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One of the biggest struggles in the business world is between long- and short-term thinkers. Usually, quarterly results win out. Surprisingly, the industry many believe is all about immediate gratification — the US online casino vertical — appears to be filled with online gambling operators who are thinking about customer lifetime value (LTV).

Evidence of this showed up in another unexpected place. It's part of the research shared with Bonus.com yesterday by iDEA Growth (development and Economic Association). The nonprofit trade organization that represents the online gambling industry passed along the news to Bonus.com from the Indiana Gaming Commission (IGC).

IGC and Horsham, Penn.-based Spectrum Gaming Group just released a 103-page report titled Market and Policy Analysis: Prospective Internet Casino Gaming in Indiana.

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Indiana is the next jurisdiction US online casino advocates like iDEA Growth think will legalize iGaming soon. To that end, its gaming commission published a study about how such a market might look.

At the moment, the following states allow legal online casino gambling:

The research used data from those markets to evaluate Indiana's prospects.

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Within that evaluation, Bonus.com learned that the relatively nascent US online casino market is hoping to live a long life.

Whether it's due to shareholder pressure or CEO expectations, many organizations fall into the quarterly results trap.

As a result, it's harder to push for marketing programs rather than campaigns. It's also difficult to justify targeting a less profitable demographic for customer acquisition simply because doing so will pay off in the long term.

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Yet that's exactly what online gambling operators are doing, according to the IGC research.

What US online casino operators may have going in their favor is many of them are private or are part of such large organizations, shareholders may not be able to micromanage them.

For instance, the No. 1 operator in US online casino circles is a joint venture between two giant companies. BetMGM is half-owned by MGM Resorts International and Entain.

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The top US online sportsbook operator, FanDuel, is primarily owned by the behemoth online gambling business Flutter Entertainment.

Still, it did seem to take a little bit of convincing to talk operators into investing in Gen Z. A little more than a year ago, online gambling industry thought leaders were advising operators to target Gen Z for customer acquisition.

They said some operators were still behaving like retail casino marketers.

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According to a National Council on Problem Gambling (NCPG) study released in March 2021, online gamblers were 34, on average. Retail casino guests tended to be 44.

The age difference between igaming players and traditional casino players is central to the appeal of igaming by retail casino operators. The traditional casino industry has long searched for an effective means of attracting a younger demographic. The retail industry's core players – particularly slot players – continue to age, and are not being replaced by younger players. As igaming offers a broader demographic reach, it would help address that demographic challenge.

For reference, the Pew Research Center says the oldest member of Gen Z is 26 and the youngest is 11. That means some members of Gen Z have already been playing online casino games for five years.

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That's even though the IGC study finds one operator's "youngest age group accounts for nearly half of the players but only slightly more than a quarter of revenue."

More specifically for that operator, 47.1% of its iGaming players are aged 21 to 39, bringing in 28.7% of its gross gaming revenue (GGR).

This makes sense, given that they are likely to have less disposable income.

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Its most profitable gamblers are 40 to 54 years old. That demographic generates 44% of its GGR. Only 18.4% of the players are 55 and older, causing 27.4% of the GGR.

- Another national igaming operator found that igaming players are younger than traditional casino players but older than digital sports bettors.
- Igaming and digital sports betting together create revenue synergies. Two national digital gaming operators reported that players who participate in both igaming and sports betting spend significantly more than players who participate in only sports betting or only igaming.

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Speaking of operators targeting LTV rather than immediate profit, marketing US online casino to women may fall into that category.

The IGC study shows a "national igaming operator reported from its database of more than 100,000 igaming customers" that "more than half of the players are women, but they account for less than half of the revenue."

The IGC study repeats that GGR assertion twice, but may have missed an important typo in its chart that lists gender, percent of players, and percent of GGR:

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However, the generalization that most US online casino gamblers are women does seem to hold true across operators.

The IGC report quotes a February 2021 prospectus online gambling operator Rush Street Interactive (RSI) filed with the US Securities and Exchange Commission (SEC):

Unlike sports wagering, which predominately appeals to males, casino wagering appeals roughly equally to both males and females. In Q3 2020, approximately 90% of our monthly unique online sports wagering only players were male. For Q3 2020, approximately 55% of our monthly unique online casino wagering only players were female.

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Conversely, Golden Nugget Online Gaming (GNOG) told researchers that 45% of its iGaming players are women, 55% are men, and all of them are 40 to 45 years old.

