

Press Release

Pick'em - vAudience becomes licensee of the *DFL Deutsche Fußball Liga* with its prediction game for the Bundesliga



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vAudience, an innovative IT company from Wuerzburg, Germany, celebrates the release of its exciting Bundesliga prediction game called Pick'em today. As a licensee of the *DFL Deutsche Fußball Liga*, the company has made it its mission to inspire companies with an entertaining and exciting prediction game that lasts until the very last day.

The new WebApp allows sports enthusiasts to bet on the final results of each matchday of the Bundesliga and to score points by answering a variety of bonus questions. This keeps the suspense high right up to the last match day, because every point won represents a ticket in the final draw for the Pick'em winners.

Germany is a soccer country: 33 million Germans describe themselves as soccer fans and 29.5 million people feel a close bond with their favorite club. This offers companies the unique opportunity to inspire their customers with an exciting and entertaining prediction game for the Bundesliga. For companies, this offers the ideal opportunity to increase participants' loyalty to their own brand by giving away prizes of their choice at the end of the

prediction round. In this way, shared sports enthusiasm unites companies and customers with plenty of fun and entertainment.

Pick'em is a WebApp that companies can easily integrate into their own websites. Customers or readers register with their email address and answer exciting questions about each match day. Every correct tip is rewarded with points. However, the leader of the leaderboard is not necessarily the winner at the end of the second round. Instead, every single point is turned into a lottery ticket, so that even the last-place finisher has a chance of winning and can enjoy betting right up to the very last matchday. Even with only one point you can win the main prize in the end. This keeps the suspense alive until the winner is announced.

"The Bundesliga is just the beginning. We want to make our innovative prediction game available to all sports enthusiasts in a wide range of sports. Basketball, handball, American football and much more are in the pipeline. Of course, major events such as the European Championship and World Cup will also be covered in the future. We use the fun of sports to increase customer loyalty in a playful way," explains vAudience Managing Director Dr. Toni Wagner.

"We are delighted to be able to offer our readers an entertaining and exciting prediction game for the Bundesliga with Pick'em. It's great to witness the enthusiasm of our customers as they try to answer the varied bonus questions correctly," explains Johannes Heinen, Managing Director of the publishing company Heinen.

The interactive WebApp can be used by any company and integrated into its own website with just a few clicks.

About vAudience:

vAudience is an aspiring international SaaS (Software as a Service) company based in Wuerzburg, Germany. More than 40 employees work on the development of software solutions in the B2B segment. The products focus on fan engagement, gamification, sponsoring opportunities and monetization.

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Contact lisa.dietrich@vaudience.net to make the Pick'em available to your customers as well. For more information, visit <https://vaudience.net/pickem>