

KZING **Features Guide** Promotions System

Vol.01



Promotions System Propels Revenue Growth



Increase
Engagement

“Kzing’s Promotions System has helped **Increase Engagement** on our platform. Since running deposit promotions, we saw **20x Increase In Deposits** from existing players over a campaign period of 3 weeks.”

- Operator in China Market, Kzing Client of 5 years

Increasing Engagement Grows Profits

Saw Profits Increase

**25% to
95%
MORE**

5%

INCREASE

In Player Engagement

10x

SPENDING

By Loyal Players

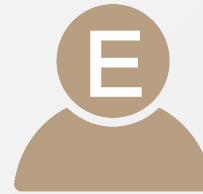
Retaining Players Offers Better ROI

**5X LOWER
COST**

To Retain Existing players **VS** Acquiring New Players



New Player

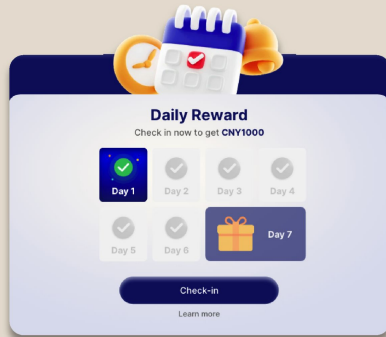


Existing Player



Promotions System Activities

01 | Check-in



Boost engagement on your platform to increase player retention

02 | Lucky Spin (Roulette)



Reward and retain players to build loyal customers who deposit 10x more

03 | Quests



Guide players to carry out actions and meet goals

01 | Check-in

43.9%

OF TOP 100
GROSSING GAMES

Implement daily check-in rewards.
Which has proven to increase usership
and engagement.

Check-in Promotion Tips

Method #1 - Gradual Progress

Start rewards small that slowly
build up in value over time

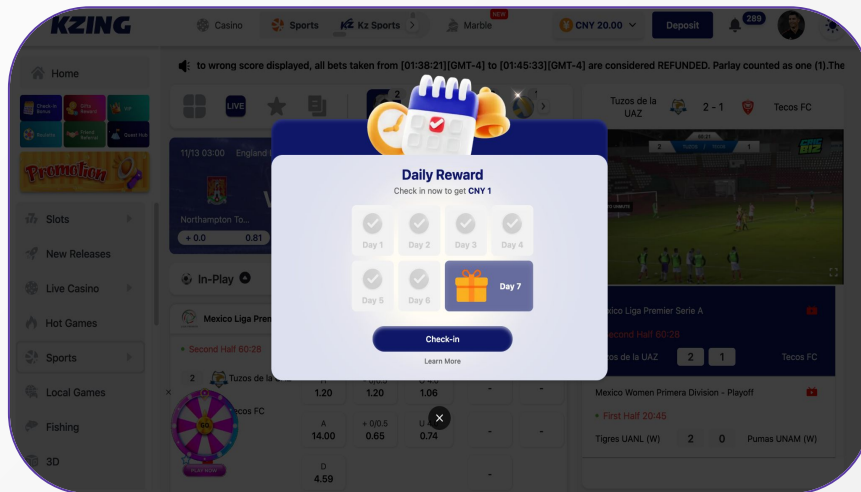
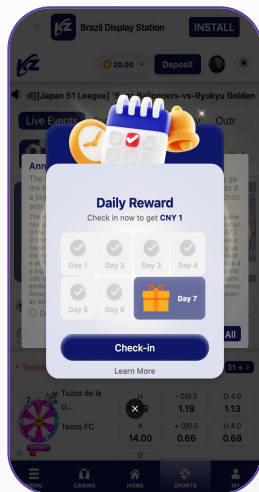


