



Gambling, Mobile Billing

Odds-on for Mobile Gambling

Mobile gambling is beginning to deliver and the growth in gross wagers has developed according to forecasts. Despite the economic downturn the gambling industry has seen mobile transactions alone contribute millions of dollars in revenue per annum.

The UK is by far one of the most liberal, yet transparent and robust, markets of any major economy and this has meant a huge adoption of mobile gambling, strengthened by the UK Gambling Act.



The drivers for mobile gambling adoption

The mobile platform has inherent advantages. Convenience is a key factor.

Mobile also enables access to a much wider audience compared to fixed internet, desktop services.



The current pains in going mobile

Mobile versions of service often demand players still administer certain parts of their account through the desktop. This means that things such as depositing more cash to play needs to be completed away from the mobile device. This creates a barrier and disrupts continued play, reducing potential revenues.

Registration and deposit making in the initial instance with new member acquisition is also made difficult if requesting to make a deposit using credit card on their mobile.

New member acquisition is going to be more immediate and impulsive on the mobile, however this is not supported by traditional registration flows to complete the opt-in.

Insights Subscribers

[Payforit](#)[Direct Billing](#)[Subscribers](#)

Introducing Payforit

Payforit is the official 'pay by mobile' solution designed by the mobile network operators in the UK.

Online Gambling and Casino Operators can enable mobile payments on their web and mobile web services by implementing the Payforit payment screens to their existing registration opt-in page.



With more players wishing to access their gaming accounts and play through the mobile there is an demand for an easier, more natural, native mobile deposit payment flow to help create a more seamless play experience.

Payforit enables a very quick, 2-step payment process with the player accepting the charge on their mobile network account.

Credit card – once you have requested for a player to input their name, card number, expiry, CSV, and email address can be up to 120 clicks! That just doesn't work on a mobile device.

Deposit - Charge to Mobile (Pay by Mobile)

 Charge to Mobile (Pay by Mobile)
   

I don't want any bonus Select a bonus

Currency and amount

British Pounds ▼ 30.00

Min £ 10.00

How does Payforit work?

Payforit has been optimised to support mobile payments for:



Purchase 30,000qp (=\$30.00) for £15.00.
This will be charged your mobile phone

Please enter your mobile number. [Dont know your mobile number?](#)

Buy Now for £15.00

You'll receive a code to verify your mobile number

Websites + Mobile Sites

The contents of payment pages are the same for all gambling and casino operators, presenting customers with the same payment screen wherever the play.

By adopting this approach, the Payforit scheme provides UK consumers with an unprecedented level of consistency, transparency and security.

This delivers a trust in mobile payments which ultimately also helps convert payments.

Mobile Web

When a user accesses a mobile web page whilst on their mobile network then Payforit simply identifies their mobile number for them and they click 'Buy now' to complete the signup.

If they are on WIFI then they are asked to enter their mobile number first and then click 'Buy now'.



Payforit Direct Mobile Payments vs Credit Card

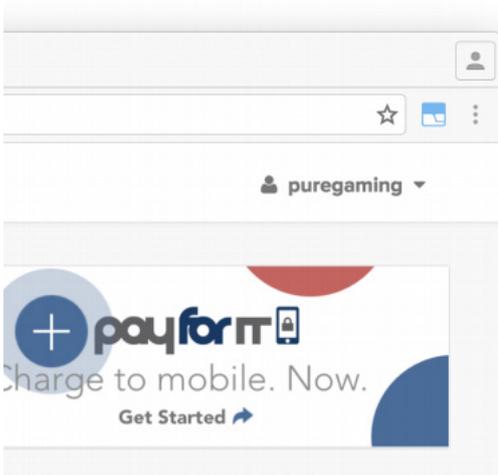
Our statistics show that in countries where direct mobile billing is available, conversion rates rise to 85%.

This data surpasses every other available payment option – especially credit cards, where the conversion rates can be as low as 7%.

Imagine a payment base consisting of even as little as 20,000 online players with such low conversion rates.

It spells out a painful truth about conversions that's unacceptable to any business.

Simple usage makes direct billing conversion rates so high. This way, players don't need to fill in any additional forms or leave additional personal data that can discourage them from completing the payment.



Costs

Using Payforit, direct billing conversion rates have been seen to rise to 85%!

- With credit cards, conversion rates are as little as 7%
- Payforit transaction fees: as low as 10%
- Credit card fees: approx. 3-4%

“ Many in the industry are already accepting the initial higher transaction fee for mobile payments as part of their marketing cost and benefiting from much higher new player acquisitions on the mobile. ”

Developing a smarter payment strategy that utilises the strengths of both payment mechanisms

Mobile Billing is beneficial in increasing new player acquisitions as part of your signup process. Convert players using Payforit and you can then move them to credit card payments for future deposits later.

Targeted Mobile Data

txtNation can provide targeted mobile data so that gambling and casino operators can direct marketing messages directly to mobile handsets.

Achieve the maximum responsiveness from your direct marketing activity using txtNation comprehensive data and messaging solutions.

SMS Messaging, Push and Campaign tools

We can help you deliver direct SMS marketing messages to UK consumers mobile devices.

Research suggests SMS marketing to be one of the most effective direct, immediate marketing channels available. Certainly when you're promoting a mobile service which is only then 1 click away to access.

Keep up to date on our [Blog](#). Tag 'iGaming'.



Talk to us.

Main enquiries

Email: sales@txtnation.com

Phone: +44 (0)1752 484 333

txtNation
Billacombe Road
Plymouth
PL9 7HX

Worldwide



London, United Kingdom

Email: sales_uk@txtnation.com

Phone: +44 (0)203 283 8828



New York, United States

Email: sales_usa@txtnation.com

Phone: +1 866 736 0022



Paris, France

Email: sales_france@txtnation.com

Phone: +33 (0)17 070 0499



Frankfurt, Germany

Email: sales_germany@txtnation.com

Phone: +49 (0)692 222 7307

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