



Level up your business in web3 with actionable on-chain player insights

In gaming, your player community isn't just an audience, it's your most valuable asset. The fast growing web3 market prioritizes on-chain actions, offering opportunities for forward-thinking businesses. Now's the time to build stronger ties with your player community and gain an edge. Understanding granular player activity on-chain is key to cultivating meaningful relationships with your player base and fortifying your market position. Leverage actionable on-chain analytics to inform strategies for expanding your player base and converting prospects into wins.

CHALLENGES

Activity gaps

Understanding player activity beyond your platform is challenging, hindering understanding and relationship building.

On-chain KPI deficit

The lack of advanced tools for measuring on-chain KPIs limits tracking essential metrics for data-driven decisions.

Complex player journeys

The typical player journey spans various platforms, blockchains, and channels, making it challenging to collect player data and derive actionable insights.

Turn insights into action

Gain unparalleled insights into on-chain player activities across your platform and the wider blockchain ecosystem. Unlike traditional web3 CRM and segmentation tools limited to surface-level data, our solution leverages the transparency of on-chain data to uncover growth opportunities. With a comprehensive view of everyone on-chain player interaction, you'll get ahead of evolving player activities, optimize spending, and scale your web3 gaming community effectively.



Identify previously unknown VIP players

Uncover overlooked high-value players with significant crypto holdings and spending potential. Leverage unified activity insights across the blockchain to develop refined acquisition strategies.



Gain wallet share from competitors

Gain visibility into competitors attracting funds from your players' wallets. Implement personalized strategies with unique value propositions to increase your wallet share and retain players.



Re-activate at-risk or players that have churned

Pinpoint players most likely to convert back, optimizing resource allocation. Surface shifting preferences through activity insights. Rapidly tailor personalized offers and messaging, utilizing wallet insights and automated segmentation to drive effective re-engagement and retention.

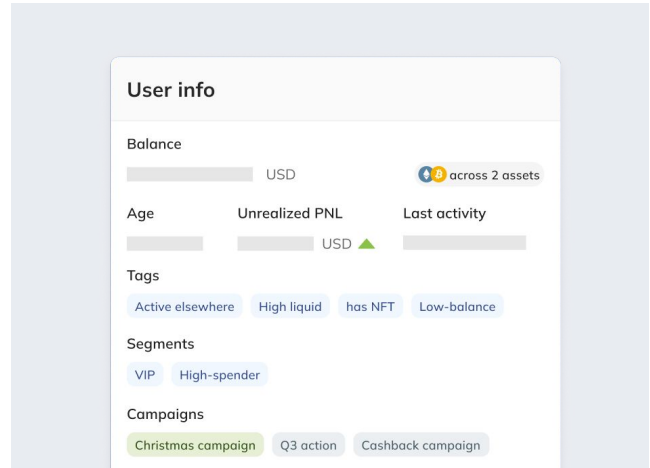


Our approach

Discover new growth opportunities

Seamlessly access advanced on-chain analytics to reveal deep insights into player activities, motivations, and trends across the broader blockchain ecosystem. Leverage this multidimensional data to refine your growth tactics, streamline resource management and cultivate stronger connections with your community.

- User Wallet Analysis
- Automated Segmentation
- Competitive Intelligence
- VIP Recognition



Engage players with impactful data-driven strategies

Bridge the gap between data and action to craft impactful and tailored engagement strategies. By understanding players' nuanced activities and preferences you can actively launch data-driven campaigns or reward initiatives that deeply resonate with your community.

- User Acquisition
- Automated and External Integration



Optimize for excellence with player insights-driven refinement

Know how to refine strategies to drive performance, ROI, and conversions. Continuously measure and improve player interactions, for deeper engagement and accelerated community growth.

- Campaign Management
- Churn Prevention
- Segment Monitoring

