

GREENTUBE PRO ADVANCES THE SOCIAL CASINO EXPERIENCE

EDITORIAL

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Leading the trend in social gaming, Greentube Pro – the private label social casino solution – has grown by leaps and bounds since its introduction to the US market two years ago. As more operators trust the solution to offer a world-class social casino experience for their players, Greentube Pro continues to develop its extensive slots and table games library, enhance the user interface and create new tools for the ultimate casino marketing platform.

Part of NOVOMATIC Interactive, Greentube Pro was built from the ground-up for the US as a way for land-based casinos to engage with players while away from their property. Having a presence online means increased customer loyalty and retention, as well as providing an opportunity for players to familiarise themselves with casino games before playing in a physical location. But social casino now means so much more as operators utilise powerful analytical and marketing tools to develop optimised and targeted customer experiences.

And this power is being harnessed by casinos such as Foxwoods® in Connecticut, Treasure Island in Minnesota and Mount Airy in Pennsylvania with some impressive results emerging. According to an independent report by Eilers Research, Greentube Pro is outperforming the industry standard ARPDau (average revenue per daily active user) by 212.5% and thirdparty analysis compiled by Optimove shows that 60% of users make a purchase every time they access Foxwoods® Online casino.

Social casinos are bringing digital slots and table games for the first time to the US, where real-money online gaming is rudimentary. With Greentube Pro, operators can offer content from the extensive NOVOMATIC library, as well as from key suppliers such as Ainsworth, Konami, Everi and Spin Games to name just a few – and the roadmap will see StakeLogic and Mazooma, as well as Virtual Sports, being added this year.

This enables a land-based property to reproduce parts of its casino floor online and provide a truly multi-channel experience.

Developed in HTML5, the Greentube Pro platform provides a seamless virtual experience on PC, tablet and mobile – and the uptake on mobile, in particular, has been outstanding. The front-end is customisable and enables a casino to accurately represent its brand online via the look and feel, product positioning and game placement. The casino lobby can reflect the appearance of a physical property and features large icons for promotions, slots, table games, high-limit rooms and tournaments, which are easily managed through the back-end.

Entering a social casino for the first time couldn't be easier as the player is guided through an intuitive tutorial that explains the various areas and options such as accessing games, collecting rewards, interacting with social networks and creating a personalised experience. Engagement levels are kept high with incentives such as bonus leaderboards, daily spin rewards, level-ups, quests and slot play bonuses. Players can bet virtual currency, purchase additional currency or earn points and rewards to unlock new content and features.

The back office empowers operators to employ a full set of marketing tools. Casinos can build profiles with e-mails and social media handles to develop specialised promotions. Further, Greentube Pro uses machine learning and sophisticated AI technologies to build its understanding of the audience and offer services such as dedicated analytics, high-level reporting with instant access to KPIs, content release strategies and marketing campaigns.