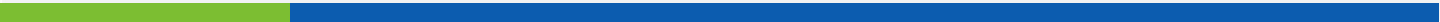
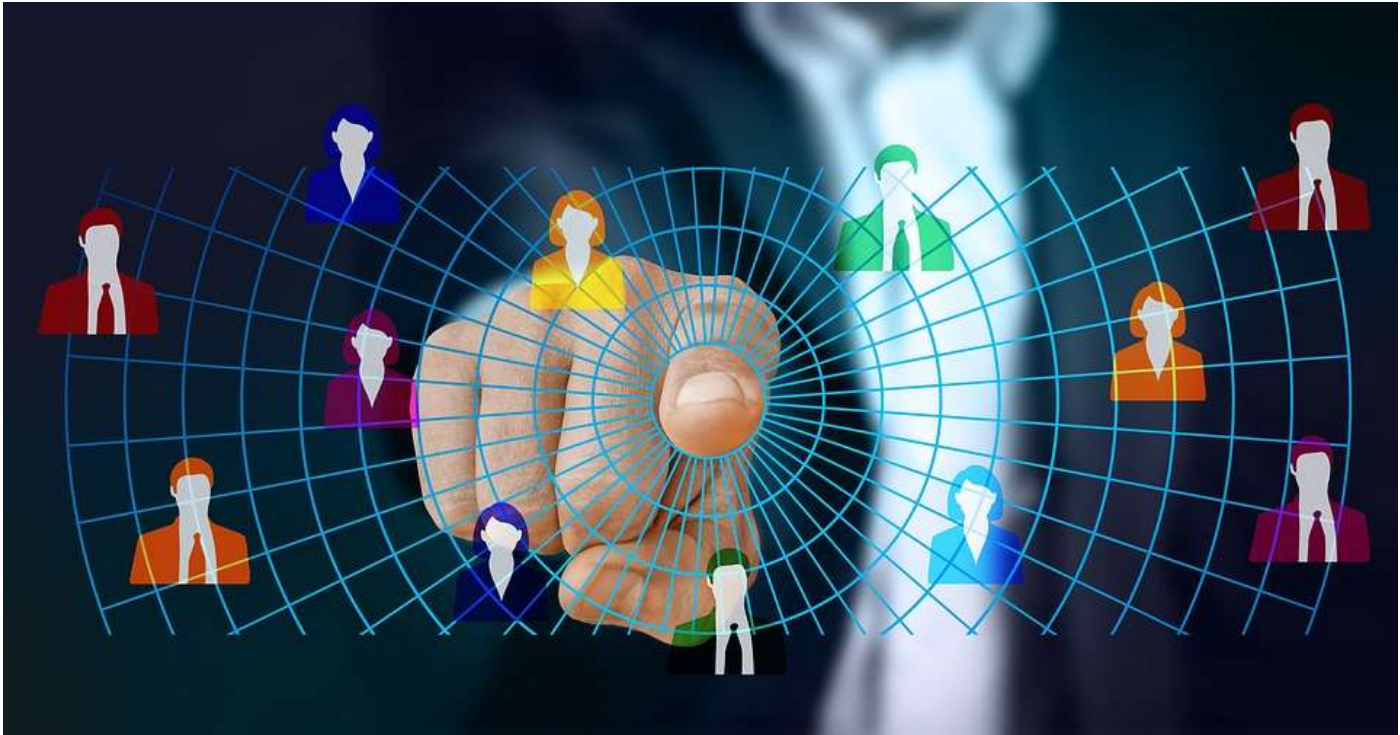


**Reduction in  
Cost of Player Acquisition (CPA)  
using  
De-duplication**





## About the Client

The client, one of Europe's large gaming firms, is a multi-channel bookmaking and gaming company with an international reach, combining 230 years of heritage, through multiple Mergers & acquisition in past few decades. They lead the field and shape the future of responsible gaming in Casino, Live Dealer Games, Poker, Sports Betting and Bingo.



## Challenge


- ✓ Client was incurring high acquisition cost due to payment to affiliate for multiple accounts created by the player
- ✓ Identification of duplicate accounts and avoiding extra payments to affiliates

## Solution

- ✓ Logic was developed which could identify In-brand and cross-brand duplicates based on uniqueness of customer attributes
  - Customer variables, both biographic and demographics were used to build the logic ex: first name, date of birth, address, govt. ids etc.
  - For Personal Identification Information variables, hashed values were used
  - Each attribute was given a weightage to maximize the correlation between players
  - Text mining techniques were used to match names and addresses
  - Multiple algorithms and fuzzy logic were applied to improve deduplication results
- ✓ This solution also required some data cleansing on existing Data Warehouse

## Result

- ✓ Cost saving of around 80,000 GBP per month by suppressing unnecessary CPA (Cost Per Acquisition) payment.
- ✓ Accuracy of 93.7% in the identification of duplicate accounts.
- ✓ Better ROI for client on Affiliate marketing effort going forward.



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