

Online Poker Room: Complete Marketing Guide

Learn how to
successfully acquire
and retain poker
players



Segmentation



Promo Tools



Referral Program



Tournaments



Rakeback



Interaction Tools



Engagement
Features



Poker Clubs

Structure

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Introduction

In the era of digital gaming, the industry focuses on optimization and simplification. Companies are vying for the **most valuable resource** a person has: their **time and attention**. It's essential to identify the quickest way to attract users to your gaming platform, provide clear onboarding, and offer conditions that make players reluctant to seek alternatives. This can only be achieved when the team understands the nuances of the gaming business.

Currently, the trend is for gaming platforms to encompass all gaming verticals in order to maximize the channels available for attracting players. Poker is no exception. It is well-known that poker, as a social game, draws players in since individuals compete against each other rather than the casino. However, not all operators fully realize that **poker effectively promotes cross-selling, converting players to sports betting (up to 20%) and casino games (up to 15%)**.

Additionally, **poker serves as a powerful marketing tool to attract players to the platform** because it's viewed as a skill game that requires training and expertise. Players take pride in their successful poker games and tend to share their experiences, unlike the more solitary nature of playing slots. Therefore, it's crucial to consider integrating poker into your gaming platform; it encourages discussion and sharing among players.

Over the past twenty years, while working with various operators and integrating poker into gaming platforms, our company has often found that **partners do not fully understand the tools necessary for attracting and retaining players** within the poker vertical. This segment is quite distinct from those of casinos and sports betting.

This guideline aims to succinctly outline all the marketing tools of poker that are essential for organizing a successful poker room. It will be **beneficial for both gaming business owners and members of the operator's team** considering the integration of poker into their platform.

Additionally, this e-book will serve any offline poker room owner looking to expand into the online arena. We have endeavored to present a **comprehensive overview of the tools for attracting and retaining players** as clearly and concisely as possible. Enjoy exploring!



Types of segmentation



Location



KYC
Verification



Number of
deposits/
purchases



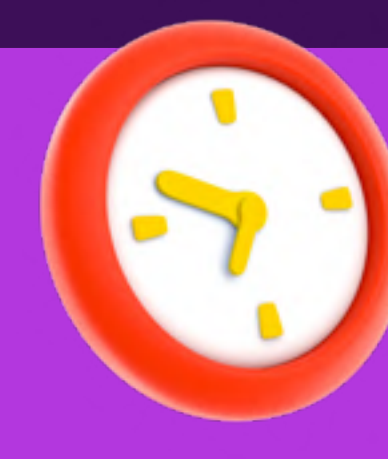
Activity Status



Last Login Date



Device Used



Last Deposit
Date



Bet Types

Where to use it?

Special promos for
selected segments
(e.g., bigger deposit
bonuses for an FD within
a week)

Special products sold
to a selected segment
(first purchase offer)

Beginner-only tables
and tournaments

Freerolls
(free to enter, with
real prizes)

Private tables for high
rollers

For any custom
campaign

Segmentation

Dividing players into cohorts based on similar characteristics.

What is essential?

It is not only about paying attention to VIP players but also
about finding a special approach to loyal players.

Developing Loyal Players:

- Special Offers (custom promotions, loyalty programs).
- Dedicated Support.
- Birthday Bonuses and warm messages.
- Personalized game content.
- Special tables and tournaments.

Developing VIPs:

- Special Offers (custom promotions, loyalty programs).
- Dedicated Support.
- Birthday Bonuses and warm messages.
- Exclusive games & tournaments.
- VIP tables and tournaments.

Why use it?

Personalized
experience

Targeted marketing

Creating a safe environment
for players

Tip: Segmentation is key:
one successful EvenBet
client runs up to 400
segments at once.

With EvenBet you can

use all the segmentation
options mentioned above.

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Why use?

1. Encourage More Deposits

Offer different **bonuses for one (first deposit bonus), two, three deposits**; players can earn these bonuses only by making deposits within a specified timeframe, such as a week.

2. Convert Visitors into Players

Provide various **welcome bonuses (e.g. signup bonus)**, including tickets to tournaments, free spins, free bets, tournament money, or cash that can be used at real tables to win actual money.

3. Increase Player Retention

Implement **in-game bonuses** for achieving specific card combinations, winning a certain number of hands, or simply for participating in multiple hands.

What is important?

Most common acquisition tool

Encourage registration, deposits, and regular play

Boost player loyalty and engagement

Tip: Ensure Compliance — Provide clear bonus terms and conditions; implement safeguards to prevent bonus abuse.

Tip: Monitor Performance — track redemption rates, player engagement, and overall profitability; use analytics to refine offers and target different player segments (e.g., high rollers vs. casual players).

With EvenBet you can

implement a wide range of bonuses to achieve all the goals mentioned above.

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Bonuses

Instant rewards given to players at different stages of their gaming journey, from sign-up to regular play.

