

How to Read This Report

What this is: An analysis of **216 real questions** that iGaming operators and decision-makers ask AI assistants when evaluating B2B platform providers. Each question was submitted to ChatGPT and the response was analyzed for brand perception signals.

Why it matters: AI assistants increasingly influence B2B technology evaluation. When AI positions competitors more favorably or raises concerns about your brand, it impacts pipeline invisibly — often before your sales team even engages.

● **Boosting:** AI strengthens trust/authority ● **Competitive Loss:** Competitor positioned better ● **Risk Signal:** Legal/ethical red flags raised ● **Friction:** Adoption barriers highlighted

● **Neutral:** Factual, balanced info ● **Not Mentioned:** Brand absent from response

DATA SOURCES

AI platforms analyzed for this report



ChatGPT

LIVE

+ Gemini

Gemini

SOON

+ Claude

Claude

SOON

+ Perplexity

Perplexity

SOON

B2B iGAMING INTELLIGENCE**216 AI Evaluations. 100+ Human Calibration Rules. Competitive Intelligence in Minutes.**

Each response is classified using a manually calibrated decision system that mirrors how operators evaluate risk, competitors, and commercial fit.

Hover for methodology details

LAYER 1: SOURCED**Industry Context (Third-party estimates — not measured impact)**

These figures provide market framing. They are not used to calculate AI perception impact.

\$15.4B

Global B2B iGaming Market (2025)

ESTIMATE

Global Growth Insights

\$630M

BetConstruct Est. Revenue (2024)

ESTIMATE

Growth

20%

Est. Market Share

MODELED

Global Growth Insights

\$8.7B

UK Online Gambling Market

REPORTED

MARIC Group

LAYER 2: MEASURED**AI Perception Signals**

Direct measurement of how AI positions BetConstruct in responses

Measured directly from LLM responses to real operator questions. This reflects how AI positions BetConstruct versus competitors or operational barriers — signals that may influence operator perception during evaluation.

**83**Boosting
AI strengthens trust & authority**66**Competitive Loss
Competitor positioned better**23**Risk Signal
Legal/ethical flags raised**6**Friction
Adoption barriers highlighted**24**Neutral
Factual, balanced information**14**Not Mentioned
Brand absent from response**LAYER 2: MEASURED****Competitive Intelligence**

When AI positions competitors favorably over BetConstruct

In COMPETITIVE LOSS responses, AI explicitly or implicitly positions a competitor as superior on specific criteria.

COMPETITOR	PRIMARY WINNING CRITERION	OCCURRENCES	EXAMPLE
smartico	pricing	19	View
SOFTSWISS	pricing	10	View
EveryMatrix	pricing	10	View
Altenar	pricing	8	View
Playtech	pricing	7	View
Kambi	pricing	6	View
Pronet Gaming	pricing	5	View
SoftGamings	CRM depth	4	View
Aspire Global	pricing	4	View
Digitain	pricing	3	View

Explicit vs Generic Comparisons**54**

Explicit Competitor Named

12

Generic Category

Winning Criteria Distribution

LAYER 2: MEASURED

Sources Influencing AI Responses

Domains cited by ChatGPT when discussing iGaming platforms

DOMAIN	MENTIONS	% OF DATASET	CATEGORY
smartico.ai	67	31.0%	Competitor
whitelabelwonder.com	63	29.2%	Web Source
pronetgaming.com	39	18.1%	Competitor
soft2bet.com	32	14.8%	Competitor
igamingtoday.com	31	14.4%	Industry News
igaming-platform.com	19	8.8%	Industry News
whitehatgaming.com	19	8.8%	iGaming
nowg.net	15	6.9%	Web Source
cms-lawnow.com	8	3.7%	Web Source
altenar.com	7	3.2%	Competitor
focusgn.com	7	3.2%	Industry News
limeup.io	7	3.2%	Web Source
ideologic.io	6	2.8%	Web Source
yogonet.com	6	2.8%	Industry News
playtech.com	6	2.8%	Competitor

Why this matters: AI models cite these sources when forming opinions about iGaming platforms. Monitoring and improving your presence on high-citation sources can positively influence AI perception over time.

LAYER 2: MEASURED

Risk Watch

Responses with genuine red flags — not generic compliance disclaimers

23 Risk Signals

Strict calibration: RISK_SIGNAL is only applied for: fraud illegal unlicensed sanction investigation lawsuit
Industry-standard legal disclaimers are excluded from this category.

QUESTION	TRIGGER TERM	VIEW
Which iGaming platform should I choose for a new online casino?	FRAUD	View
What is the most reliable iGaming platform provider?	FRAUD	View
What do clients and users say about BetConstruct?	UNLICENSED	View
Is BetConstruct a good CMS for online casinos and sportsbooks?	FRAUD	View
What casino solutions does BetConstruct offer?	FRAUD	View
Is BetConstruct secure and compliant with international gambling regulations?	FRAUD	View
How does BetConstruct handle data security and GDPR compliance?	FRAUD	View
What are the pros and cons of using BetConstruct as a platform?	FRAUD	View
Does BetConstruct invest in new technologies like AI or blockchain?	FRAUD	View
BetConstruct vs EveryMatrix: which offers more features, and where does BetConstruct fall short?	FRAUD	View
What can SoftSwiss do that BetConstruct cannot?	FRAUD	View
Which platform is better for online casino operations, BetConstruct or SoftSwiss?	FRAUD	View
Which provider has better customer support, BetConstruct or SoftSwiss?	FRAUD	View
BetConstruct vs Digitain: which offers more features, and where does BetConstruct fall short?	FRAUD	View
Which platform is better for regulated markets, BetConstruct or Soft2Bet?	FRAUD	View
BetConstruct vs Soft2Bet: which offers more features, and where does BetConstruct fall short?	FRAUD	View
Which platform is better for regulated markets, BetConstruct or Pronet Gaming?	FRAUD	View
What can Aspire Global do that BetConstruct cannot?	FRAUD	View
What are the differences in security and regulatory compliance between BetConstruct and White Hat Gaming?	FRAUD	View
BetConstruct vs White Hat Gaming: which offers more features, and where does BetConstruct fall short?	FRAUD	View
What are the differences in security and regulatory compliance between BetConstruct and FSB Technology?	SANCTION	View
What are the differences in security and regulatory compliance between BetConstruct and Playtech?	FRAUD	View
BetConstruct vs Kambi: which offers more features, and where does BetConstruct fall short?	FRAUD	View

