

TEST US ON ONE SEGMENT THAT PAYS YOU NOTHING TODAY.

A playable feed inside your app, pointed at registered-never-played, sportsbook-only and lapsed players. One iframe. Your games, your wallet, your licence. Measured against a randomised holdout, with the success metrics and the rollout price agreed in writing before day one.

FEASIBILITY CHECK · FREE

PILOT · €0 SETUP · €0 LICENCE

INTEGRATION · ONE EVENING

ROLLOUT · TERMS SIGNED BEFORE LAUNCH

WHY NOW

Advertising is restricted in most of the markets you operate in. Discovery has moved inside the product.

Your active players are already served by your lobby and your CRM. The players who cost you money and return nothing, registered-never-played, sportsbook-only, lapsed thirty days or more, browse-never-open, need a different surface: one that shows what a game is by playing it, and asks for nothing until the player asks first. That is what the feed does.

We do not want your active player. We want the one paying you nothing today. You cannot redistribute zero, so growth on these segments is incremental by construction. We prove it against a holdout instead of claiming it.

WHAT WE DEPLOY

Ninety days, one segment, six things.

01

The feed container

One sandboxed iframe in the app you already run. The lobby stays; the feed is one more tab. Colour, type and corner radius come from a per-operator config.

02

Your certified catalogue

Your games surfaced as cards, unchanged: the same certified build, opened by your launch flow, settled in your wallet. Crash and instant titles lead because they resolve in seconds.

03

Watch-to-play

A card runs a demo round on its own while the player watches. One tap and the player is in the same card, on your wallet. No bet is placed until the player places it.

04

fidra originals

Provably fair games born for the feed: crash, plinko, mines, duel and more. In the pilot they run in demo mode; real money only after certification for your market.

05

The content between the games

Big-win clips rendered from your own rounds, your streamers by config, RTP explainers, a daily round, a session recap. Zero content operations on your side.

06

Responsible by design

A losing streak slows the feed down, not up: a breather after three losses, a non-betting quota, limits the player sets and can only loosen after 24 hours. Your risk state can only tighten it. None of it is configurable away.

HOW WE MEASURE

Proof, not a dashboard.

One eligible segment is randomised into a feed cohort and a holdout that keeps the lobby it has today. We report intention-to-treat: everyone assigned counts, whether they opened the feed or not. Every weekly report shows the effect curve, the confidence interval and the cannibalisation view, plainly, including when the answer is zero.

METRIC	WHAT IT SETTLES
30-day NGR per eligible player, all surfaces	The headline. Total money, not feed money, so a lift cannot be a reshuffle of revenue you already had.
Feed-attributed GGR per player	Rounds initiated from a feed session, verifiable from your own copy of the event stream. GGR, not NGR: bonus policy stays yours and the number cannot be argued about.
Activation: first bet, first return	For players who have never placed a bet, the first one is the whole story.
Return rate at day 7 and day 30	Whether a player who came back stays back.
Feed → game opens	The leading indicator we watch from week one, before revenue is readable.

Three steps, and the first two are free.

- 0

Feasibility check

FREE · NO CALL

Send eight weeks of anonymised per-user revenue: one column of numbers, no identities. We return the minimum segment size at which a pilot can statistically detect an effect at all. If it cannot at your size, we say so, and you have spent nothing.
- 1

90-day pilot

€0 SETUP · €0 LICENCE

One zero-revenue segment, a randomised holdout, integration in one evening on the sandbox wallet first, weekly written reports. The success threshold and the rollout price are signed before launch.
- 2

Rollout

ON TERMS YOU ALREADY AGREED

A setup fee, a monthly minimum and a small share of feed-attributed GGR. The minimum credits against the share: you pay whichever is greater, never both. The exact numbers are fixed per operator, in writing, before the pilot starts.

SUCCESS IS A CONVERSION, NOT A SLIDE

If the feed cohort beats the holdout at the agreed threshold, the pilot converts to the terms already signed.

A pilot without a conversion mechanism is free consulting, which is why the threshold and the price are signed on day one.

THE HONEST CLAUSE

If it shows no lift, the system did its job: it told you before you paid for a rollout.

Our measurement is built to show a zero as plainly as a lift. You are the first to know, in writing, every week.

COMPLIANCE

Your licence, your wallet, your games. Unchanged.

LICENCE POSITION

Nothing moves.

The feed runs inside your app, on your licence. Games are your certified games, byte-identical, launched by your launch flow. Bets are placed and settled in your systems; we never hold a balance.

DECISION LOG

Every card carries its reason.

A hash-chained, exportable log of every selection the feed makes, including the operator-signed promoted slot. A live transparency overlay shows the same reasons on screen.

RESPONSIBLE GAMBLING

Above the baseline, always on.

Breather, non-betting quota, player-owned limits and a tighten-only operator risk state ship in every configuration. The layer is not part of the commercial negotiation.

SUPPLIER AUTHORISATION

Walked before launch, not after.

Where your regulator needs a presentation-layer supplier authorised, we go through that path together with your compliance contact before the pilot starts.

WHAT WE NEED FROM YOU

Four things, and none of them is a roadmap slot.

- **One zero-revenue segment** large enough for a holdout. The feasibility check tells you the size before you commit to anything.
- **Read access to the wallet or event API** for attribution, or your own copy of the event stream, reconciled weekly.
- **One compliance contact** for the data-handling letter and, where needed, the supplier-authorisation path.
- **One evening of front-end time** for the iframe and the launch handshake. The sandbox wallet comes first; your wallet API second.

DAYS 1–5	Feasibility check on your eight weeks of numbers. No call, a written answer.
WEEK 1	Integration on the sandbox wallet, then on yours. Success threshold and rollout terms signed.
WEEKS 2–13	The pilot runs on the segment. A written report every week: effect curve, interval, cannibalisation view.
DAY 90	The result, and a decision that was already priced.

SEND THE NUMBERS.

Eight weeks of anonymised per-user revenue is all the first step needs. We send back what a pilot could realistically add at your size, before you commit to anything, and if it cannot be measured we tell you that too.