



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

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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.

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

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

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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.

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

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

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

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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.

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