VELITECH

BUILDING RETENTION THROUGH MECHANICS

Yevheniia Bocharova,
CEO at VeliPlay

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HEAVEN OF 7 JOINS THE VELITECH GROUP

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CEO at Heaven of 7

SHOWCASING THE FULL POTENTIAL OF THE VELIGAMES AGGREGATION POWERHOUSE

Irakli Kakhidze,
Director of Turnkey and VeliGames

VELITECH

makes a bold comeback at SBC Lisbon with battle-tested ecosystem for emerging markets

Shortlisted for the SBC Awards:

SBC SUMMIT AWARDS '25
AGGREGATOR OF THE YEAR FINALIST

SBC SUMMIT AWARDS '25
MULTI-CHANNEL SUPPLIER FINALIST

Showcasing the full potential of the VeliGames aggregation powerhouse

Let's be honest: most aggregators stop at "here's your content, good luck." VeliGames is different. It's a game aggregation platform by VeliTech, designed around real-world operator needs.

We've faced all these challenges ourselves — stitching together content, wallets, bonus tools, and compliance in markets where the internet barely loads a homepage. That's exactly why we built VeliGames.

> " We've seen first-hand how tough it is for operators to scale with outdated, one-size-fits-all platforms. That's why we built VeliGames around the realities operators face, not our assumptions. Many markets don't follow the Western playbook, so we created a flexible, high-performance solution designed to support brands in today's high-growth regions.
>
> Giorgi Aleksidze, CEO at VeliTech

With a single API unlocking access to 35,000+ games from 160+ top providers, it goes beyond aggregation, offering wallet flexibility, an agent reselling module, full-scope integration capabilities, and seamless setup. It's not just a content pipeline, but a plug-and-play growth engine packed with engagement tools, gamification, and control that drives results worldwide, especially in fast-moving and emerging markets.

> " VeliGames delivers what operators actually need — tier-1 technology infrastructure blended with regional gaming trends — all through one API. We don't just drop 35,000 games and wish you luck. We stick around, constantly enriching our portfolio with fresh content and backing you with real support long after launch. That's not just talk, that's what we stake our reputation on.
>
> Irakli Kakhidze, Director of Turnkey & VeliGames

We believe it's the perfect moment to spotlight the full capabilities of the VeliGames brand with the launch of a dedicated website. As part of the VeliTech broader ecosystem, VeliGames gives operators the freedom to integrate it directly into existing setups or pair it with other VeliTech solutions for maximum impact. Whether launching a new brand or expanding into high-potential markets across Africa, Asia, or LATAM, VeliGames is ready to power operators' next leap.

Scan to visit the VeliGames.io website

Key features

VeliGames goes beyond just 'extensive' or 'high-quality' content. Yes, we deliver the games — we're an aggregator, after all. But what truly sets us apart are the built-in tools layered on top to help operators win.

Plug-and-play content aggregation with engagement

Unified API with Reward API and reverse integration support

Infrastructure and pricing for emerging markets

Wallet flexibility for complex player ecosystems

Agent reselling module for localised growth

9 new game provider partnerships: VeliGames keeps expanding

Lately, 9 new providers have joined the VeliGames portfolio, bringing a wave of fresh content and regional strength.

Built as a growth engine rather than just a content pipeline, VeliGames ensures player engagement, scalability, and operational flexibility, especially in emerging markets.

The latest power-ups to the VeliGames platform include:

Platipus   TURBO GAMES   Qubit

100HP   7 GAMING   ALLBET

MASCOT   KA Gaming   AMARIX

The VeliTech clients, including operators like CASONGO and BlueChip are already live with titles from these studios, using VeliGames to deepen engagement and broaden their game libraries with top-tier content.

> "
>
> This is definitely a strong content expansion for VeliGames. These new partnerships not only diversify our portfolio, but they also give our clients a competitive edge with games that perform across markets. But VeliGames is more than a content pipeline. It's a growth engine. With wallet flexibility, an agent reselling system, retention tools, and pricing tailored for emerging markets, we give operators everything they need to scale fast and smart.
>
> Revaz Janelidze, Partnerships Manager at VeliGames

GAMES

Unleash endless gaming possibilities

Game aggregation powerhouse to captivate your players with an extensive selection of top-quality games.

01 Extensive game portfolio
to cater to players' unique preferences

02 Unified API / reversed integration
to eliminate the headache of managing multiple integrations

03 Built-in gamification suite
to enhance player engagement with jackpots, tournaments, and prize drops

04 Intuitive game management
to add, remove, and update games effortlessly

Get **35K+** games integrated from **160+** connected gaming providers with just **1** API integration

LIVE CASINO SLOT GAMES CRASH GAMES SCRATCH CARD TABLE GAMES

Evolution   SPRIBE   Ezugi Smart Move   NETENT   PLAY'n GO   PRAGMATIC PLAY   and multiple other providers

Rapid troubleshooting & support

We work closely with game content providers and offer ongoing technical support and troubleshooting once the games go live.

Learn more:

🔗 veligames.io   ✉ hello@velitech.com

Our Clients:

CASONGO   JamboBet   bluechip   RIVAL   betta bets   CHOPBET

HEAVEN OF 7
part of VeliTech

joins the **VELITECH** group

Heaven of 7, a specialised slot provider, has joined the VeliTech group of companies, expanding the company's content capabilities and portfolio. The Cyprus-headquartered content provider brings specialised slot expertise that perfectly complements the VeliTech existing instant games through VeliPlay.

Strategic enhancement to the content ecosystem

This strategic move positions VeliTech to offer operators an even more comprehensive gaming solution. Heaven of 7 slot expertise will complement VeliPlay instant games, creating enhanced value for operators seeking quality content and reliable technology.

> "
> Heaven of 7 represents exactly the kind of partnership that drives real value for our clients. Their proven track record in creating engaging slot experiences, combined with our battle-tested platform technology, creates opportunities for operators to deliver the thrilling gaming moments players are looking for.
>
> Giorgi Aleksidze, CEO at VeliTech

Heaven of 7 brings a deep understanding of player engagement and game mechanics, developed through real-world market experience. The company's European base provides strategic advantages for serving regulated markets, where compliance and localised gaming preferences are critical success factors.

