

BetOnline RND Survey Results Q1 2025

April 2025

Executive Summary

The purpose of this survey was to find out why players are registering but not depositing. Is it an issue with the registration/deposit process? Did they see a misleading offer? Were they expecting something that they didn't get? Did we not have the right payment method for them etc.

There was no incentive to complete this survey so the high response rate is surprising and welcome

Summary:

- 1349 total respondents (sent to 10k)
- Majority found us through Google, followed by recommended by a friend/colleague.
- 9/10 people found the registration process easy to complete, only 1% of people did not
- 7/10 people attempted to make a deposit (less than last quarter)
- Better offers or promotions the main factor for people to deposit
- 7/10 are happy with their BetOnline experience thus far
- Most feedback occurs around people wanting more bonus, freebets and/or spins and being able to try the site before depositing their own funds
- Worth noting that many of these players are potentially low-value/bonus-hunters which will impact results, however we should not discard all comments due to this.

How did you hear about BetOnline?

Majority found it through searching on Google (or alternatives). No mention of if they searched direct or just looking for gaming sites.

2nd most popular was hearing about us from a friend or colleague

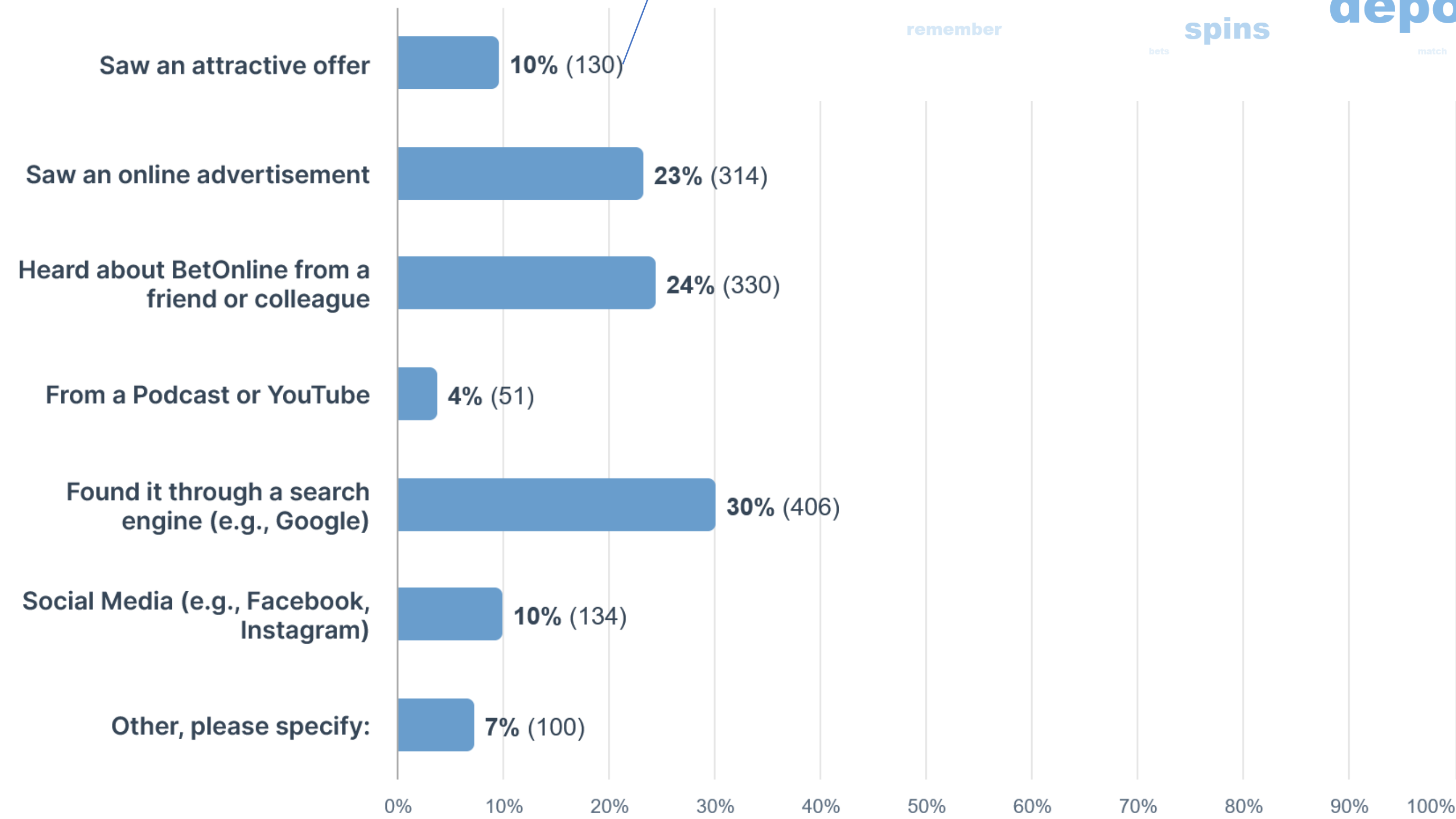
Seeing an Online advertisement was the 3rd highest highlighting branding importance

