



# Why is poker the best choice for a gaming platform?

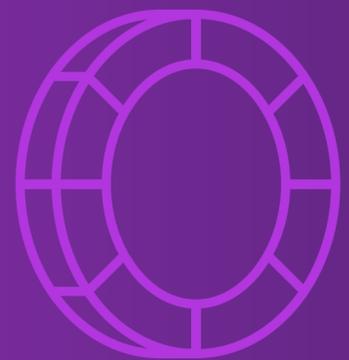
**Cross-selling with casino games and sports betting**



**Higher player retention**



**Attracting players through the poker community: bringing in friends they play with**



**A social, and therefore more attractive game: playing against each other, not against the casino**



# Poker as a means of attracting to casino games and sports betting

**~20%**

of poker players  
bet on sports

**13–15%**

of poker players play  
casino games

The percentage of cross-selling is higher if casino games are **integrated directly into the poker client** and players do not need to download an additional application with casino games.

## **Potential churn!**

If we attracted a player to the casino, and he plays poker, then sooner or later he will go to a platform that offers all verticals, including poker.

# Poker is a hidden marketing tool

Playing poker is perceived in society as some kind of achievement, an acquired skill, an ability that not everyone can do. That is why poker players share their successes with others, “bragging”, and therefore, **spreading the information about the platform** they play on.

Playing in a casino is perceived in society more as a weakness. Players will not be “bragging” about playing slots or betting on sports.



# Poker — low CPA (cost per acquisition)

Even if we consider that the cost of attraction differs from region to region, the ratio between casino CPA and poker CPA varies within 1:3, 1:6

**Poker CPA starts from \$50**



# Poker — many tools for engagement and retention on the platform



**1. Interactive features** —  
chat, emoji, throwable items,  
bomb pot, dealer tips, halo-halo pot



**2. Poker tournaments,**  
including free ones to teach  
newcomers — freerolls



**3. Engagement** —  
leaderboards, variety of bonuses  
(for example, for a deposit),  
jackpots, game history, replay

# Additional option from EvenBet

## Private room inside the standard online poker room

The owner of the poker room gives the opportunity to run a mini-business on his territory:

- A private room is rented out for a fee (wholesale of chips).
- Owners of private rooms run their own business (sell chips at their own price, set their own rake).
- Private rooms can participate in the main poker room's organized tournaments.



# EvenBet helps organize a poker room

**Personal account manager**



**Training the operator's team  
of back-office capabilities**



**Custom reports and control  
panels, lots of analytics**



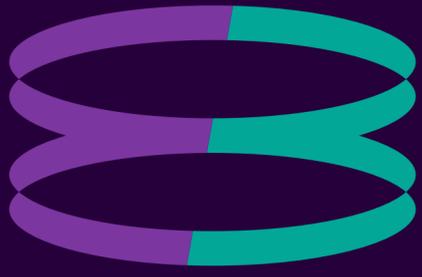
**Zero effort and cost integration**



**Any set of native applications  
and web solutions**

- **Desktop** (Windows & MacOS)
- **Mobile** (iOS & Android)
- **HTML5** (all modern browsers)





**EVENBET  
GAMING**

# Thank you

## 200

poker projects  
launched worldwide

## 48 mln

poker players use  
EvenBet software



## Contact us

[sales@evenbetgaming.com](mailto:sales@evenbetgaming.com)

[evenbetgaming.com](http://evenbetgaming.com)