



BEHAVIORAL RESEARCH OF

1,000,000+

CASINO PLAYERS

TRANSFORMING ORDINARY
PLAYERS INTO TRUEPLAYERS

2024



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MYKYTA NIKOLAIEV

CHIEF PRODUCT
OFFICER AT TRUEPLAY

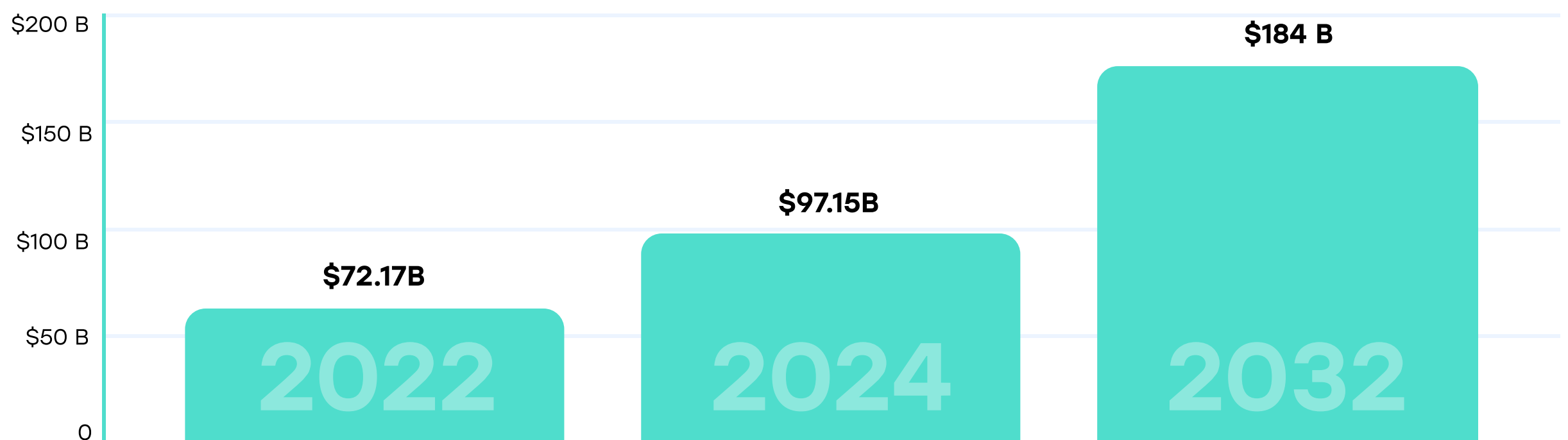
Understanding players' behavior and meeting their preferences is crucial for iGaming operators and digital solution providers aiming to succeed in the industry. At Trueplay, we adopt a data-driven approach to product development to ensure businesses have an effective tool for building lasting relationships with players at their service.

In our latest study, we analyzed the behavior of 1,000,000 users to uncover the influence of the Trueplay loyalty suite on key iGaming platform metrics such as retention, GGR, and deposit volume. Uncovered insights demonstrate that the tool serves its purpose, helping businesses keep players' engagement high and gradually earn their loyalty.

INTRODUCTION



The iGaming industry has experienced robust growth in recent years, and forecasts suggest it will continue. In 2022, casino businesses worldwide generated well over \$72 billion in revenue. This figure is projected to reach almost \$98 billion in 2024. By 2032, the iGaming market is expected to amount to more than \$184 billion.

