## Daily Deposit Flash Report – May 15, 2025

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## **\*** Executive Summary

On May 15, 2025, the platform processed 2,882 successful deposits totaling RON 367,999.60, with an average deposit of RON 127.69.

Fees collected: RON 7,383.95.

The day showed a 5.0% increase compared to the previous day but a significant 32.0% increase compared to the same day last week. Month-over-month performance is up 7.5%, while quarter-overquarter is down 30.9%.

#### **Key Metrics**

Metric	Value
5 Total Deposit Amount	RON 367,999.60
Number of Deposits	2,882
Average Deposit	RON 127.69
☼ Total Fee Amount	RON 7,383.95
Unique Players	1,191
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#### **Growth & Trend Indicators**

Comparison	% Change
■ Day-over-Day	+5.0% ▲ ○
31 Week-over-Week	+32.0% ▲ ●
Month-over-Month	+7.5% ▲ ●
Quarter-over-Quarter	-30.9% ▼ ●

#### Period Totals & Contributions

- **MTD Total:** RON 4,586,488.79 (Total unique players: 5,673)
- **YTD Total:** RON 48,320,505.04 (Total unique players: 30,535)

• Today's Contribution: 8.0% of MTD, 0.8% of YTD

### Rolling Averages

Period	Avg Deposit Amount
7-Day	RON 320,587.62
30-Day	RON 297,935.28
60-Day	RON 285,358.03
90-Day	RON 326,623.47
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### **W** VIP Tier Distribution

#### **Breakdown**

Tier	Player Count	Total Deposit	Avg Deposit	% of Volume		
Default	759	RON 101,868.05	RON 70.21	27.68%		
PreVIP	180	RON 44,920.15	RON 95.17	12.21%		
Silver	82	RON 42,954.63	RON 139.01	11.67%		
Gold	40	RON 36,537.30	RON 197.50	9.93%		
Platinum	20	RON 70,271.95	RON 386.11	19.10%		
Diamond	11	RON 32,714.19	RON 908.73	8.89%		
NO RECORD	100	RON 38,733.33	RON 156.82	10.53%		
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## Historical Comparisons – VIP Tiers

VIP Tier	vs Yesterday	vs Last Week	vs Last Month	vs Last Quarter
Default	-4.7% ▼	+0.2% ▲	-27.7% ▼	-76.5% ▼
PreVIP	-16.7% ▼	-11.0% ▼	-24.3% ▼	+25.7% ▲
Silver	-16.3% ▼	+5.7% ▲	+4.8% ▲	+91.9% ▲
Gold	+41.7% ▲	+48.9% ▲	-28.9% ▼	+96.6% ▲
Platinum	+360.5% ▲	+261.8% ▲	+210.9% ▲	+466.1% ▲
Diamond	-8.8% ▼	+70.4% ▲	+21.3% ▲	+199.8% ▲
NO RECORD	-36.8% ▼	+69.4% ▲	N/A	N/A
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## **Rolling Averages – VIP Tiers**

VIP Tier	7D Avg	30D Avg	60D Avg	90D Avg
Default	RON 78.44	RON 85.12	RON 91.50	RON 104.87
PreVIP	RON 139.50	RON 138.87	RON 142.97	RON 136.32
Silver	RON 190.99	RON 178.01	RON 193.99	RON 188.08
Gold	RON 235.07	RON 238.96	RON 258.91	RON 253.11
Platinum	RON 487.95	RON 366.10	RON 329.06	RON 314.49
Diamond	RON 819.41	RON 768.18	RON 815.61	RON 736.71
NO RECORD	RON 137.27	RON 152.14	RON 152.14	RON 152.14





# User Segment Distribution

Player Count	<b>Total Deposit</b>	Avg Deposit	% Volume
860	RON 288,299.35	RON 130.93	78.3%
14	RON 1,190.10	RON 49.59	0.3%
77	RON 19,806.01	RON 132.04	5.4%
70	RON 9,902.51	RON 70.73	2.7%
34	RON 6,090.52	RON 119.42	1.7%
36	RON 3,977.78	RON 58.50	1.1%
100	RON 38,733.33	RON 156.82	10.5%
	860 14 77 70 34 36	860 RON 288,299.35 14 RON 1,190.10 77 RON 19,806.01 70 RON 9,902.51 34 RON 6,090.52 36 RON 3,977.78	860       RON 288,299.35       RON 130.93         14       RON 1,190.10       RON 49.59         77       RON 19,806.01       RON 132.04         70       RON 9,902.51       RON 70.73         34       RON 6,090.52       RON 119.42         36       RON 3,977.78       RON 58.50

