



YOUR GUIDE FOR A SEAMLESS TRANSITION FROM **BRICK-AND-MORTAR TO ONLINE GAMING**

Omnichannel makes it easy for casinos
to open their business online.



The gambling industry is experiencing a watershed moment. More players are transitioning from the casino floor to mobile apps.

With the online gaming industry poised to be worth over \$153 billion by 2030, brick-and-mortar casinos must move online to stay relevant.

Unfortunately, online success isn't a guarantee.

In a cut-throat industry, online gambling companies must gain a competitive advantage.

BUT HOW?

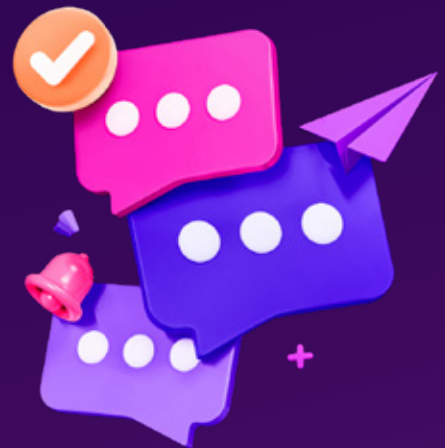
OMNICHANNEL COMMUNICATION IS THE SOLUTION.

IT ALSO ENSURES A SEAMLESS SWITCH FROM IN-PERSON TO ONLINE GAMING.

OMNICHANNEL IS A SURE BET FOR THE **ONLINE GAMING INDUSTRY**

Consumer demands are rising.

Players want online gaming businesses to deliver personalized experiences, fast support, and robust security.



TO COME OUT ON TOP, CASINOS MUST MEET-AND EXCEED-THESE EXPECTATIONS.

Implementing omnichannel strategies sets your brand up for success. It also makes it easier to open your online casino.

With omnichannel, gaming companies can:



Deliver swift, asynchronous support 24/7



Prevent fraud and cybersecurity attacks



Optimize platform exposure



Add sports betting to attract more players



Provide insights for DFS and Fantasy Sports players

And compared to companies with little or no omnichannel communication strategies, brands with mature strategies were:



HOW TO NAIL OMNICHANNEL

Use these tips and templates to wow online players:

👑 Keep it personal

A generic approach to customer engagement doesn't cut it anymore. Unlike traditional casinos that offer in-house support, online gaming businesses use digital channels. With different players preferring to use different channels, gambling businesses may struggle to deliver personalized communications across all platforms. **Use insights from your player database to segment customers by their unique wants and needs.** This lets you tailor your messages accordingly.

👑 Keep them safe

Use two-factor authentication (2FA) to keep players' sensitive information safe. 2FA reduces fraud **by up to 99.9%.**

👑 Boost your reach

Leverage **omnichannel exposure** to amplify brand awareness and stay relevant.

ONLINE GAMING SMS TEMPLATES

Personalized Notifications

Hi Jim, we know how much you love blackjack. We've just added Spanish 21 to our blackjack menu! Play now: [\[LINK\]](#)

2FA Verifications

Hi Lisa, your security code is [\[OTP Code\]](#) for two-factor authentication. You have five minutes to enter this code before it expires.

Customer Support

Hi Jason, we're sorry to hear you're experiencing issues with your account. Please visit our FAQ page to learn how to troubleshoot it yourself: [\[LINK\]](#). Need assistance? Text HELP to be connected to a live customer service agent.

MITTO IS A ROYAL FLUSH FOR THE ONLINE GAMING INDUSTRY

It can seem overwhelming to open your casino online.

Mitto's advanced communication solutions simplify the process and make it easy to wow your customers.

Use Verification to protect players from fraud and our **SMS API tools** to send personalized SMS alerts and notifications.



Contact Mitto today

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