

Player Tracking in Online Gambling

24.09.2020



- Austrian IT Services and consultancy company
- Specialized in Data Science, Big Data
- >25 academic studies on player tracking, RG tools, personalized feedback
- *mentor* system runs on more than 35 online gambling sites, >5 mio players, >25 countries



Mission Statement

Creating a **Fun & Safe** Environment



Ingredients



Goals

- Increase customer satisfaction
- Meet regulatory requirements
- Keep problematic play at a minimum
- Maintain/Increase trustmark
- Increase usage of RG tools (e.g. limits)
- Support RG personnel



Detection & Interaction

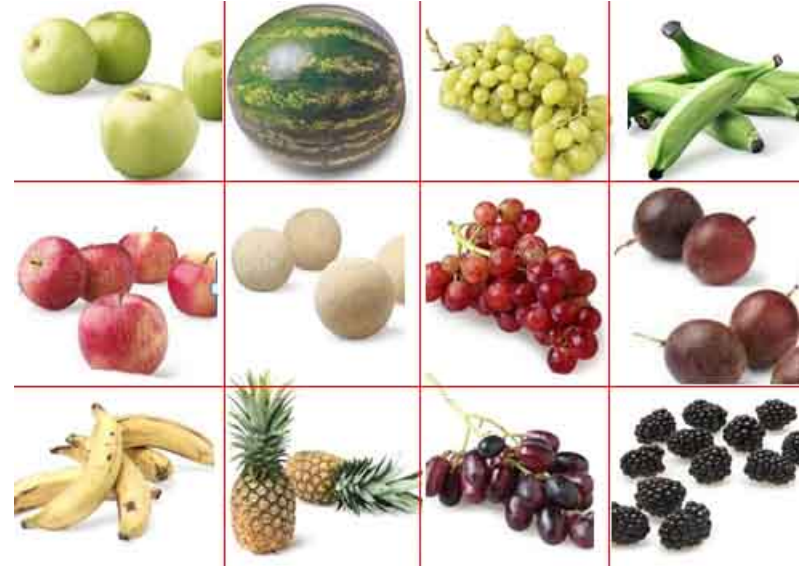


The Problem Gambler?

Attempts to explain such disparate types from a single theoretical perspective are essentially a fool's errand (Orford, 2006)

