

TRIGGY LIVE-SCORE

A turnkey, betting focused, live-score app

Hi there!

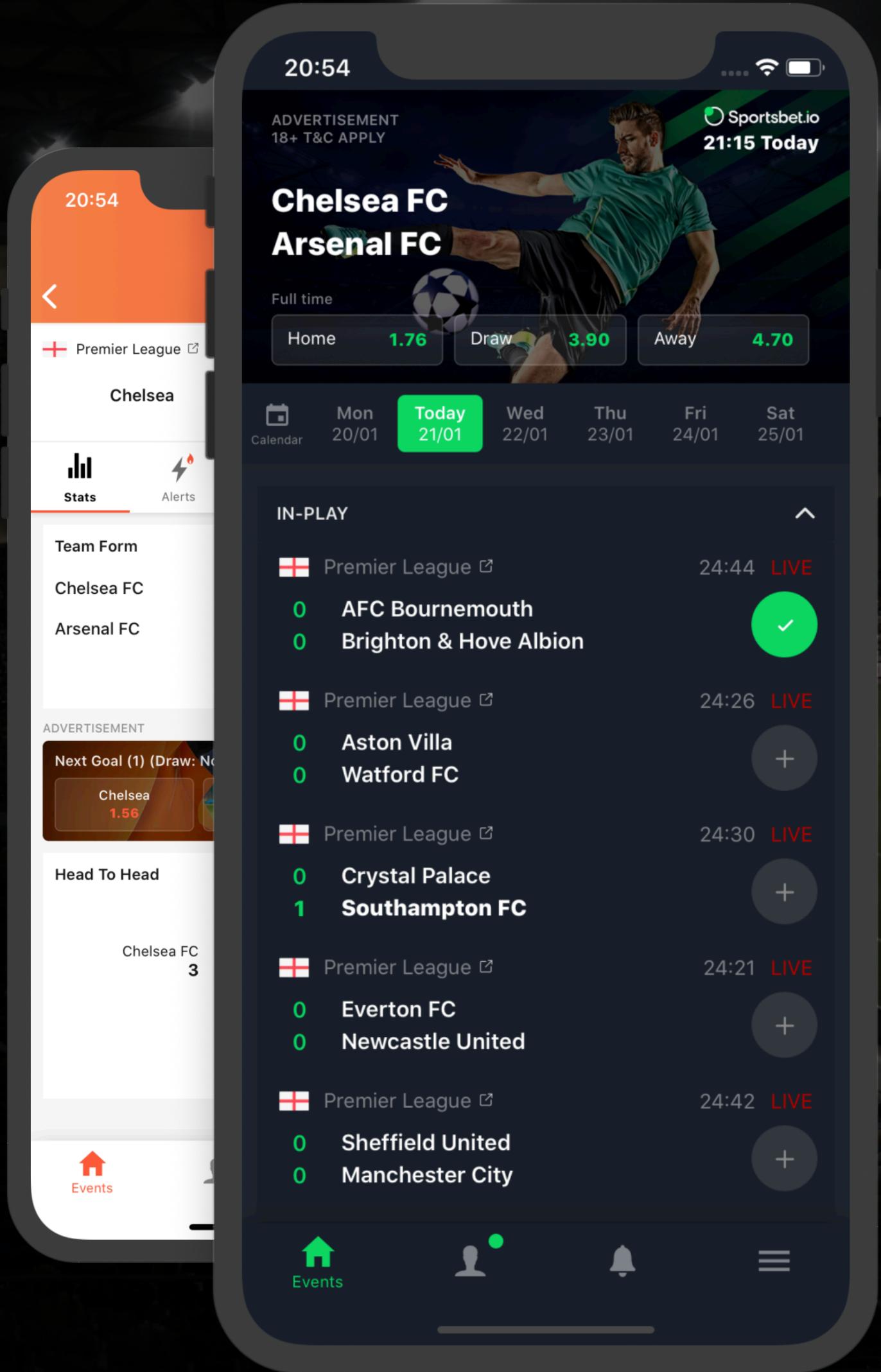
We are a B2B2C company delivering products to the sports betting industry. You will find our business and tech team in Stockholm, Sweden.