### Historical Comparisons – Segments

Segment	vs Yesterday	vs Last Week	vs Last Month	vs Last Quarter	
ACTIVE	+20.1% ▲	+28.3% ▲	+15.9% ▲	+100.4% ▲	
NEW	-26.1% ▼	-7.8% ▼	N/A	N/A	
ROC	-29.6% ▼	+48.7% ▲	-56.0% ▼	+1.7% ▲	
CHURN	+4.5% ▲	+67.9% ▲	-79.6% ▼	-97.3% ▼	
RND	+99.6% ▲	+1.1% ▲	N/A	+12081.0% ▲	
DORMANT	-40.6% ▼	-14.7% ▼	N/A	N/A	
NO RECORD	-36.8% ▼	+69.4% ▲	N/A	N/A	
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Segment	7-Day Avg	30-Day Avg	60-Day Avg	90-Day Avg
ACTIVE	RON 183.52	RON 156.59	RON 156.51	RON 150.25
NEW	RON 62.20	RON 140.17	RON 140.17	RON 140.17
ROC	RON 141.95	RON 130.25	RON 139.45	RON 130.81
CHURN	RON 79.25	RON 94.07	RON 121.73	RON 134.30
RND	RON 60.08	RON 65.77	RON 65.65	RON 65.54
DORMANT	RON 71.08	RON 88.42	RON 88.42	RON 88.42
NO RECORD	RON 137.27	RON 152.14	RON 152.14	RON 152.14
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#### Account Status Distribution

#### **Q** Breakdown

Account Status	Player Count	Total Deposit	Avg Deposit	% Volume
active	1,065	RON 317,438.65	RON 124.58	86.3%
selfClosed	26	RON 11,827.62	RON 135.95	3.2%
NO RECORD	100	RON 38,733.33	RON 156.82	10.5%
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#### Historical Comparisons – Account Status

Status	vs Yesterday	vs Last Week	vs Last Month	vs Last Quarter
active	+22.0% ▲	+26.0% ▲	-4.4% ▼	+31.0% ▲
selfClosed	-59.0% ▼	+192.8% ▲	+19.3% ▲	-88.3% ▼
NO RECORD	-36.8% ▼	+69.4% ▲	N/A	N/A
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#### Rolling Averages – Account Status

Status	7-Day Avg	30-Day Avg	60-Day Avg	90-Day Avg
active	RON 142.96	RON 135.78	RON 142.57	RON 140.07
selfClosed	RON 125.76	RON 133.23	RON 129.18	RON 133.20
NO RECORD	RON 137.27	RON 152.14	RON 152.14	RON 152.14



#### > FTD Overview

• Total FTD Players: 83

• Total FTD Deposit: RON 20,127.07

• Average FTD: RON 121.98

#### Historical FTD Comparisons

Period	Volume (RON)	Avg FTD	Count	% of Total
Current Day	RON 20,127.07	RON 121.98	83	5.5%
Yesterday	RON 9,666.53	RON 79.23	87	2.6%
Last Week	RON 16,590.56	RON 95.35	101	4.5%
Last Month	RON 21,868.23	RON 72.89	205	5.9%
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#### Rolling Averages – FTD

Period	Volume	Count	Avg FTD
7-Day	RON 17,716.81	110.14	RON 160.85
30-Day	RON 19,177.52	101.97	RON 188.08
60-Day	RON 19,604.24	115.75	RON 169.37
90-Day	RON 28,613.61	141.08	RON 202.82
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#### **TO Conversion Funnel**

Campaign	1st	2nd	3rd	4th	5–6	7–10
NO_CAMPAIGN	100%	35.0%	20.0%	17.5%	2.5%	5.0%
WelcomeCasino_1stDeposit_100%_05.05	100%	28.2%	12.8%	10.3%	2.6%	0.0%
WOF_100FS_20BulkyFruits_15.04	100%	100.0%	33.3%	0.0%	0.0%	0.0%
WOF_200FS_20BulkyFruits_15.04	100%	100.0%	100.0%	100.0%	0.0%	0.0%
WelcomeCasino_2ndDeposit_50%->2000RON_15.04	100%	100.0%	40.0%	40.0%	0.0%	0.0%

## **III** FTD by Traffic Source

Source	Players	Total Deposit	Avg Deposit	% Volume
Organic	18	RON 9,116.00	RON 151.93	45.3%
Facebook	13	RON 2,252.25	RON 140.77	11.2%
Direct	3	RON 1,884.02	RON 209.34	9.4%
bettingpro	13	RON 1,553.00	RON 86.28	7.7%
webound	1	RON 1,050.00	RON 65.63	5.2%
instagram	2	RON 943.00	RON 471.50	4.7%
bezded	3	RON 945.00	RON 315.00	4.7%
mediasky	11	RON 833.00	RON 64.08	4.1%
thomas	6	RON 530.80	RON 44.23	2.6%
bcprx24	2	RON 450.00	RON 150.00	2.2%
ррс	4	RON 160.00	RON 40.00	0.8%

