

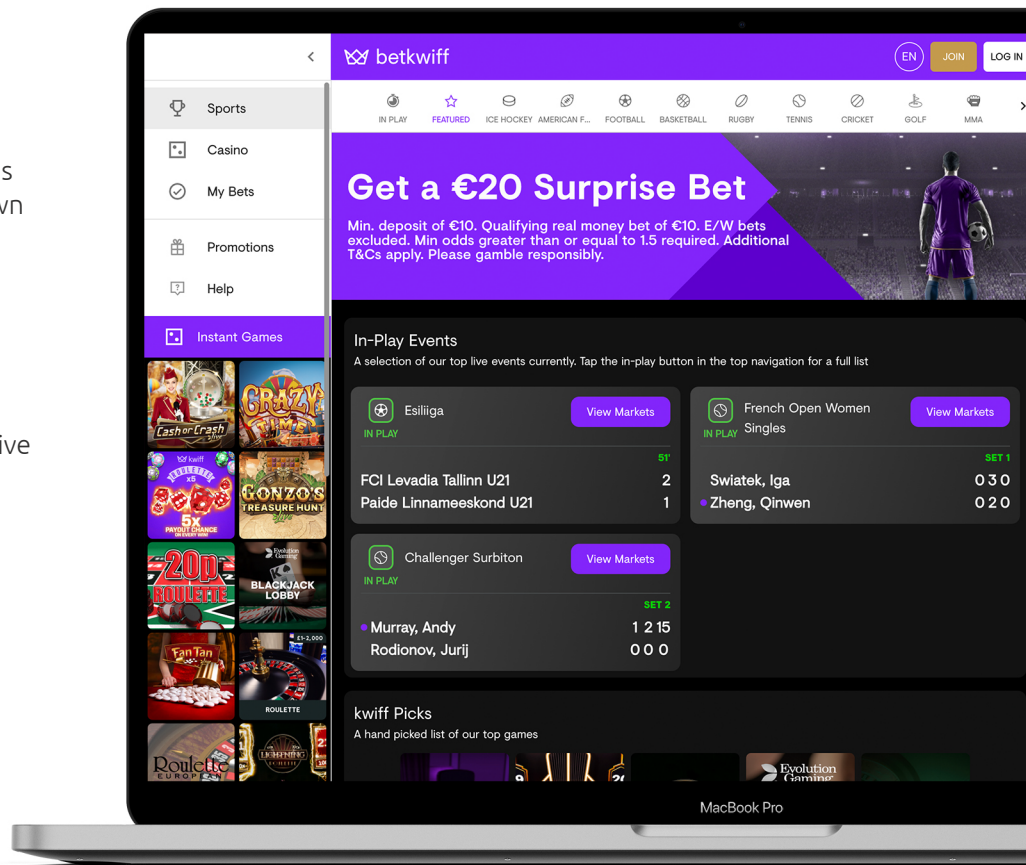


Started back in 2015, kwiff is a next-generation sports betting app custom built to provide worldwide users an innovative, gamified and entertaining experience. They also offer an exciting casino product, which a plethora of live casino games and slots available to users.

SUCCESS STORY

Where kwiff stands out from competitors is with its supercharged bets, which are known to users as **their offer getting "kwiffed"**. Whenever a player places a bet, that bet, regardless of the sport, has a chance to be supercharged at random, with the value potentially increasing by epic amounts!

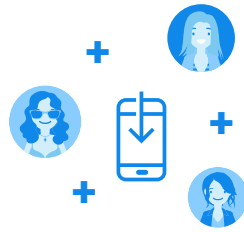
They offer their unique product across native apps, mobile web and desktop to users.



THEIR GOALS



Build an affiliate network that allows kwiff to **reach users with their unique product and create further brand awareness.**



Provide a more entertaining product for the mobile generation that gives them a **unique user experience**, not just improved odds.



Expand internationally using the betkwiff brand.