Method #2 - Zig Zag

Space out high rewards
with small rewards in between



User Experience



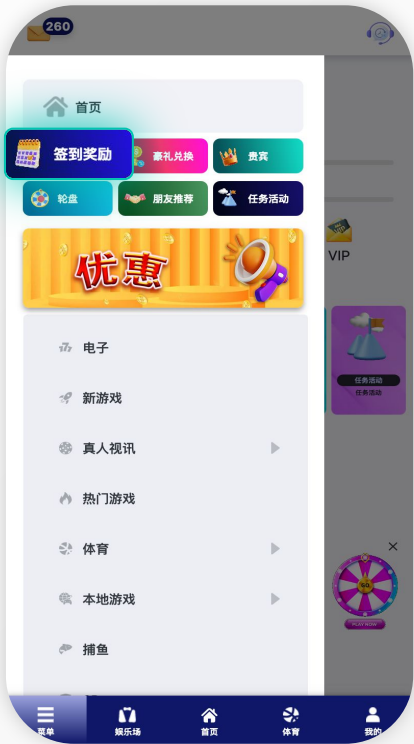
Pop-up

- Easy opt-in for users
- Remind users to participate

Progress Tracking

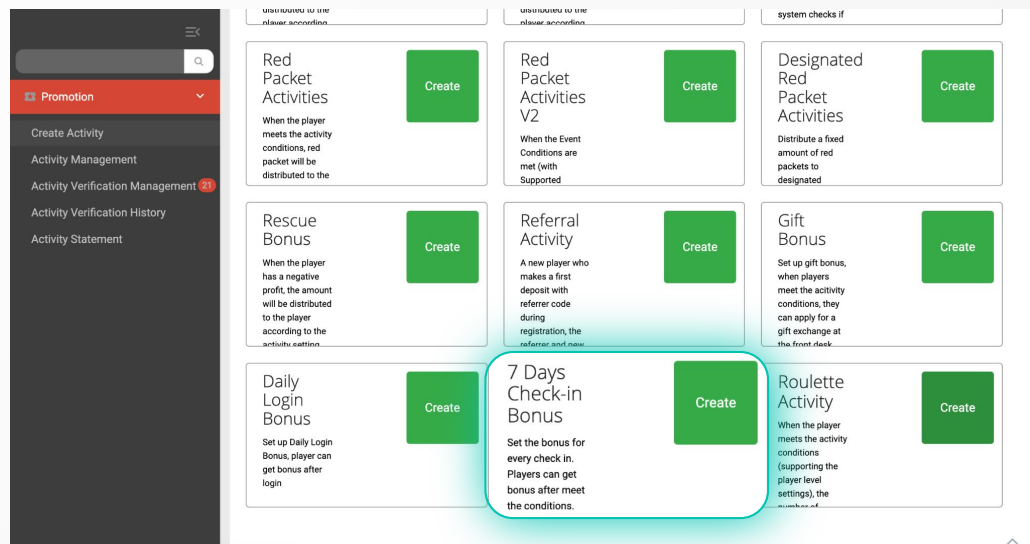
- View previous rewards
- Encourage continued participation

User Experience



- Easy Access
- Side bar menu
 - User profile

Back Office Management



Functional Highlights

- Real-time pop-up notifications for progress and rewards.
- Accessible through multiple entry points: sidebar and profile center.

How to Setup

Backoffice > Promotion > Create Activity

Back Office Management

The image displays three screenshots of the 'Promotions System' back office management interface, specifically for creating a new activity.

- Left Screenshot: Create Activity Form**
 - Activity Timezone:** +08:00
 - Type of Activity:** 7 Days Signin Bonus
 - Promotion Name:** (Empty field)
 - Promotion Description:** (Empty field)
 - Display Time:**
 - ☒ Custom Date
 - ☐ Permanent-Permanent-Start counting 7 days from the day after the first deposit.
 - Display Start Time:** (Empty field) **End Time:** (Empty field)
 - Application Start Time:** (Empty field) **End Time:** (Empty field)
 - Activity reset every 7 days:** ☐ Yes ☒ No
 - Web Browser Photo:** (Choose file button) No file chosen
 - Web Browser Photo description (alt tag):** (Empty field)
 - Mobile Photo:** ☐
- Middle Screenshot: Frontend Display Configuration**
 - Frontend Display:**
 - ☒ Logged in
 - ☐ Not logged in
 - (Language Display) ☒ Select all ☒ Vietnam ☒ Simplified Chinese ☒ English ☒ Thai ☒ Indonesian
 - Targeted Players:**
 - ☒ All
 - ☐ By agent & level
 - ☐ By Player Custom Group
 - ☐ Designated player
 - ☐ Not Set
 - ☐ Blocked agent
 - ☐ Blocked player grade
 - ☐ Block Custom Group
 - ☐ Block Designated Player
 - Blocked Target:** Blocked Target has higher priority than Activity Target
 - Frontend Activity Type:** * If you choose the default, the activity will be displayed in the original activity type page in the front desk Order
 - Activity Content Display:** ☒ Mobile and Web Share Same Content ☐ Mobile and Web use Different Display
 - Promotion Content:** (Rich text editor with File, Edit, View, Insert, Format, Tools, Table menus)
- Right Screenshot: Check-in Days Counting Method**
 - Check-in days counting method:** Check-in days counted by the promotion start day.
 - Red packet award setting:**
 - Daily Accumulated Deposit:** (Empty field) **And:** (Empty field) **Daily Accumulated Valid Bet:** (Empty field)
 - Cumulative Fulfill:** (Empty field) **or Above:** (Empty field) **Cumulative Fulfill:** (Empty field) **or Above:** (Empty field)
 - Day 1 Bonus:** (Empty field) **Day 2 Bonus:** (Empty field) **Day 3 Bonus:** (Empty field) **Day 4 Bonus:** (Empty field) **Day 5 Bonus:** (Empty field)
 - Multiple:** (Empty field)
 - Game Platform:** Any Platform
 - Valid Condition:**
 - ☐ Unique Bank Card ☐ Unique Real Name ☐ Unique First Time Login IP ☐ Unique Registered IP ☐ Unique UUID
 - ☐ No deposit before condition fulfilled ☐ Deposit ≥ 1 times before condition fulfilled
 - Popup after login:** ☐
 - Start Activity now:** (Will stop the ongoing check-in bonus activity) ☐ Yes ☒ No
 - Buttons:** Save and redirect to Multilingual Editing page, Save, Cancel

