

Tangiamo, through its strategic partner Manserio, will partner with Optimove, the #1 Player Engagement Platform

Manserio, a leader in iGaming backend platform services, is strengthening its CRM and marketing capabilities through the collaboration.

Gothenburg, Sweden, 15 October, 2025 – Tangiamo Touch Technology AB ("Tangiamo") announced today that its strategic partner, Manserio, has entered into a partnership agreement with Optimove, the creator of Positionless Marketing and #1 Player Engagement Platform for iGaming and sports betting operators.

Through this agreement, Manserio will leverage Optimove's advanced AI-driven customer engagement and marketing orchestration solutions to strengthen its offering to iGaming operators. The partnership provides Manserio's clients with access to more personalized player journeys, enhanced customer retention strategies, and data-driven marketing campaigns.

"Manserio is a leader in backend platform services tailored for iGaming. They share our commitment to delivering innovative, personalized, and data-driven marketing solutions to the iGaming industry," said Adi Dagan, Senior Director of Partnerships, Optimove. "Together we will help Manserio's customers optimize player engagement and drive sustainable long-term growth."

"This collaboration with Optimove represents a significant step for our strategic partner Manserio in strengthening their service portfolio," said Chris Steele, CEO, Tangiamo Touch Technology AB. "By combining Optimove's world-leading CRM and marketing automation capabilities with Manserio's next-generation iGaming solutions, we see great potential to deliver even greater value to operators and, ultimately, to Tangiamo's growing network of partners and clients."

About Optimove

Optimove is the creator of Positionless Marketing and the #1 Player Engagement Solution for iGaming and sports betting operators. Positionless Marketing frees marketing teams from the limitations of fixed roles, giving every marketer the power to execute any marketing task instantly and independently. Positionless Marketing has been proven to improve campaign efficiency by 88%, allowing marketing teams to create more personalized engagement with existing customers. For two years running, Optimove has been positioned as a Visionary in Gartner's Magic Quadrant for Multichannel Marketing Hubs, recognized for its AI-driven decisioning, prescriptive insights, and proven ability to orchestrate thousands of personalized campaigns in real time across channels. AI-led marketing is a hallmark of Optimove's visionary leadership.

By embedding AI directly into its platform as early as 2012, Optimove paved the way for today's Positionless Marketing standard. Its Positionless Marketing Platform includes Optimove Engage and Orchestrate for cross-channel campaign decisioning and orchestration; Optimove Personalize, a digital personalization engine; and Optimove Gamify, a loyalty and gamification platform.

Today, its comprehensive AI-powered suite is at the leading edge of empowering marketers to streamline workflows from Insight to Creation and through Optimization. Optimove provides industry-specific and use-case solutions for leading consumer brands globally.

For more information, visit [Optimove.com](https://optimove.com).

About Manserio

Manserio is a next-generation iGaming platform and managed services provider, founded by industry veterans and backed by Tangiamo Touch Technology AB. The company offers scalable B2B and B2C solutions powered by its proprietary PAM system. Partnering with leading providers including Optimove, Manserio delivers agile, enterprise-grade solutions that help operators scale rapidly in both emerging and regulated markets.

About Tangiamo Touch Technology AB

Tangiamo Touch Technology AB ("Tangiamo") develops, markets, and sells innovative gaming solutions. Tangiamo's products are used by operators worldwide, combining engaging player experiences with operational efficiency.

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