



888 CASINO CASE STUDY

Appflix & Client Handshake



AppFlix is a performance-focused mobile UA partner driving **CPA-led growth** through **intent-based targeting** and **fraud-controlled scaling**—focused on **outcomes**, not **installs**.

888 Casino is a leading global casino brand operating across **highly regulated markets**, with a **strong focus** on acquiring **high-quality, depositing** players at scale.

The client **partnered** with **AppFlix** to cut through **heavy competition** and **regulation**, and to drive **quality first-time depositors**, not just sign-ups.

Key Challenges Identified

1

Scaling in Highly Regulated Markets

- Strict compliance limited targeting and messaging flexibility
- Market-specific regulations in the UK and Italy restricted aggressive acquisition tactics
- Growth required balancing scale, compliance, and player trust

2

Converting Sign-ups into Depositors

- Intense competition made user attention and intent harder to capture
- High drop-offs between registration and first deposit reduced conversion rates
- Install volume did not translate into real revenue impact

3

Ensuring Player Quality & Fraud Control

- Bonus abuse inflated acquisition numbers without real value
- Multi-account behavior increased fraud and compliance risk
- Growth needed to be driven by genuine, depositing players, not volume

A Quality-First Growth Strategy

1 Compliance-First Market Execution

- **Geo-restricted** targeting limited strictly to the **UK and Italy**
- **Regulation-safe, responsible gaming-approved** creatives
- Built to scale without risking **compliance or brand trust**

2 Quality-Led Intent Acquisition

- **High-intent** casino and **real-money** user segments only
- CPA strategy optimized for **first deposits**, not installs
- Funnel tuned to capture users with **real-money intent**

3 Clean Growth & Fraud Control

- Sub-ID level monitoring to detect **bonus abuse** and **multi-account behavior**
- Only CRM-approved, **clean first deposits counted**
- Growth driven by **genuine players**, not inflated numbers

KPI Impact That Actually Mattered



Improved **registration-to-first-deposit** conversion efficiency



Reduced **bonus-only** and **low-value player** share



Stable **CPA performance** across regulated markets



Minimal **deposit reversals** and **invalid events recorded**



Strong early **engagement signals** from **depositing users**



Results That Go Beyond Installs



Scaled **high-quality**
first-time **depositors**,
not **volume installs**

Clean **CPA delivery**
validated through
AppsFlyer and **CRM**

Sustainable
performance aligned
with **long-term**
player LTV

Compliance-safe
growth across **highly**
regulated markets

Why AppFlix for iGaming

1

Proven expertise in regulated markets



2

CPA execution focused on real-money deposits



3

Advanced fraud and bonus abuse control



4

Scalable growth built on responsible gaming principles

