



# WEEK 16

## FRIDAY 17 APR 2015

### THIS WEEK

- NYX to acquire Amaya businesses
- Amaya publication ban lifted
- Columnist: Pini Yakuel on player marketing
- Tweets of the week

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#### TOP STORY

## NJ I-GAMING RECORD BROKEN

Five online operators post a highest-ever monthly total of \$13.2m



Casinos like Golden Nugget have helped Atlantic City reach record online revenue levels

The New Jersey online gambling market generated record monthly revenue in March, figures released by the New Jersey Division of Gaming Enforcement (DGE) have revealed.

The monthly total revenue of \$13.2m has beaten the previous record of \$11.9m in the same month last year – an 11% year-on-year increase. Year-to-date internet gaming revenue stands at \$35.1m, up 11% from \$31.6m. Borgata contributed the most revenue of the five online operators in the state with \$4.2m, followed by Tropicana with \$3m.

March was the first full month where revenue from Resorts' online operations contributed to the total, with the casino's internet gaming service generating \$154,071 for the period.

March is the fifth consecutive month to show a year-on-year revenue improvement. January's \$11.6m total was a 22% upturn from \$9.5m, while February's \$10.4m marked a 1% rise from \$10.3m. March's total is also a 27% month-on-month increase.

No year-on-year decreases have been reported for any month since the opening of the regulated online New Jersey market, which launched in November 2013.

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Meanwhile, land-based casino win for the month was \$190.7m, down 14% year-on-year from \$221.5m, while total gaming win was \$203.9m, declining 13% from \$233.4m.

Total monthly gaming win was up 2%, from \$199.3m, when only including current operators. Three land-based Atlantic City casinos closed down in that 12-month period, including Trump Plaza Hotel and Casino, which also operated online.

Last year was the first full year of regulated online gambling in the state, and the annual revenue total of \$122.9m fell short of Governor Chris Christie's prediction in 2013 that at least \$1bn would be generated by the following July.

The DGE also announced last week that despite four closures, the eight remaining casino operators reported improved total revenue of \$3.4bn last year, up 5% from \$3.3bn. This figure includes rooms, food and beverage, and entertainment.

Meanwhile, net revenue for online gambling in Delaware has decreased 14% year-on-year to \$143,101 for February 2015. The total is down from the previous year's figure of \$167,333, but is an 8% increase month-on-month from January's \$132,074.

**KEY POINTS**

- New Jersey reports record online gaming revenue for March 2015
- The figure of \$13.2m represents an 11% year-on-year increase
- March also marked the fifth consecutive year-on-year hike

**M&A**

**NYX ANNOUNCES AMAYA B2B ACQUISITION**

**Deal will cost provider CAD\$150m**

NYX Gaming Group has agreed to acquire Amaya (Alberta) Inc – formerly Chartwell



Technology – and Cryptologic from fellow provider Amaya Gaming. NYX will purchase the businesses for CAD\$150m in cash, subject to working capital adjustments, with the deal expected to close before the end of Q3 2015. Amaya had previously granted NYX a right-of-first-offer to acquire the businesses following its sale of Ogame Network to the firm.

The acquisition will also see NYX enter into a preferred supplier licensing agreement with a subsidiary of Amaya to provide certain casino gaming content to Amaya's real-money casino offering, which will be integrated into the PokerStars and Full Tilt branded casino websites.

NYX chief executive Matt Davey [pictured] said: "We are excited about this acquisition and partnership, which will provide NYX with additional leading gaming content and access to what we believe will be one of the world's fastest growing online casinos."

Meanwhile operator Intertain Group has announced the completion of its £425.8m acquisition of provider and operator Gamesys Group's customer-facing assets.

**KEY POINTS**

- NYX to acquire two Amaya Gaming businesses
- Meanwhile, Intertain Group's acquisition of Gamesys Group's customer-facing assets has been completed

**LEGAL**

**AMAYA PUBLICATION BAN LIFTED**  
**Court allows search warrant to be published**

A Quebec court has lifted a ban on the publication of a search warrant and supporting affidavit relating to an investigation into Amaya's purchase of PokerStars owners Oldford Group in August.

As a result, the Globe and Mail report that financial regulator Autorité des Marchés Financiers (AMF) won court approval to take possession of all computer memory cards, data keys and other storage devices used by three Amaya employees, the identities of which were redacted in the document.

Federal Canadian police and AMF visited Amaya's headquarters in Montreal in December.

**KEY POINT**

- A court lifts a ban on the publication of a search warrant relating to an investigation into Amaya's purchase of Oldford Group



**Tweets of the week**

**"I'm a fan of @mikegatto's attitude about online poker, but his assertion that CA can 'go it alone' on poker is disproven by intl experience"**  
*Online Poker Report's Chris Grove*  
[@OPReport] on California Assemblyman Mike Gatto

**"We apologise for the continued delay in returning customer funds. We are currently seeking the appropriate approval from the UKGC to reopen"**  
*Operator 666Bet* [@666bet]

**"Many clouds - a hard horse to pass - must say I enjoyed Aintree -mixed bag results but super fixture"**  
*Independent bookmaker Geoff Banks*  
[@geoffbanksbet] on the Grand National meeting

## GUEST COLUMNIST

## "PERSONALISE OR VAPOURISE"



by Pini Yakuel  
CEO, Optimove

**Data-driven personalisation**

More and more i-gaming marketers are realising how to leverage the goldmine hiding in their player data. On a strategic level, effective analysis of rich player data allows marketers to better understand the various personas represented by their players' behaviour.