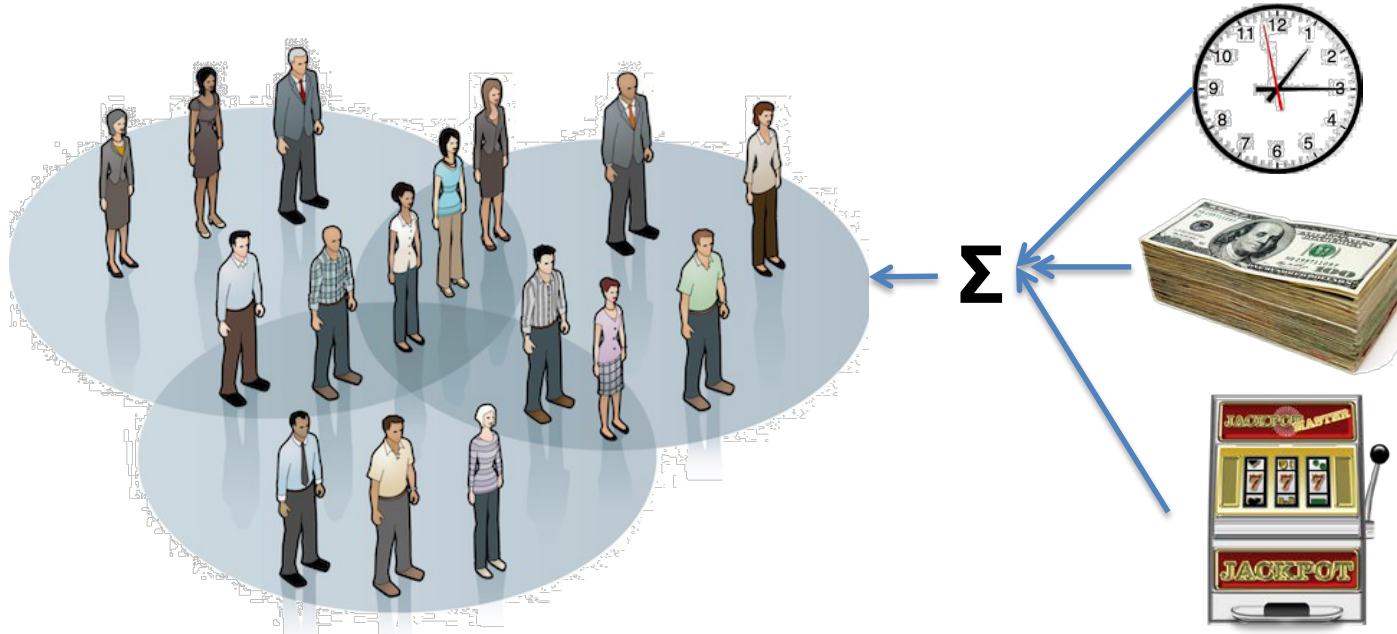


vs.



One size does not fit all

Escapist Gambler, Binge Gambler,....

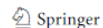


Why feedback?

- Players underestimate their losses

Table 4 Distribution of the normalized bias (bias divided by average GGR) for each game type preferences category among players ($n = 1335$)

	Median	p value (%)
Lottery	-0.16	63
Casino	-0.27	2
Scratchcards	-0.01	8
Sports betting	-0.20	61
VLTs	-0.16	90



J Gambl Stud (2017) 33:795–806
DOI 10.1007/s10899-016-9648-0

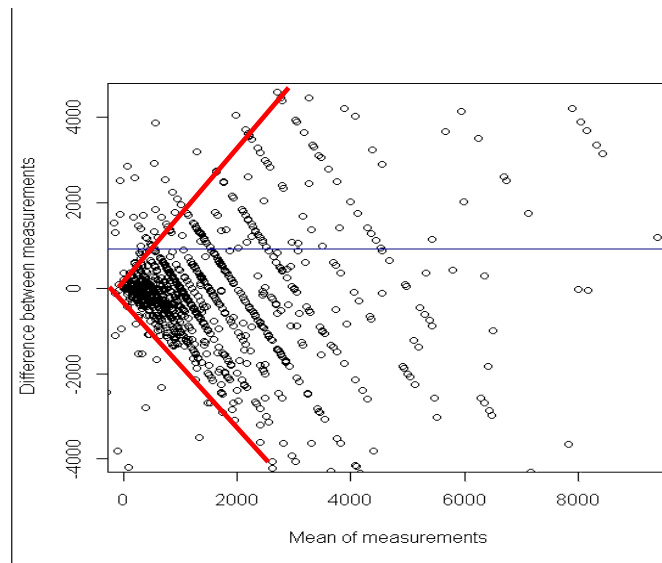


ORIGINAL PAPER

Self-Reported Losses Versus Actual Losses in Online Gambling: An Empirical Study

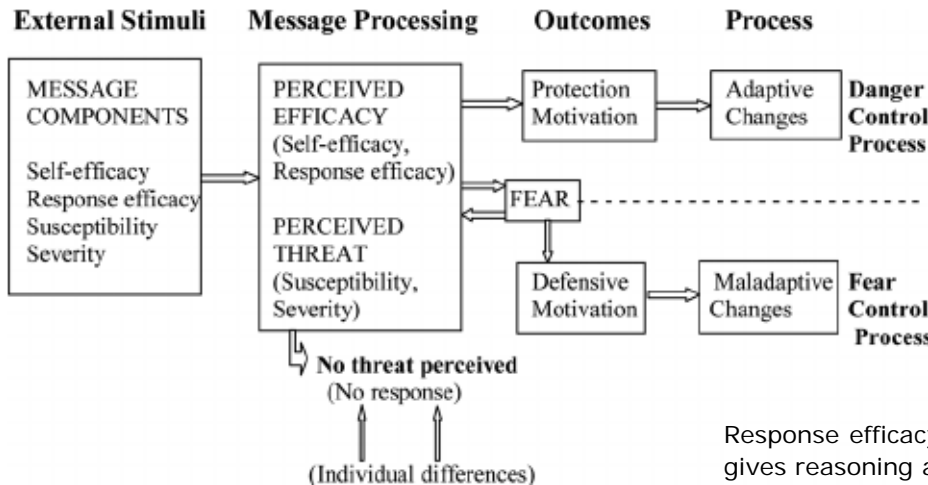
Michael Auer¹ · Mark D. Griffiths²

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How feedback?