We build products for



Our partners





An acquisition and retargeting tool from Flax Innovations AB

Triggy Live-Score

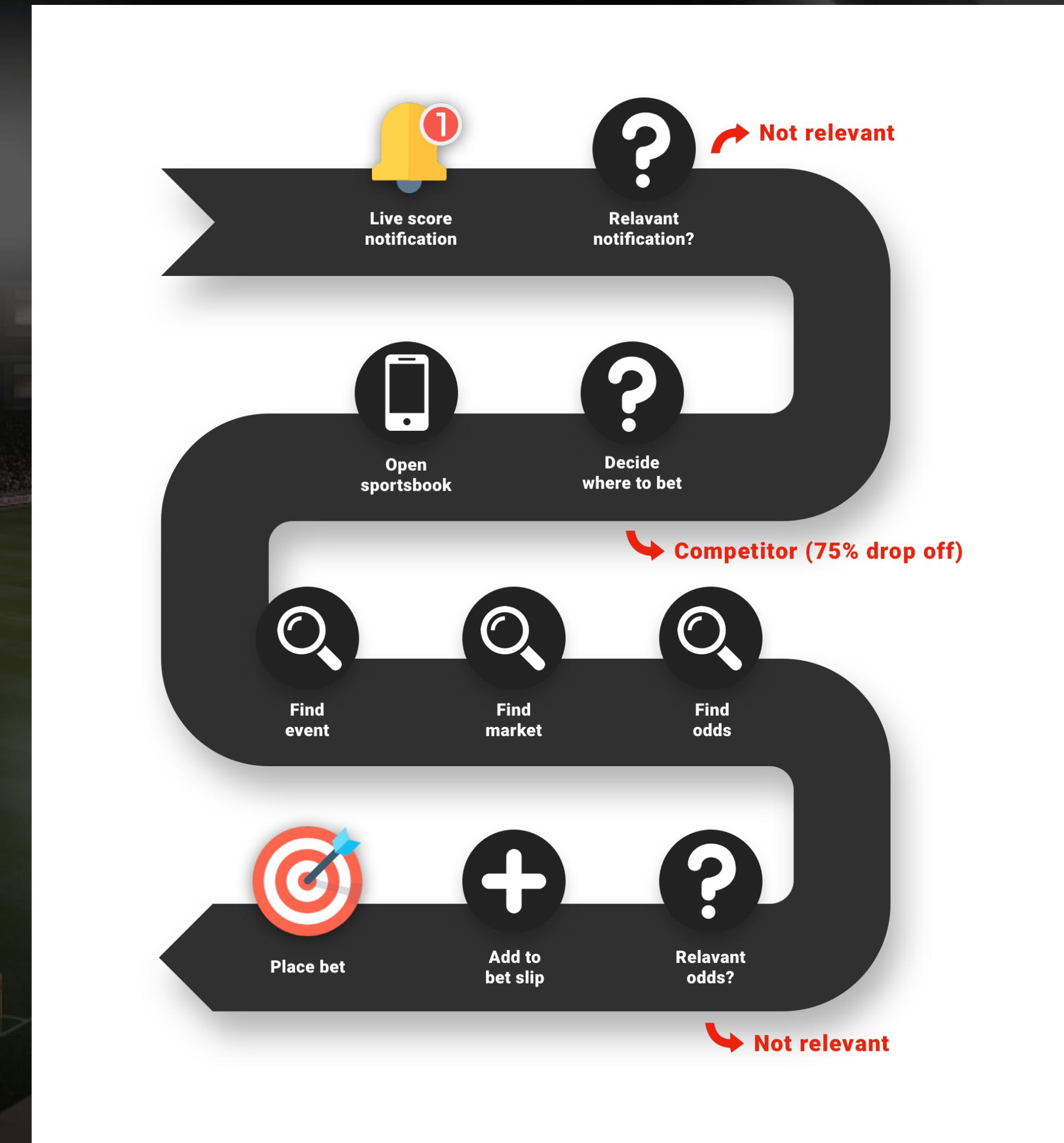
A turnkey, betting focused, live-score app loaded with engaging sports statistics, relevant push notifications, a unique Trigger feature and Next Bets.

With Triggy Standalone you get a new **acquisition channel** and powerful marketing possibilities through App Store and Google Play, a **re-targeting tool** for your existing players through relevant notification messaging and a **retention tool** as we continuously push new features and sports.

A better experience

A large number of players rely on live-score apps to take informed betting decisions. However, the journey from using these apps and finally placing a bet is long and full of drop-off points.

Sportsbook's owning the entire experience will not only make the player experience better , but will reduce the chances of players choosing a competing sportsbook.

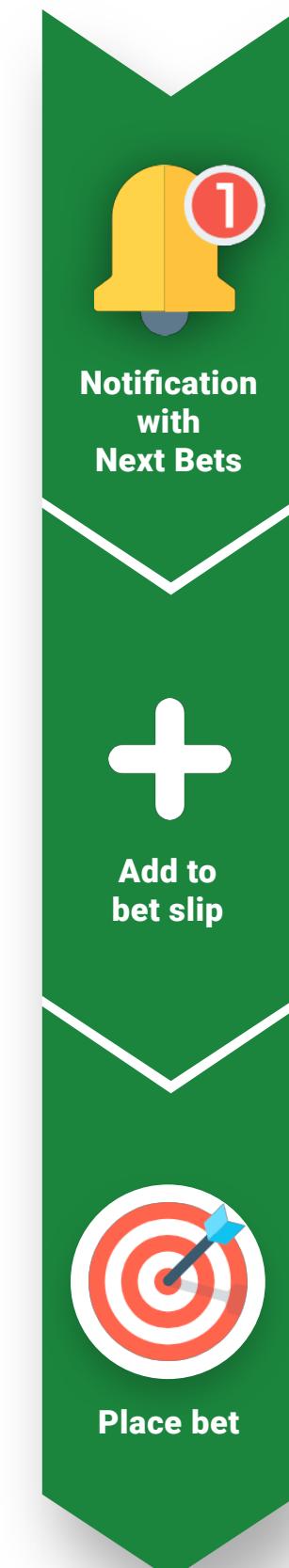


A fast track to betting

The Triggy Live-Score app is truly betting focused as every notification sent comes attached with Next Bets (betting suggestions).

Tapping on any of these suggestion will take players directly to the sportsbook website or app where the player can place his bet.