The successful analysis of player data allows the marketer to personalise offers and incentives to maximise their relevance to each individual player. Not only does this help maximise player engagement and spend (and reduce churn), it generates goodwill, enhanced brand perception and word-of-mouth promotion.

**Evolving consumer attitudes to marketing**

Most consumers have become intolerant to the bombardment of mass marketing coming from every website, store or app with which they have interacted. Instead of encouraging engagement and improving brand perception, generic marketing to large swathes of one's player base will lead to brand fatigue and perhaps outright negativity.

However there are two encouraging differences between today's average consumer and that of ten years ago. Firstly, modern consumers expect that brands with which they have interacted

will try to engage them via follow-up marketing communications. Secondly, personalised, relevant promotions are no longer considered creepy. This means that savvy marketers will enjoy all the revenue and brand perception benefits mentioned above, as well as a hefty competitive advantage.

**Evolving marketing technologies**

Parallel to the evolution of consumer attitudes is the evolution of marketers seeking technologies that can deliver effective one-to-one marketing. In turn, more and more technology vendors and service providers are developing solutions which attempt to deliver successful personalised interactions. Due to the huge market waiting for the winning solutions in this space, both large technology corporations and entrepreneurial start-ups are focusing steadily increasing resources on creating the ideal solutions.

Some of the more effective science-driven marketing technologies now available include:

**Dynamic micro-segmentation.**

Continuous player segmentation based on the data-driven identification of rapidly-changing player 'personas', which can be used to simultaneously hyper-target hundreds of small, homogenous groups of players.

**Predictive behaviour modeling.** The science of applying mathematical and statistical techniques to transactional, behavioural and demographic data in order to predict future player behaviour and value.

**Automated campaign scheduling/testing/optimisation engines.** Fully-automatic execution of single- or multi-

channel campaigns via email, SMS, push notifications, on-site/in-app advertising, call centers, Facebook Custom Audiences, etc.

**Real-time, event-triggered campaigns.**

Deliver personalised offers and incentives to individual players – at the most relevant moment – based on their last action, their particular gameplay history, win/lose patterns, deposit history, customer lifecycle stage, predicted future value, risk of churn and other factors.

**The future: personalise or vapourise**

Only brands that are able to interact with their players in the context of their affinities and preferences will succeed. Players expect their favourite i-gaming brands to understand what they want and need, and it is the marketer's job to proactively provide those offers to the right players at the right time in the right way. When done correctly, brand-player interactions become more frequent, the brand-consumer relationship deepens and brand loyalty increases. Those marketers who fail this challenge will foster negative brand equity, lose players to the competition and over-pay for new player acquisition.

I-gaming brands must learn to effectively personalise – or they will vapourise

*Optimove founder and CEO Pini Yakuel has over a decade of experience in analytics-driven customer marketing, business consulting and sales. His passion for understanding what drives customer behaviour led him to spearhead the development of Optimove, the industry's leading customer retention software, empowering marketers to maximise their customers' value*

**OUT NOW: Look out for the March/April issue of Gambling Insider's print magazine, featuring a Retention Special as we gather expert advice on how to ensure customer loyalty and engagement across online, land-based and mobile gaming channels in an increasingly competitive environment**



**HEAD OF QUANTITATIVE ANALYSIS**

**Location:** Bucharest  
**Contract:** Full-Time



EveryMatrix, an independent company offering high quality solutions to the iGaming industry, is looking to add a skilled, positive, and energetic Head of Quantitative Analysis to join the ever-growing sports betting operation team. The candidate will have excellent analytic skills and the business vision to provide the data models and insights that will drive our strategy. They will work closely with the Product Owner and Head of Trading. The Quants team is new and will be growing.

Apply to [career@everymatrix.com](mailto:career@everymatrix.com)  
Using reference GIF15\_15

**MARKETING MANAGER FOR GAMING OPERATIONS**

**Location:** London **Contract:** Full-Time



EveryMatrix, an independent company offering high quality solutions to the iGaming industry, is looking to add a Marketing Manager to their growing team in London. The Marketing Manager will plan monthly CRM activities via email and SMS, balancing the right mix of Casino and Sports campaigns. Incorporating upcoming Sports events and both existing and new-to-market Casino game releases. The ideal candidate will also oversee Social Media campaigns and collaborate with an Affiliate Manager to create specific promotions.

Apply to [career@everymatrix.com](mailto:career@everymatrix.com)  
Using reference GIF15\_15

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