FROSMO

FROSMO ♥ IGAMING

12 most common questions answered

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WHAT IS PERSONALIZATION?

Personalization is a term that describes the **process and technology ensuring that the content displayed to a visitor on a web service, such as an online casino or a sportsbook, is as relevant and helpful as possible**. The twin objective of personalization is:

- **For the casino operator:** Drive growth in revenue and profit through conversion improvements and acquisition cost savings as well as increased player retention.
- **For the player:** Create a more pleasurable onboarding and gaming experience by providing a balanced mix of known favourites and the sensation of novelty and discovery.

Personalization is driven by patterns in the visitor's behavior picked up by a personalization software.

A SIMPLE PERSONALIZATION EXAMPLE

A player on a casino site plays several slot games during their session.

The personalization engine assumes they are interested in the slot game category.
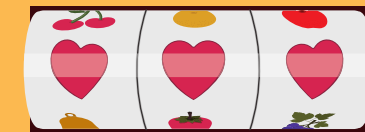
The player is served related content, such as game tips, or games favored by other players with similar interests.

Even simple scenarios like this one can be very powerful. More complex scenarios enabled by advanced personalization engines are possible and can be extremely lucrative for casino and betting operators.

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WHY SHOULD I PERSONALIZE MY IGAMING SITE?

Unlike consumer verticals such as retail or travel, which fulfill a tangible need, **iGaming is all about keeping players engaged and entertained**. For any operator to stand out in the competition, keeping the users' attention is critical.
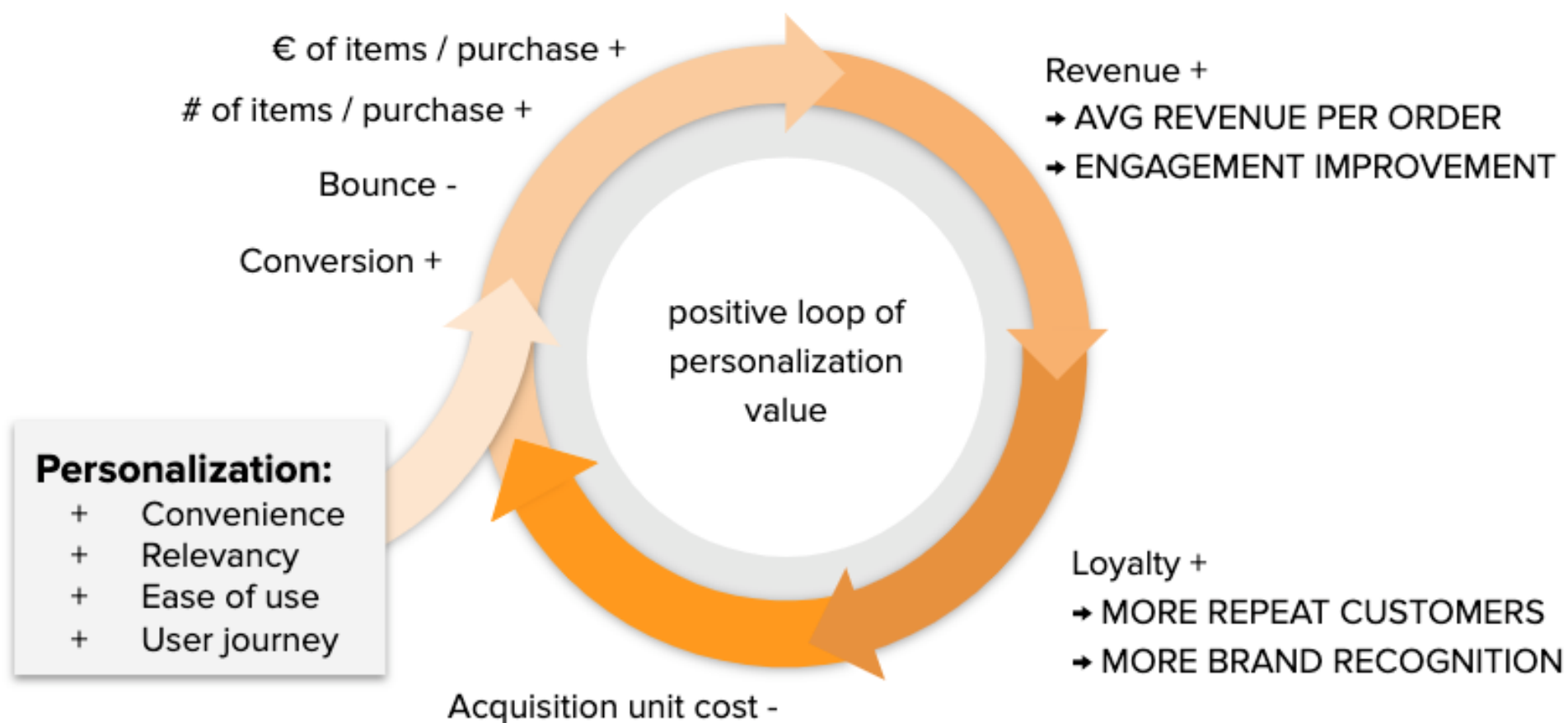
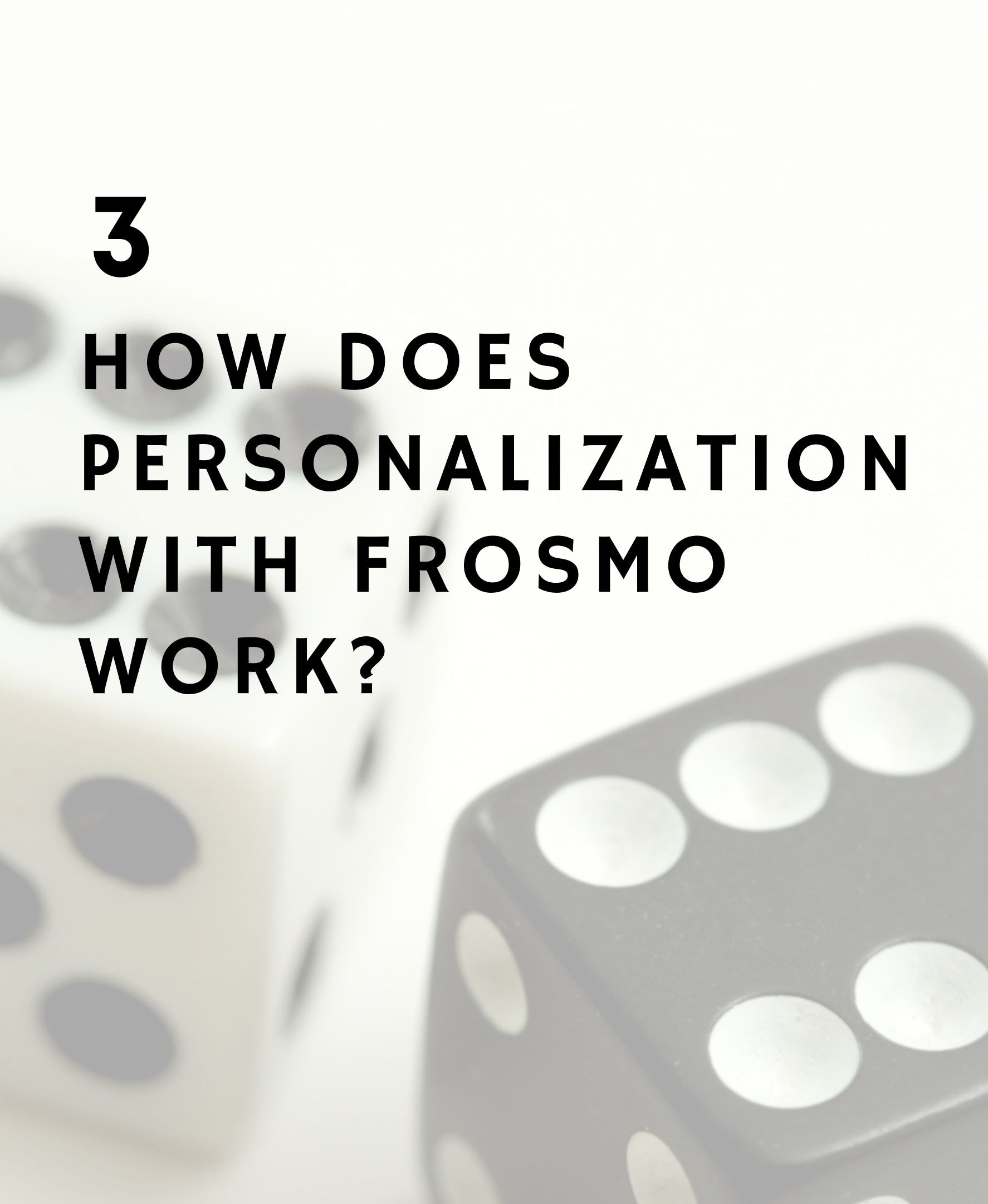These are some of the most important business objectives for iGaming operators:

