

Press Release

12.04.2021

cowana Gaming x Shikenso Analytics



Strategic Data Partnership

German startup Shikenso Analytics will be assisting esports, gaming and entertainment organisation cowana Gaming through a strategic data partnership.

As part of the marketing agency cowana, the esports team cowana Gaming emerged at the beginning of 2020. Within a year, the organisation managed to be represented in 7 different game titles and got content creators and influencers on board. In Ubisoft's Rainbow Six Siege, the team is already competing at international level in the European League 2021 with big names of the scene such as G2 Esports, Natus Vincere, Team Secret or Team Vitality. On a national level, the team competes in the 1st Division of the League of Legends Prime League.

Due to the rapid and sustained growth of the organisation, strategic partnerships with potential sponsors are becoming increasingly important. In order to better assess its own value for future brand partnerships, an analytical foundation is indispensable for cowana Gaming. Through the data partnership with Shikenso, decisions will be made possible in the future with the help of a data-oriented approach. The analysis of the Frankfurt-based company will provide granular processing of cowana's brand presence and appearance across all its streaming activities.

Michael Wamser, CEO, cowana GmbH:

"Sometimes we can't even believe how rapidly cowana has developed from a full-service marketing agency to an up-and-coming global player in the e-sports scene. With cowana Gaming, we have set foot in the esports door and we intend to really shake up the game. We are looking forward to having Shikenso Analytics as a partner to support us analytically in our climb."

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Arwin Fallah, CEO, Shikenso GmbH:

“As a startup, we are particularly excited to offer a young and emerging organisation the opportunity to scale its growth and development with the help of our solution. I consider the deployment of data-driven applications at the grassroots level as an important step in our industry to further promote standards and professionalism.”

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.

About cowana Gaming

cowana GmbH is a media house based in the district of Fürth (Germany) and specialises in electronic entertainment, gaming and e-sports. Under the cowana Gaming brand, the Franconians maintain their own streaming studio, numerous esports teams and a constantly growing influencer portfolio. In addition, cowana GmbH operates and markets various websites. Under the medialounge brand, the team organises, among other things, a 1,000 square metre joint stand at gamescom in Cologne. In addition to ADAC, cowana's clientele also includes Bethesda Softworks, Red Bull and Constantin Film.

For more information, please visit us at www.cowanagaming.gg or www.cowana.de.

Homepage: www.shikenso.com

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

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