



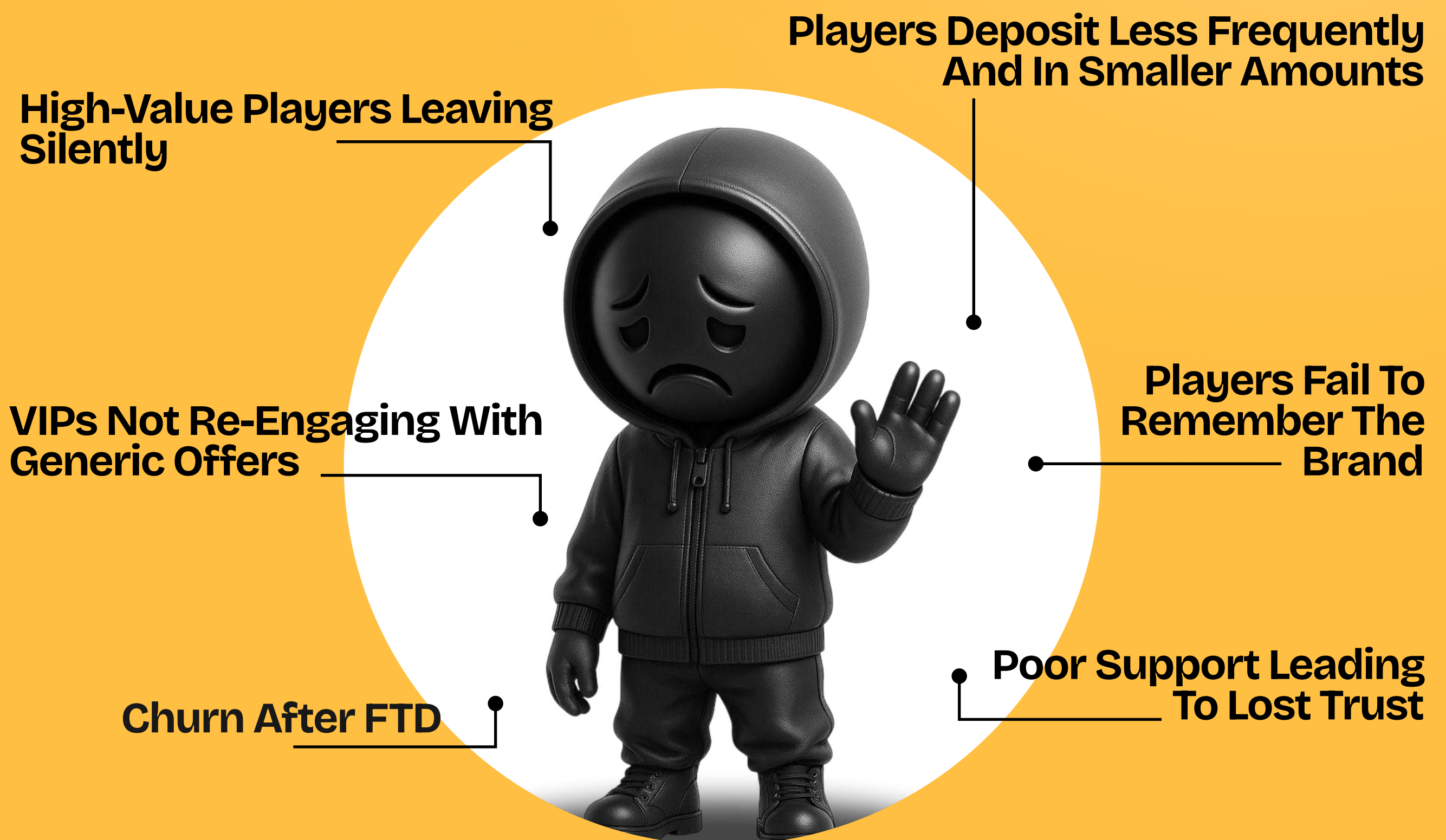
RETENZA

The Ultimate Retention Engine for iGaming Operators

2025

iGaming

Most iGaming brands face:



These issues stem from limited experience and resources, causing...

- ✗ LOWER DEPOSIT SUM**
- ✗ LESS DEPOSIT AMOUNT**
- ✗ LOST PLAYERS**
- ✗ LOWER ROI**

How to solve these problems?



Next
↓



In a world where players have more choices than ever, retention isn't just a strategy — it's survival.

Acquisition alone isn't enough.

Retention is where profitability begins—and we're confident that every interaction with users can influence their loyalty.

We are a strong multilingual team offering fully managed retention, support, VIP care, and reactivation services for global operators.

