

Press Release

23.09.2021

**Fairplay Management and Shikenso Analytics enter into a commercial partnership:
The influencer agency is strengthening its focus on reliable numbers and metrics.**

September 23rd 2021 - Frankfurt am Main (Germany)



The partnership between data analytics company Shikenso GmbH and Fairplay-Management GmbH aims to provide the agency with deep data insights into its digital inventory and marketing activities. The analytics solution will cover all major media channels, providing qualitative and quantitative insights into sponsorship activations and campaigns. "With the help of the data, the agency will be equipped with the best possible tools to provide first-class reporting to brand partners and make data-driven decisions", says Arwin Fallah, CEO of Shikenso GmbH. This is confirmed by Darius Karampoor, CEO of Fairplay-Management GmbH: "Shikenso's strong technological integration with our client campaigns means that we are always fully informed about the performance of ongoing and completed campaigns". Consequently, the agency will "further intensify the cooperation in the future."

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About Shikenso GmbH

Shikenso GmbH is a Germany based analytics company working in the gaming and esports industry. By using artificial intelligence, the company empowers representatives of the industry to evaluate and control their investments, sponsorships, and marketing activities in a sustainable way. Shikenso's mission is the creation of a more transparent ecosystem for endemic and non-endemic brands. Branded content and sponsorship assets are analyzed across 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

About Fairplay-Management GmbH

Fairplay Management GmbH has been supporting top talents from the gaming and lifestyle sector with a total of several million followers on the YouTube, Twitch, Instagram and TikTok platforms since 2020. We also support and advise brands that want to enter these segments or optimise their effectiveness. As "all-round" management, we organise stable long-term partnerships and honest deals between the brands and the influencers and support them in every aspect that arises. Our agency's work ethic is based on professionalism, punctuality and transparency. With this attitude, we entertain an audience of millions with unique stories and experiences.

For more information, please visit <https://fairplay-management.de>

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