

# Brazil as a Case Study for Emerging Markets



## iGaming Incentives

By ENV MEDIA

An [ENV Media study](#) slices through the **mindset** of Brazilian iGaming communities and reveals how incentives shape gaming experiences. The survey also provides insights into **player preferences, favorite bonuses** and **promotions**.

# A Marketing Arsenal

Bonuses and Promotions are part of iGaming brand strategies.

Some online gaming incentives turn casually browsing users into registered players; others keep them coming back for more exciting loyalty rewards.

A well-chosen mix can make operators stand out.

## Bonuses

Provide players with extra funds or gameplay opportunities

## Promotions

Boost player engagement and loyalty with offers, contests, and exclusive events



In the iGaming world, bonuses and promotions seek a complementary effect.

While bonuses boost playtime, promotions make the gaming journey spicier.

## The Tactics of Promotions

Tournaments and Leaderboard Challenges are marathons, testing the competitive types

Cashback Offers and Prize Draws are surprise treats for those already present at the party

## The Handshake of Bonuses

Welcome and Deposit Bonuses start the conversation

Free Spins and Free Bets engage the doubters

# Do iGaming Incentives Work in Brazil?

Brazilian online gamer profiles are as diverse as its rainforest! Still, some incentives are proven to make a bigger impact than other.

## The Player Mindset

### It's **Entertainment**



59%

Free Spins



59%

Free Bets

### Taste for **Simplicity**



42%

Money-back schemes



40%

Welcome Bonuses

### The **More** the Better



2.6

Incentive Types

Players enjoy **variety** of incentives

## The Ripple Effect

### **Curiosity**



90%

are likely to explore **new games** with promotions in the picture

### **Motivating**



94%

agree incentives sprinkle **extra fun** into gaming

### **Decisive**



83%

of players are **swayed** by iGaming bonuses and promotions

# The Demographics

## Picking Out Bonus and Promotion Fans in Brazil

Analyzing player characteristics and motivations allows the experts to propose a tailored approach to iGaming offers and incentives.

### Customizing the Promo Experience

18-24  
years

**The youngest cohort** is all about **Free Spins** and **Super Jackpots**

25-40  
years

**Prime-timers** enjoy the full palette of **bonuses**, as well as **Random Prize Drop** promotions

41-75  
years

**Experienced users** lean towards user-friendly **Welcome Bonuses** and **Free Spins**, as well as **Random Prize Drop** promotions

By understanding how **age** and other **demographics** shape the effectiveness of bonuses and promotions, the iGaming industry can improve both **targeting** and **engagement**.

#### Female

Prefer "**Free Spins**" above any other incentives

#### Male

Enjoy a **variety** of bonuses: Free Spins, Cashback, Boosted Odds

#### Both

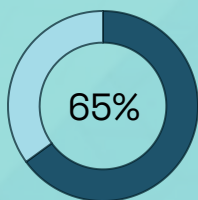
Both genders pick **Random Prize Drops** above other promos

# Bonuses Still a Factor in Mature Markets

The Brazilian scenario is not an exception. iGaming incentives seem to have **universal appeal** to online gamers.

A welcome mat at the digital casino door, they have constantly high **visibility** in established gaming markets.

## Hitting the Target



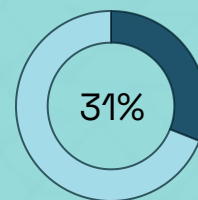
**2/3** or players received an iGaming incentive over the past year

## The Classics



**Free bets** and **free spins** seem to be everyone's top picks

## Tempting



**A third** of players confess the lure to play more than planned

# Takeaways for iGaming Industry Stakeholders

1

The success story of Brazil's iGaming growth reveals the **genuine potential** of emerging digital powerhouses

3

An effective and efficient marketing mix includes a finely tuned **blend** of bonuses and promotions

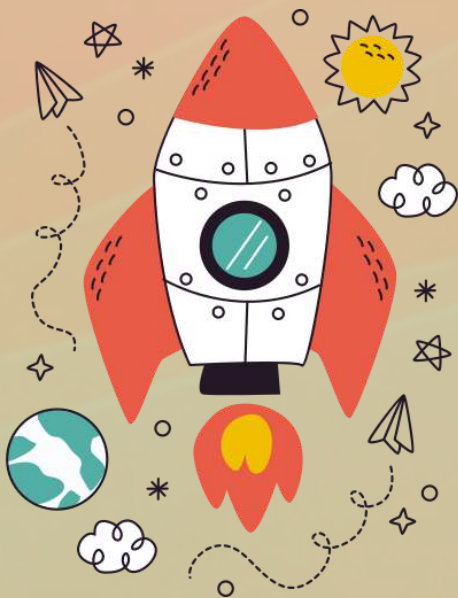
2

Cultural insights and hard work can go a long way toward establishing a **credible market presence**

4

Established incentive types are appreciated by a **growing** player base

## Crafting the Marketing Edge



### Age Focus

Operators should tailor incentives to the dominant 24-40 demographic

### Fresh Variety

Rotating popular bonuses and top-rated promotions keeps more users engaged

### Clarity Is Key

The simpler the rules, the happier the players, the better the play