4. Attract New Players

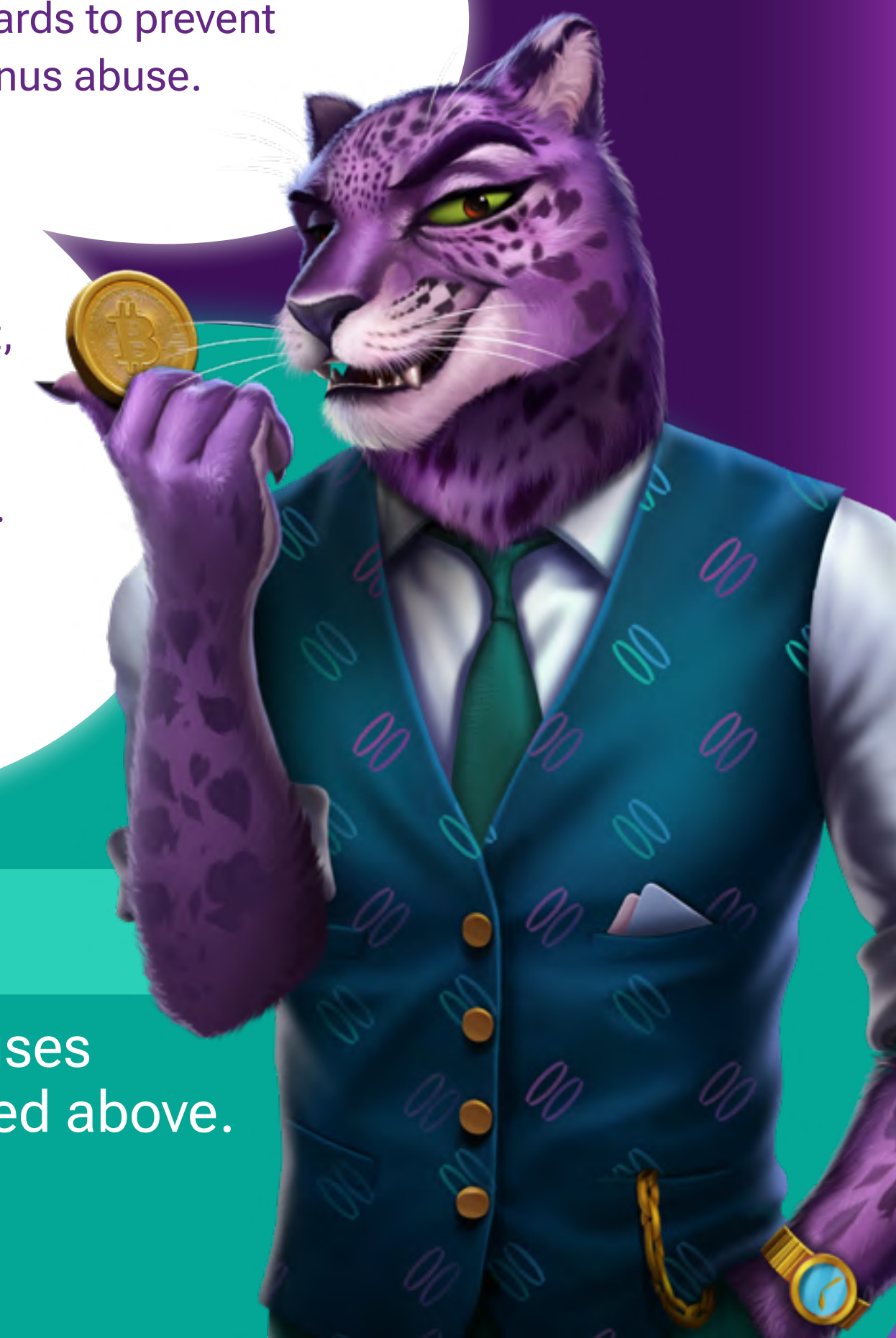
Offer **bonuses for players** who are referred by existing members.

5. Reactivation of Players

Use **incentives similar to welcome bonuses (e.g. reload bonus)** to encourage lapsed players to return to the platform and start playing again.

6. Special Bonuses for VIPs

Provide exclusive bonuses tailored for VIP players, create tiered programs where VIPs earn more rewards, the more they play, and offer things like invites to special events or bonuses when they reach certain milestones.



Types of Jackpots



Bad Beat Jackpot

Pays out when a player loses with a really strong hand — beaten by an even better one.



Monte Carlo Jackpot

Rewards players who hit very strong, specific hands, like four of a kind or a straight flush, depending on the settings.



Smart Jackpot

Works like the Bad Beat Jackpot but is only available at certain times of the day.

Jackpots

Jackpot is a big prize that's much larger than the usual game win, often many times more than the entry fee.

Tip: It is possible to set up greater prizes for higher stakes and lower prizes for lower stakes.

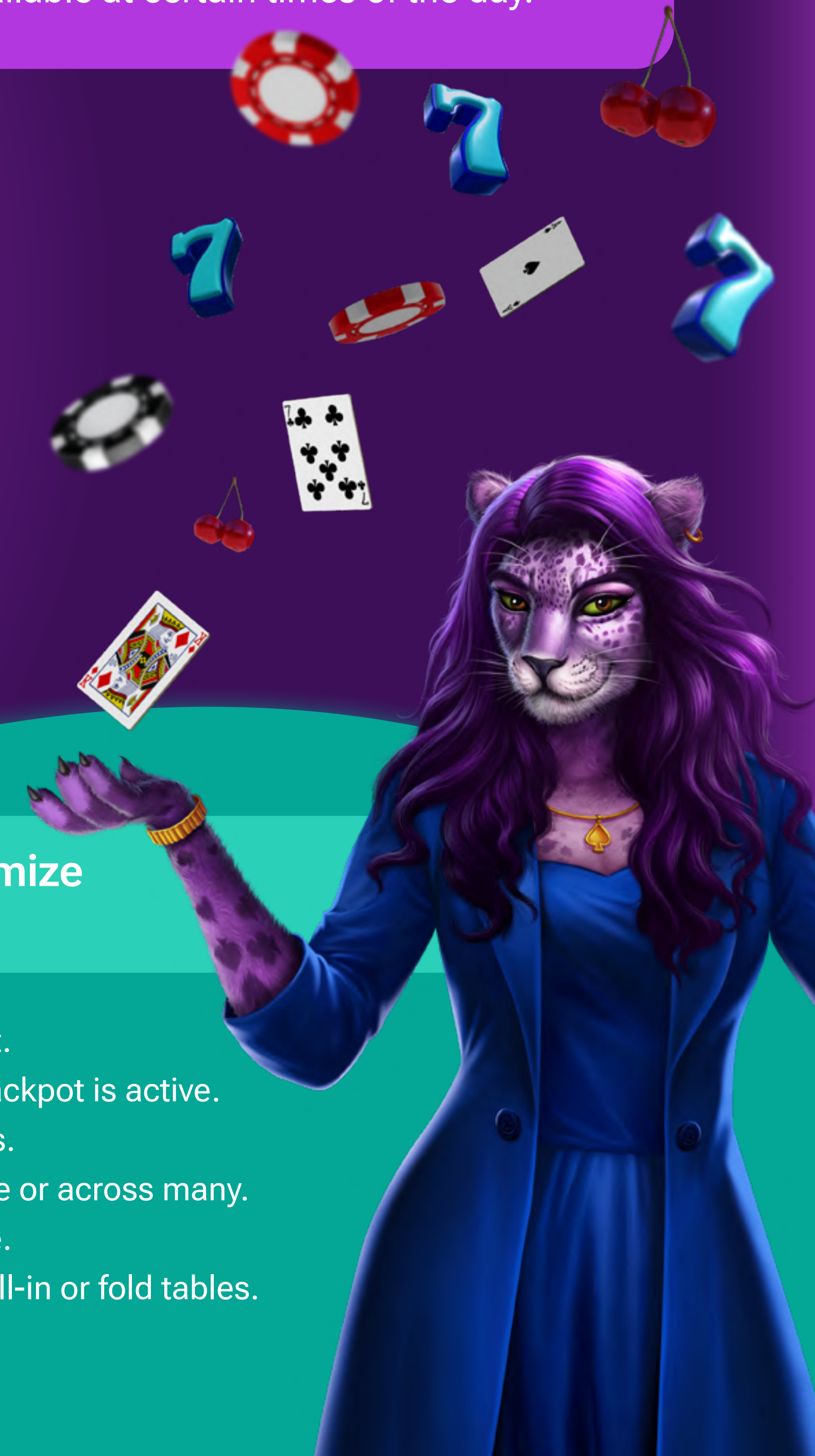
Tip: You can set up different payouts and card combinations exclusively for various game types (e.g., different for Hold'em and Omaha).



