



iGaming, Betting & Casino

Real-time technology for betting, iGaming, and online casinos to enhance gameplay and maximize retention

The real-money gaming industry is one of the fastest-growing sectors of the online gaming world—fueled by high player expectations and intensifying competition. Operators today face rapidly shifting regulations and relentless pressure to deliver ultra-responsive, immersive experiences that not only retain players but monetize every moment of gameplay. But fragmented engagement, limited personalization, and delayed decision-making remain costly hurdles that often leave product teams behind the eight ball.

PubNub turns those hurdles into high-impact opportunities. By embedding real-time visibility and intelligence into every interaction, PubNub empowers Gaming and iBetting platforms, sportsbooks, poker apps, and virtual casinos to create fast, fair, and engaging environments that grow revenue and player loyalty—at scale.

Boost Retention by Making Every Game Social

- ✓ Add real-time chat, reactions, and presence to create community-driven experiences.
- ✓ Update leaderboards, match scores, and odds instantly to fuel competition.
- ✓ Moderate live interactions with AI tools to ensure a trusted, safe environment.

Drive More Revenue with Personalized, In-the-Moment Offers

- ✓ Trigger streak rewards, in-game bonuses, and promotional nudges based on player behavior.
- ✓ Deploy personalized missions, content, or upgrades with real-time rules.
- ✓ Run A/B tests and adjust promotions instantly to maximize conversion

Optimize Games Instantly with Live Insights and A/B Testing

- ✓ Visualize live player behavior and engagement metrics with no-code dashboards.
- ✓ Adjust game rules, UI elements, or offers on the fly—no redeploy needed.
- ✓ Launch real-time experiments to test and iterate with confidence.

Strengthen Compliance While Protecting the Player Experience

- ✓ Detect fraud, cheating, and suspicious activity in real time.
- ✓ Enforce age, region, and financial limits without interrupting gameplay.
- ✓ Track sessions and transactions with secure, auditable event logs.

Keep Players Engaged Across Devices Without Friction

- ✓ Sync player state, progress, and presence across mobile, desktop, and web.
- ✓ Support seamless gameplay from one device to another—no progress lost.
- ✓ Eliminate lag and concurrency caps with <100ms global performance.

What Top Gaming Brands Already Know



The most innovative **sports betting platforms** rely on PubNub for instant odds delivery and in-match updates.



Global poker and casino apps use PubNub for cross-device play, chat, and moderation at scale.



Next-gen sportsbooks drive social engagement with in-app chat, presence detection, and group betting tools.



Fantasy and free-to-play platforms depend on PubNub for syncing real-time scoring and powering social predictions

Built for Product, Platform, and Growth Teams

For Product Leaders

- ✓ Launch live engagement features faster with minimal dev lift.
- ✓ Use PubNub Illuminate to test, iterate, and optimize in real time—without waiting on engineering.
- ✓ Personalize player journeys across game types, devices, and geographies.

For Platform & Dev Teams

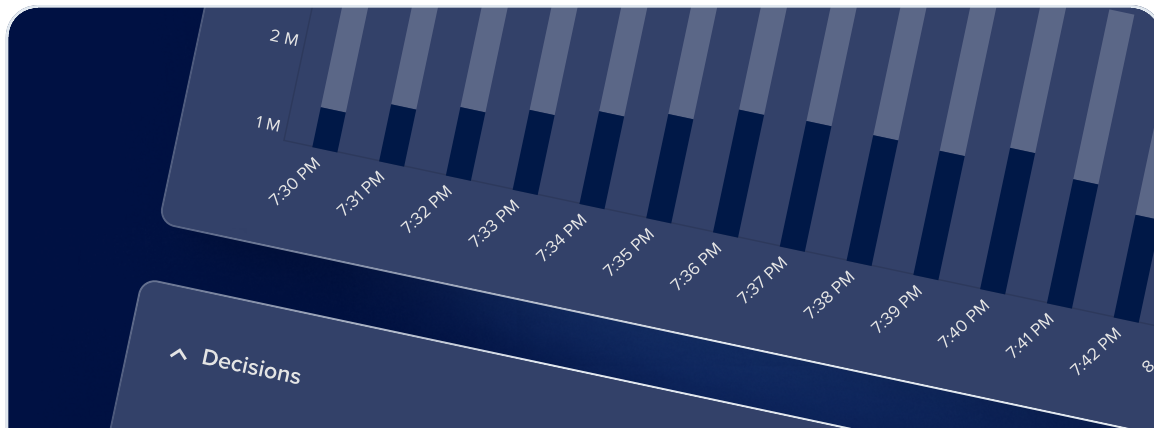
- ✓ Offload infrastructure complexity —PubNub handles global scale, latency, and security.
- ✓ Integrate chat, presence, alerts, and decision logic with 50+ SDKs and low-code tools.
- ✓ Ensure real-time synchronization across gameplay, leaderboards, and odds engines.

