

Wunderkind

Unpacking the Power of Identity Resolution in iGaming

Leveraging Player Intent Signals



Introduction

As the iGaming sector evolves and the industry becomes more competitive, the competition for players becomes more and more fierce. With new operators emerging and player acquisition costs increasing, converting on site visitors into loyal players is of higher importance than ever.

For iGaming operators, the ability to identify and retarget users who've shown intent – but failed to complete key actions like registration, deposit, or placing a bet – is critical for driving conversions and maximising revenue. Whether a player drops off during sign-up, hesitates before making their first deposit, or abandons a bet slip or game session, timely and relevant messaging can make the difference between a lost player and a loyal one.

In an increasingly privacy-conscious and competitive digital environment, iGaming brands are sitting on a rich layer of first-party data. The key to unlocking its potential lies in identity resolution – the capability to recognise and connect players across different sessions, devices, and browsers. When combined with intent signals, this technology empowers operators to deliver highly personalised, cross-channel messaging that boosts engagement and revenue at every stage of the player journey.

This guide explores the fundamentals of identity resolution, the intent signals that can reveal player motivation and behaviour, and how these insights can be used to trigger high-performing, revenue-generating messaging throughout the entire player lifecycle.

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What is Identity Resolution?

Identity resolution is the process of connecting fragmented data points across a player's digital journey to create a unified, persistent profile of each individual. By stitching together identifiers such as email addresses, phone numbers, device IDs, and behavioural signals, iGaming operators can accurately recognise and engage players – regardless of how, when, or where they interact with the brand.

This capability is critical in an environment where players frequently jump between mobile apps, desktop sites, and different browsers – and often return days later without logging in. Without identity resolution, these same individuals appear as anonymous visitors, making it difficult to build meaningful engagement or deliver personalised messaging.

Leading identity resolution providers operate across thousands of betting and gaming-related websites, publishers, and advertisers, giving them visibility into trillions of digital signals – from page visits and bonus clicks to registration starts and game browsing behaviour. This broad ecosystem allows them to observe player intent well beyond the bounds of any one operator's website.

Yet, many iGaming brands still rely on their ESP or CDP to manage identity. While these tools can help manage known users, they typically lack the reach, intelligence, and cross-domain tracking needed to identify high-intent players who haven't yet converted. The real power of an identity solution lies in its ability to understand anonymous traffic, link multiple sessions and devices, and surface the behavioural patterns that indicate when a player is ready to engage.

In an industry where a split-second of indecision can mean a lost deposit or missed bet, identity resolution empowers brands to deliver hyper-relevant, revenue-driving interactions that meet players at exactly the right moment in their journey.



Why You Would Need Identity Resolution

For iGaming operators, identity resolution is essential for recognising returning players – whether they're past depositors, existing VIPs, or new prospects on your CRM list who appear anonymous when they return to your site. The reality is, a large portion of high-intent traffic goes unrecognised due to technical limitations. Without the right tools in place, these users remain invisible to your marketing systems, making it difficult to personalise messaging, trigger relevant offers, or drive them toward gameplay.

Here are some of the most common reasons a known player might appear anonymous:

First-Party Cookies Can Expire

Cookies used to track sessions or identify users have expiration limits. Once expired, even previously identified players may appear as new visitors.

Deleted Cookies or Private Browsing

Players who clear their cookies or use incognito mode will often bypass standard identification methods.

Switching Devices or Browsers

A player browsing on mobile today and desktop tomorrow could be treated as two different users without a persistent identifier.

Not Logged Into Their Account

If a player is logged out on their return visit, there's no way to match them to their existing profile without additional signals.

IP Address Changes

Dynamic IPs, mobile data usage, or VPNs can disrupt the continuity of identity tracking.

Use of Ad Blockers or Script Blockers

These can block essential tracking scripts or identification methods, causing players to show up as anonymous.

Cross-Domain Tracking Limitations

If your platform spans multiple domains (e.g., gaming, sportsbook, and affiliate microsites), fragmented tracking setups can prevent player recognition across these touchpoints.

Browser Privacy Updates

Modern browsers like Safari and Firefox increasingly limit cross-session tracking through enhanced privacy features, making standard methods less reliable.

Multiple Accounts or Email Addresses

A single player may use different email addresses or profiles, further complicating identification – especially when not logged in.