> "
> This move allows us to focus entirely on what we do best – creating compelling slot experiences – while benefiting from the proven operational excellence at VeliTech
>
> Aleksandra Rudis, CEO at Heaven of 7

2025 iGaming trendbook insights

In partnership with Ace Alliance

Sergii Maiakov,
CTO at VeliTech

Sergii Maiakov, CTO at VeliTech, has been invited to contribute his insights to the [2025 iGaming Trendbook by Ace Alliance.](#) This carefully curated guide brings together the perspectives of 25+ industry leaders, highlighting key shifts in regulation, innovation, and emerging markets. With his background in engineering leadership at Amazon and Samsung, and his role in shaping VeliTech product ecosystem, Sergii brings a unique, forward-thinking view to the conversation about where iGaming is headed next.

1.What was the most impactful tech innovation or advancement for the iGaming industry in 2024?

In 2024, the leap in AI for responsible gaming tools stood out. It's not just about personalising games anymore — it's about actively safeguarding players. **AI systems now detect problematic behaviours in real-time, alerting operators and suggesting interventions.** This innovation has significantly raised the bar for player safety while enhancing trust and regulatory compliance. It's a clear signal that technology in iGaming isn't just about growth — it's about doing better for the players and the industry as a whole.

A significant boost in AI performance has led to the development of AI-powered chat operators capable of seamlessly addressing most client issues. This eliminates the need for clients to wait in line and significantly reduces operational costs by removing the reliance on dedicated L1 support teams.

2. Which technology innovation excites you the most in the coming years?

The most exciting innovation is **advanced personalisation technology**. A/B testing has proven inadequate as it focuses on majority preferences, often missing vital customer segments with unique needs, leading to suboptimal experiences and potential customer loss.

Modern personalisation systems use AI to adapt iGaming products' experiences to individual user behaviours and preferences in real-time. While implementing these systems requires significant technological investment, the returns are substantial — delivering truly customised experiences that maximise player engagement and satisfaction, ultimately transforming how iGaming platforms serve their diverse user base.

3. What would you recommend to iGaming operators when it comes to embracing technology?

When embracing technology, i**Gaming operators should prioritise latency and performance optimisation**. Focus on implementing regional server infrastructure to ensure minimal latency for target markets. Utilise edge location caching and network optimisation techniques to enhance real-time gaming performance. Additionally, integrate market-specific payment systems that address local requirements and preferences. These technical foundations are crucial for delivering seamless gaming experiences and maintaining competitive advantage in the rapidly evolving iGaming landscape.

The Human side of iGaming:

Building portals, not just platforms

Levan Gvinianidze,
Head of Brand Development at Veli BC

Walk down any street in Kinshasa or Brazzaville, and you'll find them—betting shops clustered together like cafés in Paris, sometimes three on a single corner. This isn't market saturation; it's market reality. In emerging markets, gambling represents one of the most transparent paths to financial opportunity—no hidden requirements, no gatekeepers, just odds that apply equally to everyone.

The trust equation in dynamic markets

After years of navigating African markets, one truth stands out: formal market research infrastructure is virtually non-existent. You're operating without traditional safety nets, making decisions based on ground-level observation and genuine community engagement. The challenge isn't just building consumer confidence—it's earning trust in markets where established relationships matter more than marketing budgets.

What makes African markets fascinating is their sophistication in filtering genuine operators from fly-by-night ventures. Consumers here have developed sharp instincts for authenticity. They're not sceptical—they're selective, and rightfully so.

Traditional B2B platforms approach this with technology-first solutions—better KYC, enhanced security, and blockchain verification. But trust isn't built through technical specifications. It's earned through consistent presence, cultural understanding, and genuine community engagement.

When we developed CASONGO, the breakthrough wasn't technological—it was mythological. Discovering Ongo, the Nyanga people's gambling deity, gave us more than a clever name. It provided cultural authenticity that no amount of market research could have manufactured. The name's dual meaning—"casino on the go"—was serendipitous. The community's genuine enthusiasm? That was validation.

Different cities, different universes

Here's what desktop research won't tell you about African markets: two cities sharing a river, can be completely different beasts. Kinshasa's 20 million inhabitants create dynamics entirely different from Brazzaville's two million. In Brazzaville, traditional billboards work brilliantly. In Kinshasa's vibrant chaos, you need guerrilla tactics and street-level engagement.

These aren't just logistical differences—they're behavioural. The intensity of daily life in a 20-million-person metropolis shapes how people interact with brands differently than in smaller cities. The same offer, the same creative can succeed wildly in one city and fail completely across the river.

This granular understanding only comes from being there, from watching how people actually interact with betting shops, from understanding that in Africa, major tournaments aren't just sporting events—they're cultural moments where iGaming brands become part of the social fabric. The African Cup of Nations sees gambling operators as primary sponsors—a level of integration that would be controversial in Europe but is celebrated here as brands supporting the sports people love.

Creative innovation as competitive advantage

When you're not the market leader—when you're Nemo, not the shark—conventional strategies won't work. You need creative approaches that established players wouldn't dare try.

Take our upcoming TV campaign for CASONGO. Instead of traditional spots, we're introducing "odds forecasts"—segments integrated into news programmes where matches are presented like weather reports. Picture a presenter at the map: "Paris heats up as PSG faces Monaco, while Liverpool expects storms for the derby." It's not an interruption; it's information.

Our radio strategy follows similar logic: daily ads formatted as morning bulletins with fresh content every day. "Good morning! It's Tuesday, another chance to win. Today's matches include…" We're not buying media; we're becoming media.

Some social posts have generated 10,000+ comments—exceptional engagement that reflects genuine community interest. These numbers matter less than what they represent: real conversations, not just metrics.

