

Striking the Balance:

Revenue and
Responsibility
in Gaming





INTRODUCTION

Let's start with

a very clear and very important caveat: as a gaming operator there's a fine line to tread between commercialisation and responsibility, and neither can exist without the other. As a business, you exist to make profit, but given the nature of the sector there are major responsibility factors which can't be ignored.

Because the nature of being a gaming operator means that being responsible keeps you sustainable.

However, this responsibility is not just a regulatory mandate; as a business you have zero benefit in having your customers burn-out or self-exclude. Keeping punters safe and keeping gambling fun are sacrosanct — this is what fuels the most critical aspect of long-term success, keeping them on your platform and establishing a relationship as their preferred operator. This loyalty underpins Customer Lifetime Value (CLTV) — the long-term retention of a customer for maximum commercial return.

And this is where understanding your customer is most critical, and where smart use of Artificial Intelligence (AI) and Machine Learning (ML) to analyse your data come into their own. The complexity and amount of customer data available has expanded beyond the ability of human beings to monitor and manage effectively. AI/ML is the next wave of digital transformation enabling businesses to not only stay afloat, but thrive in this data-rich ecosystem.

Quite simply, it's not possible to be a responsible and commercially sound operator without putting these at the core; they'll help you understand where to rein in, and where to safely grow a customer.

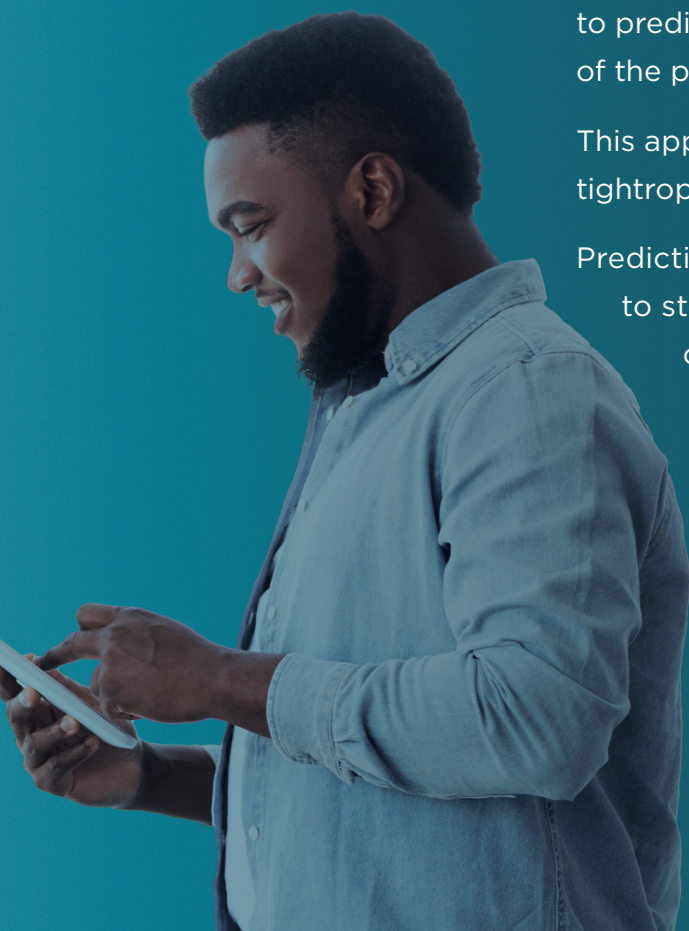
This is because problem gambling is about the individual and not specific products. You need to be able to separate the two and identify the relationship between them. Gamblers need to be understood as personally as possible in order to safeguard and monitor where necessary, and act decisively when essential.

Once marketers have the data collected and unified to understand the customer, they need to be able to create audiences to take the appropriate action. And that's where ML steps in to help, by allowing operators to predict likely outcomes and take action to get ahead of the problems.

This applies to both sides of the finely-balanced tightrope between responsibility and commerciality.

Prediction of problem gambling allows the operator to step in and take action; while the understanding of audience groups within the large majority of customers allows operators to drive loyalty, using real-time analytics to personalise the gambling experience.

This is why there's the big commercial opportunity for responsible, smart and sophisticated operators.





We can't ignore the impact Covid-19 has had on the sector too — to gloss over it is irresponsible. It's impacted every aspect of the gaming sector, with not just the removal (albeit, thankfully, temporarily), of the high street bookies, but also with the pause in sporting events. Sports are starting to come back, and it looks like the end of the year will see a surge in competition returning in whatever form it is safe to do so. This will, naturally, bring many punters back.

But it's key to remember that for many their incomes will have been significantly and negatively affected, and as such understanding who they are now is key to retention.

Going in all guns blazing with offers based on six-month-old spending behaviour can appear crass to a customer who has a fraction of the disposable income they used to. No one wants to be reminded that things have got more difficult for them. This is where real-time data-driven ML offers a critical understanding of the customer.