10% came through an attractive offer. Similar to last quarters results but half the amount than when we last ran this report almost a year ago (20%). Those that saw an attractive offer, most of them mentioned a deposit bonus or free bet – all answers are in the appendix (and separate spreadsheet saved in confluence)

Other answers included Reddit, SBR Forum, BKFC, Twitch, and many saying through a friend

1. How did you first hear about BetOnline?

1349 responses



2. If you saw an attractive offer, what was it?

91 responses

Most popular words:



Deposit

73% attempted to make a deposit after registering, suggesting issues with the deposit process as to why they didn't complete. This is less than last quarter where 80% attempted to deposit.

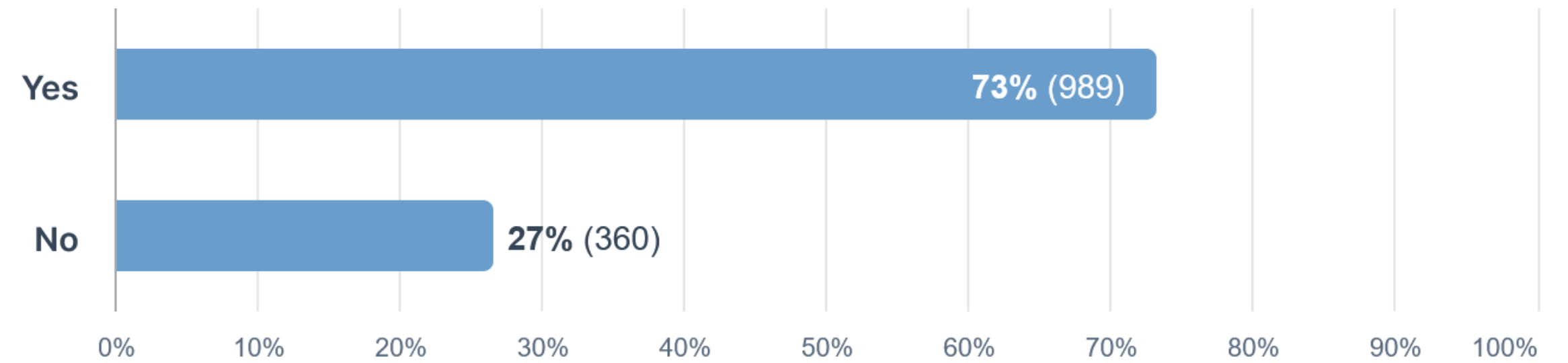
Of those that did not deposit the main reason was that they wanted to try the site before depositing, expecting some free bonus to try the site/ play for free.

Many also claimed that they did not have money at the time which is why they did not deposit.

Quite a few mentions on wanting better incentives and also unsure how the secure the site is.

5. Did you attempt to make a deposit immediately after registering?

1349 responses



6. If you did not make a deposit, what was the main reason?

360 responses

Most popular words:



Why did they not deposit if attempted?

Many people who answered claimed that they had made a deposit, this could be an issue with the data, also the survey was live for some time so they may have registered earlier then deposited at a later date then completed the survey.

Many claimed that their credit card was not accepted or were complaining of the fees.

Lack of funds was mentioned

And many said that Bitcoin was tricky to figure out, that they preferred by card

7. If you attempted to deposit but didn't complete it, could you explain what prevented you from depositing successfully?

989 responses

Most popular words:



- The response was that I was not eligible to deposit the credit card and I reached out to help and the response was similar, so I stopped funding my account
- Should accept credit cards and debit. Would play more if they did.
- Didn't know how to properly send and receive crypto
- Was receiving error message
- Bitcoin error
- US bank restrictions
- Bank wouldn't allow transactions
- Found Bovada and for me it offered more money when I made my first three deposits and they gave me freeplay for the slots I was originally there for poker but now both!
- Could not deposit via credit card
- Would not accept my credit card. Had to go to CVS to manually transact.

What would make you deposit?

The main reason to make people deposit was to have better offers or promotions. Perhaps clearer communication on the weekly/monthly bonus would help here (for example on the registration page).

