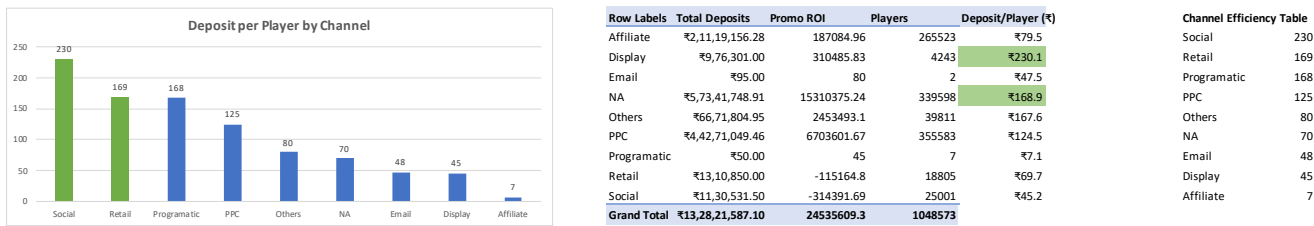


Executive Summary – Channel & Player Efficiency

Business Goal

Understand which acquisition channels and products drive quality players (deposits & first bets) and where promo spend is efficient.

Key Findings



Signups trend: New signups peaked early and trended down through 2020–2021. (See *Monthly New Signups*.)

Deposit concentration: Deposits are concentrated in NA and PPC channels; Affiliate is mid-tier; long tail channels are negligible.

First-bet quality: F segment shows a slightly higher average first bet than M.

Promo ROI by product: SportsBook deposits exceed bonus cost (healthy ROI). eGaming shows bonus cost > deposits → promo is likely inefficient.

Recommendations

Reallocate promo budget from eGaming toward SportsBook; run A/B tests on lower bonus % or roll-over requirements in eGaming.

Channel mix optimization: Shift spend toward PPC/NA; squeeze or pause low-impact channels (Display/Email/Programmatic).

Segment plays: Test female-targeted onboarding (creative + first-bet boost) given higher first-bet average.

KPI cadence: Monitor weekly: Deposits by Channel, Bonus-to-Deposit ratio by Product, Avg First Bet, New Signups.

Next Opportunities

Add Signup → Deposit conversion rate by channel.

Add Signup→First Bet lag (days) distribution.

Build cohort retention by signup month.