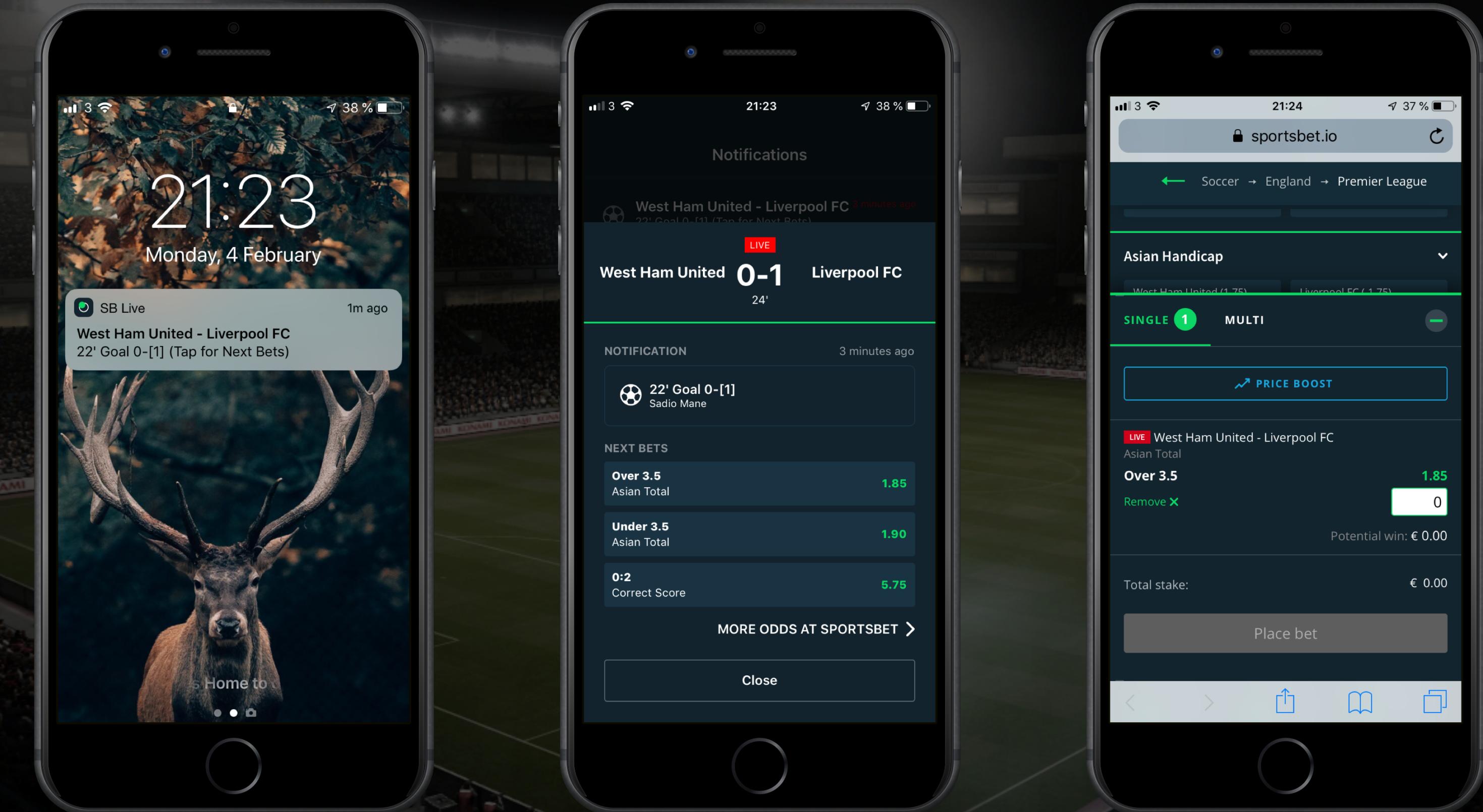
THE TRIGGY WAY



We send an update to our customer's live-score app

The Triggy Way

Players are redirected to your website/app to place the bet

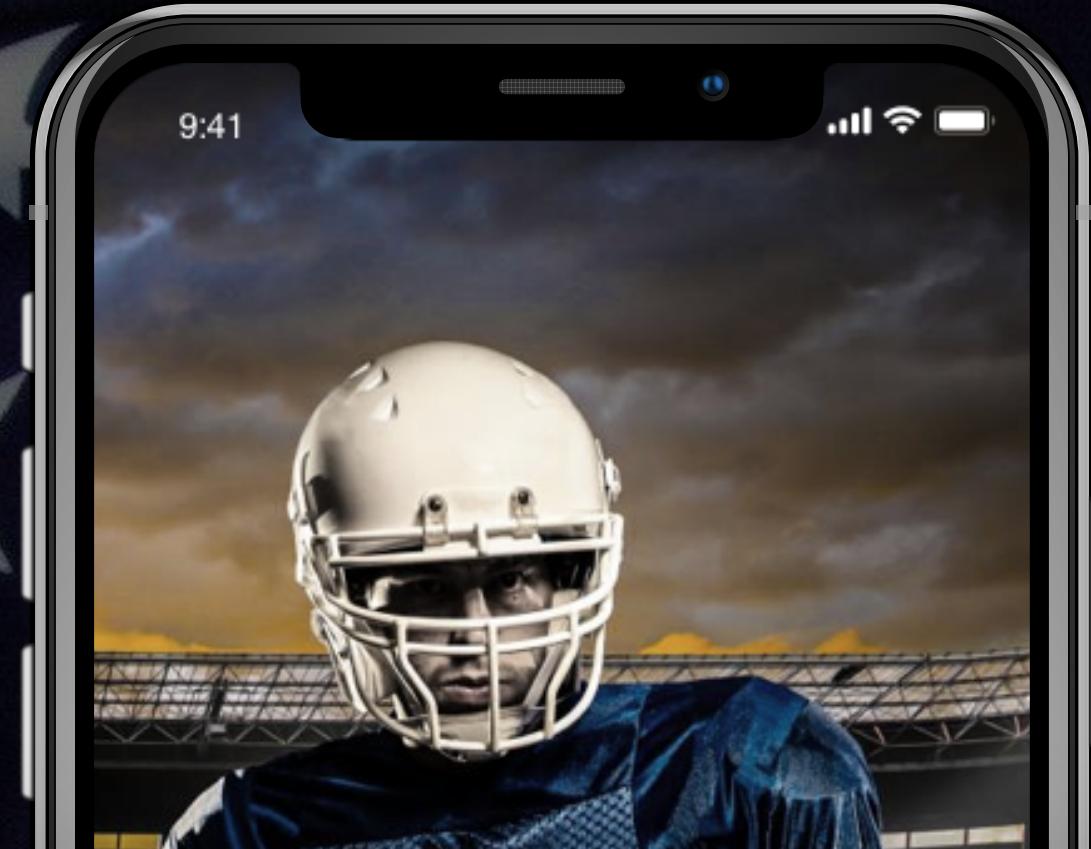


Native notification

Next Bets

Pre-filled betslip

Player taps on a notification to see more information and Next Bets



Alert!