All this insight is at your fingertips — AI and ML will yield an unprecedented view of where opportunities lie, but only if the system has clean data to work with in the first place. Feed it nonsense, and you'll get nonsense back.

Think of it like trying to back the winner in the Grand National; ask That Guy in the Pub who knows-someone-who-knows-someone and you'll be suggested a 100-1 longshot that's "a cert, you'll clean up". You won't. Read the guides, look at form — take the data-led approach, and your predictions will be infinitely more informed.

Don't be like That Guy in the Pub.

Lindsay McEwan, VP, EMEA



Defining demographics

The statistics within this report have come from bespoke research by Opinium commissioned by Tealium, which sought to investigate the relationship between the commercial opportunity and responsibility, and the underlying influences that inform both sides of the coin.

The research framework was structured across two core factors; frequency of betting, and the size of the bets that are being placed. This was applied to those who place sports bets online (at least once a month).

With the rough rule of thumb that the 20% of customers providing 80% of an operator's revenue are classified as 'tier one' gamblers, understanding the drivers of the 'tier two' gamblers, and nudging them from one side of 'moderate' (£25-£49 per month), into the higher bracket (£50-£99) will be a lucrative opportunity to secure. Provided responsibility remains at the core, of course.



	LOW £0 - £24	MODERATE £25 - £49	MODERATE £50 - £99	HIGH £100+	TOTAL
HIGH More than once a week	8%	6%	9%	12%	35%
MODERATE Two to four times a month	25%	13%	10%	2%	50%
LOW No more than once a month	11%	2%	2%	<0.5%	15%
TOTAL	44%	21%	21%	14%	

As an example of how this maps out

- 44% of respondents are placing £24 or less per month, with 14% placing more than £100
- 35% of respondents are placing bets more than once a week

We can also delve into the level of bets within each frequency bracket — as would be expected, we can see that those betting infrequently very rarely bet large amounts and there is a general sliding scale to be seen across frequency and spend.

	LOW £0 - £24	MODERATE £25 - £49	MODERATE £50 - £99	HIGH £100+
HIGH More than once a week	24%	18%	25%	33%
MODERATE Two to four times a month	50%	25%	20%	4%
LOW No more than once a month	73%	12%	14%	1%

All this data allows us to see how attitudes between different bands change, and thus how to move a customer to betting more frequently or spending more (while remaining responsible).

We'll revisit this categorisation throughout the report, based on 'low', 'moderate', and 'high'.



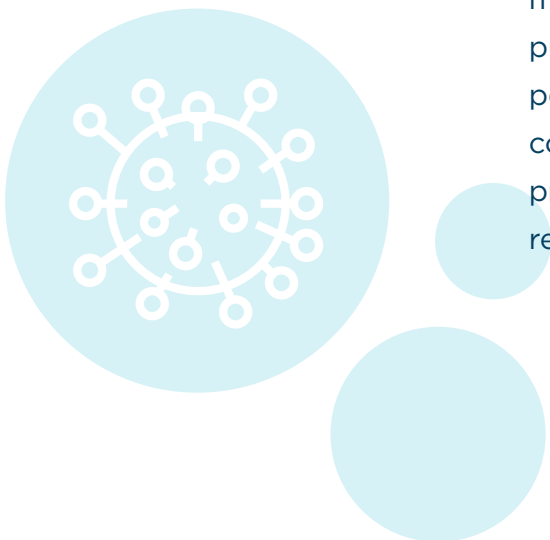
Covid-19 impact

Changing landscape

As with any industry, the gambling sector can't ignore the effect that Covid-19 has had on its customers.

It took the bricks-and-mortar outlets off the high street for months, driving many gamblers online (sometimes for the first time). In some regards, there is an argument that the intrinsic data-driven insights that come with online and mobile-based gambling offers a better opportunity to monitor for problematic behaviour, as well as identify loyalty drivers.

The real-time data available online and on mobile offers more scope to increase the commercial opportunity by pushing more refined recommendations and a more personalised experience to customers to keep them coming back. Optimisation must remain the highest priority — and importantly it doesn't have to compromise responsibility (if anything it too can benefit).





Your customer's situation has changed

What can't be ignored is that the pandemic hasn't just changed where people are gambling, but crucially how. Amid the turmoil, some customers will have lost their jobs in lockdown or been put on furlough, and as a result are likely to have changed what they can afford to spend.

The disposable income that saw a roulette player spend £100 or more each month is likely to have reduced or disappeared completely. As a result, they'll be playing different stakes. The usual £10-per-spin stake may have halved and an operator needs the real-time data to identify this and adjust the experience accordingly. This applies to both promotions (don't push higher stake special offers), as well as responsibility (check their spend is behaviourally comparative).

It's with this in mind that operators need to be smart about how they reengage. Rather than being a short-term false indicator, the last few months — and indeed, the next one or two — will help you redefine your customers.





