



TRUEPLAY

IGAMING STATE OF THE INDUSTRY

BRAND RESEARCH FROM
FOUR MAJOR MARKETS

2024

With the first quarter of 2024 behind us, we look at essential industry metrics gathered from brands across **Asia, Europe, LATAM, and North America**. This survey spans six months of operation and will help inform us of the past and better prepare us for the future of iGaming.

AVERAGE RETENTION RATE

Ending the first month with a retention rate of 39-43%, brands retained only half as many players (19-22%) by month six, a significant drop that showed signs of possibly falling lower.



Nadiya

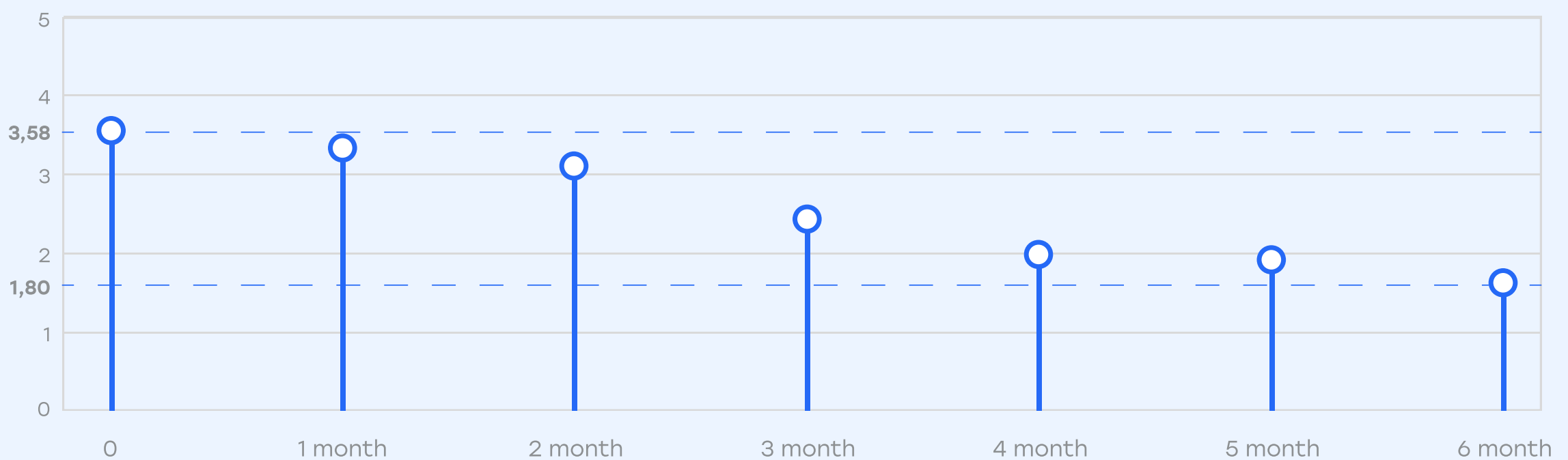
Partnership & Account Manager



Players leave if they do not get a high-quality player experience. Implementing **customized loyalty programs and rewarding players** can help sustain interest and keep them engaged over a longer time period.

FREQUENCY OF VISITS

A single user's average frequency of casino visits gradually decreased each month. Beginning with a visitation rate of roughly 3.58 (3,576 visits) in the first month after registration, it declined to 1.8 (1,802 visits) by month six.



Valerija

Partnership & Account Manager



Maintaining a high frequency of visits requires constant innovation and fresh content. Operators should focus on enhancing their platforms, **offering regular updates, new features, and limited-time events** to encourage more frequent visits.

Gain player commitment and encourage more frequent visits.

