



MARKETING TOOLS

Seize the possibilities and build your business first class! Our Marketing tools provide value for you and your players.

Online-Gaming Business

More than **1 million online gamers** play at the virtual tables daily.

The end of the poker boom is not in sight.

Marketing Tools

Marketing Your Ideas

Marketing may very well be the most important aspect in creating a successful gaming site. It's all about getting the players to your site and keeping them there. Exactly how this is accomplished depends on your business strategy. We provide all our customers with top notch marketing tools to help them achieve their businesses goals.

We offer a first class web-based customer information system that provides transparent insight into your gaming operations. You can check your revenue, costs, sign-up rates, tournament statistics, and what ever else you can think of online, anywhere at any time. A simple web browser will suffice. But it gets better: our figures and reports are live reports, not data that is aggregated once a day. Whenever you check into our customer information system, you will be provided with 100% up to date actual information.

Our Tools

The MGN backgammon software offers many opportunities for your players to have fun and to enjoy the game.

- ▶ **Affiliate Program**
- ▶ **Deposit Bonus System**
- ▶ **Frequent Player Points (FPP)**
- ▶ **Poker and Backgammon Tournaments**
- ▶ **Play Money Skins**
- ▶ **News Section and Pop-up**

The Game Plan

If your game plan is to build your Label with affiliate cooperation, we have good news for you: Melita Gaming Network features a custom affiliate system that makes it easy to set up and maintain affiliates. All you have to do is create a regular player account and promote that account to affiliate status. Afterwards you can set up individual percentages and codes for each affiliate. Your affiliates will be able to check their live player performances through our affiliate console.

Deposit bonuses are another popular and essential marketing instrument to stimulate gaming traffic and to enhance player satisfaction. MGN features a modern bonus system that incorporates first deposit bonuses, special deposit bonuses, and tell-a-friend bonuses. Instead of requiring the players to clear the complete bonus amount at once, our bonuses can be released in several steps. This increases the players' motivation and returns cash early, so they can continue playing – thus generating more revenue. Strong promotions require a strong deposit bonus system.

If advertising a real money poker site is a problem in your target market, maybe a so called .net-site would be interesting for you. This term refers to a play-money-only site that is often used to promote a real money brand. Of course you will need a play money version of our software for that purpose – which MGN will provide you with at no additional charge.

Bonus programs are often used to bind customers to a specific brand. Our bonus program is based on Frequent Player Points (FPP) that players collect while playing for real money. Use FPP to measure your players' gaming activity, to link them to your gaming site, and to provide some added value in form of entries to special tournaments, merchandise, or even cash. The possibilities are endless.

Contact us

If you like to get directly in touch with us, please contact:

Diane Dalli
CEO and Key Official

Melita Gaming Network Ltd.

12 Tigne Place, Tigne Street, office 2/4
Sliema, SLM 15 – Malta
Phone: +356 21 32 05 66
Fax: +356 21 31 48 70
diane.dalli@melitagamingnetwork.com

Affiliate Program

Affiliates are important partners of almost every gaming site. They maintain contacts to large player bases and are able to direct these players to a specific gaming site. For their service, affiliates usually receive a commission of the revenue created by their players or a fixed amount for every player that signs up. Our affiliate system provides excellent conditions for recruiting new affiliates partners, e.g. individual percentages and real time statistics in the affiliate console.

Deposit Bonus System

Deposit bonuses are a very important measure to stimulate player action (and thus the rake) and to keep players on your gaming platform. When a player makes a deposit, it is often desirable to give him an extra cash bonus that he must release by playing for real money. This adds extra motivation to keep playing and enhance player's satisfaction. The MGN bonus system facilitates regular and special deposit bonuses, which may be released in steps instead of in one large sum. The main advantage is that liquidity is returned to the player more frequently than with conventional systems, allowing him to continue playing.

Frequent Player Points (FPP)

Like many other business the Melita Gaming Network features a bonus system for frequent players, thus called Frequent Player Points (or FPP in short). FPP can be used to provide extra value to these very important customers, such as entries to special tournaments or even merchandise. It is up to you to employ the FPP bonus system to maximize customer loyalty and brand appreciation.

Poker and Backgammon Tournaments

Tournaments are a much loved feature that almost no online gamer can do without. Fortunately, one of the advantages of entering a gaming network is that your players will find a wide selection of existing tournaments. Another advantage is that promotions can be shared with other partners, enabling you to maximize your marketing strategy by creating much larger and exciting tournaments. Last but not least, with our dynamic tournament management system you can easily customize tournament schedules and formats that cater to your need

Play Money Skins

Due to legal restrictions or uncertainties it is not desirable to directly promote a real money gaming site in certain countries. In these cases Melita Gaming Network offers so called play money versions (or skins) of our software, where only play money gaming is permitted. A play money site is most often advertised on a .net domain and is used to strengthen a brand by directly promoting it in critical markets. Players that sign up on the .net site can use their accounts to log into the real money site as well. The conversion is up to you.

Services

The Melita Gaming Network software features a news section that you can use to directly announce promotions, tournaments, prizes, or any other news. You can also use this section to post HTML content to spice up the message. In addition, the software boasts a pop-up window that, if activated, is automatically displayed whenever a player logs into the game system. We are sure your players will not miss a thing.