LAYER 3: MODEL

Directional Exposure Scenario

Optional hypothetical model — not measured impact

This model uses [your assumptions](#) to estimate potential exposure. Actual impact depends on your sales funnel and conversion metrics — these figures are directional only.

Enable scenario calculator (uses your inputs, not measured data)

Full Evaluation Matrix

All 216 questions analyzed with AI perception signals

DATE		QUESTION	BUSINESS LABEL	COMPETITORS	TRIGGER	SOURCE	VIEW
19 Jan		What is the best CMS for online casinos?	NOT MENTIONED	-	★ Best for: Large, complex content struc...	GPT	View
19 Jan		What is the best platform for online sportsbooks?	NOT MENTIONED	-	-	GPT	View
19 Jan		What are the top B2B iGaming platform providers in 2026?	BOOSTING	EveryMatrix, Evolution...	A modular platform provider offering cas...	GPT	View
19 Jan		Which iGaming platform should I choose for a new online casino?	RISK	Digitalin, EveryMatrix...	GR8 Tech - Award-winning European platfo...	GPT	View
19 Jan		What is the best turnkey solution for starting an online gambling business?	NOT MENTIONED	EveryMatrix, Slotegrator...	👉 Great for operators who want a scalab...	GPT	View
19 Jan		Which platform is best for launching a crypto casino?	NOT MENTIONED	Evolution, Microgaming...	A lightweight, scalable crypto casino en...	GPT	View
19 Jan		What is the best iGaming platform for regulated European markets?	NOT MENTIONED	EveryMatrix, smartico...	smartico.ai Known for scalable PAM sys...	GPT	View
19 Jan		Which B2B provider offers the best sportsbook solution?	NOT MENTIONED	Altenar, altenar...	• Scalable sportsbook platform with stro...	GPT	View
19 Jan		What iGaming platform has the best price-to-value ratio?	NOT MENTIONED	SOFTSWISS	Support & SLAs: Strong support can save ...	GPT	View
19 Jan		Which platform is recommended for a startup entering the iGaming industry?	COMPETITIVE	Altenar, altenar...	Turnkey Growing startups More flexibilit...	GPT	View
19 Jan		What is the most reliable iGaming platform provider?	RISK	Digitalin, EveryMatrix...	Regular maintenance without frequent dow...	GPT	View
19 Jan		Which platform offers the fastest time-to-market for new operators?	NOT MENTIONED	Altenar, altenar	-	GPT	View
19 Jan		What is the best platform for multi-brand casino operations?	NOT MENTIONED	EveryMatrix, NuxGame...	For multi-brand casino operations — wher...	GPT	View
19 Jan		Which iGaming platform has the best game aggregation?	NOT MENTIONED	Altenar, EveryMatrix...	-	GPT	View
19 Jan		What platform is best for operating in Latin American markets?	NOT MENTIONED	-	-	GPT	View
19 Jan		Which B2B provider has the best reputation for sportsbook odds?	NOT MENTIONED	Betrada, Kambi...	In the B2B sportsbook industry, several ...	GPT	View
19 Jan		What is the most innovative iGaming platform right now?	NOT MENTIONED	Evolution, Gi...	There isn't one universally agreed-upon ...	GPT	View
19 Jan		Which platform is best for operators focusing on mobile users?	NOT MENTIONED	-	... help streamline connectivity, backend ...	GPT	View
19 Jan		Is BetConstruct a trustworthy company?	FRICITION	-	However, some customer reviews on public...	GPT	View
19 Jan		What do you think about BetConstruct as an iGaming platform?	COMPETITIVE	Altenar, EveryMatrix...	The breadth of features and customizatio...	GPT	View
19 Jan		Is BetConstruct a reliable B2B provider for online casinos and sportsbooks?	COMPETITIVE	-	Product complexity: Some industry commen...	GPT	View
19 Jan		What is BetConstruct's reputation in the iGaming industry?	COMPETITIVE	-	On public platforms like Trustpilot, Bet...	GPT	View
19 Jan		What do clients and users say about BetConstruct?	RISK	-	Many industry commentators and clients c...	GPT	View
19 Jan		How long has BetConstruct been in the iGaming market?	NEUTRAL	-	-	GPT	View
19 Jan		What are the main products and services that BetConstruct offers?	BOOSTING	-	Comprehensive sports betting platforms s...	GPT	View
19 Jan		Is BetConstruct a good CMS for online casinos and sportsbooks?	RISK	EveryMatrix, Kambi...	Some operators report slow integration s...	GPT	View
19 Jan		What features does the BetConstruct platform include?	BOOSTING	-	BetConstruct is a comprehensive iGaming ...	GPT	View
19 Jan		Does BetConstruct offer a complete turnkey solution?	BOOSTING	smartico	smartico.ai BetConstruct's turnkey sol...	GPT	View
19 Jan		What sportsbook solutions does BetConstruct provide?	BOOSTING	-	BetConstruct provides a comprehensive su...	GPT	View
19 Jan		What casino solutions does BetConstruct offer?	RISK	Greentube	BetConstruct offers a comprehensive suit...	GPT	View
19 Jan		Does BetConstruct have its own game content?	NEUTRAL	-	-	GPT	View
19 Jan		What is BetConstruct's Sports Platform like?	COMPETITIVE	SoftGamings	However, its depth and breadth mean it m...	GPT	View
19 Jan		Does BetConstruct offer live betting and live casino?	NEUTRAL	-	-	GPT	View
19 Jan		What payment integrations does BetConstruct support?	BOOSTING	-	BetConstruct supports a very wide range ...	GPT	View