Triggy enters the booming US market!



American players love statistics and so do we!

Acquire, engage and retain your players with a fully branded live-score app focused on American sports.



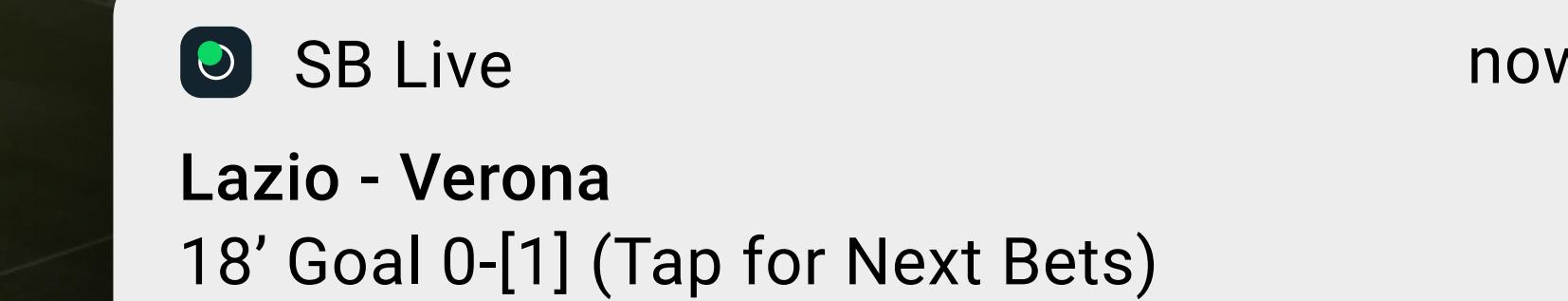
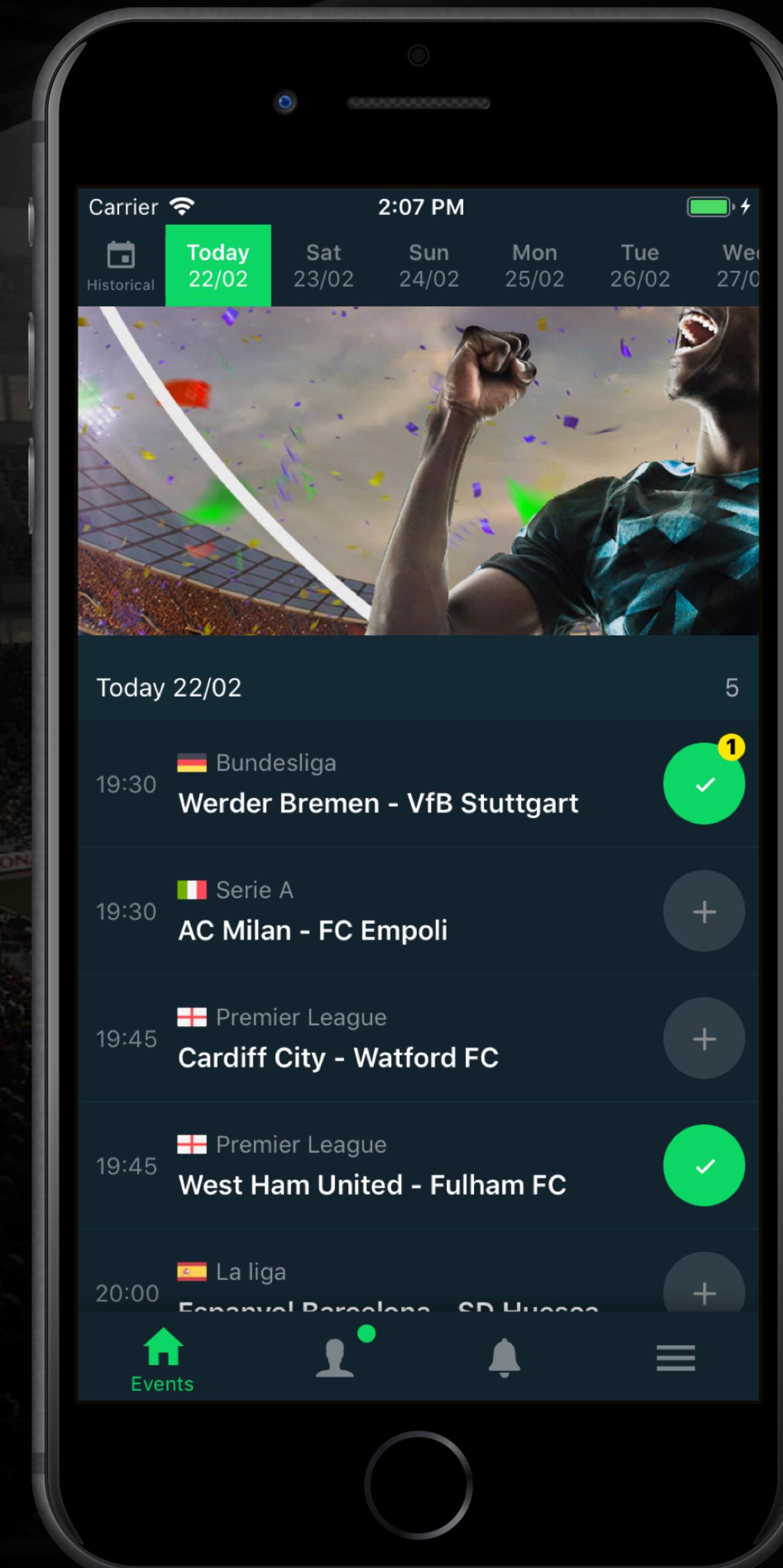