What are Artificial Intelligence and Machine Learning?

Spot the difference

Before we continue, it's important to define the difference between Artificial Intelligence (AI) and Machine Learning (ML) as the two are often misused, misunderstood, or presumed synonymous.

AI is, as the name suggests, the intelligence built into a machine — think of Siri when you ask for directions. The intelligence built into the software will understand where you are, where you want to go and the best route to take.

ML is a subset of AI. It uses intelligence to constantly refine what it understands about you as a user and your behaviour. It can also use 'you' within a wider anonymous data set as an indicator of wider trends.

Customer understanding

In the instance of customer identification and behaviour, ML — based on the intelligent data gathered at the interface — will constantly iterate what it understands about that customer and act accordingly. It can also infer future behaviour based on how that profile fits against customers who previously exhibited such trends, and how they evolved.



This is exemplified in the gambling sector when it comes to identifying individuals who may be at risk. Let's consider a sports gambler who has, for a long period of time, spend a comparatively moderate amount (e.g. £60), and has done so twice a month. Seeing this suddenly shoot to over £100 a month, twice a month, then this might indicate a variety of changes (a bonus or pay rise for example).

However, if it becomes more frequent, it can indicate problematic behaviour as can spiralling stakes. Couple this with a sudden change in habits from solely sports to casino, and there's a need to monitor for appropriate action.

Above and beyond this, the ML opportunity allows for real-time data to be set against historical data of users who have gone on to self-exclude. This comparison with previous behaviour from data collected from a variety of previous problem gamblers allows for swifter intervention.

The marketer's opportunity

Essentially, ML fuels AI in terms of growing intelligence through learning (and doing so iteratively to become ever more intelligent), developing into an understanding without human intervention.

The opportunity for marketers today is using ML to fully understand the customer and audience groups — in real-time — to deliver better customer experience, driving loyalty and increased revenue accordingly.

However, this fundamentally relies on a quality CDP to unify and cleanse the data before it is parsed.

Aggregating data across multiple touchpoints will inherently deliver more insight due to the larger pool available. This creates an increasingly more refined model of the customer and allows for the creation of a highly personalised experience.



Loyalty and the customer experience

Retention and churn

Central to the commercial success of any business is the concept of Customer Lifetime Value (CLTV), the methodology that takes a long- rather than short-term view of the customer. Instead of immediate revenue, a model is built which considers what it costs to retain business including any discounts or special offers involved, and how the latter can offset churn.

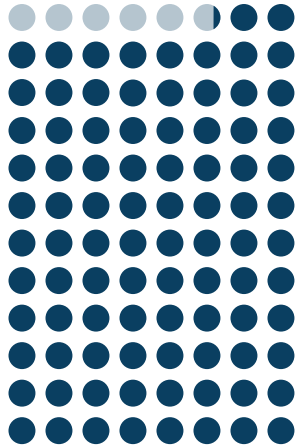
The key words here are ‘retention’ and ‘churn’ — not least because they’re so intertwined but because a drop in the revenue-generating former drives a significant uptick in the revenue-sapping latter. Focus on driving retention and you’ll avoid the anxiety of addressing increasing levels of churn.





So, what drives loyalty?

When asked about how important five specific factors were in terms of loyalty towards online sports betting sites, it perhaps little surprise that nothing stood out as inconsequential.



94%

of respondents cited
functionality as a key driver
of loyalty

- Having the best odds: 94% stated it was important, (with 53% citing it as very important)
- Functionality: 94% (57%)
- Range of sporting bets available: 89% (44%)
- Having the best special offers: 88% (42%)
- Responsibility: 83% (40%)

Having the best odds are at the top of the tree as might be expected, while the prominence of functionality as a loyalty driver can be seen to reflect the proliferation of devices through which a customer will lay bets alongside how they place them, and where. Pre-match punts at home might be done on a laptop; in-play bets watching on the big screen in the pub with friends will need a mobile platform. As such, reliability, ease-of-use, and navigational consistency across devices become key.

The expectation for a range of bets plays into the need to keep customers coming back, making their preferred sports and casinos sticky. Going stale isn't an option, and putting as many niche bets, accumulators, and jackpots on the table will increase retention. This is almost



certainly why same-game multis are such a success, and where understanding behaviour becomes paramount.

The breakdown across users on the need for a range of bets provides interesting insight, and demonstrates how a deeper understanding of the customer can pay dividends. Just under half of the high-frequency/high spend demographic put this as a very important loyalty driver (46%), against only 38% of the low spend/low frequency. A drop by a factor of 18% is not to be ignored.