Functional Highlights

- **Display Time:** Option to run within custom duration or to start 7-day from individual user deposit date
- **Frontend Display:** Option to display to members (logged in) or to all, option to select markets (languages) to display promotion
- **Check-in Days Counting Method:** Start count from custom date or from user's first check-in
- **Red Packet Award Setting:** Set daily deposit or/and daily bet to accumulate for bonus

02 | Lucky Spin

Lucky Wheel Popups

9.95%
CONVERSION RATE

Standard
Popups

3.85%
CONVERSION RATE

“Deposits increased by
20X with Lucky Spin popup”

- Operator in Vietnam Market, Kzing Client of 3 years

Lucky Spin Promotion Tips



Limit Number of Available Spins

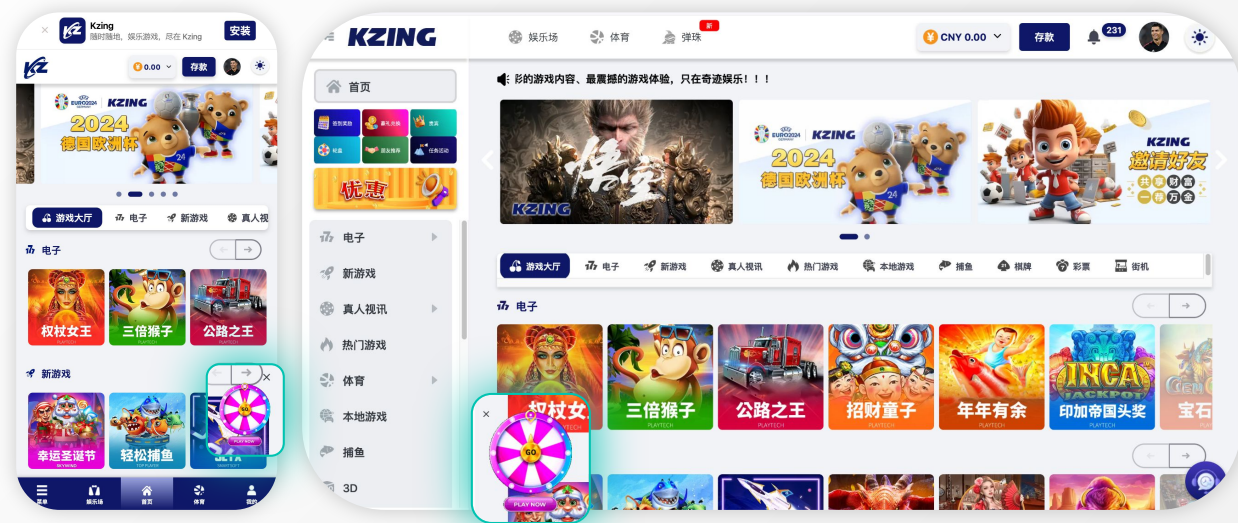
Create scarcity and encourage participation by limiting the available spins (most start with 1 spin a day).