PRODUCT FEATURES

Players follow their favourites

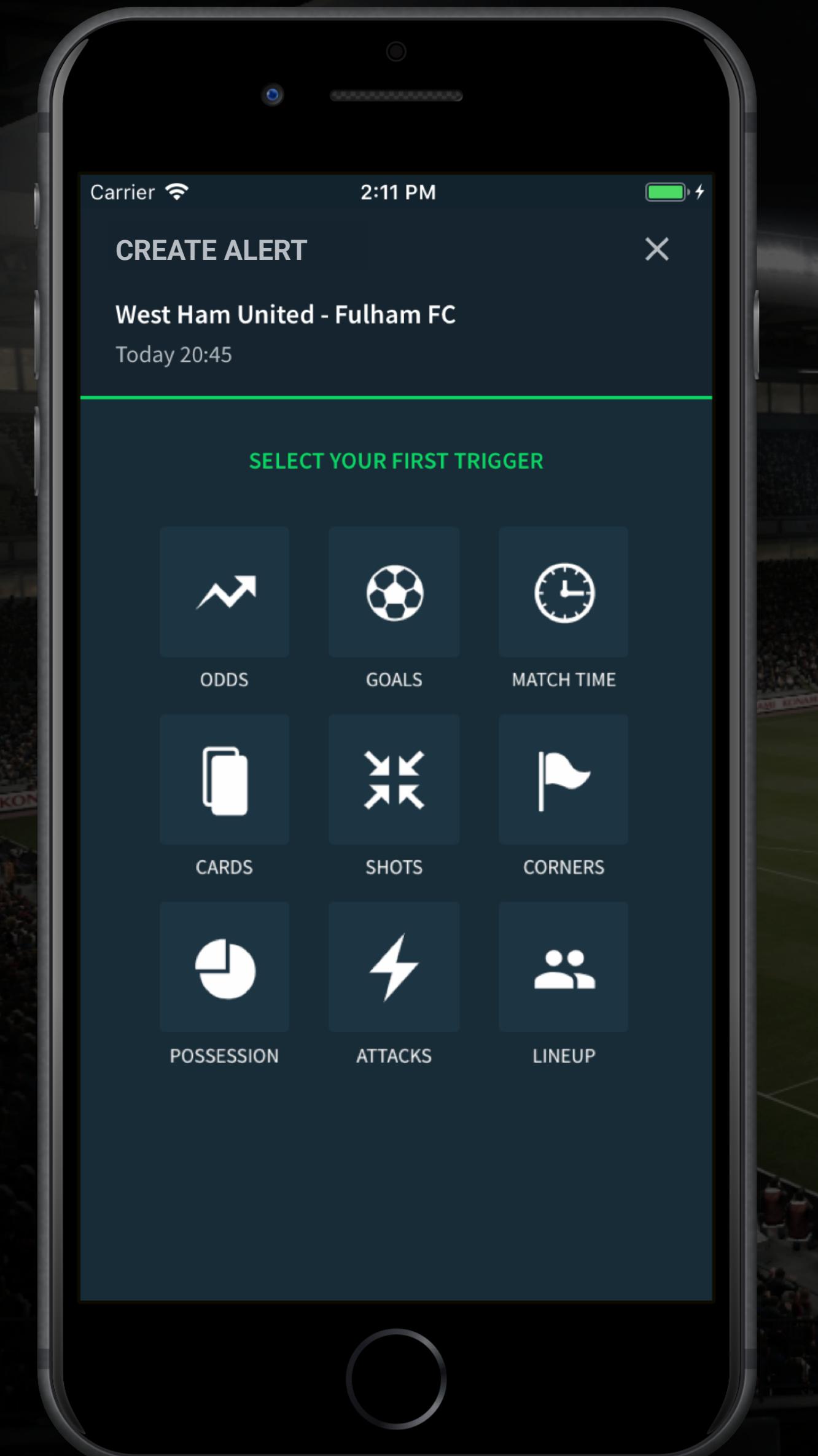
With a simple toggle, players can choose games and teams to follow.

Triggy opens up a positive communication channel to the players as we send push notifications when THEY think something important happens in the game.



Players create their own alerts with our unique Trigger feature

By using triggers, players can set their own conditions for when they want to get a push notification.



- 1X2: INTER MILAN**
- Notify me when the odds reaches 1.85 AND match time is less than 70'
- POINTS: TOTAL BY TEAM**
Washington Wizards
- Notify me when Washington Wizards scores more than 30 points in the first quarter