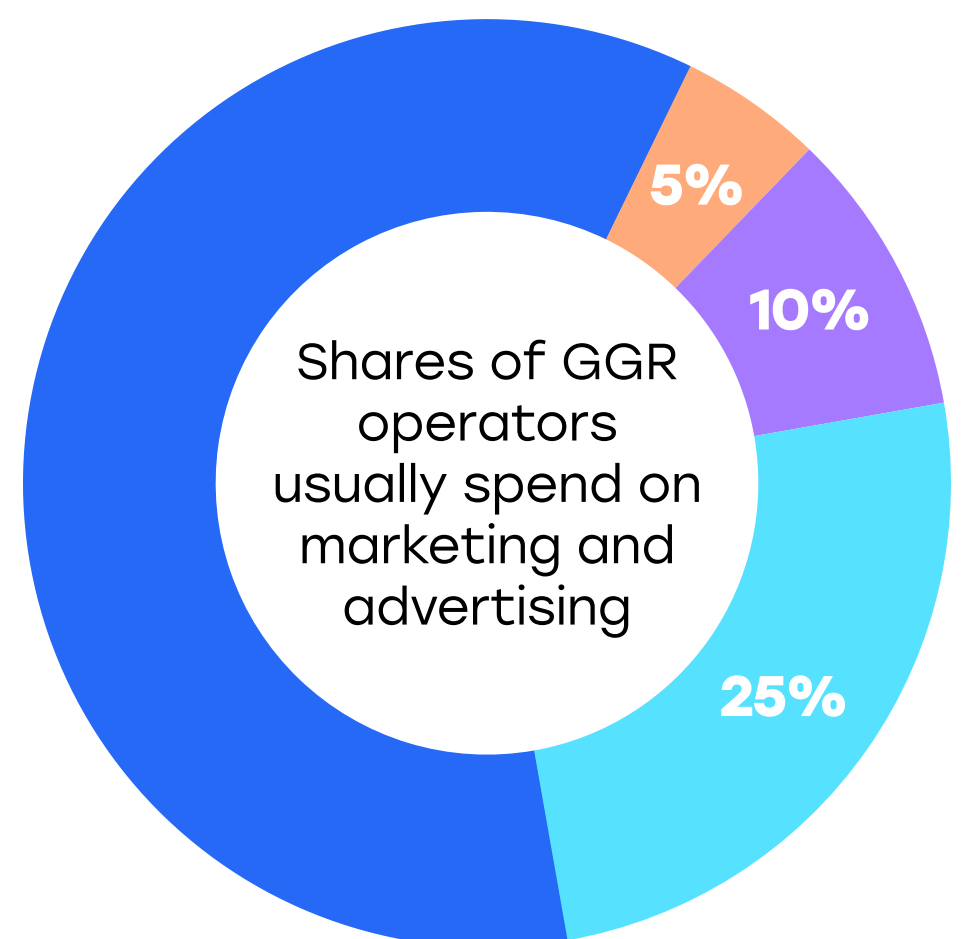


iGaming industry market size

Impressive growth dynamics, however, don't mean that business comes easily. Operators spend a substantial portion of their revenues on marketing and advertising to attract new players to their platforms.

These expenses generally range between 5% and 10% of the monthly GGR but sometimes reach as high as 25% for major market players.

That means hundreds or thousands of dollars are spent to acquire a single customer.



IS IT WORTH THE INVESTMENT?

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It can be if a player stays loyal to a specific platform long enough to bring more significant monetary value than their acquisition has cost.

The problem is that players tend to switch operators easily if they are dissatisfied with the experience they get.





MOTIVATION

This white paper presents the results of Trueplay's 2024 research project – a comprehensive **behavioral study of 1,000,000+ players**. Uncovered insights are invaluable for product and marketing teams when deciding on possible iGaming platform functionality enhancements.



ANTON ZASKOKA

DATA ANALYST
AT TRUEPLAY

Such research allows us to choose parameter settings for our product more optimally and constantly update them for better performance amid market changes. In addition, we can use the insights into player behavior to demonstrate to current and prospective operators how the Trueplay widget impacts casino performance.

RESEARCH APPROACH



A/B TEST

The team analyzed data gathered from September 2023 until May 2024, when Trueplay had a new influx of clients. The study included a four-week A/B test aimed at learning the differences in the behavior of two player groups:



active casino users who interacted with the Trueplay widget and its features



active casino users who played on a website but didn't see or use Trueplay loyalty products

