



# Best Mobile Bingo Experience

**Name of the brand / organization:**

Heart Bingo

**Website**

<https://www.heartbingo.co.uk/>

**Email:**

sarah.caskie@betvictor.com

## WHY DO THEY DESERVE TO WIN THIS AWARD?

**\*Please explain why your company deserves to win this award, giving supportive evidence and examples to illustrate your answers**

Heart Bingo has taken a mobile-first approach for the product and website. As well as a fully-optimised mobile website, we also have native iOS and Android apps that have been built in-house and are geo-targeted to ensure only players in the UK can access the apps.

Heart Bingo in the App Store retains at 4.8 rating, with Google Play currently rating 4.6. Heart Bingo's easy mobile navigation offers players multiple touchpoints to access their preferred product.

There is a direct launch of the Bingo lobby available on the bottom navigation as well as individual Bingo Rooms on the homepage and Bingo tab.

Bingo Tickers have been integrated to display room information including prize pot, players, ticket price and jackpot if applicable.

Our full suite of Slots, Slingo, Instant Win and Live Casino games are also available on mobile.

The experience on desktop and mobile is seamless, with full desktop functionality also available on mobile. Players can access their account information, our bespoke Safer Gambling Portal and our Live Chat facility to communicate with Customer Services if assistance is needed.

All supported payment methods are available on mobile, with easy navigation to withdraw and deposit.

## AVAILABLE PLATFORMS

**Mobile web browser: yes**

**iPhone app: yes**

**iPad app: yes**

**Android app: yes**

## Additional Information (optional):

[https://webpals365-my.sharepoint.com/:f/g/personal/elena\\_r\\_webpals\\_com/Ev4ur0p-g8llte9DLO1-mo0B6HIMKMP6G4E-vUdhPYwRw?e=jl9o6G](https://webpals365-my.sharepoint.com/:f/g/personal/elena_r_webpals_com/Ev4ur0p-g8llte9DLO1-mo0B6HIMKMP6G4E-vUdhPYwRw?e=jl9o6G)