Our strength lies in deep segmentation, local market expertise, omni-channel strategy, and human-led execution.

At **Retenza, we help iGaming brands turn fleeting players into loyal users, and loyal users into lifetime VIPs.**

Next



We manage every user touchpoint:

Retention:

Tailored lifecycle campaigns by user segment, market, and behavior.

VIP's Care:

Real human relationship-building, gifts, calls, loyalty.

Support:

We deliver fast, multilingual, no-queue 24/7 support coverage.

Reactivation:

Human-led conversations with problem-solving intent.

**All measurable.
All fully managed.
All performed by experts.**

Why Retenza?

It's Easy.

More Deposits.

**Better
ROI.**

**More
Revenue.**



We care about your NGR.

**INCREASE USER
RETENTION RATES:
UP TO 20%**

**INCREASE AVERAGE
DEPOSIT PER USER:
UP TO X2**

**DECREASE
WITHDRAWAL RATE:
UP TO 20%**

**INCREASE RETENTION
OF DEPOSIT VOLUME:
UP TO 50%**

**INCREASE USER
SATISFACTION RATE:
UP TO 30%**

**UP TO 400%
ROI ON REACTIVATION
CAMPAIGNS**

**INCREASE
CONVERSION:
UP TO 20%**

How do we do that?

Next



Retention Engine

Communication channels:



E-mail



SMS



WhatsApp



In-App



Push



AI-Call

We deliver seamless omnichannel communication.

Retention Engine

**Defined CJM stages
for full coverage:**

Transactional

10

automated
campaigns

Conversion

5

automated
campaigns

Activation

8

automated
campaigns

Retention

8

automated
campaigns

Re-activation

5

automated
campaigns

Motivational

5

automated
campaigns

**We're there for the player at
every step.**

Retention Engine

Turnkey strategy implementation:



Exclusive design



Content personalization



Deep segmentation



Dynamic graphic content



Localization



Market-tailored content



Smart user segment alerts



Gamification



Real-time reporting

**You see the results.
We take care of the rest.**

Retention Engine

Monthly-based collaboration.

Tailored to your needs.

**From planning to execution —
fully managed.**

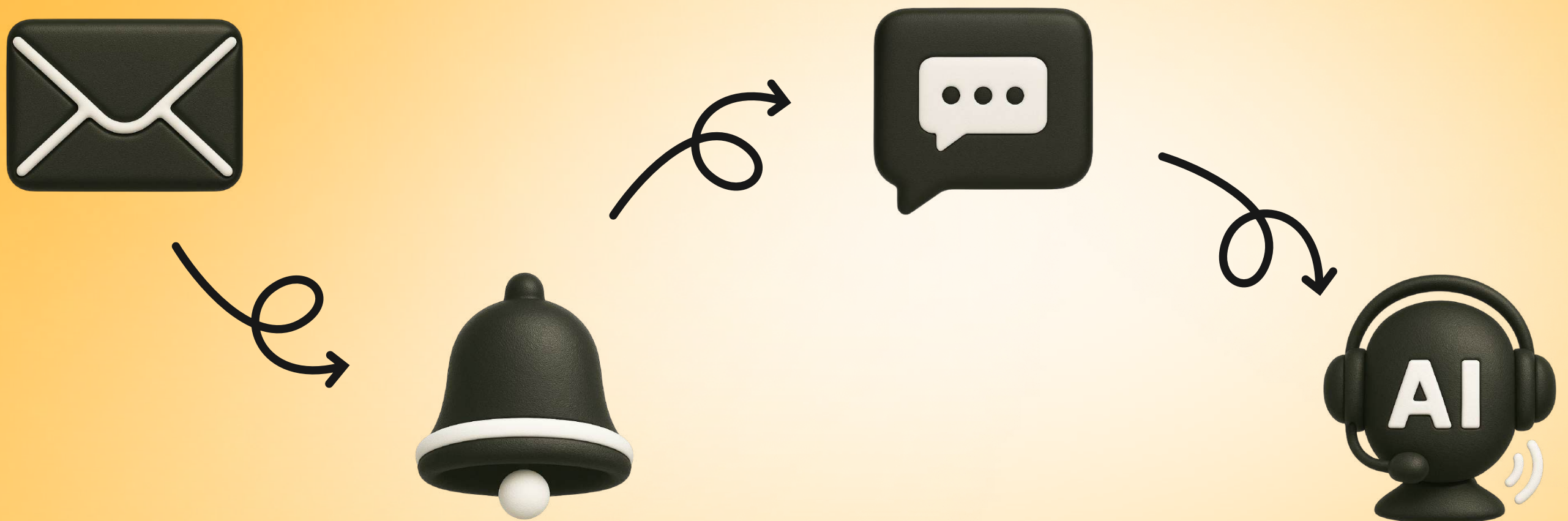


Retention Engine

Omnichannel automation in action:

A user opens an email but doesn't claim the offer.

