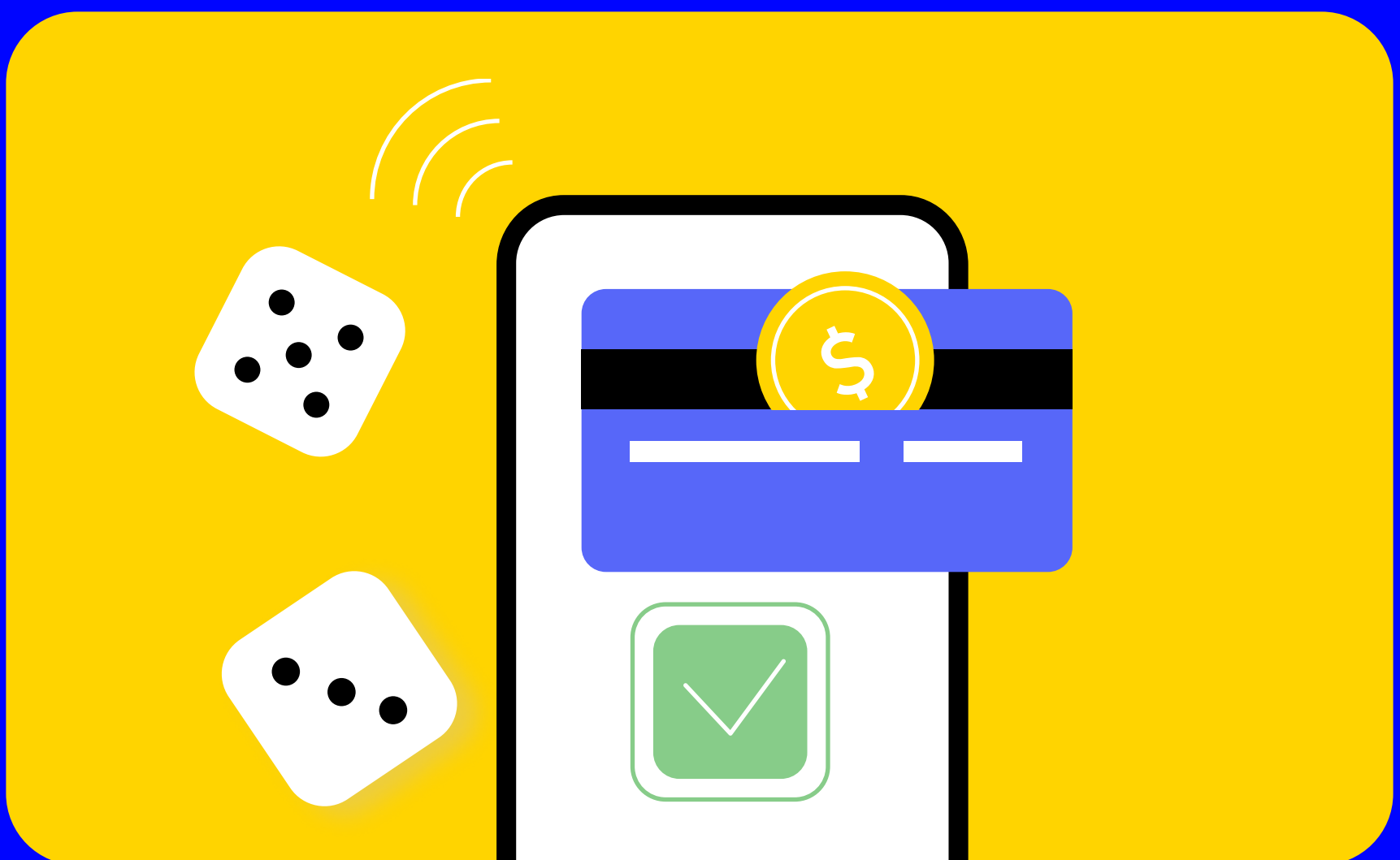


Mastering gambling payments:

an ultimate guide for
industry players



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Intro

In the realm of online gambling, fortunes change with the roll of a virtual dice, the spin of a digital roulette wheel, or the shuffle of virtual cards. But in the heart of this universe lies a game-changer of its own: the world of gambling payments.

The online gambling sector has witnessed substantial growth and transformation in recent years, driven by technological advancements, shifting regulations, and changing player preferences. As the industry expands, so do the complexities surrounding payments and risk management.

Our guide is essential reading for anyone involved in the online gambling industry, whether you're a player, operator, or payment processor. From understanding the diverse legal requirements across different countries to effectively managing fraud and risks, we'll walk you through the essential elements necessary for success.

Are you ready? Let's roll the dice!



Understanding the gambling landscape

Where is online gambling legal?

Europe

European countries organise their gambling services autonomously, with several countries implementing comprehensive frameworks to govern this industry.

Regulatory bodies: The European Gaming and Betting Association (EGBA) is a dedicated organisation aiming to establish a transparent, competitive, and well-regulated market for online gambling operators.

United States

Gambling regulations in the United States are complex: each state has the authority to regulate or prohibit online gambling within its borders. About half of all states, including New Jersey, Nevada, Pennsylvania, and Delaware, have legalised online gambling as of 2022.

Regulatory bodies: Regulations vary by state. Key bodies include the New York State Gaming Commission, the Nevada Gaming Control Board, the New Jersey Division of Gaming Enforcement, and many others.

Asia

Gambling regulations and regulatory bodies in Asia can vary significantly from one country to another. For instance, the Philippines is a popular hub for online gambling operators and grants licenses to companies that meet the required criteria. In contrast, China strictly prohibits all forms of gambling except welfare and sports lottery.

