



Investor's newsletter for [www.igra.bg](http://www.igra.bg)

## The Game news up to August 2024

Up to August 2024, the game managed to execute all the planned marketing and product activities. Aligned with the marketing strategy, all commercials went live through TV commercials, Radio teasers, Outdoor prints and Digital materials. In the active campaign the commercials reached a total of 8 460 000 impressions and above 1.5 million views on [www.igra.bg](http://www.igra.bg).

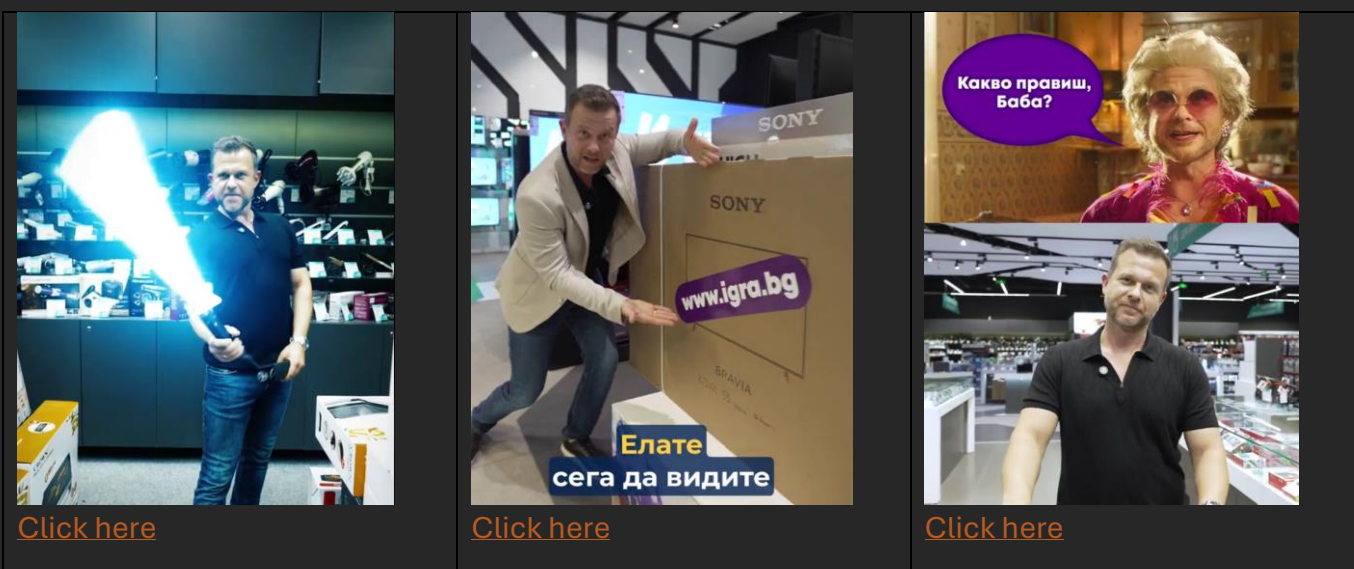
Placed commercials in campaigns April-Aug.2024:

- 70 commercial streams for 30 days. All in the prime time of the biggest National [TV-Nova Broadcast](#)
- Radio broadcast advertisements in Top 3 biggest stations, where 132 commercials in 20 days active campaigns.
- Outdoor billboard campaign May-July - in major cities, near 270 positions (incl. Sofia, Plovdiv, Varna and Burgas)
- Outdoor billboard campaign June-July - in smaller cities below 500 000 population, 179 positions
- Outdoor billboard campaign July-Jan.2025 in 14 Kaufland (biggest grocery retailer in BG) with 177 positions. New strategy for the smaller cities where all the billboards are in the parking lot of the shops and the billboards are reserved up to January.



- Newly activated Tik Tok Chanel with currently reached above 100 000 views. In the channel we produced life videos for our material prizes.

