



# Establishing and Growing the American Operation for an E-Gaming Corporation

*In-Depth Expert Engagement to Navigate a New Market*

## CHALLENGE

An Indian e-gaming corporation recently started operating in the U.S. and sought to establish and grow their operations in this unfamiliar market. They approached GLG to connect them to the right experts who could offer insight into product adaptation, growth channels and levers, campaign execution, partner selection, and staffing.

## THE GLG APPROACH

GLG identified two experts who were prepared and ready to guide them during the first three months of their U.S.-based operations.

Both experts were well-tenured professionals from the American e-gaming industry, with former experience in conducting a similar study.

## OUTCOME

Through GLG, the client gained the insight necessary to confidently enter an unfamiliar market. They adapted their product for U.S. consumers, identified growth channels and levers, and set out guidelines for partner selection and staffing. They also assisted in campaign execution and post-campaign tracking.

## FEATURED PRODUCTS



Talent on Demand

**GLG matched the client with two Network Members who had deep expertise in the U.S. gaming market to work closely with the client over three months and assist with the company's growth operations in the U.S.**

## Why GLG?

### Perfect Matches

With GLG, clients get access to the largest and most varied source of first-hand expertise to provide the insights they need to move forward confidently.

### Customized Approach

GLG provides clients with access to a full suite of offerings to help them access tailored insight at any step of their decision-making journey and gives the broadest and deepest ways to interact with experts in nearly every industry.

[Learn more](#)

As The World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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