PLAYER RETENTION IN GAMBLING

3radical

WHY IS RETENTION IMPORTANT?

Cost per acquisition is increasing
Higher retention rates = higher customer lifetime value
Lower churn = happy customers
Loyal, satisfied players = higher revenue

HOW CAN YOU IMPROVE RETENTION?

- Truly know your player: gather high quality, detailed player data and insights
- Create customer advocates and encourage social sharing
- Create an interactive and engaging loyalty scheme/ daily retention game
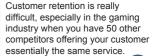- Players love games! Create an customer journey with gameful elements
- Engage with players on their preferred channel, at the right time, in the right way
- Engage and reward players for their engagement in real time
- Ensure responsible gambling is at the heart of your strategy
- Finally, don't enter into a race to the bottom!

> "As the cost of acquisition increases, you need to understand what your drop-offs are, the levers you have to pull, and where your marketing money is best spent."
>
> **Alistair Boston-Smith,** Bede Gaming

> "Customer retention is really difficult, especially in the gaming industry when you have 50 other competitors offering your customer essentially the same service."
>
> **Tom Ustunel,** News UK

> "Few operators segment properly and offer their players bespoke promos. For me segmenting is about looking at how to really retain your customers because at the end of the day the games are the same from one platform to the next."
>
> **Kim Eaglestone**, Formerly GVC

WHAT ARE OPERATORS DOING TO IMPROVE RETENTION?

Foxy Bingo

Foxy Bingo embedded an immersive board game into its website, encouraging repeat engagement and zero-party data collection.

RESULTS:

- Daily active wagering player volumes increased by **30%**
- **60%** engaged on five or more days
- Thousands completed their quiz and surveys
- Every player that played in month one returned in month two

Stride GAMING

Stride Gaming created a daily retention game to encourage repeat engagement for Aspers Casino, Magical Vegas, Kitty Bingo, Lucky Pants Bingo and Spinandwin.com.

RESULTS:

- Increase in returning lapsed customers
- Significant increase in player engagement
- Greater player loyalty
- Increased amount wagered

1

ENGAGE & COLLECT DATA

Offer players a compelling, interactive and fun reason to engage on a daily basis, reducing reliance on financial incentives.

The more they engage the more zero-party data you can collect

2

SEGMENT & PERSONALISE

Use the transactional, sentiment and intention data collected to segment players.

The more you know them, the more you can personalise their experience and your marketing to drive repeat engagement

3

NURTURE

Once segmented, nurture and encourage players to complete engagement actions in return for rewards. Including:

• Social sharing
• Sharing more zero-party data
• Subscribing
• Consuming responsible gaming content

" If operators can have an open, honest dialogue with players, explaining how they are using their information and the way they bet, in order to protect them, then we believe that in the medium term this will actually drive customer retention and brand advocacy. "

Tom Ustunel, News UK

" With the advancement of technology, we should be able to do a better job segmenting our user base and getting access to really interesting user information. This allows us to reward people at the right time, and with the right incentive, to enable us to achieve the best result. "

Simon Collins, News UK

" We use data to better engage with our guests and continue to develop our single view of their experience with Aspers, meaning we can see both their retail and digital activity. This is critical from a compliance perspective, but it also means that we can get a far better understanding of their preferences in order to guide our marketing. "

Daniel Lindsay, Aspers Casino

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