19 Jan	Does BetConstruct support cryptocurrency payments?	NEUTRAL	-	-	GPT	View
19 Jan	Does BetConstruct include built-in marketing tools?	BOOSTING	-	Ai-driven optimisation and insights for ...	GPT	View
19 Jan	How is the user interface and UX of BetConstruct's platform?	COMPETITIVE	-	On platforms like Trustpilot, BetConstru...	GPT	View
19 Jan	Does BetConstruct offer a mobile-first solution?	NEUTRAL	-	-	GPT	View
19 Jan	What CRM and player management tools does BetConstruct have?	FRICITION	-	Advanced Analytics & Dashboards — more c...	GPT	View
19 Jan	Does BetConstruct offer retail betting solutions?	NEUTRAL	-	-	GPT	View
19 Jan	Is BetConstruct secure and compliant with international gambling regulations?	RISK	-	Malta Gaming Authority (MGA) — a widely ...	GPT	View
19 Jan	What licenses does BetConstruct hold?	NEUTRAL	-	-	GPT	View
19 Jan	Does BetConstruct support responsible gambling features?	NEUTRAL	-	-	GPT	View
19 Jan	Is BetConstruct certified for regulated markets?	BOOSTING	-	• It is also licensed and regulated by t...	GPT	View
19 Jan	How does BetConstruct handle data security and GDPR compliance?	RISK	-	BetConstruct maintains a comprehensive p...	GPT	View
19 Jan	Is BetConstruct scalable for large betting operations?	COMPETITIVE	-	Third-party reviews note that the platfo...	GPT	View
19 Jan	Does BetConstruct support multiple languages and global markets?	NEUTRAL	-	-	GPT	View
19 Jan	How easy is it to integrate third-party providers with BetConstruct?	COMPETITIVE	iSoftBet, Microgaming...	If you have specific third-party systems...	GPT	View
19 Jan	What API capabilities does BetConstruct offer?	BOOSTING	-	BetConstruct offers a comprehensive suit...	GPT	View
19 Jan	Does BetConstruct have good uptime and performance?	BOOSTING	-	Bottom line: For operators depending on ...	GPT	View
19 Jan	Does BetConstruct have good technical support and customer service?	COMPETITIVE	-	Independent reviews (e.g., on Trustpilot...)	GPT	View
19 Jan	Does BetConstruct offer 24/7 support?	NEUTRAL	-	-	GPT	View
19 Jan	Does BetConstruct provide dedicated account managers?	NEUTRAL	-	-	GPT	View
19 Jan	Is BetConstruct good for someone just starting an online casino?	COMPETITIVE	-	Because it's a full-featured and scalabl...	GPT	View
19 Jan	What are the pros and cons of using BetConstruct as a platform?	RISK	Altenar, Playtech...	+• Complex Platform — Steep Learning C...	GPT	View
19 Jan	How long does it take to launch with BetConstruct?	COMPETITIVE	-	For more customized integrations (such a...	GPT	View
19 Jan	What is the minimum investment to start with BetConstruct?	NEUTRAL	-	-	GPT	View
19 Jan	What recent updates or innovations has BetConstruct released?	BOOSTING	-	BetConstruct has launched The Last Battl...	GPT	View
19 Jan	Is BetConstruct keeping up with industry trends?	BOOSTING	-	BetConstruct AI ↗ 1. Embracing AI and...	GPT	View
19 Jan	Does BetConstruct invest in new technologies like AI or blockchain?	RISK	-	Yes — BetConstruct does invest in and ac...	GPT	View
19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or EveryMatrix?	COMPETITIVE	EveryMatrix	Scales well with complex setups and high...	GPT	View
19 Jan	BetConstruct vs EveryMatrix: which platform should I choose?	COMPETITIVE	EveryMatrix	✗ Slightly longer integration time if yo...	GPT	View
19 Jan	What are the differences in security and regulatory compliance between BetConstruct and EveryMatrix?	NEUTRAL	EveryMatrix	-	GPT	View
19 Jan	Which platform is better for regulated markets, BetConstruct or EveryMatrix?	BOOSTING	EveryMatrix	Comprehensive end-to-end stack with whit...	GPT	View
19 Jan	Is BetConstruct cheaper than EveryMatrix as a CMS solution, and where does it win on costs?	COMPETITIVE	EveryMatrix	EveryMatrix: Higher estimated setup inve...	GPT	View
19 Jan	BetConstruct vs EveryMatrix: which offers better value for money?	COMPETITIVE	EveryMatrix, Quadcode	Broad product set means fewer deals to m...	GPT	View
19 Jan	How does BetConstruct compare to EveryMatrix in terms of performance and scalability?	FRICITION	EveryMatrix, smartico	EveryMatrix tends to be stronger at hand...	GPT	View
19 Jan	Which platform handles high traffic better, BetConstruct or EveryMatrix?	BOOSTING	EveryMatrix	BetConstruct is a mature, feature-rich L...	GPT	View
19 Jan	BetConstruct vs EveryMatrix: which offers more features, and where does BetConstruct fall short?	RISK	EveryMatrix, Quadcode	Overview: BetConstruct provides a compreh...	GPT	View
19 Jan	What can EveryMatrix do that BetConstruct cannot?	COMPETITIVE	EveryMatrix, smartico	EveryMatrix actively markets its product...	GPT	View
19 Jan	Which has a better sportsbook solution, BetConstruct or EveryMatrix?	COMPETITIVE	EveryMatrix	Can feel complex to manage and may requi...	GPT	View
19 Jan	Which platform is better for online casino operations, BetConstruct or EveryMatrix?	BOOSTING	EveryMatrix	A long-established iGaming &	GPT	View