- The extended parallel process model describes a way of communication



Self - Efficacy

- Belief in one's capabilities to achieve a goal or an outcome
- Having capabilities to organize and execute the courses of action required to produce given attainments
- Is having the belief that students have skills that they can rely on to help them navigate life and reach their goals.
- Refers to a judgment a student makes about his/her ability to accomplish a specific future task

Response efficacy: The action that is given to solve a problem will work. Also it gives reasoning as to why this solution will work.

Example: Eating healthier can reduce your risk of heart disease by X

Empowering the operator

NECCTONv1.9.5

Responsible Gaming

Dashboard & Live

Player Info Center

Player Management

Messages & Alerts

Wording Repository

Accesses Management

Reporting

Integration

LogoutTenant: demo

customer2047

INFO CENTER

HIGH

AGE:27 yo

GENDER:Male

LAST ONLINE:20.09.2020

REGISTRATION DATE:11.11.2013

RISK SCORE:High Risk

Brand ID

CountrySwitzerland

LanguageGerman

Player Information

Responsible Gaming Information

Player Tracking Features

Risk Profile

Self Assessments

Incidents (0)

List of Player Tracking Feature

Here we display variables that we compute about the player.

Search

Variable	Value last 7 days	Value last 30 days	Value last 90 days	Value last 180 days
amount_bet	€ 1848.25	€ 52794.24	€ 90894.63	€ 135694.85
average_bet	€ 47.41	€ 140.45	€ 115.72	€ 112.14
number_bet	39	376	784	1192
standard_deviation_bet	€ 29.33	€ 113.81	€ 113.53	€ 119.41
amount_loss	€ -473.97	€ -9424.88	€ -21131.23	€ -20271.05
amount_deposit	€ 473.92	€ 10229.24	€ 22317.77	€ 34140.04
amount_withdrawals	0	€ 1355.11	€ 2004.22	€ 15458.53
amount_cancelledWithdrawals	0	0	0	0
number_cancelledWithdrawals	0	0	0	0

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NECCTON

vi.9.5

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Risk Profile

loss	
amt_deposit	
bet	
num_paymentAccounts	
sessionsNight	
activeDays	
stddev_bet	
sessionLength	
avgSessionLength	
avg_num_depositPerSession	
num_diffGames	
amt_failedDeposit	
num_failedDeposit	

bet-at-home

Betting funds: 0.00 EUR

MY ACCOUNT ▾

DEPOSIT

APPS PROMOTIONS

- Account overview
- Deposit
- Withdrawal
- Funds transfer
- Account activities
- Payment management

Sports betting
Virtual betting

My gaming activities

My promotions

My player protection profile

- ▼ Vouchers and bonuses

- Redeem bonus
- Redeem voucher
- Buy vouchers

▼ My profile

- Personal data
- Personal documents
- Settings
- Notification settings
- Change password
- Self-imposed limit
- Timeout

My player protection profile

Playing Behaviour

Your recent gambling

Comparable players

Here you see a short summary of your gambling behaviours. You can choose between the last 7 and up to the last 180 days.

Last days:

WIN / LOSS

17.55 EUR



0.00 EUR



AMOUNT WITHDRAWN

0.00 EUR



NUMBER OF PLAYING DAYS

2 days



PLAYING DURATION

0 h 9 m

ISMEN

CONTACT



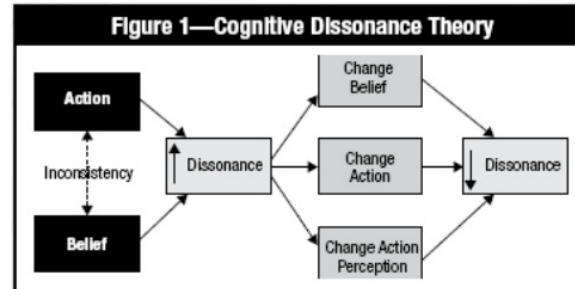
Cognitive Dissonance

- Cognitive dissonance refers to a situation involving conflicting attitudes, beliefs or behaviours. This produces a feeling of discomfort leading to an alteration in one of the attitudes, beliefs or behaviours to reduce the discomfort and restore balance, etc.

What is it?



