188BET

CASE STUDY

188BET delivers superior player experience through personalization

FROSMO
iGaming

MISSION

188BET has a simple mission:
To offer you the best online entertainment experience.

ABOUT 188BET

188BET is a leading online bookmaker that holds a TST seal. It is fully licensed and regulated by the Isle of Man Gambling Supervision Commission. 188BET is also one of the major regulated casinos in the world. The company offers betting in multiple languages on a wider range of products, including sports, e-sports, horse racing, financials, progressive slots, casinos, poker, and many more. 188BET operates in Asian countries and Brazil. They also accept players from countries like the USA, Germany, France, and South Africa.

1. Staying relevant in a high-frequency and fast-moving industry

2. Building brand loyalty and increase return rates in a busy and competitive market

3. Maximizing the potential for engagement from the existing library of content

CHALLENGES

BENEFITS

Accelerated front-end player experience personalization

Using the Frosmo Platform, our customers can build and release personalised player experiences quickly regardless of any platform or CMS.

AI-driven recommendations

The use of the Frosmo Platform maximizes your available customer data to understand what content each individual would like to see to achieve one-on-one customer personalization.

Near real-time automated optimization

The Frosmo Platform allows our customers to leverage artificial intelligence to automatically optimize and deliver the best performing content to the right audience.

WHY FROSMO

Working with Frosmo

The Frosmo Platform helps you understand and cater to your players' needs. You'll be able to deliver the right content at the appropriate moment to provide a superior player experience, making each player feel valued, and hence increasing the customer lifetime value.

Frosmo software is best in class

Frosmo provides the architecture, expertise, and insight that allows 188BET to focus on delivering the exact player experience players desire.

Frosmo is an innovative partner company

Frosmo solves problems and answers ever-changing needs, guarantees results, and creates business value using the best and most innovative methods.

The Frosmo Data Pipeline is platform-agnostic

The Frosmo Data Pipeline allows 188BET to combine multiple data sources to identify real-time customer interests and deliver the correct content at the right moment.

RESULTS

With Frosmo, 188BET can be sure that they are serving the right content to the right customer at the right time. There are multiple different products available, and with machine learning, Frosmo helps select the right one based on a deep understanding of the players' preferences.

> " Frosmo provides us with the architecture, expertise, and insight that allows us to focus on delivering the exact omnichannel experience our customers desire. "

DES DE SILVA
Head of Marketing, LATAM

Up to **86%** churn prediction accuracy

CTR of over **70%** in recommendations using player's history data

Conversion rate above **60%**

Strategies and tactics

AI-powered recommendations

Frosmo provides product recommendations powered by AI models based on collaborative filtering, trends, and player interactions.

Accelerated UX development

Frosmo is perfect for making any changes to your website, regardless of your current setup. Fast and easy – that's how Frosmo believes front-end development should be.
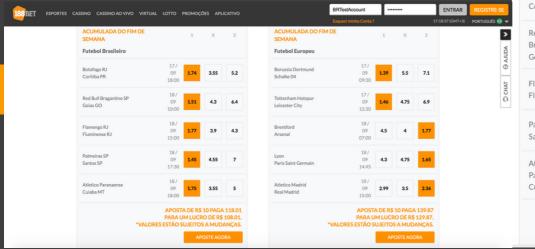
Continuous feedback and model improvement

Once the AI model is validated as predictive, it is improved further using continuous feedback ensuring that the model stays relevant.

Pre-filled sports betting solution

Frosmo deploys a real-time 'odds' feed through a simple modification by fetching and recommending pre-filled bets with live data from games and slots. The suggestions for pre-filled betting comes from the 188BET in-house expert team as 'Experts suggestions' or 'Pro tips'.

These pre-filled automated suggestions keep the odds accurate in real time. Sports betting becomes easier and seamless for any player when an actual amount of bet is pre-filled and one click away. The strategy increases the likelihood that a player would place a bet, improving player engagement and conversion.

Accumulator bets (desktop and mobile versions): This solution uses your bets feed to generate an easy access for betting on matches directly, for example, from the home page. Product owners can choose the matches manually. Correct bets are fetched from the feed and accumulations are calculated automatically. User selects the matches, bets, and clicks to enter directly to the betting page.

Want to know more about personalization for iGaming?

READ THE FAQ

ABOUT FROSMO

Frosmo is a Finnish software company based in Helsinki. With the Frosmo Platform, you can efficiently implement, optimize, and personalize each player journey without the need for a complex integration project. The winning personalization formula consists of AI-driven product recommendations that optimize each step of the customer journey, delivering the best results in the market.

www.frosmo.com