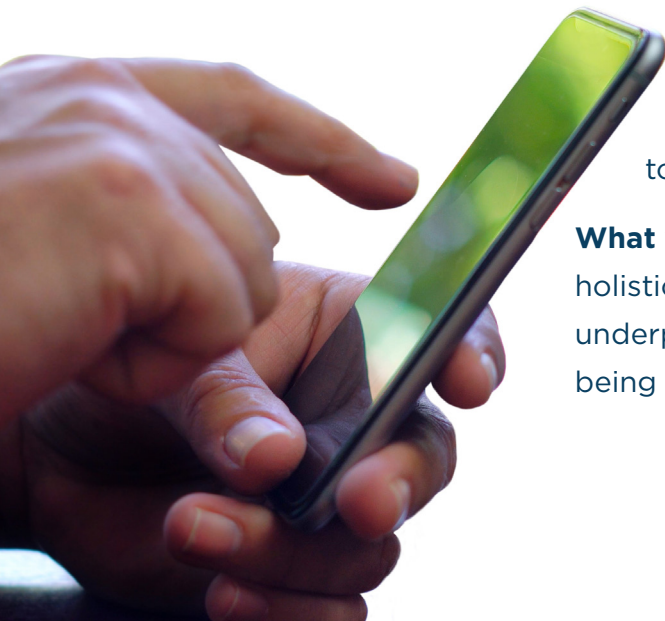
Responsibility

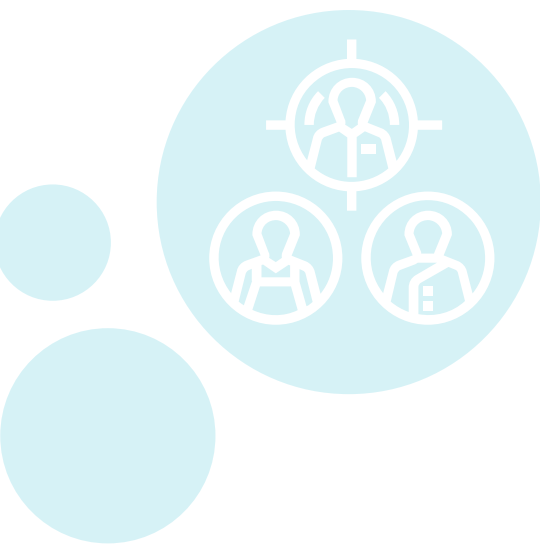
Intriguingly, responsibility (in this instance being seen to look after customer welfare by limiting losses/tackling gambling addiction) came fifth. However, this may just be that unless confronted first-hand on the need for responsibility, it's seen as an intrinsic 'service' that a gambling operator should promise, and thus isn't a differentiator in and of itself. It's perhaps a paradigm of gambling online so is assumed as being present, but this shouldn't detract from the opportunity for brands to further demonstrate their credentials on this front.

It's worth noting though that there are significant differences between the demographics on responsibility. Low and moderate users had it relatively high, with 88% and 83% respectively, while the higher bracket users put this figure at just 72% — therefore with over a quarter of respondents stating it as not important.

Key Learning: These results demonstrate that users have a high expectation of their operators and reinforce the notion that competition is fierce. As such, once you have a customer, you need to keep them.

What you can do: The use of real-time data to see a holistic view of the customer and their experience will underpin this; both in terms of personalisation as well as being able to identify bets getting out of control.





Personalisation

Once we understand some core drivers behind what users look for with their online betting site, we can look at how customer experience can drive stickiness, and how the right tools, using the right ML configuration can inform this.

Central to success is (as always), consistent and clean data. Without the right input material, you won't get the

analysis which can lead to a smarter insight.

Let's look at an example, using someone who historically sat within the low-moderate spend category (£25-£49 per month wagered) and moderate frequency category (betting two to four times a month), and focused on football — primarily Liverpool.

Constantly pushing Manchester City special offers to purely based on both being football teams will alienate and annoy. Yet tailored bets, timed to Liverpool matches will result in higher uptake. Spotting a surge in betting levels — pushing them into the £100+ category for wagers — can indicate the need to monitor for intervention as well as the need to reign in special offers which might just exacerbate the issue. Conversely, a drop in stakes could indicate you're either pushing the wrong special offers or they're simply tightening their wallet.

Clickstream data plays a huge role in this. Being able to understand what games a punter plays and what pages they are going through is valuable. If there's a regular, direct homepage-to-destination route, how can the homepage be better designed to showcase new games or special offers? If there's an intermediary in terms of a slots page showing all those available, how can this be regularly kept fresh?

Data-driven insight into the customer journey will be able to answer this latter question for you and adjust accordingly, be it through better targeting to increase frequency and spend, or just maintaining a holding pattern if the data suggests a longer term trend to reducing their bets.

Overlays on the site, tailored homepages, moving priority tiles — all these can help add nuance to the experience and drive significant commercial growth. These responses are identifiable through the right data analytics.

Understanding their betting cadence and scale will bring another dimension to personalising the experience, driving new opportunities to punters and making them feel valued and understood.

