



Best Bingo Software

Name of the brand / organization:

Pragmatic Play

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Background Information about the Software:

Now just over four years since its launch, Pragmatic Play's Bingo product was a strategic addition to the multi-vertical portfolio. Built with a desire to challenge the current market, Pragmatic Play's bingo was the first of a kind to allow easy integration without the commitment to a Player Account Management system (PAM) and opened up bingo as an additional offering to many operators who before had been unable to even consider it. As with all Pragmatic Play products, it can be integrated via the single API, meaning the bingo solution can go live in approximately four weeks. Entering the market as a challenger brand, Pragmatic Play has now secured partnerships with many leading operators to provide a leading bingo network offering.

Innovations made to the Bingo Product in last 12 months:

Pragmatic Play believe that they have yet again released the greatest number of new features, games and enhancements above our competitors.

Bingo Blast is a clear favourite with the players and Pragmatic Play stand by their commitment to keeping things fresh. To add further to the catalogue, more variants of the winning title were released in the versions of Pumpkin Blast in October and Bauble Blast in December and Blossom Blast in April. A blinding new USP was also released in the shape of Diamond Dazzle. A glitzy 90 ball game with a familiar gamble feature at the end.

As well as new features, Pragmatic Play put a big focus on helping operators increase ARPU and launched a 'Campaign and Missions' tool. This exciting feature has CRM at its core. It truly allows bingo teams to be in control of their own promotions as the configuration is all done in the Pragmatic Play Bingo Back Office. What's more is that the feature is completely flexible in what the operator would like the player to do. More than just a 'do X get Y' type tool, the Campaign and Mission tool gives numerous opportunities for the player to be rewarded from completing mission to achieving free bingo tickets, free spins on our slot games and exclusive entry to dedicated bingo rooms.

To support this, we also made big improvements to our front end, creating a Campaign Intelligence Area. This again lightens front end dev work for our partners, and means the player has an area right within the bingo client where they can see and keep track of all the campaign they are part of, their status and history.

In addition to these fabulous new games and tools, we also release: (to name but a few):

- Improvements to the Session Bingo allowing Ops to chose more hours, different front end designs for different sessions, flexibility in discounting sessions, and an optional tick



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button to show discounted session savings on a individual level.

- In 2022, we introduced 'reactions' eg a thumbs up, love heart to other's messages and GIF's into the Chat Room. This was the first of its kind. Now, we've enhanced Chat Moderator tools further to allow Chat Host to post links and URLs in the chat room. This is useful for partners wanted to give details to perhaps promotional pages, or RG pieces and is displayed in a hyper link to keep UI neat and tidy. We improved our Pre-Buy Front End, listening to our partner and customer feedback to show more granular information on each game and allow greater flexibility to game names for Ops working on their own Standalone Rooms.
- We continue to make changes to our Front End UX/UI based on player feedback as we believe that constant small improvements are equally important as innovations, and redesigns our 'winner's pop-up messages' to make them more of fanfare, creative that winning feeling and more engaging.

Annual player numbers on the bingo platform

The supplier has enjoyed a stellar commercial year in the space, following on from securing the Heart Bingo brand as a partner in 2021 via BetVictor, PP continued to grow expeditiously this year securing one of the biggest names in the space.

Global giants bet365 completed a major migration from a legacy provider to Pragmatic Play Bingo as well as finalising integration with major B2B partners such as White Hat Gaming and Betconstruct. This was supported with key KPIs in the regulated network seeing double digit growth;

Total Bingo wagers grew 20% YoY, GGR rose 17% YoY and UAPs saw a massive 80% increase reaching circa 770k UAPs. A phenomenal achievement.

Top Games and any New Games in 2022:

Launched in September 2021, Drop Pots has remained Pragmatic Play's most popular game. Designed to always have something extra to play for this much loved bingo room offers a mini, midi and maxi JP daily. All 3 JPs have their own ball index's and promotional features.

A USP only to be found on the PP network.

Dazzling Diamonds was launched in December 2022 and took a familiar concept of a gamble feature post FH for the winner. The design is fresh, glitzy and offers the FH winner the chance to win more.

Taking a 'vote' feature one step further, there is also the ability to have spectator participation and if a player in the game votes in the same way as the FH winner a community JP can be shared amongst all players who voted the same as that FH winner. Increasing that all important winnability.

Bingo Blast, continues to be a favourite with players who also seem to love the seasonal variants PP continue to launch.

In the space of just 12 months PP released 3 new variants of Bingo Blast in the way of Blossom Blast this spring, Bauble Blast for Christmas and Pumpkin Blast for Halloween.



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We believe that there's no other creative like it and proves especially popular with mobile users.

Why do you deserve to win this award?

***Include any new partners or collaborations or enhanced existing partnerships**

With the same core bingo team in place Pragmatic's strategy, approach and work ethic are all centered on both bingo player's needs and the needs of their valued B2B partners. Having all come from a B2C background the team continue to drive change in what was once a stagnant offering.

To ensure we listen to our partners, we held our first face to face bingo workshop. We ensured that our partner's had the chance to share and feedback to us directly and collectively we use this to shape our product roadmap and we will continue to do this twice a year. It is testament that it is the same bingo team still working on this software that were in place from conceptualization to launch. Their passion for bingo and creating a bingo product is a strong now as it was four years ago. Pragmatic Play genuinely believe that their bingo brought new life to what was once a product overshadowed by casino and slots. This we know is felt by our peers and can be seen with market leading brands such as Heart, and bet365 choosing Pragmatic Play to drive its bingo offering further.

Pragmatic Play prides itself on the flexibility of our bingo product. A modular approach allows partners to take or leave certain elements such as headers, displaying mini games and chat on their preferred side of the bingo client, with Pragmatic Play being the only supplier to allow full ownership of the massively important mini-games area to operators. This doesn't just mean owning the placement of the games, but also the allowance of all 3rd party content in that area to ensure players get a full choice of slots to compliment the strong proprietary offering.

The bingo client can be opened in iframe or embedded, while remaining fully responsive. The UI is consistent across all devices, while fully customisable, logos, thumbnails, font, images, and branding can all be changed as per an operator's brand guidelines. Working on 2-week sprints with a unique approach that means development make releases multiple times a week without any interference to operators, the sites, or players. No downtime required to make enhancements to the existing features.

Our flexibility allowed us to go-live in Asia offering the product in Indonesia for the first time this year. We ensure our languages are optimised and added both Mexican Spanish and Brazilian Portuguese to our offering as LATAM will be a key focus for growth this year. And in 2022 we also launched our Social Bingo variant for Social Casinos in North America.

In a short space of time, Pragmatic Play has gone from a fresh entrant to the bingo market to one that powers hundreds of brands from all over the globe. Its commitment to producing truly user friendly, dynamic bingo experiences is evident from the development process and customer-centric approach and has driven the provider



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forward to quickly become a major force in the bingo space.

Supporting Images or Video (optional) *Please add link to the source

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