10 OPERATORS' MAIN MISTAKES

Before

Launching an Online Poker Room

EVENBET
GAMING

Contents

Introduction

Over 18 years of poker software development and communication with all kinds of operators provided EvenBet Gaming with a load of expertise on the "how to start" process.

Launching an online poker room, like starting any new business, requires a unique vision and understanding peculiarities of its operation.

This e-book is EvenBet's move to let operators dive more deeply into the process of necessary preparation before the new business starts.

We're sharing ideas of how to make the partnership with a poker platform provider smooth and comfortable, and how to save your time, money, and energy launching a poker business.

We hope our short guide on the mistakes before the launch will allow you to think through the right issues, make correct decisions and enjoy the process of starting something new. Good luck with your journey!
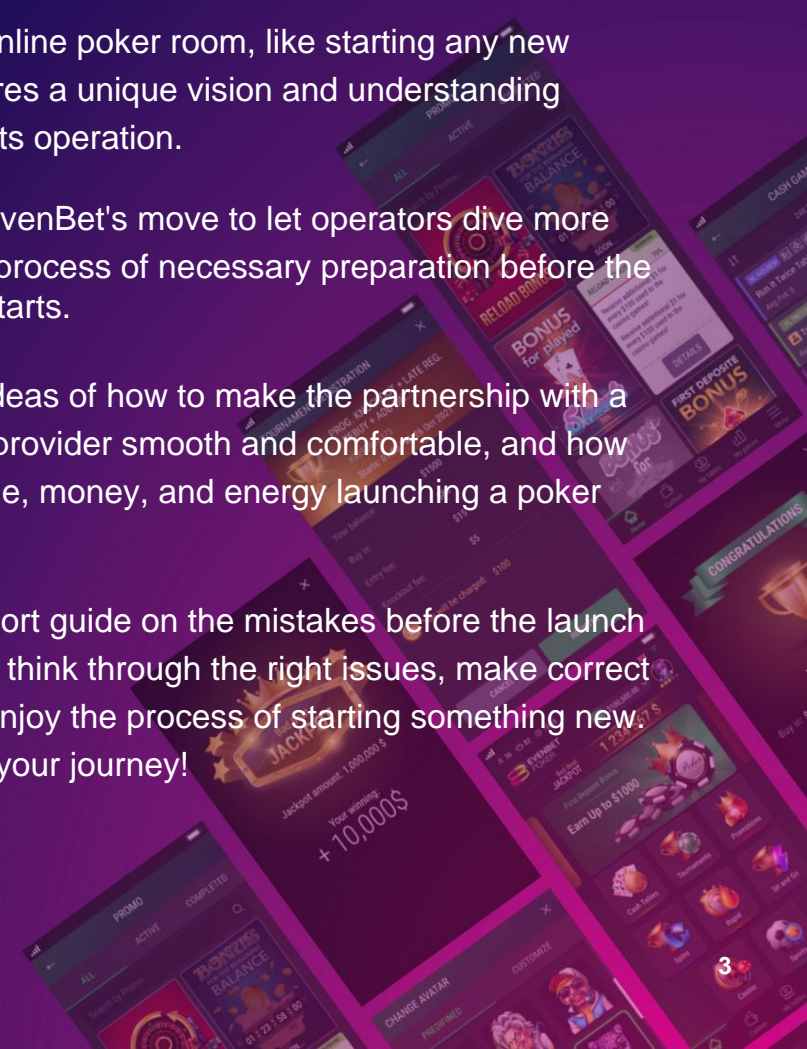
1. Business model choice: joining the network vs. a standalone poker room

If there is an option for an operator to join a poker network, they should consider it thoroughly before building a standalone poker room. Some operators don't quite understand the benefits of each model. As a result, after a few months of operating as a standalone poker room, they decide to join the existing network, which requires a new portion of technical restructuring.

Poker Network

Generally speaking, a network solution includes a white-label poker software solution. It's the best choice for operators with no prior experience in the industry or a vast user base, and a limited budget.

High liquidity. A network guarantees that your users will have someone to play with. Therefore, it increases engagement and makes them want to come back for another game.

Quick start. Once a network provider customizes the room, an operator is ready to start.

Lower operational costs on marketing and anti-fraud. Less personnel is needed.

Easier room management. The network has a professional poker room manager responsible for the overall network control. For example, he creates a tournament schedule.

Usually, operators joining the network are rewarded with the brand name and customized logo to make them stand out.

Standalone Poker Room

Operators focused on independence and full customization in the first place should consider a standalone model.