Videos: [https://www.tiktok.com/@igra\\_bg?\\_t=8q2oHlCVw4O&\\_r=1](https://www.tiktok.com/@igra_bg?_t=8q2oHlCVw4O&_r=1)



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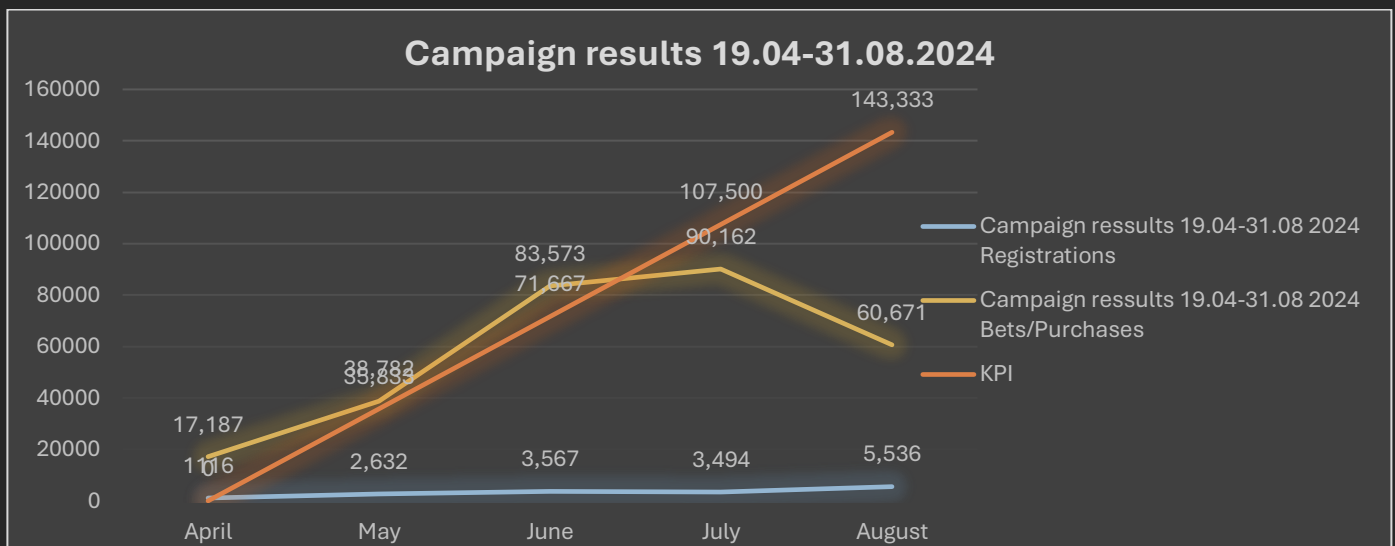
### Results from the campaign

- Reached total bets of 290 000 leva
- Reached average bets per day, above 2 400 leva
- Reached total registered players as of September 35 086
- Reached highest active players up to 16 000 players, at the level of 30 000 registrations. (above 50% from all active users)

## Summary of the campaign

After the beginning of the campaign on April 19<sup>th</sup>, the platform has managed to increase sales from 3 000 monthly bets in Q1 of 2024, up to an average of 60 000 bets per month in Q2. The highest result was reached in July when the generated bets were 90 162 (with a set KPI of 100 000 for the month). From the beginning of the campaign, sales are growing constantly, along with the registered players per month. Sales in the first three months reached the set KPI's in the business plan, where the platform reached 65 000 bets on average per month or btw 2 000 and 2 500 bets per day. Total growth in sales is above 2,000 % for the period April – August 2024.

Sales in July were affected by the change in gambling legislation. Despite this, the KPI for sales in Q2 successfully reached 81% of the forecasted volume. Total sales are 290 375 leva compared to 358 333 set goal for the first 3 months.



In terms of new registered players/registrations, the TV campaign successfully started with 1116 registered users in the first 10 days and continued to grow in the next months. The number of registrations during the campaign kept the rising trend, aligned with the TV commercials and significantly increased in the last month due to growing Brand credibility. In the last 4 months registration reached an average of 3500 per month, starting from 2 632 in May, 3 576 June (30% increase), 3 494 in July (dropped insignificantly when commercials were stopped in mid-July, due to the legislation changes) up to 5 536 registrations. In August registrations reached their highest level with a total increase of 100%, compared to the first month of the campaign.

In terms of active players, we reached an average of 180 new registrations per day, where players that actually played are 125 on average, which is above 70% from the new registrations. The figures show the growing credibility of the Game amongst the attracted audience.