## ♣ Non-FTD by Traffic Source

Source	Players	Total Deposit	Avg Deposit	% Volume
Organic	424	RON 127,938.57	RON 122.43	37.0%
Direct	118	RON 64,573.64	RON 221.14	18.7%
ррс	171	RON 44,720.31	RON 112.93	12.9%
facebook	86	RON 41,445.89	RON 190.12	12.0%
bettingpro	106	RON 26,419.58	RON 91.10	7.6%
superpont	28	RON 10,833.92	RON 130.53	3.1%
thomas	54	RON 9,220.07	RON 78.14	2.7%
instagram	21	RON 5,402.88	RON 76.10	1.6%
mediasky	25	RON 2,947.36	RON 68.54	0.9%
bcprx24	13	RON 2,762.48	RON 106.25	0.8%
tipsermedia <sup>4</sup>	11	RON 2,378.46	RON 74.33	0.7%



Source	1 Txn	2–5 Txn	6–10 Txn	11+ Txn
Organic	219 users	169 users	28 users	8 users
Direct	64 users	46 users	5 users	3 users
ррс	100 users	60 users	6 users	5 users
facebook	44 users	38 users	2 users	2 users
bettingpro	49 users	45 users	9 users	3 users
thomas	33 users	16 users	5 users	0 users
instagram	7 users	12 users	1 users	1 users
superpont	18 users	7 users	1 users	2 users
mediasky	15 users	9 users	1 users	0 users
bcprx24	5 users	8 users	0 users	0 users

# **Campaign Performance Analysis**

## **Top Campaigns by Volume**

Campaign Name	Player Count	Total Deposit	Avg Deposit	% of Volume
NO_CAMPAIGN	1,006	RON 329,336.29	RON 130.84	89.5%
WOF_100FS_20BulkyFruits_15.04	179	RON 16,991.89	RON 92.85	4.6%
WOF_200FS_20BulkyFruits_15.04	66	RON 9,850.78	RON 149.25	2.7%
WelcomeCasino_1stDeposit_100%_05.05	39	RON 4,066.00	RON 104.26	1.1%
WelcomeCasino_5thDeposit_100%_15.04	11	RON 1,260.86	RON 114.62	0.3%

### Historical Comparisons – Campaigns

vs Yesterday	vs Last Week	vs Last Month	vs Last Quarter
+11.3% ▲	+34.8% ▲	+24.4% ▲	-16.2% ▼
+40.5% ▲	+29.3% ▲	+259.6% ▲	N/A
+70.4% ▲	+49.0% ▲	+257.5% ▲	N/A
+178.8% ▲	-30.4% ▼	N/A	N/A
+82.5% ▲	+26.2% ▲	+70.2% ▲	N/A
	+11.3% ▲ +40.5% ▲ +70.4% ▲ +178.8% ▲	+11.3% ▲ +34.8% ▲ +40.5% ▲ +29.3% ▲ +70.4% ▲ +49.0% ▲ +178.8% ▲ -30.4% ▼	+11.3% ▲ +34.8% ▲ +24.4% ▲ +40.5% ▲ +29.3% ▲ +259.6% ▲ +70.4% ▲ +49.0% ▲ +257.5% ▲ +178.8% ▲ -30.4% ▼ N/A

Campaign	7D Avg	30D Avg	60D Avg	90D Avg
NO_CAMPAIGN	RON 162.95	RON 165.14	RON 154.43	RON 144.13
WOF_100FS_20BulkyFruits_15.04	RON 92.36	RON 84.37	RON 84.17	RON 84.17
WOF_200FS_20BulkyFruits_15.04	RON 124.82	RON 124.94	RON 124.70	RON 124.70
WelcomeCasino_1stDeposit_100%_05.05	RON 84.05	RON 85.44	RON 85.44	RON 85.44
WelcomeCasino_5thDeposit_100%_15.04	RON 125.61	RON 154.16	RON 151.64	RON 151.64

## Campaigns – FTD Deposits

Campaign Name	Player	Total Deposit	Avg	% of FTD
. 3	Count	-	Deposit	Volume
NO CAMPAIGN	40	RON	RON 135.59	66.7%
INO_CAIVII AIGIN	40	13,423.21	1.014 133.33	00.770
WelcomeCasino_1stDeposit_100%_05.05	39	RON 4,066.00	RON 104.26	20.2%
WelcomeCasino_3rdDeposit_75%-	2	RON 400.00	RON 200.00	2.0%
>2000RON_15.04		NON 400.00	NON 200.00	2.076
WelcomeCasino_2ndDeposit_50%-	5	RON 399.00	RON 79.80	2.0%
>2000RON_15.04	]	KON 399.00	KON 79.00	2.076
WelcomeCasino_4thDeposit_50%-	2	RON 390.00	RON 195.00	1.9%
>2000RON_15.04		NON 390.00	NOIN 195.00	1.570
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# **Deposit Frequency Analysis**