For Growth & Marketing Teams

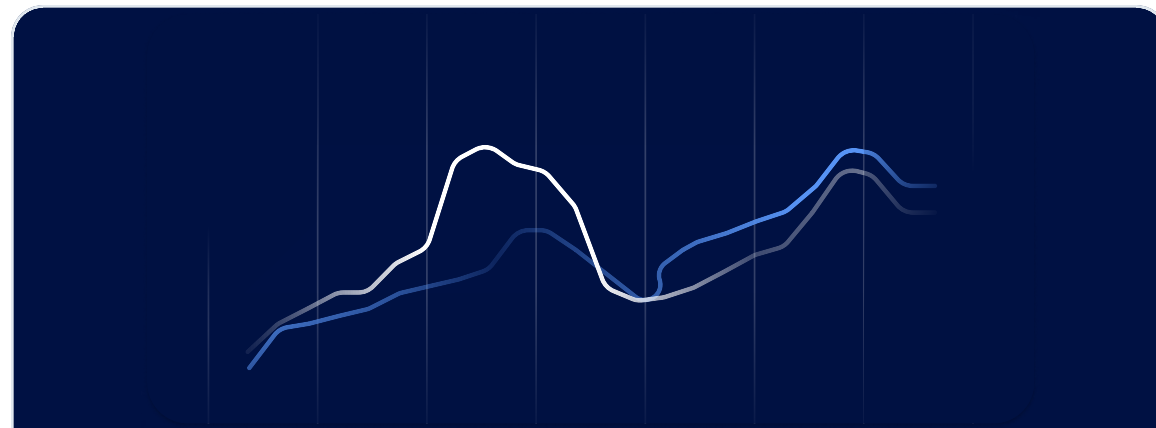
- ✓ Deploy real-time, personalized promotions and bet nudges during peak moments.
- ✓ Monitor user behavior live and adjust incentives instantly.
- ✓ Run experiments across cohorts and geographies—then see results live in dashboards.



Choose PubNub for Real-Time Reliability, Speed, and Scale



Deliver lightning-fast odds updates, game events, and player interactions with **sub-100ms latency**—even during peak traffic.



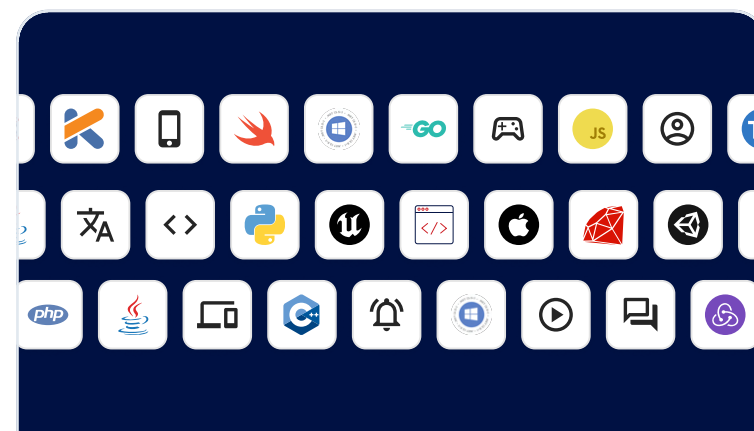
Eliminate downtime risk during major events like tournaments or game-day betting with **99.999% uptime** and seamless auto-scaling.



Handle millions of concurrent bets, messages, and sessions without performance degradation or concurrency fees.



Ensure trust and transparency with full compliance (SOC2, ISO 27001, GDPR, HIPAA) and real-time monitoring tools.



Integrate fast with **50+ SDKs** and **prebuilt modules** for chat, notifications, presence, and moderation—cutting time-to-market for new features.

The fastest-growing names in gaming already rely on PubNub to power their real-time experiences. Discover real-time solutions that drive revenue, retention, and scale.



Visit us at www.pubnub.com