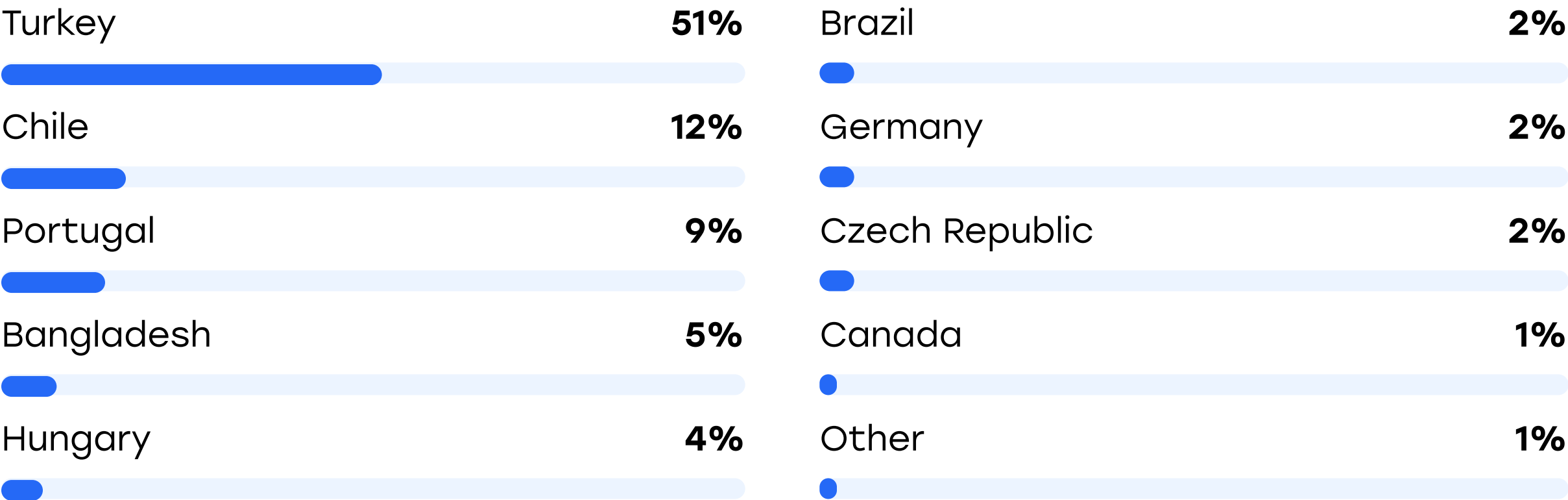
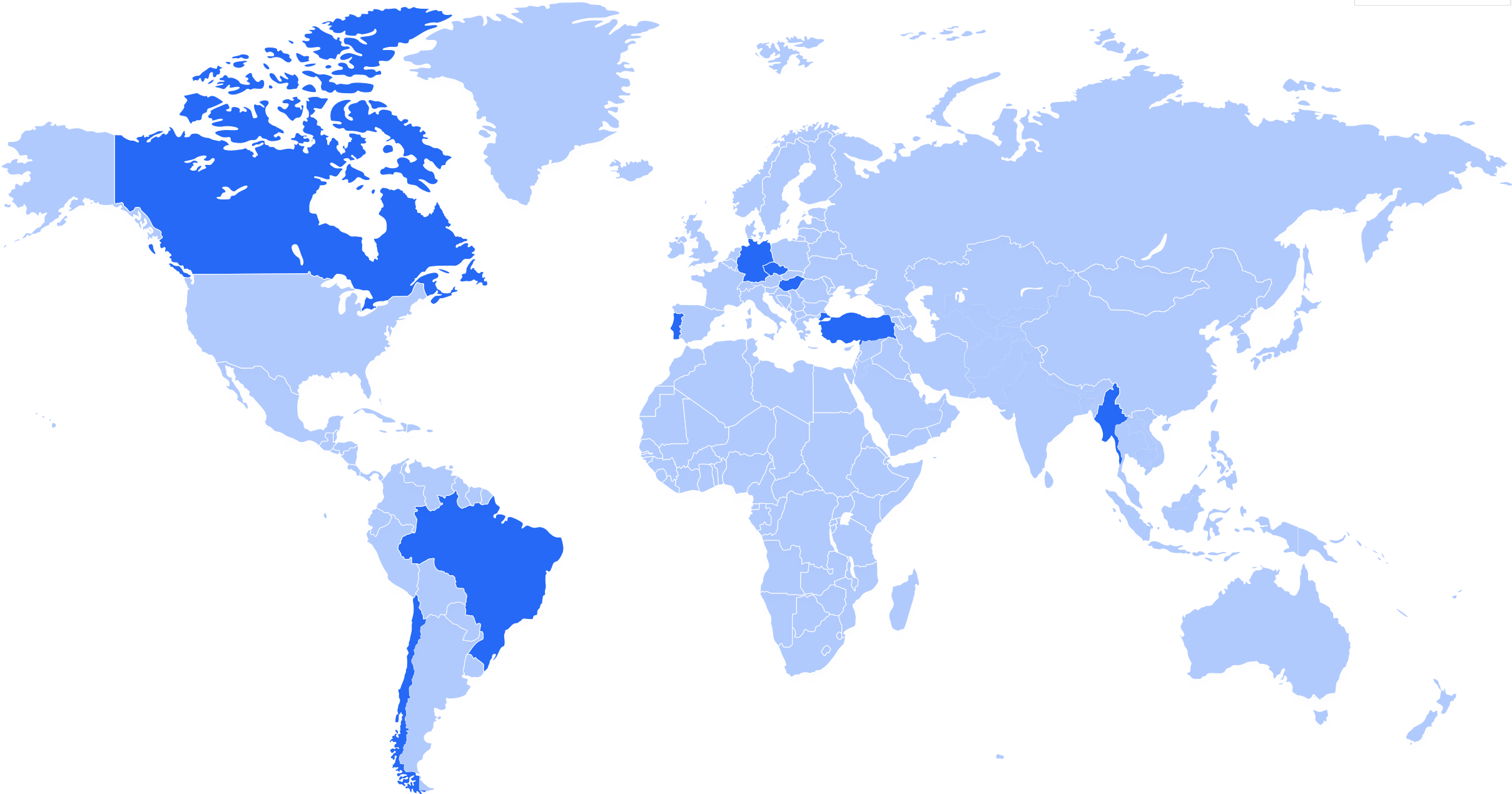
The A/B test focused on users of an iGaming brand based in the MENA region.

