

SUCCESS STORY



Lucky Elektra is a modern and innovative online casino and sportsbook, whose theme revolves around an exciting superhero that provides an unforgettable gaming experience that players won't want to miss.

They offer a wide variety of sports and betting markets with high odds, including soccer, basketball, tennis, volleyball, baseball and more. They also feature thousands of pre-match odds and live sporting events to win big while supporting your favorite team.

Lucky Elektra Casino offers top-notch online casino games from the best industry providers, including Live Casino games too. There are a ton of games for customers to choose from, including the recently added Walking Dead slot game.

Users are also able to upgrade their superhero with a variety of costumes available, along with fun challenges where they can defeat bosses to earn free spins! With their sharp comic design and unique visuals, customers will not only love the games, but the theme as well.

Their website features 24/7 live chat support and Lucky Elektra is accessible on any device. They also have a variety of banking methods available for customers, including Crypto options, and support in many languages, including English, French and Portuguese.



THEIR GOALS



Lucky Elektra is searching to **build out their userbase and reaching new users to educate them about their exciting brand and its offers.**



They also have aims to **improve in the crypto vertical**, as they have added a variety of payment options for customers.



Continue to **build out their affiliate program and userbase in new markets.**

As a newer sportsbook and casino, one of the main goals for Lucky Elektra is to begin building out their userbase and reach new users to educate them about their exciting brand, games and offers.

Lucky Elektra provides a unique platform for customers, with its user incentives, impressive selection of sports to bet on, fun casino games, and strong 24/7 customer support so it'll be paramount to emphasize these when using affiliate marketing techniques.



STEPS TO TAKE

With the help of Income Access, work together to build a network of affiliates to develop the customer base for Lucky Elektra.

While reaching out to new audiences, continue to increase brand awareness and player satisfaction, with a variety of exciting offers for users and unique games to play.

Adding new languages, like Japanese, and promoting in new areas, like LATAM, to increase traffic and connect with new players.

Lucky Elektra also aims to improve its reach in the crypto vertical, as they have added a variety of payment options for users who prefer to use that banking option. As cryptocurrencies became more and more relevant across the iGaming space, Lucky Elektra is working to get ahead of the curve and offer their users a plethora of payment options.

On top of building out their program and userbase in markets they've already entered, the plan is to also incorporate new areas into their marketing strategy, to keep extending their reach in the iGaming world.

Lucky Elektra and Income Access launched their affiliate program together back in June of 2021, working together to build a group of affiliates to showcase Lucky Elektra's impressive collection of games and features to prospective users. On top of that, the aim was to emphasize the terrific offers available to both affiliates, in terms of commissions, but also to players, in terms of exciting bonuses.

While reaching out to new audiences, the hope is to **continue increasing brand awareness and player satisfaction**, with a variety of exciting offers for users and unique games to play. Lucky Elektra is consistently updating their site with new games for customers, along with strong gamification options that encourage users to revisit the site for valuable rewards.

As they continue to grow in their main markets, Lucky Elektra and Income Access have aims to continue that growth in new markets as well. By adding new languages, **like with their recent addition of Japanese**, or promoting in new areas, **as they're currently doing in Latin America**, the hope is to continue increasing traffic and connect with new players.

RESULTS

The partnership between Income Access and Lucky Elektra has led to exciting results thus far and the hope is these will continue as Lucky Elektra enters new markets and reaches new users. Since launching their affiliate program back in early June of 2021, one of the main goals was to build a network of affiliates to help promote Lucky Elektra's exciting product. Since beginning the partnership, **over 200 affiliates have signed up with Lucky Elektra** and there are **currently 138 active affiliates** promoting Lucky Elektra to their audiences, up from 12 in June 2021.

With the help of this growing affiliate network, Lucky Elektra has seen their userbase grow and engage with all their offerings. **Over the last seven months, there have been over 1 million deposits made at Lucky Elektra that came through the affiliate program. Their conversion rate also steadily grew throughout 2021, ending at a high of 59% for the month of December.** NGR also steadily grew month to month, seeing an increase of nearly 8700% when comparing June to December of 2021.

Going forward, the goal for Income Access and Lucky Elektra's partnership is to continue promoting their exciting brand and offers to more customers in new markets.



AFFILIATES STATS

200+
affiliates have
signed up

138
active affiliates
promoting the
brand

1M+
deposits made
came through
the affiliate
program

59%
conversion rate
for the month
of December



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