# Monthly performance

## Igra BG - GA4 - Performance Report

Aug 1, 2024 - Aug 31, 2024

### Overview

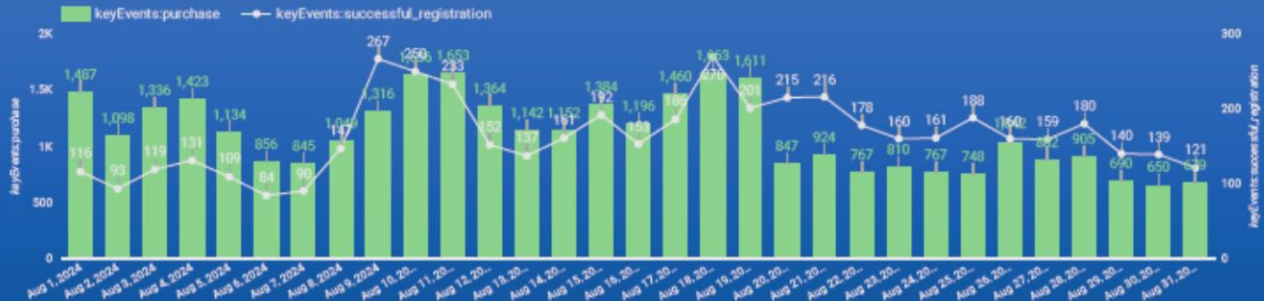
keyEvents:purchase  
**34,516**  
↓ -35.0%

keyEvents:log\_in  
**28,249**  
↓ -24.4%

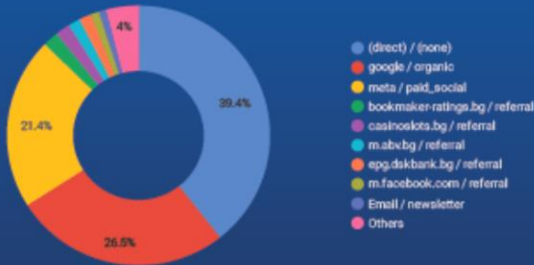
keyEvents:successful\_registration  
**5,108**  
↑ 55.3%

Purchase revenue  
**60,922.50 lev**  
↓ -26.9%

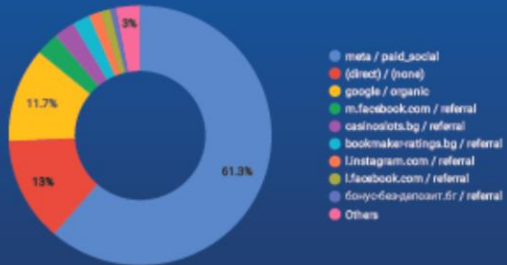
keyEvents:deposit  
**298**  
↑ 16.9%



### Purchases by source



### Registrations by source



### Performance by geographic location

City	Sessions	keyEvents:successful_registration +	keyEvents:deposit	keyEvents:purchase	Purchase ...
1. Sofia	28,333	3,027	178	19,848	35,301.5 lev
2. (not set)	5,189	506	90	3,192	5,707 lev
3. Burgas	2,591	271	21	1,824	3,003.5 lev
4. Varna	1,283	120	4	935	1,997 lev
5. Plovdiv	899	106	2	522	731 lev
6. Pleven	859	91	5	610	1,109.5 lev
7. Ruse	599	61	3	498	886 lev
8. Silvan	454	53	0	235	379.5 lev
9. Vidin	381	48	1	326	783 lev
10. Dobrich	384	43	1	329	459 lev
11. Montana	238	30	2	190	349.5 lev
12. Stara Zagora	387	30	2	166	247 lev
13. Pernik	368	30	1	650	1,086 lev
14. Pazardzhik	551	29	2	202	262 lev
15. Veliko Tarnovo	351	27	4	333	740.5 lev
16. Shumen	348	24	1	159	247 lev
17. Vratsa	263	24	1	195	323.5 lev
18. Sofia Province	252	23	1	97	131 lev
19. Haskovo	197	23	0	163	202 lev
20. Pleven Province	291	20	0	42	76.5 lev
Grand total	47,831	5,108	298	34,516	60,922.5 lev