In July, FanDuel Publicity Director Kevin Hennessy told Bonus.com that half of FanDuel Casino players were women.

Hennessy told Bonus.com that nationally, half of FanDuel Casino's bettors are women.

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However, in Pennsylvania, women were in the majority for a long enough period of time that the app's most popular game "almost flipped" from blackjack to slots, he said.

Because FanDuel Casino wants more women among its player ranks, FanDuel announced in July that it hired New York-based ad agency Mischief @ No Fixed Address.

FanDuel expected Mischief's subsequent marketing campaign to continue to broaden its FanDuel Casino audience, as well as cross-sell online sports betting to diversify that predominantly male group of bettors.

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FanDuel's US online casino and sports betting apps are responsible for most of Flutter's 2.2 million monthly users of its US brands. FOXBet, TVG, PokerStars, and Stardust round out that list.

Before the FanDuel Casino marketing campaign began, Hennessy and Jacob Claesson, head of North American operations for Evolution, led Bonus.com on a tour of Evolution's Philadelphia live dealer studio facility.

On Aug. 4, I received my first FanDuel Casino postcard at my Philadelphia home. Matching Hennessy's words, it advertised FanDuel Casino's branded live dealer studio.

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Unlike my experience during the Evolution studio tour, the postcard's ad shows a white man dealing blackjack. During my visit to the branded studio, the dealers looked more like what FanDuel Casino is trying to attract. About half of the dealers were women, and most croupiers were Black.

On Aug. 19, I received the second piece of direct mail, pictured here.

On Sept. 17, the postcard advertised the FanDuel Casino Reward Machine.

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So while I'm not a member of Gen Z, I can personally confirm a US online casino operator is pursuing women, as a demographic, over the long term.

Last week some of the biggest names in the gambling industry gathered at the Palau National in #arcelona for the SBC Awards 2022. □

Metagames will run a marketing campaign with its affiliates centered on the EBET brands and will receive a share of the revenue generated by #sportsbook and #casino products. □

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's strategy for growth has product innovation at its heart, and Tommy represents another vital piece of that puzzle. □

Given the immense popularity of online gambling, you'll need to be extra cautious when selecting where to play.

We've had our ups and downs at online casinos, so we've decided to create a thorough guide and introduce you to the best gambling sites we've ever played at.

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We've tested each site for its payout speed, game quality and variety, mobile compatibility, and overall fairness and user experience.

Café Casino still remains our favorite real money online gambling site, but we've prepared nine more options for you that excel in different areas.

With an easy-to-navigate gambling website, games by 7 top-dog developers, and two welcome offers on steroids — Café Casino is easily the best online gambling site you can join right now.

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Don't let the 160+ game library fool you — these are all excellent and high-quality games that'll constantly have you on the edge of your seat. This top gambling site has a variety of top games, including 120+ slots, 10+ poker games, 7 bingo games, and 6 live games, to name a few.

Unlike most online casinos, Café Casino gives players several options for bonuses. Depending on whether you deposit crypto or fiat currencies,

you can either claim a 350% match bonus up to \$2,500 or a 250% bonus up to \$1,500. The bigger one is for BTC deposits.

To start playing at Café Casino for real money, you can make your first deposit via MasterCard, Visa, AMEX, Bitcoin, and a few more cryptocurrencies. Bitcoin withdrawals are usually processed within an hour, but keep in mind that you'll have to wait at least 5 days for bank withdrawals and even 10 days for a check by courier.

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With that said, this gambling site has an excellent user interface, decent game variety, and 9 payment methods — and its longstanding reputation since 2016 makes Café Casino stand apart from the others.

Bovada Casino is an established gambling site that gained its reputation for its excellent gaming experience.

Bovada has a great website that is easy to use, navigate, and request help. The game library contains more than 200 quality titles and an attractive welcome bonus.

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There are 9 payment methods comprising fiat and crypto; this is an excellent platform for players who want to use various payment options. Withdrawals are up to an hour for crypto, which is rather impressive, to say the least.

The user interface of Bovada is straightforward to use, and it features a variety of games that cater to players of all stripes. Another bonus feature is that gameplay has been optimized for mobile use.

That said, Bovada is also an online sports betting site and features an epic poker platform complete with tournaments and cash games.