The India paradox

India presents an entirely different challenge. Despite being one of the world's largest gambling markets, advertising is virtually prohibited on traditional channels. No TV, no billboards, no conventional approach will work.

The solution? Building communities through Telegram where real punters gather. It's an entirely different playbook from Africa, requiring new strategies for a market where cricket isn't just sport—it's religion, and betting on IPL matches is a national pastime.

What gives smaller players confidence here is collective intelligence. Within the Veli Group ecosystem, brands share ground-level insights that no consultant could provide. Which matches drive traffic? Why does kabaddi betting peak at certain times? This isn't corporate synergy—it's survival intelligence from teams who've navigated these waters.

Beyond technology: The Human API

The iGaming industry loves talking about APIs, integrations, and technical specifications. But in emerging markets, the most important integration is with human behaviour. People don't want platforms; they want portals—gateways to possibility, community, and that universal thrill of potential victory.

This shift from platform to portal thinking changes everything. Design decisions focus on emotional resonance, not just user efficiency. Marketing emphasises community belonging, not just bonus offers. Product development prioritises local payment methods and cultural preferences over cutting-edge features that impress investors but confuse users.

In markets where formal banking is limited and digital literacy varies wildly, your technology must be bulletproof but invisible. The moment users think about the technology, you've lost them. They should only think about the next match, the next spin, the next possibility.

The real competitive edge

After years in emerging markets, the lesson is clear: success doesn't come from outspending competition or importing Western strategies. It comes from understanding that behind every bet is a human story—someone participating in a global sport, someone exercising the same hope that drives punters from Las Vegas to Macau, from London to Lagos.

In Africa, particularly, iGaming occupies a unique position. It's regulated, transparent, and provides legitimate employment for thousands. It contributes to the formal economy, sponsors local sports, and connects communities to global events. When Messi scores in Miami, someone in Kinshasa celebrates not just as a fan, but as a participant in that moment.

This human understanding, combined with creative courage and technological reliability, creates sustainable competitive advantage. Where established players rely on market dominance, newer entrants can build genuine connections. Where giants move slowly, nimble players can adapt daily.
The future of iGaming in emerging markets won't be won by the biggest platforms or the flashiest technology. It'll be won by brands that understand they're not building platforms—they're creating portals. Portals to excitement, community, and possibility.

That's not marketing philosophy. That's market reality, learned one street corner at a time.

The human side of iGaming
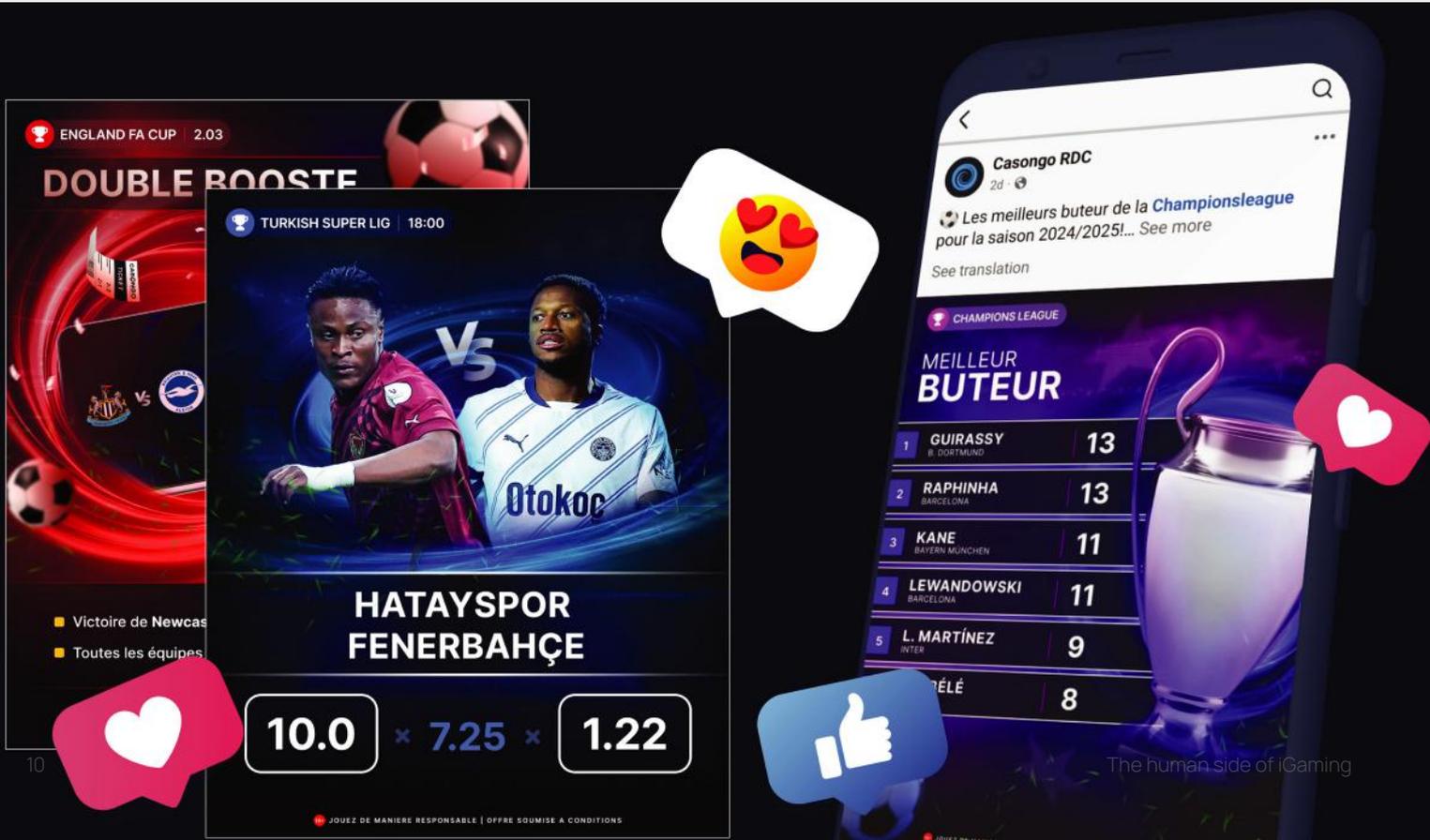
CASONGO

Strategic success in the Central African iGaming market

READ MORE ↗

About the client:

CASONGO, one of the prominent companies in the sports betting and casino website sector, embarked on an ambitious project to penetrate the African iGaming market, building on its legacy of success in Europe. Given the unique challenges of this region, including diverse consumer behaviours and technological constraints, CASONGO sought a strategic partnership to facilitate an efficient, scalable, and user-friendly market entry in Central Africa.

