

THE iGamingFuture

MAGAZINE

SERIES

October 2025

THE FUTURE OF
CUSTOMER
JOURNEY
MAPPING





Rule Your Players' Hearts

Master the art of player engagement and retention with our expert guide to Customer Journey Mapping (CJM)

Download
CJM
Guide



MARKET OVERVIEW

It is estimated that there are currently over 8,000 casinos and sportsbooks operating worldwide, with around 5,200 of these online.

Although exact figures are hard to pinpoint, this figure increases by around four percent per year, meaning the number of operators has grown rapidly over the last decade.

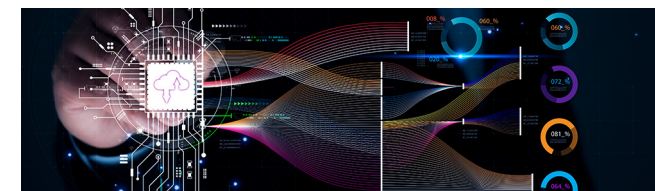
New operators have emerged to challenge the established market order and with more brands than ever vying for the attention of a limited pool of players, the competition has never been fiercer.

At the same time, global regulation is tightening, resulting in the once-prevalent method of incentivising play with generous bonuses becoming more complicated and less commonplace.

In today's market, operators must work both harder and smarter because success depends on enhancing the consumer journey, creating personalised and memorable experiences that make them feel valued and wanting to return for more.

But where do we start, and how do we do this?

When well executed, the process of mapping the customer journey leverages segmentation and predictive analytics to drive retention, enabling operators to optimise every interaction and boost engagement and profitability at each stage of the customer experience.



Curtis Roach

HEAD OF CONTENT
iGF



JUAN LACROIX
COMMERCIAL MANAGER

OneCasino



JOANNA BEATON
DIRECTOR OF RETENTION
& LOYALTY

kwiff



CHRISTIAN GRUBER
COO

MERKUR BETS



KSENIIA MAMEDOVA
TL CASINO & AFFILIATES

Uplatform

OUR EXPERT SPEAKERS

INDUSTRY INSIGHTS

As the market landscape evolves and adapts to new trends, our industry has now been compelled to react accordingly.

IN THIS EDITION iGamingFuture brought together a panel of industry experts who argue it all begins with mapping the customer journey: a visual representation of exactly what a consumer is doing, or going to do, based on their behaviour.

Looking for
more insights?



JOIN
our community!

[SUBSCRIBE NOW](#)

