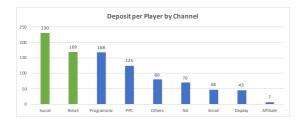
# Executive Summary - Channel & Player Efficiency

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

## **Key Findings**



Row Labels	Total Deposits	Promo ROI	Players	Deposit/Player (₹
Affiliate	₹2,11,19,156.28	187084.96	265523	₹79.5
Display	₹9,76,301.00	310485.83	4243	₹230.1
Email	₹95.00	80	2	₹47.5
NA	₹5,73,41,748.91	15310375.24	339598	₹168.9
Others	₹66,71,804.95	2453493.1	39811	₹167.6
PPC	₹4,42,71,049.46	6703601.67	355583	₹124.5
Programatic	₹50.00	45	7	₹7.1
Retail	₹13,10,850.00	-115164.8	18805	₹69.7
Social	₹11,30,531.50	-314391.69	25001	₹45.2
<b>Grand Total</b>	₹13,28,21,587.10	24535609.3	1048573	

<b>Channel Efficiency Table</b>		
Social	230	
Retail	169	
Programatic	168	
PPC	125	
Others	80	
NA	70	
Email	48	
Display	45	
Affiliate	7	

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.

 $\textbf{Promo ROI by product: SportsBook} \ \text{deposits exceed bonus cost (healthy ROI)}. \ \textbf{eGaming shows bonus cost} \\ \textbf{> deposits} \\ \textbf{\rightarrow} \ \text{promo is likely inefficient}.$ 

#### 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).

 $\textbf{Segment plays:} \ \mathsf{Test} \ \mathsf{female}\text{-}\mathsf{targeted} \ \mathsf{onboarding} \ \mathsf{(creative + first-bet boost)} \ \mathsf{given} \ \mathsf{higher} \ \mathsf{first-bet} \ \mathsf{average}.$ 

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

## **Next Opportunities**

Add Signup ightharpoonup Deposit conversion rate by channel.

Add Signup→First Bet lag (days) distribution.

Build cohort retention by signup month.