



Reinventing Poker for Sportsbooks and Casinos



EvenBet Gaming unveils groundbreaking first-to-market product Spins Poker

Industry-first solution designed to boost operators GGR by up to 14.7% and reduce player churn by 10%

4th November 2025 – EvenBet Gaming, a leading developer of online gaming software, has launched its pioneering solution, Spins Poker, the first commercially available product of its kind on the market, designed to instantly increase gross gaming revenue (GGR) and player engagement for bookmakers and casinos worldwide.

The Spin & Go product, which combines popular characteristics of both slot and poker verticals, has been created to overcome the prevalent issues stunting sportsbook growth. This includes a lack of betting activity between live events, considerable liquidity required to launch a poker room, and complex regulatory approval processes surrounding traditional casino offerings.

Independent research from France's poker environment – where the Spins format accounted for 94% of the market's €349.5 million Sit & Go GGR in 2024 – illustrates the significant potential of Spins Poker to enhance operator GGR by up to €50 million per annum and reduce player churn by 10%, helping counter off-peak sports betting revenue declines.

The data shows that up to 29% of sports bettors also engage with poker, and EvenBet's product is designed to cater to these player preferences with hyper-turbo 5-7 minute game sessions and random multiplier wins of up to 1,000x.

Online casinos are expected to benefit from increased engagement, which is typically higher for player-to-player than player-versus-casino games, and an additional acquisition channel amid growing market competition. For EvenBet Gaming customers, acquiring a poker player costs three to six times less than a casino player, depending on the market.

Built for cross-vertical appeal and tailored for mobile users, Spins Poker stimulates engagement with the target audience to alleviate the impact of seasonal betting patterns and player churn. These key performance indicators can be tracked via a data analysis tool in the backend platform, revealing crucial insights about session volume, engagement, and revenue uplifts.

Spins Poker emphasises EvenBet's commitment to solving industry challenges and empowering operators with a diverse suite of products to strengthen their offering and extract greater value from previously untapped audience segments.

Dmitry Starostenkov, CEO at EvenBet Gaming, said: "Bookmakers across the globe are faced with real uncertainties as a result of sports betting seasonality, and launching poker rooms or casino content as a response is not always feasible due to constraints with liquidity and infrastructure.

"For casinos, the biggest challenge is fierce competition, leading to the constant growth of CPA and lower profit margins due to the churn of these very expensive players.

"Spins Poker has been designed specifically to address these issues. With an efficient two-week integration process and a tried and tested game format, this tool has the potential to boost GGR, resulting in sustained engagement and increased customer lifetime value."

EvenBet Gaming officially unveiled Spins Poker at SiGMA Central Europe 2025 in Rome. To find out more about the product during the event, please visit the EvenBet team at Stand 4065.

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For more information on this release, to arrange an interview, or to enquire about game imagery, please contact Square in the Air at B2B@squareintheair.com

About EvenBet Gaming

EvenBet Gaming is an online poker and gaming platform developer and vendor based and licensed in Malta (MGA B2B licence). The company specialises in creating poker and card games and performing integration with third-party platforms, gaming content, and gaming-related service providers.

Over 200 employees work in EvenBet Gaming's offices in Malta, the USA, Serbia, Armenia, and Colombia.

The outstanding quality and reliability of software created by EvenBet is proven by multiple certifications, including those by ISO 27001, iTech Labs, BMM Labs, GLI, and numerous industry award prizes and nominations, such as SAGSE Awards, EGR B2B Awards (Poker Provider winner 2024), SBC Awards, SIGMA Awards, Malta iGaming Excellence Awards, SPICE India Awards, and others.