



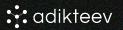
THE 2025 MOBILE RMG PLAYER SURVEY

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::: adikteev

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1 INTRODUCTION

2025 Mobile RMG Player Survey

01. INTRODUCTION

The real-money gaming (RMG) space has never been more competitive. User acquisition costs are surging, players are more selective, and brand loyalty is increasingly hard to earn. To succeed, marketers need more than generalized strategies. They need a clear understanding of who their players are, what drives their decisions, and how to keep them engaged across every stage of the player lifecycle.

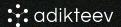
This report segments the RMG player base into three distinct cohorts based on play frequency: **VIPs**, who engage multiple times per day; **Core players**, who play once per day; and **Casual players**, who play about once per week. Each persona section focuses on what matters most: how to acquire, retain, and monetize that player group effectively. The insights are concise, data-backed, and supported by the most compelling behavior signals from a survey of 600 US-based RMG players.

To deepen the findings, we also included insights from industry leaders: Haig Sakouyan of Incline Gaming, Brian Becker of High 5 Games, and Nancy MacIntyre of WorldWinner. Their contributions offer a frontline perspective on what is working now and how growth strategies are evolving. Whether you're refining ad creative, building a retention funnel, or optimizing bonus structure, this report gives you the tactical clarity to compete and win in the mobile RMG battlegrounds.









02 EXECUTIVE SUMMARY



VIP Players: Engage multiple times per day and often play four or more RMG apps. Most wager more than \$500 per month. These users are highly active, bonus-driven, and expect instant gratification from rewards and cashouts. They are quick to abandon apps that introduce friction or fail to deliver fresh content regularly.





Core Players: Log in once per day on average and typically engage with two to three apps. Most wager between \$100 and \$499 per month. They value consistency, reliable experiences, and clear incentives. This group responds well to well-timed offers and features that reward daily engagement without overwhelming complexity.







Casual Players: Play on a weekly basis and generally stick to a single app. Most wager under \$100 per month. They are price-sensitive and selective with their time, often engaging during downtime or special events. Simplicity, trust signals, and low-risk incentives are essential to capturing and retaining their attention.



KEY FINDINGS



In-game ads and TikTok dominate acquisition channels. Among VIPs, in-game ads inside other apps were most effective, followed by TikTok and YouTube pre-roll.



Fresh content is non-negotiable for VIPs. 84% of VIPs said fresh content was either "very" or "extremely" important to their continued play.



Gameplay wins out-perform brand creatives. Among VIPs, gameplay footage showing winning potential was the top creative hook.

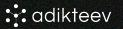


Ideal push timing varies by cohort. VIP players prefer pushes sent shortly after closing the app. Core players respond to evening or next-morning reminders. Casuals prefer event-based nudges, such as jackpot growth.



Churn is driven by trust gaps. 57.1% of VIPs said app reviews mentioning payment issues would cause them to abandon an install. High fees, slow withdrawals, and unclear odds were cited across all tiers.





03 METHODOLOGY

2025 Mobile RMG Player Survey

03. METHODOLOGY

100

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Multiple times per day

This report is based on a proprietary survey conducted by Adikteev in Q2 2025. We surveyed 600 real-money gaming (RMG) players based in the United States, each of whom reported playing at least one RMG title weekly or more. The survey included a mix of multiple-choice, ranking, and sentiment-based questions designed to uncover user motivations, behavioral patterns, and spending habits.

Survey data was analyzed to surface the most statistically significant trends and outliers, with a focus on identifying actionable patterns across acquisition, retention, and monetization behaviors. Throughout the report, these findings are supported by visualized data from key survey questions and enriched with qualitative insights from industry experts Contributor 1, Contributor 2, and Contributor 3.

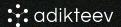


Daily

Weekly







OU HIGH-FREQUENCY REAL-MONEY GAMER

2025 Mobile RMG Pla

04. THE VIP: HIGH-FREQUENCY REAL-MONEY GAMER





The VIP lives and breathes real-money games.

They log in multiple times per day across 2 or 3 games. Slots and sports betting are their go-to game types. They're highly engaged but highly volatile, with play sessions ending abruptly if their balance hits zero or a withdrawal lags.

The VIP expects speed, clarity, and value. They are bonus-driven and fiercely pragmatic, drawn to high-payout opportunities but quick to churn if trust is compromised.



AVERAGE # OF GAMES PLAYED

2.5

FAVORITE GAME TYPE

SLOTS

AVERAGE MONTHLY
WAGER

\$597

ACQUISITION

VIPs Prefer Ads With Gameplay Wins Over Influencer Cameos 53% of VIPs say gameplay footage with win potential is the most enticing ad content. Celebrity or streamer cameos matter relatively little.