Limited Time / Occasion-only

Create a sense of urgency by making lucky spin an exclusive, limited-time-only reward, especially for special sporting events.

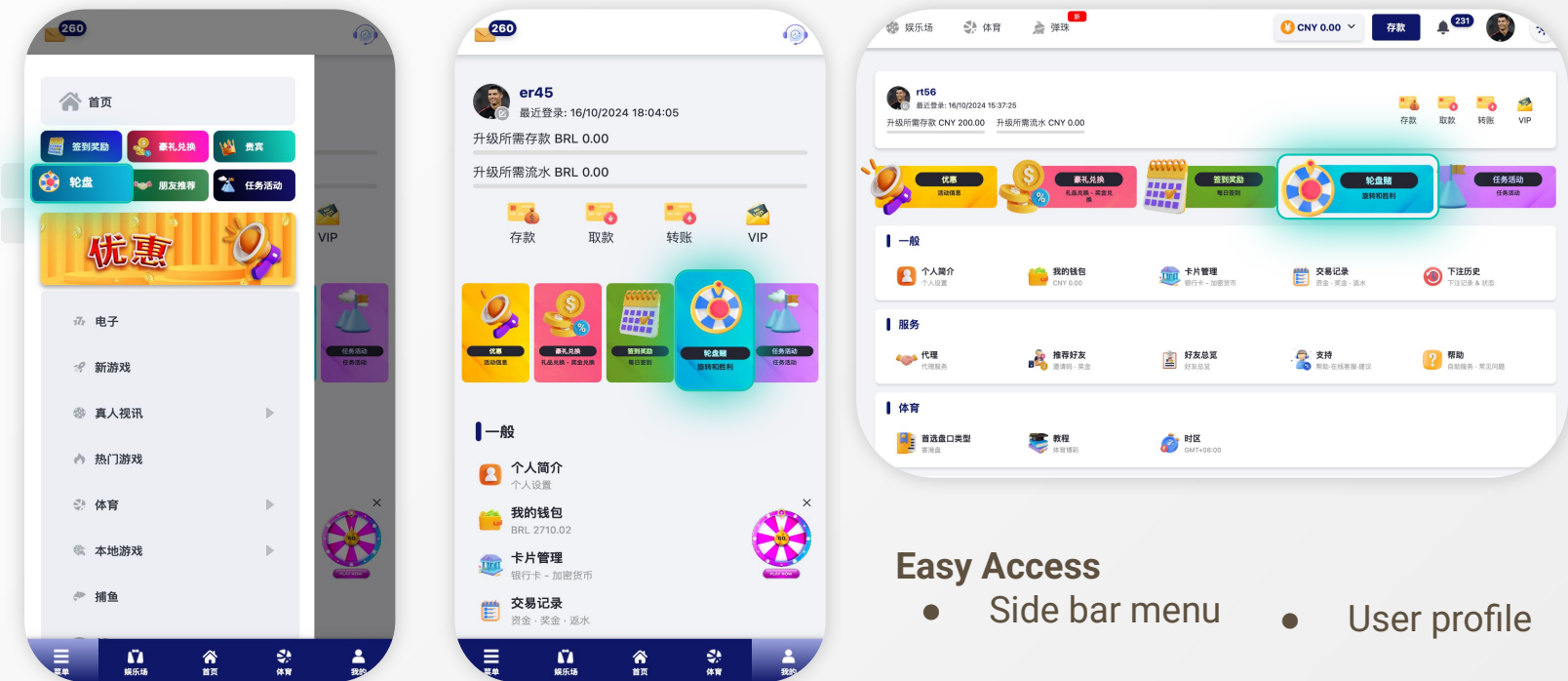
User Experience



Floating Widget

- Catch attention
- User quick access from any page
- Display configured according to background

User Experience



Easy Access

- Side bar menu
- User profile

User Experience



After clicking the Floating Widget or Roulette Button, users are redirected to Lucky Spin Event Window.

