



PROMO TOOLS MANUAL

A step-by-step guide for backoffice setup

AvatarUX offers in-game promotional tools designed to increase player activity and retention. Currently we support in-game prize drops and tournaments, together with free bets.

Prize Drops

1. What is Prize drop?

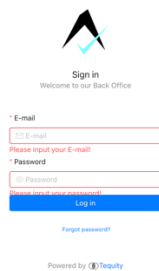
Prize Drop is an instant reward promotion. Any qualifying spin can randomly trigger a prize from a predefined prize pool. Cash prizes are rewarded instantly without any wagering requirements.

2. How to set up a prize drop in the BO?

Prize drops are available to set up in both the Backoffice and via the API (operators need to make sure that their integration supports it)

Below, is a step-by-step guide on how to set up prize drops in our Backoffice.

STEP 1: Log in to the Backoffice of your brand wallet



STEP 2: Once ready, select Campaigns from the left-hand side menu.

STEP 3: To set up a new campaign, select the Add option on top

Created at	Campaign Id	Status	Type	Name	Start
24/06/2024, 22:20:42	c7873bb5-2188-4f67-a5b4-8e8c9006f1bc	enabled	Free Bets	FreeBets d90e65cddfff4b47a800874cf61d5df	24/06/2024, 22:20:41
24/06/2024, 21:33:44	6a8e20a5-edab-479c-a88b-2c9cb92b83f2	enabled	Free Bets	FreeBets 44642d2a2fae39640f2ec61a7ce5ca8b	24/06/2024, 21:33:44
24/06/2024, 17:20:37	40284d0b-f6be-4aa4-ae8e-6e9da86e6854	enabled	Tournament	testcrash4	23/06/2024, 17:20:13
24/06/2024, 17:17:56	9291c525-8953-4f67-9de9-0e3c51c08abc	enabled	Tournament	testcrash3	23/06/2024, 17:17:29
24/06/2024, 17:13:25	07a22970-9ebd-4123-8457-c1904f8a1b5b	enabled	Tournament	testnowincrash1	23/06/2024, 17:13:00
24/06/2024, 17:07:02	372c1a6a-b167-41e8-935f-344422954697	enabled	Tournament	testcrash2	23/06/2024, 17:06:40
24/06/2024, 17:04:59	93ea52cf-0366-4f5c-86b9-b3e8d9051794	enabled	Tournament	testcrash1	23/06/2024, 17:04:38
24/06/2024, 17:02:08	9c1fc448-dfb8-40a5-a0db-87c7dd45b045	enabled	Tournament	testkittytour1	23/06/2024, 17:01:30
24/06/2024, 16:56:14	76983c8f-c7c0-4383-a1f3-27a34f00513b	enabled	Tournament	testkittytour2	23/06/2024, 16:55:07
24/06/2024, 16:45:32	1c583a53-1f07-4b8e-ae33-57df650b67b5	enabled	Tournament	testkittytour1	23/06/2024, 16:41:31

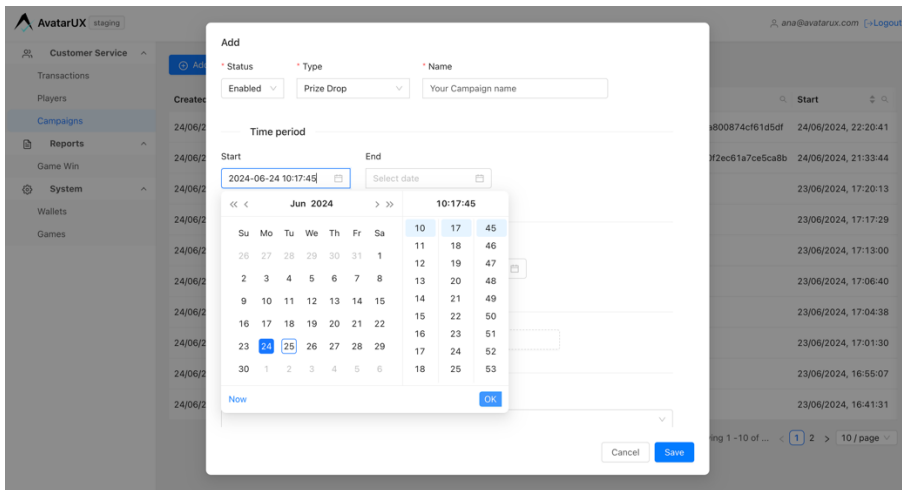
STEP 4: A window will pop-up, where all campaign details can be filled in.

Status- this option determines the status of your campaign. To activate a campaign – status ENABLED is to be selected

Type- here you can select the type of campaign you want to run. In this case- Prize Drop.

Name – Here you type the name of your campaign (The name is not visible to players, so this name will be only for your reference)

Time period – Select the time period (our BO runs in UTC -2) when you want your campaign to run. You need to select start date and time as well as end date and time. When ready, press OK

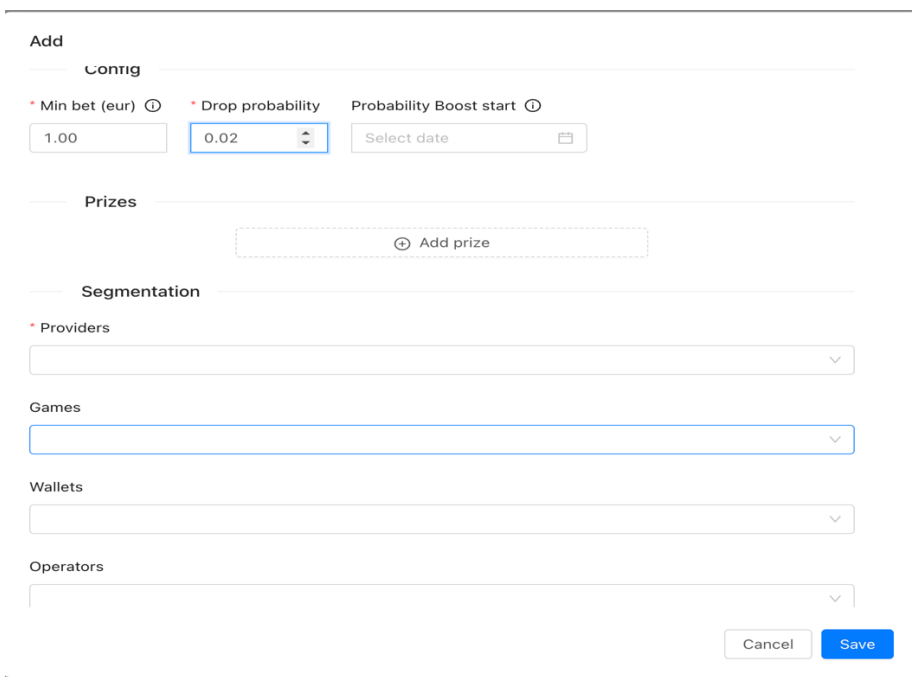


Config- here you can configure the prize pool and the frequency of your prize triggers

Min bet- denotes the min qualifying bet for your campaign (when selecting this, make sure the min bet is available as value in the game).

Drop probability – this option sets the frequency of prizes. For instance, if you select 0.10, there will be 10% chance to receive a prize on your spin.

Probability BOOST start- this option allows you to increase frequency of prizes after a set period. If selected, prizes will grow linearly, until it reaches 100% at the End date of the campaign (end date needs to be set as well). If left blank, the drop probability will stay consistent as per drop probability % selected.