Regulatory bodies: Philippine Amusement and Gaming Corporation (PAGCOR) in the Philippines, the Gaming Inspection and Coordination Bureau in Macau, Casino Regulatory Authority (CRA) in Singapore, the National Gambling Control Commission in South Korea, and others.

Oceania

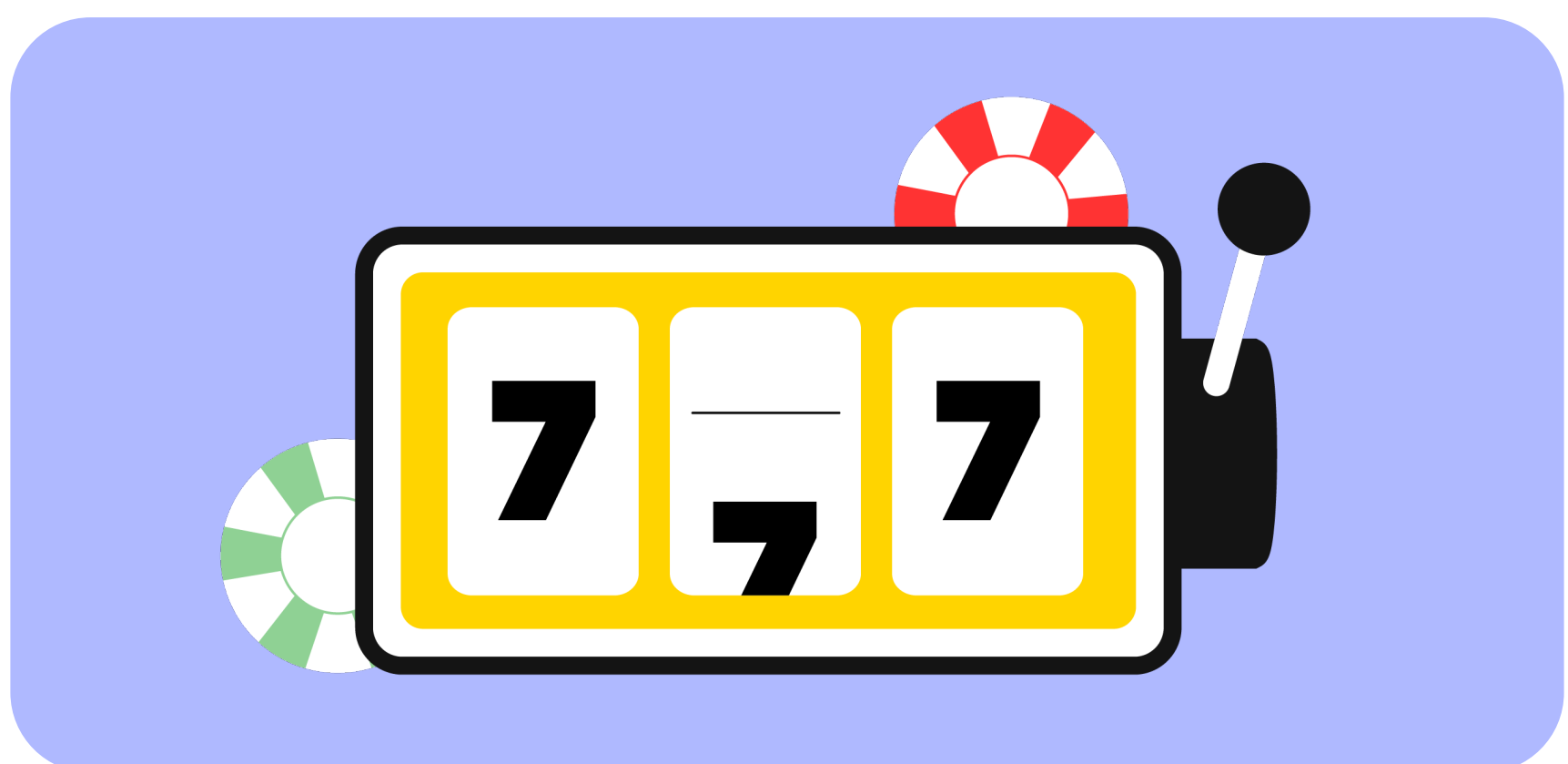
Oceania comprises several countries and territories, each with its own regulatory approach to gambling. Australia has a well-established online gambling industry. However, the Interactive Gambling Act of 2001 prohibits providing and advertising any interactive online gambling in the country. New Zealand allows online gambling, but the operators must be based outside the country.

Regulatory bodies: One prominent regulatory body in Oceania is the Gambling Regulatory Authority (GRA). The Australian Communications and Media Authority (ACMA) is responsible for enforcing compliance with relevant laws in Australia. The Department of Internal Affairs is tasked with regulating gambling in New Zealand.

Africa

The African gambling market is expanding rapidly, with increasing interest and investment in the industry. Several African countries have embraced regulated gambling markets to generate revenue and attract tourists.

Regulatory bodies: The National Gambling Board (NGB) in South Africa, the National Lottery Regulatory Commission (NLRC) in Nigeria, the Betting Control and Licensing Board (BCLB) in Kenya, and more.



Quick gambling legislation note

32

countries prohibit locals from working without a license, but gambling sites from abroad can safely offer their services to residents. Among them are the following countries:

Seychelles, Armenia, Dominican Republic, Greece, Monaco, Norway, Canada, Sweden, Switzerland, etc.

32

countries allow all gambling sites to operate only under a local gambling license — for example, Austria, Denmark, Finland, France, Great Britain, Netherlands, etc.

28

countries ban residents from gambling and block the sites of local gambling operators. However, foreign sites can operate freely, even if they do not have a license. The governments of these countries are either unwilling or unable to prevent them — for example, Australia, Brazil, New Zealand, Mexico, Japan, Singapore, Nigeria, etc.

