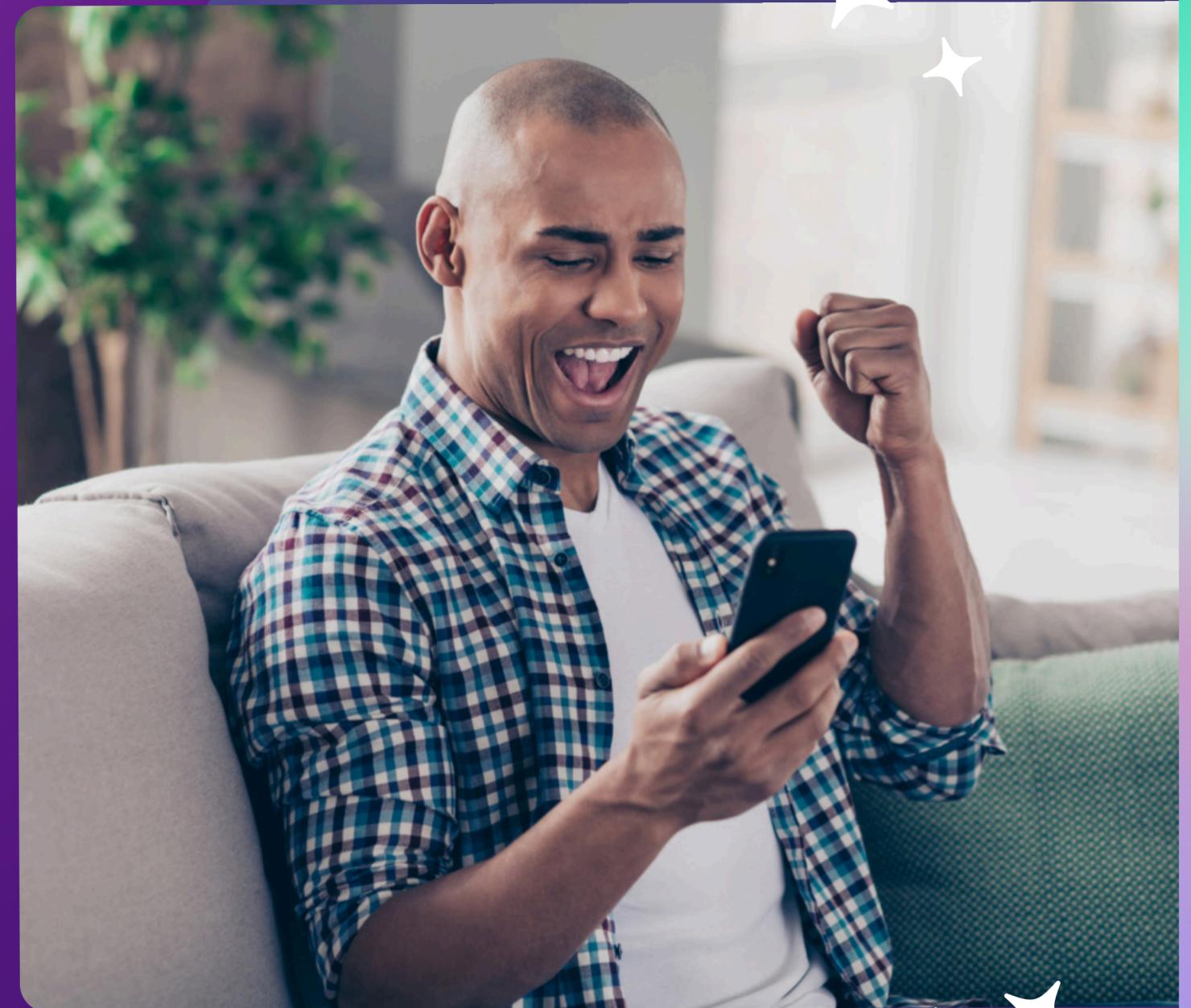




GAMING & GAMBLING

Win digital experiences with real-time behavioral data



Deliver proactive, personalized experiences with real-time behavioral data.

Players expect 24/7, friction-free journeys. Traditional support and point tools can't explain the why behind issues—or act fast enough when risk appears.