Complete control. Back-office man agement allows setting its own rules and running all metrics, users, games, and finances. Compared to the network mod el, an operator is free to make tournament grids and segment the tourney audience for better targets.

Marketing strategy. If the right developer has been chosen, an operator will get a powerful CRM, and a wide range of bonuses, promotion, and jackpot settings. They can tune their marketing strategy in the best way possible to benefit more.

Extra monetization. An operator is free to diversify the game experience of their players by adding online casino games and sports betting.

1. Business model choice: joining the network vs. a standalone poker room

In short, if you start your own online poker room, you'll have complete control and analytical data, but at the same time, you'll need higher investments in marketing, branding, and player acquisition. If you join a poker network, you'll have lower expenses on everything mentioned, however, you'll have less control and analytical data of the business.
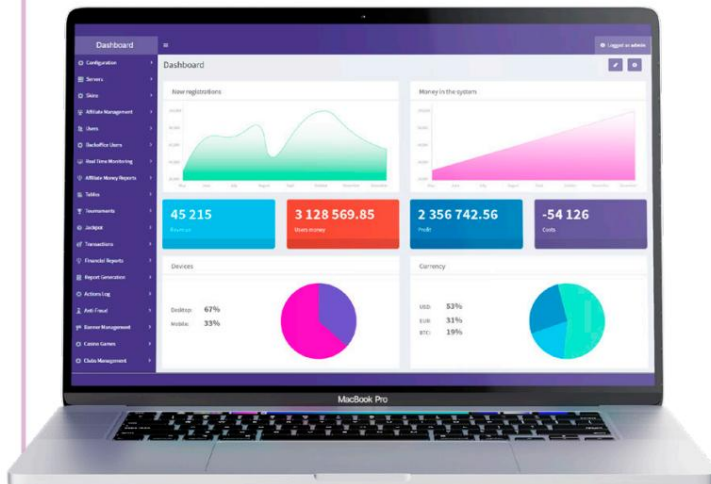
EvenBet works with even more types of models than these two. The full range of EvenBet's poker products consists of:
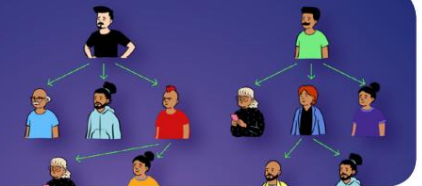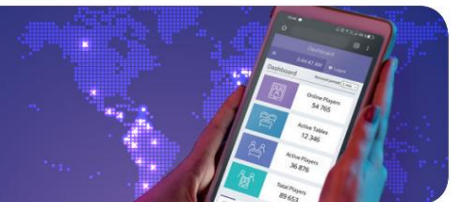
Poker Games
for API integration

poker platform
for a standalone poker room

Poker Clubs
for closed communities

Poker Networks
in Asia, Europe, and LatAm

2. Legal regulations — ignoring the pitfalls

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Regulation is one of the current trends in the gaming vertical worldwide. It builds a clear framework for operators and protects players. Poker belongs to the list of games that require regulation.

Presently many jurisdictions require companies to ensure compliance obligations, which means that operators should take steps to adhere to relevant laws and regulations in their everyday practice. Given the geographical complexities of multi-jurisdictional licensing and compliance, a company should have a compliance officer who would focus on solving regulatory issues and adequately measure and manage the risks the company faces.

There are several tasks for this position:

to understand the regulatory compliance framework where the business functions

to manage the software certification, operator licensing & compliance of the company's content, services, and systems

to improve business practices concerning commercial and regulatory changes

to stay up-to-date with regulatory developments

Without being compliant an operator:

have risks of receiving heavy fines or getting their web site blocked at any time

does not get access to the majority of payment systems and will be forced to work with cryptocurrencies only

is not trusted by players regarding depositing and with drawing money

The EvenBet poker platform's quality and reliability are proven by licensing and international certification authorities. The company fulfills requirements concerning responsible gaming and KYC for the poker software.

