

# Ways to Reinvent Your No Deposit Casino in 2022

No deposit casinos are popular among players for an obvious reason - they don't have to deposit anything to get the welcome bonuses.

In essence, new players get to engage in casino games for free with the possibility of returns. That is a great opportunity for casino enthusiasts to register at these sites.

However, as much as this is an attractive feature, other characteristics are equally important for customer acquisition and retention. Therefore, take a look at some valuable tips for reinventing your no deposit bonus casino, which will help you grow your customer base.

Picture 1 of Ways to Reinvent Your No Deposit Casino in 2022

## Add Payment Via Crypto

One nifty thing these casinos could introduce to make the user experience better would be the introduction of cryptocurrencies as a payment method. In return, they would grow their brand. In that way, WildFortune and other popular no deposit gambling platforms would appeal to a larger number of casino enthusiasts and attract more customers willing to register.

Digital currencies like Bitcoin, Litecoin, and others are popular among Australian players for a good reason. They offer complete discretion as users are not required to share their personal or financial information. In that sense, they get to be completely anonymous. Furthermore, bettors can fund their casino accounts and withdraw winnings faster using crypto than most other payment solutions. Also, they are attracted to a low minimum and high maximum withdrawal limits crypto ensures.

These are some of the most popular coin options available:

1. Bitcoin
2. Bitcoin Cash
3. Litecoin
4. Dogecoin
5. Ethereum

Even if Visa and MasterCard remain the most popular payment gateway among Australian punters because virtually every casino accepts them, cryptocurrency is on the rise. Operators that list digital currencies in their 'Payment' section happen to have many crypto users.

## Upgrade Pokies

Pokies are more popular among older generations, but it is possible to attract younger gamblers to play these games more frequently. Namely, younger generations of players are attracted to pokies featuring a skill element. This addition gives them an incentive to play without getting bored. Given the fact gen Z grew up playing video games, many of which have this type of gaming feature, it's understandable they prefer skill-based pokies to regular ones.

Picture 2 of Ways to Reinvent Your No Deposit Casino in 2022

## **Introduce Live Dealer Casino Games**

Live dealer games are among the latest innovations in the gambling world. Moreover, casino games led by live dealers have proven enormously successful. Gamblers simply love to have a full-package experience from the comfort of their homes. Therefore, when upgrading your no deposit online casino, think about introducing a live casino section to your platform.

Technologies behind live dealers are expensive, yet profitable. In essence, you would get a return on your investment after a certain time. In addition to having a team of experts to help you make this possible, it is important to choose adequate dealers and live casino software providers.

## **Adopt AR and VR Technologies**

Adopting Augmented and Virtual Reality technologies was another big step for the gambling industry. Much like live dealer games, its purpose is to enhance the user experience by recreating a brick-and-mortar-like casino environment. Through these technologies, players can experience the atmosphere of a land-based casino. Users will experience the thrill of being in a real casino with these casino games, even if they are sitting on their couch. They can even order a virtual drink or light a virtual cigarette. There are no limits to this.

Adopting AR and VR technologies would be very beneficial for the progress of your no deposit casino website. Even though the technology is expensive because it requires specialized hardware, it is profitable in the long run. Gambling platforms are turning more and more to simulating virtual environments. Many famous brands already have a live casino section. However, it is rare to see a gambling site featuring this service. Being one of the rare casinos hosting AR and VR would set you apart, which is very important in such a competitive market.

## **Offer a Range of Bonuses and Promotions**

Even though a no deposit bonus is a great offer, additional reward programs would make the platform even better. Plenty of bonuses and promotions motivate players to join sites. If gamblers see a no deposit casino which offers a variety of other bonuses and promotions, they'll have no second thoughts. Therefore, make sure to offer additional bonuses. Also, they should have fair wagering requirements, or else players won't be attracted to them.

No deposit bonus is a good way to lure new customers, but so is a welcome bonus. Besides working on customer acquisition, you should do your best to retain the existing members. You can do this through loyalty and referral bonuses. These different types are aimed at a variety of users so that online casinos appeal to a wider public. Due to the same reasons, high roller rewards also exist, which players can also take advantage of.

As you must have noticed, the key to success is understanding the different needs of customers. When introducing changes to it, keep in mind that gambling habits differ among younger and older generations of players, male and female, etc. Further, you should take into account their spending habits. Even though most of your customers are medium-rollers, high-rollers make up a certain percentage and they are very important as most money is generated around them.

## How Can AI Technology Help You Retain Customers?

Artificial intelligence is very useful when it comes to assessing customers, among other things. By employing AI technology, no deposit casino operators would have a formula for retaining their customers. More precisely, they would gather data and understand users' gambling habits in order to 'predict' future behavior. Customers could receive specific offers based on their gambling history. That way, the users will be more likely to stay on the site for a longer period of time, and they will be satisfied with the service.

## Player Churn

Not only does this technology make already satisfied customers keep playing, but also prevents less enthusiastic gamblers from dropping off. The technology uses data to figure out why these players are reluctant to engage in wagering activities. Using this information, it makes an effort to predict which offers would be more attractive to them in order to motivate them to play more and ultimately retain them.

## Final Tip

Implementing new features and games is the key to success. However, there is one additional thing that would make your no deposit casino site lure more customers. Every business requires a good marketing strategy to grow. With that in mind, you should work on advertising your brand and getting people to know about new features on your casino website. Keep them updated about your bonuses and promotions and inform them of nifty features you will incorporate into your gambling site in the future.

## Conclusion

To sum up, no deposit casinos are great because of their unique bonus offers. However, a single bonus will not lead you to new customers, and the existing ones will lose interest if this is all you have to offer to them. In order to establish a name and increase the number of users, casino operators have to work on the gambling platform as a whole. If you want to draw people's attention, follow the above tips. This is a competitive market, and the only way to progress is to adopt new things and constantly improve.

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