

Gaming Insights 2025



Gaming top trends

High-intent sessions are hitting snags in Know Your Customer (KYC), geolocation, deposits, and live bet placement. Error interactions and exits after error are up; web users scroll less; mobile pressure during in-play windows magnifies small failures.

↑ 11%

Error clicks

279.43 per 1k (+11% YoY)

↑ 12%

Exits after error

204.58 per 1k (+11.6%)

↑ 17%

Bounce rate

41.59% (+16.6%)

↓ 17%

Scroll depth (web)

52.79% (-17.3%)

↓ 39%

Dead clicks

1089.43 per 1k (-39%)

↓ 14%

Average session duration

822s (-13.9%)

More options for players means less patience for you.

Players arrive with intent: verify, fund, place a bet, cash out. Even small breaks can send them straight to a competitor. Tolerance is low and exits happen fast.

Payments stall out

Disabled buttons, duplicate taps, or vague errors on deposits/withdrawals kill momentum and send players to support agents...or a competitor.

Verification & geolocation loops

Multi-Factor Authentication (MFA) codes expire, KYC steps restart, and app to browser, or vice versa, bounces waste time. Each failed attempt raises abandonment.

Betslip timing pressure

Odds refreshes and conflicts block confirmation. Without an obvious “accept change / retry” path, players back out.

Promos hide the fine print

Eligibility, limits, and rollover terms sit below the fold. When key details aren't visible, sessions stall and exits rise.

Mobile highlights

WHAT THE DATA SAYS

Failures ballooned on mobile

Error clicks: 552.60 per 1k sessions (+4,422.90% YoY)

Recovery isn't keeping pace

Exits after error: 156.49 per 1k sessions (+1,398% YoY)

Frustration rose during high-intent actions

Rage clicks: 1,365.05 per 1k sessions (+38.73% YoY)

Momentum dropped inside sessions

Active time on site: 71.86s per session (vs 181.98s; -60.51% YoY)

GAME PLAN

Tighten error recovery

Keep form inputs on error, show clear inline messages, offer a one-tap retry, and return users to the exact failed step.

Smooth Multi-Factor Authentication (MFA)

Allow code autofill where permitted, show visible timers, and handle expired codes gracefully without bouncing the user.

Reduce dead taps

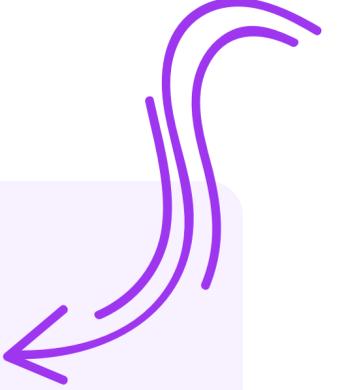
Enlarge tap targets, remove overlapping elements, and fix disabled or non-actionable controls on money-movement steps.

Keep momentum visible

Show step progress, confirm success states, and present a clear next action so users continue without backtracking.

Monitor exits after error by step

Instrument KYC → deposit → confirmation on mobile, alert on spikes, and fix the top offenders first.



Web highlights

WHAT THE DATA SAYS

Fewer frustration clicks on web

Rage clicks: 175.77 per 1k sessions (–36.7% YoY)

Dead ends are less common, but not gone

Dead clicks: 227.41 per 1k sessions (–35.4% YoY)

Errors fell, but recovery still lags

Error clicks: 234.35 per 1k sessions (–15.0% YoY)

Users see less and bounce more

Scroll depth: 52.79% (–17.3% YoY); Bounce rate: 38.65% (+7.0% YoY)

GAME PLAN

Make critical info visible

Put eligibility, limits, fees, and “what happens next” above the fold so decisions don’t stall.

Clarify what’s clickable

Restyle non-actionable elements and ambiguous links so “looks clickable” always equals clickable.

Validate inline and preserve state

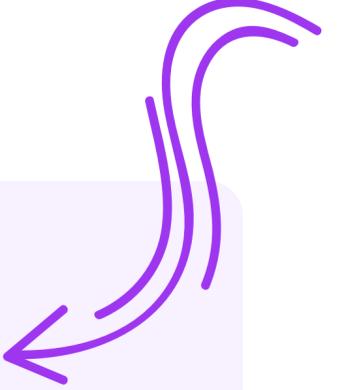
Give precise, field-level guidance and keep inputs on error so users can fix and continue without rework.

Keep users moving

Show step progress, confirm completions, and present a single, obvious next action on every key page.

Watch exits after error by flow

Instrument sign-in/KYC, deposit/withdrawal, and bet confirmation; alert on spikes and fix top offenders first.



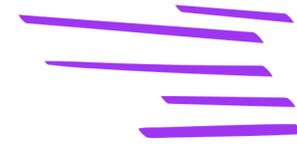
GAMING MATRIX

Four stages of digital maturity

This matrix outlines four stages of digital maturity based on how teams use behavioral data, identify friction, and act on insights. Use it to assess where you are today and where to go next.

	Mindset	Signals you're here	Data use	Digital strategy
REACTIVE	Problems are surprises; complaints are the signal and patches are the plan.	Issues in sign-in, KYC, MFA, payments/transfers; spikes in errors; high mobile bounce. Support queues surface problems.	Basic KPIs reviewed ad hoc; click/scroll analyzed separately; limited monitoring for repeats.	Known drop-offs and repeated errors; generic error copy offers no guidance. Fixes happen after users complain.
Reactive → Aware: Teams start mapping core user flows end-to-end—focusing on account access and money movement.				
AWARE	Metrics confirm KYC/geo/payment fragility, but teams still think in pages, not journeys.	Tracking session duration, scroll depth, and exits after error improves visibility, but prioritization is unclear.	Metrics tracked but still in silos; uneven parity across mobile and web; recovery inconsistent on critical steps.	Start mapping core flows end-to-end—focus on account access and money movement.
Aware → Insightful: Teams shift from tracking actions to understanding user impact and prioritizing fixes.				
INSIGHTFUL	Outcomes win: verified → funded → bet confirmed; behavioral signals set the work.	Errors decline, depth improves on key pages, and exits drop where recovery is present.	Structured behavioral data with alerts for spikes; experiment validation informs rollouts.	Behavioral signals (rage, error, exits after error) drive prioritization; standardized recovery on KYC and money movement; shared KPIs align teams.
Insightful → Predictive: Insights inform planning; automation and early detection prevent repeat issues.				
PREDICTIVE	Default to resilience: assume failures, catch them early, protect player trust under load.	Issues are addressed before customer impact; performance holds during traffic spikes.	Behavioral data streams into experimentation/personalization and broader planning.	Low abandonment post-error; resilient flows with early anomaly detection; real-time signals inform strategy.

Fullstory is built to help



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Frustration signals

Frustration signals like rage clicks, dead clicks, and error exits reveal where users get blocked in authentication, verification, payments, transfers, and applications.



Mobile analytics

Mobile analytics surfaces broken tap targets, gesture issues, and laggy flows without relying on screen recordings or adding weight to your app.



Fullstory Anywhere

Fullstory Anywhere streams clean behavioral data into platforms like BigQuery or Snowflake so teams can analyze customer behavior alongside fraud, risk, and analytics data.



StoryAI

StoryAI spots behavioral patterns and creates session summaries automatically so teams can skip the guesswork and act faster.