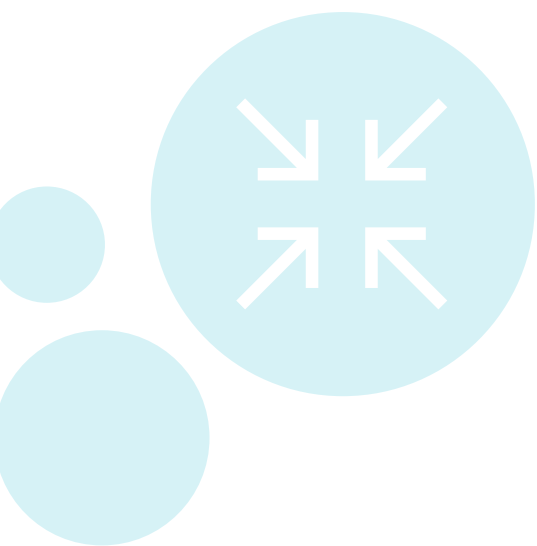


Real time insight and the customer experience

The emergence of real-time betting has brought a new dimension to the in-game experience, with tools including cash-out functionality allowing users to decide when to take their winnings sooner, rather than risk them all; and in-play betting ensuring the excitement of placing a wager doesn't stop when the referee's whistle signals kick-off.

Harnessing this real-time data is what provides the brilliant experience that keeps punters online, and as the systems become even more intuitive and ML plays a bigger role in driving hyper-targeted promotions in-play, this will become a major part of a bigger commercial strategy.

Real-time data can also play a vital role in completion of bets. Understanding what bets are looked at but not placed, can help prompt push notifications to redemption — often to within just a few minutes of inertia. The role of the CDP here can't be overstated. Gathering data from multiple touchpoints will allow for identification of potential betslip abandonment, through an understanding of the number and level of bets placed across a particular moment in time or specific game, event, or promotion.



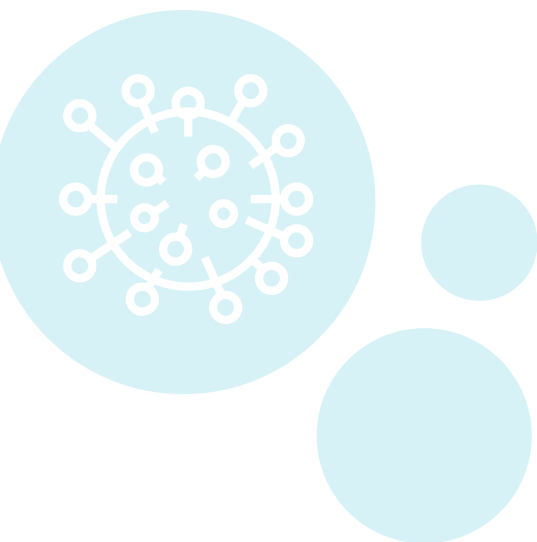
Reducing betslip abandonment

While ways to address abandonment are still emerging, the gaming sector can look towards the retail industry to see how it approached converting discarded baskets to purchases.

This model requires a wide variety of teams. Betslip, homepage, promo page owners; alongside analysts, user experience (UX) specialists, design, and content developers — all have a major role to play in creating the best experience for the customer. In this regard, a fundamental part of any platform is the ability to allow cross-functionality across these teams, while folding in compliance.

It's with this in mind that the CDP performs the pivotal part of any success. The above teams can't act in data siloes if the customer is to feel genuinely valued and understood, two imperative drivers toward loyalty. Aggregating all the information held on a customer will enhance their experience, as well as nudge them when there's a suggestion of momentary stagnation. Just as the retail sector is constantly iterating its approach to tackling the checkout equivalent, the gambling sector needs to use its customer data to tackle betslip abandonment.





Your customer post-Covid-19

Acting as if nothing has happened over the last few months and generating the same promotions with the same frequency is lazy and risks misunderstanding and alienating your customer. They may have lost their job, been put on furlough, or taken a pay cut. Few customers may have the same income as they did in January.

As such, you need to understand them today (rather than relying on their previous behaviour before the disruption), if you want to drive loyalty. People don't like being reminded of what they don't have anymore, nor do they want to be reminded of a hobby they can't fulfil. Use the latest data you have to inform a single view of

the customer — the holistic persona of who they are now, not the outdated data which you held six months ago.

For the sports betters, as events and competitions start to be added back into the calendar, brands will need to remain agile enough to make the most of a situation, and drive loyalty. Someone who used to bet across four or five games at weekends, but now sticks to a top-of-the-table clash has changed their behaviour to match their changed wallet.

Your customers might be betting a quarter of what they used to, but that's how things are; life is far from returning to normal, so don't ignore data and presume your punter will too and carry on regardless.

Again, clean, current data from all customer touchpoints — provided by the CDP — will give you the best results that analysis by AI & ML can deliver, giving you the best insight available.