## **∑** Deposit Frequency Distribution

Bucket	Player Count	Total Amount	Avg Deposit	% Players
1	651	RON 55,835.15	RON 85.77	54.7%
1–2	233	RON 57,001.85	RON 122.32	19.6%
3–4	172	RON 70,161.71	RON 120.72	14.4%
5–6	66	RON 69,729.06	RON 190.07	5.5%
7–11	49	RON 61,182.30	RON 138.23	4.1%
12–15	6	RON 20,682.10	RON 273.80	0.5%
16–20	7	RON 7,968.60	RON 67.78	0.6%
21+	7	RON 25,438.83	RON 121.49	0.6%
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## Deposit Cohort Retention

Bucket	30D Retention	60D Retention	90D Retention	Lifetime Value
1	3.0%	4.6%	6.4%	RON 296.02
1–2	6.7%	10.7%	13.0%	RON 691.17
3–4	9.5%	14.2%	16.2%	RON 968.00
5–6	12.6%	18.3%	20.6%	RON 1,401.27
7–11	18.2%	24.5%	26.8%	RON 2,475.35
12–15	25.0%	31.7%	33.5%	RON 3,656.37
16–20	30.3%	37.0%	39.0%	RON 5,044.88
21+	49.0%	53.1%	54.2%	RON 13,274.90
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#### Product Performance

Product	Player Count	Total Deposit	Avg Deposit	% of Volume
Casino	1,129	RON 332,282.64	RON 121.67	90.3%
Sports	62	RON 35,716.96	RON 236.54	9.7%
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#### Historical Comparisons – Products

Product	vs Yesterday	vs Last Week	vs Last Month	vs Last Quarter
Casino	-0.1% ▼	+26.1% ▲	+6.9% ▲	-31.6% ▼
Sports	+102.1% ▲	+133.4% ▲	+14.4% ▲	-23.9% ▼
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#### Rolling Averages – Products

Product	7D Avg	30D Avg	60D Avg	90D Avg
Casino	RON 130.48	RON 127.58	RON 130.34	RON 130.35
Sports	RON 247.58	RON 218.44	RON 228.14	RON 211.04
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## ✓ Trend Summary & Metadata

Historical Trend Summary

Period	Change
vs Yesterday	+5.0% ▲
vs Last Week	+32.0% ▲
vs Last Month	+7.5% ▲
vs Quarter	-30.9% ▼
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#### **Rolling Summary**

Period	Deposit Avg	Fee Avg
7-Day	RON 320,587.62	RON 6,433.89
30-Day	RON 297,935.28	RON 5,980.17
60-Day	RON 285,358.03	RON 5,728.05
90-Day	RON 326,623.47	RON 6,553.10
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### Report Metadata

Field	Value
Report Date	May 15, 2025
Generated On	May 16, 2025 13:52:48 EEST
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Classification	CONFIDENTIAL
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# **Wey Insights & Recommendations**

- 1. **VIP Performance**: Platinum tier showed exceptional growth with a 360.5% increase day-over-day and contributed 19.1% of total volume despite only representing 1.7% of players. This suggests VIP retention strategies are working effectively.
- 2. **Campaign Effectiveness**: The WOF series (100FS and 200FS) campaigns continue to show strong week-over-week growth and excellent month-over-month performance, indicating these promotional formats resonate well with players.
- 3. **Traffic Source Analysis**: Direct traffic showed the highest average deposit (RON 220.79) for non-FTD users and demonstrated strong growth across all timeframes. This indicates an opportunity to focus on optimizing direct channel performance.

- 4. **Deposit Frequency Pattern**: Players in the 12-15 deposit frequency bucket had the highest average deposit (RON 273.80), suggesting a loyalty cliff where engagement peaks. Consider tailored promotions for this specific segment.
- 5. **Cross-Product Opportunity**: Sports users showed a 102.1% day-over-day increase and maintain a significantly higher average deposit (RON 236.54) compared to Casino users. This presents a cross-sell opportunity for Casino-only players.
- 6. **Retention Indicators**: The deposit cohort analysis shows that players with 21+ deposits have nearly 50% 30-day retention and an average lifetime value of RON 13,274.90, emphasizing the importance of moving players up the frequency scale.