When kwiff started out, they aggressively advertised in the UK, creating strong brand awareness and interest around their product. From there, the goal for kwiff was to adjust to an affiliate marketing strategy to acquire additional users and further increase their brand awareness. By partnering with Income Access, the aim is to build kwiff's affiliate network, which will allow them to reach even more potential users.

In terms of product, **kwiff is focused on providing an entertaining product that will resonate with a mobile**

generation that is used to accessing everything quickly on their devices. With their engaging product, they're targeting both traditional users, along with a new kind of user who may be a more casual player looking for a gamified experience.

While kwiff is firmly established in the UK, they're also working on **betkwiff**, a brand they use to continue their expansion into international markets like Africa, LATAM, India and other European areas.

STEPS TO TAKE

Partner with Income Access to build an affiliate marketing network that promotes kwiff's exciting product to new users.

Continue to establish the betkwiff brand internationally to increase brand awareness in new markets.

Further innovate the sports betting world with kwiff's unique product, while continuing to offer new games and options in the casino space.

By leveraging Income Access' marketing platform and in-house affiliate management services, both parties will be working hard to ensure the successful realization of these goals. **One of the main goals will be to build their affiliate network by emphasizing the unique offers and games provided by kwiff to their users.**

In order to achieve this task, a dedicated affiliate marketing coordinator will be working with the kwiff team to continue optimizing the process and bring new users to the platform.

In the same vein, kwiff's aims to continue to innovate, as they're already doing with their supercharged betting offers. **They're proud to offer their players a gamified and entertaining experience**, while they evolve their games, offer an optimal user experience and retain users who bet with them.

As they continue to expand, the establishment of the betkwiff international brand will be paramount. Using their brand awareness, unique product and affiliate network, kwiff will aim to reach players in new markets.

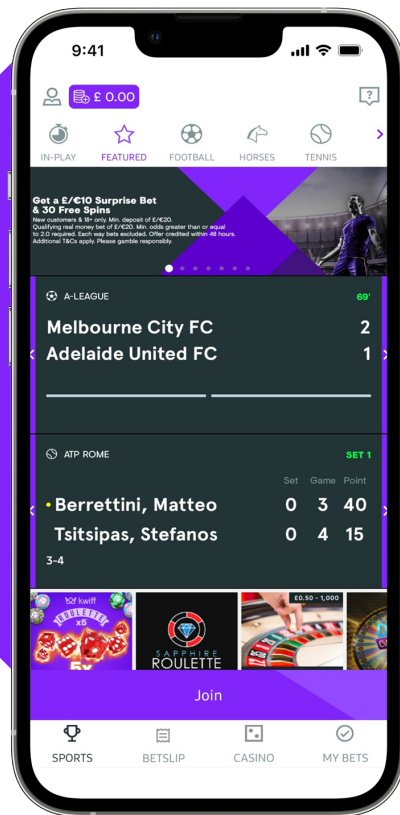
RESULTS

After having used an aggressive budget to advertise in the UK and build their brand awareness, kwiff decided to focus on an affiliate marketing strategy, looking to set up a network of affiliates to connect with new users. Since partnering with Income Access back in March of 2021, kwiff has seen instant value, with several positive metrics trending up, including the growth of their affiliate network.

With the help of this growing affiliate network, kwiff has seen an influx of users ready to enjoy their distinctive product. **There have been over 23,000 registrations to kwiff coming from affiliates, including over 15,000 first time depositors and nearly £8 million in deposits since the beginning of the program. Back in March of 2021, deposits were at nearly £45,000, while in April of 2022 they skyrocketed to over £920,792.**

Over that time, **the conversion rate has been strong, averaging out to 70% since March, with the strongest month coming in September 2021 at a rate of 83%!**

As these two brands continue to partner together, the goal will be to reach new users and educate them about kwiff's unique product.



AFFILIATE STATS

73%
of affiliates
retained since
launch

23K+
registrations
coming from
affiliates

15K+
first time depositors
and nearly
£8M
in deposits since the
beginning of the
program