Feelings of dissonance occur when a person's beliefs differ from their actions. Dissonance can make a person uncomfortable, and the cognitive dissonance theory of communication states that discomfort motivates individuals to change either their beliefs or actions to make the two match.



RG and Retention


First and only publication studying limits and loyalty

International Journal of Mental Health and Addiction
<https://doi.org/10.1007/s11469-019-00084-3>

ORIGINAL ARTICLE

An Empirical Study of the Effect of Voluntary Limit-Setting on Gamblers' Loyalty Using Behavioural Tracking Data



Michael Auer¹ • Niklas Hopfgartner¹ • Mark D. Griffiths² 

Published online: 26 April 2019
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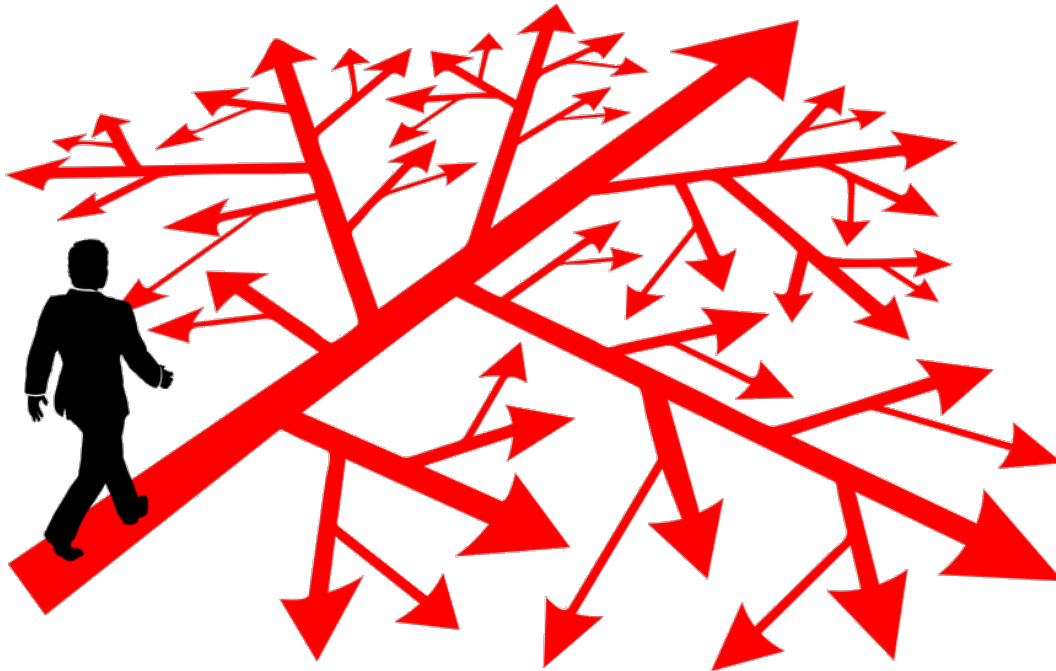
Abstract

Online gambling has become increasingly popular over the past decade as has research using behavioural tracking (player account) data. To date, there is no study that has empirically investigated the effects of responsible gambling tools on loyalty. In the present study, the effect of voluntary limit-setting on player loyalty was evaluated over time using tracking data provided by an online gambling operator. More specifically, the authors were given access

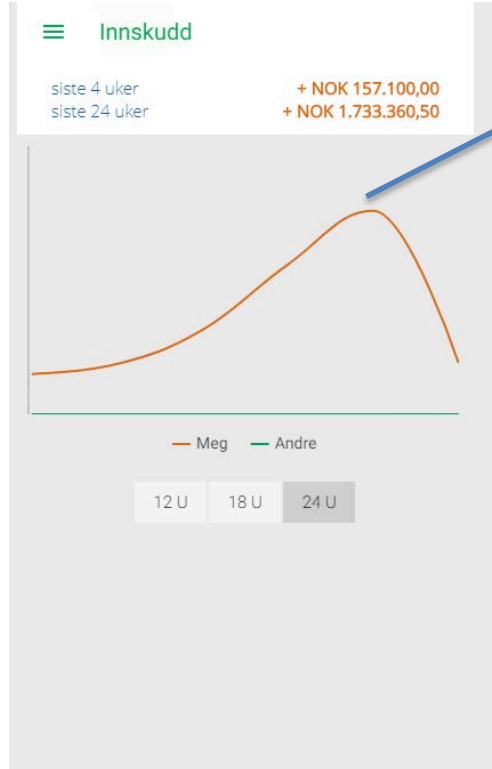


Tailored Recommendation

The right recommendation for the right player at the right point in time



Tailored Message



We have noticed that you have been depositing increasing amounts of money into your account lately. Checking your transaction history regularly and updating your deposit limit can help you keep track of your spending.