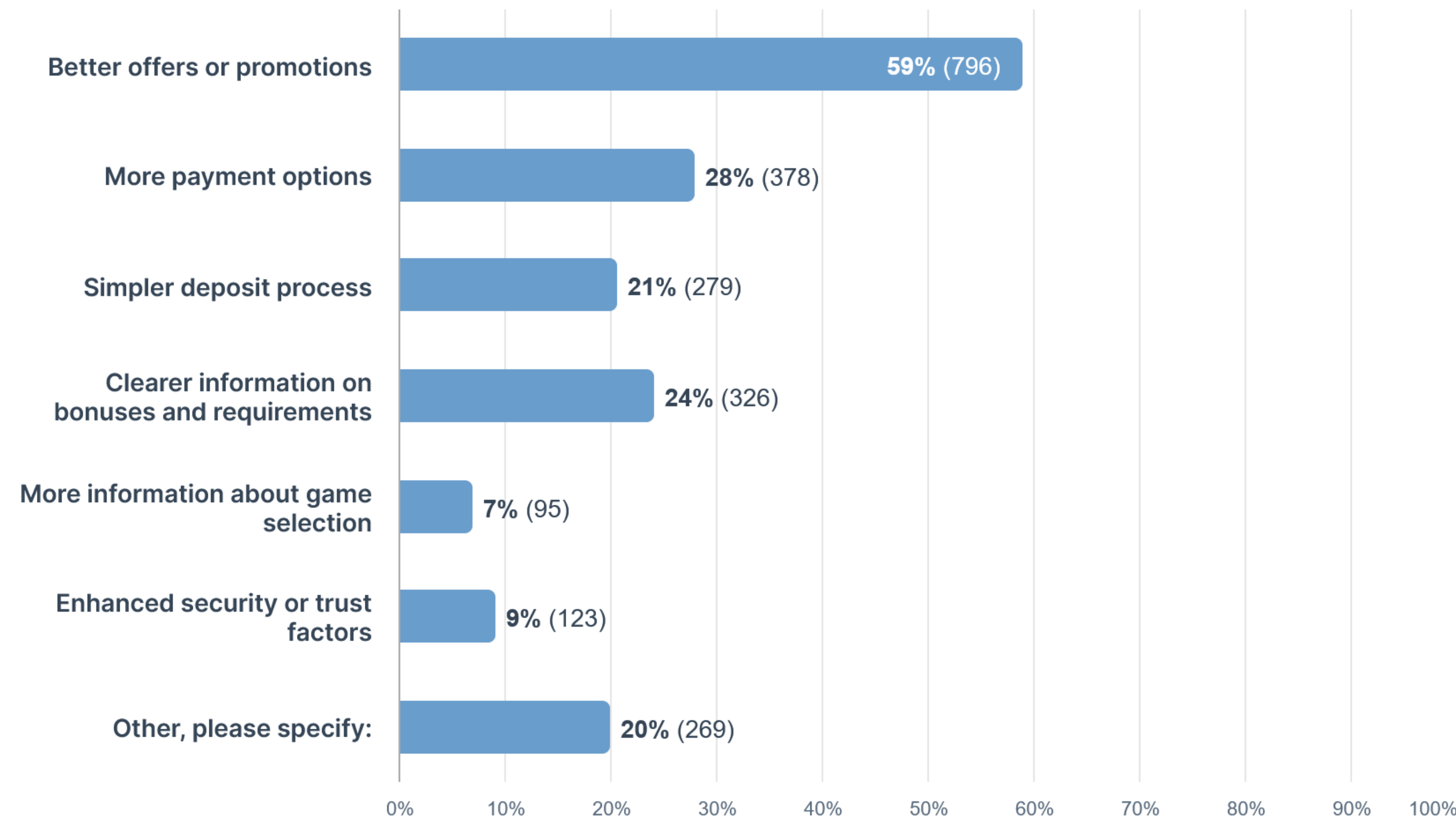
A quarter of players want more payment options and another quarter want clearer information on the bonuses and the requirements for it

Other answers included:

- Less Fees
- Better Bonuses
- Easier (non crypto) withdrawals
- Please bring back the Casino Daily Tournaments
- Mobile app
- More Parlay options

