether you need web designing services, search engine optimization, social media management, content marketing or pay-per-click advertising, our magic will leave your competition astounded.

## 360° IT Services

With our excellence and expertise in the IT world, we are working round the clock to bring innovative technological solutions to the digital landscape. Support, manage, and improve the operations with smart IT services.

# Products and Solutions from Skilrock



INFINITI - Omni Channel and Omni Gaming Platform



Games - Lotto, Keno, Bingo, Sportsbook, Sportspool, Casino, e-instants and more



Scratch Weaver - Scratch Card Management System



GRS - Gaming Regulatory System



Scan-N-Play - Unique Payment System for Gaming



Tech Services & Support - Level-up Your Gaming Business

# GAMING BEYOND LIMITS



LOTTO | KENO | RAFFLE | INSTANT | SLOT | SPORTS