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countries do not ban or license online casinos. These include the following countries: Bolivia, Uruguay, Venezuela, Bahamas, Argentina, Egypt, Kenya, Tunisia, Kosovo, Gibraltar, etc.

Sneak peek into online gambling jurisdictions

The gambling industry operates under strict regulations across numerous jurisdictions, each aimed at safeguarding consumers and curbing the risks of problem gambling. These regulations often include licensing requirements, responsible gambling measures, and restrictions on advertising and marketing. Here's a comparison of some of the most reputable gambling licensing jurisdictions.

Alderney

Alderney is a small island in the English Channel that is home to the Alderney Gambling Control Commission (AGCC), a regulatory body licensing online gambling operators since 2000. The AGCC is known for its rigorous licensing and regulatory compliance standards, including stringent requirements for AML, responsible gambling, and player protection.

Antigua and Barbuda

Antigua and Barbuda was among the pioneers in setting up an online gambling hub. The Antigua Directorate of Offshore Gambling initiated the issuance of licenses to gaming and betting firms as early as 1994. At a certain point, it had the highest number of licensees compared to any other regulatory body in the industry.

Curacao

Curacao is a popular jurisdiction for online gambling operators due to its relatively low licensing fees and straightforward application process. However, the regulatory requirements are less stringent than in other jurisdictions, and Curacao does not offer the same level of player protection and security as some other licensing jurisdictions.

Gibraltar

Gibraltar is a British Overseas Territory that has been licensing online gambling operators since 1998. The Gibraltar Gambling Commission has a reputation for being a well-regulated jurisdiction with high standards for licensing and regulatory compliance. It also offers favourable tax rates for operators.

Isle of Man

Situated in the Irish Sea, the Isle of Man has long been known as a reputable jurisdiction for online gambling. The country's Gambling Supervision Commission grants licenses to operators after thorough vetting processes.

Kahnawake (Canada)

Kahnawake, a First Nations reserve in Canada, has an established regulatory framework for online gambling. The Kahnawake Gaming Commission has been licensing and regulating online gambling operators since 1999. Known for its stringent licensing requirements, the commission ensures secure gaming environments and upholds the principles of fair play and player protection.

Malta

Malta, a small European island nation, has emerged as a hub for online gambling operators. The Malta Gaming Authority (MGA) regulates the industry within its jurisdiction, attracting a significant number of companies to establish their operations in the country.

UK

Considered one of the most established and reputable jurisdictions for online gambling, the United Kingdom has a well-regulated industry. Online gambling operators are required to obtain a license from the UK Gambling Commission, which ensures fair play, consumer protection, and controls against money laundering. The UK Gambling Act of 2005 is the foundation for the legal framework, ensuring a secure and transparent gambling environment.

A few years ago, you got your license - Kahnawake, Curacao - you got your 7995 MID, 7994 if you were fancy, and boom! You were on the way. Now, it's extremely different. The world has changed and become more complex. A lot of our consulting is really educational. You need to come with the expertise and explain the gaming industry's current nature, the regulation's landscape, the implications of the KYC, etc. We need to educate the payment teams, the risk manager, and everyone around all of the important tasks. The most challenging part is making it work long-term and reducing costs.



Dan Lagémi
BPY Services Founder

Gambling market overview and latest trends

Essential statistics to consider

- The online gambling market was [valued](#) at \$63.53 billion in 2022 and is expected to reach \$153.57 billion in 2030, growing at a CAGR of 11.7% from 2023 to 2030.
- The online gambling market is [projected](#) to have 233.7 million users by 2027.
- User penetration will be 2.3% in 2023 and is expected to [hit](#) 2.9% by 2027.

Clearly, the online gambling market is thriving, and this growth can be attributed to a compelling factor. As an increasing number of users embrace digitalisation, they're discovering the convenience of online payment methods. The streamlined and expedient payment process has not only enticed users but also spurred a surge in investments within the online gambling market. Besides, the ongoing efforts of the market players to [improve the security](#) of digital transactions are favouring the industry to grow further.

Alongside this, blockchain and VR have further fueled the industry's growth. Blockchain's distributed ledger technology provides a transparent and immutable record of all transactions, ensuring that the outcomes of games are fair and not manipulated. Plus, smart contracts on blockchain platforms can automatically execute and enforce the rules of a game, reducing the potential for cheating or fraud.

VR technology enhances online gambling by offering an immersive 3D environment where players can experience realistic interactions with other players and dealers. By combining VR and blockchain technologies, gambling platforms provide enhanced user experience, transparency, and high user protection.

Launching an online gambling project: where to start

Are you ready to try your hand at the challenging but promising gambling industry? Ensure you take these six steps to take before starting your own online casino or another type of gambling business:

➔ **Market research.**

Research the gambling market to understand your target audience, competition, and potential demand for your services. This can help you refine your project's concept, identify key features, and develop a marketing strategy.

➔ **Develop a plan.**

Define the scope, goals, and milestones of your gaming project. This can include creating a project timeline, budget, and resource plan. It is important to set realistic goals and deadlines and to have backup plans in place for unforeseen challenges.

➔ **Hire a team.**

Depending on the scope and complexity of your project, you may need to hire designers, developers, marketers, and other specialists. Make sure to hire qualified and experienced team members who share your vision and values.

➔ **Test and refine**

Before launching your project, conduct rigorous testing to identify and fix issues, improve the user experience, and optimise the gameplay, if it's a game. This can include alpha and beta testing with a select group of users, as well as usability testing to ensure your game is intuitive and easy to play.

➔ **Choose a jurisdiction and obtain a license.**

Choosing the right licensing jurisdiction is crucial for your online gambling business. Consider factors like regulatory compliance difficulty, player protection, market access, and cost. Once you have chosen a jurisdiction, you will need to obtain a license from the regulatory body. We'll dwell on it in the next chapters.

