Personalize your player journey - *Make the most of your iGaming product*

Better engagement and loyalty through a personalized player experience

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Personalization in iGaming

The online gambling and betting market has totally exploded during the past few years, reaching a total worth of $61.5 billion across all existing businesses.

This growth has led to fierce competition with numerous operators offering nearly similar services. In practice, this translates into two main challenges:

High player acquisition costs

Struggle to build player loyalty

By *2028,*

estimates indicate that the online betting and iGaming industry will almost double in size, with online gambling-related activities reaching $114 billion globally.
-statista.com

Many iGaming operators invest a lot in advertising to acquire new players but the effort gets diluted if the gaming site doesn't meet the players' expectations for a good gaming experience – and those expectations have become more demanding. Whether we use entertainment services, such as Netflix or Spotify, or social media, we expect the services to recognize, welcome, and remember us. More than that, we expect them to constantly provide us with new, relevant content. Relevance through personalization is already a given in most of the entertainment industry, and the same applies to gaming sites.

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> If you want your players to increase players' time spent and betting frequency on your platform, make your offer relevant. Guide the player journey with targeted bonuses, suggestions and tips for adding more events to their betslip.
>
> **Elena Mihajloska**
> Marketing Director, Singular
> "

This means that throwing money at player acquisition doesn't solve the problem. Once you get that player traffic to your site, you must find a way to keep them. This is where personalization comes in.

We at Frosmo know first hand that **personalization** is the #1 means to make the player experience more relevant, which translates to player loyalty and thus to larger revenues. Frosmo is a great way to add a player experience layer on top of your gaming platform with sophisticated and effective personalization strategies. Read on to find out how you can benefit from personalization on every stage of the player journey.

Benefit from personalization throughout the player journey

The player journey typically progresses from player acquisition to building trust during the signup and first deposits, to building loyalty and ensuring player retention. In each stage of the journey, personalization provides you with opportunities to improve and optimize.

The answers to complex questions about customer behavior can be derived from the vast amount of data that online services produce. Mining the data to identify opportunities is the key step to truly understand the future behavior of your customers and provide them with relevant content.

Loyalty building

Trust building

Player acquisition

Revenue maximization

Highlight your offering and uniqueness

Win new players-personalize their journey

Spend less on affiliates

Cut your player acquisition costs by personalizing for new visitors

Acquiring players and promoting new games have become increasingly expensive and complex, forcing marketers to contend with an ever increasing range of titles in a very competitive landscape. The most common means of driving traffic is advertising on affiliate websites. The bounce rates are high, and while carefully selecting the affiliate sites you pend your advertising budget on, you must engage players from the moment they land on your site and convince them to sign up.

Player segmentation is a cornerstone for effective personalization. In the early stages of the player journey, you can create target audiences by segmenting based on the affiliate site or campaign your new visitor comes from. You can then create personalized landing pages to different target audiences.

You can also encourage new visitors to sign up by personalizing any landing page for them. The personalization can entail, for example, triggering pop-ups reminding them to sign up.

# Build trust and legitimacy, encourage first deposits

The next challenge along the player journey is to convince players to stay on your site instead of taking the sign-up bonuses and leaving. You want to make them see there is more to come.

Loyalty offers based on playing time or frequency are an excellent way to showcase the player journey and the benefits players get when they stick around. Make personalized loyalty offers pop up on your site at the exactly right moment. The same strategy applies to bonuses: by personalizing them, you can make them more visually appealing to different player segments and train your player to use them.

Build loyalty

The majority of the gaming happens later along the player journey, when a player has found some favorite games and learned to use the site smoothly. At this stage, the threshold to visiting your site is low, but the challenge lies in keeping the player engaged. This requires understanding the player's interests and serving them with content that will most likely engage them, while continuously testing to see which new content to recommend to them. Why, it's almost as if you need to predict the player's behavior!

This is where personalization is undoubtedly the most effective tool. Based on the data collected about the visitors on your site,you can predict the behavior of your players and personalize, as well as optimize, accordingly.
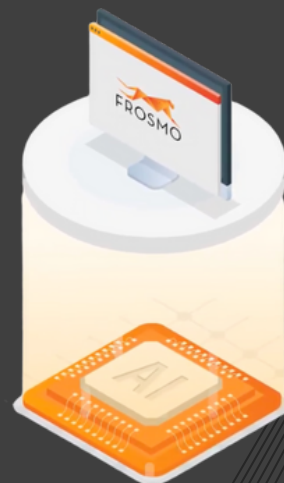
Product discovery

You mainly want to provide players with recommendations for games you know they love and help them continue where they left off the last time they visited your site. At the same time, you should continuously test recommending slightly different games and categories to engage the visitors with something new while perhaps increasing the revenue they bring.

Discovering game combinations that interest certain player segments, you can use this context information to recommend similar combinations to other players.

Low balance alerts

Create low balance alerts targeting the players who need them. You can continuously A/B test the alerts to ensure you display them at the perfect moment. With the Frosmo platform, you can A/B test manually, or automate the process to the tee – you are in control.

Churn prediction

You want to recognize the players in danger of abandoning your site, and provide them with reasons to stay. Early churn prediction combines near real-time behavioral data from the player's browser with historical CRM data to predict which players are about to leave. You can then re-engage them with, for example, a targeted email campaign offering bonuses. With Frosmo, churn prediction accuracy can reach 86%.

Why Frosmo

Frosmo specializes in visitor data collection and personalization. We use cutting-edge technologies, such as AI-driven recommendations, to supplement your gaming platform with a player experience layer. By default, the Frosmo Platform collects a wide range of data for targeting and continuously optimizes the site performance. In addition, Frosmo provides a robust set of algorithms to base your recommendation strategies on.

Frosmo works its magic in the front end, so it enables you to make changes to your player journey without having to tweak your iGaming platform.

Leading iGaming brands trust our expertise in iGaming challenges and possibilities. Proven results show that a well-executed personalization strategy can make a lot of difference in player engagement, player lifetime value, and churn prediction.

24% increase in sales revenue

45% increase in active players

SWISSLOS

Up to **86%** churn prediction accuracy

188BET

> We're very happy with increased CTR and sales in our casino products delivered by Frosmo product cross-sell recommendations. We also feel great to be able to cater to the needs of our customers better with a more data-driven approach and personalized content.
>
> **Stefan Kaindlestorfer**
> Managing Director, Rivalo

ABOUT FROSMO

Frosmo is a Finnish software company based in Helsinki with offices in the UK, Poland, and Romania. With the Frosmo Platform, you can efficiently implement, optimize, and personalize each user 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.

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LET'S GET STARTED