Showing you understand 'the new' them and being smart about how you demonstrate this will be key to keeping them onboard. Use the data to analyse how they now gamble, on what, when and to what level of spend. Consider a poker player's table — did they previously buy-in at a £50 table, but now sit down at £10 buy-in? This is their new limit. Don't promote tables they can't afford. They risk going above an affordable limit, or they risk not taking the offer up at all; irresponsible in the first instance, a false economy in the second.



Protection and loyalty

Sustainability

There's a simple mantra to success as an operator: "being responsible is ultimately the easiest way to stay sustainable as a business".

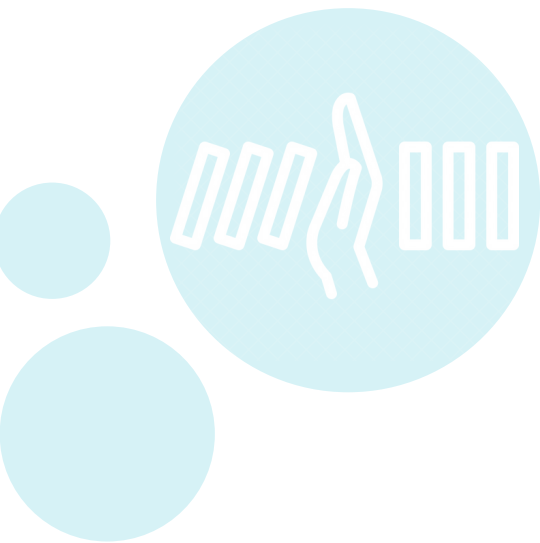
As with any company, without customers there's no business. As a gaming operator, there's a slightly more complex side to acquiring, and keeping, punters on your platform.

The experience they have with you and the personalisation within it is paramount — as is a wide variety of slots, casino games, and sports betting odds.

However, intertwined with this is keeping your customers safe. The Gambling Commission has an extensive, essential set of regulations which protect gamblers, and official bodies such as Gamcare and Gamble Aware offer support to those concerned with their betting. A core aspect of addressing spiralling betting is self-exclusion.

However, you have no commercial interest in a punter self-excluding. Understanding the path to self-exclusion

can not only inform how to stay within the regulatory framework, but also allow you to intervene where necessary and be seen as a responsible operator, keeping customers on-site in the process.



Expecting intervention

Interestingly, our own research clearly demonstrated that there's a direct correlation between responsibility and loyalty to an operator. Far from being seen as an interventionist, acting where necessary and addressing a problem has been shown to keep punters on your platform.

In terms of personal experiences related to sports gambling responsibility, 51% of all regular online gamblers stated they'd had a negative experience related to their betting activities. This rises to 74% for those in the moderate frequency (£50-£99) bracket, and falls to 32% for those in the low frequency (£0-£24) group.

Of those who stated a negative experience, 18% felt the operator should have stepped in at some point to control the amount of bets or value of individual bets being placed. 16% said an account spend limit should have been imposed.

As might perhaps be expected, without exception, these negative experiences have been felt more by those with a higher frequency of betting or a higher spend. This doesn't make the issues any less important.

Of the 51% who have ever had a negative experience, high frequency (£100+) gamblers are most likely to think that their site acted responsibly (44%), however this drops to just 21% for the moderate frequency (£25-£49) spend group. Only 32% felt that the site they were using acted very responsibly. Nearly two in five (37%) felt their site could have done a bit more to support them and a further 18% felt they could have done a lot more.

As an example, a sports gambler who is spending a moderate figure (£40) at a moderate frequency (twice) each month might suddenly up their stakes and hit the higher category by laying down over £100.

This alone is not indicative enough, but if the frequency matches the striking shift and their stakes are being placed a few times a week, then such sudden surges can raise monitoring flags. While it may be tempting to try and sustain this high level of spend and frequency, there's clear evidence that stepping in will not just keep that gambler safe, but make them thankful and more loyal.

Loyalty in adversity

But these statistics highlight important constructive lessons to be taken on board.

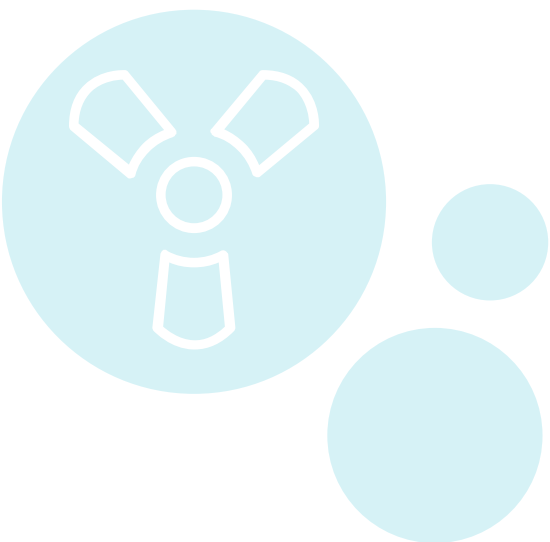
Prime among these is that of those with a negative experience, 72% said if the site had taken more responsibility it would have increased their brand loyalty, (rising to 81% amongst higher spenders (£100+)). No platform will ever have 100% positive experiences, we can't ignore this, so the manner in which those that pose a problem are identified and acted upon can drive retention. Safety matters.