➔ **Launch and market your project.**

This can include creating a website or landing page, social media campaigns, email marketing, and paid advertising. It is important to track and analyse your marketing efforts to identify what works and what needs improvement.

Online casino player portrait & behaviour



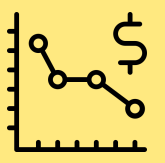
Online casino players and sports bettors tend to be male, **18-35 years old**.



In many countries, the number of **female** players is steadily increasing.



Older age groups prefer land-based casinos.



Gambling participation rates are higher among the lower-income and unemployed population.



16% believe gambling is a good way to make money.



Mobile phone is the most popular way to access online gambling: **laptops** are the second.

Gambling payment processing ins and outs

You're already familiar with the initial steps to launch your gambling venture. Now, let's dive into a pivotal aspect – payment processing. In this section, we will delve deeper into [the intricacies of gambling payments](#), explore the most relevant methods for players, and guide you in selecting the most suitable options for your business.

Key considerations for gambling payments

Payments in the gambling industry have certain peculiarities owing to the specific nature of this sector. They include:

- ➔ **High transaction volume**
Gambling and betting are high-transaction industries due to the large number of customers who place bets or gamble.
- ➔ **Elevated security requirements.**
Given the financial nature of gambling, industry players face a high risk of fraud and cyber-attacks. Therefore, having robust payment security is essential.
- ➔ **Regulatory compliance and restrictions.**
Many countries impose specific rules and regulations on gambling and betting activities, which directly impact their payment processes.
- ➔ **International reach.**
Gambling and betting attract a global clientele, necessitating the use of international payment systems and currency conversion services.
- ➔ **Deferred payments.**
Certain forms of gambling and betting involve delayed payouts, often occurring after the conclusion of an event or competition.
- ➔ **Rigorous customer identification.**
Stringent customer identification processes are commonly implemented to enhance security and ensure compliance with legal requirements.

Given the inherently high-risk nature of the gambling industry and the aforementioned features, selecting [payment providers and methods](#) becomes paramount for ensuring the business's success.

Choosing payment methods for online gambling

To help you make well-informed choices and ensure a smooth payment experience for players, we've compiled a list of [the prevalent gambling payment methods](#).

Credit card

Credit cards are one of the most widespread options among players. It basically allows you to play now and pay later. With a grace period many banks offer, you may avoid extra fees for using credit money by paying it off on time.

! If you're from the UK, The Gambling Commission has banned using credit cards to gamble, which is no longer an option. It may be an issue in other countries, too. Scroll to other methods to select an alternative!

Credit cards are secure and usually come with limited liability for the customer in case of fraudulent transactions. Gambling operators and platforms widely accept them and enable instant transfers. Casinos even set larger deposit limits for credit cards than other methods.

Debit card

Debit cards are similar to credit cards in terms of convenience and coverage, but the main difference is that you spend your own money and can't lose more than you've had on your balance. This option's main benefit is that it helps you stay in control of your expenditure and not waste more money than you can afford. An additional benefit is that you can use any ATM to top up or withdraw cash from your debit card, making funds accessible the way you need.

Prepaid card

Similar to a debit card, the funds on prepaid cards are already loaded and ready for a player to use. This method's benefits are complete anonymity, as this card isn't tied to a person and doesn't have the user's name imprinted, and security, as you don't have to share your sensitive data online.

The options you can choose from depend on your location, but some globally most recognised are Visa, AmEx, Play+, Neteller, Paysafecard, Skrill, and Getsby prepaid cards.

E-wallet or mobile wallet

Digital wallets enable a more seamless and convenient way to use bank cards for payments. You can enter your card details just once to have it tokenised and then make one-click payments online. What's also great about digital wallets is that they often offer competitive fees and exchange rates. Some of the most popular methods are Apple Pay, Google Pay, and PayPal.

Cryptocurrency

Cryptocurrency is increasingly being used for online payments, including in casinos. The top coins used for gambling globally are Bitcoin, Bitcoin Cash, Litecoin, and Monero. There are several reasons why cryptocurrencies have gained popularity for casino payments. One reason is the anonymity it provides, as some people prefer not to see gambling payments in their card statements. Additionally, cryptocurrencies are protected by cryptography, making them difficult to hack.

! Crypto payments still have a shady reputation as many resort to them to avoid taxation. This issue is known to governments, some of whom already consider crypto assets taxable, like the US. Keep that in mind when using crypto at casinos.

Bank transfer

Of all the casino payment methods we've mentioned, this one is the least preferred by today's players. That's because bank transfers require entering lengthy bank account details and take too much time to process the request. In gambling, people like fast payments and payouts, and no one wants to wait a couple of business days for the transaction to be completed. Besides bank wire, there are also so-called instant bank transfers. Still, there's a specific waiting time for the funds to clear.

Managing fraud and risk in gambling payments

Fraud in gambling payments is a growing concern. Beyond the financial toll on operators, fraudulent activities undermine the trust of their customers. Let's explore the various gambling fraud types and investigate effective strategies to mitigate these risks.

Top 7 online gambling fraud schemes & ways to combat them

1. Bonus abuse & chip dumping (multi-accounting)

→ Scheme.

Bonus abusers or bonus hunters create multiple accounts using their relatives' or friends' personal data or buy credentials on the darknet. Usually, such scammers' intention is not only bonus hunting and chip dumping but also circumvention of limits and blocklists.

→ Solution.

This scheme has a gross weak point – personal data and IP addresses. As long as the main task is to prevent a gambler from creating multiple accounts using someone else's data, identity verification shows high efficiency. It helps you ensure that the account and document owners match and check whether this person has previously created other accounts within your platform. Seeing the accounts' IP addresses overlap will help you detect a multi-accounter and take measures.

