

Customer Q&A.

A conversation with LeoVegas.



Industry
Online Gaming

Site
leovegas.com/en-row/

About
• Founded in 2011
• Located in Sweden

The lights, the shows, the luck of the draw. It's hard to beat the experience of being in Las Vegas. But if you can't make it to Sin City, LeoVegas, the fastest growing mobile gaming company and the market leader in mobile casino games, delivers the greatest gaming experience to you whenever and wherever you might be.

Founded in 2011, LeoVegas operates in 12 different markets covering most of Europe and Canada. Thanks to its strong inflow of customers, exceptional growth and constant innovation, LeoVegas is a trailblazer in the mobile revolution. Today the group has more than 600 employees and is one of the leading mobile gaming companies in Europe — positioned as number one in mobile casino.

The company was also recently awarded with "Unicorn" status. A Unicorn is a privately held startup company valued at more than \$1 billion. The largest Unicorn companies include Uber, Airbnb, and Pinterest.

To learn more about how their gamble on mobile payed off, and why they never gamble with their platform, we sat down with LeoVegas Technical SEO Manager Tony Gahnstedt, who explained why

switching to WP Engine has been a big part of LeoVegas' success.

Can you tell us about your team and role?

I work for the SEO team, where we are using WordPress to power our SEO sites. We are roughly 20 people, consisting of three branches:

1. Off page team (referral links, outreach, sponsorship)
2. SEO specialists (outreach and content marketing)
3. Technical team (optimization, technical aspects, support content team with key words and structure)

How did you find WP Engine?

I used WP Engine before for my personal sites, and when I came onboard, we wanted to streamline all of our sites. We had some hosted on a server, some on WP Engine, some elsewhere. We wanted to consolidate everything. Since I was very happy with WP Engine for my other digital experiences, we decided to continue on the same track with WP Engine.

How was making the switch to WP Engine?

Switching to WP Engine has been a good process. Everything from the staging environment, to the one click migration, to transfer made it easy to duplicate and set up. Besides our main site, we have a few other lead sites, landing pages, small microsites — 90% of these are powered by WP Engine today.

All of your digital experiences are optimised for mobile. Has it always been that way?

Mobile first is in our DNA. It's one of the biggest factors to LeoVegas' success. We've been mobile first since day one. Back in 2011, when the casino industry was really booming, everybody had their sites with responsive layout that never really worked on mobile. And what LeoVegas did differently, compared to everyone else, was to develop a mobile first website. That way of thinking has always been the key to our success. All of our sites have a mobile first mentality.

What are a few of your favorite aspects of WP Engine?

I really like the simplicity of WP Engine. Just to have a one-click migration, and everything is working great out of the box, and really, really fast. Speed is definitely not an issue. WP Engine also has really fantastic support. Finally, everything is quite smooth in terms of the tools on the WP Engine Digital Experience Platform. We can access all our information, and all of the logs—it's great. In terms of overall performance, we're really happy.

What kind of cost and time savings have you seen with WP Engine?

We've saved money, increased productivity, and have more agility and speed with WP Engine. Since we moved over, our team has been so happy. Previously, we had been using a local environment, we had landing pages in HTML files that were sent over and we had to make a lot of changes just to get the site running. And in terms of updating the site, we didn't have a staging environment. Overall, we have saved countless hours across our team with the staging capabilities and one-click migration tools alone within WP Engine.

What does the future look like for WP Engine and LeoVegas?

We definitely plan to continue using WP Engine. We have a few new projects launching. LiveCasino.com, for example, is under LeoVegas's new adventures umbrella - it's a different company, but the same idea. LiveCasino is built on WordPress and powered by WP Engine, but has a different front-end on there. We have a few other website projects for the brand — a couple of gaming providers and affiliate sites we are testing too. For these we use WP Engine for the backend.

WP Engine fast facts.

Founded in 2010 | 80K+ Customers in 136 Countries | Supporting 500K+ WordPress Domains
Serving 2B Page Views/Day | Largest Customer Success Team in WordPress, Available 24/7/365