Lucky Spin Window:

- Roulette wheel with exciting graphics
- Display prizes
- Past winners

3 Colour Themes

2

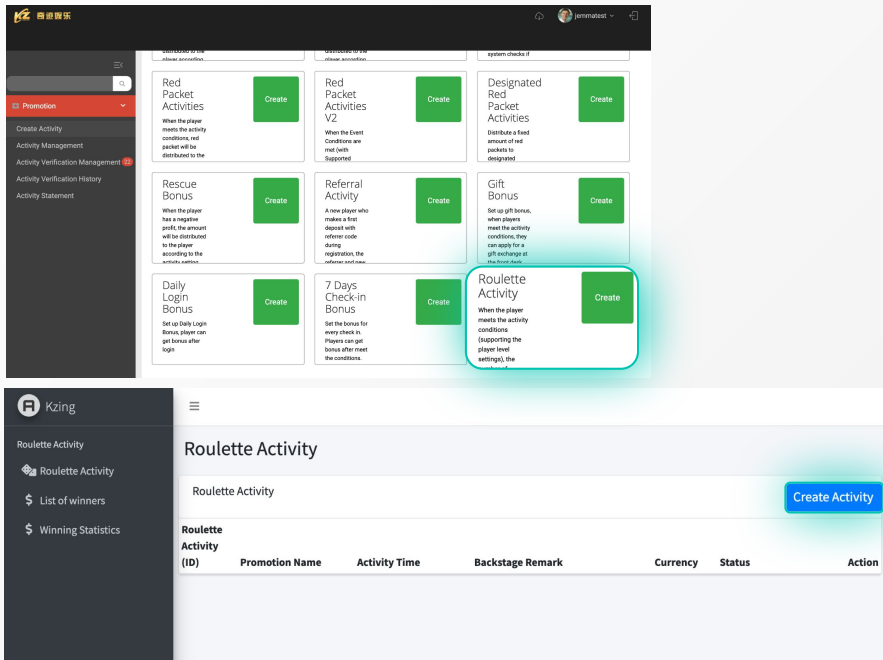


MOST POPULAR
for Asia Market

3



Back Office Management



Functional Highlights

Configurable display and reward mechanics in the backend.

How to Setup

Backoffice > Create Activity > Roulette Activity

New Window will open for Roulette Activity > Create Activity

Create Activity


The image displays three screenshots of the 'Create Activity' form, highlighting different sections:

- Promotion Name:** Shows a form with a 'Promotion Name' field and a 'Backstage Remark' field. The 'Promotion Name' field has a dropdown menu with options: vit, chs, eng, tha, ind. The 'Backstage Remark' field has a dropdown menu with options: vit, chs, eng, tha, ind.
- Raffle conditions:** Shows a form with a 'Raffle conditions' section. It includes a 'Member Grade' dropdown with options: VIP1, VIP2, VIP3, VIP4, VIP5, VIP6. It also includes a 'Raffle conditions' table with columns: Single deposit, Accumulated Deposits, Cumulative Valid Bet, Valid Bet of that Day, Number of Draws, and Action. The 'Single deposit' field has a dropdown menu with options: Single deposit, Accumulated Dep., Cumulative Valid, Valid Bet of th, Number of Dr.
- Activity Conditions:** Shows a table with columns: Serial Number, Prize type, Prizename, Bonus, Withdrawal Restriction, Probability of winning, Quantity, and Order. The table has 6 rows. The 'Prize type' dropdown has options: Distribution, Prizename, Bonus. The 'Withdrawal Restriction' dropdown has options: Withdrawal Re, Probability of v. The 'Probability of winning' dropdown has options: Probability of v, Quantity. The 'Quantity' dropdown has options: Quantity, Order.

Functional Highlights

- Multi-lingual: create promotion name in various languages
- Skin: Different themes for the Roulette Wheel design
- Multi-currency option: create the promotion for various markets
- Game Platform: Select which providers to include in promotion
- Raffle Condition: Select type of task to qualify users for the spin/draw
- Activity Conditions: Set details of the activity by prizes, such as win probability.

03 | Quests



Use Quests as a way to guide players to carry out actions on your platform, from registration to betting

More completion of quests lead to more time/effort invested, leading to increased engagement and loyalty