Real-time data can therefore not only inform responsibility but play a huge role in loyalty. Identifying these trends across multiple platforms and devices — an opportunity facilitated by a CDP — will

further enhance this potential.

This represents a significant opportunity for the industry to pursue greater responsibility around gambling risks and customer retention. The evidence is clear that a site's response to emerging problems can boost loyalty.





Identifying those at risk

Monitoring and analysing current and previous customer behaviour using all the ML tools available is critical in acting on changing betting habits, and in informing the manner in which to intervene, and when.

None of this is possible without clean, accurate data to interrogate, both at the individual level and at the macro, pan-customer level.

While at an individual level, these actions can be identified through a shift in behaviour, the need to understand whether this indicates a slide toward

problematic gambling — and therefore when a decision should be taken on stepping in — will require historical data on the journey of a wider pool of problem gamblers.

This data set will offer numerous identification markers upon which to act, the most obvious being a significant jump in frequency or spending levels, or expansion into a number of new games, slots, sports; and most concerning of all, identifiably chasing losses.

ML tools are critical to understanding these shifts in behaviour, in ways which other — less sophisticated — analytics options simply cannot match. This prompts consideration of when to step in, and the level to which it's needed. Learning from the path previous problematic gamblers took, and the tools which worked to address them, is crucial.

It's only with a quality CDP in place though that this holistic insight of the customer is possible. Without the single view comparisons against previous indicative behaviour can be misleading or simply not be identified in the first place.

Consider a user who traditionally lays a moderate number of bets at 2.30pm on a Saturday, ahead of the three o'clock kick-offs across Britain, putting down £20 a week. An increase in the number of bets laid at night while foreign matches are being played is a clear indicator, as is a surge in midweek bets. If this is coupled with a significant increase in the total stakes, taking them to over £50 a week, then there's an immediate cause for intervention.

A stark shift in games themselves should also be cause for concern — moving from sports betting to late night roulette and poker will raise a lot of red flags.

Acting upon identification



The biggest challenge comes with identifying a problem before self-exclusion. Not only is this the most responsible approach an operator can take, but it's also the smartest in terms of customer retention. Contrary to some people's belief that operators exist solely to take money off gamblers, the long-term need to balance enjoyment with the frequency of betting is in fact the business model that exists. Gambling should be fun and entertaining — removing these from the experience loses the customer and your revenue.

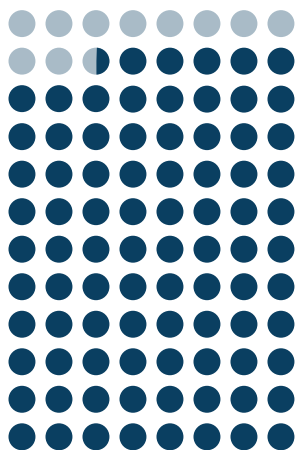
As such, clarifying if an individual is exhibiting a certain behavioural shift which looks in line with previous self-excluders can help nudge them to stepping back for a short period, before this becomes a long-term, wholesale removal from the platform.

The psychology of self-exclusion

It's important to consider a customer's path to self-exclusion, as understanding the challenges here can inform the actions needed from the operator.

At a basic level, problematic behaviours are centred around a neurotransmitter, dopamine, which is released during enjoyable activities, and triggers what's known as the 'reward system'. As the central tenet of the pleasure-reward circuit, dopamine not only increases upon winning but on the prospect of it. This latter element means it is linked to losses, as the prospect of winning them back triggers its production.

Our research looked into this loss-chasing, with unilateral acknowledgement of it across the demographics; 29% of high-level gamblers had experienced it, 25% of moderate gamblers, but just 15% of low gamblers. The latter is perhaps not surprising, but having over a quarter of respondents cite it shows it as a major issue.



The range of sports bets
helps to keep users on the site,
with **89%**
of respondents saying
that it's important
for driving loyalty

The ratio between the user groups was similar in terms of them feeling their online bookmaker should have stepped in and acted: 22% of high-level gamblers, 20% moderate, and 14% low. This demonstrates the need for more support from online gaming operators.

Prediction through education

There's also a need for more understanding and making the self-exclusion process easier. Industry reports put embarrassment and shame among main barriers to self-exclusion (indeed, recognition in the first instance of an issue is a major problem with unhealthy relationships). A lack of adequate information about the exclusion process, and indeed the protocols involved with it once registered, have been reported before alongside a lack of advertising about it being an option.