Expired Server-Side Sessions

If your site relies on server-side session management, a session timeout can result in loss of identity continuity.

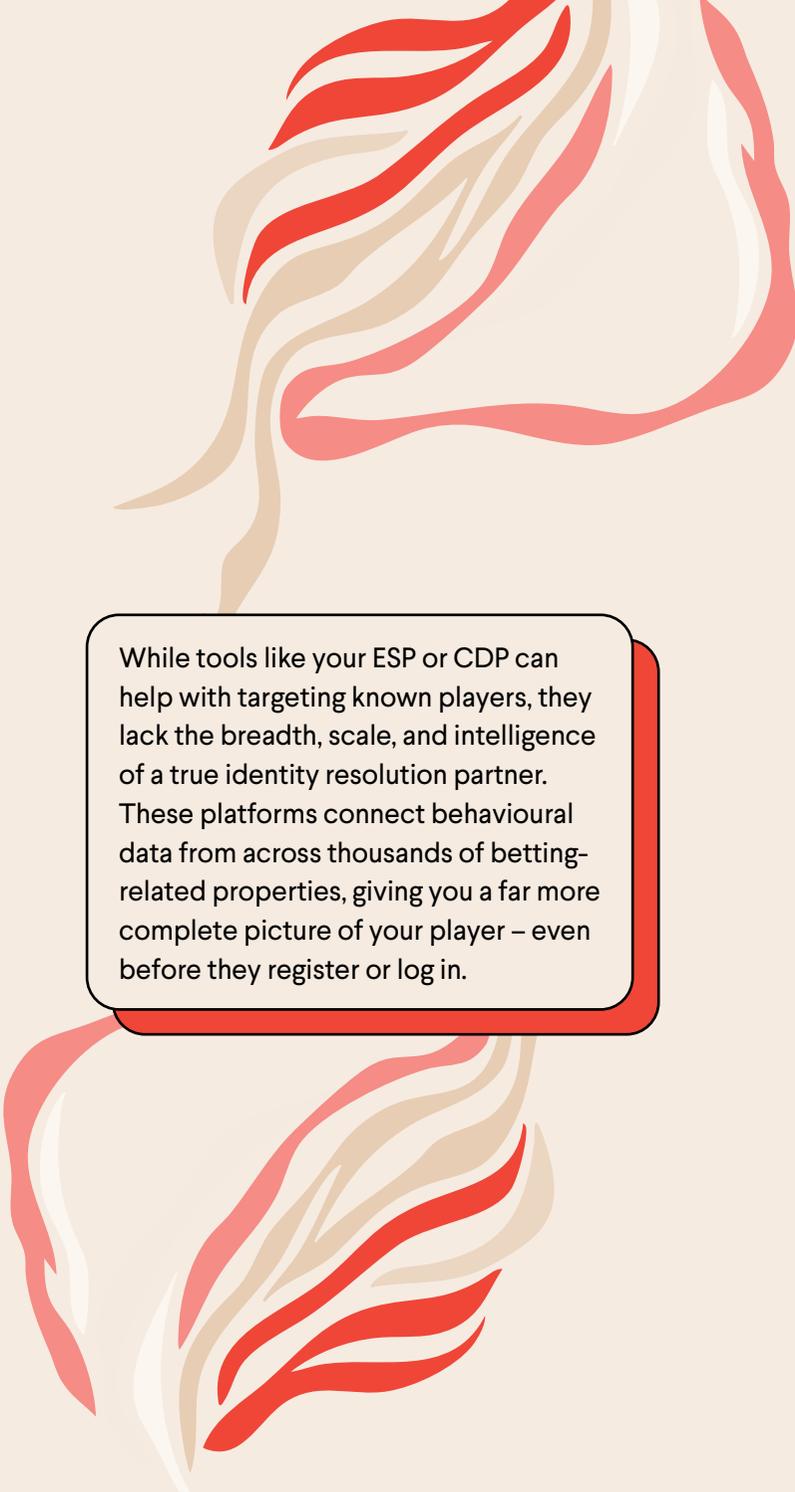
Mobile App vs. Web Experience

Without integrated identity infrastructure, a user recognised in your mobile app may be anonymous on your desktop site (and vice versa).

Third-Party Cookie Blocking

With regulatory and browser changes phasing out third-party cookies, many traditional methods of recognising returning users are no longer viable.

