

## Press Release

Tuesday, 16.08.2022

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**ACEND and Shikenso establish sponsorship data partnership:**

**The esports organization will bank on AI solutions going forward.**

Tuesday, August 16<sup>th</sup>, 2022 - Frankfurt am Main (Germany)



Founded in 2021, Acend Club has quickly developed into a force to be reckoned with. Already hosting teams and competing at the highest international levels in multiple esports titles such as Valorant, Apex, Halo, PUBG and Rainbow 6, Acend is on a journey to establishing itself among the elite of esports. On the way to the top, one of their most pursued objectives is anchored in their DNA - transparency. The partnership with Shikenso allows Acend to solidify its strategy by putting transparency at the core of partner and community interaction. Relying on Shikenso's scalable cross-platform solution, Acend will evaluate brand partnership activations and sponsorship performance on streaming and social media channels.

**Benjamin Rolle**, Founder and Director of Acend: "Acend Club was built on being open in communication and transparent towards the community and partners. Partnering with Shikenso will allow us to better understand and deliver content tailored to our audience and fans. With the data and analytics opportunities this partnership will provide, we are eager to utilize the accurate reporting tools to better serve Acend fans as well as future partners."

**Arwin Fallah**, CEO of Shikenso: "Since its founding, Acend has been pursuing a variety of different objectives very successfully, and quickly made a name for themselves in the industry. By partnering with Shikenso, reliable partnership metrics is one less thing to worry about on their journey to the top, as the team can now track, evaluate and optimize all of their engagements and activations and use our best-in-class tools to bolster their strategy."- **END** -

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### About Shikenso GmbH

Shikenso GmbH is a Germany based analytics company working in the esports and gaming industry. By using artificial intelligence, the company enables representatives of the industry to evaluate and control their investments, sponsorships, and marketing activities in a sustainable way and furthermore creates a more transparent ecosystem towards endemic and non-endemic brands. Branded content or sponsorship assets are analyzed throughout live-streaming and social media platforms to exploit the full potential of every engagement and boost performance with reliable data.

For more information, please visit [www.shikenso.com](http://www.shikenso.com)

### About Acend Club

Acend Club is a top tier esports organization established in 2021. The organization has had a tremendous growth in its first year, and today, Acend has teams in multiple esports titles such as Valorant, Apex, Halo, PUBG and Rainbow 6 competing at the highest international levels. Acend Club is dedicated to supporting young talents, while creating a supportive community, and bringing sportsmanship, professionalism, and transparency to the forefront of its value system.

For more information, contact: [info@acendclub.com](mailto:info@acendclub.com) or visit: <https://www.acendclub.com/>

Homepage: [www.shikenso.com](http://www.shikenso.com)

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