With EvenBet you can customize everything:

- Which combinations trigger a jackpot.
- Minimum prize pool size before the jackpot is active.
- How the prize is split between players.
- Whether the jackpot runs on one table or across many.
- When Smart Jackpot hours are active.
- What settings should be applied for all-in or fold tables.

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With EvenBet you have two kinds of referral programs to choose from:



Allows a player to receive a bonus upon a certain **number of hands** played by an invited friend



Allows a player to receive a bonus upon a certain **amount of rake** gained by a newcomer

Why use it?

Lower acquisition costs through player-driven outreach.

Attracting high-value users who generate more profit than average players.

Encouraging both new player acquisition and current player retention.

Referral Program

Allows users to earn rewards for bringing new players to the gaming platform.

At EvenBet, for both types of programs, the Operator can:

- Set bonus type (amount of cash, tournament ticket, level-up).
- Set the number of hands or rake amount an invited person should play (generate) and the types of games valid for fulfilling this condition.
- Run multiple referral campaigns at once.
- Tailor campaigns to different skins or player segments.
- Define specific conditions and reward structures.

Player Experience



Players can track their referrals and rewards in the client software



Typical reward range: \$25–\$50 per qualified referral

Types of tournaments

Frequency

- **Daily Tournaments.** Late Night Super Stack, Big 50 Daily, Five Bucks, Adelaide Evenings, Morning Has Broken, The Daily HORSE, The Daily Rebuy.
- **Weekly Tournaments.** Big 50 Nightly DS (Tues), The Saturday Big O.
- **Monthly / Special Tournaments.** The BIG BTC! — 1,000,000 GTD.

Start Format

- **Scheduled (MTT)** — Set start time and date; ideal for larger player pools.
- **Sit & Go (SNG)** — Begins as soon as required number of players join.
- **Manual** — Started manually by the admin; useful for private or VIP events.

Entry Options

- **Freerolls** — No buy-in; perfect for player acquisition.
- **Re-entry** — Players can rejoin after losing.
- **Re-buy + Re-entry** — Adds flexibility and increases prize pool.
- **Multi-entry** — same player can register multiple times.

- **Early-bird** — additional incentive for players who register early.
- **Multi-flight tournaments** bring together players who qualified through earlier stages and enter the final with the chip stacks they earned. They are famous for bigger prize pools.

Tip: combine freerolls with re-buys or re-entries to balance excitement and cost.

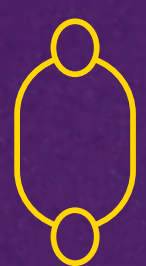
Pot Structure

- **Fixed Limit** — Bet sizes are pre-defined.
- **Pot Limit** — Players can raise up to the size of the pot.
- **No Limit** — Players can bet or raise any amount at any time.

Tournaments

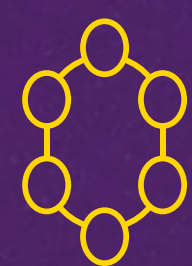
A powerful acquisition and retention tool.

Player Count Variations



Heads-Up

2 players, 1-on-1 battles



Full-Field MTTs

Multiple tables and large fields for massive engagement



Micro-field or Private Tournaments

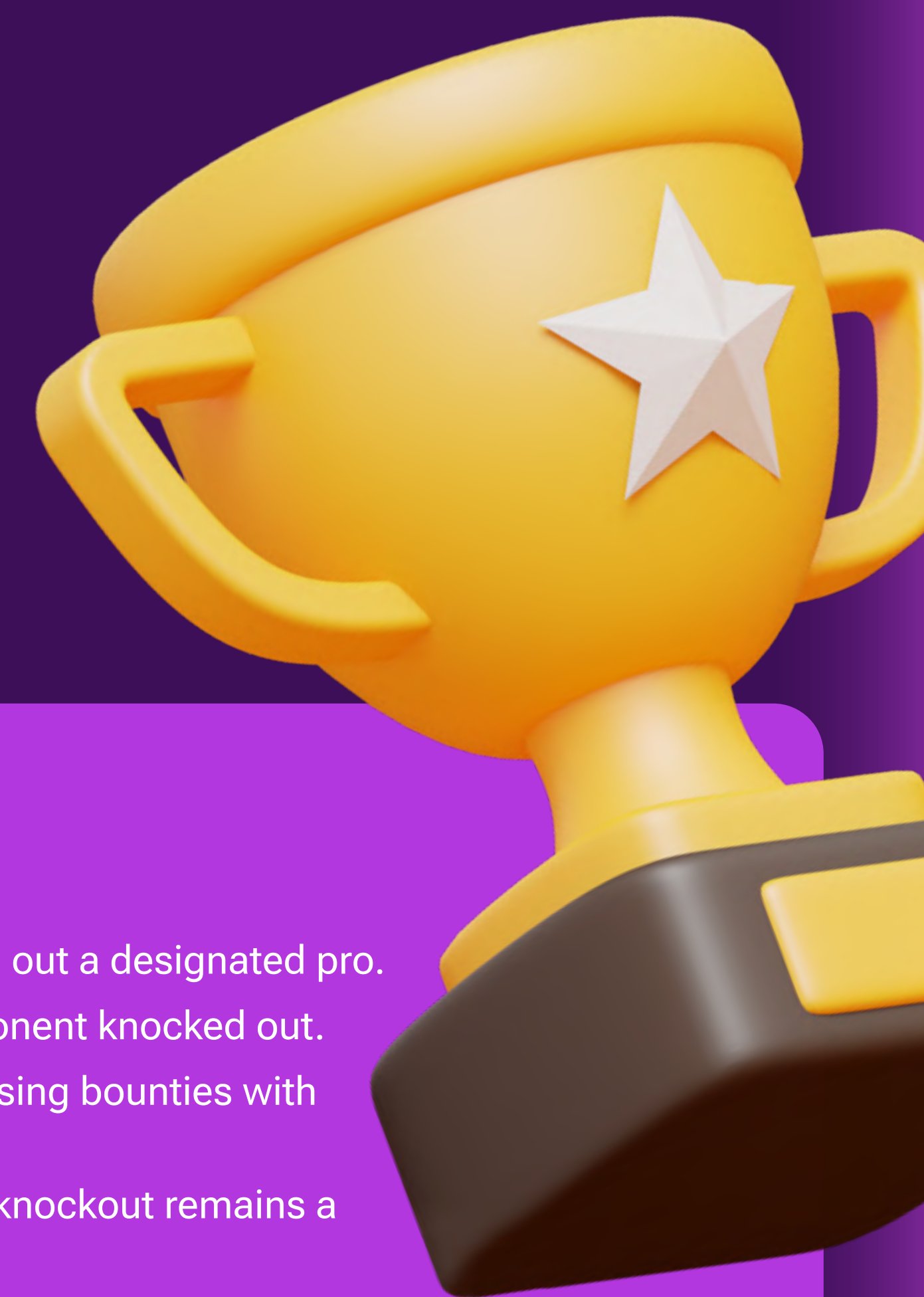
VIP or niche player segments

Prize Structure Types

- **Guaranteed (GTD)** — Prize pool won't be less than stated.
- **Double or Nothing (SNG)** — Top half of players double their buy-in.
- **Special Prizes** — Physical or digital non-cash rewards.
- **Second Prize** — Unique incentive for runner-up.
- **Share Prize** — Option to split winnings on the final table.

