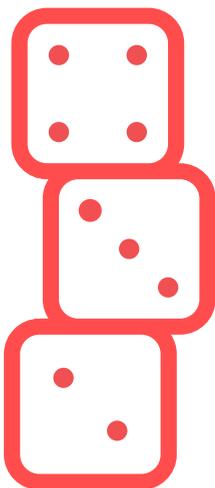# INSIDE THE MIND OF A GAMBLER

How a new breed of customer journey analytics is transforming the gaming user experience

CONTENT**SQUARE**

GAMBLING WITH USER EXPERIENCE

There's a lot more to gambling than luck, and too many gaming brands are gambling on the user experience they're delivering to their customers.

Gaming brands have plenty of tools at their disposal to tell them what users are doing on their websites. But most are unable to explain how and why their digital customers behave they way they do. How many optimisation teams can answer with a definitive 'yes' to this question:

Do you know why conversion increased or decreased on a given day?

Accessing the insight is the first challenge, but for gaming operators, the speed at which they can get actionable insight is critical to success. Many use retrospective analytics tools that are both slow to generate insight and fail to give a full picture of user behaviour online when they do. When optimising customer journeys, speed is critical - those who are slow to surface insight will get left behind in the race to UX optimisation.

UX IS THE NEW BOOKMAKER

The digital revolution has shifted attention away from brick-and-mortar bookmakers and towards websites and mobile apps. In an online context, UX can act as the bookmaker, guiding specific users towards making a bet, signing up for an account or simply reducing customer frustration.

Brands who are leading the pack have already built out entire teams focused on UX, realising how critical the delivery of an optimised user experience is to their long-term success. This is especially true for mobile channels, which have rapidly become an integral to the gambling industry. But despite its growing importance, some online operators are still unable to deliver a tailored experience for the mobile user.

Gamblers tend to visit multiple sites and services at once, so operators need to do all they can to ensure that their service feels unique and easy to use. The problem is simply too big to ignore.

INSIDE THE MIND OF A GAMBLER

The **gambling sector** is characterised by a volatile user base: ContentSquare analysis shows that **the average bounce rate is more than twice as high (35% compared to 15%)** than in other industries. This is a key challenge, as gaming sites typically need to present their users with large amounts of information before the customer can use the service. In a sector where time spent on individual pages is three quarters lower than the average, increasing the amount of time spent on the site is critical.

ContentSquare have identified the **'impulsive user'** as a key customer segment on most gaming sites. **These users make up 52% of a typical gaming** brand's overall traffic, spending an average of less than 5 minutes on the website and usually visiting to review their betting history or search for information. Only 26% of these users will actually make a bet in any one session.
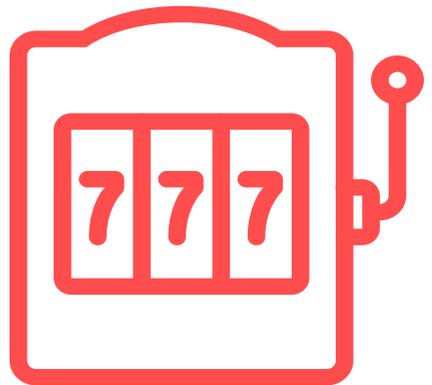
But even when they don't bet, they visit an average of 13 pages.

It's not easy to make these impulsive users place a bet, but if you manage it, the rewards are vast. A consistently positive site experience can quickly turn impulsive users into 'frequent users' - who average 14 bets for per customer.

35% AVERAGE BOUNCE RATE

AVERAGE 13 PAGEVIEWS

35%

AVERAGE OF 14 BETS

CATERING TO DIFFERENT PERSONAS

Different users navigate websites and apps in different ways - some have a specific goal in mind, others just want to browse. One of our gaming clients wanted to compare the different ways visitors selected games once they reached a casino page, in order to streamline the journey.

Visitors were able to select a game in one of three ways:

- Through the search bar.

- Through a filter menu, where visitors could select the type of game from A-Z or via the 'game type' tab.

- Through recommended banners displayed as banner adverts on the site, based on the user's last played games.

Using ContentSquare's UX metrics they found **those who navigated to the chosen game via the search functionality had a high propensity to select a game and make a bet** *(46% of all users who searched went on to make a bet).* However the search bar had a low overall interaction rate, just picking up 18% of all journeys to the chosen game.

ContentSquare's tool quickly illuminated the fact that the search bar was was hidden away in the menu on both mobile and desktop. This led the brand to make a revision to ensure the search bar was now prominently placed and implemented a strong CTA to drive more users to the 'search' function.

This gaming brand managed to increase the number of visitors using the search tab by 8% on desktop and 18% on mobile, which boosted the number of users placing bets on the casino page by 4.8% on desktop and 9.1% on mobile.

