

# CONSUMER PERSPECTIVE: GAMING



WHAT DO TODAY'S GAMERS WANT?

# As the gaming community grows, so do the opportunities for brands

Driven by boredom for some and a sense of community for others, COVID-19 lockdown led many consumers to explore gaming as a new source of entertainment. [100 million Americans](#) now live in a place where online gaming like sports betting is legal.

But businesses trying to engage this quickly expanding audience still have many questions:

- What is the most important factor when building an online gaming experience?
- What is the preferred device for today's gamers?
- Which incentives foster the greatest customer loyalty?

Loqate surveyed 1,500 US consumers to get a 360-degree view of gamers' expectations and define their point of view on today's digital experiences. Here, we highlight some of the key findings and practices that brands can leverage as they shape the future of the gaming sector.



# 1

## Mobile gaming is undefeated

Whether trying the online casino slots or betting on their favorite team in an esports league, 44% of gamers agree that their mobile phones are the preferred device. Although PC (24%) and tablets (20%) are in the running, the top priority for businesses should be to create an [optimized mobile UX](#) that keeps consumers engaged through every step of gameplay.

Implementing UX-friendly tools such as address verification (AV) and [type ahead auto-complete](#) will speed new gamers through onboarding forms while helping you stay compliant with local data quality regulations by validating critical customer information such as age and location.



**TIP:** Don't make customers jump through hoops. Gamers can earn and spend money faster than ever when you collect accurate customer data from the onset. Eliminating friction from the onboarding process via features like fuzzy matching and type-ahead will offer gamers the ultimate customer experience.

# 2

## Gamers want to be rewarded for playing

While convenience is a crucial factor in successful customer acquisition, personalization takes precedence when it comes to customer loyalty. Your gamers are looking for a reason to continuously use your service, and generous offers customized for their gaming profiles are an easy way to communicate that you value their business.

Specialized deals like welcome cash 24%, special promos 20%, and bonus codes 15% are strong incentives for prospective and returning customers. With 20% of gamers interested in loyalty programs and 11% in VIP memberships, your business will reap the benefits if you invest in your customers.



**TIP:** Give gamers a chance to win more money while ensuring they keep your brand top of mind. Just be sure to fill your customer databases with verified data such as [email addresses](#), [phone numbers](#) and [home addresses](#) to ensure your promotions reach the right person at the right time.

# 3

## Gamers won't gamble with their safety

In the gaming industry, danger can wear many faces, so it's unsurprising that 35% of gamers consider safety the most important factor when choosing an online gaming service. While popular forms of fraud like account takeover (ATO) only concern 12% of gamers, 29% are very concerned about identity theft and 23% fear fraudulent credit card transactions.

Gaming businesses that can master a layered approach of using multiple [safety blankets of identity validation tools](#) such as AV will minimize risk to the customer and improve their ability to deliver friction-free and safe onboarding at the speed their customers expect.



**TIP:** The more information you can confirm about a customer, the better. With the ability to verify millions of addresses, emails, and phone numbers in real-time, Loqate's validation tools can help companies accurately match valid addresses to new or existing customer profiles.

# 4

## Using verification tools improves gamer trust

Customers have high faith in the gaming sector's identity verification (IDV) practices. That means they trust you to verify and store their information in ways that don't put them at risk. Failing to provide gamers with a foolproof playing experience can quickly mean "Game Over" for your brand, causing issues from lost customers to non-compliance fines.

With fraud being a significant worry for 38% of online gamers, accurate address data is a necessity for reliable identity verification. 40% of gamers think the online gaming sector takes IDV very seriously, so it is critical that your business doesn't disappoint.



**TIP:** Gaming sites can onboard new customers in a way that is secure and compliant with state regulations by using proof of address as a form of identity verification. Using this data, businesses can identify underage gamblers, expose fraudsters, and protect their users and brand reputation.

# Optimize your online gaming experience

Advancements in digital technology mean people can now enjoy online gaming from anywhere. But without accurate and verified customer data, you cannot deliver the winning digital experience that gamers deserve.

Loqate offers a full suite of solutions that enable you to gather data-driven insights on customers, engage gamers through multiple channels, and deliver a seamless online or mobile experience.

Click [here](#) to learn more about how we can help your business perfect the online gaming journey.



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## Address Capture

Capture the most accurate address data in as little as 3 keystrokes the moment a customer starts inputting their address on your website or app.



## Address Verify

Parse, standardize, cleanse, enhance and format address data within a single, easy-to-integrate API across hundreds of global locations.



## Phone Verification

Check cell and landline phone numbers are valid before you get in touch.



## Email Verification

Reduce email bounce rates and improve data quality with email address checking.



## Cameo

Gain insight into consumer habits, develop an advanced understanding of audience segments, and build stronger customer relationships with geodemographic segmentation datasets.



## Data Maintenance

Personalize and enhance your customer experiences by correcting, suppressing, or appending US customer data.