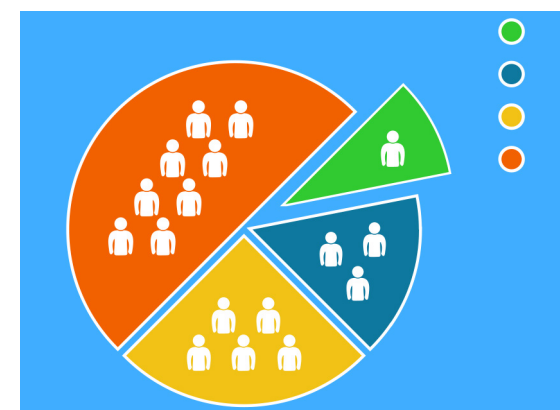
CONTENTS

6

Q + A
with all our Expert Speakers

14

EDITOR'S CONCLUSION



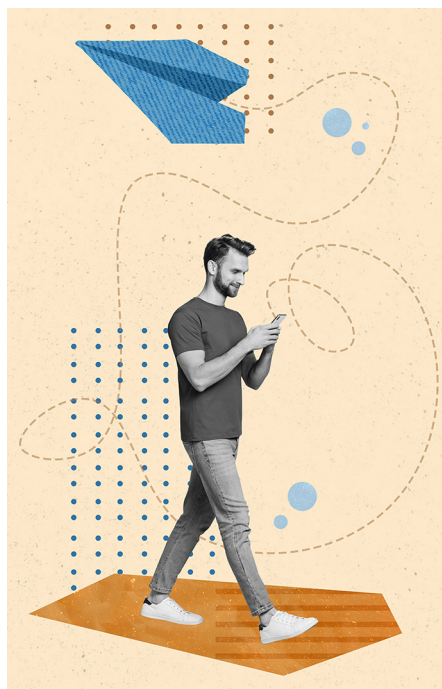
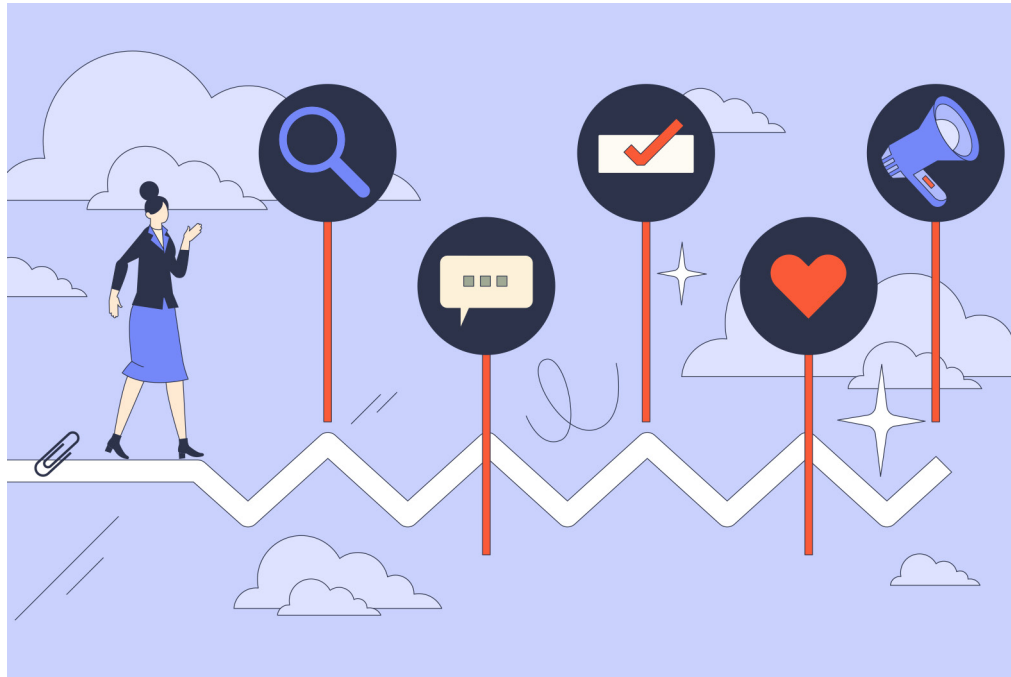
How important is the customer journey mapping process and what is the best way to approach it?

JOANNA

Customer journey mapping is the foundation of any CRM programme or tool.

The way I approach it, and have in other businesses too, is to **start from the customer's perspective**. First we ask: **What entry point are they coming from? Then we tailor the journey to that entry point.**

What makes it challenging is that **you need resources to build very granular journeys**. So we start **wide**, then **filter it down** over time **to make it more personalised**.



I believe **the more personalised and emotion-driven the journey is, the better the experience for the player**. It's really the **number one starting point** when you're approaching any CRM journey.

CHRISTIAN

As Joanna said, **it's the foundation of your whole relationship with the customer.**

With **every distraction or error, you can lose them, and often for good.**

So **mapping out a solid customer journey and identifying where you can guide them in the right direction is crucial.**

We live in a "*Netflix Era*", where **every customer wants their product to feel as individual as possible.**

This **personalisation is part of the journey, and it's incredibly important.**

JUAN

For us, it's **just as crucial.**

From a business perspective, **optimising even a small percentage of the customer journey through proper mapping can improve our customer acquisition cost and make us more competitive.**

When we **optimise that journey, it becomes easier to attract new customers and keep them engaged** as soon as they're through the front door.

KSENIIA

At *Uplatform*, we consider it **critical, especially in the gambling sphere**, where user experience impacts retention and revenue directly.

A **good journey helps operators understand how to interact with consumers on the platform at every touchpoint.**

The starting point is **real data: Map key user goals like deposits, identify pain**

points, and make sure every team is focused on improving the experience.

The **most important thing is to keep it dynamic, because user behaviour changes extremely fast, so your journey map should be as adaptable.**

At *Uplatform*, we've even developed our own **Customer Journey Mapping guide** to help operators navigate this challenging process more easily.