- Reducing acquisition unit costs
- Improving player retention and lifetime value
- Increasing Net Gaming Revenue (NGR)
- Increasing revenue from existing players

Many companies invest a lot in advertising to acquire new players but the effort gets diluted if the gaming website doesn't meet the players' expectations for a good gaming experience.

It's important to tailor player journeys to individual preferences. Satisfied players typically return and create repeat business. As the player lifetime value increases and more business is created through referrals, there is less pressure and costs on user acquisition through advertising.

Personalization has a positive impact on the conversion rate and average customer value. The players who complete transactions are more likely to return and share their experiences – and to become loyal. The loyalty improvement is the "interest on interest" in personalization ROI.

€ of items / purchase +

# of items / purchase +

Bounce -

Conversion +

Revenue +
→ AVG REVENUE PER ORDER
→ ENGAGEMENT IMPROVEMENT

positive loop of personalization value

Personalization:
+ Convenience
+ Relevancy
+ Ease of use
+ User journey

Loyalty +
→ MORE REPEAT CUSTOMERS
→ MORE BRAND RECOGNITION

Acquisition unit cost -

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HOW DOES PERSONALIZATION WITH FROSMO WORK?

While not technically accurate, the easiest way to think about Frosmo is as a "layer" that sits on top of your iGaming platform, **reinforcing and adding to the personalization capabilities natively provided by the platform**. More precisely, the Frosmo Platform is a piece of software that connects both to your iGaming platform, and to the player's web browser.

Here's what goes down, simplified:

- Frosmo obtains casino and sports betting data and content (games, odds, articles, and so on) from the iGaming platform.
- Frosmo picks up patterns in the players' interests and behaviors while they are on your site.
- It then analyzes those patterns and applies smart algorithms to them in order to determine, for example, which games to display to a given player, or what is the appropriate moment to present a new bonus incentive.

Strategically deploying personalization tactics at various points of the player journey results in a smoother, more enjoyable experience for the player and less frustration with complex navigation. For your casino or sports betting business this naturally means fewer missed revenue opportunities as well as a chance to set your brand apart from the competition.

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HOW CAN I PERSONALIZE FOR PLAYERS WHO ARE NEW TO MY SITE?

When you don't yet know a visitor and there is no data built up about their interests, **you can still personalize based on the context of the visit**, for example, geolocation, time of session, or visit source. In this case, it's effective to **show AI-driven recommendations** for the most popular games based on the visitor's location or the site from which the visitor came.

The Frosmo Platform starts automatically building affinities and test recommendation strategies from the very first minute a player spends on the site, so the level of personalization improves quickly.

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MY PLATFORM ALREADY PROVIDES SOME FORMS OF PERSONALIZATION. HOW ARE YOU DIFFERENT?

Most iGaming platforms provide a way to create recommendations based on player behavior, such as "similar games" and "games recommended for you". However, their capability for collecting visitor data and utilizing it for personalization is limited as it's not a core function in the platform.

Frosmo specializes in visitor data collection and personalization. By default, the Frosmo Platform collects a wide range of visitor data, including contextual information (browser, device, geolocation), behavior data (interactions, affinity, visit frequency and recency), and conversion and transaction data (purchases and other types of conversions, wallet balance).

Frosmo recommendations are AI-driven, meaning that the platform automatically and continuously improves and optimizes site performance. In addition, **Frosmo provides a robust set of algorithms** to base your recommendation strategies on. You can also tweak and change the algorithms being used, ensuring that the personalized recommendations always deliver the best results.