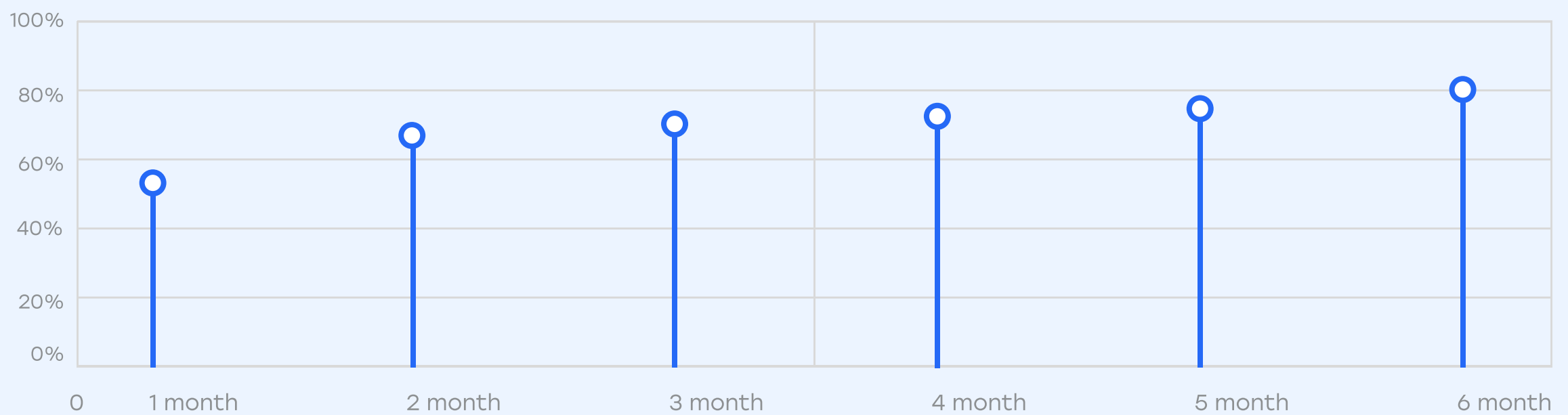
Try the Hold to Earn feature

[Live Demo](#)



CHURN RATE

As is typical for the churn rate, there's a big drop in active users in the first month, ranging from 61-57%. This number steadily increased, reaching 81-78% of all registered users. This shows a large number of inactive users by the sixth month.



Nadiya

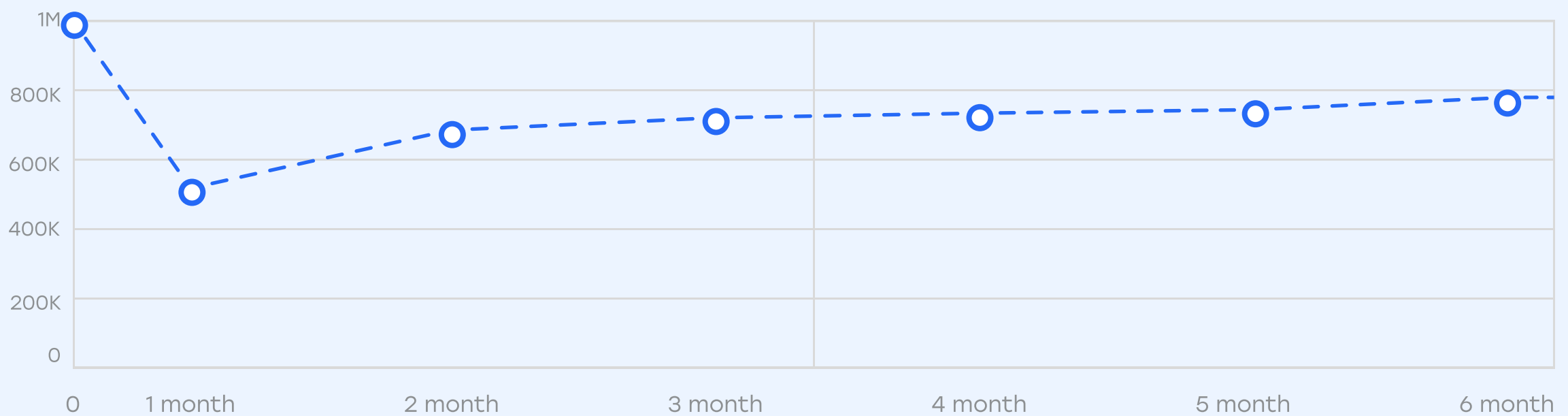
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High churn rates are often symptoms of unmet player expectations. To prevent this, operators should focus on onboarding, providing clear and compelling reasons for players to return. **Exclusive offers and loyalty rewards** are effective approaches to reducing the churn rate.

PLAYER CASH OUTFLOW

A cohort of players that generated \$1 million in revenue during the first month, reduced their spending by 57% in the following month (\$567,494). However, this decline soon reversed as the following months saw a gradual uptick. In month six they spent nearly 80% of their initial expenditure amounting to \$784,722.98.



Valerija

Partnership & Account Manager



The pattern of player spending, which shows an initial decline and a gradual rebound, points to shifting engagement levels. This trend suggests that players may initially test the waters with smaller investments before **investing more if their experience is positive.**

Let your brand pay for you - not your cash!