Challenges:

CASONGO's entry into the Central African iGaming market came with challenges, including the high cost of the Internet and its limited accessibility, underdeveloped digital payment infrastructure and retail betting complexities. Due to the local preference for social betting and mistrust of online services, a strategy was needed to shift offline bettors to online platforms.

Solutions:

The VeliTech tailored turnkey solution provided the expertise and technology needed for a smooth market entry and scalable business growth. Our multi-faceted strategy combined cutting-edge technology with integrated platform solutions, revolutionising bet shop operations, enhancing mobile accessibility, and streamlining financial transactions.

Exceptional outcomes of CASONGO strategic market entry

Thanks to the outstanding efforts of their team and a strong partnership with VeliTech, CASONGO achieved impressive results — highlighting the platform's broad appeal and a highly successful market entry

1.5M New Online Players Welcomed	**3x** Increase in Unique Active Players	**7x** Increase in Deposits
8x Increase in GGR	**22M** Casino Sessions Hosted	**43M** Tickets Sold

VELIEDGE
by VeliTech

From cold to gold:

The ultimate email domain warmup guide
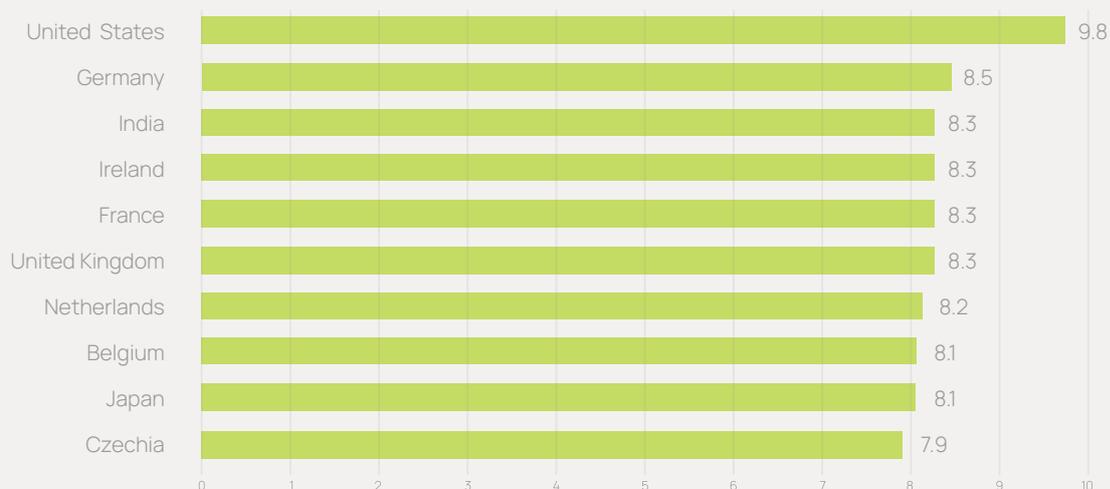
READ MORE ↗

Sanjulian Nis,
Head of VeliEDGE

Email marketing delivers serious ROI, but here's a catch — only when done right. This is especially critical in iGaming, where operators face stricter scrutiny from email service providers. Skip the warmup process, and you're looking at black-listed domains, zero deliverability rates, and marketing budgets down the drain.

Most iGaming operators are drowning in engagement tools that don't deliver. Through VeliTech recent expansions in South Africa and Asia, we've cracked the code on what actually drives player behaviour. Leading VeliEDGE — our no-code CRM platform — has given me unfiltered access to the wins, losses, and game-changing strategies that separate thriving operators from the rest.

Before mapping out the steps to maximise your email marketing impact, pause for a moment: is email truly the right channel for your players? Its effectiveness depends heavily on your market. Email performs best in regions with widespread desktop usage and reliable connectivity. Statista's 2025 report breaks down the countries with the highest daily email volumes. Use it to gauge whether your players are likely to engage through this channel.

Countries with the highest number of emails sent daily in billions

| Country	Billions
United States	9.8
Germany	8.5
India	8.3
Ireland	8.3
France	8.3
United Kingdom	8.3
Netherlands	8.2
Belgium	8.1
Japan	8.1
Czechia	7.9

August 2025
Source: Statista

If the answer is yes, then let's dive into the steps that will help you make email marketing work better for your brand. This guide breaks down the exact warmup process that protects your domain reputation and maximises your email marketing investment. No fluff, no guesswork — just the proven tactics that keep your emails landing where they belong: in your players' inboxes.

1. Start small and scale gradually

Spikes in email volume or unusual patterns can trigger spam filters. New domains should mimic natural, human-like behaviour, scaling volume as sender authority grows. Use a domain warmup tool to gradually increase your outreach. Here's a sample warm-up plan:

Days 1–14:
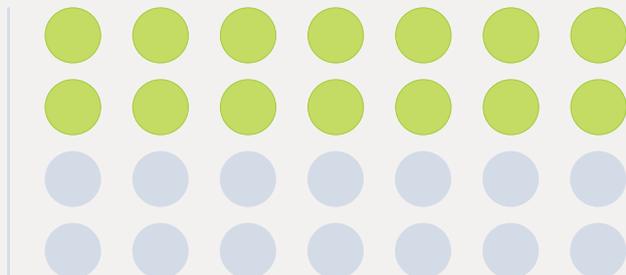
Send a maximum of 50 emails daily to help ESPs see you as safe. Treat your mailbox as a regular business email account by sending authentic messages to trusted contacts, colleagues, or partners.