Bounty Types:

- **Pro Bounty** — Prize for knocking out a designated pro.
- **Knockout** — Prize for every opponent knocked out.
- **Progressive Knockout** — Increasing bounties with each elimination.
- **Mystery Bounty** — Prize for the knockout remains a mystery until the very end.
- **Spin&Go** are fast, 3-player Sit&Go tournaments where the prize pool is determined by a random multiplier, players only learn the prize amount once the game begins.



Speed, Blind Increase, and Stack Size

Slow

- Blinds increase every 9 to 10 minutes, resulting in a more measured game.
- Player stacks range from 7,500 to 15,000 chips.
- Average duration: 4-5 hours.

Normal

- Blinds increase every 6 to 8 minutes, allowing the dealer's chip to circulate around all players before the next blind level begins.
- Stacks range from 7,500 to 10,000 chips.
- Average duration: up to 4 hours.

Turbo

- Blinds increase every 4 to 5 minutes (approximately once every 3 to 4 games).
- Fast format with generally smaller stacks, usually up to 5,000 chips.
- Average duration: 2 hours.

Hyper

- Blinds increase every 3 minutes (approximately once every 2 games).
- Stacks are up to 3,000 chips.
- Very fast format, average duration: 1 to 1.5 hours.

Connected with Events

Series before a big sport event

Series of online tournaments before a major offline tournament

Fast-paced Tournaments

All-in or Fold

Spin&Go

Tournaments

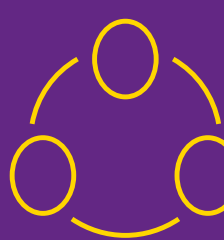
A powerful acquisition and retention tool.

Tip: the most popular tournaments are **Freerolls**, **Satellites**, **GTDs** with high prizes, **Spin&Go** and **Mystery Bounty**.

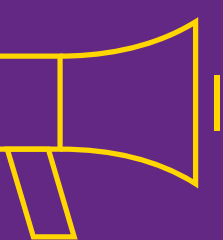
What is a key?



Easily onboard new players



Fill off-peak traffic gaps



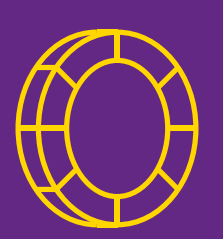
Run themed promotions (e.g. Crypto tournaments, local holiday events)



Offer low-risk trial experiences (freerolls, satellites)



Build VIP programs and loyalty campaigns



Introduce new poker formats

Why use it?

- Attract both new and experienced players.
- Create regular engagement and predictable play cycles.
- Encourage longer play sessions and repeat visits.
- Boost community feel and platform loyalty.

With EvenBet you can:

- Organize **ANY tournament type**, from freerolls to high-GTD MTTs.
- Add **custom rules and features**: rebuys, re-entries, add-ons, bounties.
- Use **flexible settings to control** schedule, structure, and prize mechanics.
- **Easily launch, monitor, and manage** tournaments via admin panel.

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How it works



Define levels and loyalty thresholds



Adjust rakeback percentages per level (typically 10–50%)

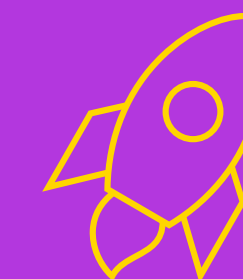


Choose payout frequency (daily, weekly, etc.)

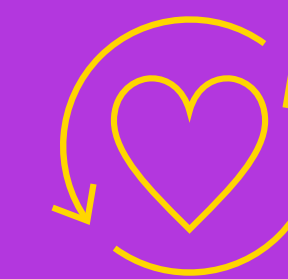


Real-time rakeback calculators enhance transparency

What is important?



Applied regardless of whether players win or lose



Acts as a continuous incentive to stay active



Rakeback

Rewards players by returning a portion of the rake they generate.

Why use it?

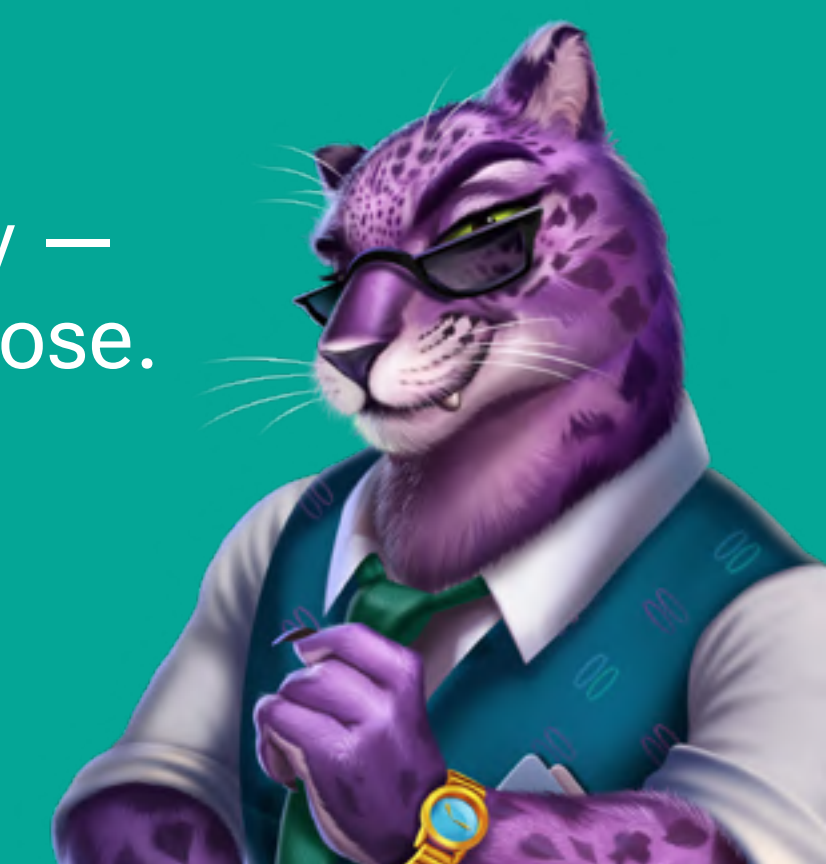
- **Higher Revenue** — More hands played = more rake generated.
- **Increased Player Engagement** — Keeps ambitious players motivated — they consider rakeback as a vital part of their winnings.
- **Stronger Retention** — Regular payouts boost long-term loyalty.
- **Better Customer Acquisition** — Rakeback offers attract new players.
- **Market Differentiation** — Helps the platform stand out.

