

The Science of activating Customer Loyalty

Engagement & Retention platform, powered by behavioral economics and game mechanics. Harness insights from **over a decade of experimentation, revealing the keys to customer engagement.**

Chart a course through data towards strategic choices, crafting a pathway to cultivate enduring customer loyalty.

WHAT WE OFFER



Propel NGR, ARPU, Retention and Screen Time, Crafting a environment that retains your audience, **boosting player's lifetime value and daily engagement.**



API integration and white label client puts you in command. Incorporating a **meta-game** that extends player engagement and **amplifies brand value.**



Customizable in-game challenges, perfectly attuned to diverse player profiles. From initial interest to final conversion. enhancing the journey with **rewards that resonate.**



Security at the core adhering to the highest standards of data security & compliance, protecting your brand and your users. Officially Certified to **ISO 27001 & ISO 27017.**

Promote, reward and send direct messages.

Every action counts towards a bigger goal.

Tailored to match any user's preference.

Integrate anything, anywhere.

WHAT OUR CUSTOMERS ARE SAYING

*"At betPARX, we understand the importance of recognizing and rewarding our customers. Our program is designed to do just that by offering multiple exciting features, including personalized challenges and missions. **With each bet placed, customers earn status and coins, which can be redeemed for a wide range of exclusive rewards, from casino to sports bonuses and merchandise on the betPARX shop. Captain Up's expertise in gamification and engagement solutions has been instrumental in bringing our vision to life**".*

Gil Bushkin, Sr. Director of Marketing at betPARX

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