8. Which of the following factors would make you more likely to deposit with BetOnline?
(Select all that apply)

1349 responses

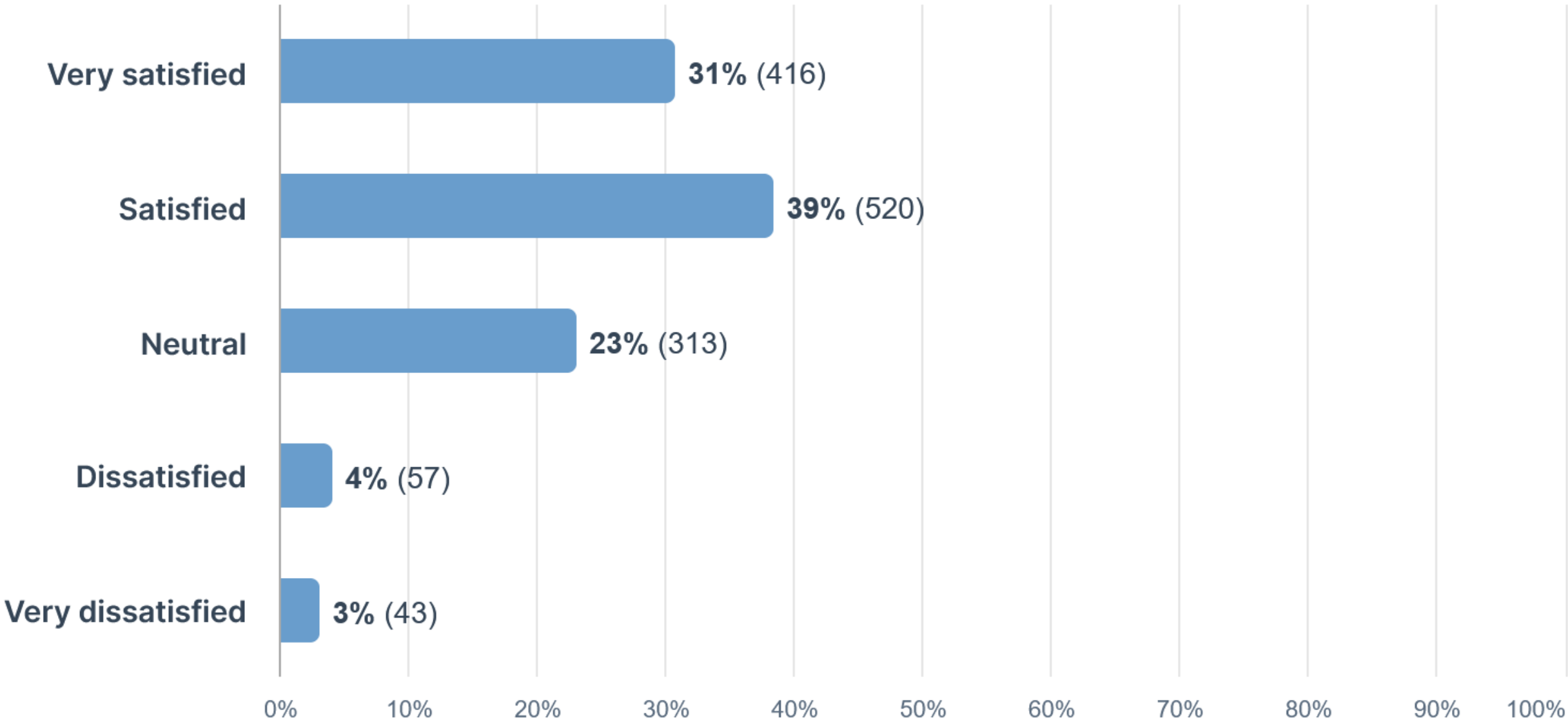


Satisfaction

Over 70% were happy with their experience with only 7% dissatisfied. Very promising considering many have not deposited.

9. How satisfied are you with your overall experience with BetOnline so far?

1349 responses



Improvements

Main area for improvement was offering something free, either a free bet before depositing or a deposit bonus.

As mentioned earlier many want to try the site first before depositing therefore offering an experience where they can experience betting before laying down their own money may help to convert some of these players.

10. Is there anything else we could improve to enhance your experience?

1349 responses

Most popular words:



just more payment options

More bonuses and freeplay

Anniversary bonuses or gifts

More free play

Have a search feature

Phone app

More mma props. Examples are Starts Round X. Double chance method of victories. And Same Game Parlays for MMA

Just an app for my phone would make things so much easier.

Reload bonuses

Definitely need fast withdrawal and no rollovers

More bonuses

Faster acceptance of live sports bets.

Need to be able to update email address, etc within account settings.

Withdraws to debit card without fees. Will not use again until fees are removed

OS and Browser

Most of the respondents for the survey were Android users (contrary to most of our depositing players who are apple users)

Chrome was the top Browser, again contrary to depositing players who are on safari.