Prizes – here you can select the number of prizes and their values. Please note that only cash prizes are automatically paid out to the players’ account after game reload or on the next spin. Item prizes will need to be manually arranged for after campaign finishes

Add

Config

* Min bet (eur) ⓘ 1.00 * Drop probability 0.02 Probability Boost start ⓘ Select date 📅

Prizes

* Type * Quantity * Cash (eur) ⓘ

Type	Quantity	Cash (eur) ⓘ	
Cash	10	1.00	🗑️

🔍 Add prize

Segmentation

* Providers avatarux x v

Games v

Wallets v

Cancel Save

Segmentation – this option allows you to set up where to run your campaign.

Providers- AvatarUX will be the only option to pick here

Games- select the game/s you want your campaign to be running on. You can select single or multiple games

Add

Config

* Min bet (eur) ⓘ 1.00 * Drop probability 0.02 Probability Boost start ⓘ Select date 📅

Prizes

* Type * Quantity * Cash (eur) ⓘ

Type	Quantity	Cash (eur) ⓘ	
80s-pop			
arcana-pop			
beastly-burglars			
bounty-pop			
cherry-pop			✓
cherry-pop-betconstruct			
cherry-pop-max			
cherry-pop-non-hc			

cherry-pop x 🔍

Wallets v

Cancel Save

Wallets – select your wallet. If you have multiple ones, you will be able to add them

Operators- here you can filter on operator level and select the ones you want to participate

Brands- same as operators. You can select the brands you want to participate.

NB: If the segmentation fields are not populated, campaign will be open to everyone

Add

avatarux x

Games

cherry-pop x

Wallets

demo x |

Operators

Brands

Player Ids

Native Ids

Cancel Save

Player IDs- here you can segment on a player level by adding user player ids.

Native Ids- here you can segment on a player level by adding user native ids.

NB: There is no need to add any delimiters when adding multiple IDs. The system will automatically separate them as seen below

Native Ids

wiktor1500 x wiktor1501 x wiktor1502 x |

STEP 5: When ready with all above points click SAVE. Your campaign should be added to the list of campaigns.

+ Add	↻ Refresh	↓ Export			
Created at	Campaign Id	Status	Type	Name	Start
25/06/2024, 09:22:18	849cea3b-dae0-4318-8645-e5a7da4e6a97	enabled	Prize Drop	Your Campaign name	24/06/2024, 10:17:45

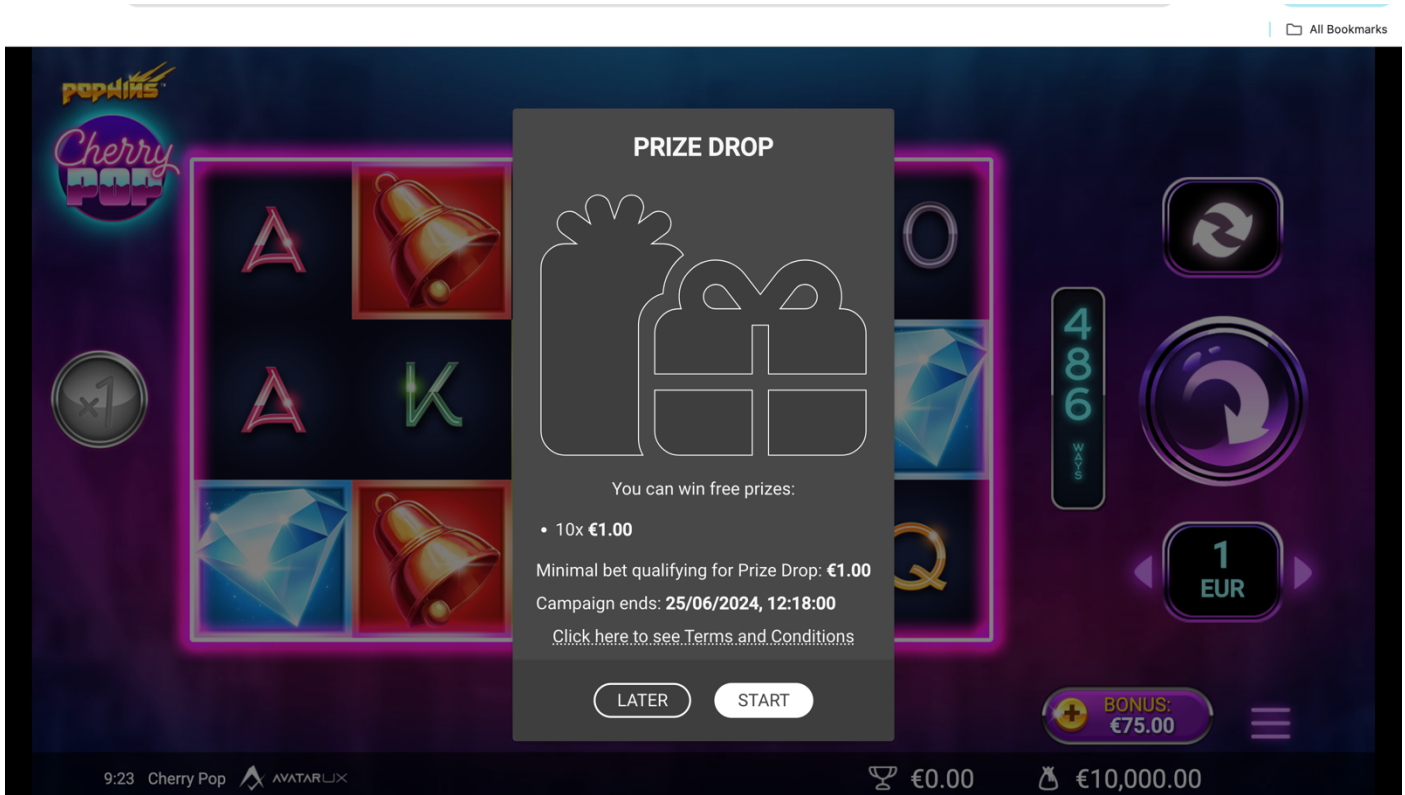
3. Can I edit/delete campaigns after I set them up?

Once a campaign has been set up, you can edit it, by using the EDIT button on the far right. You also have the option to delete them.

st ins	Opt outs	Wallets	Operators	Brands	Providers	Games	Player Ids	Native Ids	Actions	Events
0	demo	demo			avatarux	cherry-pop			Edit	Delete

4. What do players see when a prize drop is available to them?

Once a player opens any qualifying game, a screen will be presented with the below notification about the ongoing campaign.