Specialists also looked into the activity of a user group over at least a month before their interaction with the Hold to Earn program and after it came into action. The experiment lasted from February until April 2024. The user group consisted of players from three iGaming markets.

The analytical team, which had access to an ever-increasing pool of user data, wanted to ensure the study covered all regions our clients are based in. That's why the total number of examined players eventually **exceeded 1 million**.



The players represented 196 countries, but the majority were from Turkey (51%), Chile (12%), and Portugal (9%).



Platform Usage:



MYKYTA NIKOLAIEV

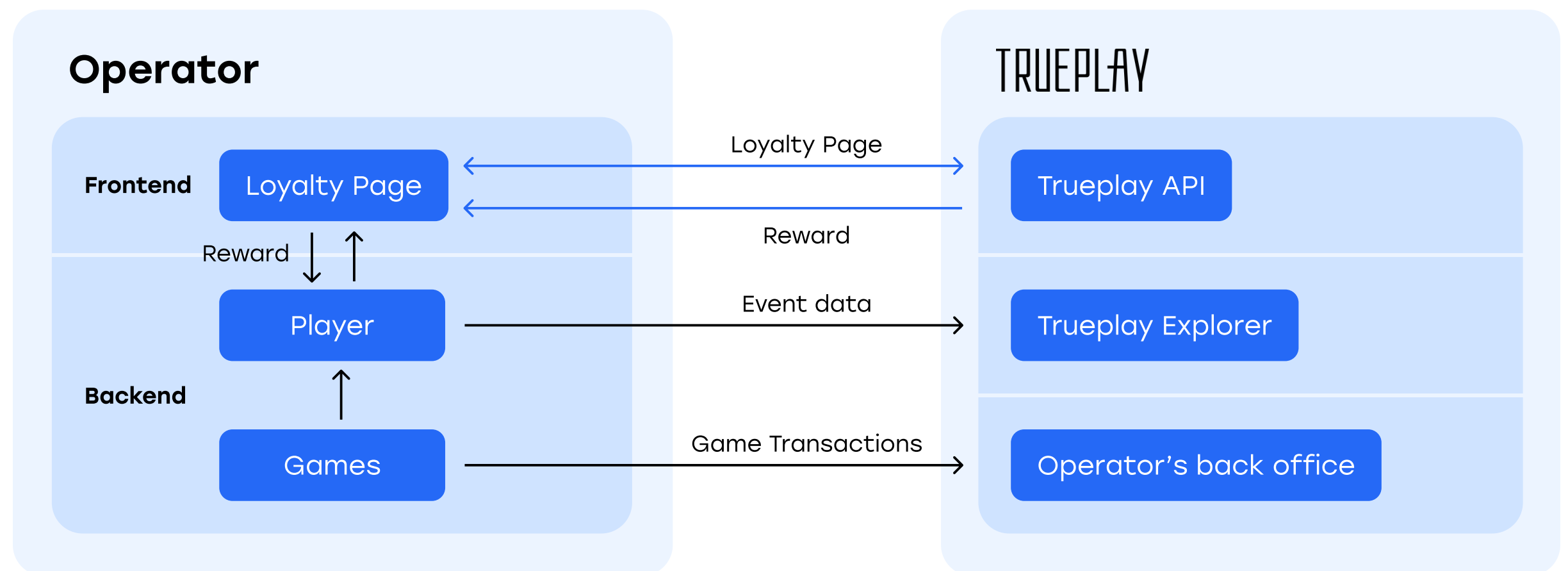
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We aggregated and analyzed terabytes of anonymized data on game actions, such as win and bet volumes, average revenue per user, frequency of casino visits, session durations, and Play to Earn and Hold to Earn tokens gained by users.