A significant part of the customer journey is understanding player profiles and segmentation. With all the data available to operators these days, what are the biggest challenges that you face with this? How can we improve it? And what specific tools are you leveraging?

JOANNA

I've worked in CRM for a long time, and **too often teams get caught up in being purely bonus-driven.**

But the **customer journey isn't about throwing bonuses at players; it's about reducing friction** from the minute they **sign up to becoming a loyal player** and sticking around long term.

That's where segmentation comes in.

Segmentation is my passion, and it's where I head when I need **to reset or ground myself.**

The **challenge right now is** that our **player demographics are shifting, and their expectations are very different.**

The **segmentation metrics that worked previously** – basic metrics like deposits or NGR – **are becoming outdated.**

We need to move towards behavioural segmentation.

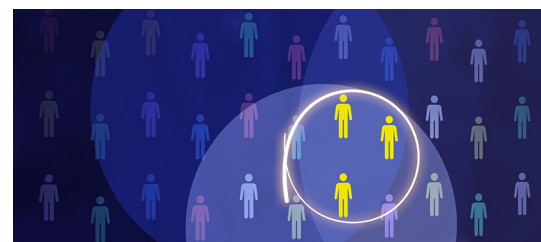
What games players bet on, how long they play, what actions they take next, and what they're likely to take next.

It's a mindset shift - from financial to behavioural thinking - and that's not easy. It's also much faster-paced.

Hyper-personalisation based on behavioural metrics is where we're heading, and it's already been happening for a number of years. With the introduction of things like AI and other apps and platforms, like Netflix and Spotify, it's also what players are already used to.

It is not about what our players are doing today, but what they will do tomorrow and how to keep them playing with us. It is by no means an easy task.

In terms of tools, **we're**



partnered with Extreme Push, who've been fantastic. But honestly, your best tool is your in-house team. No one knows or cares more about your customer base than your own team.

If you invest in your own predictive modelling and data capability, you'll reap the rewards for years.

External partners are great, but I think they're a short-term strategy.

CHRISTIAN

Segmentation becomes increasingly important during times when competition is high and it's hard to stand out.

Every operator is sending out the same messaging: "We've got the best bonuses and experience." And once you get them in the system, you've got to retain them. All of it is getting much harder.



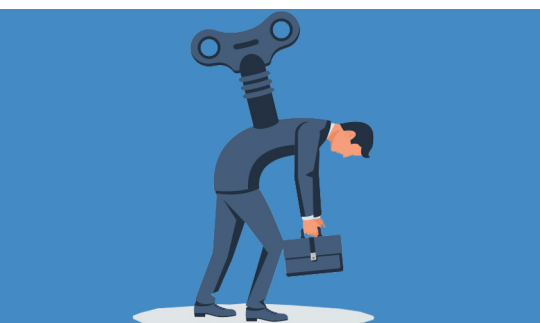
iGF

Get exclusive, future-focused
DAILY IGAMING NEWS

AND

PERSONALISED CONTENT
straight to your inbox

JOIN THE DISCUSSION!



Customer lifetime in Germany, for example, is decreasing massively; so CRM is becoming more essential.

Our emphasis at the moment is very much on reactivation because we have so many datasets in our system of dormant customers.

With good segmentation, it's possible to view where and why we lost them, which makes reactivation easier. If you can reactivate even two or four percent, that's a massive commercial bump.

We're constantly testing. Tools like Fullstory are great for analysing broken parts of the journey.

I'm also really into prediction tools right now – especially for churn prediction.

There are so many start-ups pushing the limits of what's possible, and we test something new almost every week.



JUAN

It's about understanding what players are doing today and what they'll do tomorrow.

If you can identify behavioural changes quickly, you can retain players more effectively.

But it's a big challenge, as behaviour can change quickly.

How do you make sure your systems are signalling this? And how do you ensure you take the right action?

We're currently looking for tools – either integrated into our CRM or as add-ons – that help us detect and respond to those changes.

Everyone has similar bonuses and products, so differentiation has to come from how we use data, and act on it.

KSENIIA

I think the biggest challenge is making segmentation useful.

We've all seen beautiful, complex segmentations that no one actually uses.