Days 15–21:
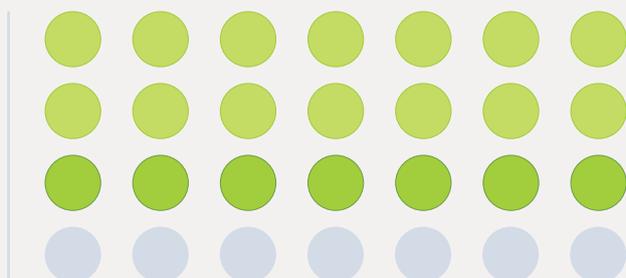
Slowly introduce automated campaigns for trusted contacts (VIP players, staff members, known affiliates, etc.). Gradually build your daily sending patterns to avoid suspicious spikes.

Days 22–30:
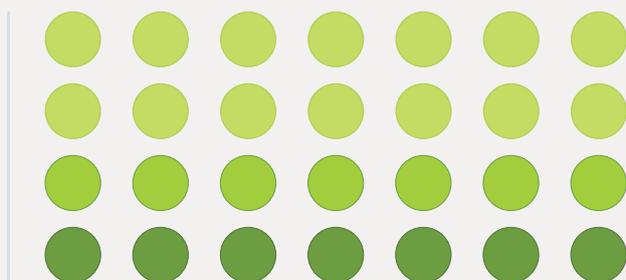
Continue increasing volume, aiming to reach 40–90 emails a day. Introduce short sending intervals that imitate natural sending behaviours.

Therefore, a proper warm-up of a domain for cold email campaigns and iGaming promotions (5,000+ daily emails) can take up to **two months**. To reduce risks during the warm-up phase, use a separate domain for outreach. This way, if your domain is blocked or flagged, your primary corporate domain (used for your website and communications) will remain unaffected.

2. Be consistent and predictable

If your domain spam score is high, consistency may be the problem. Maintain a sending schedule with emails dispatched at similar times daily or weekly. ESPs interpret regularity as a positive signal.

For promotions, anticipate increased activity and incrementally ramp up sending frequency several weeks in advance rather than creating spikes. Scheduling also boosts open rates by building habitual interactions.

3. Keep a Delay Between Emails

ESP algorithms associate rapid emailing with bulk spamming. To protect your email domain spam score, steer clear of huge email volumes per minute. Carefully control delays between emails to mimic human sending, which helps maintain good DR.

Space 40 promotional emails over five hours rather than sending them in minutes. Start with 450-second delays, gradually reducing to 67 seconds.

Days	Delay between the emails
1 - 3	450 sec
4 - 7	400 sec
8-10	250-300 sec
11-14	200 sec
15-20	100 sec
21-30	>67 sec

4. Keep emails short

Both players and ESPs prefer shorter emails that get to the point. Make sure you clearly state the offer's benefit or purpose within the first two lines. In my experience, around 50 words in total are enough to capture attention and avoid spam filters. Regularly test email length against key engagement metrics. Compare shorter and slightly longer messages to find what works with your players.

5. Use real email addresses for warmup

To maintain a high sender reputation, email marketing managers should use only valid and active addresses. But how do you know which ones are safe to use?

**Email addresses fall into three categories:**

VALID address is safe, verified, and ideal for warmups and sequences

RISKY address exists but poses a higher bounce risk due to disposable domains, catch-all setups, or potential spam traps

INVALID address has syntax errors, DNS issues, or a full mailbox

Regular list maintenance not only protects your domain reputation but also optimises your email marketing budget by removing recipients who never open, click, or reply. Use tools like ZeroBounce or EmailListVerify to regularly clean your lists, identify abandoned inboxes, and correct typos. At the same time, beware of automated tools that rely on fake addresses just to boost volume. As a rule of thumb, keep risky addresses to **no more than 20%** of your list.

For new domains, you can start with a pre-warmup by sending emails to colleagues or trusted contacts. ESPs interpret their natural opens, clicks, and replies as early positive signals.

6. Set clear performance benchmarks

Concrete performance indicators help you understand how to warm up email domains effectively and detect early signs of reputation loss. How to reduce risks during the warmup phase? Aim for an 80% open rate, a bounce rate below 5%, and a spam complaint rate of less than 0.05%. To achieve these targets, use highly engaged recipients for your first communications.

80% open rate ✅	**< 5%** bounce rate ✅	**< 0.05%** spam complaint rate ✅
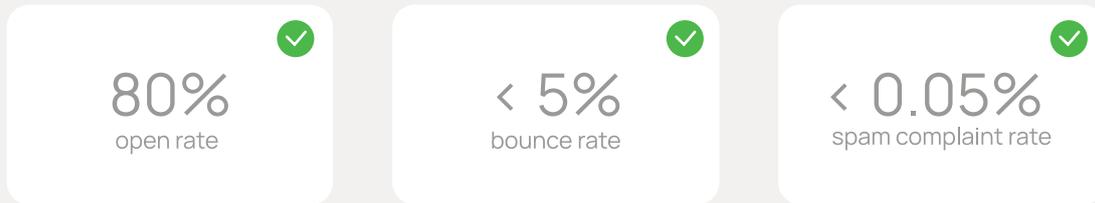
7. Avoid poor writing practices

Avoid fluff and attention-grabbing language like *"Free Money," "100% Guaranteed,"* or *"Claim instantly"*, which are common triggers for anti-spam tools. The same goes for excessive capitalisation and punctuation (for instance, multiple exclamation marks, dollar signs, or emojis in subject lines). Be careful with the entire body of the email, and not just the text. Modern spam filters with OCR (Optical Character Recognition) ability can detect suspicious words even in images.

To save you the trouble, our team prepared a list of iGaming spam trigger words that could hurt your deliverability.

iGaming spam words to avoid

1. Financial promises & gambling-related triggers

are commonly associated with high-risk financial activities, gambling, and promises of wealth, making them highly spam-sensitive in iGaming.