Studying the behavior patterns of a large user group means crunching vast amounts of data.



Explorer displays data about user activities and transactions in an online casino. With this tool, every player can view the history of their actions on the platform to ensure the operator allocates rewards accurately. To get this information, they must specify their wallet ID, transaction ID, and game action ID.

The research team obtained this event data from the Trueplay back office, as the loyalty software integration with a client's system enables real-time data sharing. This data is available via Explorer.

Notes

- The user plays the provider's games on the operator's website.
- ▲ The operator sends players' transactions to Trueplay via an API.
- The operator receives the Get Loyalty page from Trueplay via API.
- Trueplay sends rewards to the loyalty page.
- The player gets rewards and uses them.
- ▲ The player can check any transaction in Trueplay Explorer.
- Trueplay specialists can obtain event and transactional data provided by Trueplay Explorer through the Admin Panel.

INSIGHTS INTO THE BEHAVIOR OF LOYALTY PROGRAM USERS

The specialists considered five behavior metrics when evaluating the loyalty suite's influence on casino operations.

Withdrawal
rate



Deposit
volume



Net gaming
revenue



ROI on
emission



Average
monthly visits

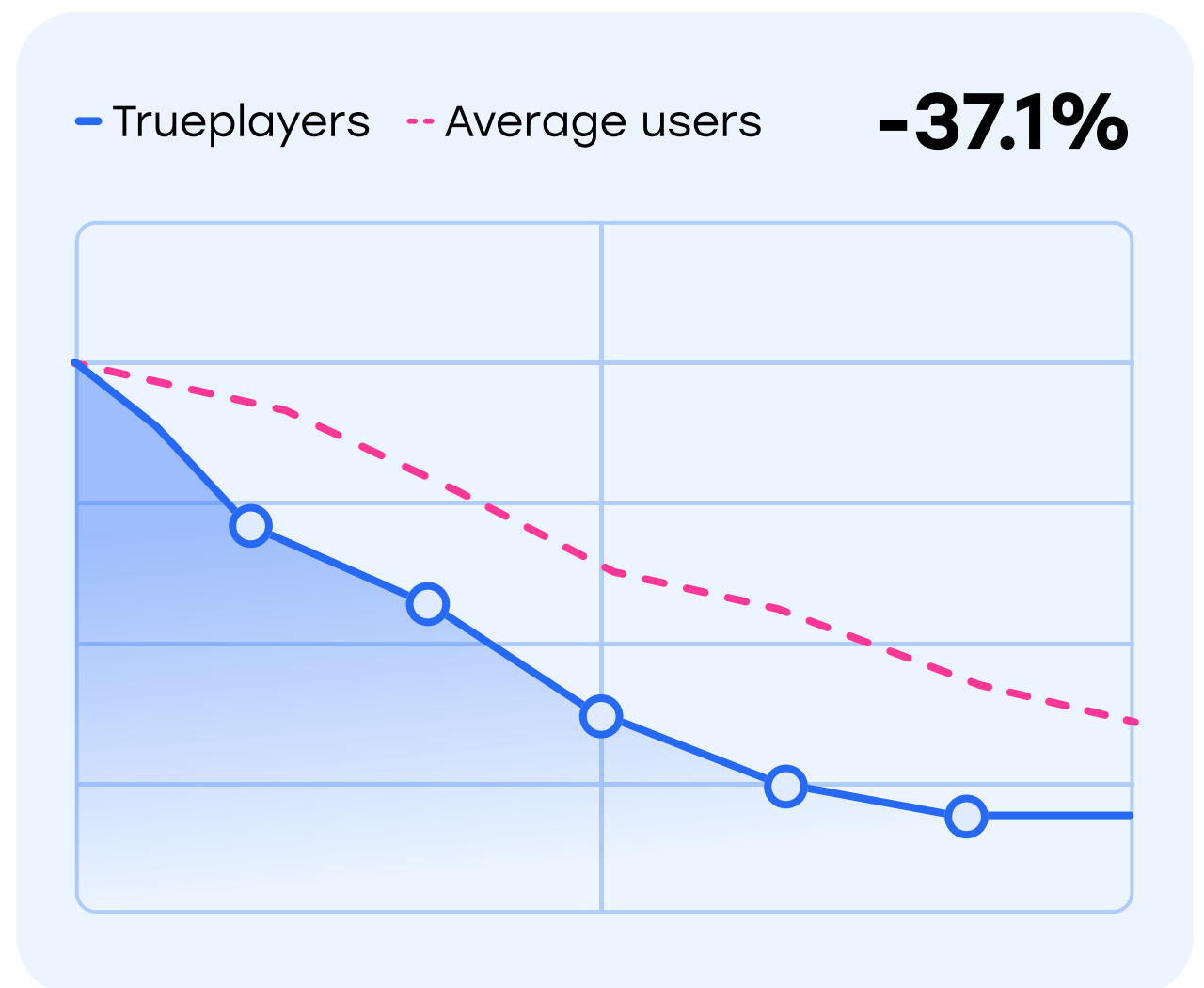


WITHDRAWAL RATE

The research team discovered that implementing Trueplay's loyalty booster mechanics can lead to a reduction in withdrawal rates of **up to 40%**.

For instance, the A/B testing showed that top spenders who interacted with Trueplay's loyalty features (Play to Earn and Hold to Earn) made **37.1%** fewer deposit withdrawals. So, over $\frac{1}{3}$ of funds that otherwise could be transferred to banking accounts remained on the platform.

In addition to motivating users to keep money in the casino and return to play more, a business saves on payment processors' withdrawal fees.



The withdrawal rate decrease is one of the primary indicators of the loyalty program's effectiveness.

NET GAMING REVENUE

Casino operators whose users interacted with Trueplay's Play to Earn and Hold to Earn achieved a **5.6% rise** in net gaming revenue (NGR).

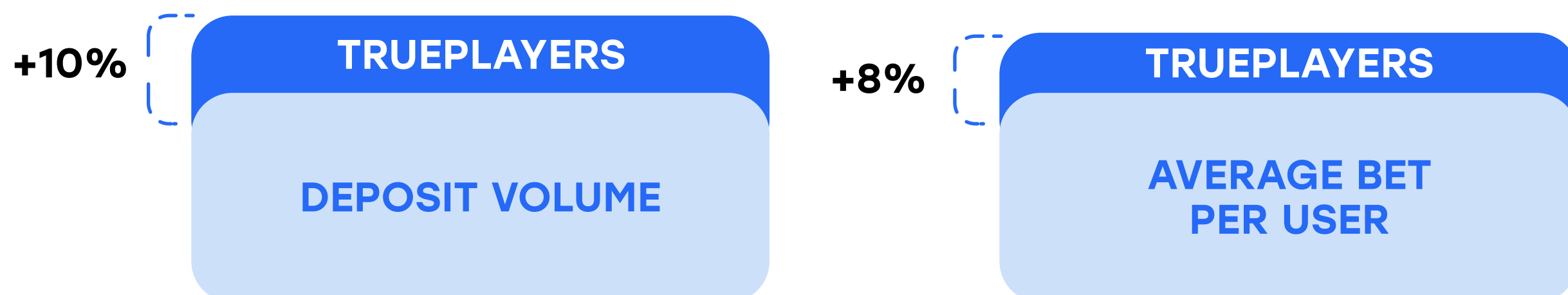
NGR

TRUE PLAYERS

+5.6%

DEPOSIT VOLUME

The loyalty suite also boosted the deposit volume. After its implementation, players began depositing **10%** more funds, and the average bet volume per user increased by **8%**