2. Arbitrage betting or arbing

→ Scheme.

A performer places bets on each possible outcome of an event – on each team's or player's win and a draw, thus guaranteeing personal profit. Usually, fraudsters who utilise this scheme monitor the odds beforehand manually or using certain automated solutions. Some bookmakers even welcome such bettors, for they are helpful in terms of sharpening their odds modelling efficiency.

→ Solution.

Implementing face authentication helps to prevent multiple accounts per user. Employing AML screening across third-party databases allows for investigating bettors' past involvement in any criminal attempts and making well-informed decisions to cancel bets, make refunds, or shut the account down.

3. Identity theft

→ Scheme.

Sophisticated cybercriminals buy real people's documents on the dark net to defraud gambling platforms. Since the documents are not falsified, systems can't detect any red flags.

→ Solution.

Ensure the presence of a true document holder, introducing face authentication. It can be used at the onboarding or withdrawal step.

Organised crime is not just the odd little fraudster on the street who thinks, "Oh, I'll try that". There is organised crime behind some of the attempts at committing large-scale fraud. They purchase stuff on the dark web, they use mules to open accounts, legitimate accounts, to pass money through. They do all sorts of things. And it's important that the people in fraud prevention and compliance are aware of the up-to-date trends that are being used. I would advise them to contact a law enforcement agency, get the latest reports on fraud, and then put things in place to stop it.



Mike Ferrier MBE
Compliance and Fraud Prevention Consultant

4. Malicious affiliating

→ Scheme.

Fraudsters utilise unlawful tactics to capture unearned commissions. It can be manually entered fake leads into a gambling project's CRM system or bot-generated traffic. Implementing diversionary tactics, the latter can even register accounts and make deposits.

→ Solution.

Make it a rule to analyse traffic and track new customers' behaviour. Where does the traffic come from? Is there any specific time when it increases? Another useful tip is introducing device fingerprinting and face authentication at the withdrawal step to ensure that a real person withdraws the winnings.

5. Money laundering

→ Scheme.

Cybercriminals deposit "dirty" money to their accounts with the purpose of capturing legit winnings later. Usually, such bets are placed with low-risk outcomes.

→ Solution.

Biometric checks and AML screenings can efficiently cope with such a scheme.

6. Account takeover

→ Scheme.

Fraudsters compromise gamblers' passwords to gain illegal access to their accounts.

Solution.

- Biometrics add an extra layer of security by relying on unique physical or behavioural traits, like fingerprints or facial features, to verify a person's identity. So, even if someone uses a weak password like "123456", biometrics can help prevent unauthorised access.

In 2022, trade one, 232 million people worldwide who were subject to fraud, used the password 123456. Now, you and I may think, “Well, that's stupid”, but that's what people do. And also, 70% of passwords that had been compromised, and that people knew, they continue to use those passwords on different things. So, if they had a password on a gambling account that was compromised, 70% of them carried on using that password for their banking or whatever else. And I think the only way to go with that is biometrics as opposed to passwords.



Mike Ferrier MBE
Compliance and Fraud Prevention Consultant

7. Chargeback fraud



Scheme.

Fraudsters misuse stolen personal data to make deposits and place bets, leading to chargeback initiation by the real data owner.



Solution.

Automated bank card verification will do good as a first step. It will ensure the genuineness of a bank card and correspondence to the applicant's identity information. Then you may implement biometric authentication – e.g. a selfie with the bank card. It further allows the system to compare the data at the registration stage with that during the transaction attempt.

How to increase the life expectancy of a casino player

The average lifespan of an online casino player is quite short, between 6 to 9 months. To increase the longevity of your players and encourage them to return, you should focus on these fundamental principles:

1

Clear rules:

Ensure that the rules of each casino game are easy to understand, so players can learn how to play and enjoy their experience without confusion.

2

Optimal experience:

Offer a seamless and enjoyable experience for players at every touchpoint, from the moment they register to placing bets and cashing out their winnings.

3 **Safety and value:**

Create an environment where players feel safe and know they get good value for their money. This can be achieved through secure payment methods, clear terms and conditions, and customer support.

4 **Fair games:**

The key to retaining players is to provide games that are demonstrably fair. This builds trust and ensures your players aren't being cheated out of their money.

Now, we have enough data that proves the life expectancy of a casino player online extends quite dramatically if you are interacting with them in a positive way, and then we start moving into what we call sustainable gambling. Because you're getting less per month but over a longer period of time. So, a casino player's typical life expectancy is between 6-9 months. And then they burn and churn. Let's say they lost a thousand in 3 months, 6 months. If you educate them and they stay within their entertainment zone, it's been proven that the life expectancy goes from 6-9 months to 2-3 years. But rather than giving a thousand every 6 months, you'll get 200 per month for 2 years. You've now got a lot more retention. You're yielding more from that player because they trust you more, because you've educated them.



Nick Hill

Executive Director & The Blockchain Guy at Premier Chain

By adhering to these principles, you will enhance the longevity of your casino players and cultivate a resilient and lucrative foundation for your gambling business.

What prevents gambling players from checking out?

The key metric for evaluating a gambling business's performance is conversion rate. It measures the percentage of visitors who take a desired action – make a deposit or place a bet.

But what factors can put a player off and stop them from making a payment on your platform?

Payment page loading time

A slow-loading payment page can frustrate users, leading to a negative user experience. Users may become impatient and abandon the transaction, leading to a lost conversion opportunity. That's why a fast and efficient payment page is crucial for maintaining high conversion rates in gambling payment processing.

In gambling, users often make spur-of-the-moment decisions to place bets or make deposits. Slow loading of a payment page can disrupt this impulse and cause users to second-guess their decision, potentially leading to a lost conversion.