Modern identity resolution providers overcome these challenges by unifying signals from across the ecosystem – including email hashes, server-side tags, device graphs, and behavioural patterns – to construct a persistent player identity. This enables operators to recognise even anonymous traffic, enriching profiles and unlocking the ability to personalise content, promotions, and offers in real time.



While tools like your ESP or CDP can help with targeting known players, they lack the breadth, scale, and intelligence of a true identity resolution partner. These platforms connect behavioural data from across thousands of betting-related properties, giving you a far more complete picture of your player – even before they register or log in.

How Can Identity Resolution Create Revenue Opportunities?

Advanced identity resolution partners give iGaming operators the ability to go far beyond recognising logged-in users. They make it possible to identify anonymous visitors, track their behaviour across sessions and devices, and build persistent player profiles – even before registration or deposit. This means that as users browse games, explore promotions, or interact with specific bet types, those signals can be captured and used to trigger personalised, revenue-driving messages the moment a player opts in.

By monitoring behaviours like browsing slot categories, clicking through jackpot games, or exploring a welcome bonus but not activating it, operators can deploy targeted,

cross-channel messaging through email, SMS, or even programmatic ads – optimising every offer down to the individual level and increasing the likelihood of conversion.

For example, identity resolution enables real-time triggered messaging when a player browses a specific game (e.g. a popular Megaways slot or Premier League betting market) but doesn't proceed to play or place a bet. Much like abandoned cart reminders in e-commerce, operators can send automated emails or texts to re-engage the player with a relevant incentive – such as free spins, a matched bonus, or a personalised reminder of the game they were interested in.

With a sophisticated identity partner, you're not limited to just obvious drop-offs. You can capture more subtle intent signals – like hovering over a bonus info modal or repeatedly viewing the same promotion – and follow up with contextual nudges. If the player hasn't opted into SMS yet, the system can even prompt them with a call-to-action at just the right time to grow your mobile list.

Perhaps most importantly, identity resolution empowers cross-device continuity. Imagine a player who starts browsing promotions on their phone during their commute, then checks a few game reviews on their desktop at work, and finally deposits from their tablet in the evening. An identity partner can connect these fragmented sessions into a single, unified player journey – enabling you to deliver consistent messaging and reduce the friction that leads to abandonment.

In addition, identity providers often maintain expansive graphs of consumer behaviour across other betting and entertainment sites. This allows them to help you determine the most effective email address or communication channel to use – especially for users with multiple sign-up attempts or contact details. By selecting the channel and message most likely to drive a conversion, operators can ensure they're sending the right offer to the right player at the right time.



Why is Identity Resolution Important?

Without identity resolution, iGaming operators are forced to rely on siloed and incomplete data, resulting in a fragmented view of their players. This makes it difficult to deliver consistent, relevant, and timely experiences – especially as users move across devices, channels, or sessions without logging in.

The outcome? Missed opportunities to engage high-intent players, lower conversion rates, and reduced effectiveness of your acquisition and retention strategies.

However, with a robust identity resolution solution in place, iGaming brands gain the ability to...

Understand players' gaming preferences and behaviours in real-time

Track and interpret signals such as game category interest, bonus interactions, betting frequency, and device usage to power smarter decisions.

Create personalised messaging across key channels

Deliver tailored messages via email, SMS, push notifications, and on-site prompts – ensuring continuity and relevance across the full player journey.

Improve customer satisfaction through timely, relevant communication

Whether it's a welcome offer, a reminder about a paused registration, or a loyalty incentive, identity resolution ensures the right message is sent at the right moment.

Drive revenue growth by triggering behaviour-based messaging

Identify when a player is most likely to convert and deliver real-time incentives to boost registration, deposit, and reactivation rates.

Maximise CPMs and ROI through high-value segmentation

Build more precise, high-performing programmatic audiences by layering rich identity data onto anonymous site traffic – unlocking stronger targeting and yield.



Key Player Intent Signals to Drive Messaging



Once an iGaming operator has implemented a solid identity resolution foundation, the next step is to unlock the power of intent signals – real-time data points that reveal a player’s interests, preferences, and behavioural patterns. These signals help determine what to say, when to say it, and where to deliver it – creating messaging that feels timely, relevant, and more likely to convert.

