

# L!VE Masterclass

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# 5 Ways to Engage Players in the World's Hottest Online Casino Markets

**ALEXANDRA BREINIG**

Casino Sales Manager  
and iGaming Expert,  
EveryMatrix



Do you truly know your players?



# Imagine knowing

- ✓ **Top preferred slot themes** by market
- ✓ **Favourite bonus features** by market
- ✓ **Average bet, rounds, and sessions** by market
- ✓ **Preferred volatility** by market
- ✓ **The right gamification mix** to cater to each player profile

How can you best expand your operations or launch in new territories?

# Europe vs. Latam vs. Africa



**Traits:** Mature, regulated, and more stable markets.

**Challenges:** Highly competitive markets. Restrictive regulations on content features and gamification.



**Traits:** Agile markets with great growth potential. Room for more creativity in content selection and gamification.

**Challenges:** The need for player education about online casino games and European slot providers.



**Traits:** Agile markets with great growth potential. Room for more creativity in content selection and gamification.

**Challenges:** The need for light-weight games that are optimised for low data consumption, limited network speeds, and lower-end devices.

# Germany

Game Theme	Animals, Fruit, Fantasy
Top Feature	In-Game Free Spins
Average Bet	€0.52
Rounds / Session	59
Volatility	★★★★★



READ MORE:  
[igamingbusiness.com/data/](https://igamingbusiness.com/data/)

**Player Archetype:**  
Thrill-Seeker

**Gamification Tools:**  
Free Spins Campaigns

# Romania

Game Theme	Fruit, Classic, Animals
Top Feature	Buy Feature
Average Bet	€2.59
Rounds / Session	109
Volatility	★★★★☆

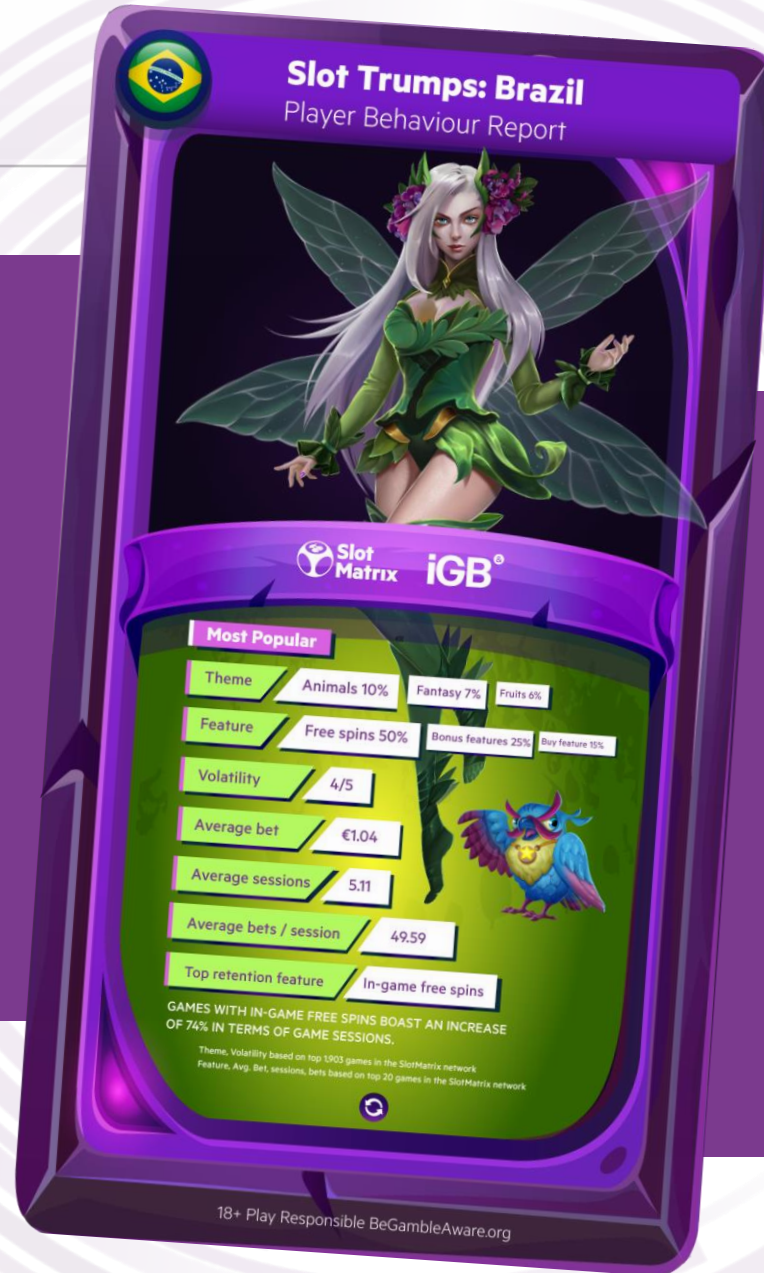


READ MORE:  
[igamingbusiness.com/data/](https://igamingbusiness.com/data/)

**Player Archetype:**  
Classic Slot Fan  
**Gamification Tools:**  
Progressive Jackpots

# Brazil

Game Theme	Animals, Fantasy, Fruit
Top Feature	In-Game Free Spins
Average Bet	€1.04
Rounds / Session	50
Volatility	★★★★☆