# Igra BG - Meta - Performance Report

Aug 1, 2024 - Aug 31, 2024

## Overview

Website Purchases  
**10,845**  
↓ -4.8%

Purchases Conversion Value  
**13,228.59 €**  
↑ -6.7%

Amount Spent  
**5,032.61 €**  
↓ -7.2%

Website Purchase ROAS  
**2.63**  
↑ 0.6%

Cost per Purchases  
**0.46 €**  
↓ -2.6%

Reach  
**475,592**  
↓ -8.6%



## Campaign performance

Campaign	Amount Spent	Website Purchases
1. 2024   AON   Prospecting   Advantages   Maximize Registrations Campaign	3,608.21 €	6,764
2. 2024   AON   Prospecting   Advantages   Maximize Purchases Campaign	1,275.53 €	4,063
3. 2024   AON   Prospecting   Standard   Maximize Reach	148.87 €	18
<b>Grand total</b>	<b>5,032.61 €</b>	<b>10,845</b>

## Ad performance

Campaign	Thumbnail URL Image	Impressions	Reach	Website Purchases	Website Purchase ROAS
1. 2024   AON   Prospecting   Advantages   Maximize Registrations Campaign		443,004	165,065	3,146	2.54
2. 2024   AON   Prospecting   Advantages   Maximize Registrations Campaign		311,863	72,108	2,147	2.92
3. 2024   AON   Prospecting   Advantages   Maximize Purchases Campaign		296,613	67,049	1,968	3.88
4. 2024   AON   Prospecting		68,640	27,907	670	4.09
<b>Grand total</b>		<b>2,054,702</b>	<b>475,592</b>	<b>10,845</b>	<b>2.63</b>

# Ugra BG - GA4 - Performance Report

Jul 1, 2024 - Jul 31, 2024

## Overview

keyEvents:purchase  
53,123  
↑ 9.1%

keyEvents:log\_in  
37,356  
↑ 4.6%

keyEvents:successful\_registration  
3,289  
↓ -0.7%

Purchase revenue  
83,308.50 lev  
↑ 8.3%

keyEvents:deposit  
255  
↑ 6.5%



## Purchases by source



## Registrations by source



## Performance by geographic location

City	Sessions	keyEvents:successful_registration	keyEvents:deposit	keyEvents:purchase	Purchase ...
1. Sofia	30,813	1,898	163	31,395	40,841 lev
2. (not set)	5,515	334	18	4,624	7,225.5 lev
3. Burgas	3,482	219	9	3,272	5,096 lev
4. Varna	1,350	89	7	1,321	2,157.5 lev
5. Plovdiv	1,260	59	12	992	1,819.5 lev
6. Pleven	854	42	4	790	1,211 lev
7. Ruse	661	36	3	597	785.5 lev
8. Veliko Tarnovo	359	35	2	369	761.5 lev
9. Stara Zagora	323	19	3	434	639.5 lev
10. Dobrich	341	19	0	301	529.5 lev
11. Gabrovo	264	19	0	234	369 lev
12. Silven	375	18	1	310	395.5 lev
13. Vratsa	347	18	1	397	603 lev
14. Vidin	373	17	1	375	462 lev
15. Pleven Province	300	17	0	189	232 lev
16. Montana	297	16	1	284	374.5 lev
17. Pernik	354	16	0	341	423 lev
18. Yambol	205	15	0	210	324.5 lev
19. Lom	91	14	1	54	163 lev
20. Haskovo	200	14	1	282	373.5 lev
Grand total	53,000	3,289	255	53,123	83,308.5 lev

# Igra BG - Meta - Performance Report

Jul 1, 2024 - Jul 31, 2024

## Overview

<b>Website Purchases</b> <b>11,389</b> ↓ -0.3%	<b>Purchases Conversion Value</b> <b>14,176.07 €</b> ↑ 4.6%	<b>Amount Spent</b> <b>5,424.52 €</b> ↑ 7.8%	<b>Website Purchase ROAS</b> <b>2.61</b> ↓ -3.0%	<b>Cost per Purchases</b> <b>0.48 €</b> ↓ 8.1%	<b>Reach</b> <b>520,463</b> ↓ -13.4%
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## Campaign performance