- Winnings
- Jackpot
- Casino
- Double money
- Make money
- Instant cash

2. Urgency-based triggers

signal aggressive sales tactics or misleading urgency, which email filters often flag.

- Act now
- Don't miss out
- Exclusive deal
- Limited time
- Urgent
- Hurry
- Offer expires
- Once in a lifetime
- Special promotion
- Sign up now
- Join for free
- 100% free

3. Payment-related triggers

are linked to online transactions, which can raise security concerns in email filters.

- Deposit
- Withdraw
- Payout
- Wire transfer
- Bank transfer
- PayPal
- Cryptocurrency
- No credit card required
- Instant payout
- Instant withdrawal
- Full refund

4. Too-good-to-be-true triggers

raise red flags due to their frequent association with scams.

- Guaranteed
- Promise you
- No strings attached
- No catch
- Winner
- Claim your prize
- You have been selected
- Your account has been credited
- Exclusive access
- Giveaway

5. High-engagement & clickbait triggers

encourage user interaction but might also be flagged as misleading.

- Click here
- Open now
- Instant access
- See for yourself
- Get started today
- Your chance to win

6. Legal & compliance-related triggers

can be flagged due to potential legal implications.

- 100% legal
- No obligation
- Certified
- Risk-free investment
- No risk guarantee
- Legal approval

Key Takeaways

Domain warmup is your first move. To land in inboxes consistently:

- Avoid spam trigger words, especially in subject lines
- Write naturally and conversationally
- Personalise emails
- Balance text and images
- Ensure proper SPF/DKIM authentication

Email warmup requires patience and precision. But for iGaming operators serious about engagement, it's the difference between cold leads and gold results.

But getting your domain warmed up is just your first move. To land in inboxes instead of spam folders, follow this proven flow for high-impact campaigns:

1. Check DNS settings

2. Pre-warm & warm up your domain gradually

3. Check your domain reputation (DR)

4. Verify recipients' email addresses

5. Craft high-quality & personalised content

6. Launch your campaign with confidence

7. Track key metrics like open, click, & complaint rates

8. Use insights to optimise your next send cycle

9. Prepare for the next campaign with a refined strategy & clean lists

This email domain warmup approach isn't theory — it's battle-tested. During our cooperation with BlueChip, the client used it to break through the noise and dominate one of the toughest iGaming markets: India. Truth is, it wasn't just email tricks — it was a full-scale omnichannel strategy powered by VeliEDGE.

Winning in Asia with VeliEDGE
Smarter player engagement for BlueChip

Where it started

As an established brand, BlueChip was thriving, but knew that long-term success required smarter processes. With cost optimisation as priority, they turned to VeliEDGE — our dynamic no-code CRM and player engagement platform — to streamline their operations in Asia.

Challenges:

Limited workflow capabilities: Legacy platforms charged extra for every new workflow. Want to test fresh ideas? Pay up first.

Third-party dependencies: Forced to buy third-party tools just to see their own engagement results. Double the cost, same data.

One-size-fits-all with no support: Cookie-cutter solutions and outsourced help desks left BlueChip navigating complexities alone.

Technology partner transition: Moving platforms whilst keeping operations smooth — a tricky challenge that could disrupt player engagement.

Solutions:

VeliEDGE approached BlueChip's challenges with a comprehensive strategy focused on removing limitations and creating growth opportunities. Our solutions addressed each pain point while ensuring a smooth transition.

Endless workflow capabilities
VeliEDGE enables operators to create unlimited workflows with no additional fees. BlueChip ran 200+ workflows simultaneously without paying a penny more.

All-in-one tools, no extra costs
Built-in real-time insights into GGR, engagement trends, and retention. No third-party integrations, no hidden costs.

The boutique partnership approach
Close collaboration from day one, bi-weekly syncs, and continuous refinement — disrupting the one-size-fits-all market standard.

Seamless transition management
Zero-drama platform switch with virtually no production issues.

Key features and results:

VeliEDGE delivered comprehensive solutions that transformed BlueChip's operations. Each feature addressed the challenge to maximise impact without raising costs, ensuring sustainable growth and operational excellence.

Maximising engagement at no extra cost

Message feed success

In-app Message Feed displays messages directly within the platform interface. Became BlueChip's most-used channel — 4.5 million messages sent in just two months.

Mobile push notifications

Tailored to match BlueChip's precise requirements. Result? Higher open rates and better player response across all campaigns.

India-focused Pop-ups

Fully custom pop-up system built from scratch, specifically optimised for Indian player behaviour, where this engagement method delivers the best results.

Enhancing player retention with automation

Loyalty points system

Automated reward distribution ensures players receive points instantly for every action.

Enhanced tagging system

Tag-based segmentation has been made more flexible and fully automated to better target and engage players.

Magic link technology

Eliminates friction in the player journey. Players click once, instantly log in, and land exactly where they need to be, dramatically reducing drop-off rates and boosting conversions.

Default process:

Message received → Link clicked → Login page displayed → Credential submitted → Player logged in

Instant clarity with iGaming-focused analytics

Sharper insights are the starting point of every winning strategy. Built-in dashboards tailored specifically for iGaming give BlueChip full visibility without third-party tools or hidden costs.

- **Communication Analytics Dashboard:** Clear, channel-wide view of player engagement

- **General Dashboard:** Tracks CGR, Retention, MAU, WAU, DAU

BlueChip's journey in Asia with VeliEDGE shows what's possible when cost efficiency meets boutique-level service. But VeliEDGE integration was just one part of their broader adoption of the VeliTech ecosystem — and an even greater success story.

Powering BlueChip Success in India

READ MORE ↗

Goals:

BlueChip launched in India's iGaming market in 2022 with a clear goal: to deliver a sleek, mobile-first experience that set them apart. Navigating a complex market required more than vision — it demanded the right tech partner. By working with VeliTech, BlueChip built a scalable, player-focused platform that evolved with their growth and helped them become one of the region's rising stars.