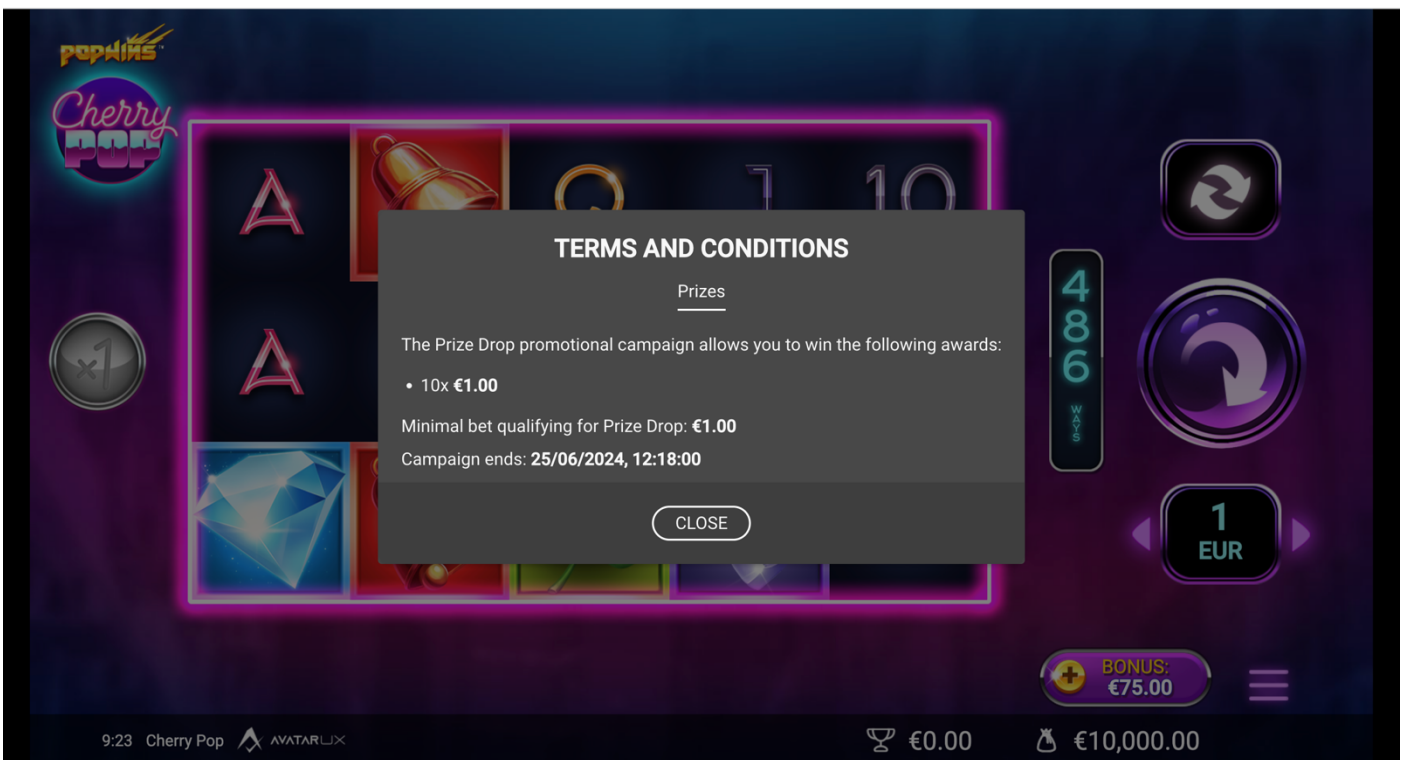


Players have the option to dismiss the notification (by clicking later. In this case the notification will be presented again next time he opens the game, given the campaign is still active) or start participating immediately (by clicking start).

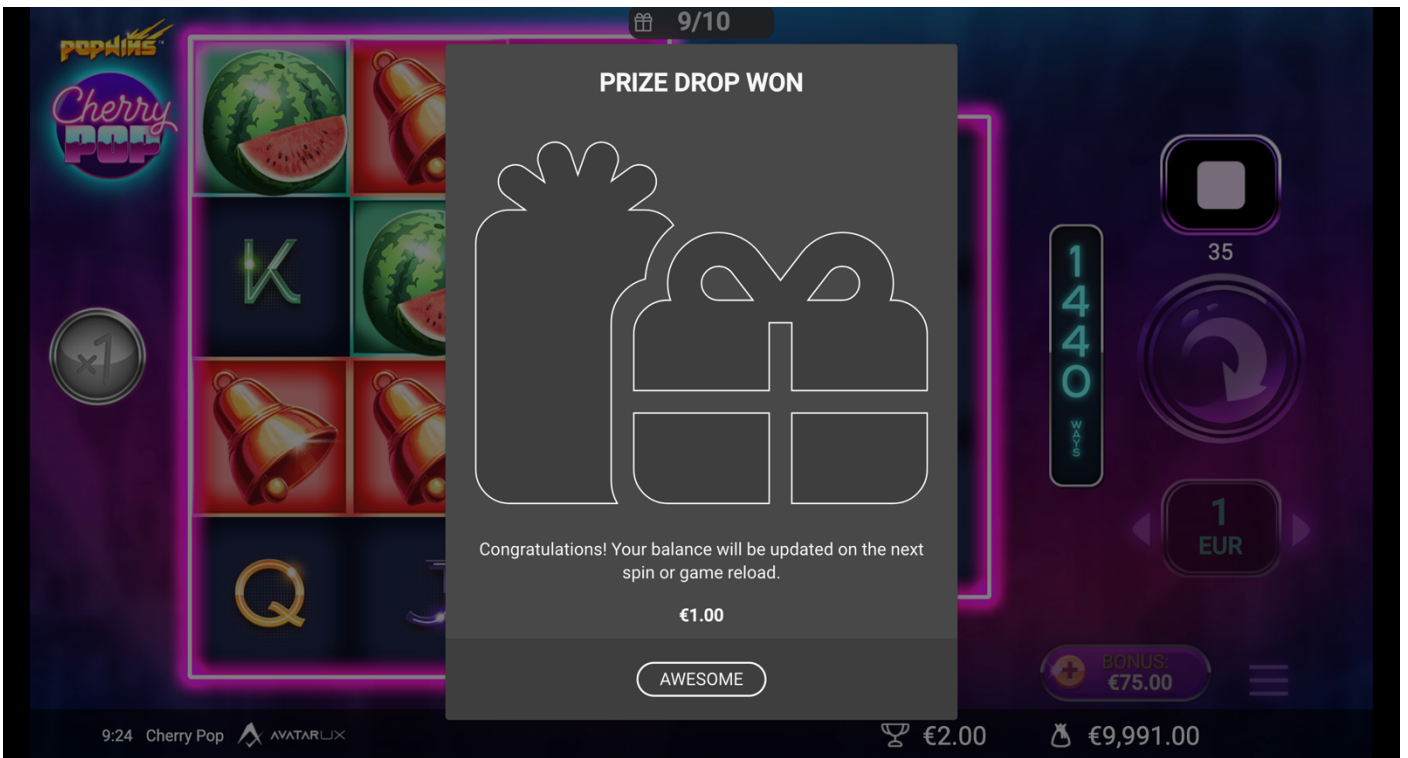
Once a player starts participating, a little icon with available prizes will be available at the top of the screen:



By clicking on it, players will be able to access the terms and conditions, as well as the prize pool:



If a player wins a prize drop, a win notification will pop up. All prizes are automatically added to the player's balance after the game is reloaded or another spin has been made. Prizes are credited in the player's currency and all values are automatically converted.



NB: All messaging is localised in the player's preferred language.

5. How do I extract reports?

Find your campaigns on the Campaigns tab and click on Campaign ID

Created at	Campaign Id	Status	Type	Name	Start
27/06/2024, 12:52:56	45ceec94-1b68-43a7-bf45-9a8857bde552	enabled	Tournament	our test tournament	26/06/2024, 13:42:33
27/06/2024, 12:28:59	885522e0-0aef-413d-8241-ecf237d0cb6d	enabled	Prize Drop	Our test prize drop	26/06/2024, 13:11:20
26/06/2024, 16:06:24	bec0abeb-0810-4eff-a93a-5c6e2c376e87	enabled	Free Bets	softswiss-api_3574290	
26/06/2024, 16:04:52	2a36d34f-7cc9-4c3f-a977-5693b6eaa0a3	enabled	Free Bets	softswiss-api_3574283	
26/06/2024, 15:58:31	790f8b16-1d5b-4b5b-84c9-ca7ab5c859ab	enabled	Free Bets	softswiss-api_3574230	
26/06/2024, 15:49:04	d28ba4b6-39ad-4333-8020-2a40d9b03a47	enabled	Free Bets	softswiss-api_3574155	
26/06/2024, 15:41:51	f20c000d-6f4b-4211-9fd7-3d48c27ee4af	enabled	Free Bets	softswiss-api_3574110	
26/06/2024, 13:08:11	fec98fd9-0773-4419-b3aa-f4c83f0deb8	enabled	Free Bets	FreeBets f57837e6df90fed06a71330f3b25e53	26/06/2024, 13:08:11
26/06/2024, 13:05:00	eb95f305-f89d-4fbd-8ad3-ad05bea3c308	enabled	Free Bets	FreeBets 19f95d8e7320e2cbc3771b362f469344	26/06/2024, 13:04:59
26/06/2024, 13:03:43	c91c5295-6c5d-4341-a106-98fec7a91209	enabled	Free Bets	FreeBets 504484c74b8e94771281e0dab4d38f6e	26/06/2024, 13:03:43

Scroll down to prizes. Here you can extract a list of players who were awarded a prize during the campaign.