[Request a demo](#)

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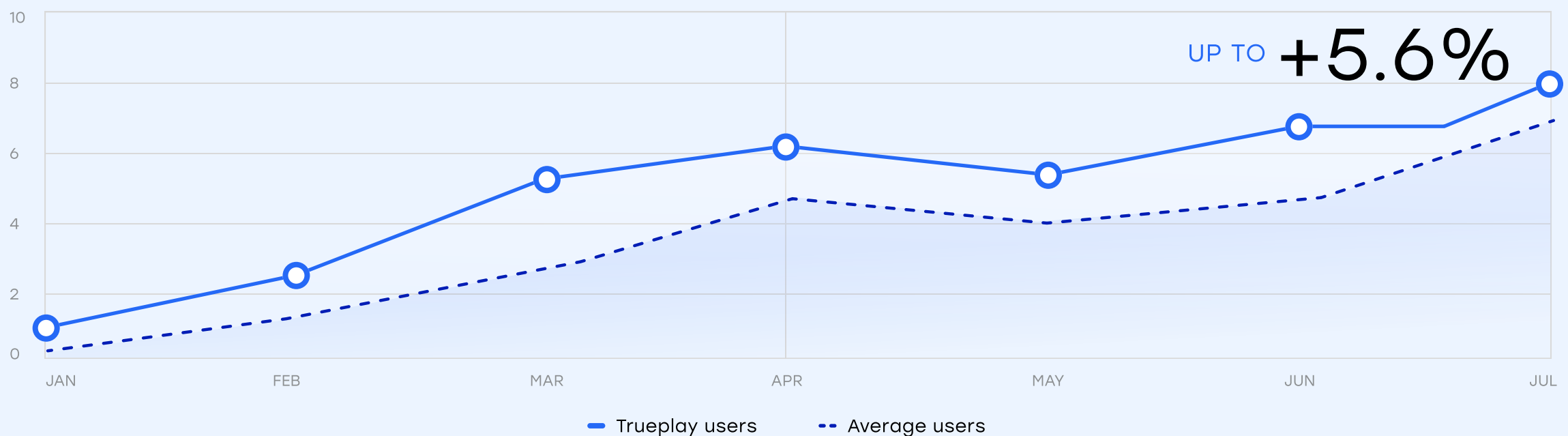
MAXIMIZE YOUR RESULTS WITH LOYALTY GAMIFICATION BY TRUEPLAY

These figures illustrate the need for iGaming brands to find solutions that improve their main metrics. Fortunately, that is what loyalty programs are for.

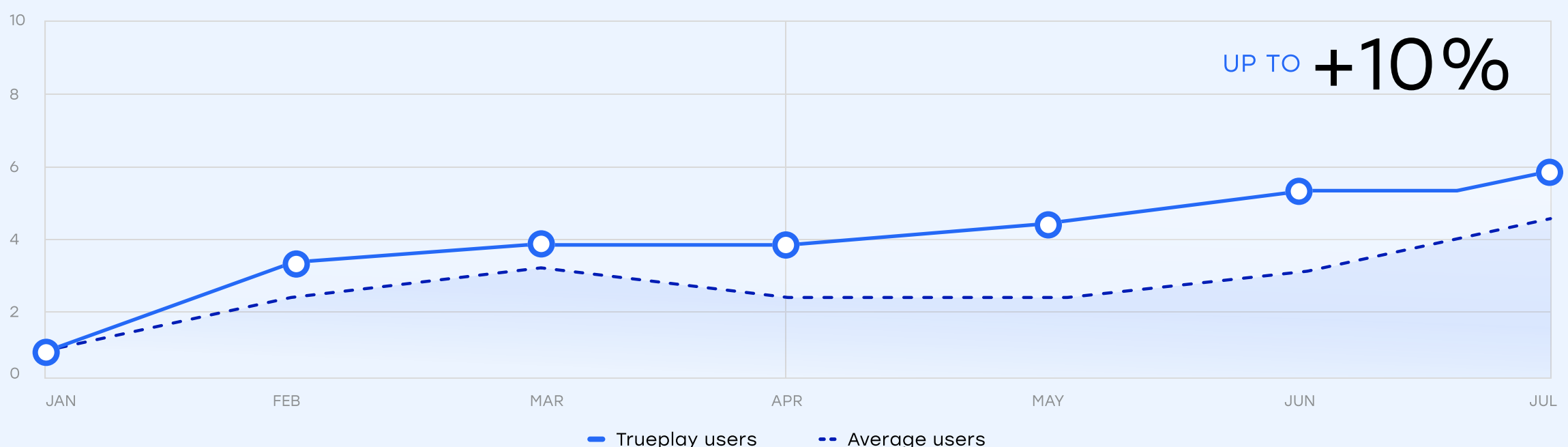
Integrating solutions like Trueplay will boost your retention by engaging with your players and earning their loyalty. This results in more deposits, fewer withdrawals, and ultimately more revenue.

