

188BET delivers superior player experience through personalization



AT A GLANCE

188BET is one of the major regulated casinos in the world. It 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.

Mission

To offer you the best online entertainment experience.

Challenges

- Staying relevant in a high-frequency and fast-moving industry
- Building brand loyalty and increase return rates in a busy and competitive market
- Maximizing the potential for engagement from the existing library of content

BENEFITS

- Accelerated front-end user experience personalization
- AI-driven recommendations
- Near real-time automated optimization

WHY FROSMO?

Frosmo software is best in class

Frosmo provides the architecture, expertise, and insight that allows 188BET to focus on delivering the exact user 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

- **Up to 86% accuracy** in churn prediction
- **CTR of over 70%** in recommendations using player's history data
- **Conversion rate of above 60%**

SOLUTIONS

AI-powered recommendations

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

Continuous feedback and model improvement

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.

Accelerated UX development

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

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. These pre-built automatic suggestions keep the odds accurate in realtime. The strategy increases the likelihood that a player would place a bet, improving user engagement and conversion.

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

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