Prizes					
Created at	Player Id	Type	Comment	Paid	
27/06/2024, 12:33:21	bcb8e469-5095-4ef0-b8e6-9a5f3cb9faa8	item	10 free spins	true	
27/06/2024, 12:31:12	bcb8e469-5095-4ef0-b8e6-9a5f3cb9faa8	cash	50.00	true	

Displaying 1 -2 of 2 < 1 > 10 / page

NB: Item prizes are to be manually arranged for.

Tournaments

1. What is a tournament?

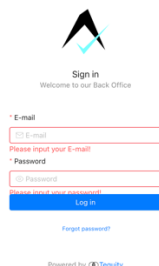
Classic in-game tool available in all AvatarUX games based on Leaderboard. Both custom and cash prizes can be offered in the prize pool. Leaderboard ranking is determined based on the Highest Multiplier showing the ratio between player's bet and win regardless of the bet size.

2. How to set up a tournament in the BO?

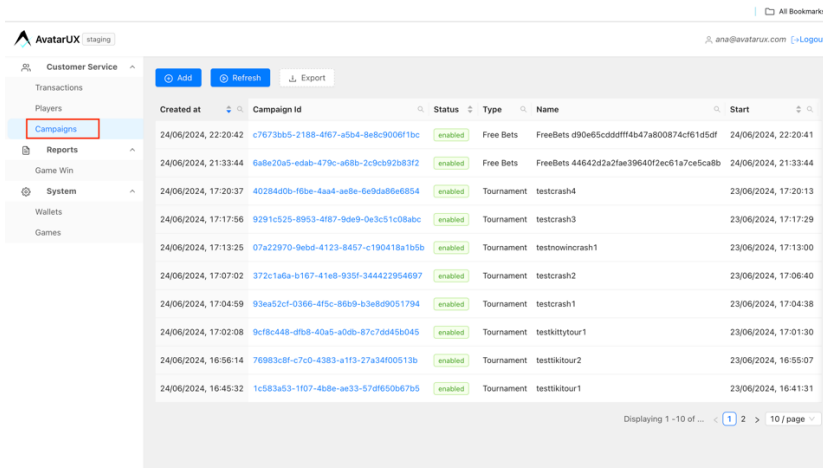
Tournaments are available to set up in both the Backoffice and via the API (operators need to make sure that their integration supports it)

Below, is a step-by-step guide on how to set up tournaments in our Backoffice.

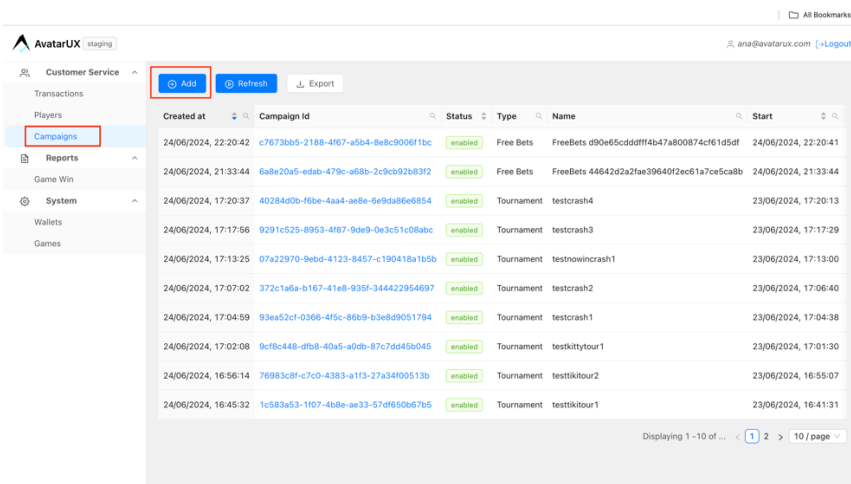
STEP 1: Log in to the Backoffice of your brand wallet



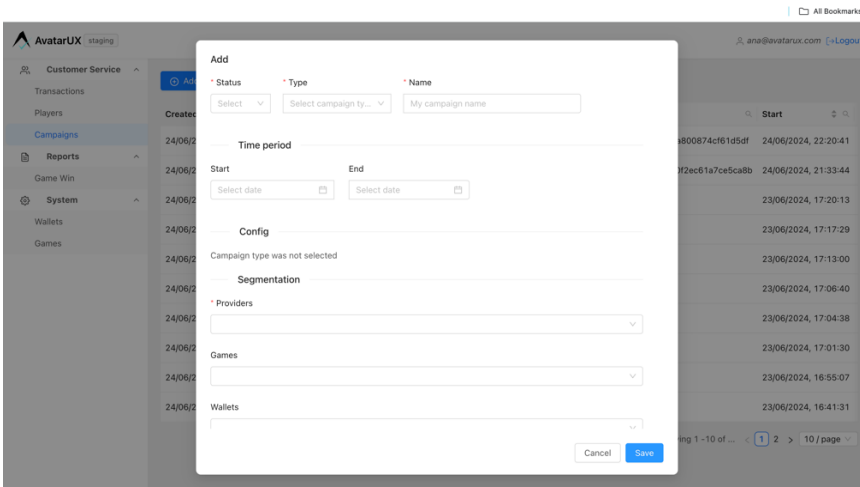
STEP 2: Once ready, select Campaigns from the left-hand side menu.



STEP 3: To set up a new campaign, select the Add option on top

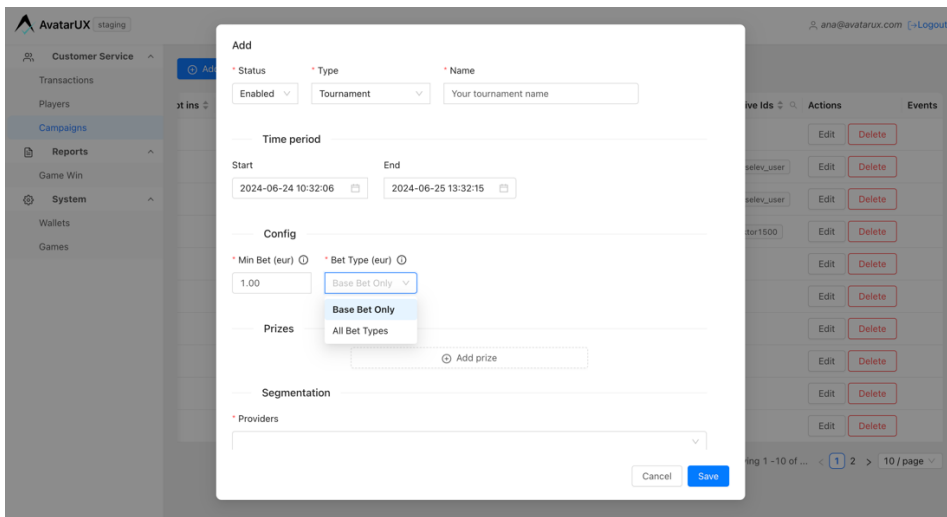


STEP 4: A window will pop-up, where all campaign details can be filled in.



Status- this option determines the status of your campaign. To activate a campaign – status ENABLED is to be selected

Type- here you can select the type of campaign you want to run. In this case- Tournament.