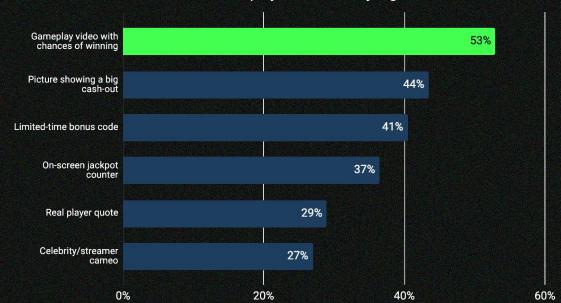
Risk-Free Bets Seal the Deal

77% of VIPs respond positively to risk-free offers in ads, with 50% calling them "exciting" and just 5% saying they're tired of the message.

Most VIPs Discover Games Through In-Game Ads

The most popular way for VIPs to discover new games are in-game ads at 53%, followed by TikTok at 40% and YouTube pre-roll.

What ad elements make players want to try a game most?







Expert Insight: Haig Sakouyan, Incline Gaming

"The key that we find is the offer that often drives the results more than the visuals...sometimes the same creative with a revamped welcome offer can make a world of difference."

RETENTION

VIPs Play Until Their Balance is Gone

38% of VIPs stop when their balance hits \$0, and **18% quit** at loss limits or hitting their winnings goal. Consider safety nets like free spins at low balances to prolong sessions.

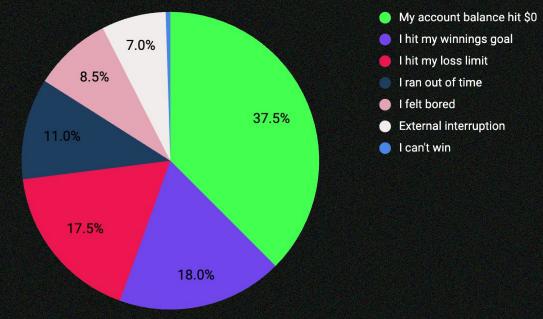
Streaks and Progress Mechanics Keep VIPs Playing

59% of VIPs stay engaged with hot streak multipliers, and many respond to progress bars and leaderboard jumps.

Fresh Content Keeps VIPs Engaged Long Term

Over 80% say weekly content updates are "very" or "extremely important". Stale experiences drive drop-off.

What is the most common reason to stop a play session?





Expert Insight: Haig Sakouyan, Incline Gaming

"The best lifecycle programs anticipate churn before it happens using low-balance or rick-of-churn segments to trigger preemptive offers is the key for VIPs. Personalization matters less about the amount and more about the tone."



MONETIZATION

Welcome Bonuses Drive VIP Deposits

61.5% of VIPs are motivated to make deposits by welcome bonuses, and **56.5% by daily streaks**. Frequent, consistent reward structures drive repeat deposits.

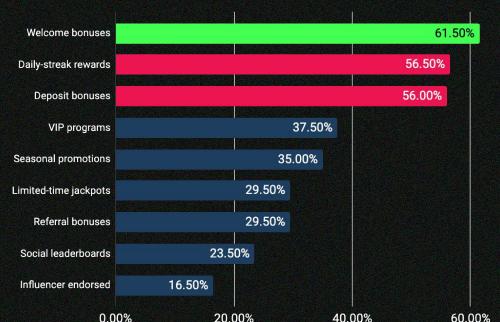
Instant Cash Reigns Supreme

61% of VIPs prefer cash to wallet over bonus credits or gift cards when they win. Instant gratification matters.

Fees and Friction Are Deal-Breakers

The #1 reason for spending drop-off is high fees at 34%, followed by slow withdrawals at 29%. VIPs will abandon the app if they can't cash out fast.

Which features impact deposits?





Expert Insight: Brian Becker, High 5 Games

"At Tipico we built a cash-back system directly into the bet slip. Every five bets you got a percentage back. And upon release we saw betting volume increase by 50%."



HIGH-IMPACT ACTIONS

Frontload The Fun

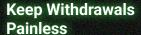
Anchor ad CTAs and end card copy around risk-free bets, sign up bonuses, and instant value. VIPs need low-risk, high-reward hooks to even consider trying a new app.

Show Real Gameplay

Use big-win gameplay moments in ad creative, especially for in-game placements and short-form video ads on TikTok or YouTube. Show real win potential and you'll drive installs.