Trueplay achieves all this by providing a gamified experience for players across Play to Earn and Hold to Earn features. Together they:

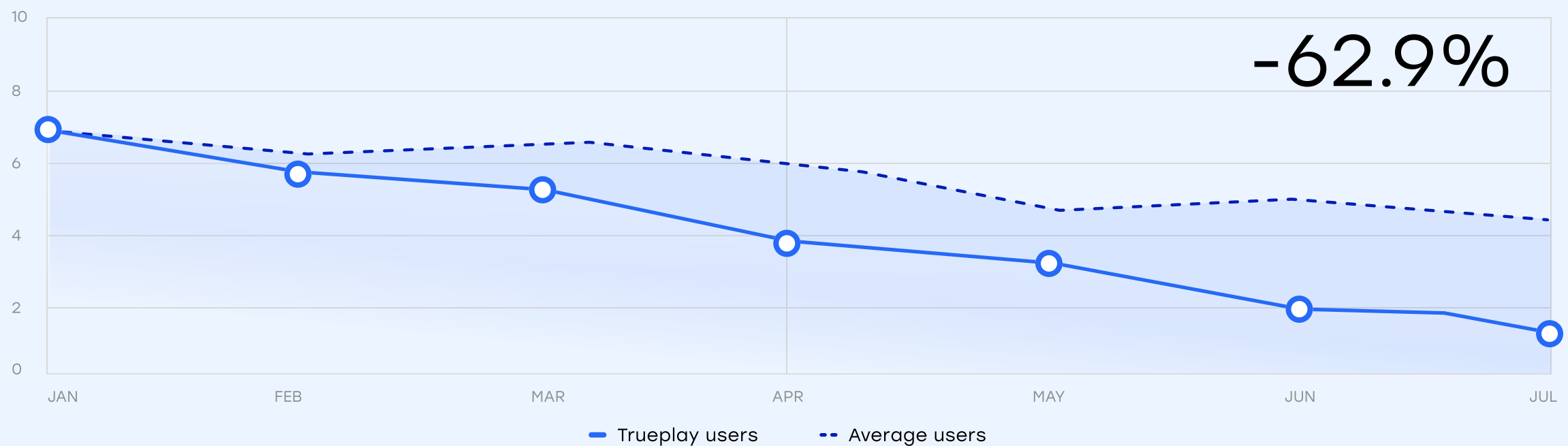
RAISE NGR BY UP TO 5.6%



INCREASE DEPOSIT VOLUME BY 10%



DECREASE WITHDRAWAL CONVERSION BY -62.9%



WHAT DO THE EXPERTS SAY?

Nadiya

Partnership & Account Manager



LinkedIn

How can Trueplay loyalty programs improve an iGaming platform's metrics?

Thanks to loyalty gamification, Trueplay assists iGaming brands in enhancing player retention rates, deposit volumes, overall GGR, and other KPIs. The Hold to Earn program in particular shows a minimum GGR uplift of 15% – a fact backed by customer data.

Valerija

Partnership & Account Manager



LinkedIn

What major challenges do you anticipate for loyalty programs within the iGaming industry in 2024?

The major challenge for an iGaming operator will always be “the same tea – different cup.” An operator can keep a player committed as long as it is a great game session – but what next? We have created a unique solution that will keep players committed to the brand even after a bad hand.

TIME TO ACT

The second quarter has just started, and iGaming brands are optimistic about the year ahead. However, the need for effective loyalty programs is more apparent than ever, as platforms realize 2024 is far from business as usual.

The industry continues to grow, propelled by technological advancements and evolving market trends that wait for no one. So also do iGaming brands require solutions that adapt and evolve to their customer's needs, like Trueplay's Loyalty Program. So if you are in the market for such a loyalty program, [book a call](#).

Your first-class
ticket to the
future of iGaming!



 contact@trueplay.io

 trueplay.io