Name – Here you type the name of your campaign (The name is not visible to players, so this name will be only for your reference)

Time period – Select the time period when you want your campaign to run. You need to select start date and time as well as end date and time. When ready, press OK

Config- here you can configure the prize pool and the min bet for the campaign

Min bet- denotes the min qualifying bet for your campaign (when selecting this, make sure the min bet is available as value in the game).

Bet type- select the bet types that you want to be qualifying for your tournament. You can decide between All bets or Base Bet only (in this case you will be excluding any bonus or special bet types)

Prizes – here you can select the number of prizes and their values. Please note that only cash prizes are automatically paid out to the players' account after game reload or on the next spin. Item prizes will need to be manually arranged for after campaign finishes

Segmentation – this option allows you to set up where to run your campaign.

Providers- AvatarUX will be the only option to pick here

Games- select the game/s you want your campaign to be running on. You can select single or multiple games

Wallets – select your wallet. If you have multiple ones, you will be able to add them

Operators- here you can filter on operator level and select the ones you want to participate

Brands- same as operators. You can select the brands you want to participate.

NB: If the segmentation fields are not populated, campaign will be open to everyone

Add

avatarux x

Games

cherry-pop x

Wallets

demo x |

Operators

Brands

Player Ids

Native Ids

Cancel Save

Player IDs- here you can segment on a player level by adding user player ids.

Native Ids- here you can segment on a player level by adding user native ids.

NB: There is no need to add any delimiters when adding multiple IDs. The system will automatically separate them as seen below

Native Ids

wiktor1500 x wiktor1501 x wiktor1502 x |

STEP 5: When ready with all above points click SAVE. Your campaign should be added to the list of campaigns.

Created at	Campaign Id	Status	Type	Name
25/06/2024, 11:01:53	dfb56499-7135-4908-80e7-42b19a9091d4	enabled	Tournament	testtour118

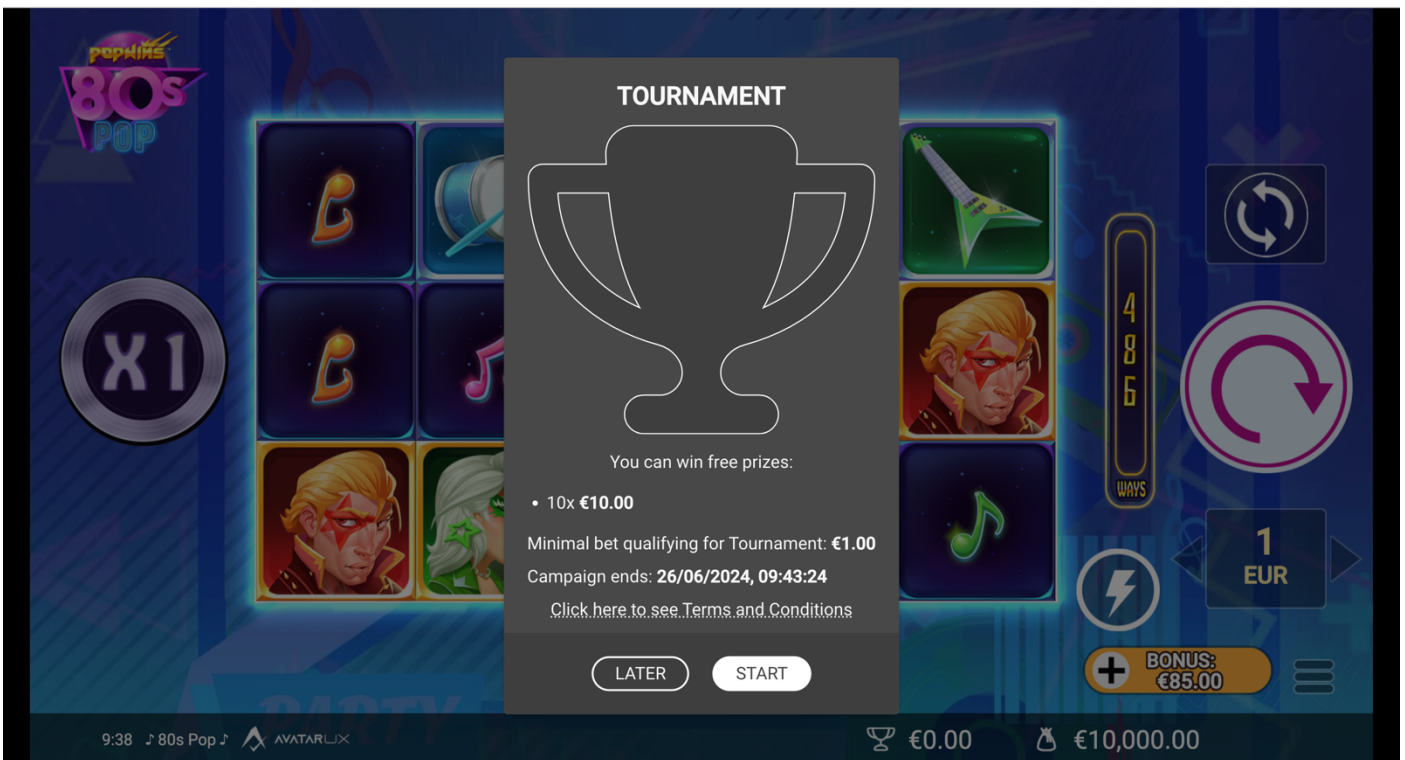
3. Can I edit/delete campaigns after I set them up?

Once a campaign has been set up, you can edit it, by using the EDIT button on the far right. You also have the option to delete them.

ins	Opt outs	Wallets	Operators	Brands	Providers	Games	Player Ids	Native Ids	Actions	Events
0		demo				avatarux	arcana-pop		Edit Delete	

4. What do players see when a tournament campaign is available to them?

Once a player opens the game, a screen will be presented with the below notification about the ongoing campaign.