Message Sequence

First message: It seems like you have been gambling more frequently lately. We recommend that you keep an eye on how often you play.

Second message: We recently notified you that you have been gambling more frequently lately. This worrying trend seems to continue. We recommend using our Responsible Gaming tools to keep track of how often you play.



Tailored Message

If a player wins a larger amount and shows a certain previous profile a message can assist in changing behaviour

Happy to see that you have recently won! Why don't you use some of that money on a nice dinner or buy yourself something you want? Otherwise it could be gone faster than you think.



Tailored Message




Players recently won
larger amount

Personal Message



Message Read

	MessageID	FullMessageText	CreateDate	ReadDate	DeleteDate	CustomerID	MessageName
	38E1FCFB-2791-4101-8EB3-0000453977C2	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-12 00:05:11.037	2019-08-12 14:35:56.080	NULL		Winning Streak
2	A2DB7172-197B-4470-972D-0029D1916BA1	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-26 00:40:10.670	2019-08-26 15:13:04.207	NULL		Winning Streak
3	C571DCE7-907F-445A-8EE4-009A8D0370DC	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-26 00:40:10.670	2019-08-26 11:16:27.587	NULL		Winning Streak
4	5F3F5220-2023-497A-805D-01E1593D56AF	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-12 00:05:11.037	2019-08-17 17:26:28.083	2019-08-17 17:26:27.723		Winning Streak
5	59EDE3A2-1B59-44F0-A4C8-0226F7EF55A6	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-12 00:05:11.037	2019-08-12 10:34:43.333	NULL		Winning Streak
6	ADB18BDE-681F-40F2-B380-023608B96610	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-26 00:40:10.670	NULL	NULL		Winning Streak
7	E3C0CF59-F1B1-4EB5-99A1-037295A2B828	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-26 00:40:10.670	2019-08-26 22:12:39.437	NULL		Winning Streak
8	20BC44EA-661B-4FED-8CB5-045104FF35CC	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-26 00:40:10.670	NULL	NULL		Winning Streak
9	FB1B89B4-B781-4CE2-A223-0462948387FE	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-26 00:40:10.670	NULL	NULL		Winning Streak
10	65471470-2607-45BF-95E5-04863C01C58F	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-26 00:40:10.670	2019-08-28 17:15:03.557	2019-08-28 17:15:05.463		Winning Streak
11	973D38A3-E33C-414D-9E64-0513DF760BDF	Hva med å bruke noe av gevinsten på en hyggelig ...	2019-08-12 00:05:11.037	NULL	NULL		Winning Streak



Tailored Message

	ClientID	CustomerID	Date	CashIn	CashOut	LastUpdatedDate
216	1		2019-08-01	53400.00	0.00	2019-08-04 15:01:05.810
217	1		2019-08-02	45200.00	0.00	2019-08-04 15:01:05.793
218	1		2019-08-03	78500.00	600000.00	2019-08-04 15:01:05.810
219	1		2019-08-08	50000.00	0.00	2019-08-11 15:01:40.777
220	1		2019-08-09	100000.00	0.00	2019-08-11 15:01:40.760
221	1		2019-08-10	267100.00	307600.00	2019-08-11 15:01:40.777
222	1		2019-08-13	111200.00	414200.00	2019-08-18 15:00:45.857
223	1		2019-08-14	209000.00	148000.00	2019-08-18 15:00:45.857
224	1		2019-08-19	50000.00	0.00	2019-08-25 15:01:12.640
225	1		2019-08-20	475400.00	232600.00	2019-08-25 15:01:12.733
226	1		2019-08-21	63000.00	0.00	2019-08-25 15:01:12.673
227	1		2019-08-22	171000.00	0.00	2019-08-25 15:01:12.733
228	1		2019-08-23	56000.00	0.00	2019-08-25 15:01:12.673
229	1		2019-08-24	140000.00	300000.00	2019-08-25 15:01:12.640

Players follows
recommendation



Thank you



Dr. Michael Auer

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