

FOR CASINO OPERATORS

The customer experience layer for casinos that refuse to look like everyone else.

Missions, tournaments, loyalty, and live campaigns built around your brand, your titles, and your players. Sitting alongside the CRM and bonus engine you already run.



A short read. Then either this is useful to your retention team, or it is not.

You already know the casino retention playbook by heart. Acquire, welcome bonus, reactivate, churn, repeat. The competition runs the same playbook with the same tools.

We built CompetitionLabs for the casinos who want to break that loop. Engagement that compounds between deposits, not just around them.

If the next eight slides resonate, let's talk.



THE CHALLENGE

Bonuses keep working. Until they don't.

Welcome bonuses convert. Reload offers reactivate. Cashback softens churn. But every casino in your market runs the same mechanics with the same calendar, and players know it. The marginal player no longer responds.

The casinos pulling ahead are not the ones with the biggest bonus budget. They are the ones building customer experiences their competitors cannot copy: branded missions, cross-product tournaments, loyalty journeys that mean something, instant moments of recognition that do not cost a deposit match.

Bonus-led retention is reaching its ceiling. The next layer is engagement.



A QUIET OBSERVATION

Out of the box is also a box.

Most engagement tools shipped to casinos arrive as a pre-built set: the same loyalty wheel, the same daily reward, the same template tournament that every other operator in your market is also running this quarter.

Players notice. Acquisition costs converge. Brands stop feeling distinct. The retention category becomes a commodity layer.

The casinos that stay distinct are the ones building experiences around their own titles, their own players, and their own brand. Not the ones picking from the same menu.

Differentiation cannot be templated.



The customer experience layer for casinos.

01 • A real-time engagement engine that sits alongside your CRM, your bonus engine, and your platform. We take the events, fire the experiences, return the data.

02 • Missions, tournaments, loyalty programmes, instant rewards, achievements, and collectables. Branded as your casino, configured for your titles, designed around your players.

03 • Built bespoke. Not picked from a template library. We design the campaigns, build the widgets, and run the programme alongside your team.





Three things that are different about us.

01

Built around your titles, not around a template.

Missions that progress through your specific game catalogue. Tournaments themed to your live launches. Loyalty journeys that recognise the way your players actually play. Every campaign is designed for your casino, not adapted from someone else's.

02

Engagement that does not require a deposit match.

Missions, achievements, collectables, tournaments. Mechanics that drive frequency, session depth, and return visits without burning bonus budget on every cycle. Bonuses still work where they should. They just stop being your only lever.

03

Sits alongside the stack you already run.

Your CRM, your bonus engine, your platform stay where they are. We integrate via API and webhooks. No rip-and-replace. No procurement war. Engagement live in weeks, not release cycles.



What this changes for your retention numbers.

We do not put uplift percentages on slides. Every casino's numbers are different and anyone quoting fixed retention lifts is selling you the wrong thing.

- Players return for reasons that are not a bonus
- Session depth increases without depositing more
- Cross-product play increases when missions span casino and sportsbook
- Bonus efficiency improves because bonuses stop being the only retention tool
- Your brand becomes harder for the next operator to copy

The right question is not what uplift we promise. The right question is what your CRM team could build with this layer that they cannot build today.

FOR YOUR TECHNICAL TEAM



We sit alongside your stack. Not on top of it.

Your platform stays your platform. Your CRM stays your CRM. Your bonus engine stays your bonus engine. We integrate at the event layer via REST APIs and webhooks, take the player signals you already have, and fire engagement experiences back through your existing channels and ours.

Whatever customer engagement tooling you already run, ours sits next to it. We are an additive layer, not a replacement category.

WHAT YOU KEEP

Your CRM, bonus engine, platform, marketing calendar

WHAT WE ADD

The bespoke engagement layer your competitors cannot copy

WHAT IT TAKES

One platform-level integration, no per-campaign engineering



A concrete example.

A mid-market casino runs the standard reactivation calendar against churning depositors. Open rates drop quarter on quarter. Bonus cost per reactivated player climbs.

We design a four-week recognition arc around the player's actual history: their favourite title, their highest win, their longest streak. Branded achievements unlock as the player returns. A bespoke collectable set ties to a live tournament across their preferred game category. A loyalty milestone they had no idea they were close to is celebrated the moment they hit it.



No deposit match required. The mechanic that brought them back is recognition, not money. The campaign cannot be copied because it was built around this casino's players, this casino's titles, this casino's brand.

Bonuses still have their job. They just stop being the only job.

Thirty minutes. A walkthrough built around your casino.

If the last nine slides resonated, the next step is a short session focused on your titles, your players, and the kind of campaigns your team cannot run with the tools you have today.

No generic product tour. A working conversation about whether this fits.

[Book 30 Minutes Session →](#)

