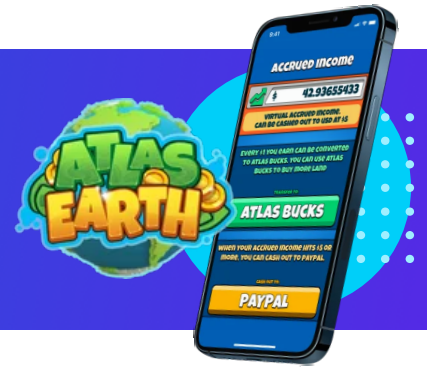


Play, Stay and Earn:

How Access Delivers Engagement AND Real Cashback Rewards for ATLAS:EARTH's Unique Metaverse Game



EXECUTIVE SUMMARY

ATLAS:EARTH is a mobile rewards app that lets players purchase virtual land mapped to real-world locations and earn real cash through virtual rent. With 5 million downloads and 1 million monthly active users, ATLAS:EARTH is pioneering a new category of entertainment where digital engagement translates into real-world rewards. To date, ATLAS:EARTH players across the globe have earned more than \$8 million in cashback. Based in Austin, TX, ATLAS:EARTH is redefining the intersection of gaming, community, and economic opportunity. Learn more at www.AtlasEarth.com, and download ATLAS:EARTH from the Google Play or App Store to join in on the fun!

To boost player satisfaction, Atlas Reality partnered with Access Development to integrate a travel booking engine into its game. This feature delivers deeply discounted hotel rates in the real world, but also rewards players with in game currency for hotel bookings and theme park tickets.

ABOUT ATLAS REALITY

Launched in November of 2021, Atlas Reality is both a game studio and loyalty company that merges digital experiences with the real world. ATLAS:EARTH now operates in more than fifteen countries with active plans to continue expanding internationally.

As explained by VP of Marketing Elizabeth Cattell, ***“ATLAS:EARTH is more than a mobile game. It is a one of a kind experience that overlays a virtual world onto real, physical locations. Players purchase virtual land using Atlas Bucks and earn virtual rent from those properties, which can be redeemed for real cash.”***

Players can buy land only when they are in a location verified by their phone location. This unique feature encourages land purchases in places where users travel for business or leisure. As players began traveling far and wide to purchase more land to commemorate their travels, Atlas recognized a powerful business opportunity: to integrate a private-labeled travel booking engine into the game and reward users with Atlas Bucks whenever they book travel within the game.

KEY CHALLENGES FACED BY ATLAS

For any online gaming experience, player “stickiness” is among the most important metrics to measure. The challenge was to integrate a new in-game benefit without disrupting the game, but to also boost users’ passion for the game itself. By adding a new opportunity to earn in-game currency, they hoped to drive player adoption, engagement and retention.

THE ROLE OF ACCESS DEVELOPMENT

Through its network of private discounts at 850,000+ hotels, airlines and rental cars worldwide, Access aimed to incentivize travel bookings among ATLAS:EARTH users. Players could not only book their travel at significantly reduced rates as compared to popular online booking sites, but it also offered Atlas Reality the opportunity to generate transactional revenue from their travel bookings. Atlas could either keep that revenue for its bottom line or pass it along to the players to make the game even more compelling and rewarding.

TESTING INNOVATIVE SOLUTIONS

Once Atlas and Access finished integrating the travel booking engine into the game in January 2024, they began seeing a promising trend in player engagement.

Hoping to take advantage of the upcoming busy summer travel season, Atlas sought to incentivize more travel bookings during this crucial summer travel window. Teaming up with Access, they initiated a limited-time targeted promotion where players earned a higher rate of Atlas Bucks for each booking made in July.

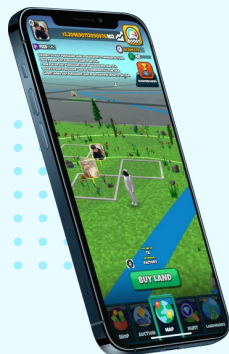
This approach not only strengthened the player's connection to the game, but it also encouraged greater engagement, fostering a continuous cycle of travel, earn, and play.

BROADER APPLICATIONS FOR OTHER BUSINESSES

ATLAS:EARTH's use of cash back rewards serves as a blueprint for other industries aiming to boost engagement and loyalty. By linking tangible rewards to nearly any real-world or digital currency, innovative entrepreneurs can engage their audiences by leveraging this cashback-generating engine. Whether the audience is in retail, finance, social media, or education, Atlas Reality and Access have demonstrated it's possible to increase engagement AND revenue, while also increasing your organization's overall value proposition.

CONCLUSION AND KEY TAKEAWAYS

The ATLAS: EARTH and Access Development partnership illustrates the power of consumer discounts as a driver for real-world engagement. By offering discounted rates and in game rewards, the partnership has proved to boost loyalty and digital engagement.



"Our goal is always to create meaningful value for our players, and the partnership with Access has done exactly that. It gives players more ways to earn, more reasons to engage, and a real connection between the game and their everyday lives. The results we've seen in engagement and loyalty speak for themselves."

- ELIZABETH CATTELL, VP OF MARKETING ATLAS REALITY