**TYPE OF PROMOTION**

- Tournament
- Rebate
- Task Driven
- Combination

**OBJECTIVES OF PROMOTION**

- Increase average DAU
- Improve daily new UAP
- Increase average daily total bet

**TOP PERFORMING GAMES FOR PROMOTION CAMPAIGNS**

- Riches in the Rough
- Leprechaun Legends
- Fortune Turtle
- Savanna King
- Da Hong Bao
- GongXi FaCai
- Year of the Rat
- Panda Pursuit: Royal Edition
- Dragon Blast
- Jungle Jam

**ELEMENTS OF CUSTOMISED PROMOTION WEBPAGE DESIGN**

- HTML
- CSS
- Video
- How to play
- Responsive