SMS reminder follows in 6 hours.



Still no response?

An AI voice call delivers a personalized message in their native language.

Elite VIP Care that builds emotional loyalty

Automated campaigns work for the broader player base — but VIPs need more.

These aren't just high-value players; they expect human-led, personalized service that reflects their emotional and financial investment.

That's where the Retenza **VIP Care Team** takes over.

We move from behavioral automation to relationship cultivation — building long-term loyalty through trust, lifestyle alignment, and white-glove service.



Elite VIP Care that builds emotional loyalty



Real Result:

One VIP had been inactive for months. After a personal call, we discovered a past bug that blocked his tournament reward. We resolved the issue and compensated him — and he returned with his largest deposit ever.

That's not luck — that's listening.

Why do players really leave?

Your VIP player can leave a brand after first experience, never show the real potential.

So, you may loose a player even didn't know that he/she is a VIP.



That's why our Reactivation Team takes the same human-first approach used with VIPs — and applies it across the board.

**We investigate. We listen.
We fix.**

What the reactivation team does

We bring churned and inactive players back — through personalized outreach, smart segmentation, and human-first communication.

We don't just offer bonuses — we investigate what really caused the user to leave.



Standard Reactivation

Custom campaigns for 14+ day inactives, based on user behavior and deposit history — localized and emotionally intelligent.



Failed Deposits

Our team contacts users in real time to solve deposit issues before they trigger churn.



Players with Positive Balances

We act before users withdraw — offering curated cashback or reloads to keep them engaged.



Work with Rejection

Whether it's poor service, unmet expectations, or a broken promise, we work to fix the issue at its source. This real-time intervention helps reactivate users who might have been lost for good.



Withdrawal Players

After a cashout, we re-engage fast with “comeback” offers or loyalty bonuses to reduce churn.

We don't just win users back — we rebuild trust and loyalty.

Our Reactivation Team brings players back – but many issues we uncover (bugs, failed payments, unmet expectations) could’ve been solved earlier, before the user churned.

That’s where our Support Team plays a crucial role.

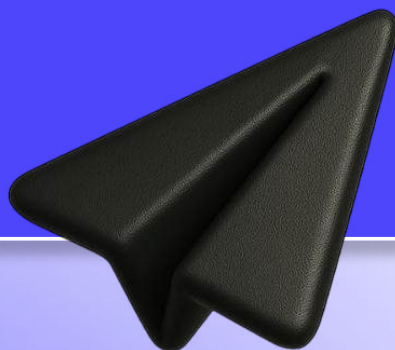
Our 24/7 multilingual support resolves issues instantly – often before they lead to churn.



24/7 availability



Livechat, tickets, messengers



Support that solves smarter.

We don't measure success by how many tickets we close — but by how few users need to reach out.

Our team analyzes requests by:

Player type



Detailed request category



Time-to-resolution history



Device, GEO, and traffic source



We use this data to fix root causes, not just symptoms — reducing support dependency and protecting user loyalty.

The result?

**Less time chatting.
More time playing.**



The Results We Deliver

Before After

Avg. Retention Rate (Month 2)	14%	28.4%	↑ + 14.4%
Avg. Retention Rate (Month 3)	10.2%	20.8%	↑ + 10.6%
Avg. Deposit Sum Retention (Month 2)	53% from first month	92% from first month	↑ + 39%
Avg. Deposit Sum Retention (Month 3)	32% from first month	73% from first month	↑ + 41%
Avg. Deposit Sum Retention (Month 4)	22% from first month	56% from first month	↑ + 34%
Avg. Deposit Count per User (Month 1)	3.2	6.64	↑ + 3.44

Strategic Advantage

Fully managed,
no operational
overhead



NO setup fee



Market-
dedicated
specialists



Easy
integration



High-level
data
protection



Fast setup
(under 3 weeks)



Real-time
reporting



Transparent
workflows and
communication

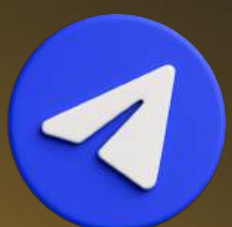


Ready to Keep Players Playing?

If you're tired of losing players and want a plug-and-play retention engine that delivers, Retenza is your best bet.

Let's talk.
Let's retain.
Let's grow.

Contact us today and see how Retenza can turn users into loyal players.



@retenza_support



sales@retenza.com