This resulted in an increase in total users placing a bet, **increasing overall conversion for the casino games by 6.4%.**

THE LIMITATIONS OF TRADITIONAL ANALYTICS

Conventional analytics tools such as Google Analytics can provide operators with some insight into user behaviour on their site, but it's a limited picture. It show how many users are visiting certain pages, clicking or tapping on certain offers, or dropping out before purchasing. But these tools don't provide data to help understand why users are behaving the way they do – why did this particular offer drive a 10% increase in conversion rate? Why did that change to the website layout cause a slight drop in a certain type of game or bet?

Behavioral and UX analytics can complement conventional analytics by providing these additional layers of insight, helping UX and insight teams identify friction in the customer journey and surface data on the 'golden paths'. Demographic details are simply not specific enough to segment by; it's the user types and on-site behaviour that really matters.

UX ANALYTICS IN ACTION: REGISTRATION FORMS

Due to the regulatory nature of the industry, gaming brand PMU is required to ask its users for many details including identification and bank information. This has resulted in a crowded registration form which many users found difficult to complete. PMU needed to identify blockages and completion barriers in an effort to improve the user experience and increase registrations.

PMU asked ContentSquare to capture all user behavioural interactions with the form, including mouse movements, engagement, scroll reach, hover, and repeat clicks. This data was contextualised through next generation user experience data visualizations to identify the main completion roadblocks and provide PMU with high-impact, data-driven improvements.

PMU successfully identified two main struggle points:

1. **Users did not see the submit button.** The scroll heatmap revealed that **55% of users did not scroll down** and therefore would miss any element below the fold.

2. Validation errors caused problems for many users. ContentSquare's element zoning (identifying the performance of any 'block' of content) enabled the team to understand the usability, attractiveness, and performance of each element in the registration form. One major finding was users clicked an average of 4.7 times on the Date of Birth input field.
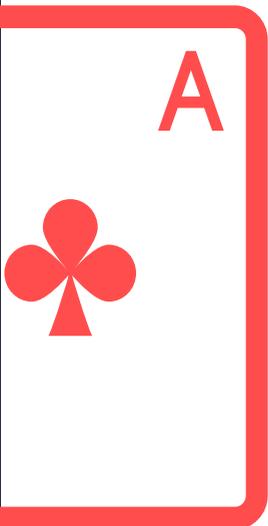
Having identified these focus areas, PMU decided to move the 'submit' button above the fold and simplify the form input, driving a 12% increase in registrations.

CATERING TO DIFFERENT PERSONAS

Without knowing exactly why visitors behave the way they do, testing becomes a gamble in itself. Testing without adequate insight to form the right hypotheses risks wasting huge amounts of time without a guarantee of good results.

There is a clear need for a tool that can gather, analyse and visualise on-site behaviour. Gaming operators should look to solutions which will enable them to get actionable insight at speed, allowing them to save time and better better decisions faster.

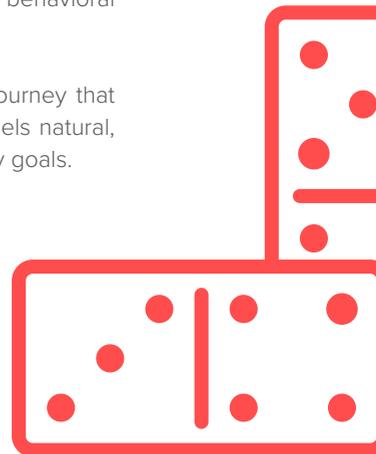# ABOUT CONTENTSQUARE

WHO WE ARE

ContentSquare is a user experience (UX) analytics and optimization platform that helps businesses like Betclic, Sky Betting & Gaming and Gamesys understand how and why users are interacting with their app, mobile and web sites. Using behavioral data, artificial intelligence and big data to provide automatic recommendations, ContentSquare empowers every member of the digital team to easily measure the impact of their actions and make fast and productive data-driven decisions to optimize the customer journey.

WHAT WE DO

CAPTURE: We capture every customer interaction, screen touch and mouse movement with only one tag, and convert it into visual data that every team member can understand and act on.

ANALYZE: Our clients analyze the data to understand how and why customers are interacting with their digital platforms through navigation paths, zone analysis and behavioral measurements using big data and AI.

OPTIMIZE: The end users enjoy an optimized journey that is an accurately intuitive user experience that feels natural, increases conversion rates and impacts company goals.

WHY US

DEMOCRATIZATION OF DATA: We empower every team member with the knowledge they need to value the impact of every action they take on the mobile/website/app because we believe that the best way to improve the company's performance is to improve the performance of each team member.

INNOVATION: We continuously develop a new generation of behavior and user analytics, a UX optimization platform involving artificial intelligence and big data that identifies problems, offers solutions and predicts their impact.

DEDICATION: We are committed to a close and meaningful relationship with our customers. Our priority is to offer the best service with our unique methodology and our expert team of leaders.

EASE OF USE: We allow users to quickly and easily gain tactical insights to apply strategic actionability. This creates fast productivity and frees dependencies from other departments, such as IT and data analysts.

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