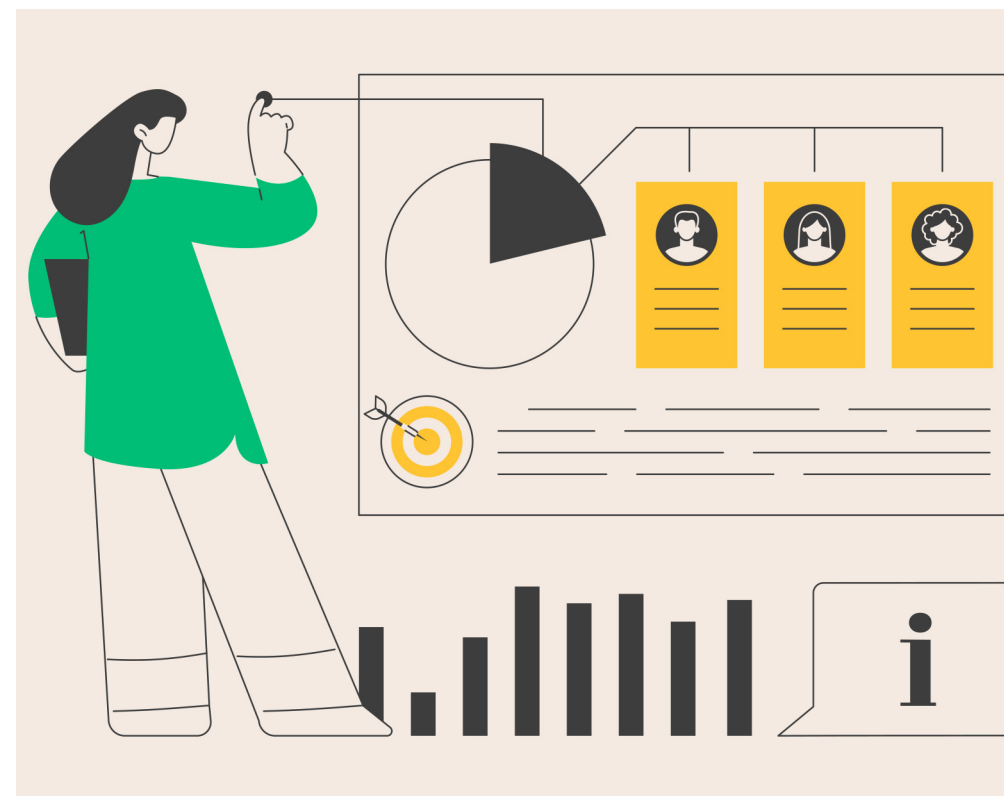
The goal is to create dynamic, behaviour-driven segments that truly power personalisation, long-term value, and retention.

Teams need to understand why they're creating these segments and what actions they'll take based on them.



At Uplatform, our own CRM system supports dynamic segmentation, making it easier for operators to act on data effectively.

With a constant influx of new games, how do you approach game lobby setup, and how can we better optimise this area of the consumer journey?

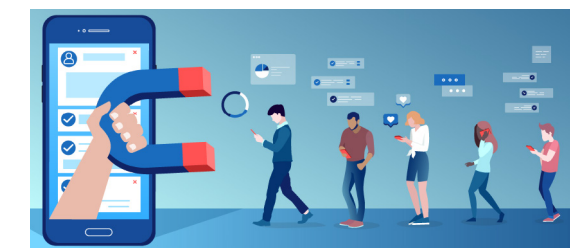


JUAN

I call this "game inflation", and it's definitely a challenge, especially as AI moves into this space, creating ever more content and quickly.

Our approach is to experiment constantly to see how players react and what works best.

We also focus on keeping our lobby up to date with the latest content and new games, as many of our players seek these, and it helps trigger engagement and CRM actions.



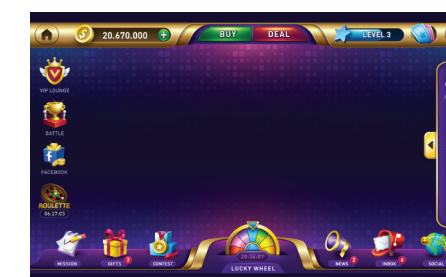
Right now, we have around 1,100 slot games, and we're aiming for 1,600 by year's end.