Pre- and live game statistics

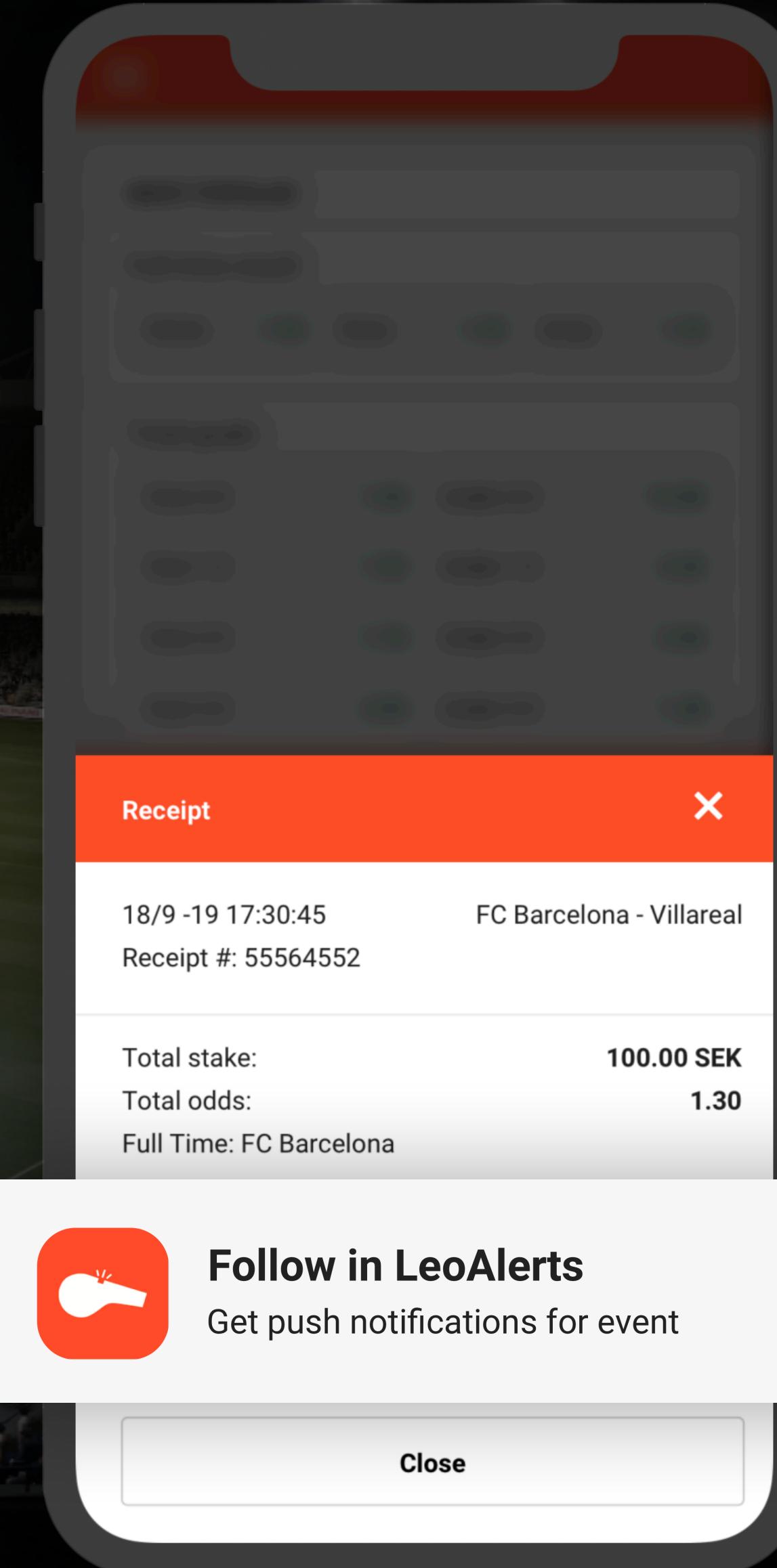
The image displays four mobile phone screens from a sports betting application, illustrating the transition from pre-game to live game statistics.

- Bundesliga Game (11:50):** Shows a match between Eintracht Frankfurt and FC Augsburg. The score is 7/2 in favor of Eintracht Frankfurt, with the game starting at 20:30. The "Stats" tab is selected. Other tabs include Alerts, Lineup, Table, and 1x2. Below the tabs, the "Team Form" section shows recent results for both teams. An advertisement for Sportsbet.io is visible. The "Head To Head" section shows a record of 1 win for Eintracht Frankfurt and 4 wins for FC Augsburg. At the bottom, there's a summary of the first goal odds: Eintracht Frankfurt (1.58), None (19.00), and FC Augsburg (2.37). The navigation bar at the bottom includes Events, Profile, Notifications, and a menu icon.
- Premier League Game (11:28):** Shows a match between Burnley FC and Arsenal FC. The score is 0-0, with the game starting at 19:00. The "Lineup" tab is selected. Other tabs include Stats, Alerts, Lineup, Table, and Offers. Below the tabs, the "Starting Lineup" section shows the formations and player lineups for both teams. An advertisement for Sportsbet.io is visible. The "Head To Head" section shows a record of 1 win for Burnley FC and 4 wins for Arsenal FC. The navigation bar at the bottom includes Events, Profile, Notifications, and a menu icon.
- Ligue 1 Game (11:49):** Shows a match between FC Nantes and Paris Saint-Germain. The score is 0-0, with the game starting at 21:05. The "Offers" tab is selected. Other tabs include Stats, Alerts, Lineup, Table, and 1x2. Below the tabs, the "1x2" section shows odds: FC Nantes (8.80), Draw (5.40), and Paris Saint-Germain (1.35). An advertisement for Sportsbet.io is visible. The "Head To Head" section shows a record of 1 win for FC Nantes and 4 wins for Paris Saint-Germain. The navigation bar at the bottom includes Events, Profile, Notifications, and a menu icon.
- Serie A Game (11:51):** Shows a match between AC Milan and Hellas Verona. The score is 1-1, with the game ending at Full Time. The "Timeline" tab is selected. Other tabs include Stats, Lineup, Table, and Offers. Below the tabs, the "Timeline" section shows player substitutions: Silvestri (90'+) for Neri, and Dawidowicz (90'+) for Zaccagni. An advertisement for Sportsbet.io is visible. The "Game statistics" section shows various performance metrics. The "Team Form" section shows recent results for both teams. The navigation bar at the bottom includes Events, Profile, Notifications, and a menu icon.

Betslip retargeting

Our live-score apps come bundled with a betslip retargeting feature that allows your players to follow games from your sportsbook's existing betslip receipt.

For new players, the link goes to the app store and the game will be toggled on once app is downloaded.