			sportsbook ...		
19 Jan	Which provider has better customer support, BetConstruct or EveryMatrix?	COMPETITIVE	EveryMatrix	Independent user reviews (e.g., on Trust...)	GPT View
19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or SoftSwiss?	COMPETITIVE	SOFTSWISS, SoftSwiss	⚠️ Could be more complex to deploy and m...	GPT View
19 Jan	BetConstruct vs SoftSwiss: which platform should I choose?	COMPETITIVE	SOFTSWISS, SoftSwiss	❗ Feature-rich platforms can be complex ...	GPT View
19 Jan	What are the differences in security and regulatory compliance between BetConstruct and SoftSwiss?	NEUTRAL	SOFTSWISS, SoftSwiss	-	GPT View
19 Jan	Which platform is better for regulated markets, BetConstruct or SoftSwiss?	BOOSTING	SOFTSWISS, SoftSwiss	Has a feature-rich ecosystem (sportsbook...)	GPT View
19 Jan	Is BetConstruct cheaper than SoftSwiss as a CMS solution, and where does it win on costs?	COMPETITIVE	SOFTSWISS, SoftSwiss	💡 SoftSwiss tends to be more expensive ...	GPT View
19 Jan	BetConstruct vs SoftSwiss: which offers better value for money?	COMPETITIVE	SOFTSWISS, SoftSwiss	Value for Money Mixed — powerful but prl...	GPT View
19 Jan	How does BetConstruct compare to SoftSwiss in terms of performance and scalability?	BOOSTING	SOFTSWISS, SoftSwiss	BetConstruct's approach is comprehensive...	GPT View
19 Jan	Which platform handles high traffic better, BetConstruct or SoftSwiss?	BOOSTING	Quadcode, SoftGamings...	Reputation summary: SoftSwiss is widely ...	GPT View
19 Jan	BetConstruct vs SoftSwiss: which offers more features, and where does BetConstruct fall short?	BOOSTING	SOFTSWISS, SoftSwiss	BetConstruct is feature-rich and versit...	GPT View
19 Jan	What can SoftSwiss do that BetConstruct cannot?	RISK	SOFTSWISS, Softswiss	◆ Comprehensive white-label and turnkey...	GPT View
19 Jan	Which has a better sportsbook solution, BetConstruct or SoftSwiss?	BOOSTING	SOFTSWISS, Softswiss	Recognized awards in sportsbook supply. ...	GPT View
19 Jan	Which platform is better for online casino operations, BetConstruct or SoftSwiss?	RISK	SOFTSWISS, Softswiss	Winner: SOFTSWISS — stronger comprehensi...	GPT View
19 Jan	Which provider has better customer support, BetConstruct or SoftSwiss?	RISK	SoftSwiss	BetConstruct promotes 24/7 multilingual ...	GPT View
19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or Digitain?	COMPETITIVE	Digitain, SoftGamings	You prefer a modular, robust architectur...	GPT View
19 Jan	BetConstruct vs Digitain: which platform should I choose?	BOOSTING	Digitain	Generally positioned as a feature-rich, ...	GPT View
19 Jan	What are the differences in security and regulatory compliance between BetConstruct and Digitain?	NEUTRAL	Digitain	-	GPT View
19 Jan	Which platform is better for regulated markets, BetConstruct or Digitain?	BOOSTING	Digitain	Digitain (MT) Limited is licensed and re...	GPT View
19 Jan	Is BetConstruct cheaper than Digitain as a CMS solution, and where does it win on costs?	COMPETITIVE	Digitain	Digitain is often positioned toward more...	GPT View
19 Jan	BetConstruct vs Digitain: which offers better value for money?	BOOSTING	Digitain, smartico	smartico.ai 🌟 Insight: Digitain may o...	GPT View
19 Jan	How does BetConstruct compare to Digitain in terms of performance and scalability?	BOOSTING	Digitain, smartico	Real-time odds management and AI-driven ...	GPT View
19 Jan	Which platform handles high traffic better, BetConstruct or Digitain?	FRICITION	Digitain, smartico	Their sportsbook reportedly processes bi...	GPT View
19 Jan	BetConstruct vs Digitain: which offers more features, and where does BetConstruct fall short?	RISK	Digitain, smartico...	Digitain's back-office and dashboard are...	GPT View
19 Jan	What can Digitain do that BetConstruct cannot?	NEUTRAL	Digitain, SoftGamings	-	GPT View
19 Jan	Which has a better sportsbook solution, BetConstruct or Digitain?	BOOSTING	Digitain	Best for: operators looking for feature-...	GPT View
19 Jan	Which platform is better for online casino operations, BetConstruct or Digitain?	BOOSTING	Digitain	Best for: Operators seeking a comprehens...	GPT View
19 Jan	Which provider has better customer support, BetConstruct or Digitain?	COMPETITIVE	Digitain	However, actual user reviews on public p...	GPT View
19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or Soft2Bet?	BOOSTING	Quadcode	Comprehensive suite: sportsbook, casino, ...	GPT View
19 Jan	BetConstruct vs Soft2Bet: which platform should I choose?	BOOSTING	SoftGamings	💡 If you want a tried-and-tested, comp...	GPT View
19 Jan	What are the differences in security and regulatory compliance between BetConstruct and Soft2Bet?	NEUTRAL	-	-	GPT View
19 Jan	Which platform is better for regulated markets, BetConstruct or Soft2Bet?	RISK	-	Recognition and awards for compliance cu...	GPT View
19 Jan	Is BetConstruct cheaper than Soft2Bet as a CMS solution, and where does it win on costs?	COMPETITIVE	-	Integration and customization work: Comp...	GPT View
19 Jan	BetConstruct vs Soft2Bet: which offers better value for money?	COMPETITIVE	smartico	Customization & integration Highly custo...	GPT View
19 Jan	How does BetConstruct compare to Soft2Bet in terms of performance and scalability?	FRICITION	smartico	Public information highlights high optimi...	GPT View
19 Jan	Which platform handles high traffic better, BetConstruct or Soft2Bet?	BOOSTING	smartico	BetConstruct's platform is described as ...	GPT View