Daria
Lead Customer Success Manager at Corefy

Hosted payment page design

The hosted payment page (HPP) should have an intuitive and easy-to-navigate interface. Users should be able to quickly understand where to input their payment information and complete the transaction. A complicated or cluttered design may confuse users and lead to abandoned transactions.

Website URL changes

Users care deeply about keeping their personal info and money safe. If a URL looks strange or suspicious, it may raise doubts about the legitimacy and security of the website. Avoid changing URLs to build trust within your clientele.

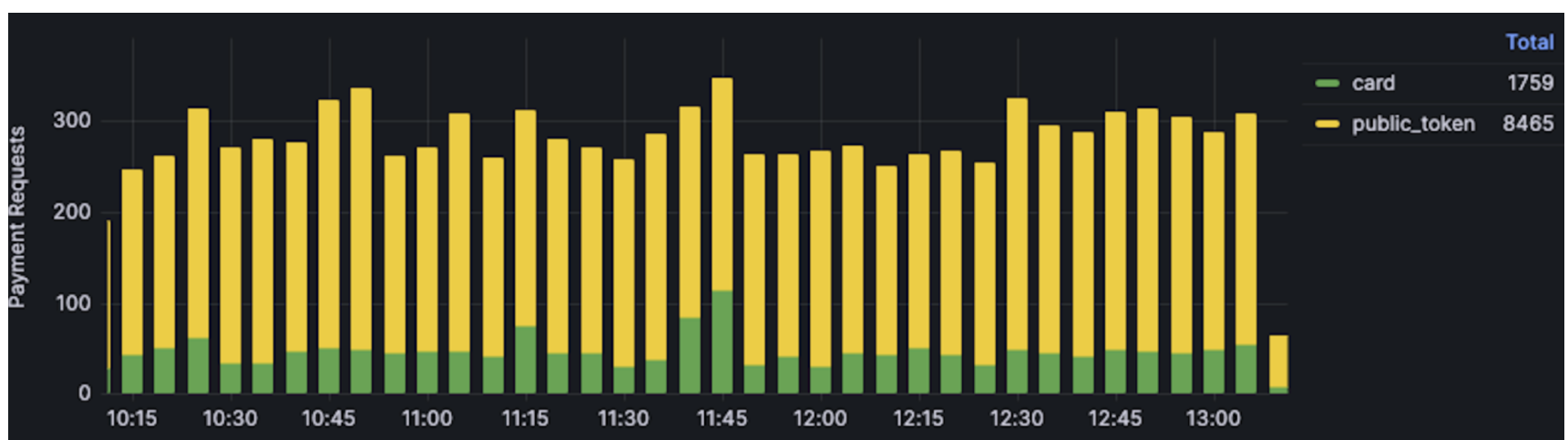
Users care deeply about keeping their personal info and money safe. Seeing an odd URL can raise a red flag, hinting at a possible fake site or scam. So, it's super important for online gambling businesses to make sure they pay for their domains and certificates on time and avoid changing their URLs.



Daria
Lead Customer Success Manager at Corefy

Absence of the 'Remember me' feature for card payments

The 'Remember Me' feature saves payment information for future use, making it convenient for users to make repeat transactions. Without it, users must manually enter payment details each time, causing errors and being time-consuming. This is especially true on mobile devices. Additionally, the extra step may lead to reconsidering or abandoning impromptu transactions, which means losing money to you.



To grasp the significance of the 'Remember Me' feature, simply glance at one of our client's payment analytics: the green bars represent transactions made with newly inputted card details, while the yellow bars represent those made with saved cards. The ratio depicted here speaks volumes about the feature's impact.



Daria
Lead Customer Success Manager at Corefy

Each of these four factors can contribute to a negative user experience and potentially lead to lost conversion opportunities. By prioritising user convenience, you will likely witness favourable [conversion rate shifts](#).

Payment orchestration for gambling

The bigger and more international your business becomes, the more diverse your customers' preferred payment methods, currencies, and geographies. This is where a payment orchestration platform comes in handy. Does your gambling business need one? Let's figure it out!

What is payment orchestration?

A [payment orchestration platform or POP](#) is a technology solution that allows businesses to conveniently unify and manage the full cycle of their payment processes in one place. Acting as a central hub connecting merchants with multiple payment service providers, gateways, and acquirers, an orchestrator allows them to offer their customers the most relevant payment methods and comply with payment regulations in different geographies.

💡 A single integration with a payment orchestration platform can turn a complex payment setup into a harmonised orchestra.

One of the biggest advantages of using a payment orchestration platform is the ability to connect as many payment providers as you need to accept different payment methods and cater to your customers' payment preferences. But it's not the only one.

How your gambling business can benefit from a payment orchestration platform

The bigger and more international your business becomes, the more diverse your customers' preferred payment methods, currencies, and geographies. This is where a payment orchestration platform comes in handy. Does your gambling business need one? Let's figure it out!

Added flexibility & scalability

Thriving in the dynamic landscape of online gambling and expanding into new markets requires the swift adoption of cutting-edge technologies and seamless integration of diverse payment providers to handle cross-border transactions.

POPs enable businesses to take an easier route and choose from ready-made integrations without spending time and money on development and support. Moreover, POPs enable you to effortlessly incorporate, remove, or switch payment service providers based on evolving needs and player preferences.

Cost efficiency for bigger bets

Payment orchestration simplifies transaction management by centralising all processes, reducing technical complexities, and minimising integration efforts. Relying on a POP, you don't need to hire a team of developers to tackle and support integrations with payment service providers. Thus, businesses save lots of time, effort, and resources, focusing on core operations and developing customer relationships.