Campaign	Amount Spent	Website Purchases
1. 2024   AON   Prospecting   Advantage+   Maximize Purchases Campaign	2,814.87 €	7,703
2. 2024   AON   Prospecting   Advantage+   Maximize Registrations Campaign	2,299.68 €	3,623
3. 2024   AON   Prospecting   Standard   Maximize Reach	309.97 €	63
<b>Grand total</b>	<b>5,424.52 €</b>	<b>11,389</b>

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## Ad performance

Campaign	Thumbnail URL Image	Impressions	Reach	Website Purchases	Website Purchase ROAS
1. 2024   AON   Prospecting   Advantage+   Maximize Purchases Campaign		619,863	115,265	5,413	3.63
2. 2024   AON   Prospecting   Advantage+   Maximize Registrations Campaign		254,719	70,041	1,702	1.88
3. 2024   AON   Prospecting   Advantage+   Maximize Purchases Campaign		231,056	66,348	1,638	2.91
4. 2024   AON   Prospecting		416,864	139,493	1,592	1.95
<b>Grand total</b>		<b>2,682,064</b>	<b>520,463</b>	<b>11,389</b>	<b>2.61</b>

# Igra BG - GA4 - Performance Report

May 1, 2024 - May 31, 2024

## Overview

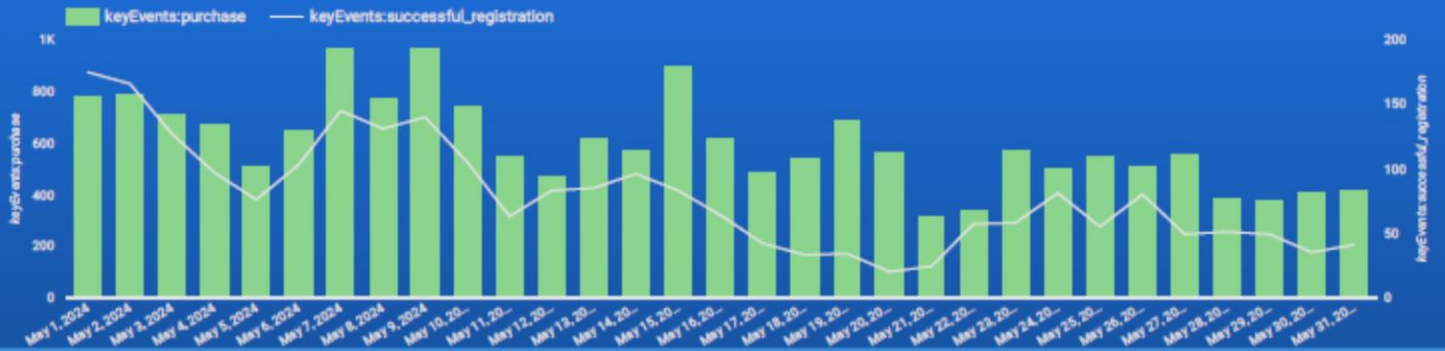
keyEvents:purchase  
**18,501**  
↑ 115.6%

keyEvents:log\_in  
**14,168**  
↑ 141.9%

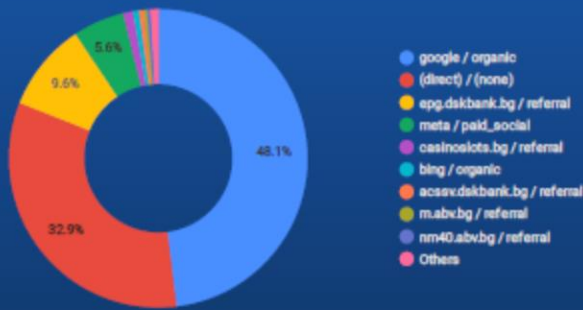
keyEvents:successful\_registration  
**2,448**  
↑ 112.5%