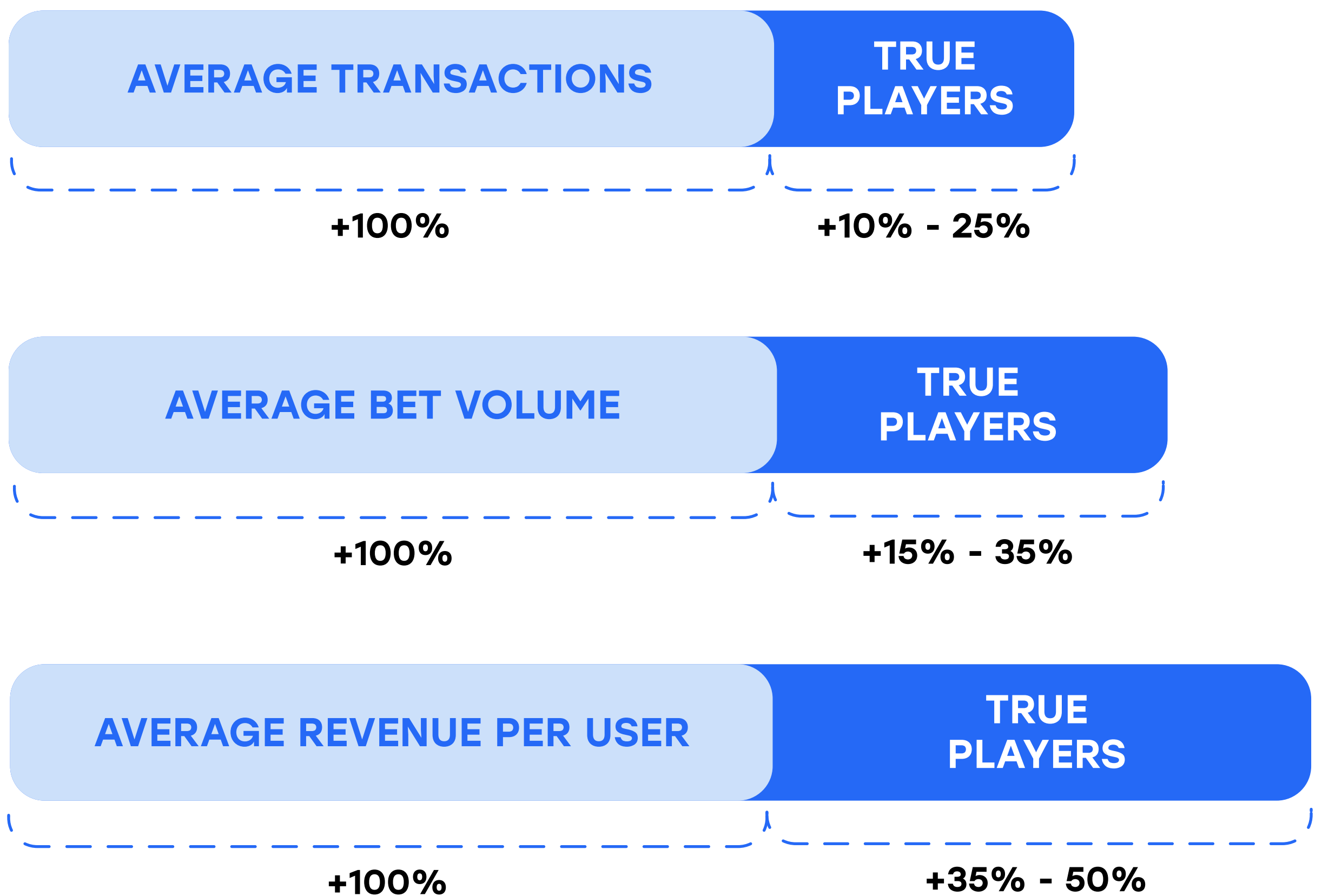


AVERAGE MONTHLY VISITS

Over the course of the research, we observed that introducing the loyalty program increased the frequency of casino visits. Before Trueplay integration, users typically visited iGaming platforms four times per month. However, after the Loyalty Booster Suite came into action, its users started making an average of 4.15 more visits.

iGaming platforms offering the Hold to Earn program saw a **120%–200%** ROI. In particular, active players who frequent a specific casino make, on average, **10%–25%** more transactions and spend **15% to 35% more** on bets than before using Hold to Earn.

The operator’s average revenue per user generally **grows by 50%**. So, the Loyalty Booster Suite significantly increased player retention, online casino profitability, and player spending.



DMYTRO CHURAKOV

PRODUCT MANAGER
AT TRUEPLAY



The Hold to Earn program encourages users to open the Trueplay widget more often to freeze tokens. As a result, they visit the iGaming platform's website more often, which increases the likelihood that they will start playing their favorite games. The rise in game activity potentially leads to an increase in bet volume and the number of deposits.



CONCLUSION

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iGaming platforms that meet player expectations regarding data safety, game selection, customer support, payout speed, and other must-have requirements must set themselves apart to ensure player retention amid tight competition.

Implementing a loyalty program that often features incentives and customer-facing features is the key to achieving this goal.



