

LUCKY STREAK

Live to play Live

Introducing: **LUCKY**JACKPOT

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The LuckyStreak **LuckyJackpot** Toolbox empowers operators to run tailor-made live casino promotional leaderboards between their players, encouraging them to play more and compete against their follow players for rewards.

Players earn leaderboard points by performing predetermined action, defined by the operator, such as bet sizes and side bets, that align to the operator's specific objective e.g. reward, extend play, increased frequency.



EASY TO SET-UP, HIGHLY CONFIGURABLE

LuckyJackpot promotions are created quickly and easily in our user-friendly back-office, and can be configured to suit your objectives:

- Start/ end date and time
- Selected players
- Games/ tables included
- Type of jackpot: fixed or progressive
- Starting prize amount
- Random or leaderboard winners
- Number of winners
- Prize distribution

In leaderboard promotions, players can accrue points based on size of main and side bet, and winning rounds, all completely configurable to your requirements.

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TYPES OF LUCKYJACKPOT

LuckyJackpot promotions can be created in a number of ways, depending on how you want to define the jackpot prize, and how you want it to be issued to customers.

	Winners are the top scoring players	Winners are selected randomly
Jackpot amount increases with bets	Progressive Leaderboard	Progressive Random
Jackpot amount is fixed	Fixed Amount Leaderboard	Fixed Amount Random

More jackpot types coming soon!

LUCKYJACKPOT CASE STUDY

Our data demonstrates that LuckyJackpot campaigns show a considerable positive impact gaming sessions and betting volumes when promoted to customers.



Figures relate to a campaign by a LuckyStreak customer, and represent the change in each variable during the campaign period versus pre-campaign

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The **LuckyJackpot** Toolbox is designed to allow operators to independently configure, manage and run promotional leaderboard campaigns.

Whether you're new to **LuckyJackpot** or a regular user, the LuckyStreak Account Management team is always ready to help you master **LuckyJackpot** and run successful promotional campaigns simply and easily.

ENHANCE your proposition and your revenues



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