



Shabiki.com has already established itself as one of Kenya's leading online sports gaming platforms, offering a thrilling way for users to engage with their favorite sports. But in an industry where competition was growing fiercer by the day, staying ahead required more than just offering betting options it demanded a richer, more engaging user experience. To solidify its market position and build long-term user loyalty, Shabiki.com turned to BBR for an innovative solution.

The problem statement

The challenge was clear: Shabiki.com needed to create an experience that went beyond betting, one that kept users engaged, encouraged repeat visits, and made the platform a go-to destination for sports enthusiasts. The answer came in the form of Shabiki News, a dedicated content hub designed to provide users with real-time sports updates, in-depth analysis, and localized content tailored for the Kenyan audience.

The solutions offered

The transformation didn't stop there. BBR led a major platform overhaul, introducing a sleek, mobile-first design with intuitive navigation, personalized dashboards, and an improved user interface. These enhancements ensured that users could effortlessly access content, manage their bets, and enjoy a seamless experience from any device.

The impact

The impact was immediate and powerful. With the launch of Shabiki News, user engagement soared. Fans were no longer just visiting the platform to place bets; they were staying for the content. The average session duration increased as users spent more time consuming sports news, analysis, and updates. Repeat visits spiked, with users returning even when they weren't actively betting, creating a stronger connection with the platform.

The improved user experience also drove retention. The redesigned platform made navigation smoother and more enjoyable, reducing churn and fostering loyalty. Within the first three months of the redesign, retention rates saw a significant uptick, proving that a better user experience translated to lasting engagement.

Beyond engagement and retention, Shabiki.com successfully set itself apart from the competition. No longer just a betting platform, it became a comprehensive sports hub- a place where fans could immerse themselves in their favorite teams, players, and matches. This unique positioning attracted a broader audience, solidifying Shabiki.com as a premium brand in the online gaming space.



By reimagining what an online gaming platform could be, Shabiki.com didn't just enhance its user experience; it reshaped its identity. Through strategic innovation, the platform evolved into more than just a place to place bets it became a dynamic sports destination, securing its place as a leader in Kenya's online gaming industry.