



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 6:

Lack of measures to prevent bonus abuse

Key insights to tackle Challenge 6

1

Bonus abuse is a critical issue in the iGaming industry, often misunderstood and under-discussed, but essential to address for the integrity of the ecosystem.

2

According to a 2024 report, bonus abuse accounts for 70% of all fraud in the industry, leading to substantial financial losses for operators.

3

Financial Impact on Operators: Online casinos lose millions of euros annually to bonus abuse, an estimated 15% of their gross gaming revenue (GGR).

4

Bonus abuse is committed by both bad actors and legitimate customers, making it particularly difficult to detect and prevent.

5

Manually managing bonus fraud is resource-intensive, driving up operational costs and complicating fraud prevention efforts.

Abusive practices force operators to impose stricter promotional terms, creating a less attractive and unfair environment for genuine players.

6

7

Operators must strike a balance between launching attractive promotions and effectively preventing abuse to maintain revenue and user satisfaction.

8

Bonus Guardian: an advanced tool using AI algorithms to automate abuse detection, saving operators time, effort, and costs while enhancing fraud prevention.

9

Bonus Guardian allows operators to define and monitor behaviors of various user roles, apply tailored restrictions, and make informed decisions based on data analytics.

10

Ideal bonus abuse prevention tools should offer AI detection, customisable roles, flexible user management, advanced analytics, continual learning, and scalability to adapt to evolving regulations.