



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 5:

Lack of unified loyalty and gamification across content providers

Key insights to tackle Challenge 5

1

Look for a unified loyalty & gamification system to help you better predict player behavior and boost your revenue.

2

Your iGaming software supplier should offer you customisable tools that allow you to mix and match features for improved acquisition, retention, and cost optimisation.

3

Look for tools to help you design seamless player journeys that engage users from initial registration to advanced rewards.

4

Benefit from incorporating progression-based rewards where players earn points, level up, and unlock valuable perks.

5

Consider providing your players with a diverse reward system including mini games, free spins, tournament tickets, and exclusive Loyalty Shop prizes, and many more.

Ensure an integrated ecosystem where all tools work together to create personalised player experiences.

6

7

Utilise a powerful bonusing suite with options like free spins, cashback, wagering challenges, and more.

8

Enhance engagement with gamification elements such as mini-games, tournaments, and interactive challenges.

9

Optimise operational efficiency by configuring loyalty tools to run seamlessly with minimal manual effort.

10

Empower players with choice by allowing them to personalise their rewards and gameplay experience.