Always Be Updating

Aim for weekly content updates that hit the storefronts in time for their weekly refresh. This cadence increases your chances of being featured and keeps VIPs engaged with fresh content at the start of peak weekend traffic.

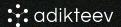


Play test withdrawal processes regularly to identify and smooth out friction points. VIPs value instant gratification. Fees, delays, or complicated redemption flows can dramatically reduce lifetime value.

Maintain Momentum

Build your VIP-specific lifecycle marketing systems around low balances, win streaks, and evening re-engagement windows. These players respond to momentum and timing, so capitalize on moments when they're already active or emotionally invested, such as during a hot streak or at their peak evening play period (6-10 p.m.).





O5 THE CORE PLAYER: THE CONSISTENT DAILY REAL-MONEY GAMER

05. THE CORE PLAYER: CONSISTENT DAILY REAL-MONEY GAMERS





The Core Player is the steady heartbeat of real-money gaming.

They log in once daily, typically playing 2 games, and stay loyal when experiences are smooth, rewarding, and engaging. While not as high-spending as the VIP, they're valuable for long-term retention.

Their survey responses suggest a preference for bonuses, evening play, and clear communication. They're value-seekers, not thrill-chasers, and they churn when odds are unclear or fees are high.



AVERAGE # OF GAMES PLAYED

FAVORITE GAME TYPE

AVERAGE MONTHLY WAGER

ACQUISITION

Deposit-Matching Drives Installs

A 100% deposit match motivates **47% of Core players** to complete an install. Referral bonuses aren't compelling.

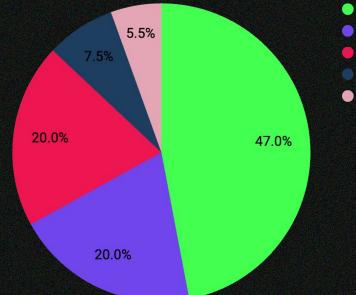
App Store Reviews Matter

During the install, 46% will abandon the process if they see negative reviews about payment issues, and 41% drop off due to poor ratings.

In-Game Ads Still Lead, TikTok Follows

In-game ads 44% and short form video ads like TikToks/Reels 38%, outperforming static ads. Channels that blend context with entertainment win their attention

Which incentives most persuade players to install a new RMG app?



- 100% deposit match
- Risk-free bet
- Guaranteed cash-out under 30 min
- Exclusive early-access tournament
- Friend-referral bonus for both players



Expert Insight: Brian Becker, High 5 Games

"It starts with the first click. Every journey should be purposeful and easy to understand. Simplifying language and reducing the time to get a reward are really, really important."



RETENTION

The Evening Is Prime Play Time 37% of Core players play from 6–10 p.m., with lunch time being the second highest window. Time push notifications around those windows

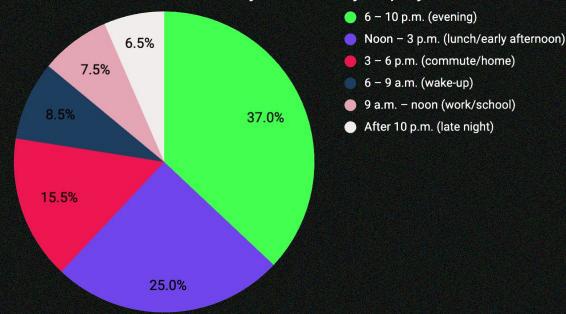
Streak Mechanics and Progress Meters Work

51% stay engaged with hot streak multipliers, and another 30% with progress meters. Gamified momentum is key to daily habit formation.

Churn Trigger: Loss Limits & Zero Balances

31% stop after hitting a loss limit, while 24.5% quit at \$0. Offer low-balance bonuses or soft-loss protection to sustain play.

What is the most likely time of day to play an RMG?





Expert Insight: Nancy MacIntyre, WorldWinner

"It's all about segmentation. We need to manage every cohort individually. That includes fair matching at every stage so players feel the game is fair and also customized for them"



MONETIZATION

Bonuses Remain King Welcome bonuses (61.5%), daily streaks (54%), and deposit bonuses (55%) are the top three drivers of deposits. Stack these for maximum effect

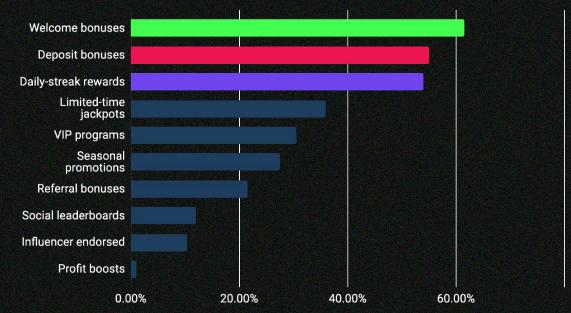
Friction Kills Spend

High fees (32.5%) and slow withdrawals (30.5%) are top deterrents. Streamline payouts and highlight fast-cash-out benefits early.

