



**Every  
Matrix**  
E F F E C T



## CasinoEngine edition

The EveryMatrix Effect addresses operators' key challenges in entering new markets or scaling up. With in-house data, expert insights, and performance metrics, it helps you choose the right iGaming solutions and stay ahead of the competition.

In collaboration with **iGB**

# Challenge 1:

Limited access to new content and lack of localisation

## Key insights to tackle Challenge no. 1

1

Expert recommendations on content localisation to tailor offerings to specific audiences and markets.

2

European markets require careful curation due to strict regulations, ensuring compliance while maintaining a fun player experience.

3

Latin American markets offer growth potential and flexibility but require player education on online casino games and European providers.

4

African markets face infrastructure challenges; prioritise lightweight, low-data games optimised for mobile.

5

Localising content based on player preferences is key to success.

Choose an aggregator with a comprehensive gaming portfolio and flexibility to support expansion into new markets.

6

7

Ensure your aggregator offers vendors suited to specific markets (e.g., Pragmatic Play for Europe, Fazi for Latin America, Habanero for Africa).

A successful offering requires player management solutions, responsible gaming, business intelligence, CRM, and regulatory services.

8

9

CasinoEngine integrates 37 new vendors annually, offering 30,500+ games, providing a competitive edge.

Your aggregator must handle multiple content providers, jurisdictions, and regulatory demand such as reality checks, time limits, and wagering limits across vendors.

10

The EveryMatrix Effect for one of our Tier-1 clients, in the first 8 months since launch

20%

Average MoM increase in UAP

22%

Average MoM increase in number of game rounds

17%

Average MoM increase in turnover

## Challenge 2:

# Restricted Lobby Management and UI personalisation

### Key insights to tackle Challenge 2

1

In emerging markets like Latin America and Africa, benefit from the flexibility to create customised lobbies to suit local player preferences.

2

In mature and more restrictive European markets focus on regulatory compliance and set in place ethical and responsible operations.

3

A WLA Safer Gambling certified online casino supplier offers adaptable software for diverse regulatory needs.

4

Choose a software supplier that offers centralised back-office tools for full oversight of content, operations, and performance.

5

Effective lobby management includes UI personalisation and regulatory flexibility for an enhanced player experience.

Choose a software supplier that supports custom features, like game replays, merchandise prizes, and round details.

6

7

Make sure to include essential safeguards such as reality checks, time limits, and toolbar controls (e.g., panic buttons).

8

Create targeted lobbies with automated categories, frozen game positions, and subcategories for specific audiences.

9

Assign seasonal themes, track game performance, and optimise layouts based on KPIs.

10

Use a UI Communication Framework for timely notifications like break messages and game suspensions.

The EveryMatrix Effect for  **Norsk Tipping**

32%

GGR growth in the first 12 months

49%

GGR growth in the first 24 months

\*Growth counted from when all casino games were provided by CasinoEngine