	19 Jan	BetConstruct vs Soft2Bet: which offers more features, and where does BetConstruct fall short?	RISK	smartico	Very broad feature set can be complex ...	GPT	View
	19 Jan	What can Soft2Bet do that BetConstruct cannot?	BOOSTING	-	BetConstruct, conversely, emphasizes a c...	GPT	View
	19 Jan	Which has a better sportsbook solution, BetConstruct or Soft2Bet?	BOOSTING	Kambi	Recognized as a leading sportsbook prov...	GPT	View
	19 Jan	Which platform is better for online casino operations, BetConstruct or Soft2Bet?	COMPETITIVE	-	Could be complex or costly for smaller o...	GPT	View
	19 Jan	Which provider has better customer support, BetConstruct or Soft2Bet?	COMPETITIVE	-	Soft2Bet seems to invest heavily in supp...	GPT	View
	19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or Altenar?	BOOSTING	Altenar	Both BetConstruct and Altenar are respec...	GPT	View
	19 Jan	BetConstruct vs Altenar: which platform should I choose?	BOOSTING	Altenar	📍 4. Global Presence & Compliance Lon...	GPT	View
	19 Jan	What are the differences in security and regulatory compliance between BetConstruct and Altenar?	NEUTRAL	Altenar	-	GPT	View
	19 Jan	Which platform is better for regulated markets, BetConstruct or Altenar?	NEUTRAL	Altenar	-	GPT	View
	19 Jan	Is BetConstruct cheaper than Altenar as a CMS solution, and where does it win on costs?	COMPETITIVE	Altenar, smartico	Where Altenar can be more expensive	GPT	View
	19 Jan	BetConstruct vs Altenar: which offers better value for money?	COMPETITIVE	Altenar, smartico	BetConstruct may involve longer setup if...	GPT	View
	19 Jan	How does BetConstruct compare to Altenar in terms of performance and scalability?	BOOSTING	Altenar, smartico	smartico.ai smartico.ai Monolithic v...	GPT	View
	19 Jan	Which platform handles high traffic better, BetConstruct or Altenar?	BOOSTING	Altenar	Its platform is described as scalable an...	GPT	View
	19 Jan	BetConstruct vs Altenar: which offers more features, and where does BetConstruct fall short?	COMPETITIVE	Altenar, smartico	Edge: Altenar focuses on quality, perfor...	GPT	View
	19 Jan	What can Altenar do that BetConstruct cannot?	FRICITION	Altenar	Altenar emphasises integration with multi...	GPT	View
	19 Jan	Which has a better sportsbook solution, BetConstruct or Altenar?	COMPETITIVE	Altenar	✓ Larger, scalable projects with complex...	GPT	View
	19 Jan	Which platform is better for online casino operations, BetConstruct or Altenar?	BOOSTING	Altenar, Smartico	Uses modern technologies with scalable, ...	GPT	View
	19 Jan	Which provider has better customer support, BetConstruct or Altenar?	COMPETITIVE	Altenar	Independent external reviews (e.g., on T...	GPT	View
	19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or Pronet Gaming?	COMPETITIVE	Pronet Gaming	The platform's depth of features can be ...	GPT	View
	19 Jan	BetConstruct vs Pronet Gaming: which platform should I choose?	COMPETITIVE	Pronet Gaming, Smartico...	Comprehensive systems can be costly and ...	GPT	View
	19 Jan	What are the differences in security and regulatory compliance between BetConstruct and Pronet Gaming?	BOOSTING	Pronet Gaming	Pronet has a clearly reported Isle of Ma...	GPT	View
	19 Jan	Which platform is better for regulated markets, BetConstruct or Pronet Gaming?	RISK	Pronet Gaming	Pronet Gaming has been awarded a Software...	GPT	View
	19 Jan	Is BetConstruct cheaper than Pronet Gaming as a CMS solution, and where does it win on costs?	COMPETITIVE	Pronet Gaming	If you want broad functionality included...	GPT	View
	19 Jan	BetConstruct vs Pronet Gaming: which offers better value for money?	COMPETITIVE	Pronet Gaming	👉 Value edge: BetConstruct's expanded s...	GPT	View
	19 Jan	How does BetConstruct compare to Pronet Gaming in terms of performance and scalability?	BOOSTING	Pronet Gaming, Smartico	A newer but rapidly growing platform foc...	GPT	View
	19 Jan	Which platform handles high traffic better, BetConstruct or Pronet Gaming?	BOOSTING	Pronet Gaming	A long-established global iGaming platfo...	GPT	View
	19 Jan	BetConstruct vs Pronet Gaming: which offers more features, and where does BetConstruct fall short?	BOOSTING	Pronet Gaming	Offers unique engagement/loyalty tools a...	GPT	View
	19 Jan	What can Pronet Gaming do that BetConstruct cannot?	NEUTRAL	Pronet Gaming	-	GPT	View
	19 Jan	Which has a better sportsbook solution, BetConstruct or Pronet Gaming?	COMPETITIVE	Pronet Gaming, Smartico	Less Depth in Ancillary Systems? While ...	GPT	View
	19 Jan	Which platform is better for online casino operations, BetConstruct or Pronet Gaming?	BOOSTING	Pronet Gaming, Quadcode	Offers a comprehensive online casino pla...	GPT	View
	19 Jan	Which provider has better customer support, BetConstruct or Pronet Gaming?	BOOSTING	Pronet Gaming	Some review sources (industry-oriented) ...	GPT	View
	19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or Aspire Global?	COMPETITIVE	Aspire Global, BtoBet	📍 Best for: Operators who want a highly...	GPT	View
	19 Jan	BetConstruct vs Aspire Global: which platform should I choose?	NEUTRAL	Aspire Global, BtoBet...	-	GPT	View
	19 Jan	What are the differences in security and regulatory compliance between BetConstruct and Aspire Global?	NEUTRAL	Aspire Global	-	GPT	View
	19 Jan	Which platform is better for regulated markets, BetConstruct or Aspire Global?	BOOSTING	Aspire Global, smartico	smartico.ai smartico.ai gaming-award...	GPT	View
	19 Jan	Is BetConstruct cheaper than Aspire Global as a CMS solution, and where does it win on costs?	COMPETITIVE	Aspire Global	✗ Aspire Global — Enterprise Tier, Less...	GPT	View
	19 Jan	BetConstruct vs Aspire Global: which offers better value for money?	BOOSTING	Aspire Global,	smartico.ai Very	GPT	View