READ MORE:  
[igamingbusiness.com/data/](https://igamingbusiness.com/data/)

**Player Archetype:**  
Thrill-Seeker

**Gamification Tools:**  
Jackpots, Tiered Challenges, Prize Wheels, Tournaments



# Peru

## INITIAL DATA

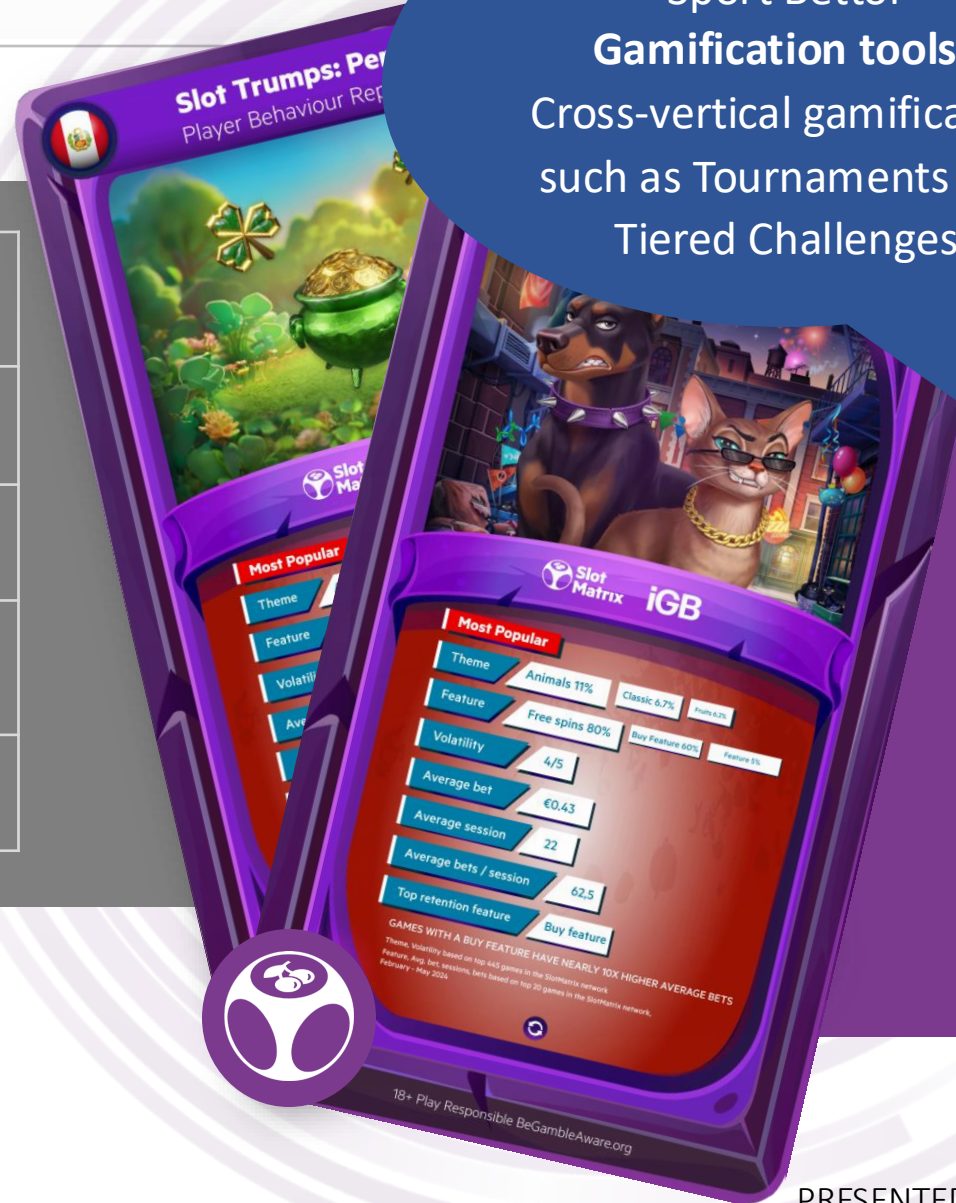
Game Theme	Animals, Classic, Asian
Top Feature	Buy Feature
Average Bet	€1.94
Rounds / Session	136
Volatility	★★★★☆

**Player archetype:**  
Sport Bettor

**Gamification tools:**  
Cross-vertical gamification such as Tournaments and Tiered Challenges

## UPDATED DATA

Game Theme	Animals, Classic, Fruit
Top Feature	Buy Feature
Average Bet	€0.43
Rounds / Session	62.5
Volatility	★★★★☆



# Nigeria

## INITIAL DATA

Game Theme	Classic, Animals, Fruit
Top Feature	In-Game Free Spins
Average Bet	€0.14
Rounds / Session	69
Volatility	★ ★ ☆ ☆ ☆

**Player archetype:**  
Classic Slot Fan  
**Gamification tools:**  
Progressive Jackpots

## UPDATED DATA

Game Theme	Classic, Action, Fruit
Top Feature	In-Game Free Spins
Average Bet	€0.41
Rounds / Session	66
Volatility	★ ★ ★ ☆ ☆



# Let's talk

[slotmatrix.com/casino-aggregation/](https://slotmatrix.com/casino-aggregation/)