Purchase revenue  
**39,957.50 lev**  
↑ 126.5%

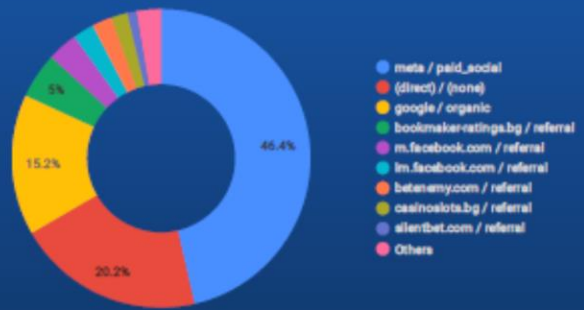
keyEvents:deposit  
**493**  
↑ 99.6%



## Purchases by source



## Registrations by source



## Performance by geographic location

City	Sessions	keyEvents:successful_registration +	keyEvents:deposit	keyEvents:purchase	Purchase ...
1. Sofia	19,555	1,523	343	12,399	27,780.5 lev
2. (not set)	2,167	185	25	828	1,719.5 lev
3. Varna	1,535	121	24	900	1,919.5 lev
4. Plovdiv	861	62	16	425	1,031.5 lev
5. Burgas	588	44	7	391	770 lev
6. Pleven	646	32	3	411	491 lev
7. Vratsa	197	26	3	191	322 lev
8. Dobrich	200	25	1	77	172 lev
9. Stara Zagora	212	23	4	63	96 lev
10. Veliko Tarnovo	301	22	5	181	300 lev
11. Ruse	509	21	5	202	364.5 lev
12. Sliven	151	18	2	10	49 lev
13. Shumen	139	15	3	99	185 lev
14. Vidin	162	14	0	14	33.5 lev
15. Dupnitsa	180	13	1	148	262.5 lev
16. Blagoevgrad	111	12	2	34	82 lev
17. Montana	106	12	0	11	15 lev
18. Pleven Province	130	12	0	5	2.5 lev
19. Pazardzhik	305	11	0	27	127.5 lev
20. Kazanluk	46	11	0	0	0 lev
Grand total	30,844	2,448	493	18,501	39,957.5 lev



# Igra BG - Meta - Performance Report

May 1, 2024 - May 31, 2024

## Overview

Website Purchases  
**4,617**  
↑ 258.2%

Purchases Conversion Value  
**7,069.05 €**  
↑ 297.7%

Amount Spent  
**3,532.09 €**  
↑ 334.8%

Website Purchase ROAS  
**2.00**  
↓ -8.5%

Cost per Purchases  
**0.77 €**  
↑ 21.4%

Reach  
**426,478**  
↑ 99.4%



## Campaign performance

Campaign	Amount Spent	successful registration custom conversion	Website Purchases
1. 2024   AON   Prospecting   Purchase	788.99 €	0	2,436
2. 2024   AON   Prospecting   Advantage+   Maximize Purchases Campaign	1,257.51 €	0	1,667
3. 2024   AON   Prospecting   Advantage+   Successful Registrations	731.7 €	0	425
4. 2024   AON   Prospecting   Advantage+   Maximize Registrations Campaign	407.94 €	0	89
5. Публикации „Бенгоо“	0.37 €	0	0
6. Публикации „Още малко повече от 2 дни до тегленето на...“	25 €	0	0
7. Публикации „Воска събота играем за Джекпот 25000на на www.igra.bg“	25.73 €	0	0
8. Публикации „Лича Кейч С 1 лв за 1000 лв. Игва на всеки...“	22.11 €	0	0
<b>Grand total</b>	<b>3,532.09 €</b>	<b>0</b>	<b>4,617</b>

## Ad performance

Campaign	Thumbnail URL Image	Impressions	Reach	Website Purchases	Purchases Conversion Value	Website Purchase ROAS
1. 2024   AON   Prospecting   Purchase		42,284	14,574	999	1,574.54 €	6.78
2. 2024   AON   Prospecting   Purchase		100,935	44,493	940	1,708.36 €	4.12
3. 2024   AON   Prospecting   Advantage+   Maximize Purchases Campaign		107,529	30,529	856	1,308.41 €	2.7
4. 2024   AON   Prospecting   Advantage+   Maximize Purchases Campaign		121,225	48,933	584	715.65 €	1.41
5. 2024   AON   Prospecting   Purchase		21,776	11,596	299	401.71 €	3.47
6. 2024   AON   Prospecting   Advantage+   Successful Registrations		167,249	58,328	287	403.57 €	0.73
<b>Grand total</b>		<b>1,141,957</b>	<b>426,478</b>	<b>4,617</b>	<b>7,069.04 €</b>	