Cash Still Wins

64.5% of Core players prefer instant cash-to-wallet over bonus credits or gift cards. Even modest players want real rewards fast.

Which features impact deposits?





Expert Insight: Haig Sakouyan, Incline Gaming

"By targeting the right people and adding prerequisites to deter bonus-chasing, we saw a big jump in revenue. Actives dipped slightly, but revenue quality skyrocketed."



2025 Mobile RMG Player Survey

HIGH-IMPACT ACTIONS

Lead With Certainty

Launch UA creatives that spotlight 100% deposit-match offers and include trust-forward elements like app store ratings and secure payment icons. Core players convert on clear, low-drama value, not hype.

Own the Evenings

Schedule push notifications and offer drops around 11:30 a.m. and 8:00 p.m. to match their most active windows. These users respond well to time-based engagement and daily check-in habits.

Build Daily Rituals Implement a 7-day streak tracker with escalating rewards and milestone unlocks. Use flame icons, countdowns, and "bonus tomorrow" teasers to create a sense of progression and commitment.

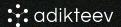
Simplify the Payout Path

Enable 1-click cashouts via PayPal or Venmo, and promote "Cashout in under 1 hour" messaging in-app. Slow withdrawals or unclear payout rules are silent killers for this cohort.

Plan Bonus-Driven Journeys

Map your CRM calendar around structured rewards: welcome match on day 1, reload bonus on day 3, cashback trigger after loss events. Test naming conventions and timing to maximize repeat deposits.





THE CASUAL PLAYER: THE WEEKLY REAL-MONEY GAMER

06. THE CASUAL PLAYER: THE WEEKLY REAL-MONEY GAMER





The Casual Player is the weekend warrior of real-money gaming.

They engage once a week or during special events, often sticking to one or two favorite apps. They're the most cautious and budget-conscious of the three RMG players, motivated by bonuses, but easily discouraged by friction or confusing UX.

While they don't spend frequently, they represent a huge volume of potential users, and can be nurtured into more engaged players through smart onboarding and lightweight re-engagement tactics.



AVERAGE # OF GAMES PLAYED

1.5

FAVORITE GAME TYPE

SLOTS

AVERAGE MONTHLY
WAGER

\$252

ACQUISITION

Bonuses Are the Hook 65% are motivated by welcome bonuses, 58% by deposit matches, and 26% by risk-free bets. Strong value up front is non-negotiable.

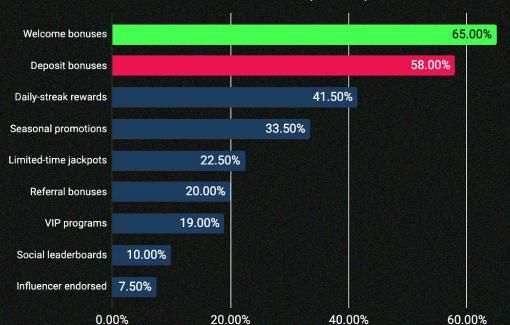
Payment Reviews Tank Conversion

52.5% abandon installs over payment-issue reviews, and 49% over poor ratings. Messaging must establish trust instantly.

In-Game Ads and YouTube Lead

In-game casual ads (49%) are the top driver, followed by YouTube (29.5%) and Connected TV. Lean into visual, immersive platforms.

Which features impact deposits?





Expert Insight: Nancy MacIntyre, WorldWinner

"One of the biggest barriers is trust. People worry about cheating and fairness. We've been in business 25 years, have a five-star rating, and have paid out over \$2B. We provide a fair environment, protect data, and make withdrawals easy."



RETENTION

Evenings Are the Only Window

A whopping 51% of Casual players game from 6-10 p.m. This is your exclusive re-engagement window.

