

# Player retention agencies

Blask for Player retention agencies

Blask gives retention teams live signals on game releases, brand momentum, and GEO-level shifts, so you know who needs help now and what to promote next.

## With Blask

### Show players what's hot — right now

Identify new game releases and promote them fast. Track surging titles and surface them in CRM, push, and on-site promos.

### Prioritize accounts that are slipping

Monitor brands across regions to spot who needs services most. See YoY/MoM momentum and Blask Index lift by GEO to time retention outreach where impact is highest.

### Evidence, not opinions

Understand what's moving the needle (offline + online). Attribute visibility/search lift during and after campaigns to tune bonus packs and creator budgets.

### Always-on retention radar

Automate alerts & weekly health checks. Get shortlists of at-risk brands, rising games, and GEOs that need immediate action.

## Make your next retention win inevitable

Blask — the blueprint for profit-first growth.



## Impact in numbers



### Interactive — timing retention where it matters

**How** Identify new releases, highlight them to players, and monitor brand performance by GEO to pinpoint who needs retention now.

**Result** Up-to-date signals on which operators need retention services.



### Clever Advertising — see the full market picture

**How** Use Blask to detect the most promising newcomers and understand market dynamics end-to-end.

**Result** Earlier identification of high-potential brands for targeted retention partnerships.



### Stake — navigating Brazil's 2025 regulation

**How** "Blask Index gave an accurate picture of who adjusted best to the new landscape." "In Feb/Mar 2025 we spotted a brand with huge growth on Blask Index — it was off our radar. They're now a client and collaboration is excellent."

**Result** Faster discovery of breakout operators and relevant games to promote.



### TAG Media — research, insights, and education in one toolkit

**How** From affiliate discovery to market assessment and client training, Blask powers strategy and hands-on guidance for retention tactics.

**Result** Stronger client strategies and clearer education programs.



### North Star Network — first-mover advantage on 'hot' companies

**How** Use Blask as a hunting list to find fast-growing projects before they scale; reach out with personalized offers to lift conversion into performance and IT contracts.

**Result** Higher win rates via personalized outreach to fast-growth targets.