Mitigating risks, maximising wins

In the online gambling arena, where downtime can mean missed opportunities, a POP acts as a shield against disruptions. It ensures uninterrupted payment processing by [intelligently rerouting transactions](#) during provider downtimes, allowing users to place their bets seamlessly.

Faced with a potential merchant account block? No worries. The payment orchestration platform swiftly redirects transactions to another provider, minimising disruptions and safeguarding against revenue loss. It also empowers businesses to optimise transaction volumes, staying within provider limits and ensuring a winning streak in the competitive world of online gambling.

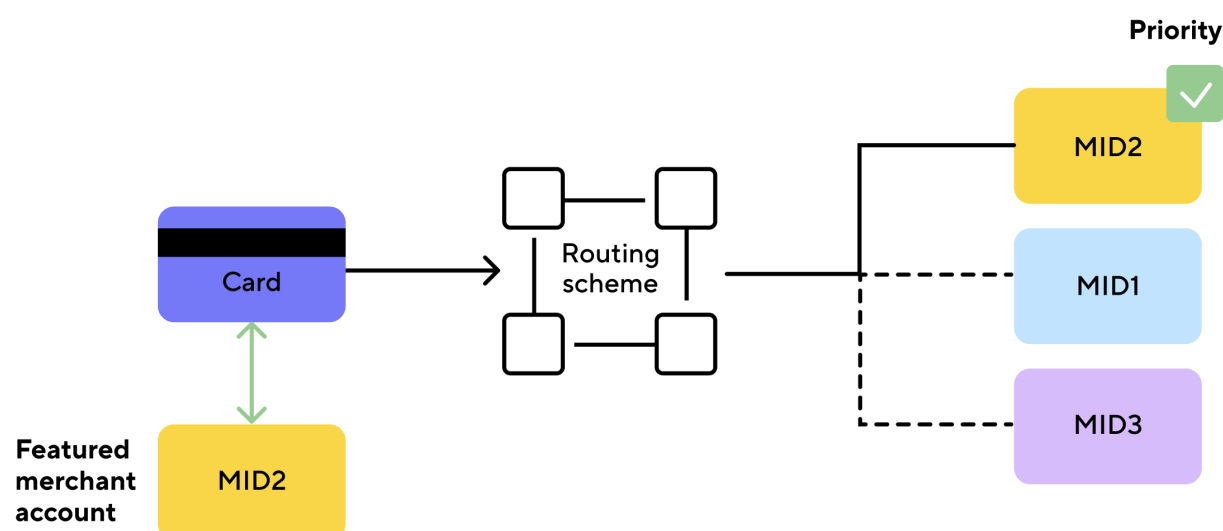
Top 3 features from Corefy that will make your gambling business thrive

When it comes to online gambling, the seamless payment processing flow stands as a linchpin for success. Navigating this intricate ecosystem requires not just a payment solution but a strategic partner that understands the unique challenges of the gambling sector.

We at Corefy possess much more than extensive expertise in gambling payments. Our payment orchestration platform has some transformative features that can boost your business efficiency. Let's discover them!

Card bindings

Payment processors often have stricter requirements for high-risk establishments, resulting in a higher frequency of declined card transactions. These frequent declines directly impact the customer experience and lead to reduced conversion rates and revenue. That's where [card bindings](#) come in handy.



