

# SCCG Announces Strategic Sponsor Partnership with SavageTech for Gamified Avatar Retention Solution

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LAS VEGAS, NV, UNITED STATES, May 26, 2025 /EINPresswire.com/ -- [SCCG Management](#), the global leader in [gambling industry advisory services](#), is proud to announce a strategic sponsor partnership with SavageTech, the creator of the world's first true gamified avatar retention engine for sportsbook and casino platforms. This partnership will leverage SCCG's global distribution network, business development capabilities, and expansive media reach to bring SavageTech's innovative retention technology to gaming operators worldwide.

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*Stephen Crystal, Founder and CEO of SCCG Management*

bettors. At the core of the platform is a non-transferable Avatar Journey System, which rewards user activity—such as bets and spins—with progression, virtual loot boxes, and dopamine-triggering mini-game elements. This system is fully customizable, allowing brands to embed their unique identity into every aspect of the user journey—from avatar design and game elements to UI styling and language preferences.

“The ability to retain players without relying solely on costly financial incentives is a game-changer,” said Stephen Crystal, Founder and CEO of SCCG Management. “SavageTech delivers exactly that. It's a plug-and-play gamified system that enhances loyalty, reduces churn, and maximizes lifetime value—while speaking directly to a new generation of players. We're thrilled to bring this to market and support its global rollout through our partnerships and media channels.”

Built for seamless integration, SavageTech requires just a single line of frontend code and supports backend data transmission using pseudonymized information, making it fully GDPR-

compliant and privacy-conscious. The engine can run in any currency or language, features opt-in customization controls for players, and is already attracting attention from Tier 1 operators and influencers looking to differentiate their brand.

SavageTech's leaderboard and VIP gameplay mechanics create natural incentives for whale players to stay engaged longer and spend more. Its rapid implementation timeline—2 weeks to full customization and just 1 week to go live—makes it one of the most operator-friendly gamification systems in the industry.

Tom Lemke, CEO and Founder of SavageTech, said “Stephen is an iGaming legend. Being able to tap into his expertise and network is invaluable

for us. Stephen understood our mission and vision right from the get-go of what we are building at SavageTech. With his input, we can make our product even better and deliver a world-class gamification service to any operator in the world.”

Through this sponsor partnership, SCCG will provide SavageTech with global business development support, strategic introductions to operators and platforms, and integrated exposure across SCCG's newsletter, LinkedIn channels, and conference appearances.

#### About SavageTech

SavageTech is a gamified retention solution designed to combat churn and drive on-site engagement for sportsbook and casino platforms. Featuring a progression-based avatar system, daily refresh mechanics, and virtual incentives, SavageTech enables operators to replace financial bonuses with immersive, gamified experiences. Learn more at [www.savagetech.gg](http://www.savagetech.gg).

#### About SCCG Management

SCCG Management is a leading advisory firm in the global gaming industry, dedicated to driving strategic growth and maximizing revenue for over 120 client-partners across diverse iGaming verticals. With offices in North America, Latin America, Africa, Asia, Europe, and Brazil, our team of seasoned industry executives leverages global relationships to enhance product distribution and seize new market opportunities. With over 30 years of experience, we specialize in

**SAVAGE TECH**  
World's First TRUE Gamified Retention Solution

**BREAKING NEWS**

**SCCG Announces Strategic Sponsor Partnership with SavageTech for Gamified Avatar Retention Solution in the Gambling Industry**

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SCCG Announces Strategic Sponsor Partnership with SavageTech

navigating the complexities of tribal gaming, capitalizing on emerging markets, fostering igaming innovations, managing intellectual property, facilitating mergers and acquisitions, and advancing sports wagering and entertainment ventures. [Learn More](#)

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