

Success Story: Greco and Kaizen Gaming

Tackling bonus abuse in persistence slots

Overview

Kaizen Gaming, one of the fastest growing international gaming technology companies, strives to provide the best and most trusted online gaming experience to customers around the world. Kaizen Gaming owns Betano, a leading online sports betting and gaming operator, currently active in 11 markets in Europe, South and North America as well as Africa while it also operates Stoiximan in Greece and Cyprus. The company employs more than 1,800 people across two continents strengthening its position as a global industry player.

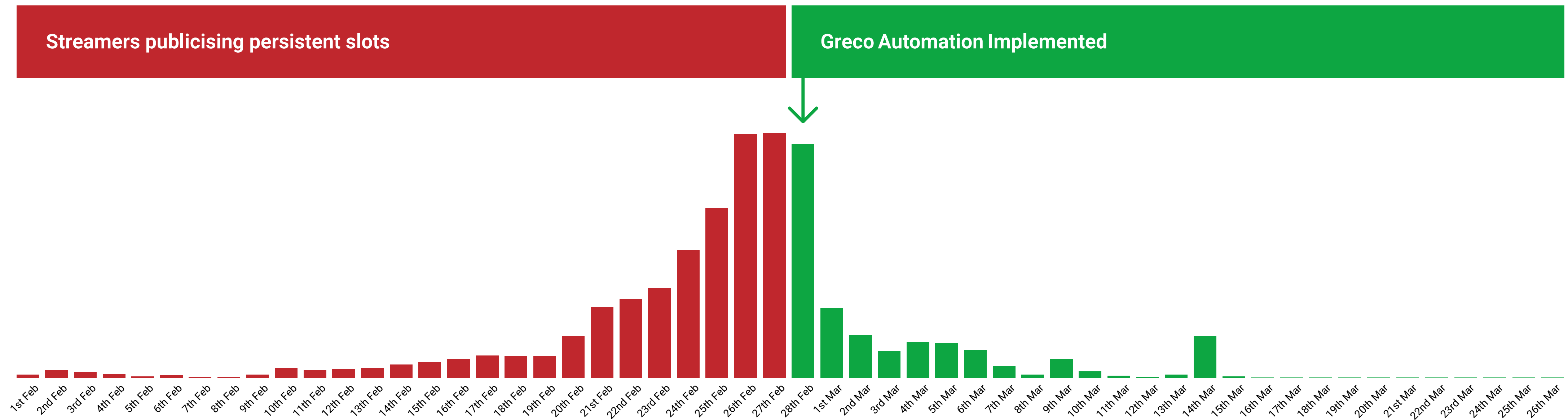
Challenge

Persistence slots, a type of slot game that allows players to carry their winnings over multiple spins, have grown exponentially in popularity since 2015. These games now account for 20–25% of new slot releases, with over 1 200 titles in total. While persistence slots offer engaging elements of gamification and suspense, they can be easily exploited to convert up to 90% of bonus value into cash without meeting wagering requirements.

Solution

Kaizen Gaming was faced with a staggering 2 941% increase in fraudulent players attempting to abuse bonuses on over 130 games in the Brazilian market, fuelled by streamers publicising the exploit. By implementing Greco's state-of-the-art technology, which combines theoretical value modelling and behavioural analysis, Kaizen Gaming was able to identify and prevent

bonus abuse in real time. The solution not only saved thousands of hours of manual game review, but also saved the company millions in potential losses. In addition, Greco's technology enabled Kaizen Gaming to retain its most engaging content and segment players based on risk to improve operational and marketing efficiency.



Highlights

**1000s
of hours**

saved in manual gameplay review

800x

Annual ROI. €800 saved
for every €1 spent.

**135 persistent
games**

remain live during bonus play

**Real-time identification and
prevention of bonus abuse**

**Improved operational and
marketing efficiency through
player segmentation**

“Greco's innovative technology has proven to be an invaluable asset to Kaizen Gaming. With their solution, we've saved thousands of hours of manual game review and successfully protected our company from potential financial loss. Thanks to Greco, we can focus on providing the best gaming experience to our genuine players, while effectively eliminating fraudulent activity. Their real-time identification of bonus abuse and ability to segment players based on risk has greatly improved our operational and marketing efficiency. We couldn't be happier with the results.”

Michail Koutsoukos, Director of CRM at Kaizen Gaming