iTech Labs

Gaming Labs Certified

bmm testlabs

ISO 27001 Certified — Information Security Management

QUINEL

mga MALTA GAMING AUTHORITY

Autoriza Coljuegos

GAMBLING COMMISSION

3. Understanding payment systems

Payment methods serve as one of the key success factors for any operator. Providing a smooth user experience means, in the first place, offering a wide choice of convenient payment methods for a particular audience. Every operator should clearly understand how their players will deposit and withdraw money.
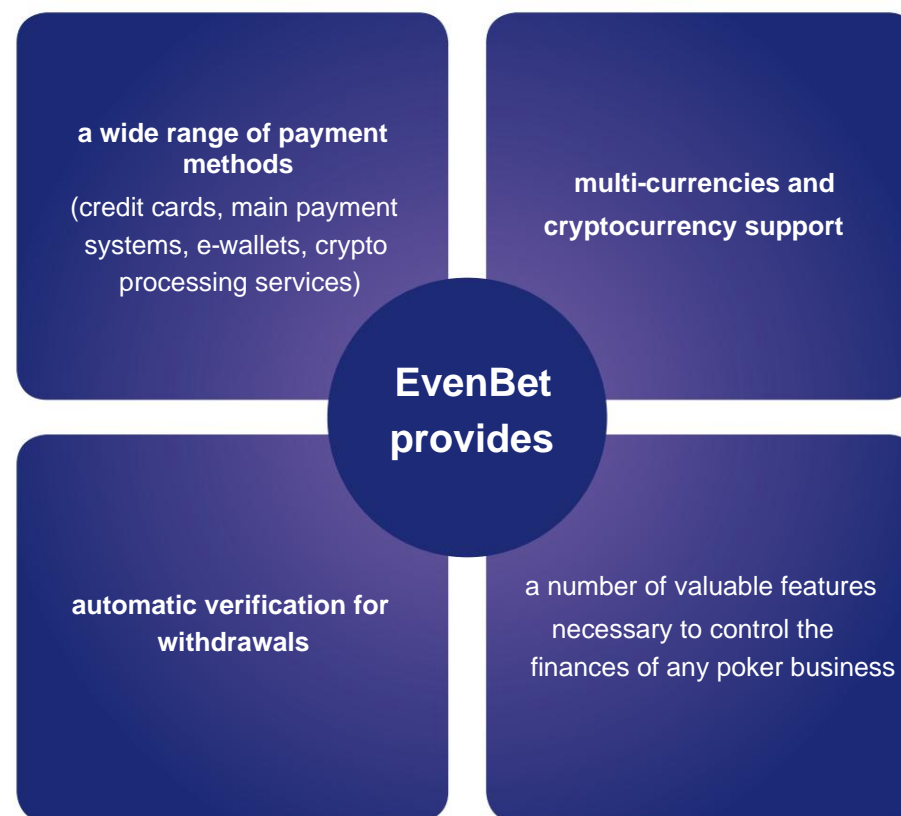
Among the most popular payment methods are e-wallets, credit cards, multiple payment services (eg, Sofort, Klarna, Zimpler, etc.), and crypto processing. It's crucial to choose the deposit and withdraw methods that work specifically in the operator's geolocation.

Close attention an operator needs to pay to the payment systems selection. Signing a contract with any payment service takes time. An operator should do it either before the integration process with an online poker provider or right after its beginning. It's an operator's responsibility to create a merchant account with the selected payment service.

Also, every payment system has its own acquiring fee. An operator should clearly understand how this fee will be paid during their operation.

If the B2B provider has the selected payment service integrated with their poker platform it takes no time to activate it. If not, the integration process on the poker provider's side may take about two weeks.

To avoid the stress of not meeting the launch time limits, an operator should better choose payment methods and inform about the selected list right at the beginning of their partnership with the software developer.

a wide range of payment methods
(credit cards, main payment systems, e-wallets, crypto processing services)

multi-currencies and cryptocurrency support

EvenBet provides

automatic verification for withdrawals

a number of valuable features necessary to control the finances of any poker business

4. Casino games — common misconceptions

Often, when a land-based poker room owner decides to launch a poker website, they do not even consider casino games integration. Their straight focus is on how to start poker online.

The revelation usually happens right before the launch. Suddenly, it becomes clear that there is a chance to expand the range of games the owner may offer for their community. Why not use this opportunity? However, any additional integration asked before the launch will move the launch date further into the future. Casino games are often integrated into the poker platform through game aggregators. Any additional integration may take up to two weeks.

Also, an operator may not realize that the provider has the capacity to build casino/sports betting right into the poker gameplay, placing it on the sidebar, as EvenBet does. Once the owner closely looks at this possibility, they demand it immediately but often right before the start.

The best advice to operators is to find out the full spectrum of the opportunities their partner possesses and make a well-considered decision about the games that will go live both in their software and on the website.

AMUSNET INTERACTIVE

NETENT

PRAGMATIC PLAY

Evolution

BETSOFT

Spinomenal

With EvenBet, an operator can get about 10k casino games from the world's leading game providers.