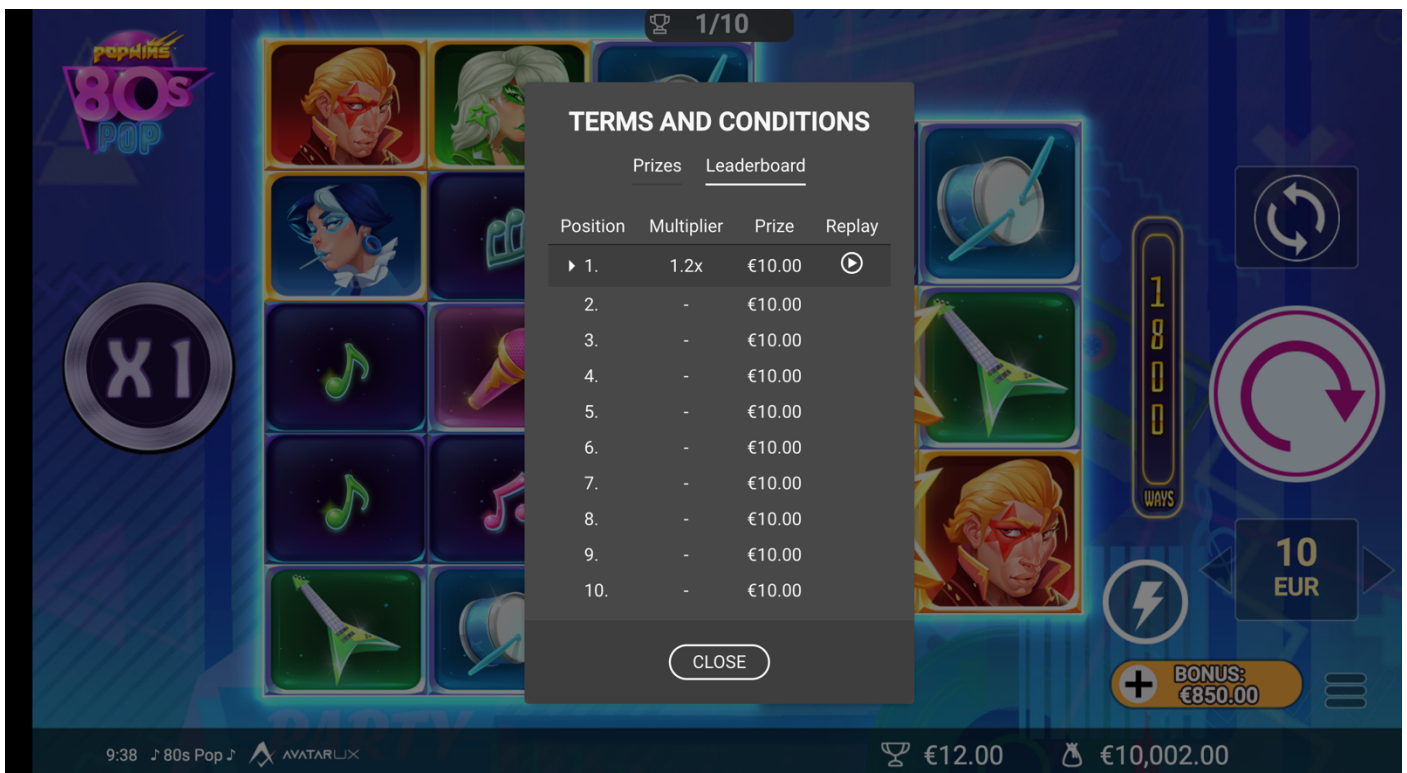
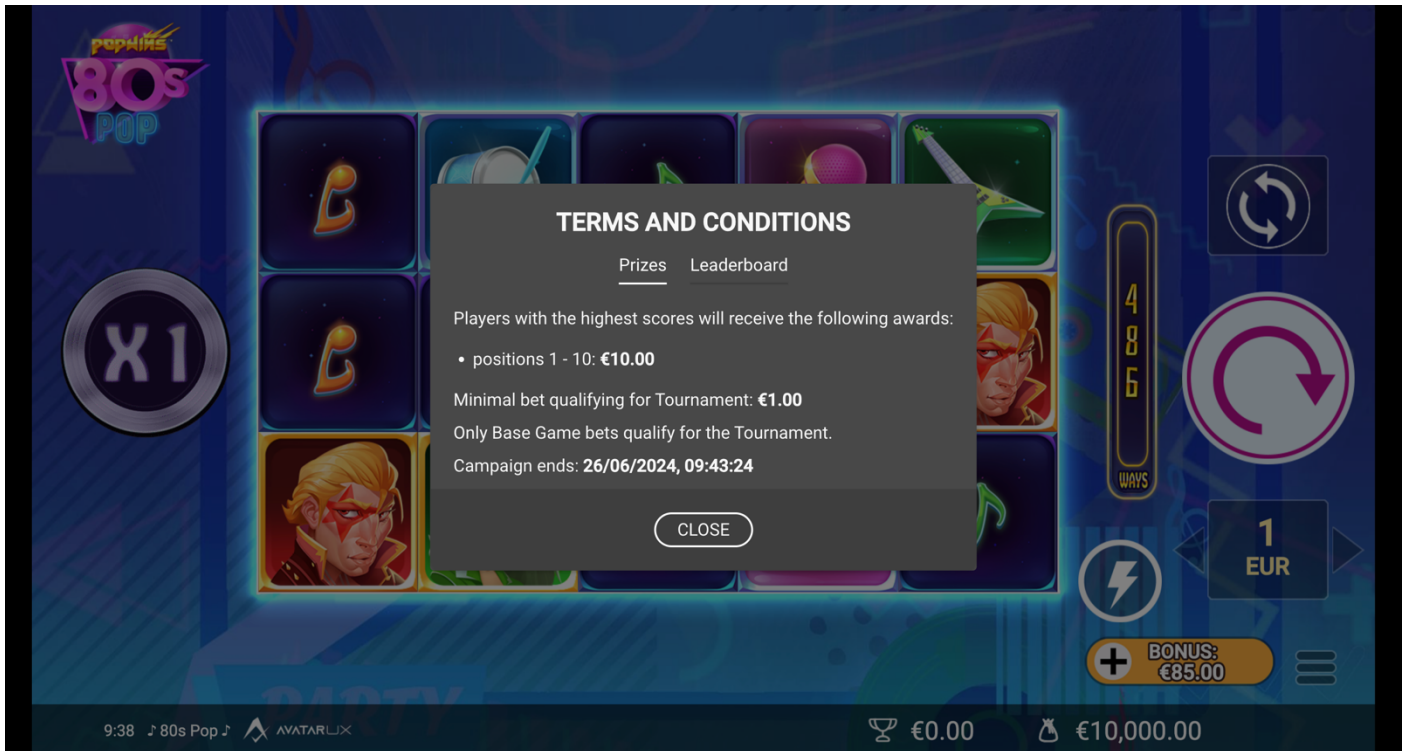


Players have the option to dismiss the notification (by clicking later. In this case the notification will be presented again next time he opens the game, given the campaign is still active) or start participating immediately (by clicking start).

Once a player starts participating, a little icon showing their current position will be present at the top of the screen:



By clicking on it, players will be able to access the terms and conditions, as well as the leaderboard:



Players will also be able to replay their own qualifying rounds and those of other players.

Once a tournament is finished, all cash prizes are credited automatically to the players account after a game is reloaded or another spin has been made. Prizes are credited in the players currency and all values are automatically converted.

1. How do I extract reports?

Find your campaigns on the Campaigns tab and click on Campaign ID

Created at	Campaign Id	Status	Type	Name	Start
27/06/2024, 12:52:56	45ceec94-1b68-43a7-bf45-9a8857bde552	enabled	Tournament	our test tournament	26/06/2024, 13:42:33
27/06/2024, 12:28:59	895522e0-0aef-413d-8241-ecf237d0cb6d	enabled	Prize Drop	Our test prize drop	26/06/2024, 13:11:20
26/06/2024, 16:06:24	bec0abeb-0810-4eff-a93a-5c6e2c376e87	enabled	Free Bets	softswiss-api_3574290	
26/06/2024, 16:04:52	2a36d34f-7cc9-4c3f-a977-5693b6eaa0a3	enabled	Free Bets	softswiss-api_3574283	
26/06/2024, 15:58:31	790f8b16-1d5b-4b5b-84c9-ca7ab5c859ab	enabled	Free Bets	softswiss-api_3574230	
26/06/2024, 15:49:04	d28ba4b6-39ad-4333-8020-2a40d9b03a47	enabled	Free Bets	softswiss-api_3574155	
26/06/2024, 15:41:51	f20c000d-6f4b-4211-9fd7-3d48c27ee4af	enabled	Free Bets	softswiss-api_3574110	
26/06/2024, 13:08:11	fec98fd9-0773-4419-b3aa-f4c83f0fdeb8	enabled	Free Bets	FreeBets f57837e6df90fed06a71330f3b25e53	26/06/2024, 13:08:11
26/06/2024, 13:05:00	eb95f305-f89d-4fbd-8ad3-ad05bea3c308	enabled	Free Bets	FreeBets 19f95dbe7320e2cbc3771b362f469344	26/06/2024, 13:04:59
26/06/2024, 13:03:43	c91c5295-6c5d-4341-a106-98fec7a91209	enabled	Free Bets	FreeBets 504484c74b8e94771281e0dab4d38f6e	26/06/2024, 13:03:43

Scroll down to prizes. Here you can extract a list of players who were awarded a prize during the campaign.

