



Case Study - V77

The Promotions System That Delivers

Players don't come back by chance — it's by design



Client Profile - V77

Client Since: Dec 2024

Market Focus: Vietnam

Kzing Product: Sportsbet



**REGISTERED
PLAYERS**

25,000+
(Mar 2025)

**AVG. DAILY
LOGINS**

1,300+
(Feb 2025)

**AVG. MONTHLY
TURNOVER**

VND 8.8 trillion
(Dec 2024 - Mar 2025)

Platform Management - Before & After Kzing Promotions System

Key Area	Before	After
Manual Workload	✗ Promotions sent manually via chat or customer support	✓ Manual and supported by push notifications
Automation	✗ No triggers or scheduling	✓ Rule-based automation engine
Tracking & Insights	✗ No segmentation or performance data	✓ Real-time user segmentation & performance tracking
Player Engagement	✗ Low interest in repeated promotions	✓ Comprehensive for each stage of user journey and platform goals
Promotion Variety	✗ One-size-fits-all offers	✓ Variety of promotions

Promotion Campaigns

Quests



Guide players to carry out actions and meet goals

Promotion	Objective / Strategy	Promotion Date / Duration
Daily Accumulated Bonus	Daily deposit streaks for higher-value bonuses	Jan 15, 2025
0.6% Bonus Every Deposit	Boost deposit frequency with small, recurring rewards	Dec 20, 2024
5% Weekend Sports Deposit Bonus	Drive activity during weekends; target sports bettors	Dec 20, 2024
Sports Bet Receive Red Envelope	Reward active sports bettors with random red packet gifts	Dec 20, 2024

Results (VND)

1,940+

DEPOSITS MADE

In January & February 2025
Since Promotions

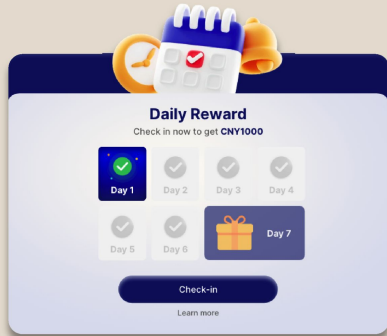
1,133,000+

DEPOSIT VALUE

With 85% Of Total Value Being
Sports Bets

Promotion Campaigns

Check-in



Boost engagement to
increase player retention

Promotion

Objective / Strategy

Promotion Date / Duration

**7-Day Check-in
Bonus**

Encourage daily logins with escalating daily
rewards

Mar 2025 (7 days)

Results

Mar-25 Compared to Jan-25 & Feb-25

+138%

4,600+ DEPOSITS MADE

Suggests a solid boost in
user engagement.

+251%

3.9 million DEPOSIT VALUE

Show significantly more
deposits per transaction

Other Kzing-Supported Promotions

+833

Deposits

Lunar New Year Day
8,888 Red Packet

High-engagement, festive
campaign with frequent
random rewards

+3,763

Players

30 Days Unlimited
Referral Commissions

Encourage user base
growth via word-of-mouth
and referral bonuses

+2,550

Sign-ups

Multi-Tier
Membership Bonus

Guide user behavior through a
tiered (1, 2, 7, 30 day)
onboarding bonus journey

Hear from Our Client

*“We used to struggle with timing and repetitive bonus complaints. Now it’s hands-free, and players are actively engaged every day. With our marketing and ready white label platform functionality, we saw **instant growth supported by Kzing’s promotions system**”*

- Kzing Client, Vietnam Market

Platform Performance - Before & After Kzing Promotions System

Metric	Before	After	Change
30-Day Retention	22%	38%	+16%
Bonus Redemption Rate	47%	72%	+53.2%
Active Deposit Users	374 / Day	999 / Day	+167.1%
Deposit Value (VND)	14.7 billion / Day (4 million CNY)	36.5 billion / Day (10 million CNY)	+148.3%
Bonus-Related Complaints	Frequent	Rare	-84%



Generate Success

Contact Your Account Manager for
Further Assistance on Kzing's
Powerful Back Office System