Here are the five key types of intent signals and how they can be used to trigger high-impact, revenue-generating campaigns.

Identification Signals

These signals help identify a player – even if they haven’t logged in or completed registration. This might include data like IP addresses, device IDs, cookies, or email capture on-site. Identification signals are foundational for linking activity across sessions and devices.

Use Case

A user browses your site, clicks into the welcome bonus page, but exits before signing up. You capture their email during the session and follow up with a personalised reminder that highlights the same promotion they viewed – potentially paired with a time-sensitive incentive to drive them back.

Behavioural Signals

These signals reflect how a player interacts with your brand – what games they explore, what promos they engage with, or where they drop off. Behavioural data reveals high-intent moments that can be used to trigger timely interventions.

Use Case

A player browses several slot titles, adds games to their bet slip, and even clicks into the cashier – but doesn’t deposit. An automated message can be triggered with a reminder of the games they selected and a tailored bonus to encourage deposit completion.

Game Engagement Signals

These signals are based on how players interact with specific content – such as repeatedly viewing certain game categories, checking progressive jackpots, or saving games to a favourites list. This helps predict interest and guide future content and promotional targeting.

Use Case

A player keeps returning to a specific live roulette table but hasn't played yet. You can send a message with free spins, cashback on their first session, or highlight an upcoming tournament at that table to prompt them into action.

Lifecycle Signals

These signals indicate where the player is in their journey – from first-time visitor to newly registered user, active player, VIP, or lapsed account. Understanding lifecycle stages helps shape your tone, content, and channel strategy.

Use Case

A newly registered player hasn't deposited within 48 hours. A triggered welcome series can introduce your brand's best offers, highlight popular games, and provide a limited-time deposit match to nudge them into action. For returning players, lifecycle signals can support loyalty programs or reactivation offers.

Registration & Transaction Signals

These reflect past behaviours like registration date, deposit frequency, amount wagered, and types of games played. This data is key for post-registration journeys and retention-focused messaging.

Use Case

A player who recently made their first deposit but hasn't returned in a week could receive a personalised email featuring new game releases in categories they've shown interest in – paired with a reload bonus or free spins to increase their likelihood of returning.

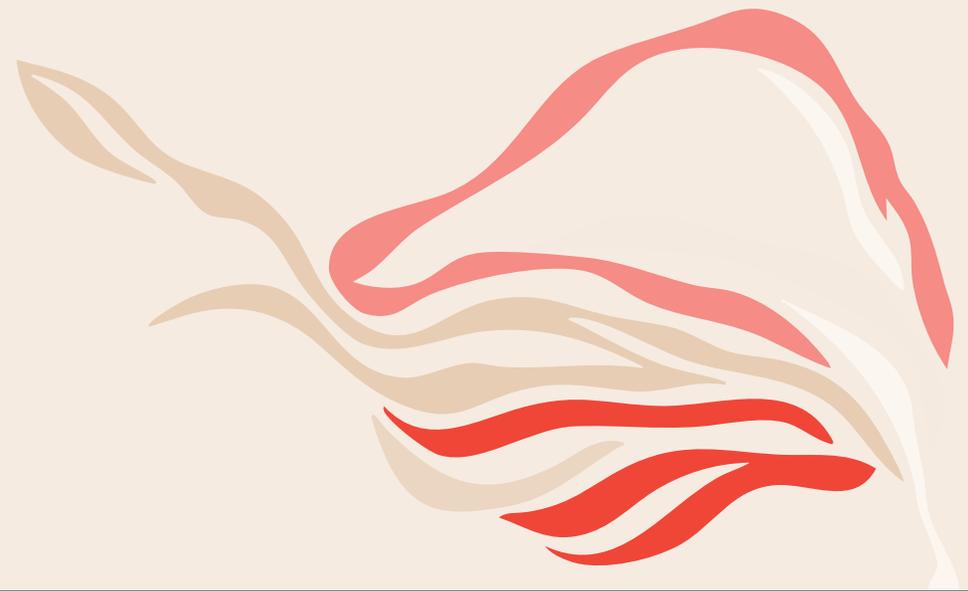
Together, these intent signals give iGaming operators the ability to deliver smarter messaging at scale. By understanding what each player cares about – and where they are in their decision-making process – you can tailor your engagement strategy to maximise conversions, deposits, and long-term value.