Like most operators, 20 percent of those games drive 80 percent of our revenue.

And interestingly, the top performers are often the oldest, simplest games reflecting Germany's strong land-based slot heritage.

As online casino players tend to stay on the platform longer than sports bettors, they leave a much larger footprint to analyse and are easier to segment.

But we're still far off where we want to be, and due to our system capabilities, we're not able to personalise the experience in the ways I want, like creating personalised game lobbies, a personal game experience, tournaments and so on – this is what we are aiming for.



From a commercial side, game studios want visibility, so this is also a factor that we do consider.

CHRISTIAN

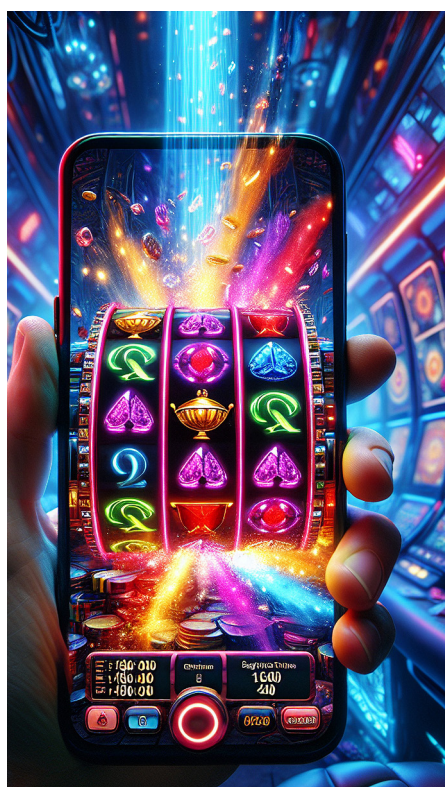
In Germany, it's even trickier because of regulations. It's not easy to get games approved – it takes time and effort.

JOANNA

Our casino team manages the games, but **from a CRM perspective, I view the lobby as a marketing space and a place to interact with players while they're already engaged.**

There's **definitely an oversaturation of games** - a small percentage of games generate most of the revenue - **but we still need to find ways to introduce new titles and expose players to them.**

I think the **right approach is behaviour-based modelling**: Predicting what games they'll want next, how to present them, and what **the next best action is once they finish a session. The goal is always to extend session time.**



KSENIIA

With so many game choices, **discoverability is key.**

We optimise visibility by featuring selected games at the top of the lobby, and then there are custom game segments based on each client's needs. Combined with our flexible lobby design, it helps players navigate more effectively and keep the experience fresh and engaging.

Looking forward, what do you think is coming next? What will we see in terms of CRM and retention? What big trends are on the horizon?

JUAN

For me, what's most exciting is gamified loyalty.

We're lucky. Our platform is built in-house, giving us flexibility. What we try to do is gamify loyalty as much as possible.

We've created exclusive in-house events and mini games, like our 10-day events, that players can join daily. We link access to these games to completing certain actions on-site.

These games are free to play but offer prizes, and we've seen a big boost in both retention and brand loyalty from this. There are also extra elements built in. We have a brand mascot, for example, that's visible in these games. This is unique, and along with our whole gamification effort, it's working well for us.

JOANNA

I think we're still in an era of reactive engagement, but we're going to see a real shift towards proactive engagement.

It's all about context and timing, presenting the right content to the right player at the right moment.

As the industry moves further towards responsible gambling, it's becoming harder to incentivise players with bonuses or offers, so timing and relevance will be even more crucial in how we engage players going forward.

And of course, with AI evolving the way it is, we don't fully know what's coming, but it's likely to bring huge changes for CRM and retention.

KSENIIA

From what we're seeing in the market, CRM is becoming real-time and predictive, signalling the end of "spray and pray" campaigns.

The next big thing is contextual engagement.



Talking to players where it matters, when it matters, and about things they actually care about. Think AI-driven personalisation, in-game customisation, and journey orchestration.

Globally, the biggest trends are predictive retention and hyper-personalisation.



EDITOR'S CONCLUSION

The **clear takeaway** from this discussion is that **customer journey mapping** is the foundation of everything.