150+ providers

- casino
- sports betting
- Virtual Sports
- Live Dealer Casino
- Slots

If we don't have a game you need, just tell us! We'll add it to our portfolio at your request.

5. Design / UI vision

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Individuality, special atmosphere, unique experience — this is something any iGaming business is willing to offer its audience. Customization serves as a recipe for how to distinguish among competitors.

However, the scale of customization can be different. An operator needs to understand whether the product with basic design will be competitive in their market.

The basic level is customizing only the logo, leaving the provider's design. This volume of changes does not take much time or money. However, creating a unique logo also requires the efforts of a designer (or 3rd company) on the operator's side. It is better to come to the provider with a prepared logo.

If the competition allows and the shortest time to market is the operator's priority, it's best to launch with a new logo and default design. Once the poker room starts operating and the operator gets a better understanding of how the business functions, they may add customization.

If the operator's priority is unique software design from the beginning, they need to plan more time before launch.

When choosing to make custom software, operators are not aware of a few things:

1. ÿhanging even one small object on the table may cause correction of many other screens, which takes time.

2. An ordinary designer that used to deal with ad banners is not the right specialist to customize software screens. As a result, non-professional designing can make UI uncomfortable and unclear. It is crucial for an operator to hire a UI/UX designer (or 3rd company) with experience in the field.

The more unique website an operator demands, the more effort it will require from both an operator and their provider. The integration time framework heavily depends on the customization volume. The provider needs to know about an operator's plans beforehand.

EvenBet can provide customization of any scale — from changing a logo to a complete redesign.

6. Experienced team specialists

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Often, a founder trying to launch a poker room doesn't have a clear vision of what kind of employees they need in the team to operate successfully.

Firstly, to organize a poker business efficiently, an operator needs an experienced

Product Owner or Poker Room Manager

who knows how to play poker and manage a poker room (make proper settings for tables, players segmentation, tournaments, etc., build promo campaigns, and so on)

The product owner will assemble the team he finds necessary for their room operation. Usually, there are three specialists needed:

Marketing Manager

who plans promo campaigns and ac wants new players

support Manager

who answers the tickets from play ers

Designer

who creates pro mo banners

In the case of integration, an operator will also need qualified developers to provide a smooth integration process on their side.

EvenBet has a strong team with a variety of specialists to

provide an operator with a fast and smooth launch,

1 offer any scale of customization,

2 3 perform anti-fraud consulting services.

7.Initial configurations

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Sometimes operators expect the provider to make basic settings for the room at the beginning of the operation. However, there are so many details that providers cannot make some average settings. They can give recommendations, but operators are responsible for creating the complete offer for their players.

After the general conception is made, an operator can start the necessary settings in the back-office.

The best way to make the conception in time is to plan onboarding sessions and study the online poker platform well before the launch. A good poker software developer assigns a separate account manager to each customer. While studying the back end of the platform the operator's team may ask any questions regarding the settings from their account manager.

The main questions for an operator to decide:

1. How many cash tables will be in the room (with how many seats)

2. Which games from the provider's list will be available in the room

3. What rake scheme to use for each type of cash table

4. Which bonuses and when to leverage

5. Which currencies to use at the tables

6. Whether there will be IP & GPS restrictions

7. What kind of notifications will players receive

EvenBet provides an operator with an assigned account manager having the expertise to advise on what settings need to be made before the launch.

8. Poor communication with a poker platform provider

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Signing a contract with a poker platform provider can be compared to getting an additional division inside the company. However, it's important to remember that this new unit provides the service for several other companies too, which means it has to plan the availability of its human resources thoroughly. Therefore good communication between the partners comes first.

To build the poker room framework smoothly, the operator's team should provide its B2B partner with the following:

QUE a clear vision of the business they want to build

WHEN the launch time frame

HOW the plan for onboarding sessions to train their personnel

There are too many details in different aspects of the online poker business to discuss in advance:

- design peculiarities,
- payment systems integration,
- promo campaigns' time limits,
- launch date, etc.

To meet the planned schedule, an operator should inform the provider about all their plans and deadlines. For even better communication between the two, the operator needs to **prioritize** the tasks they want the B2B provider to fulfill.

Innovation is the main characteristic of the iGaming industry. The products offered in the vertical become more intricate with a great variety of options, among analytical and marketing tools in particular.

A mature B2B provider has a solid onboarding program that allows teaching the operator's personnel to manage the platform.

The more potential the platform possesses, the more settings are to be discovered. It is not a task of one or two days. A good operator plans their onboarding sessions. In that way, their team has time to ask questions while the testing period and not after launch.