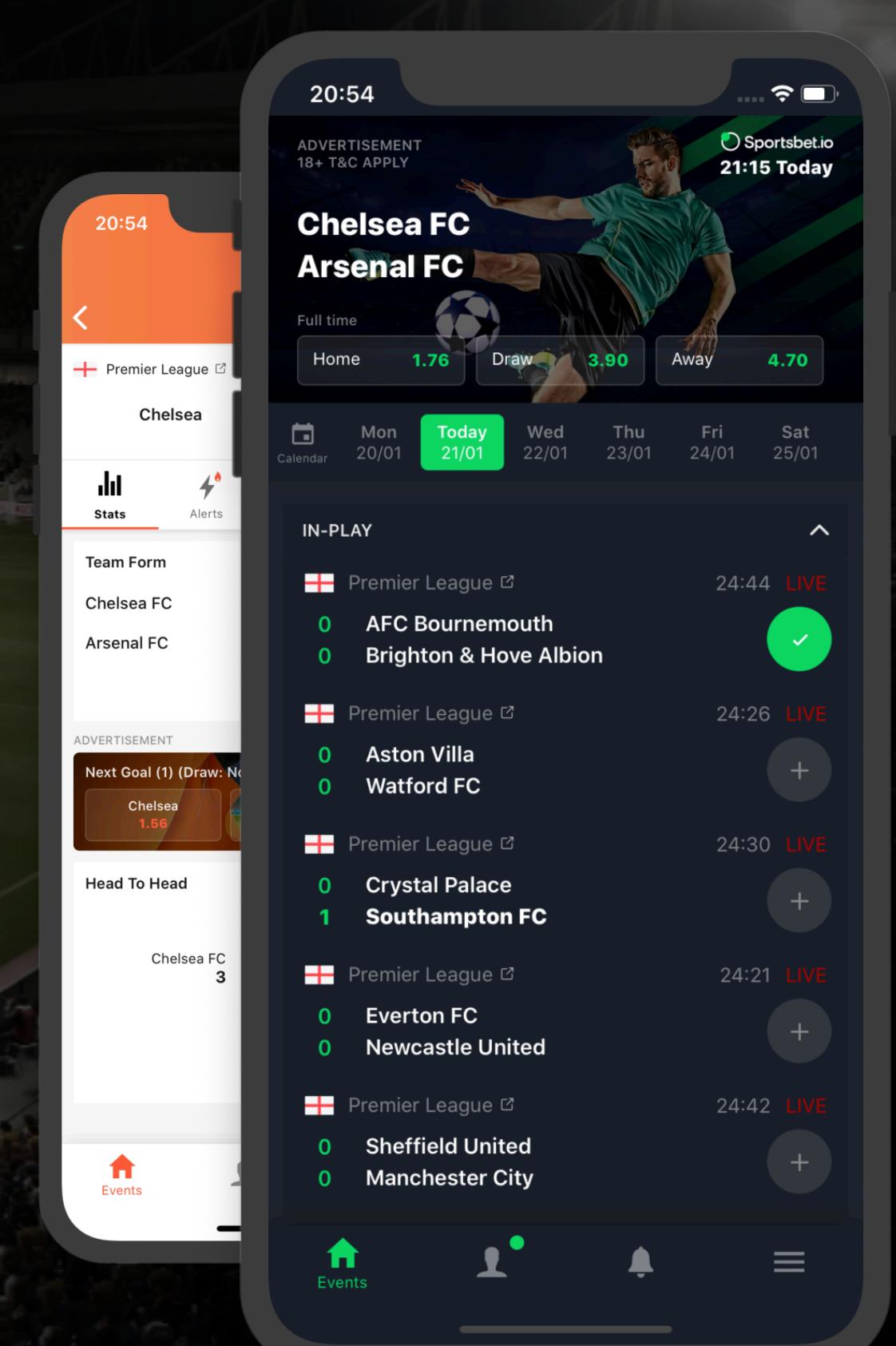
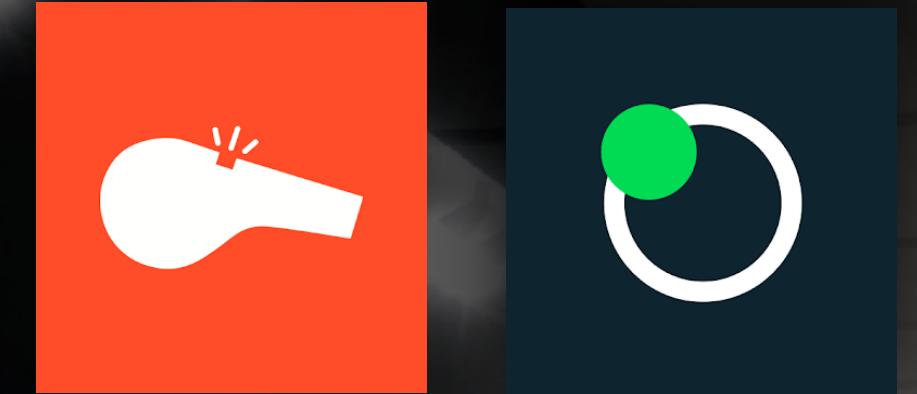


Brand experience

Customised to suite your brand message.

We make sure to name and style your live-score app to perfectly suit your brand, add customised banners aligned with your current campaigns, and make sure that your new and existing players will feel right at home.

Language, odds format, market availability and custom sections within the app are fully customisable for a consistent experience.