How to Trigger Revenue-Generating Messaging

By combining identity resolution with real-time player intent signals, iGaming operators can deliver highly personalised, conversion-focused messaging that feels seamless across channels – and directly impacts revenue. But effective execution relies not just on the data, but on how and where your messaging is delivered.

For most operators, layering in yet another ESP or standalone email platform can create unnecessary complexity and disrupt player communications. Choosing an identity partner that integrates directly into your existing ESP allows you to automate and personalise messaging at scale – without compromising consistency or performance.

The same applies when scaling into SMS, push notifications, or in-app messaging. Centralising your decisioning engine – so it evaluates player behaviour, preferences, and lifecycle stage in one place – ensures your messages stay aligned across every channel. Whether you're using your identity partner's SMS tools or your own, the key is to make every message feel like a natural extension of a single, connected journey.



Here are some key strategies that identity resolution enables once your decisioning and execution are in place:

Personalised Game Recommendations

Use browsing behaviour and registration signals to recommend relevant games, categories, or bonus offers. If a player consistently browses jackpot slots or live casino games, you can send targeted updates about new releases, promotions, or tournaments in those categories. Timely, interest-based alerts drive better click-through and gameplay rates.

Abandoned Registration Reminders

Player drop-off during sign-up or deposit is one of the most common friction points in iGaming. Behavioural and transactional signals can help identify these moments, triggering automated reminders to complete registration. Adding a first-time deposit bonus or exclusive offer can boost recovery and increase conversion rates.

Re-engagement Campaigns

When lifecycle or transactional signals indicate a player has gone quiet, retarget them with personalised messaging based on their historic interests. A player who last played slots might receive an email about a high-RTP title, or a sports bettor might be alerted to odds boosts in their preferred league. Perfect for peak seasons, new launches, or win-back flows.

Triggered Lifecycle Emails

Map messaging to key stages in the player lifecycle. New players can receive onboarding journeys with registration tips and platform highlights, while returning players might be sent loyalty rewards or early access to VIP promotions. Each message should reflect where the player is in their journey – and where you want to take them next.

Post-Registration Follow-Ups

After a successful registration or deposit, use identity and behavioural data to deliver follow-up messages that keep the momentum going. Think: “How to get the most from your bonus,” or game-specific tutorials for players who showed interest but didn’t engage. These messages increase player satisfaction, retention, and session frequency.

Highly Targeted Ads

By combining identity graphs with intent signals, advertisers and publishers can serve hyper-targeted display or social ads to both known and anonymous users. Whether it’s reminding a high-value player about an unclaimed bonus or retargeting users who browsed a category without converting, identity-driven ads deliver stronger results.

How AI Supercharges Identity's Impact on Revenue

Now that we've unpacked the fundamentals of identity resolution and intent-based engagement, it's time to look at how AI and machine learning take these capabilities to the next level – turning intelligence into action, and action into revenue.

With the right identity resolution partner, iGaming operators gain access to an enormous pool of player data. But manually mapping out every stage of the player journey – deciding when to send a bonus reminder, who to retarget, or which game to promote – is no longer scalable. That's where AI comes in.

AI and machine learning interpret player behaviour, intent signals, and engagement patterns in real time, automating decisions

around what to say, when to say it, where to deliver it, and to whom. It's no longer about just setting up a campaign – it's about building an autonomous system that reacts faster than any human could, with more precision and performance.

This means:

Sending a bonus reminder at the exact moment a player is most likely to deposit

Identifying a churn risk before it happens and triggering a reactivation offer

Tailoring messages and creative dynamically based on game category interest, device, or play history

While AI handles the real-time decisioning and orchestration, your marketing team is freed up to focus on high-impact creative, strategy, and innovation. The result is a win-win: enhanced personalisation, seamless player journeys, and accelerated growth across your most critical KPIs.

What to Look for in an AI-Powered Identity Partner

Not all AI is created equal. In today's crowded martech landscape, many vendors tout AI – but often apply it only at the surface level (e.g., tweaking subject lines or modifying creative). That's table stakes.

When evaluating identity resolution partners for your iGaming business, dig deeper. Ask:

Does their AI engine drive real-time decisioning across multiple channels?

Can it interpret both first-party and third-party data to optimise for conversions?