Usually, the operator's team in charge of managing the poker operation receives the following training:

- Back-office administration,
- Creation and testing of games, cash tables, tournaments, etc.,
- Management of marketing tools (bonuses, benefits, etc.).

To help an operator, EvenBet offers:

Well-planned onboarding sessions
that allow an operator's team to study all peculiarities of the comprehensive back-office

Complete technical documentation
with a detailed description of the ugly back office
tours and settings

valuable materials on the website
on how to start and manage an online poker room

9. Proper promotional and bonus campaigns for the project launch

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While a poker software developer can offer you an incredible poker platform, without a clever advertising strategy, your newly-fledged poker room website will not attract as many players as you desire.

To succeed in the highly competitive market you need to:

- study your potential audience for further effective segmentation,
- Study your competitors to understand their strong and weak sides.

It is not a one-day task, and we would strongly recommend that an operator acquire a marketing manager for their team.

Important! Operators need a marketing manager long before the poker room launches.

After the market research is completed, the marketer needs to deeply dive into the provider's online poker platform.

Proper segmentation and promos serve as the driving engine of any iGaming business. With the present impact of innovation in the iGaming tech, marketing instruments in a mature online poker platform offer a great variety of options requiring thorough study. That's why marketers should receive a detailed onboarding from the poker platform provider and ask questions during the sessions.

Generally, there are three main steps to build an effective promo campaign for the launch:

1. To learn the capability of the promo module in the back-office of the platform,

2. To make a plan of promos for the launch,

3. To make the settings in the test server first, and in case of success, to set up promos in production.

To make promo settings after the launch (while in production) is quite risky. If some of the bonuses do not work, the first impression of the new poker room may be ruined.

Surely, the marketing work does not end with the first advertising campaign. Further steps may be attracting affiliates, studying valuable user data from the CRM for building tailored offers & bonuses, email marketing, SEO optimization, and etc.

The EvenBet poker platform provides a wide range of marketing instruments by lowering an operator to build effective marketing campaigns.

Bonuses to engage

Jackpots to stimulate

Segmentation to make promos for targeted groups

evenbet Marketing Tools

Leaderboards to grow competition

Rakeback program to encourage loyalty

Notifications to interact

Advanced promotions to add extra flavor

EvenBet has published an e-book describing the marketing tool kit of their poker platform in detail.

10. Tournament scheduling

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Poker tournaments are an important part of the poker room marketing strategy, but because of the task's big scale we have put it in a separate section.

In online poker, there are several tournament formats that appeal to players of varying experience levels.

Tournament Type			
Freeroll	Guaranteed Prize tournament	Spin and Go	Satellite with Main event online or offline
Essential to know			
No entry fee for players; prize is provided by an operator	An operator provides a prize of a certain amount even if the sum of entry fee is less	Spin and Go variation with a prize sum randomly multiplied; fast-paced, starts once 3 players get registered	Along with the money prize, winners get the tickets to the next stage of the tournament series
Good for...			
+ acquisition (low stakes) + retention (middle and high stakes)	± acquisition (depends on the entry fee) + retention	–acquisition + retention _	± acquisition (in case of offline partnership) ± retention
Best practices: players to target			
• All incoming traffic • Newly registered players • High-rollers and VIPs losing interest (for high stakes freerolls)	All players	All players	• Skilled players • Customers database of the offline partner

Best practices: pay attention!			
! Create and constantly test freerolls grid (daily, weekly, etc.) ! Pay attention to ROI not to waste budget	! Beware of the sharks from other poker rooms enter ing just for the prize	! Vary entry fees to reach as many players as you can	! Plan a series of events ahead to guarantee Audience reach

Upon choosing a tournament format, it's also important to pay attention to some high-demanded features (Re-entry, Rebuys & Addons, Knockout, etc.) that would make games even more attractive for various groups of players.

In other words, it's crucial to understand the mechanics of each tournament type and make a good tournament schedule to get players registered beforehand. It is a task to be planned and fulfilled in advance. Unfortunately, very few operators pay enough attention to this issue right from the beginning.

The EvenBet poker platform offers 15 types of poker tournaments with fastidious settings to target chosen segments of the audience precisely.

EvenBet in Numbers

EvenBet Gaming is a leading high-tech poker platform provider, with a feature-rich, fully customizable, and scalable product supported 24/7.

18 years of non-stop software development

38 poker type games available

38 countries with active projects

fifty thousands transactions per second

30 million players using evenbet software

120 B traffic per month

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Schedule a Demo with Us!

sales@evenbetgaming.com

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