Fullstory captures rich session behavior and turns it into signals your teams can use to spot friction, protect high-value players, detect fraud earlier, and ensure responsible-gaming compliance—all in real time.



SUPERBET



EASUMO

GAMING¹

game lounge



USE CASE 1

Maintain high-value player loyalty

EMPOWER TEAMS TO:

- ✓ Act before churn
- ✓ See the whole session
- ✓ Grow loyalty

CHALLENGE

High-value players expect exceptional, personalized experiences. When they hit friction, it leads to churn and lost revenue

SOLUTION

Fullstory's behavioral data identifies friction in real time and empowers teams to intervene proactively.

OUTCOME FOCUSED EXAMPLE

Rank also credits Fullstory with helping them “truly understand the end-to-end journey and unlock new ways to improve player experiences.”

CASUMO

87% REDUCTION IN RESOLUTION TIME

Casumo cut error clicks by 70% and reduced resolution times by 87% using Fullstory.

“Fullstory offers us the ability to build dashboards to get insights on errors that might come up, or provide us with alerts on certain key metrics”

Martech and Analytics Lead, Casumo

USE CASE 2

Mitigating risk with real-time fraud signals

EMPOWER TEAMS TO:

✓ Spot risky patterns fast

✓ Supercharge your tools

✓ Unmask networks

CHALLENGE

Fraud cost companies \$1.2B globally in 2023, with gambling sites alone projected to lose \$1B in 2024. Fraud rates have surged 64% in two years, while traditional tools miss key context.

SOLUTION

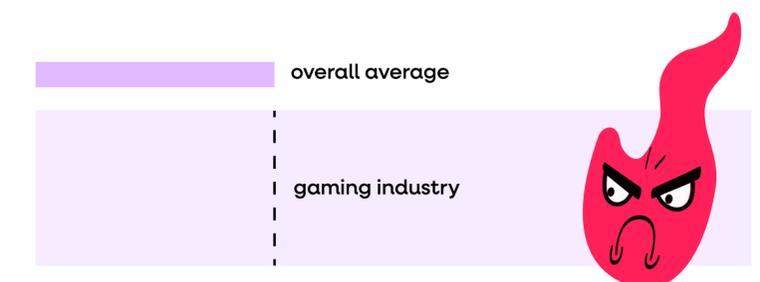
Detect fraud in real time with alerts for behaviors like credential stuffing, bonus abuse, multi-accounting, KYC evasion, or chasing losses.

OUTCOME FOCUSED EXAMPLE

Trigger an experimental block and internal notification when a user exhibits a likely fraudulent behavioral pattern, such as repeatedly pasting different usernames into a login field, which could indicate a credential stuffing attempt.

DID YOU KNOW:

Rage click in the gaming industry are 3x the cross-industry average



USE CASE 3

Simplify responsible gambling compliance

EMPOWER TEAMS TO:

✓ Detect at-risk behavior

✓ Intervene in the moment

✓ Ensure compliance

CHALLENGE

Responsible gambling isn't just a regulatory requirement; it's a critical part of building a sustainable, ethical business. Identifying at-risk players is challenging, as the signs can be subtle and difficult to detect in real-time.

SOLUTION

leverage Fullstory's behavioral signals to identify potential signs of problematic play, helping you simplify compliance and protect your players.

OUTCOME FOCUSED EXAMPLE

Trigger notifications when a user suddenly increases bet size, betting frequency, or engages in a long and uninterrupted gaming session. By setting up these behavioral triggers, you can proactively support the player in gambling responsibly.



DID YOU KNOW:

Regulatory and Responsible Gameplay losses in fines are expected to top \$19B annually this year.

CONCLUSION

Winning in digital gaming demands more than a great product—it takes data-driven, proactive experiences.

Fullstory gives you the behavioral context to retain high-value players, strengthen fraud defenses, and ensure responsible-gaming compliance with audit-ready documentation.

With signals that trigger real-time action, teams detect faster, respond smarter, and build lasting player trust.

Integrate with your favorite support tools

Plug Fullstory into your tech stack to collaborate with your colleagues on signals of user frustration, issues with site performance, or user confusion demonstrated in session links. Better serve your customers, and better support your team with a killer suite of tools.