Promotion Tips

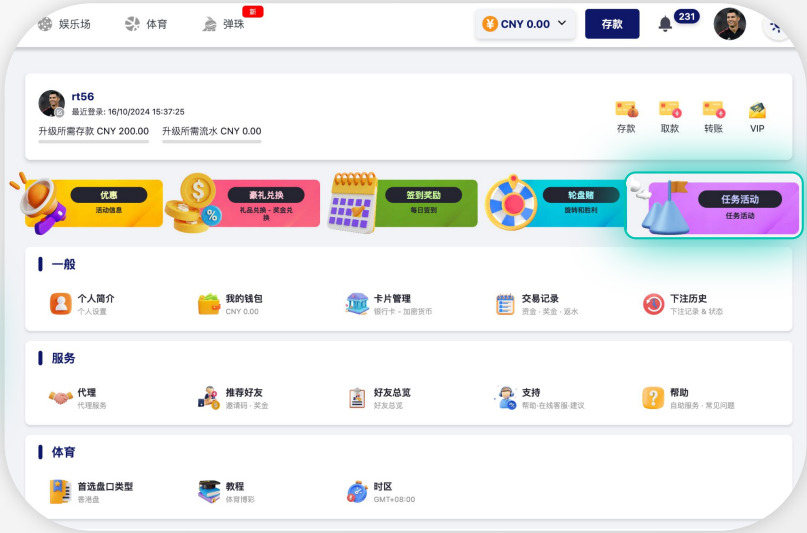
Onboarding Quest

Tutorials on setting up accounts, profiles, match preferences, and betting methods to encourage personalisation which is beneficial for engagement in the long run.

Deposit Quest

Encourage deposits in small amounts as tasks to prompt participation and involvement.

User Experience



Easy Access

- Side bar menu
- User profile

User Experience



New User Tasks

For new users, provide tasks such as registration and first deposit.

Daily Tasks

Simple tasks updated every day to encourage users to log in, bet or deposit every day.

Weekly Tasks

Tasks that last for a week to improve users' mid-term activity and retention rate.

Monthly Tasks

Long-term goal tasks to encourage users to participate steadily and invest deeply.

User Experience



Daily Login Bonus

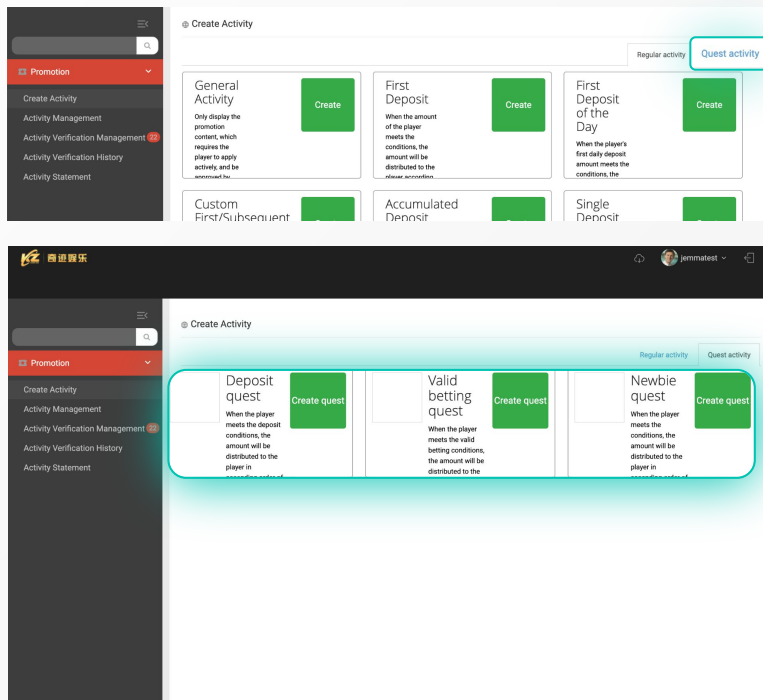
Activity rules:

After logging in every day, players can manually apply for rewards if they meet the set deposit amount and valid betting conditions.

Participation restrictions:

Only one application per day, and you can only receive it after meeting the conditions.

Back Office Management



Functional Highlights

- Real-time pop-up notifications for progress and rewards.
- Accessible through multiple entry points: sidebar and profile center.

How to Setup

Backoffice > Promotion > Create Activity > Quest Activity Tab

Back Office Management

Deposit Quest: Daily/weekly/monthly deposit tasks to ensure consistent deposits

③ Create quest

Currency: VND

Quest Timezone: +08.00 The times in this setting page will be handled based on the quest timezone.

