

Predict Liquidity Risk. Optimize Revenue. Reduce Cost.

Real-time liquidity intelligence for healthier, more profitable marketplaces

Competitive marketplaces fail when liquidity drops – players wait longer, matches fail, churn rises, and costs spike. Batch analytics surface issues only after revenue is lost. Teams overuse incentives without understanding which actions actually improve margins.

What's holding you back

- Fragmented gameplay and economic signals
- Batch reporting that detects issues too late
- Incentives used without economic clarity
- Liquidity measured globally instead of by segment
- Analytics that inform but don't guide action

What success looks like

- › Liquidity gaps flagged before failures occur
- › Higher match completion rates
- › Lower incentive spend per match
- › Improved contribution margin
- › Faster operational response with fewer escalations

How evolV helps



Unifies gameplay, economic, and forecast **signals into one layer**



Enables near-real-time ingestion and **predictive modeling**



Establishes liquidity thresholds and **clear decision rules**

Why evolV?

- **Deep expertise** in real-time marketplace optimization
- **Proven ability** to reduce incentive waste
- **Transparent** recommendations operators trust
- **Strong alignment** of Product, Growth, and Finance teams