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Las Atlantis is the best online casino for those seeking a massive welcome bonus.

There are over 200 real money games at Las Atlantis. In addition, they have a variety of video poker, specialty games, and live table games.

There are several table games to choose from, including blackjack, craps, and baccarat. The live dealer section at Las Atlantis features over 13 games, including all the classics like blackjack, baccarat, and roulette.

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This gambling site has a variety of welcome bonuses, reload bonuses, and monthly promotions. Some of the current promotions include the game of the month, a \$14,000 welcome bonus, and reload bonuses with free spins.

To trigger the 280% up to \$14,000 welcome offer, you'll need to enter the LASATLANTIS bonus code before depositing. The wagering requirements are 35x, which is just about the industry average.

Another welcome bonus currently includes a 260% match plus 40 free spins on 5 Wishes. However, we'd pick the former one at any day — any time.

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The Comp Points system at Las Vegas Atlantic is a great way to get rewarded with points for playing at the casino, where you can convert them to cash at a rate of 1 cent.

El Royale is the best casino site for progressive jackpots. Why's that?

There are over 200 slot games at this casino — all featured by RTG. This section of titles includes progressive jackpot slots that offer big payouts, with Aztec's Millions being the highest paying slot with a top prize sometimes exceeding a million dollars.

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There are a couple of dozen table games for those who want to play something else. Video poker is one that many players enjoy. On the other hand, there are various games for fun, such as scratch cards and bingo. These games provide players with a variety of payouts and prizes.

El Royale is an excellent example of a remarkable gambling site that delivers a great user experience. One of the best features of El Royale is that players can play demos of each game for free.

Many opt to game here because of the fantastic promos and bonuses, and as a new player — you can enter the code TRUEROYAL to claim a 240% match bonus and 40 free spins on the one-and-only Bubble Bubble 2 slot game.

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Take a stab at some of the biggest progressive jackpots with El Royale

Slots Empire has a theme filled with Roman heroes and gold, and this new online casino is a fun and modern addition to the online gambling industry. Slots Empire is undoubtedly the best choice for slot players.

There are demo games available where players can test the waters before diving in. This allows you to test each and every slot featured on the site to see whether you like it or not.

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Once you're ready to pull the plug, you can choose between classic three-reelers, high-quality 5-reel slots, and of course — a whole bunch of progressives.

When it comes to player experience, there is a live chat feature available, even for guests. This allows anyone who has questions or concerns to get answers. Additionally, an extensive FAQ section nicely sets out all information about gameplay, policies, and banking.

Security measures are top-of-the-line as well. This gambling site is secured with SSL encryption and has anti-virus software and identity verification to reduce the possibility of illegal and fraudulent players.

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If this sounds like an online casino you want to join, use the IRONBORDERS code to claim a 245% match bonus and 55 free spins on Caesar's Empire.

Super Slots is easy to use and navigate while offering attractive bonuses and promos. Despite several impressive features, it is the best online gambling site for customer support.

With 24/7 support via live chat and email, players can receive speedy responses to any questions or concerns. Additionally, there is a wide range of information covered by its FAQ selection.

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What other features make Super Slots one of the best online casinos?

There are various gambling games from developers such as Betsoft and Magma, with the main focus being on 5-reel slots with impeccable visuals and gameplay.

This gambling site accepts multiple popular banking options, including several cryptocurrencies and fiat banking options. Having various options gives players more flexibility when it comes to deposits and withdrawals.

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Aside from BTC, there are 16 more cryptocurrencies, such as Cardano and Binance Coin.

Ready to ignite your online gaming passion with a flexible, top real money gambling site? Ignition has precisely what you're looking for.

There's an extensive range of games in its catalog, with many popular titles from top providers. The selection includes 30+ live dealer games for many popular casino games and over 35 progressive jackpots with sick payouts.

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However, Ignition is primarily a poker site. That means you'll find tournaments all day long alongside high traffic for cash games. This is indeed a great place to join if you're looking to play poker.

To get started, you can claim a 150% up to \$3,000 BTC bonus or a 100% up to \$2,000 if you deposit via credit cards. This is a combined casino and poker bonus, with the casino part having low 25x wagering requirements.

Do you hear barking? Ah, it's only Red Dog announcing yet another casino bonus.

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Red Dog Casino is all about bonuses. Whether you're new or an existing member, there is always something available to pad your bankroll.