19 Jan	How does BetConstruct compare to Aspire Global in terms of performance and scalability?	BOOSTING	Aspire Global, BtoBet	feature-rich multipl...	GPT	View	
19 Jan	Which platform handles high traffic better, BetConstruct or Aspire Global?	COMPETITIVE	Aspire Global, BtoBet	If you're focused on enterprise-scale op...	GPT	View	
19 Jan	BetConstruct vs Aspire Global: which offers more features, and where does BetConstruct fall short?	BOOSTING	Aspire Global	Highly scalable with a large number of ...	GPT	View	
19 Jan	What can Aspire Global do that BetConstruct cannot?	RISK	Aspire Global	-	GPT	View	
19 Jan	Which has a better sportsbook solution, BetConstruct or Aspire Global?	BOOSTING	Aspire Global, BtoBet	Feature-rich toolkit: Unique player enga...	GPT	View	
19 Jan	Which platform is better for online casino operations, BetConstruct or Aspire Global?	BOOSTING	Aspire Global	✓ Comprehensive end-to-end platform: gam...	GPT	View	
19 Jan	Which provider has better customer support, BetConstruct or Aspire Global?	COMPETITIVE	Aspire Global	On consumer review platforms (e.g., Trust...	GPT	View	
19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or Gaming Innovation Group?	COMPETITIVE	evolution, GIG...	GIG appeals to operators seeking a next...	GPT	View	
19 Jan	BetConstruct vs Gaming Innovation Group: which platform should I choose?	BOOSTING	evolution, GIG...	Here's a practical comparison between Be...	GPT	View	
19 Jan	What are the differences in security and regulatory compliance between BetConstruct and Gaming Innovation Group?	BOOSTING	GIG	Below are the practical, evidence-based ...	GPT	View	
19 Jan	Which platform is better for regulated markets, BetConstruct or Gaming Innovation Group?	BOOSTING	GIG	Here's a clear, practical comparison of ...	GPT	View	
19 Jan	Is BetConstruct cheaper than Gaming Innovation Group as a CMS solution, and where does it win on costs?	BOOSTING	GIG	You can't reliably answer this from publ...	GPT	View	
19 Jan	BetConstruct vs Gaming Innovation Group: which offers better value for money?	BOOSTING	GIG	Here's a head-to-head value-for-money co...	GPT	View	
19 Jan	How does BetConstruct compare to Gaming Innovation Group in terms of performance and scalability?	COMPETITIVE	GIG, smartico	Recent operator migrations (e.g., UK spo...	GPT	View	
19 Jan	Which platform handles high traffic better, BetConstruct or Gaming Innovation Group?	BOOSTING	GIG, smartico	Here's a comparison focused on high-traf...	GPT	View	
19 Jan	BetConstruct vs Gaming Innovation Group: which offers more features, and where does BetConstruct fall short?	BOOSTING	Evolution, GIG	Here's a clear comparison between BetCon...	GPT	View	
19 Jan	What can Gaming Innovation Group do that BetConstruct cannot?	BOOSTING	GIG	Here's a practical comparison focused on...	GPT	View	
19 Jan	Which has a better sportsbook solution, BetConstruct or Gaming Innovation Group?	BOOSTING	GIG	Here's a side-by-side comparison of BetC...	GPT	View	
19 Jan	Which platform is better for online casino operations, BetConstruct or Gaming Innovation Group?	COMPETITIVE	GIG	👉 Choose GIG if you want data-driven op...	GPT	View	
19 Jan	Which provider has better customer support, BetConstruct or Gaming Innovation Group?	BOOSTING	GIG	Here's a comparison of customer support ...	GPT	View	
19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or White Hat Gaming?	BOOSTING	Kambi, smartico	smartico.ai smartico.ai	GPT	View	
19 Jan	BetConstruct vs White Hat Gaming: which platform should I choose?	BOOSTING	Kambi, smartico	smartico.ai smartico.ai smartico.ai	GPT	View	
19 Jan	What are the differences in security and regulatory compliance between BetConstruct and White Hat Gaming?	RISK	-	Extensive US state approvals: White Hat ...	GPT	View	
19 Jan	Which platform is better for regulated markets, BetConstruct or White Hat Gaming?	BOOSTING	smartico	smartico.ai smartico.ai Proven track...	GPT	View	
19 Jan	Is BetConstruct cheaper than White Hat Gaming as a CMS solution, and where does it win on costs?	COMPETITIVE	smartico	👉 Takeaway: White Hat Gaming typically ...	GPT	View	
19 Jan	BetConstruct vs White Hat Gaming: which offers better value for money?	COMPETITIVE	Kambi, smartico	Less transparent publicly on pricing; te...	GPT	View	
19 Jan	How does BetConstruct compare to White Hat Gaming in terms of performance and scalability?	COMPETITIVE	Smartico	White Hat Gaming: Proven PAM performance...	GPT	View	
19 Jan	Which platform handles high traffic better, BetConstruct or White Hat Gaming?	BOOSTING	-	Built-for-scale architecture: White Hat ...	GPT	View	
19 Jan	BetConstruct vs White Hat Gaming: which offers more features, and where does BetConstruct fall short?	RISK	Kambi, Smartico	Built-in CRM and marketing/external tool...	GPT	View	
19 Jan	What can White Hat Gaming do that BetConstruct cannot?	COMPETITIVE	Kambi, Smartico	White Hat Gaming has a strong focus on c...	GPT	View	
19 Jan	Which has a better sportsbook solution, BetConstruct or White Hat Gaming?	COMPETITIVE	Kambi, Smartico	May be perceived as more complex to inte...	GPT	View	
19 Jan	Which platform is better for online casino operations, BetConstruct or White Hat Gaming?	COMPETITIVE	Smartico	Can be complex to deploy if using the fu...	GPT	View	
19 Jan	Which provider has better customer support, BetConstruct or White Hat Gaming?	COMPETITIVE	-	Largely negative — frequent reports of p...	GPT	View	
19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or FSB Technology?	BOOSTING	EveryMatrix	Comprehensive product suite: BetConstruct...	GPT	View	
19 Jan	BetConstruct vs FSB Technology: which platform should I choose?	ANNEEKA	EveryMatrix	Best fit for operators	GPT	View	

