



Aspire Global enhances platform offering with new CRM system

Aspire Global has significantly boosted its AspireCore gaming platform with the integration of a comprehensive new CRM system: AspireEngage.

AspireEngage is a customer data platform, powered by Exponea, that incorporates a wide range of services to deliver an improved player journey and greater customer satisfaction. The user-friendly system offers real-time top-level marketing capabilities that enables operators to sharpen their approach to player engagement, including bonus management, personalised messaging and user segmentation.

As well as providing CRM services to operators, AspireEngage will allow them to connect their own CRM tools to the platform should they wish, in addition to providing an easy-to-use self-management interface.

The integration of AspireEngage onto its platform further cements Aspire Global's position as the go-to solution for operators looking to increase their player value and engagement with the brand in many regulated markets around the world.

The supplier has grown at a rapid rate and recently expanded its position in Latin America through platform and sportsbook deals with high profile operators Betfair and William Hill in Colombia. It has also grown its European presence with operator agreements in Portugal, Switzerland and Romania.

Aspire Global CEO, Tsachi Maimon, said: "We are delighted to be launching AspireEngage and believe that it will revolutionise the way operators market their brands today across the globe.

"The real-time solution is incredibly easy to use and will open up the opportunity for operators to deliver sophisticated marketing techniques that will lead to a more personalised experience for customers.

"As we continue to expand and enter new markets, this integration serves to cement AspireCore as a true gateway platform to endless iGaming opportunities."

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