Understanding the customer journey enables operators to boost profitability by identifying and creating new touchpoints. It also allows operators to **spot pain points before consumers encounter them** and, if **players do check out**, provides insights on how to reactivate them.

As *kwiff's* Joanna Beaton puts it: "**The more personalised and emotion-driven** the journey, **the better the experience for the player.**"

And **that's exactly where the industry is heading.**



But getting there isn't simple.

Whether through better segmentation, smarter data or new tools, every expert on the panel agreed: **The key to success in today's industry is truly understanding your players and guiding their journey.**



BEHAVIOUR CHANGES FAST. REGULATION IS TIGHTENING. AND BONUSES AREN'T THE EASY FIX THEY USED TO BE.

INSTEAD, CRM IS BECOMING REAL-TIME, PREDICTIVE, HYPER-PERSONALISED AND CONTEXTUAL.

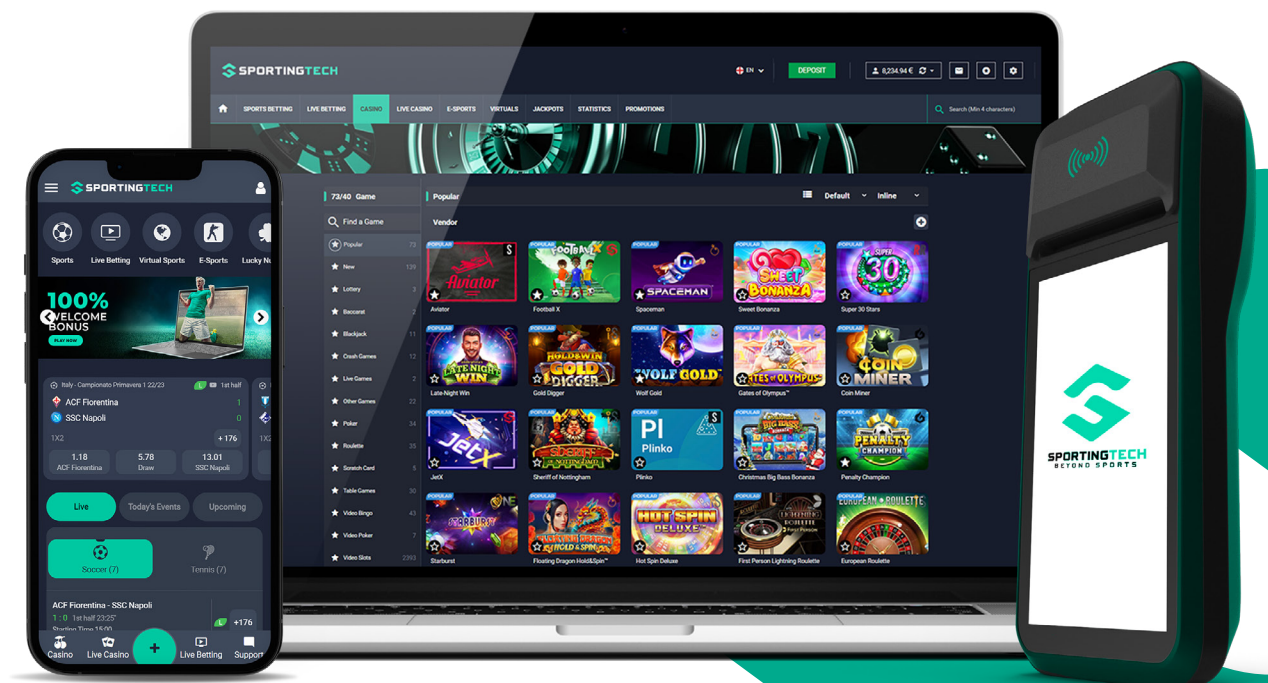
THE AIM OF THE GAME IN THIS UBER-COMPETITIVE AND SATURATED MARKET IS TO STAND OUT BY PROVIDING NOT JUST ENTERTAINMENT, BUT MEMORABLE EXPERIENCES THAT SPEAK DIRECTLY TO EACH PLAYER AND RESONATE.



ONE **AWARD-WINNING**
iGAMING PLATFORM.
UNLIMITED SOLUTIONS.



www.sportingtech.com



“The future of the industry relies on the ability for great minds to share powerful ideas.”

- iGamingFuture

iGamingFuture