The challenge with it not being so evident is one which rests at the feet of operators and the gaming industry. While there evidently needs to be more promotion of it as an option, as well as support, the fact that the technologies exist to predict it (or at least monitor it), means that gaming companies should use the data at their fingertips to step in where needed.

App functionality such as time-outs, self-imposed betting limits, and profit-and-loss trackers are an important step. However, the inherent personal and emotional challenges users face when they need more drastic action need to be supported by third parties. Gaming companies must be at the forefront of this support and have the ML capabilities to deliver the understanding of every customer that allows them to do so, using comparative behaviour against trends the user is echoing to understand when to step in.

Our research points to gamblers demanding it, so there's a huge opportunity not to be missed.



What happens next?

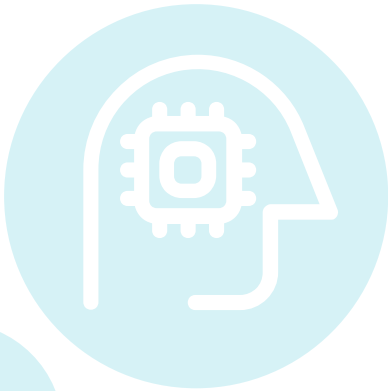
The challenge of privacy

Increased data privacy is good from a number of perspectives, but if it allows users to hide then it makes it harder for the industry to deliver the best monitoring and act accordingly. Multiple platforms with multiple data points and multiple walled gardens around it doesn't allow for a fully rounded picture of the customer, and potentially masks those who may be at risk. Gaming companies need as much data as possible in order to protect their users, and it's with this in mind that increasing collaboration on customer data, without compromising security or privacy, remain high on the industry agenda.

There's a move across the sector for operators to share information on problem gamblers and signs to look for if someone has been excluded or shown significant issues. Sharing this information can protect that user from simply switching from one site they've been barred from and to another to chase more losses.

This can be augmented further through integration with credit score platforms — understanding the users' wallet is key to monitoring what they can afford to stake (and not afford to lose).

Of course, with logins, identifying a problem user as soon as they're on the site is simple, but it's where they go next which is the industry's issue to solve.



Technology-driven future

The systems are there for gaming operators to continue to drive growth, while acting as responsibly as possible with their users and without compromising their health and safety.

The importance of ML in responding to identified problem behaviours appropriately cannot be overstated, and when combined with human insight, it becomes incredibly powerful. Users can work together with data platforms to refine the factors which classify someone as a potential problem gambler, and allow the operator to step in and act accordingly; a scenario from which everyone benefits.

From a systems perspective, the opportunities brought by AI and ML are going to be critical to remaining agile within this changing landscape, and to help to differentiate from the competition. Personalisation and smart use of data, in real-time, will continue to improve the customer experience and keep punters on your platform.

As we've seen, there are some defining factors in how people chose their site and how loyal they stay. The challenge will sit in making the most out of your data using the latest technologies to unearth the insights needed to keep customers coming back — safely.





So how do you, as the marketer achieve the ML opportunity?



Simply put, data is the foundation upon which all the opportunities machine learning brings fail or succeed. And this data is only as strong as the force through which it is collected for the machine learning to do its job.

Without a best-in-breed CDP, predictive analysis will either give out weak insights or incorrect readings entirely due to fragmented, siloed data or an incomplete view of the customer. Given this is the window into the gambler's world, such an omission is a careless false economy.

Committing to a real-time CDP like Tealium AudienceStream CDP, which is capable of handling all your customer data will provide huge returns in the long run ... And with its built-in Predict Machine Learning, marketers can unlock machine learning insights on their own without the need for lengthy data science projects. Or, if you've got the data scientists already, they can take the clean, correlated data coming out of the CDP and use it for their own algorithms.

Importantly, as our own research has demonstrated, this has the potential to not just inform the times when it is important to intervene and act responsibly, but to also drive loyalty through improved customer experience. Critically, it's also shown that gamblers want their preferred operator to look after them, and will stay loyal to the brand that does so. It's an opportunity that can't be ignored.





Connect Data So You Can Connect With Your Customers

Tag Management | API Hub | Customer Data Platform and Machine Learning | Data Management

Tealium connects customer data — spanning web, mobile, offline, and IoT devices — so brands can connect with their customers. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable, and secure. Tealium Predict ML uses the power of machine learning to predict the likelihood of any customer behaviour you're tracking in the Tealium AudienceStream Customer Data Platform. With Predict and AudienceStream, you can anticipate when a customer will make a purchase and take action to increase revenue, or identify prospects who won't purchase and suppress them from advertising to save costs. Power your whole tech stack with predictive machine learning insights when you choose a machine learning-powered customer data platform.

For more information, visit tealium.com

Tealium Striking the Balance: Revenue and Responsibility in Gaming.