Created at	Player Id	Type	Comment	Paid
25/06/2024, 14:58:17	49c652f3-8776-4d2d-b917-0783c2438aef	cash	90,000.00	true

NB: Item prizes are to be manually arranged for.

Free Spins

5. What is free spins?

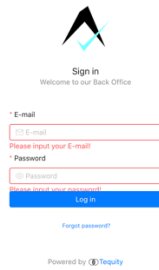
Free spins or Free bets is a classic promotional tool. Players receive a certain amount of free spins when they enter the game. All AvatarUX games and their respective bet amounts are supported.

6. How to set up free spins in the BO?

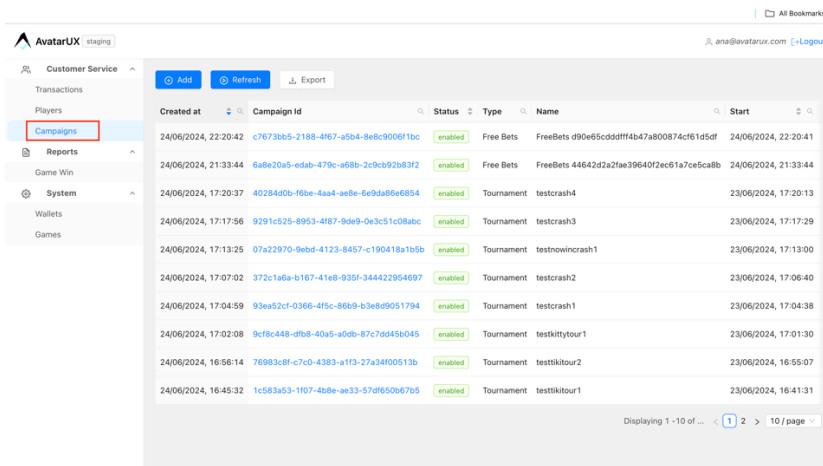
Free spins are available to set up in both the Backoffice and via the API (operators need to make sure that their integration supports it)

Below, is a step-by-step guide on how to set up free spins in our Backoffice.

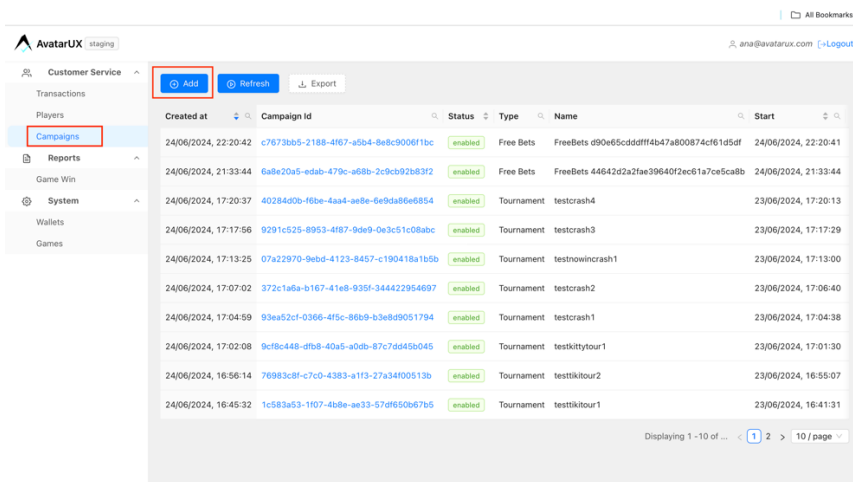
STEP 1: Log in to the Backoffice of your brand wallet



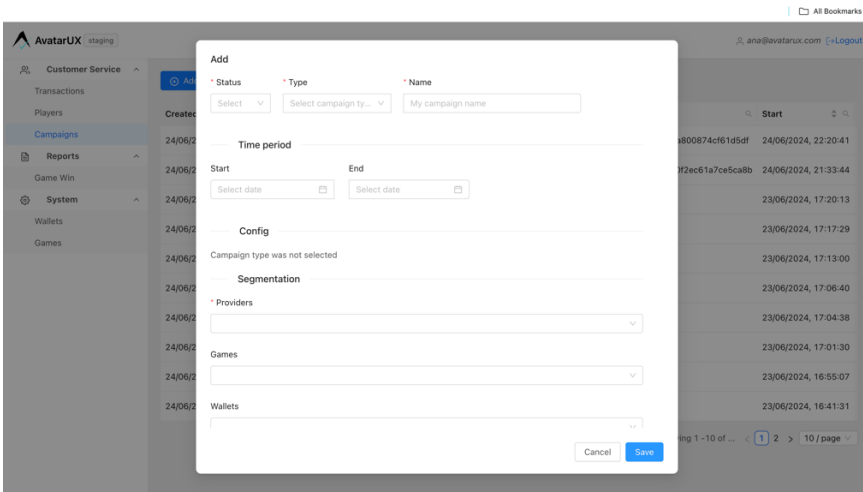
STEP 2: Once ready, select Campaigns from the left-hand side menu.



STEP 3: To set up a new campaign, select the Add option on top



STEP 4: A window will pop-up, where all campaign details can be filled in.



Status- this option determines the status of your campaign. To activate a campaign – status ENABLED is to be selected

Type- here you can select the type of campaign you want to run. In this case, we select Free bets

Name – Here you type the name of your campaign (The name is not visible to players, so this name will be only for your reference)

Time period – Select the time period when you want your campaign to run. You need to select start date and time as well as end date and time. When ready, press OK

Config- here you can configure the number and value of the free spins you wish to give out, together with the currency. In the example below, players will receive 10 Free spins with value 1 EUR each.

Add

* Status * Type * Name

Enabled Free Bets TESTFS

Time period

Start End

2024-07-03 15:46:25 2024-07-05 15:46:35

Config

Bet amount will be automatically converted from specified currency to player currency

* Bet amount Currency * Bets per player

1 eur 10

Segmentation

* Providers

avatarux

Segmentation – this option allows you to set up where to run your campaign.

Providers- AvatarUX will be the only option to pick here

Games- select the game/s you want your campaign to be running on. You can select single or multiple games

Wallets – select your wallet. If you have multiple ones, you will be able to add them

Operators- here you can filter on operator level and select the ones you want to participate

Brands- same as operators. You can select the brands you want to participate.

Add

avatarux

Games

gem-pops

Wallets

demo

Operators

demo

Brands

Player Ids

Native Ids

ana1500

Player IDs- here you can segment on a player level by adding user player ids.

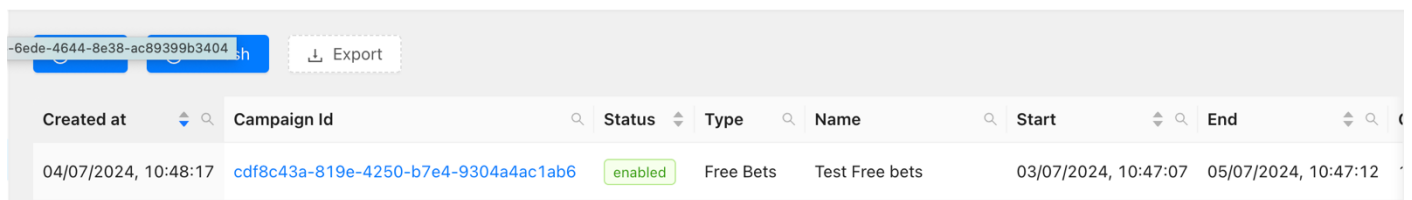
Native Ids- here you can segment on a player level by adding user native ids.

NB: There is no need to add any delimiters when adding multiple IDs. The system will automatically separate them as seen below. Please note that adding player IDs or native IDs for free bets is required.