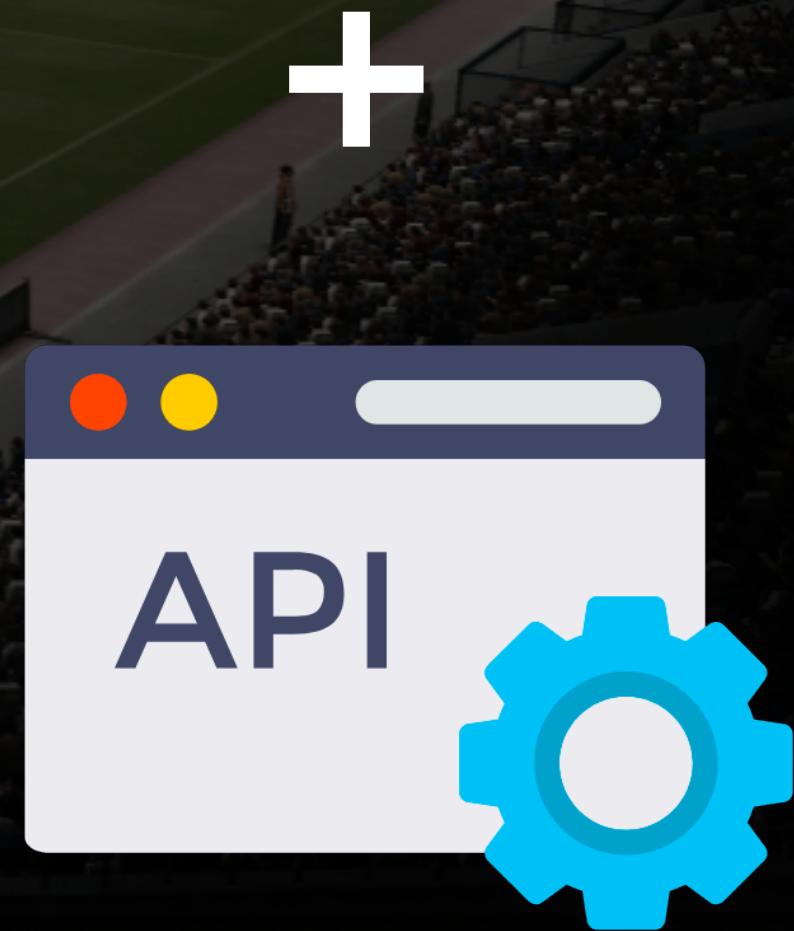


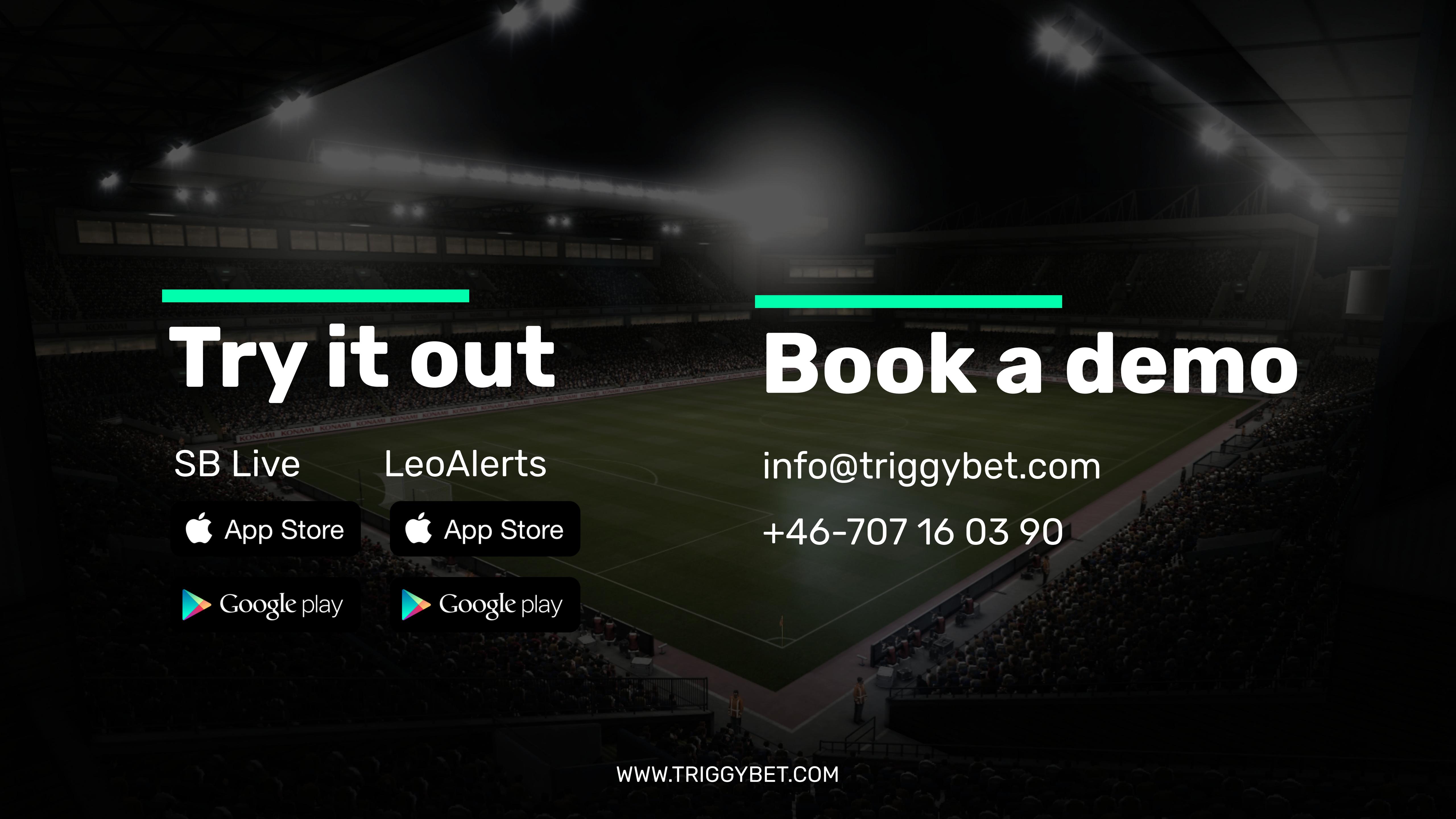
What's needed to get started?

No coding required!

When we build an app for our customers we need to have access to an Odds/Event API, a brand book and for the best possible experience, the sportsbook should have a deeplink to betslip functionality.

From that, we can provide you with your own app, live on App Store and Google Play in **4-6 weeks**.





Try it out

SB Live



LeoAlerts



Book a demo

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