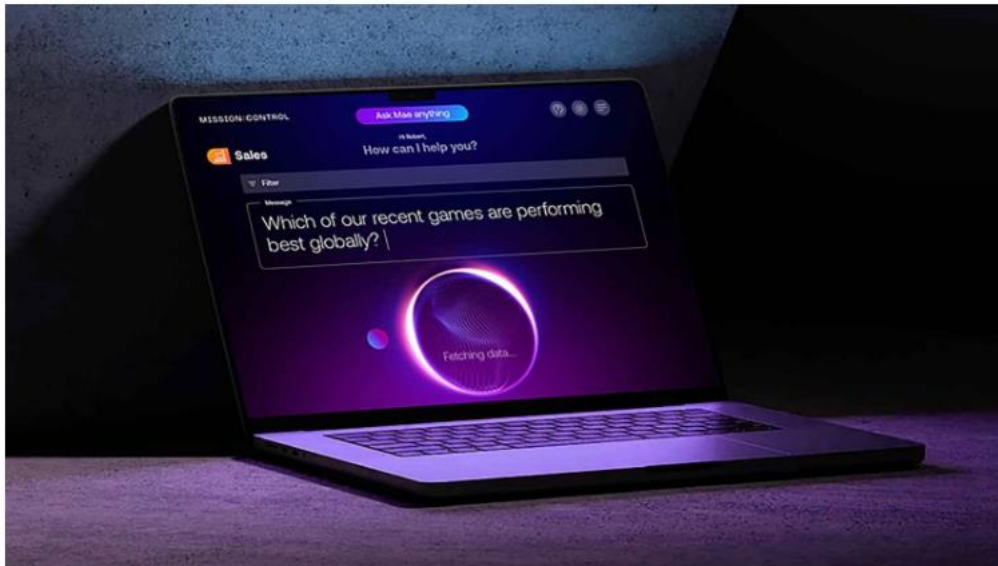


DIGITAL DISTRIBUTION

## Mission:Control and epay Enter Strategic Partnership

By combining their solutions, Mission:Control and epay want to provide the gaming industry with a comprehensive tool for making data-driven sales and marketing decisions in real time, thus optimising revenues and the effectiveness of campaigns.

Stephan Steininger 13.03.2025 16:40



**T**he strategic partnership between Mission:Control and epay brings together the Dutch company's AI-supported, data-driven real-time analysis platform with epay's global content distribution infrastructure. By combining their solutions, the partners hope to create an ideal package that helps studios and publishers to open up new ways to improve their offers and thus their revenues based on data with just one dashboard.

The solution is designed to provide real-time financial insights, AI-driven forecasting, campaign performance tracking, Fraud Detection and Risk Management.

"With real-time data insights on both financial performance and marketing campaigns, we give publishers the tools to act quickly and decisively," said Alex Croft, CEO of Mission:Control. "Our partnership with epay ensures that every transaction is accurately tracked through one AI-powered solution."

"This new partnership with Mission:Control is an important step for us," noted Kevin Caponecchi, Executive VP and CEO, epay, Software and EFT Asia Pacific Division. "Combining our modern APIs and distribution know-how with AI-driven marketing expertise helps publishers to level up their games distribution and marketing efforts. epay plays a key role in the gaming ecosystem by connecting 800,000+ retail points of sale and providing partners like Mission:Control and, ultimately, the publishers with visibility into the distribution channel, enabling them to optimize their marketing strategies, maximize reach, and drive smarter investment decisions for their game launches."