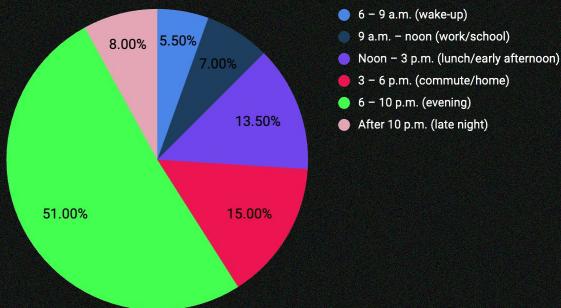
Streaks and Instant **Rewards Work Best**

50.5% respond to hot streak multipliers, and 62% say instant rewards keep them engaged. Fast feedback loops are critical.

Churn Triggers: \$0 Balances + Loss Limits

34% stop at loss limits, 32.5% at \$0 balances. These players have little tolerance for sustained loss. Consider low-stakes redemption offers.

When are you most likely to play an RMG app?







Expert Insight: Nancy MacIntyre, WorldWinner

"It applies to everybody, but it's very tailored. The days of giving everyone the same offer are over. They key is tailoring the experience to what matters most to each player."



MONETIZATION

What is the biggest red flag that would prevent more spending?

Trust and Simplicity Matter Most

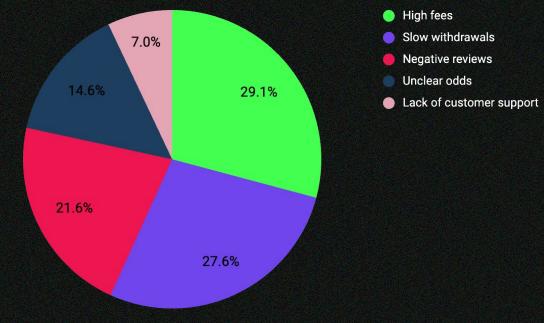
29% say high fees and 27.6% say slow withdrawals stop them from spending. Simplify the journey and avoid over-complication.

Cash Is King, Even at Lower Stakes

66% prefer instant cash to wallet when they win. Even light spenders expect real rewards

Small Bonuses Drive Deposits

Welcome bonuses (65%), deposit matches (58%), and seasonal promos (33.5%) convert best. Low-risk, high-value messaging resonates.





Expert Insight: Brian Becker, High 5 Games

"For the broader casual player base, we lean on 'surprise and delight' like regular publish bonuses, limited-time offers, targeted spin drops, and FOMO-based triggers."



2025 Mobile RMG Player Survey

HIGH-IMPACT ACTIONS

Simplify the Offer

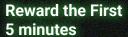
Run UA campaigns that feature flat-value deposit matches like "Deposit \$10, Play With \$40." Avoid percentage-based or tiered promos. Use short-form creatives in YouTube and casual in-app channels where this cohort skews active.

Time it Right

Send push notifications on Thursday and Friday evenings between 6:00–9:00 p.m., tied to jackpot milestones or expiring offers. Casual players are most responsive to last-chance language and event-driven urgency.

Streamline the Start

Cut onboarding to a single tutorial, one CTA, and a default-filled deposit screen. Use tap-through win simulations and skip the multi-step flows. The goal: from download to play in under 60 seconds.

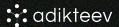


Trigger scratch cards, coin boosts, or bonus spins within early gameplay. At sub-\$2 balances, deliver a zero-risk "Last Chance Spin" and reinforce with a personalized "Just For You" recovery banner.

Reinforce Trust Visually

Display payment provider logos, payout ETA badges, and gameplay odds persistently. These subtle UX cues signal security and transparency, which are critical for converting cautious, price-sensitive players.





O7 CONCLUSION

O7. CONCLUSION



The path to growth in real-money gaming is no longer about casting a wide net. It's about precision. By understanding how different types of players behave and looking at what draws them in, what keeps them playing, and what drives them to spend, marketers can build smarter, more effective strategies that go beyond installs and drive long-term value.



This report breaks down the real motivations of VIP, Core, and Casual players with clear, actionable guidance for each. From creative strategy to push notification timing to bonus structure, the data reveals which levers matter most and when to pull them. What emerges is not just a snapshot of the current RMG landscape, but a practical playbook for staying ahead in it.



As competition intensifies and user expectations continue to evolve, success will favor those who meet players where they are, with the right message, at the right time. For marketers ready to turn insight into action, the opportunity is clear. And the work starts now.



2025 Mobile RMG Player Survey

ABOUT ADIKTEEV

At Adikteev, we fuel the app ecosystem by inspiring users to engage with the apps they know and love. Specializing in user retention, we grow in-app revenue and build user loyalty with custom retargeting and CTV UA campaigns.

To learn how Adikteev can help you activate these insights through data-driven retargeting, creative optimization, and high-performance re-engagement.



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