Tips:

- Reward all active players to build positive habits.
- Use a multi-level system with increasing rewards.
- Update player status monthly to maintain fairness.
- Pay rakeback weekly to maintain high engagement.

With EvenBet, you can customize:

1. Level settings:
 - Number of levels.
 - Loyalty point thresholds for each level.
2. Rakeback percentage:
 - Set different values for each level and currency.
3. Payment frequency:
 - Daily, weekly, monthly — or any period you choose.



Why operators love it?

- **Boosts Retention:** Players stay longer to progress through levels and unlock better rewards at each level.
- **Encourages Activity:** The time-bound structure drives regular play and higher rake generation.
- **Lowers Churn:** With continuous incentives, users are less likely to leave for competitor platforms.
- **Increases Engagement:** The gamified approach adds a fun, goal-oriented layer to the experience.

How it works at EvenBet

The system is presented as a widget in the game interface and includes a customizable number of levels — six by default:

- **Aluminium**
- **Silver**
- **Copper**
- **Gold**
- **Bronze**
- **Platinum**

Each level is broken down into five ranks (e.g., Aluminium 1, Aluminium 2, etc.).

Players must complete all ranks within a set time limit, which is configurable in the back-office, 30 days by default.

If the time runs out before they finish a level, they're returned to the previous one, adding a sense of challenge and urgency.

The Platinum level is open-ended, allowing the most active players to keep climbing indefinitely, encouraging continued gameplay and deep platform loyalty.

Progressive Rakeback

An enhanced version of the traditional rakeback system introducing gamification mechanics and visual progress tracking to make player rewards more engaging and goal-driven.

Level 1: Aluminum



Completed



Level 2: Copper



Completed



Level 3: Bronze



Completed



Level 4: Silver



Completed

Level 5: Gold



In progress: 46%



Level 6: Platinum



Insufficient points

What is important?

Adjustable number of levels with several ranks each.

Progress is time-limited: players must complete their ranks within a specified timeframe or will drop back to the previous level.

Prizes: cash, optional tournament tickets, or free spins.



With EvenBet you can:

- Set the number of levels and ranks.
- Adjust time limits and reward types.
- Personalize the visual layout to match the brand.

Table Chat

- Players' chat at every table with group conversations.
- Quick-access emoticons and preset phrases available.
- Operators can manage discussions.

Lobby Chat

- Chat is available to all players in the lobby.
- Most effective when a strong poker community exists in the room.

Tip: a unique EvenBet feature unmatched in the industry.

Why use it?

Real-time player notifications.

Playful interaction for better experience and retention.

Unwanted behavior is under control.

Promotional engine to announce specific games or events.

Chats

Effective communication channels for both player-to-player and operator-to-all-players interaction.

With EvenBet you can

build strong, meaningful, real-time communication with your players, enhancing their engagement and loyalty.

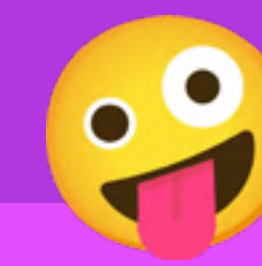
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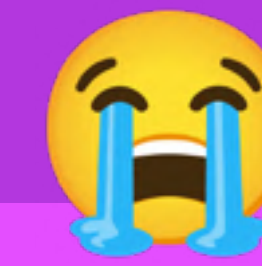
Emoji Triggers and Types



Fold and Lose
Player folds and loses, having contributed at least 1 BB
Shown: Disappointed / sad emojis



Fold and Win
Player wins because everyone else folded
Shown: Happy / teasing emojis



Showdown Lose
Player loses at showdown
Shown: Angry / frustrated / very sad emojis



Showdown Win
Player wins at showdown
Shown: Very happy / cheerful emojis

Recommended Emoji



Contextual emojis helping express emotions during the game to instantly interact with the opponents.



Why use it?

Boosts Engagement 🔥

- More interactions after hands
- More personality and fun
- Increase of DAU & MAU

Enhances User Experience 😊

- Emojis are relevant
- Interactions are quick and expressive
- More emotional connection with the game

How it works

- Emoji suggestions next to the seat
- Emojis match the current situation
- One-click to interact
- For cash games and tournaments

What is important?

Why use it?

Complement animated emoji reactions

Add humor and energy to the game environment

Available in both cash tables and tournaments

Actively used by players

Throwables turn passive gameplay into a lively, interactive experience

Emotional interaction builds stronger player connections and loyalty

Tip: Operators can enable or disable throwables at table level and control usage limits to maintain a positive player experience.

