

***** Gamers Exposed to Loyalty Programme Spend 12% More *****

kooma·looma will present the results of its study on Turkish gamers at Gamescom 2016

Amsterdam, July 20th. kooma·looma, the coalition loyalty programme-as-a-service for mobile and web companies, announces the first results of its study on Turkish gamers.

As of January 2016 the kooma·looma loyalty programme has been made available through mobile payments to a cluster of 5.000 Turkish players of the most known brands of free-to-play desktop games. Through the loyalty programme, these 5.000 Turkish gamers collect points for each in-game purchase. The points can be used to redeem rewards such as mobile phone top-ups and other prizes. The research compared the in-game spending behaviour of users exposed to the loyalty programme to the spending behaviour of another homogenous cluster of gamers not aware of the programme. The first 5 months have seen gamers exposed to the loyalty programme spend on average 12% more than those who weren't exposed to the programme. The introduction of the loyalty programme resulted also in a stronger retention of game players (10% higher after 4 months) as well as increased purchase frequency rates.

At Gamescom 2016, the world's most important Game industry tradeshow, kooma·looma will present the full report of this research, including the effect of the Loyalty Programme on game player's ARPU, retention, repeat purchases together with the Programme's ROI figures.

kooma·looma is exhibiting at Gamescom Cologne, August 17th – 19th in Hall 2.1. booth C26. To receive a copy of the report, for business enquiries or meetings: <http://business.koomalooma.com#contact-us>

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

kooma·looma is an Open Coalition Loyalty Programme and Platform that allows mobile and web companies to easily manage promotions and reward programmes on their stores, increase loyal users and attract new customers. kooma·looma is a digital bonus programme based on points that users earn for their mobile and online purchases to obtain rewards and gifts such as mobile operator top-ups or the newest smartphones and tech gadgets. kooma·looma uses the newest technologies to disrupt the traditional loyalty programme format by allowing users to collect points before signing up to the programme. This totally new format enables digital merchants to reward their users on the fly, maintaining totally frictionless purchase and user engagement flows, maximizing purchase conversion and click-to-action rates. kooma·looma provides its partners a loyalty Platform-as-a-Service solution 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.