

Press release

London, United Kingdom, 13th of July 2020

Wiraya announces partnership with Optimove to help operators deliver superior player experience.

Today, [precision customer activation](#) company, Wiraya announced it has partnered with Optimove, the gaming industry's leading CRM provider. By providing a seamless integration between the solution of both companies, the joint solution aims to provide superior player experience at a substantially higher calibre for global gaming operators.

"This partnership truly feels like a perfect match! We share a passion for delivering greater customer experience throughout the complete lifecycle and by using data and API integration it has shown to generate higher conversion. We will both work on helping operators to increase customer loyalty, customer spend, engagement, retention and lifetime value." Says Patrik Eriksson, Partnership Manager at Wiraya.

Eriksson continues, "Wiraya has ambitious plans to grow and expand its' customer base internationally. To achieve this objective, strategic partnerships with international and large brands in the iGaming industry will be fundamental."

"Optimove's mission is to help marketers transform data into actionable and thoughtful customer communication at scale. With Wiraya's powerful communication flows, we can offer our joint customers a broader solution portfolio for sending players the right message, at the right time, through the right channel, at large scale." Says Yuval Shefler, VP Strategic Partnerships at Optimove.

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For more information contact

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About Wiraya

Wiraya's smart software together with their market-leading expertise dramatically improves your customer experience KPIs. The powerful communication flow uses the right message, the right tone, in a channel people trust and at the right time for every single customer, to inspire action.

Wiraya started in Sweden in 2008 and has now a presence in Stockholm, Malta and London, working across industries with a number of Europe's largest brands as clients. Wiraya has processed over 100 million interactions to date.

Find out more at <https://go.wiraya.com/about-Wiraya>

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