



## NEWS RELEASE

### **FAST TRACK CRM Selected by The Multi Group to Increase Player Engagement**

**Malta, 12th June 2019** – FAST TRACK (<https://www.fasttrack-solutions.com/>) has signed a major deal to provide online lottery betting operator The Multi Group, who are known for brands such as Multilotto and Multicasino, with its innovative CRM technology.

FAST TRACK will provide Multilotto, which has an international player-base in more than 135 countries, with a bespoke solution that will allow the operator to put individual moments in a player's unique lifecycle at the center of its engagement strategy.

This means being able to target players in real-time with the right offer at the right moment and through the right channel.

FAST TRACK CRM has been developed specifically for the iGaming industry, and helps operators to deliver a truly individual experience to their players. It allows operators and their marketing teams to do this from a single place.

**Mark Knighton, COO, at Multilotto, said:** "We have a clear vision for our future commercial direction and player engagement, and FAST TRACK have built the only CRM tool that can support that.

"The time saved by having all aspects of our engagement distributed from one system, and the level of automation the platform allows for, will free up our team to focus on revolutionising the player experience in our multiple product verticals."

**Simon Lidzén, Co-founder and CEO of FAST TRACK, said:** "Our ongoing discussions have reinforced our belief that Multilotto are ahead of much of their competition in their approach to player experience and we are pleased to be helping them take that to the next level.

"We look forward to delivering a fully customised solution that will empower Multilotto to achieve their ambitions."



ENDS

Editor's notes:

**About The Multi Group:**

The Multi Group operates Multilotto which is one of the leading international betting services for lotteries offering secure and competitive bets. No matter your location, you can bet on the biggest lottery jackpots from around the globe, accessing lottery giants such as the Powerball and Mega Millions from the comfort of your home.

<https://www.multilotto.com/en>

**About FAST TRACK:**

Founded in 2016, FAST TRACK is an award-winning iGaming technology and service provider, with a vision of simplifying the online casino business. FAST TRACK delivers auxiliary services including the only CRM tool built for iGaming.

<https://www.fasttrack-solutions.com/crm>  
[sales@fasttrack-solutions.com](mailto:sales@fasttrack-solutions.com)

Media Contact:

Lyceum Media PR Team  
[prteam@lyceummedia.com](mailto:prteam@lyceummedia.com)