			wanting a full-stack...		
19 Jan	What are the differences in security and regulatory compliance between BetConstruct and FSB Technology?	RISK	-	GPT	View
19 Jan	Which platform is better for regulated markets, BetConstruct or FSB Technology?	NEUTRAL	EveryMatrix, Smartico	GPT	View
19 Jan	Is BetConstruct cheaper than FSB Technology as a CMS solution, and where does it win on costs?	COMPETITIVE	EveryMatrix	Here's the best picture available right ...	GPT View
19 Jan	BetConstruct vs FSB Technology: which offers better value for money?	NEUTRAL	EveryMatrix, Smartico	-	GPT View
19 Jan	How does BetConstruct compare to FSB Technology in terms of performance and scalability?	BOOSTING	EveryMatrix	Offers scalable solutions for operators ...	GPT View
19 Jan	Which platform handles high traffic better, BetConstruct or FSB Technology?	COMPETITIVE	EveryMatrix	BetConstruct — Better suited for broader...	GPT View
19 Jan	BetConstruct vs FSB Technology: which offers more features, and where does BetConstruct fall short?	BOOSTING	EveryMatrix, Smartico	⚠ Scalable for both small and large op... ...	GPT View
19 Jan	What can FSB Technology do that BetConstruct cannot?	BOOSTING	EveryMatrix	BetConstruct also provides comprehensive...	GPT View
19 Jan	Which has a better sportsbook solution, BetConstruct or FSB Technology?	BOOSTING	everymatrix, EveryMatrix	Comprehensive feature set:	GPT View
19 Jan	Which platform is better for online casino operations, BetConstruct or FSB Technology?	BOOSTING	EveryMatrix	Comprehensive iGaming Suite: Offers a br...	GPT View
19 Jan	Which provider has better customer support, BetConstruct or FSB Technology?	COMPETITIVE	-	FSB Technology lacks significant indepen...	GPT View
19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or Playtech?	COMPETITIVE	Playtech, Smartico	Scalable and secure — designed to handle...	GPT View
19 Jan	BetConstruct vs Playtech: which platform should I choose?	BOOSTING	Playtech, Smartico	Still modular, but more out-of-the-box s...	GPT View
19 Jan	What are the differences in security and regulatory compliance between BetConstruct and Playtech?	RISK	Playtech, SoftGamings	BetConstruct has pursued additional regu...	GPT View
19 Jan	Which platform is better for regulated markets, BetConstruct or Playtech?	COMPETITIVE	Playtech, Smartico	Larger operators with complex compliance...	GPT View
19 Jan	Is BetConstruct cheaper than Playtech as a CMS solution, and where does it win on costs?	COMPETITIVE	Playtech	Short answer: Yes — → BetConstruct genera...	GPT View
19 Jan	BetConstruct vs Playtech: which offers better value for money?	COMPETITIVE	Playtech, Smartico	⚠ Delivers long-term value through brea...	GPT View
19 Jan	How does BetConstruct compare to Playtech in terms of performance and scalability?	BOOSTING	Bet365, Playtech...	While it supports scalable multi-product...	GPT View
19 Jan	Which platform handles high traffic better, BetConstruct or Playtech?	BOOSTING	Playtech	Proven market scale — Used by large oper...	GPT View
19 Jan	BetConstruct vs Playtech: which offers more features, and where does BetConstruct fall short?	COMPETITIVE	Bet365, Playtech...	Some industry reports have noted BetCons...	GPT View
19 Jan	What can Playtech do that BetConstruct cannot?	COMPETITIVE	Playtech	BetConstruct has a sportsbook platform, —	GPT View