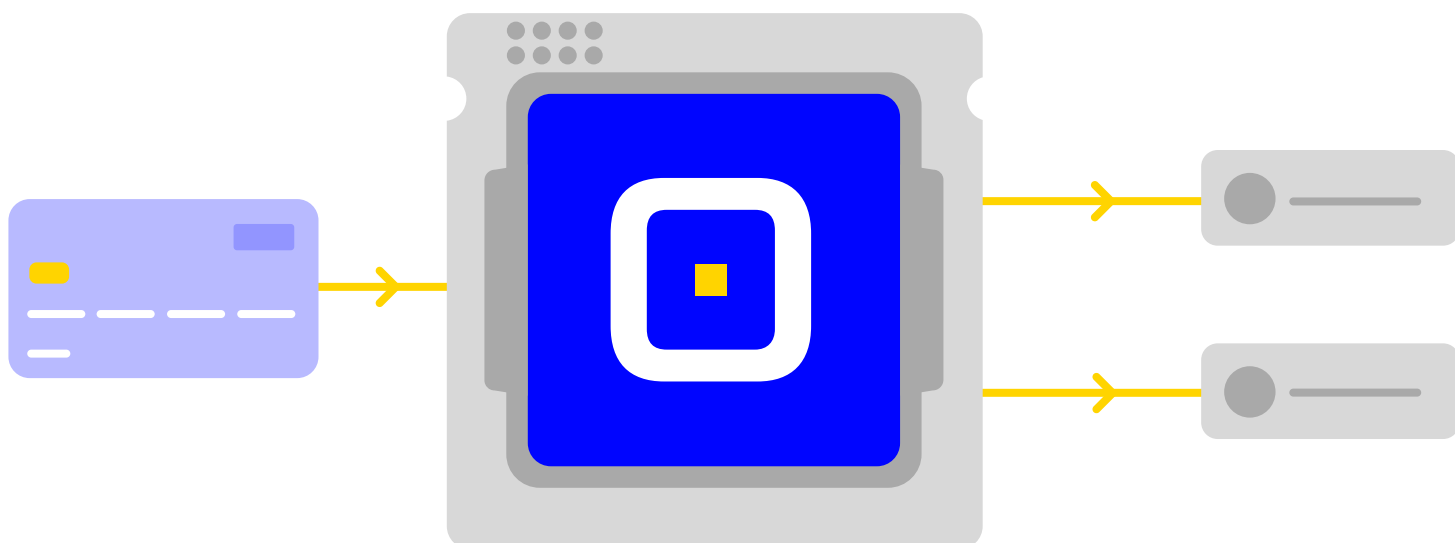
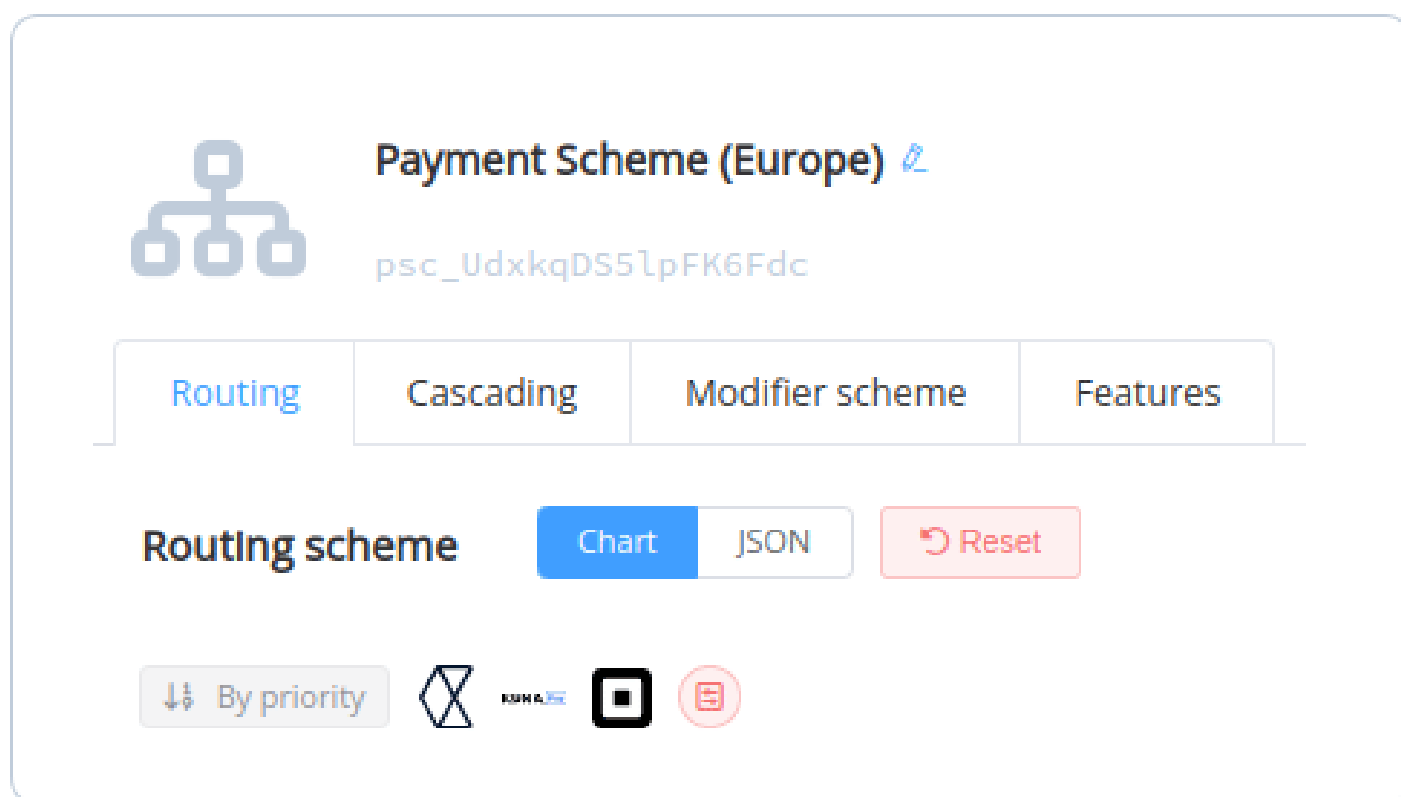
The concept behind this feature is simple: if a transaction is successful through a specific MID (Merchant ID), the system automatically binds the card to that MID and assigns it the highest priority in the payment routing scheme. Now, whenever your customers successfully pay, the system automatically binds the card to the merchant account used for that transaction.

By utilising this feature, you will experience increased payment success rates, ultimately leading to improved revenue for your gambling business.

Routing filters

Acquirers often assign MIDs with specific feature restrictions like 'card issuer country', 'merchant', or 'card network'. Handling these restrictions requires intricate traffic separation during transaction routing. As the number of restrictions on a MID grows, formulating scheme rules becomes more complex, resulting in numerous rule combinations.

But all these steps become unnecessary with our [advanced routing filters](#). You only need to set the routing parameters in the merchant account once. The system will automatically apply these parameters to all routing schemes, saving time and reducing human error during configuration.



Firewall

Gambling transactions are highly vulnerable to fraudulent activities. To combat this, we've developed a [highly customisable anti-fraud solution](#) called 'Firewall'. This advanced system employs a rule tree that determines whether transactions should be processed in real time.

During our internal research, we discovered that even a delay of 0.05 seconds in transferring data to an external antifraud system reduces conversion rates. That's why we developed our own antifraud service capable of protecting our clients' transactions at all levels without sacrificing conversion.



Denys Kyrychenko
Co-founder & CEO at Corefy

Our Firewall heavily relies on an attribute-based rule engine, which meticulously evaluates each incoming and outgoing payment. Key attributes include customer IP, transaction amount and currency, merchant account ID, card-issuing country, customer metadata, and more.

With our Firewall, you have the flexibility to establish and configure over 1000 rules to effectively flag suspicious transactions. Additionally, you can utilise various types of blocklists that can be automatically updated and cleared.





**Let's solve
the payment
challenges
of gambling!**

[Click here](#) to get in touch or call us: +44 20 3608 914

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