

September 25th, 2017

OtherLevels Wins Leading U.K. Wagering Affiliate and Publisher

OtherLevels Holdings Limited (ASX: OLV) ("OtherLevels") has announced that it has signed a leading U.K. wagering affiliate and publisher.

The company is a leading publisher of reviews of other wagering sites, and also through its affiliate operations is a source of traffic for major wagering operators.

OtherLevels will initially work with the company to deploy three message types - Web Push, Interstitials, and Inbox messaging within OtherLevels Intelligent Messaging for Conversion framework. OtherLevels digital marketing strategists will work with the in-house team to build conversion journeys for site visitors to increase conversion and reduce acquisition costs. This will be supported by campaigns to drive uplifts in user engagement, and returning user traffic.

Brendan O’Kane, OtherLevels Managing Director, commented, “We are very pleased to be working with this new client. Publishers and affiliates have traditionally relied on brand spend, and advertising based acquisition to fuel growth. OtherLevels with Intelligent Messaging for Conversion, enables publishers and affiliates to convert more unknown site visitors into known users, hence increasing conversion, and reducing acquisition costs. We are confident that success with this client, together other recent wins, will lead to further success across the publishing and affiliate sectors.”

- ENDS -

About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in Europe, the US and Australia.

The OtherLevels platform enables clients to ***acquire sooner, engage smarter*** and ***retain longer*** across desktop, mobile web and apps audiences. The OtherLevels platform offers both ***Intelligent Messaging for Conversion***, and ***Intelligent Messaging for Marketing Clouds and CRM***, hence delivering both acquisition and engagement capabilities for digital marketers. OtherLevels leading clients include Camelot (UK), Tatts, Coles, Flight Centre, IHG, LadbrokesCoral, Betfred, Doubledown and Playstudios.

For more information, please visit <http://otherlevels.com>

For media enquiries please contact media@otherlevels.com.