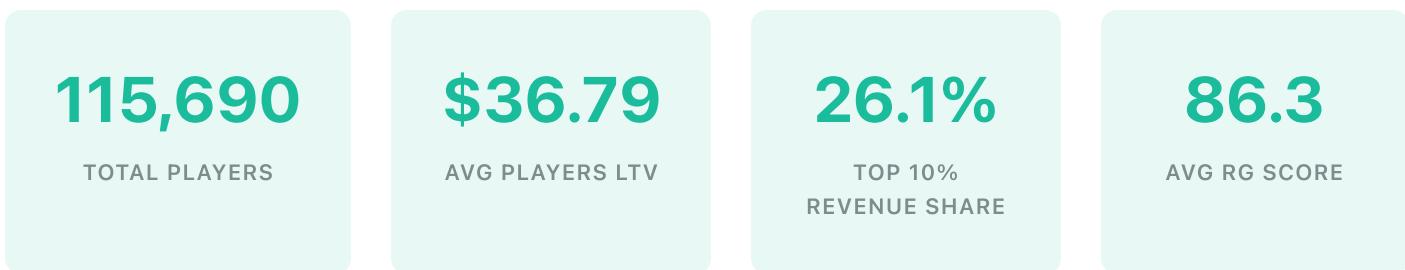


# Players Intelligence Report

LuckySpin - Players Segmentation & Lifetime Value Analysis | January - December 2025

## Players Overview



## Players Segment Deep-Dive

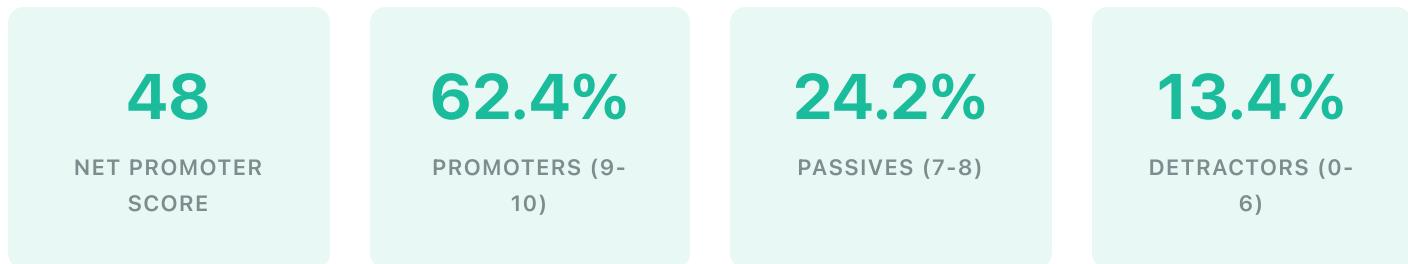
Segment	Players	Revenue	Avg Transaction	RG Score	NPS
Platinum	1,157	\$284.6K	\$246.02	82	8.4
Gold	3,471	\$642.4K	\$185.08	84	8.3
Silver	9,255	\$1.20M	\$129.79	86	8.3
Bronze	17,353	\$1.54M	\$88.67	88	8.2
Standard	84,454	\$4.52M	\$53.47	89	8.1

### Segment Intelligence

## Geographic Distribution

Region	Players	Revenue	Avg Transaction	Revenue/Players
United Kingdom	38,178	\$1.40M	\$36.68	88
Germany	23,138	\$851.3K	\$36.79	86
Canada	17,353	\$638.5K	\$36.80	87
Sweden	11,569	\$425.7K	\$36.80	92
Finland	9,255	\$340.5K	\$36.79	90

## Players Satisfaction Analysis



## Acquisition Channel Performance

Channel	Revenue	Transactions	Avg Transaction	Share
Organic Search	\$1.17M	31,636	\$37.00	27.4%
Affiliate	\$978.5K	26,209	\$37.33	22.7%
Paid Social	\$766.2K	20,824	\$36.80	17.7%
Direct	\$638.5K	17,353	\$36.80	14.8%
Paid Search	\$468.2K	12,711	\$36.84	10.8%

## Acquisition Insights

Report prepared by **Clean Metrics Studio** | January 16, 2026

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