Challenges:

Entering the Indian iGaming market meant dealing with multiple hurdles at once. From a fragmented payment landscape and sudden domain blocks to the lack of crypto-betting support, operational friction was everywhere. Third-party CRMs couldn't keep up with the scale and cost required, while low-end mobile usage made seamless experiences harder to deliver. On top of that, clunky registration and payment flows led to high drop-off rates. These weren't issues a single tool could fix. BlueChip needed a flexible, connected ecosystem built for growth and local realities.

Solutions:

What began as a focused platform partnership soon evolved. As BlueChip grew, they expanded step-by-step within the VeliTech ecosystem — first levelling up engagement with our no-code CRM, cutting churn and boosting lifetime value by 20% through smarter automation (all without scaling costs). Then they strengthened their sports offering with our Sportsbook to match India's demand. To power the client's full operation, VeliTech delivered a Turnkey solution built for speed and scale. With a stable payment infrastructure and a real-time crypto engine, BlueChip turned compliance challenges into wins. Players now enjoy a frictionless experience across sports, casino, and live games, gliding from one thrill to the next without ever feeling like they're switching platforms.

Exceptional growth across the board

20K+ new players acquired monthly	**20%** uplift in player LTV	**18M+ bets** processed every month	**$400K+ in crypto** bets processed

12K+ games live on BlueChip	**15+ tournaments** hosted monthly	**4.5M** in-app messages sent via VeliEDGE CRM

Building retention through mechanics

Our approach at VeliPlay

Yevheniia Bocharova,
CEO at VeliPlay

At VeliPlay, we drive retention by focusing on the mechanics behind player behaviour — not just the games themselves.

Back in January, we introduced a **Rank feature** in Casongo, designed to create a competitive progression loop. While initial impact was limited, it gave us a clear starting point for what motivates return play.

In February, we rolled out **A/B-tested variants** and **localised versions** of Space Plinko. These small mechanic-level changes led to a **200%+ increase in cohort retention** compared to January — proof that even subtle tuning can yield strong results.

But the most significant shift came when we combined **mechanics with new gameplay formats**.

We followed with **rewarded play mechanics** like free balls in Space Plinko and integrated similar structures into **SkyDiver**, released in May. These systems gave players reasons to come back — not once, but repeatedly.

By June, our retention rates had grown by over **370%** since February, and our July cohort is already showing a **4× improvement** over our January baseline.

The takeaway is clear: features and mechanics compound over time. When well-designed systems are layered together, they don't just enhance gameplay — they build habits.

And for us, that's the core of sustainable retention.

Crash with context: why localised games outperform global hits

As Q4 approaches, operators seek differentiation beyond standard mechanics. Cultural resonance provides the answer.

Indian cricket fans don't just play cricket, they live it. When our **Crash for Six** launched with authentic cricket terminology and familiar batting rhythms, retention **surged 45% month-on-month** at launch, then stabilised with **4.9% month-on-month growth** in July as we refined the experience.

This pattern repeats across culturally contextualised games industry-wide, suggesting operators who ignore regional preferences miss revenue opportunities.

Portfolio Performance: Our recent releases validate the cultural approach across formats. Skydiver vertical mechanics achieved **2.3% month-on-month retention growth**, with **sessions lasting 22% longer. Space Plinko** achieved **27% month-over-month growth, and XMatch reached 51.4% month-over-month growth, proving that** contextual innovation drives measurable results.

Holy Moly: Our Latest Release. Our newest portfolio addition revolutionises crash gaming through nostalgic psychology. **Holy Moly** transforms whack-a-mole arcade memories into sophisticated turn-based crash mechanics, featuring **four risk levels** (8%, 15%, 25%, 45% volatility) **and 97% RTP.**

The game's unique structure allows unlimited thinking time between turns, with moles dynamically jumping in and out of holes to maintain visual engagement whilst removing time pressure. The turn-based format creates strategic depth, while timeless arcade sounds trigger powerful pathways in the dopamine system, translating into sustained adult engagement.

Industry Context: Culturally tuned formats outperform in retention cycles. The real opportunity lies in cultural differentiation that creates lasting player relationships.

The numbers reveal player behaviour. The context explains why.

VeliPlay builds crash games designed not just to perform, but to belong in players' lives.

Here's your [Scorecard Template](#) for selecting the winning iGaming CRM platform

Criteria	Hint to evaluate a CRM platform	EDGE Points	
Workflows	Does the CRM provide an easy-to-navigate interface for building workflows, including campaign creation, A/B testing, and automation?	3	
AI-assisted engagement	Does the platform use AI to enhance engagement and deliver personalised experiences?	3	
Segmentation	Can the platform create precise player segments for targeted campaigns?	3	
Custom aggregates	Does the software support custom player fields for advanced data analysis?	3	
RFM Analytics	Can you access RFM analytics based on individual behaviour patterns?	3	
Templates builders	Do the template builders support multi-channel campaigns, including email, SMS, push, pop-up, Viber, activity feed notifications?	3	
Pre-made templates	Does the platform offer pre-made templates to save time?	3	
Notification history	Can you track notification history to analyse communication effectiveness?	3	
Analytical dashboards	Are dashboards detailed and easy to navigate for actionable insights?	3	
Smart goals conversion tracking	Does the platform offer smart goal tracking to monitor conversions effectively?	3	
Direct integration with back-office	Can it seamlessly integrate with your back-office systems for smooth operations and reward distribution?	3	
iGaming focus	Is the CRM tailored specifically to meet the demands of the iGaming industry?	3	
Pricing model	Is the cost suitable for your needs, with flexible financial terms available?	3	
Results		39	

Write down the names of the tools you want to assess, evaluate the top ones based on key criteria — and leave player engagement to the real winners!