Quest type: Deposit quest

Quest name:

Quest development time: ☒ Permanent ☐ Custom date

Quest cycle: ☒ Daily ☐ Weekly ☐ Monthly

Reset time: 00:00

Quest target: ☒ All ☐ By agent & level ☐ By custom group ☐ Designated player

Blocked target: Blocked Target has higher priority than Activity Target

Quest status: ☒ Active ☐ Pending ☐ Deactive

Order: 0

Order: 0

Quest Condition	Deposit Amount	Condition Name	Image <small>Recommended pixel 150 x 150</small>	Description	Gift bonus	Withdrawal Restricts Multiplier Calculation Formula: Bonus * Multi
Reach	0		<input checked="" type="radio"/> Do not display <input type="radio"/> Upload		0	0
or Above						

Include in Gaming Platform when: Any Platform

Withdrawal turnover

Limit is Meet

Valid Condition

Click "Go" to Redirect

- ☐ [Select All Platform]
- ☐ Live Casino
- ☐ Evolution Live
- ☐ Ezugi Live
- ☐ AG Live
- ☐ PP Live
- ☐ MG Live
- ☐ Sexy Live
- ☐ WM Live
- ☐ BG Live
- ☐ SA Live

Functional Highlights

- Quest Cycle: Select frequency of challenge
- Quest Target: Custom selection of targeted users
- Quest Condition: Add multiple conditions to the quest
- Gaming Platform: Custom selection of which gaming platforms to apply quest

Back Office Management

Valid Betting Quest: Increase turnover by setting tasks like min. betting amount / daily bet challenge

③ Create quest

Currency: VND

Quest Timezone: +08:00 The times in this setting page will be handled based on the quest timezone.

Quest type: Valid betting quest

Quest name:

Quest development time: ☒ Permanent ☐ Custom date

Quest cycle: ☒ Daily ☐ Weekly ☐ Monthly

Reset time: 00:00

Quest target: ☒ All ☐ By agent & level ☐ By custom group ☐ Designated player

Blocked Target: **Blocked Target has higher priority than Activity Target**

☒ Not set ☐ Blocked agent ☐ Block Designated Player ☐ Block Custom Group ☐ Blocked player grade

Quest status: ☒ Active ☐ Pending ☐ Deactive

Order: 0

Include in Calculation Platform: Any Platform

Quest Condition	有效投注額	Condition Name	Image Recommended pixel 150 x 150	Description	Gift bonus	Withdrawal Rest. Multiplier Calculation Formula: Bonus* M
Reach 0 or Above			<input checked="" type="radio"/> Do not display <input type="radio"/> Upload		0	0

Include in Gaming Platform when Withdrawal Turnover Limit is Meet: Any Platform

Valid Condition: ☐ Within day after registration

Click "Go" to Redirect: ☒ Do not display ☐ Deposit Page ☐ Platform Page

Functional Highlights

- Blocked Target: Disallow selected groups (ie. suspected fraud accounts) to participate in quest for better risk management
- Quest Condition: Set minimum bet amount for players to qualify for the quest

Back Office Management

Newbie Quest: Encourage participation of new users by setting tasks like first bet

③ Create quest

Currency: VND

Quest Timezone: +08:00 The times in this setting page will be handled based on the quest timezone.

Quest type: Valid betting quest

Quest name:

Quest development time: ☒ Permanent ☐ Custom date

Quest cycle: ☒ Daily ☐ Weekly ☐ Monthly

Reset time: 00:00

Quest target: ☒ All ☐ By agent & level ☐ By custom group ☐ Designated player

Blocked Target: ☒ Not set ☐ Blocked agent ☐ Block Designated Player ☐ Block Custom Group ☐ Blocked player grade

Blocked Target has higher priority than Activity Target

Quest status: ☒ Active ☐ Pending ☐ Deactive

Order: 0

Include in Calculation Platform: Any Platform

Quest Condition

有效投注額	Condition Name	Image Recommended pixel 150 x 150	Description	Gift bonus	Withdrawal Rest Multiplier Calculation Formula: Bonus * M
Reach 0 or Above		<input checked="" type="radio"/> Do not display <input type="radio"/> Upload		0	0

Include in Gaming Platform when Withdrawal Turnover: Any Platform

Valid Condition: ☐ Within day after registration

Click "Go" to Redirect: ☒ Do not display ☐ Deposit Page ☐ Platform Page

Save Cancel

Functional Highlights

- Quest Development Time: Select custom time period for quest
- Valid Condition: Encourage newly registered users to place bets by setting quest validity period from day of registration



Need ? More ?

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Service Representative Today