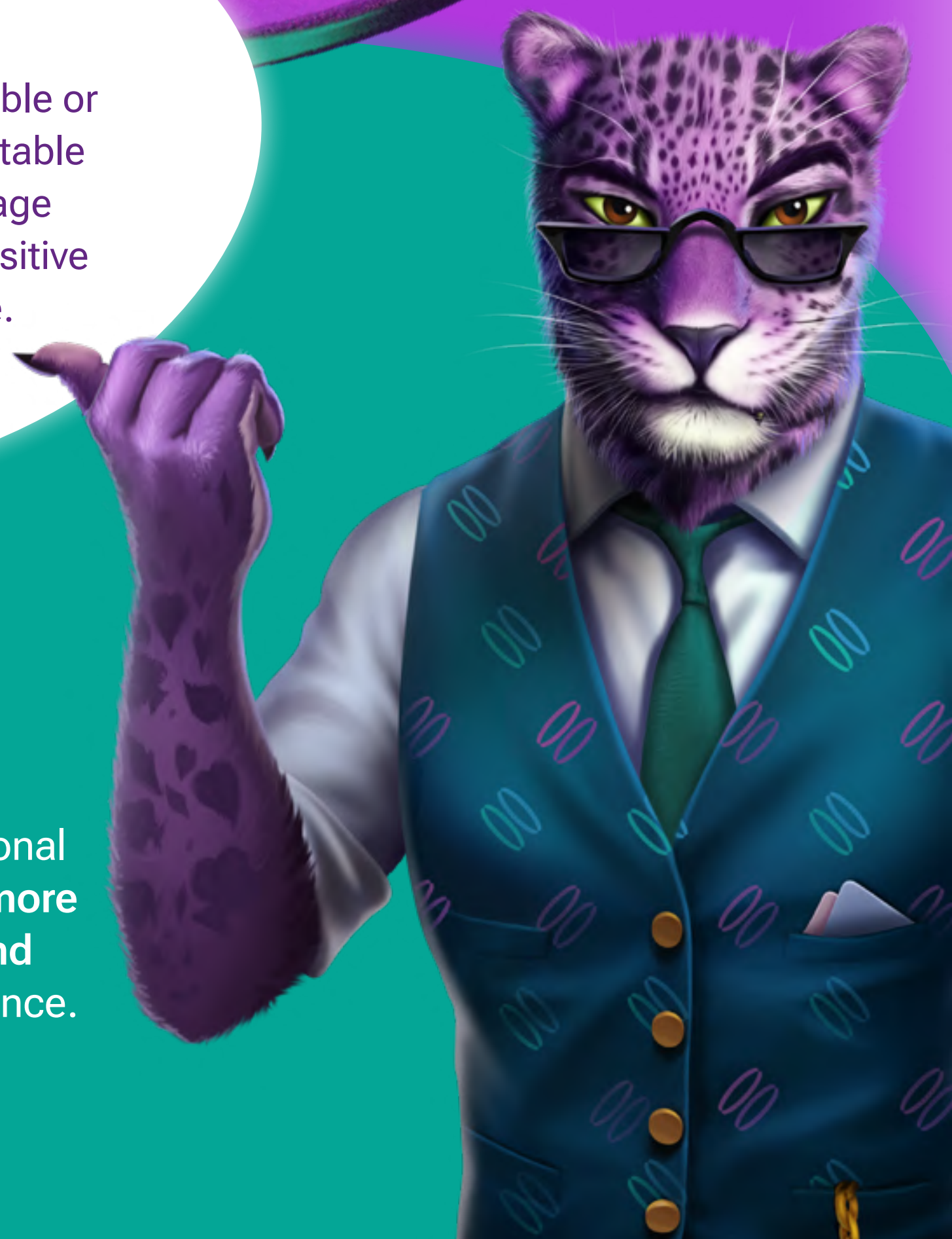
With EvenBet you can:

- Add personality to your poker rooms.
- Create a more engaging and brand-differentiated environment.
- Customize player interactions.
- Transform a traditional poker game into a more dynamic, social, and memorable experience.

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Throwables

Animated virtual objects that players can throw at their opponents during a game to express emotions or reactions quickly and playfully.



Key Mechanics

Gameplay Flow

1 The first to act: Small Blind position (seat to the left of the dealer).

2 Bomb animation plays before the hand begins.

3 Dealer is chosen randomly for each Bomb Pot hand.

4 Dealer button resumes normal movement after the hand.

Bomb Pot

An exciting poker feature that triggers a special game mode during random hands at a cash table.

Why use it?

- Adds a fresh twist to standard poker games.
- Appeals to both casual and experienced players.
- Boosts monetization potential: Higher pots = higher rake.
- Keeps gameplay dynamic and unpredictable.
- Encourages return visits and longer play sessions.



Supported Game Types

- Texas Hold'em
- Short Deck Hold'em
- Omaha (4, 5, 6 cards)
- Omaha H/L (4, 5, 6 cards)
- Courchevel
- Pineapple Poker
- Triton



How it works

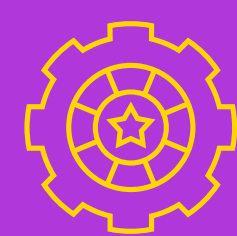
- All players post a fixed ante (several big blinds).
- Pre-flop is skipped.
- The game starts directly from the flop.
- Players compete for a much bigger pot.

With EvenBet you can

offer this exciting feature to your players.

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Customization Options



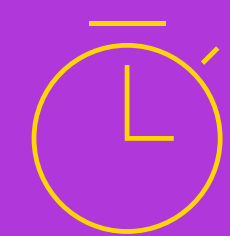
Game Type

Hold'em, Omaha, etc.



Stake Levels

Low, medium, high



Timeframes

Daily, weekly, monthly



Winning Status

Win-only hands

This ensures the leaderboards remain relevant and appealing to different player segments.

Leaderboards

A powerful retention tool for online poker platforms that enable players to track their rankings among peers and compete for higher positions.

They foster rivalry, achievement, and community, encouraging player loyalty and ongoing gameplay.

Why use it?

1

Enhanced Player Engagement

Competitive motivation, driving players to perform better.

2

Increased Player Retention

By providing continuous goals, they lead to longer play sessions, as players return to improve their rankings.

3

Community Building

Recognizing opponents boosts interaction and builds loyalty through recurring competition.

Tip: The main type of leaderboard in poker is the **Rake-Race Leadersboard**.

Winners receive various **promotional rewards**, ranging from increased player levels to tournament tickets or cash prizes.

With EvenBet, you can create Poker Rake-Race Leaderboards:

- By game type.
- By the number of hands.
- For specific tournaments.
- By hand type (cash games, tournament games, or a combination of both).

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Why use it?

Revenue growth
Faster gameplay = more hands/hour = more rake generated.

Higher retention rates
Players enjoy quicker gameplay and less downtime.

Increased engagement
Encourages longer sessions with fewer delays.

Better user experience
A faster, more dynamic game flow enhances overall satisfaction.

Tip: Not available in tournament games.

With EvenBet you can

empower your pro players with the Smart Fold feature, designed for faster, more efficient gameplay.

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How It Works

Players access Smart Fold settings via a simple interface.

Choose hand ranges with manual selection or percentage slider.

In fast-fold games, these hands fold instantly, while in standard cash games, they appear as pre-action options, available for Hold'em cash tables with 3 or more seats.

Smart Fold

Allows players pre-select hand ranges to automatically fold during the pre-flop stage.