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IS FROSMO A CRM SYSTEM?

The Frosmo Platform is **a personalization software designed to improve and optimize the user experience** on websites. Therefore, Frosmo is not a customer relations management system.

However, the platform can communicate with your CRM system (or analytics tool, marketing automation system, or data management platform), which enables you to utilize data across these systems, making it possible to serve relevant content to every player.

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WHICH OF MY SYSTEMS CAN I INTEGRATE WITH FROSMO?

The Frosmo Platform can communicate with your back-end system and basically any analytics tool, marketing automation system, or data management platform.

Here are some examples of common integrations:

- Send Frosmo events to Google Analytics or another analytics tool.

- Add player email addresses to specific mailing lists based on segmentation.

- Retrieve information from and site information to external databases. For example, the Frosmo Platform can retrieve player data from your database and use the data to personalize website content, or send segmentation data to your database.

- Retrieve information from data feeds, such as product data feeds, or back-end systems, such as customer relationship management (CRM) systems. For example, Frosmo can retrieve information about new games or games currently on sale from your data feed, and show corresponding recommendations to players.

Read more in Frosmo Documentation

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IS FROSMO A RECOMMENDATION ENGINE?

The Frosmo Platform is a personalization software designed to improve and optimize the user experience on websites. Personalization always involves gathering data about users and using that data to provide users with relevant content, product, and game recommendations.

However, you can use Frosmo in different ways during the different stages or the player journey:

- Optimize your site's performance through A/B testing
- Engage players through various content modifications
- Improve the layout of your site
- Build an entire dynamic front page for your site

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CAN FROSMO AUTOMATICALLY PREDICT A PLAYER'S PROBABILITY TO BEHAVE IN A CERTAIN WAY?

Frosmo can automatically help you to identify player affinities, problem players, and outliers, and provide them with relevant recommendations and other content.

The automated predictions are geared towards main KPIs, such as engagement and conversion. Frosmo can also create more granular predictions (for example, churn risk) based on the additional data you have about your players.

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IS FROSMO COMPLIANT WITH THE GDPR AND OTHER SIMILAR REGULATIONS?

Absolutely. This is how Frosmo ensures compliance:

- Frosmo has a variety of **security technologies and procedures in place** to prevent unauthorized access, use, or disclosure of data.

- By default, **the Frosmo Platform collects and processes only anonymous and pseudonymous information** about visitors and their behavior on a website.

- Frosmo has developed **technical solutions to make it easier for its customers to comply with the GDPR** and similar regulations. For example, you can configure the Frosmo Platform to show personalized content only to visitors who have given their consent to profiling, while it still gathers statistical and performance data about all visitors.

- Frosmo only cooperates with **GDPR-compliant platform hosting partners**. The agreements with the hosting partners prohibit any operations related to Frosmo customer data.

- As a data processor, **Frosmo is committed to assisting its customers in the responsibilities regarding any personal data** collected through the Frosmo Platform.

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WHICH KPIS DOES FROSMO OFFER TO MEASURE THE IMPACT OF MY CAMPAIGNS?

The Frosmo Platform provides several KPIs geared towards the iGaming sector, such as:

- Game clicks (engagement)
- Customer revenue (deposits)
- Discovery to registration conversion
- Session length
- Revenue per session
- Average revenue per unique user
- Average revenue per paying user
- Average conversion per paying user

Reporting is based on collected statistical data and can be customized according to your business needs.

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WHAT KIND OF RESULTS CAN I EXPECT FROM FROSMO IN THE FIRST 30 DAYS?

Frosmo Quick Start is a 30-day onboarding program that gives you access to all Frosmo tools and features so that you can avoid cold-start problems and start personalization safely.

After the Frosmo Platform has been up and running on your site for 30 days, you should already see a 5-10% uplift in the site revenue with increased conversion rate and growth of the average order value.

Once the Frosmo Platform accumulates more data about your visitors, you'll be able to target them even more accurately – and see even more growth in the revenue. For example, one of our customers saw the number of active players go up by 45% after a single campaign created with Frosmo.

ABOUT FROSMO

Frosmo is a Finnish software company based in Helsinki. With the Frosmo Platform, you can efficiently implement, optimize, and personalize every 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.

frosmo.com