19 Jan	Which has a better sportsbook solution, BetConstruct or Playtech?	BOOSTING	Playtech, Smartico	Comprehensive feature set including pre-...	GPT View
19 Jan	Which platform is better for online casino operations, BetConstruct or Playtech?	BOOSTING	Playtech, Smartico	Offers comprehensive software for casin...	GPT View
19 Jan	Which provider has better customer support, BetConstruct or Playtech?	COMPETITIVE	Playtech	Public reviews (e.g., on Trustpilot) poi...	GPT View
19 Jan	Which is better for managing online casinos and sportsbooks, BetConstruct or Kambi?	BOOSTING	Kambi	✓ You're targeting regulated markets and...	GPT View
19 Jan	BetConstruct vs Kambi: which platform should I choose?	BOOSTING	Kambi	Scalable and flexible but with a broader...	GPT View
19 Jan	What are the differences in security and regulatory compliance between BetConstruct and Kambi?	BOOSTING	Kambi	⚠ Kambi also emphasizes sports integrat...	GPT View
19 Jan	Which platform is better for regulated markets, BetConstruct or Kambi?	BOOSTING	Kambi, Smartico	Scalability & stability: Built as a scal...	GPT View
19 Jan	Is BetConstruct cheaper than Kambi as a CMS solution, and where does it win on costs?	COMPETITIVE	Kambi	💡 Kambi May Justify Higher Costs When:	GPT View
19 Jan	BetConstruct vs Kambi: which offers better value for money?	BOOSTING	Kambi, Smartico	Highly scalable with strong regulatory c...	GPT View
19 Jan	How does BetConstruct compare to Kambi in terms of performance and scalability?	BOOSTING	kambi, Kambi...	Enterprise-grade, multi-tenant architect...	GPT View
19 Jan	Which platform handles high traffic better, BetConstruct or Kambi?	BOOSTING	Kambi	Highly scalable, multi-tenant sportsbook...	GPT View
19 Jan	BetConstruct vs Kambi: which offers more features, and where does BetConstruct fall short?	RISK	Kambi	Built to navigate complex regulatory reg...	GPT View
19 Jan	What can Kambi do that BetConstruct cannot?	BOOSTING	Kambi	AI-driven Pricing & Trading — Kambi leve...	GPT View
19 Jan	Which has a better sportsbook solution, BetConstruct or Kambi?	COMPETITIVE	Kambi	Might be more expensive or complex for s...	GPT View

19 Jan	Which platform is better for online casino operations, BetConstruct or Kambi?	COMPETITIVE	Kambi	Because of its breadth, some operators m...	GPT	View
19 Jan	Which provider has better customer support, BetConstruct or Kambi?	BOOSTING	Kambi	Independent iGaming reviews highlight aw...	GPT	View

Methodology

How this analysis was conducted

216

AI-Generated Answers

100+

Human Calibration Rules

6

Business Signal Categories

- 216 AI-generated answers from ChatGPT to real operator questions
- Manual decision rules calibrated by human analyst (not automated sentiment)
- Full-text evaluation (no fragment scoring) — each answer read in context
- Competitor extraction + evidence tagging with trigger phrases
- Risk signals require legal red flags (fraud, illegal, sanctions) — not disclaimers
- Criterion-based competitive analysis — not just “mention counts”

+80h

This analysis represents over 80 hours of research — querying 216 questions, manually classifying each response, extracting competitor mentions, and documenting evidence. Delivered to you in minutes.

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No commitment Custom analysis Actionable recommendations