Benefits for Player

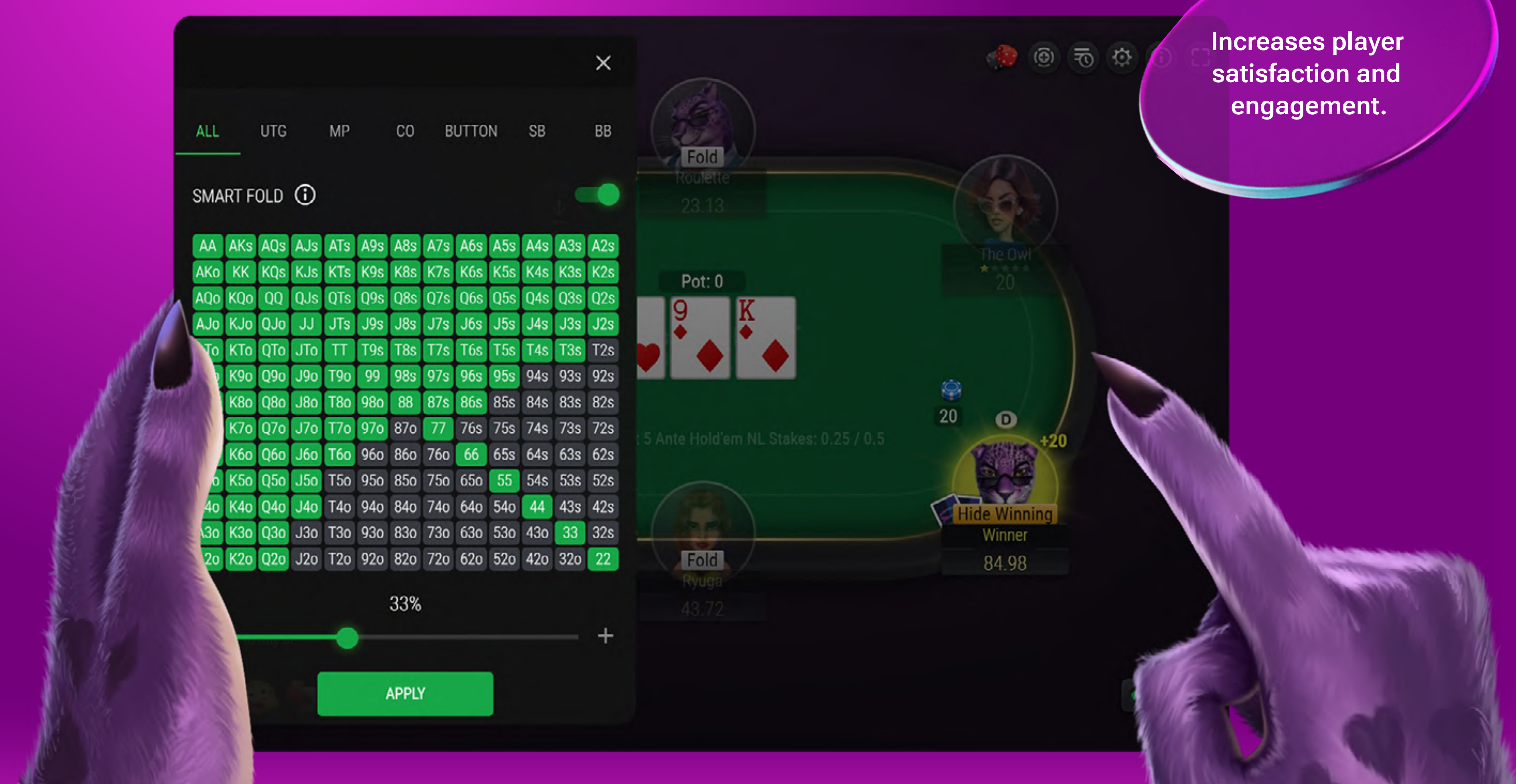
Reduces wait times between hands.

Speeds up the overall pace of the game.

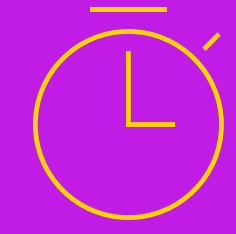
Enhances fast-fold gameplay experience.

Leads to more hands played per session.

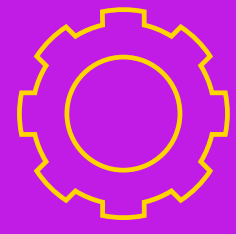
Increases player satisfaction and engagement.



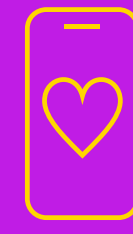
Why use it?



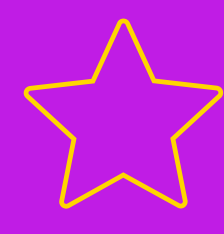
Caters to advanced **players**, encouraging longer play sessions



Accommodates diverse **player preferences** and device capabilities



Available in the **mobile version**, where switching between tables is done by swiping



Helps **differentiate** a platform in the market

Layout Modes

Tile Mode

Ideal for players with large screens or multiple monitors.

Cascade Mode

Saves screen space and is suitable for smaller monitors.

Multitabling

Allowing users to play on multiple tables simultaneously, providing a suitable interface and the ability to move between the tables smoothly.



With EvenBet you can

offer two layout modes, allow as many tables as you desire (EvenBet recommends 6), and provide multitabling in the mobile version.

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Two types of insurance

1. Outs and Odds Insurance

Players insure against specific cards (outs) that could help opponents.

If an 'out' is dealt, the player receives an insurance payout.

The insurance fee is paid from the pot by the leading player.

2. Cashout Insurance

Offered to all active players in an all-in situation.

If accepted, players receive a fixed payout no matter the outcome.

In return, they give up rights to the pot.

Insurance

An opportunity to secure oneself from negative outcomes, it can be purchased when players go all-in at insurance-enabled tables.

Why use it?

Boosts overall profitability.

Increases satisfaction and retention.

Adds strategic depth to gameplay.

Options to adjust outs limit, insurance odds, and claim rules.

An attractive feature for recreational players: makes risk-taking feel safer, prolonging playtime.

With EvenBet

operators gain access to advanced insurance features that enhance player engagement and increase revenue.

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What is important?

Players can stay entertained without leaving the poker interface.

Launchable from any page of the application.

Mini-games can appear next to active poker tables.

Compatible with various screen layouts.

With EvenBet you can

offer smooth cross-sell experiences between poker and casino verticals, enhancing your overall ecosystem. Mini-games are more than just entertainment, they're a retention and monetization tool.

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Why use it?

Reduce idle time and boredom.

Keep users in the client longer with non-stop action.

Cross-selling monetization, an additional source of revenue.

Smooth transition to casino games without redirecting to another app.

Standing out with a unique offering that keeps players entertained.

Mini-Games

Lightweight, casino-style games available directly within the poker client, allowing users to play while waiting for their turn or in between hands at a poker table.

More offerings from EvenBet are coming soon! Get ready for Baccarat and Blackjack as side games!

EvenBet's unique mini-game offering — Cowboy Hold'em

A unique side game that combines poker excitement with simple betting mechanics:

- Two characters, Cowboy and Bull, play heads-up Texas Hold'em.
- Players place bets on:
 - The winner.
 - Card combinations.
 - Specific hole cards.

- No skill required – outcomes are based on chance.
- Accessed via the bull icon in the upper-right corner of the poker table.

Fast, fun, and designed to keep players entertained.



An Example



Make a \$100 deposit,



Participate in a Daily Freeroll,



Play Hold'em 100 hands,



Play Omaha 100 hands,



Participate in a Weekly Freeroll,



Collect Street in Omaha,



Study rake-race leaderboard,



Play 6 cards Omaha 100 hands,



Participate in a Sunday Freeroll,



Keep launching your app and playing one different game a day for 7 days in a row.

