

Interactive set for inaugural ICE appearance

Retention specialists to showcase its (Re)activation Cloud at stand N9-252

Malta, Monday 21st January 2019: Interactive will be exhibiting at ICE for the first time this year, showcasing its range of innovative player retention solutions.

Delegates heading to stand **N9-252** will be able to find out more about the company's innovative [\(Re\)activation Cloud](#) service, which is designed for comprehensive player reactivation.

The solution, which was first unveiled ahead of SiGMA in 2018, is the iGaming industry's first AI-driven platform for large-scale personal player retention and win-back.

Operators connect to Interactive's proprietary platform for player reactivation and activation with 100% maintained real-time control, where they can re-engage with their player base through Interactive's one-to-one personal conversations, which results in up to 50% of players re-depositing.

In addition, (Re)activation Cloud safeguards both operator and customer data to ensure it adheres to the most stringent of regulatory frameworks as well as responsible gaming measures.

Interactive CEO [Mikael Hansson](#) said the company is extremely excited to be exhibiting at the industry's largest trade event for the first time.

He said: "Following a hugely successful SiGMA at the end of last year, we're all set to make our debut appearance and showcase our highly-effective retention products at ICE 2019.

"As new regulation kicks in that will affect the way in which operators can target their customer base, now is the perfect opportunity to consider new approaches to player engagement.

"At stand **N9-252**, delegates can discover how our services, including the (Re)activation Cloud, can help operators tap into an existing customer base and guide them to reactivating in a [responsible manner](#)."

To arrange a meeting with Interactive at ICE 2019, please contact us at info@enteractive.com.