



Socialtype™ Launches Gaming Player Acquisition and Rewards Platform across Social Networks

Socialtype's proprietary software solutions provide game companies with the most effective and least expensive player acquisition strategy available by leveraging player-to-player relationships across all major social networks

SAN FRANCISCO and PARIS, Dec. 6, 2011 /PRNewswire/ -- Socialtype™ introduces its SaaS (Software as a Service) platform, called Bamboo™, to the Gaming Industry at GameConnection 2011 in Paris. Bamboo is the company's flagship Player Acquisition, Loyalty and Rewards Platform which leverages [Facebook](#), Foursquare and Twitter. Any game company looking to take advantage of the 800+ million audience that Facebook offers can have its own branded "Ambassadors Club" right out of the box. The platform offers the most entertaining, compelling and inexpensive way for game developers and publishers to distribute content on social networks and recruit new players by leveraging the friends of core players and fostering ongoing Player-to-Player relationships. With Bamboo, game companies can slash user acquisition costs, while increasing the engagement, retention and lifetime network value of their current player base.

[Socialtype](#) is helmed by former Acclaim Games' Game Director and Director of Marketing, Steven-Elliot Altman, who is responsible for repurposing Bamboo, which has already achieved success in the branded marketing space. Bamboo was named "one of the four must-have Facebook platforms" in 2010 by iMedia Connection, and Altman's primary task has been to transform it from a highly effective branding machine into a powerhouse Player Acquisition tool.

"I wanted to turn Bamboo into the player acquisition resource I always wished I had, and now we've done it," Altman comments. "The average gamer on Facebook has 240 Friends, and Bamboo expands that traditional 1:1 reach to a whopping 1:240. For example, one Bamboo client had 44,000 total users when they started. Sixty days later, after launching Bamboo, their reach was increased by 1,012,000 completely new prospects who obviously share similar interests. It's about giving your already-loyal players the tools they need to spread the word to their friends who include both hardcore and casual gamers. Newly acquired players are likely to be mentored by their friends who referred them and tend to stay in the game longer. All the advertising in the world can't beat that. People play what their friends are playing. Period. All of our products are geared toward enabling, fostering, and rewarding that bond."

As of today, Socialtype already has fourteen properties rolling out their own customized versions of Bamboo on multiple social networks, the first of which will be MindArk's highly successful MMORPG [Entropia Universe](#). David Simmonds, MindArk's CEO said, "Entropia

lives on the web. It's not designed as a Facebook game, so the ability for us to have a living, breathing presence on Facebook, using our Bamboo app, is exciting for us. We think our players can and will market us better than anyone else through the app."

Bamboo utilizes all the traditional game mechanics that most game companies have already honed, including badges, leader boards, in-game events, forums, add-a-friend programs, screenshot contests, couponing, sweepstakes and combinations. These assets can now be repurposed by Bamboo through social media outlets as wall posts, polls, in-mails, tweets, check-ins and even competitive and cooperative awards. Bamboo engages players in a compelling way by encompassing these familiar activities in a VIP Ambassador experience that promotes loyalty from your most valued players.

Socialtype representatives will be seeking new game clients at GameConnection, on Dec. 6-8 in Paris, France. To book an appointment, please contact sales@socialtype.com.

About Socialtype

San Francisco, CA-based Socialtype is a leading developer of social media applications for the game industry. Bamboo, Socialtype's flagship Social Rewards Platform for Facebook and Twitter, is the most effective player acquisition tool available on social networks. It allows any game company to have its own branded "Ambassadors Club" right out of the box. The platform offers an entertaining, compelling and inexpensive way for game developers and publishers to distribute content and recruit new users by leveraging the friends of core players. With Bamboo, game companies can slash user acquisition costs, while increasing the engagement, retention and lifetime network value of their current player base. For more information on Socialtype services, please visit <http://www.socialtype.com>.

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About MindArk

[MindArk](#) is the developer of the virtual 3D environment Entropia Universe. It is the leading platform for micro transaction driven 3D virtual worlds and MMO games. The Swedish company MindArk, develops, operates and markets Entropia Universe and the Entropia Platform. Entropia Universe is a 3D internet virtual environment with a unique, integrated economic system and stunning graphics. The Entropia Platform is a secure entertainment and business platform, enabling companies and organizations all over the world to build content on differently themed planets all connected inside Entropia Universe. For more information on MindArk please go to our website at <http://www.mindark.com>

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