Do we offer a worse experience on Android? Or (more likely) are android users more likely to be looking for a bonus before depositing?

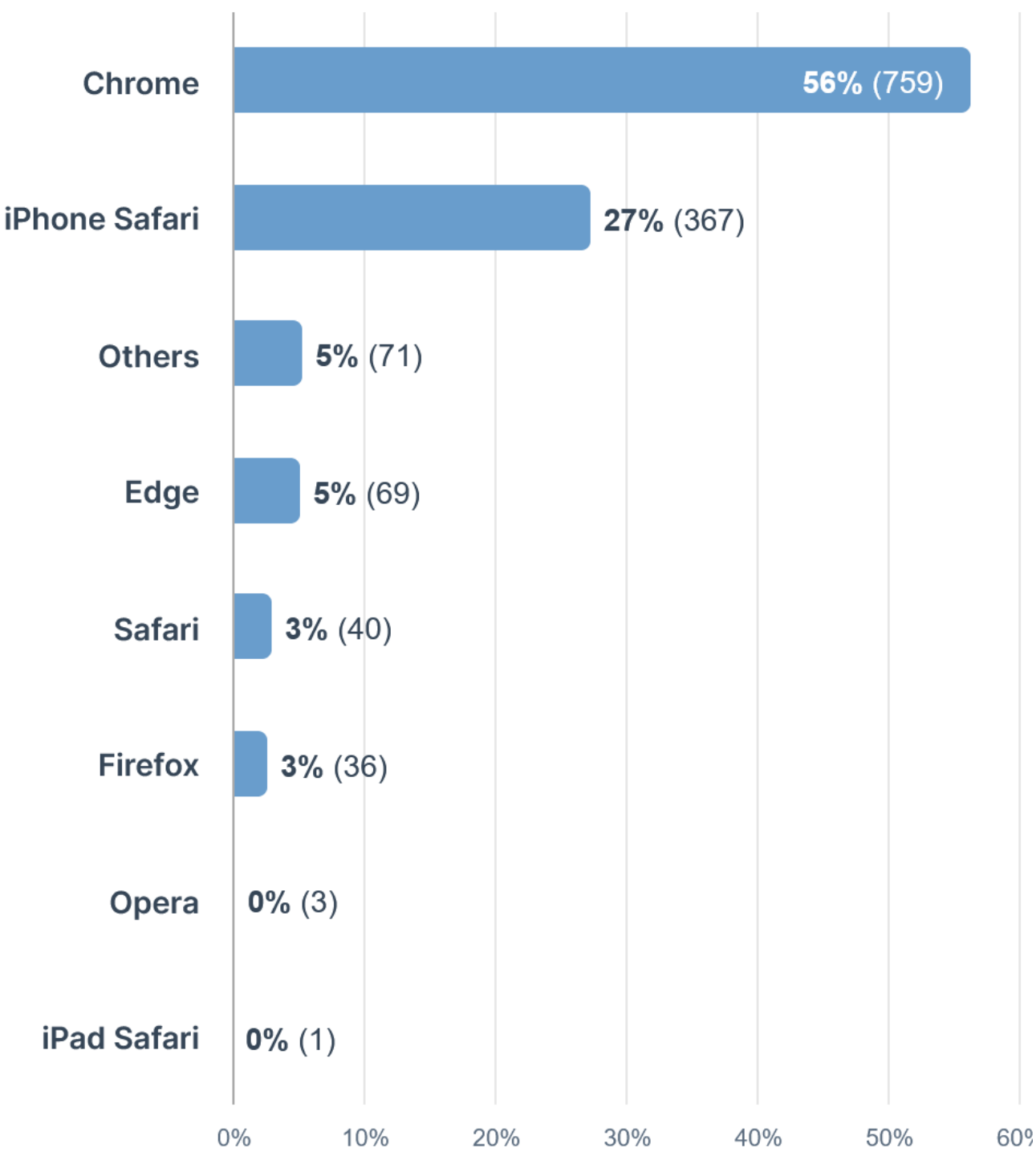
1. Operating System

1346 responses



2. Browsers

1346 responses



Thank You

**For more information on
any of the projects listed in
this presentation please
reach out.**

JohnG

BetOnline RND Survey Results Q1 2025

Email

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Mattermost channels (in ITS group):

help-cx

help-ux/ui

help-experimentation

help-product analytics

Confluence

<https://confluence.itspty.com/display/PROD/BetOnline+RND+Survey+Results+Q1+2025>