EDGE Comments	Tool 2		Tool 3	
	Points	Comments	Points	Comments
No-code customer journey builder for speed and simplicity in campaigns.				
"Best time" and "best channel" AI features optimise timing and platforms for engagement.				
Enhanced segmentation tools based on player activity.				
Useful pre-made aggregate functions, tailored for iGaming needs.				
RFM matrix highlights high-rollers and provides insights into low-stakes players.				
Tools to communicate with players everywhere.				
Template builders support consistent branding and quick deployment across channels.				
Comprehensive history enables analysis of effectiveness and delivery rates.				
User-friendly dashboards provide deep insights into player activity and campaign performance.				
Smart attribution tracks conversions directly, without reliance on links.				
Direct control over player engagement and rewards distribution without third-party tools.				
Purpose-built for iGaming operators, addressing industry-specific needs.				
Operators pay only for monthly active players who generate profit.				

Battle-tested iGaming ecosystem for emerging markets

Operators who embrace ML-powered personalisation and automation in 2025 won't just stay ahead, they'll redefine the game. We deliver exactly that — the next-gen product ecosystem that streamlines operations and transforms how operators engage and grow.

Rapid market entry
Go live in weeks

Emerging markets expertise
Local teams with deep regional knowledge and specialised cash-based solutions

Boutique-like service
Direct C-level access for prompt problem-solving and strategic guidance

Proven B2C expertise
Rely on solutions built from real B2C experience — we know your challenges first-hand

Cost - effectiveness
Benefit from low upfront investment and revenue-aligned fees

Scalability
Grow at your own pace with adaptable technology, built on Europe's best practices and backed by a leading UK holding

"

The most important thing in our company is the product — it's at the centre of everything in our ecosystem. We have a huge range of products across sports, gaming, platform, and more. But what truly sets us apart is having a linked, connected ecosystem.

We've built a full infrastructure with seamless integrations across multiple platforms, and that gives us a special advantage: we're not just selling separate products. The real magic is in the ease we offer our customers, making it simple to use our great solutions and everything we've built to support their business.

Darren Calvia,
CPO at VeliTech

VELITECH

Everything you need to run a casino brand. We excel — you succeed
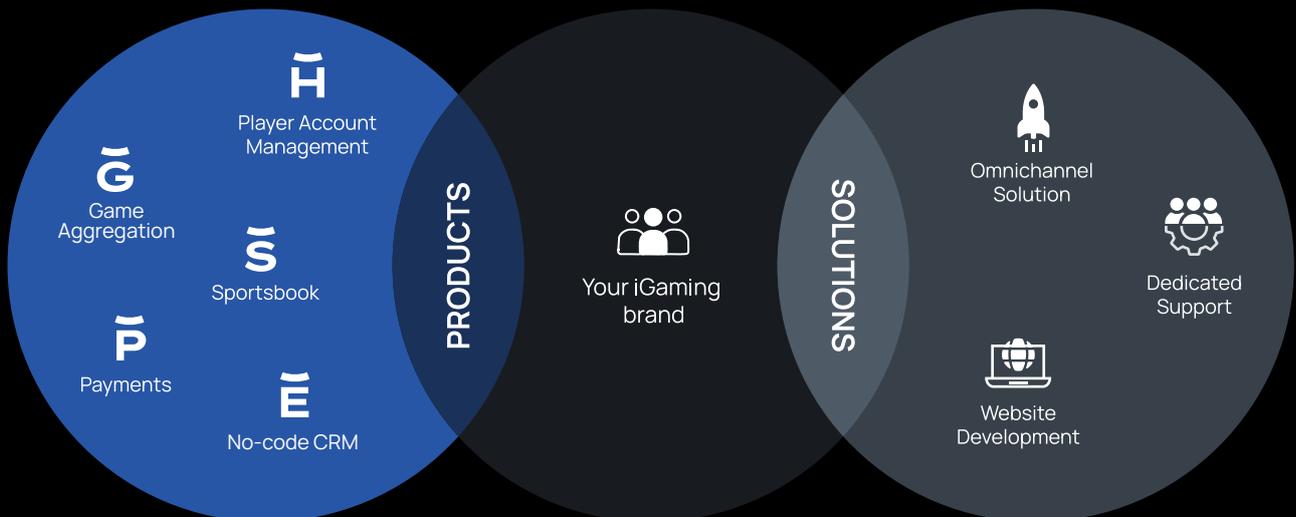
WE OFFER:

01 Reliable, resilient, scalable ecosystem of product

02 High-touch approach

03 Tailored solutions

04 Emerging markets expertise

- 360° view of players
- Elevated game experience
- AI recommendation engine
- Seamless payment experience
- CRM & player engagement
- Deep data & analytics
- Rewards & promotions
- Bet shop management with omnichannel experience

> " At VeliTech, we don't believe in a one-size-fits-all approach. Our Turnkey Solution is designed to support businesses entering emerging markets or expanding globally, focusing on delivering practical, effective solutions that address the real-world challenges iGaming operators face.
>
> **Giorgi Aleksidze**, CEO at VeliTech

PRODUCTS

- Player Account Management
- Game Aggregation
- Sportsbook
- Payments
- No-code CRM

Your iGaming brand

SOLUTIONS

- Omnichannel Solution
- Dedicated Support
- Website Development

Learn more:

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Our Clients:

CASONGO   JamboBet   blue chip   RIVAL   betta bets   CHOPBET

VELITECH

Your ultimate partner in iGaming success

At VeliTech, we're passionate about creating innovative gaming products that drive engagement, increase revenue and deliver the best possible experience for players.

OUR GAME PROVIDERS

REGIONAL OFFICES

HEAVEN OF 7
part of VeliTech

VELIASIA
part of VeliTech

VELIPLAY
part of VeliTech

VELITECH
South Africa

Our team is made up of experienced and knowledgeable iGaming professionals who understand the industry inside out. We've been providing cutting-edge solutions to our clients, working with both established operators and emerging brands to help them achieve their business goals.

280
Payment methods

35,000+
Games integrated

160
Integrated game providers

100+
Sports available

40M+
Users served with our iGaming products

250+
Bright minds engineering our solutions

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