Do they automate message timing, frequency, and content based on player-level behaviours?

Do they commit to performance outcomes, not just tech access?

Look for partners that prioritise measurable results over vanity metrics. The best-in-class identity platforms don't just help you communicate more – they help you convert more, retain more, and monetise more by turning every signal into strategic action.

Critical Capabilities for Identity Resolution

When considering an identity resolution solution, there are several critical capabilities that can help your organisation effectively navigate the evolving digital ecosystem. These capabilities ensure that your identity resolution approach is future-proof, scalable, and compliant with privacy regulations. Here's what to prioritise.



1. First-Party Data Utilisation

With third-party cookies on the decline, leveraging first-party data is non-negotiable for sustainable identity resolution. Solutions should rely on signals independent of cookies to generate persistent identifiers, enabling the recognition of visitors across devices and sessions. First-party data ensures compliance with privacy regulations and provides businesses with greater control over their customer data.



2. Comprehensive Identity Graph

A robust identity resolution solution should maintain a well-developed identity graph, integrating data from various sources to recognise a wide range of consumer devices and profiles. By consolidating emails, phone numbers, Device IDs, browsing behaviour, and third-party identifiers into a single view powered by machine learning, businesses can drive more personalised experiences and precise marketing activations.



3. Cross-Platform Identity Enrichment

A strong identity resolution strategy includes the ability to enrich identity data by integrating with established frameworks such as UID2. This capability allows advertisers to create scalable, cookie-less segments for programmatic advertising, while publishers can resolve anonymous traffic into addressable audiences. Identity enrichment helps ensure that even unknown visitors can be matched to existing customer profiles, maximising value and improving targeting accuracy.



4. Cross-Site and Cross-Device Tracking

To create a seamless customer experience, it's essential to identify visitors across multiple sites and devices. Effective identity resolution solutions use both probabilistic and deterministic methods to match traffic to an individual's email address, phone number, or other key identifiers. This capability allows businesses to maintain consistency in their messaging and interactions across different channels.



5. Server-Side Tracking

To extend the timeframe in which visitors can be recognised, server-side tracking should be integrated into your identity resolution efforts. By relying on first-party cookies and server-to-server connections, businesses can improve return-visit recognition and deliver better, more personalised on-site experiences. Server-side tracking ensures that data collection remains accurate and persistent, even as browser-based tracking becomes more limited.



6. Privacy and Compliance

As privacy regulations like GDPR and CCPA evolve, compliance is a critical capability for any identity solution. Ensure that your platform is fully compliant with global privacy laws and frameworks, including the IAB's Transparency and Consent Framework (TCF). Additionally, adhering to best practices established by government and industry bodies like the UK Gambling Commission, Digital Advertising Alliance and the Network Advertising Initiative can help safeguard your brand's reputation.



7. Encrypted Data Transfers

Data security is a non-negotiable aspect of identity resolution. Ensure that all data transfers occur through secure channels, such as SFTP or HTTPS, with TLS encryption. These encrypted data transfers provide an additional layer of protection, ensuring that sensitive customer data remains secure during collection, processing, and activation.

By prioritising these critical capabilities, iGaming brands can establish a robust foundation for identity resolution that goes beyond customer recognition and personalisation. It also ensures privacy, compliance, and security – essential elements in today's evolving digital landscape. With these pillars in place, gaming operators can confidently create seamless, personalised player experiences that build loyalty and trust, while adhering to the highest standards of data privacy and protection.

Conclusion: The Revenue Impact of Identity Resolution and Player Intent Signals

In the iGaming sector, identity resolution and real-time player intent signals are no longer optional – they’re the cornerstones of modern, performance-driven marketing. These capabilities allow operators to move beyond guesswork and fragmented engagement toward a strategy that is precise, personalised, and predictive.

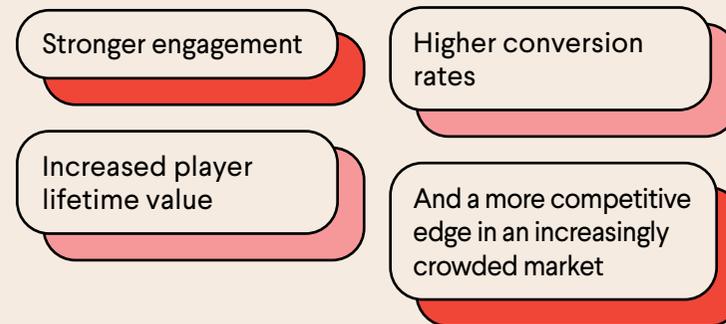
By understanding who your players are, which games or betting experiences they’re drawn to, and how they behave across every touchpoint, your brand can deliver timely, relevant messaging that resonates at every stage – from registration to reactivation and beyond.

