

***** kooma·looma Beta going live in Europe *****

kooma·looma launching in Switzerland, Portugal and Turkey

Amsterdam, October 26th 2015. kooma·looma, the coalition loyalty platform, on the occasion of its participation in the Web Summit 2015 in Dublin, announces the launch of its services in Europe. The first markets to go live in Beta mode will be Switzerland, Portugal and Turkey where, thanks to the partnership with Onebip, web and mobile users will be able to earn loyalty points for their purchases on the main MMORPGs and game brands.

The first countries have been selected through different criteria, including demographics and spending habits of users, and taking into account differences in the mobile carrier billing market which are relevant to the partner's business. More specifically Turkey has a very young and tech savvy population, many gamers and, at the same time, has a quite evolved loyalty program market. Switzerland instead has among the highest spending game players in Europe.

"In less than 6 months our team has developed a loyalty management platform designed for mobile and web merchants, has ensured an important partnership, and is now rolling out across three key European markets." Says Massimiliano Silenzi, kooma·looma CEO. "Our next goal is to analyse the metrics, optimizing our product and platform while we extend countries and partners".

kooma·looma is exhibiting on day 1 of the Web Summit (November 3rd) at stand BT113 and the team will be attending the conference until November 5th. For any enquiries or meetings please get in touch with media@koomalooma.com

About kooma·looma (<http://koomalooma.com> | <http://media.koomalooma.com>)

kooma·looma is an open coalition loyalty program and platform that allows E and M-Commerce providers and App publishers to easily manage promotions and reward programs on their stores, increase loyal users and attract new customers. kooma·looma is a digital bonus program based on points that users earn for their mobile and online purchases to obtain rewards and gifts they dream. kooma·looma provides its partners a loyalty platform as-a-Service with easy to integrate APIs and widgets designed for mobile / web browsers and the app ecosystem. The solution offers a web panel that allows partners to manage promotions, analyse aggregated customer behaviours, and make data driven marketing decisions.