

## Press Release

Tuesday, 13.06.2023

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**Into The Breach teams up with Shikenso Analytics in a data partnership:  
The UK-based esports organisation strengthens performance monitoring with AI solutions.**

Tuesday, June 13<sup>th</sup>, 2023 - Frankfurt am Main (Germany)



Into the Breach (ITB) has forged an exciting collaboration with Shikenso Analytics, granting the British esports organization access to an AI-powered platform for optimizing performance across streaming and social media channels. This partnership equips ITB with the tools to measure, benchmark, and enhance partner performance, empowering data-driven decisions that drive growth and success. By leveraging these advanced tools and insights, ITB aims to cultivate highly professional partnerships and solidify their position in the esports industry. Notably, ITB recently achieved a groundbreaking milestone as the first majority UK roster to qualify for a CS:GO Major, delivering an outstanding performance at the BLAST.tv Paris Major.

**Jack Curits, Head of Business Development of Into the Breach:** "As the esports industry shifts further toward data driven marketing, it's important that brands keep up - this is precisely why we're delighted to have partnered with Shikenso Analytics. Shikenso will allow us to build upon our current partnerships and aid our acquisition of new clients, while also providing us with detailed insights about our fanbase so we can better serve them."

**Arwin Fallah Shirazi, CEO of Shikenso:** "We are thrilled to join forces with Into the Breach in this exciting partnership. We understand the growing importance of data-driven marketing in the esports industry and are happy to provide ITB our platform to optimize their performance, enhance partnerships, and attract new clients. Together, we will strive to deliver exceptional results and elevate Into the Breach's position in the esports landscape."

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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 Into the Breach

Into The Breach is a UK-based esports organisation competing in CS:GO, Dota 2, Trackmania, and Sim Racing.

It is committed to growing grassroots communities within the UK while the brand shifts into being a new-look esports outfit.

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

LinkedIn: <https://www.linkedin.com/company/shikenso-gmbh>

Twitter: <https://twitter.com/ShikensoMedia>

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