Native Ids

wiktor1500 x wiktor1501 x wiktor1502 x |

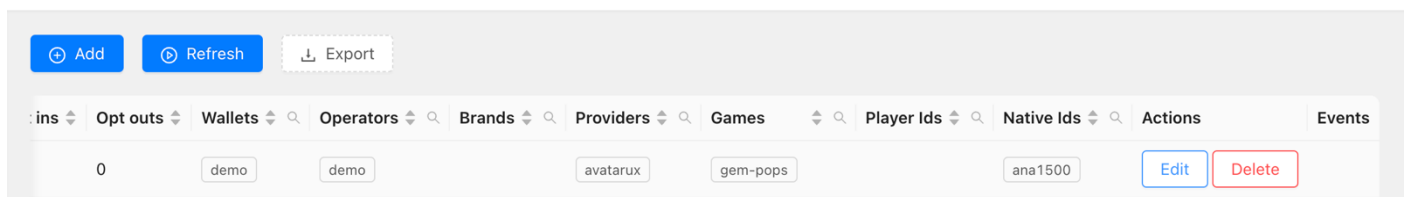
STEP 5: When ready with all above points click SAVE. Your campaign should be added to the list of campaigns.



Created at	Campaign Id	Status	Type	Name	Start	End
04/07/2024, 10:48:17	cdf8c43a-819e-4250-b7e4-9304a4ac1ab6	enabled	Free Bets	Test Free bets	03/07/2024, 10:47:07	05/07/2024, 10:47:12

7. Can I edit/delete campaigns after I set them up?

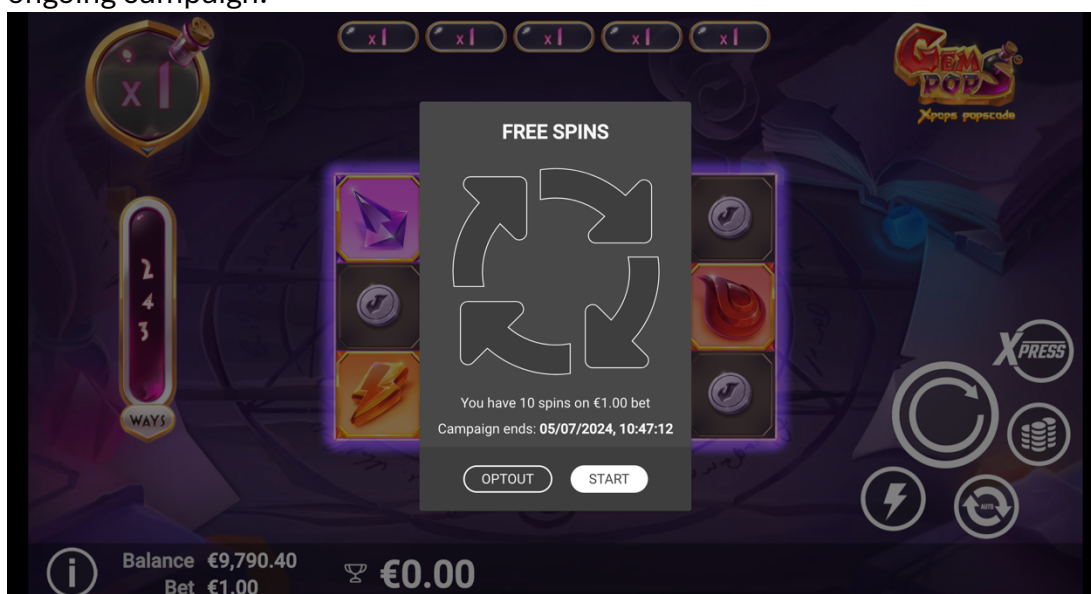
Once a campaign has been set up, you can edit it, by using the EDIT button on the far right. You also have the option to delete them.



Wins	Opt outs	Wallets	Operators	Brands	Providers	Games	Player Ids	Native Ids	Actions	Events
0		demo	demo		avatarux	gem-pops		ana1500	Edit Delete	

8. What do players see when free spins are available to them?

Once a player opens the game, a screen will be presented with the below notification about the ongoing campaign.

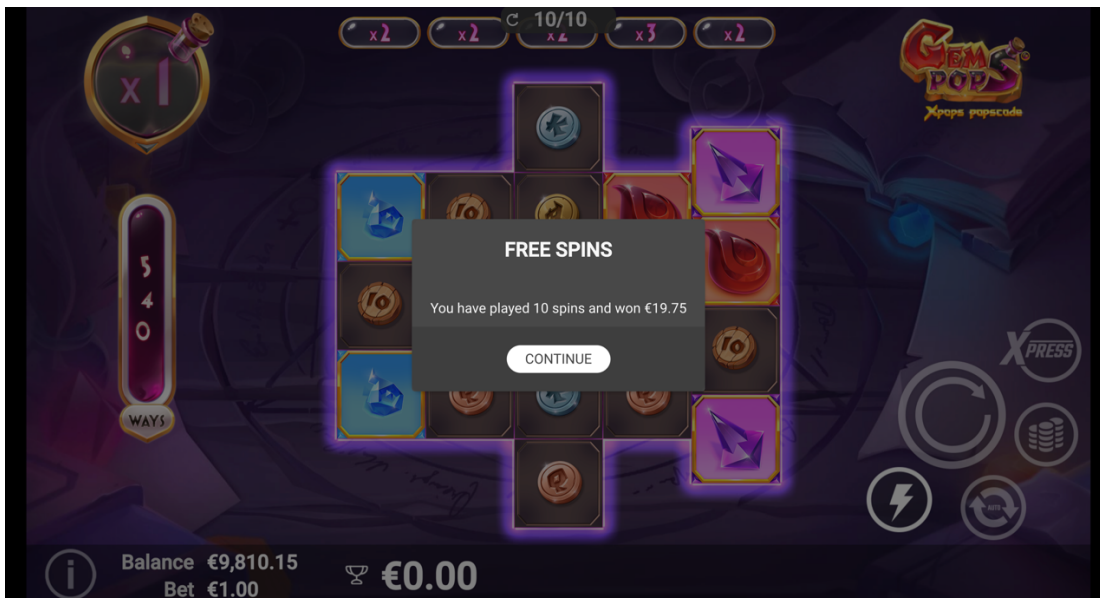


Players have the option to opt out or start participating immediately (by clicking start).

Once a player starts participating, a little icon showing the remaining number of free spins will be present at the top of the screen:



Upon using all the available free spins, a summary notification will appear:



2. How do I extract reports?

Find your campaigns on the Campaigns tab and click on Campaign ID

6ede-4644-8e38-ac89399b3404

Export

Created at	Campaign Id	Status	Type	Name	Start	End
04/07/2024, 10:48:17	cdf8c43a-819e-4250-b7e4-9304a4ac1ab6	enabled	Free Bets	Test Free bets	03/07/2024, 10:47:07	05/07/2024, 10:47:12

Scroll down. Here you can see summary of the campaign:

Summary	
Created at	04/07/2024, 10:48:17
Campaign Id	cdf8c43a-819e-4250-b7e4-9304a4ac1ab6
Status	enabled
Type	Free Bets
Name	Test Free bets
Start	03/07/2024, 10:47:07
End	05/07/2024, 10:47:12
Opt ins	1
Opt outs	0
Config	JSON»
State	

And under Players, you will be able to extract the list of players who participated in the campaign:

Players									
Refresh Export									
Updated at	Player Id	Init	Opt In	Finished	Acknowledged	Used	Left	State	
04/07/2024, 10:50:34	7110d26b-ab17-43e8-99a1-b0606bc7f531	true	true	true	true	10	0	JSON»	

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