Player behavior research has proven that integrating Trueplay's Loyalty Booster Suite essentially enhances user engagement and financial metrics for iGaming businesses. Key findings include:

37.1%

reduction in
deposit withdrawals

10%

increase in
deposit volume

5.6%

rise in net
gaming revenue

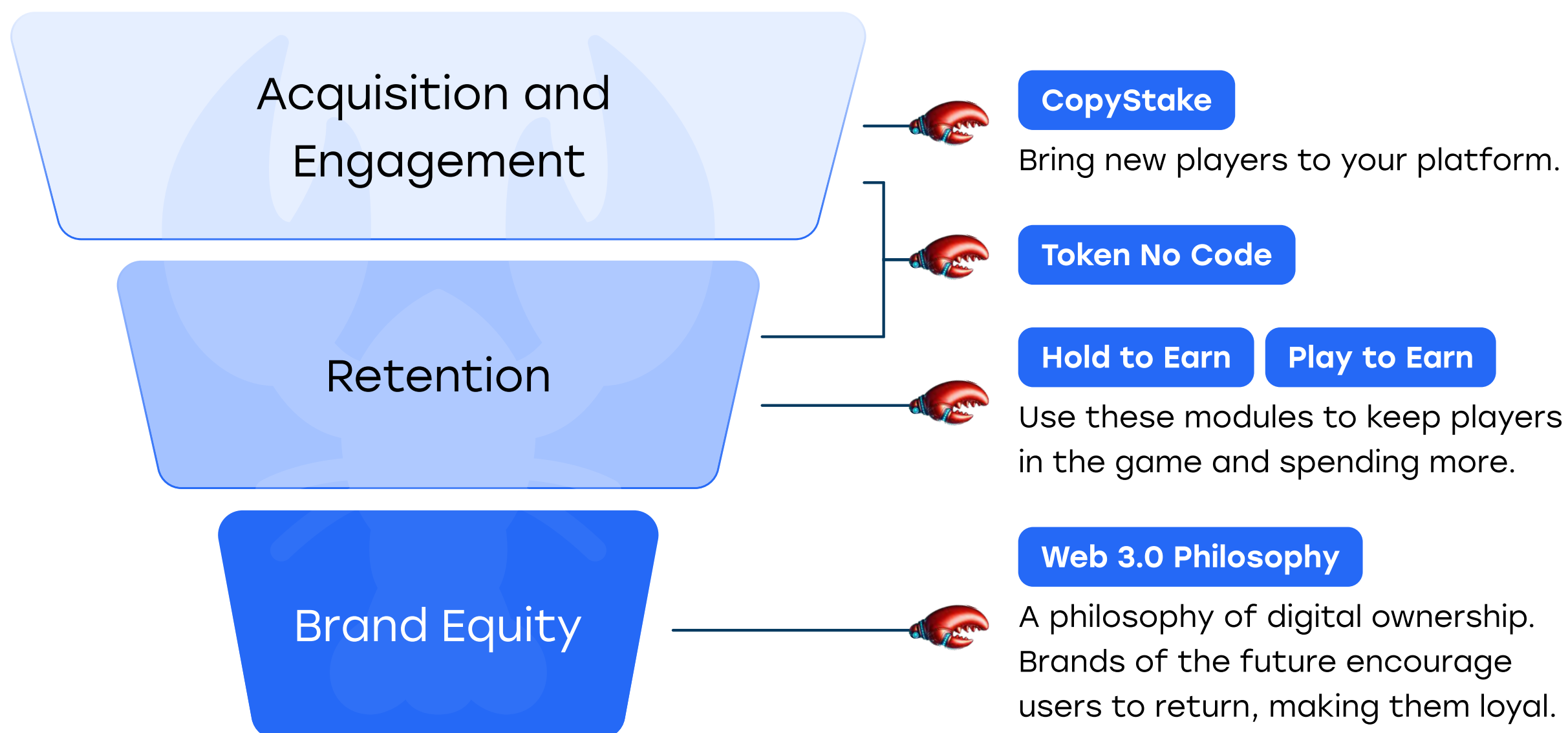
Additionally, operators who use our loyalty program achieved an ROI on emission between 120% and 200% and doubled their monthly visits.

TRUEPLAY'S RETENTION RECIPE

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Trueplay has been searching for an optimal algorithm for influencing player behavior and nurturing their trust and loyalty to an iGaming platform. The finalized approach is embodied in the Trueplayer philosophy. Let us explain how it works.

Trueplayer: a loyal user who regularly deposits funds into an online casino and interacts with the Trueplay widget in a given period



The value of the digital token increases with the number of transactions, and a Trueplayer's wealth grows with the casino's revenue. The Trueplayer is now interested in the casino's success.

ABOUT TRUEPLAY

Trueplay is a Loyalty Booster Suite that enables iGaming brands to build lasting customer relationships based on trust and mutual benefit. It includes programs that ensure player interactions with iGaming platforms are exciting right from the start.

Trueplay's mission is to revolutionize the iGaming industry by introducing new technologies and features to enhance player engagement.

The company was founded in 2018 and has offices in Kyiv, Ukraine, and Warsaw, Poland.



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