How It Works

Tasks + Rewards = Engaging Multi-level Engine

Tasks

Deposit, play, win, lose, participate, collect hands

Rewards

Bonuses, status, levels, cash, tickets, merchandise

Ready-made options & custom scalability

Missions and Quests

A metagaming layer of engaging tasks that connect multiple games into a long, multi-level user journey. By completing each new task, users advance up the ladder, track their progress, and earn rewards.

For each task, a player gets a certain number of points. After completing each level, they get a note: 'Congrats! Your journey was successful! Your score has grown to 200 points! You are moving up to the next level.'



Why Use?

Adds intrigue to a traditional game

Enhances player lifetime value (LTV)

Encourages daily activity and exploration

Transforms the game into an interactive journey

With EvenBet you can offer more than just traditional poker:

- Add up an intricate user journey.
- Create engaging missions and quests.
- Orchestrate meta layers easily.
- Make player experience interactive and scalable.

evenbetgaming.com

Cucurucho

When the Dealer button and a new Cucurucho button land on the same player, a Cucurucho hand begins. All active players are required to pay an ante.

More Exciting Features

For boosting operator revenue.

Dealer Tips

This new feature, available for HTML-client poker games like Texas Hold'em and Omaha, replicates an important aspect of real-life casino gameplay — tipping the dealer.

1
BB



Cash Drop

This dynamic feature adds an extra amount of money to the pot after a random number of hands at a designated table, in addition to the usual blinds, antes, and player bets.



Together with flawless game mechanics, EvenBet Gaming offers over 100 features that provide poker players with an engaging and entertaining poker experience.

evenbetgaming.com

With EvenBet you get:



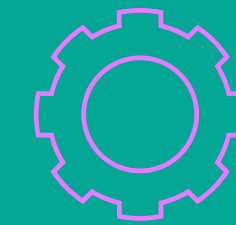
Omni-Channel Access

Players can access the platform via web, desktop, or mobile devices, without being restricted to a mobile app.



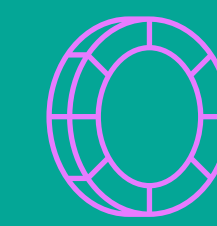
Comprehensive Desktop Layout (!)

A robust desktop interface that allows players to use multi-table seamlessly from a PC.



Flexible Club Role Management

- Manage the amount of clubs each user can oversee.
- Assign club managers.
- Monitor participant engagement.



Variety of Popular Poker Games

Hold'em, Omaha, Omaha H/L, 5 Card Omaha, Courchevel, 7 Card Stud, 7 Card Stud H/L, Deuce to Seven, Triple Draw, Badugi, Razz, Badeucy, Badacey, and Mixed games, totaling over 40 options.

What is important?

Clubs operate either exclusively with play money chips or with the common currency of the platform owner.

Members must have chips in their club balance to participate in games.

Poker Clubs

Regular format with Extras.



Revenue and Monetization

The platform earns revenue by selling club chips and levels to club owners.

Club chips are usually purchased with rubies, an intermediate currency.

No restrictions on the currency used for purchasing items.

All Tournament Formats

Sit-and-Go, Single Table, Multi-Table, Scheduled, and Bounty tournaments—more than 15 formats in total.

IP & GPS-Restricted Tables and Tournaments

Enhance security and privacy with geographical restrictions.

Member Invitations and Approval

Control access through member invitations and approvals.

Open for Any Player to Create a Private Club

Empower players to establish their own clubs with ease.



What is important?

This option is only provided in the market by EvenBet

Why use them?

An opportunity for players to run their own mini-business within an operator's online poker room.

An additional source of income for an operator
The operator rents out a private room to club owners for a fee (wholesale of chips).

What is important?

Owners of private rooms run their own business:

- Sell chips at their own price.
- Set up their own rake.

Common activities

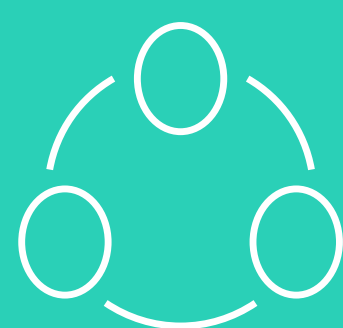
Private rooms can participate in the main poker room's organized tournaments.

Poker Clubs

Private Room inside the Standard Online Poker Room.

Clubs in this format add a new level of user-driven games to the platform. Any user can create or join a club, which functions as a mini-room with its own management tools.

Club Unions



Expand acquisition

by organizing the club community and uniting clubs into unions.



Increase profitability

by introducing more active tables, tournaments, and a wider variety of games.



Enhance engagement

by providing opportunities to win larger cross-club prize pools and Union Jackpots.





Tip: operators may easily change items' availability, prices, their representation in the In-Store, and package sizes. Products can be labelled with custom names and colors.



Why use it?

Enhances the gaming experience.

Serves as an operational tool for poker clubs.

Serves as an operational tool for sweepstakes.

In-Store

Internal store allowing players to purchase various in-game items directly within the application.

With EvenBet you can sell the following items:



Chips, rubies or play money packages

for participating in games and tournaments, and fitting for a sweepstakes model as well.



Time Bank and Insurance Time Bank

extending decision-making time for making a bet or purchasing insurance before going all-in.



Rabbit Hunting packages

revealing undealt cards for analyzing the game or satisfying the player's curiosity.



Opponent Game Statistics

providing valuable data to the player on their opponents.



Customizable VIP Cards

comprising a selection of in-game features and chip bundles to create a bespoke user experience.

Available Games



Texas Hold'em



Omaha



Chinese poker



Rummy



Big 2



Badugi



Stud



Draw games



Call Break



Telesina (Italian poker)



Teen Patti



Turkish poker

EvenBet in Numbers

EvenBet Gaming is a leading high-tech poker platform provider, with a feature-rich, fully customizable, and scalable product supported 24/7.

20

years of non-stop
software development

200+

poker projects
launched worldwide

40+

poker type games
available

48

million players using
EvenBet software

41

countries with active
projects

100+

features for organizing
a successful online
poker room



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Expert Writers of this E-book



Dmitry Starostenkov:

CEO and founder of EvenBet Gaming

Dmitry has over 20 years of extensive experience in the iGaming industry. He is the author of numerous articles on growing the online poker business and has been a guest on various podcasts and interviews discussing key trends in the iGaming sector.



Ekaterina Nebogina:

Chief Customer Officer at EvenBet Gaming

Ekaterina brings over 8 years of experience in both online poker and iGaming. She has authored several guiding materials on how to start and expand an online poker room and regularly attends international gaming exhibitions.



Julia Panina:

Head of Product Marketing at EvenBet Gaming

Julia has 5 years of experience in online poker and iGaming. She is the author of the EvenBet yearly Trend Report and other valuable e-books from the company, as well as numerous articles focusing on various iGaming markets.