Whether it’s:

- Re-engaging a player who dropped off before their first deposit
- Recommending a game based on recent browsing behaviour
- Or delivering a tailored VIP incentive to a high-value user showing signs of churn

– identity resolution ensures you’re always sending the right message, to the right player, at the right moment.

The result?



iGaming brands that invest in robust identity frameworks and operationalise intent signals are not just keeping up with player expectations – they’re exceeding them. And in doing so, they’re building deeper loyalty, stronger ROI, and long-term, sustainable revenue growth.

The Wunderkind Advantage

For starters, identity resolution can greatly enhance a brand's ability to recognise a returning marketable contact. This could be a customer or just someone on your marketing list who appears as anonymous when visiting your website. There are several technical factors that can cause a returning visitor to appear as anonymous. Here are a few explained simply:

[UID 2.0 Integration](#) allows advertisers to achieve scalable, cookieless targeting and enhanced precision in user identification, ensuring effective and privacy-compliant ad campaigns. For publishers, it converts unknown visitors into addressable audiences, boosting CPMs and overall ad revenue while improving user experience with more personalised content. By adopting this framework, the Wunderkind Identity Network will continue to grow stronger as more advertisers and publishers hydrate the consumer profiles in the Wunderkind Identity Network to provide even more value to iGaming brands and operators.

[PrivacyID](#) is a capability that unifies a user's multiple identities and behaviours across devices and sites into a single, comprehensive profile. This allows for

improved marketing personalisation and performance by providing a more complete understanding of user behavior and preferences. Additionally, PrivacyID adheres to privacy regulations, ensuring that data is collected and used in a compliant manner, which translates to measurable revenue gains for clients.

[Cross-Site and Cross-Device Capabilities](#). Wunderkind leverages probabilistic and deterministic methods to identify traffic across sites and devices down to an email address or phone number in your own first-party database.

[Server-Side Tracking](#) involves creating a domain redirect that allows Wunderkind to set first-party cookies directly on the client's domain, rather than a third-party domain.

This approach extends the lifespan of first-party cookies, particularly on browsers like Safari, ensuring consistent user identification and enhancing marketing personalisation and performance.

[Global Compliance](#) is extensive. Whether it's GDPR, CPRA or any other acronym, Wunderkind either meets or exceeds global privacy regulations where they operate. It's also worth noting that Wunderkind does not share behavioural data or PII between clients or with any outside parties. In simple terms, Wunderkind doesn't sell or share email addresses across their client base.

Testimonials from Wunderkind Clients

“Wunderkind’s vast network of clients and customers allows them to connect that information at a much higher rate than any other company”



Jay Nigrelli,
Perry Ellis International

“Wunderkind’s secret sauce is in their identity graph. Through their identity graph, they can identify more visitors to your website, knowing who is visiting and serving the right message at the right time, increasing conversion rates and engagement.”



Kyle Brucculeri,
Fractional CFO

“The biggest thing we’re paying attention to is the number of people you’re able to identify to send emails to. We know that you guys are providing more than the standard option that might be provided in like Klaviyo.”



Molly Wallace Kerrigan,
Shinesty

“Wunderkind allows you to send more behavioral email... you’re identifying devices, identifying more anonymous traffic, and connecting those dots that you can’t do with your ESP.”



Brandon Maskell,
Titan Brands

Testimonials from Wunderkind Clients

“Privacy ID to me really unlocks our ability to optimize a single user’s journey... It helps us ensure that the most engaged consumers are receiving messages at the optimal time, rather than just receiving an abundance of messages that may not be relevant to where they are in their journey.”



Moly Delp,
True Botanicals

“There’s nothing I see in the market that compares to what Wunderkind does... it has been clear that their capabilities in identifying and re-engaging customers are unmatched. When we briefly moved away from Wunderkind, we quickly returned because we didn’t see the same results elsewhere.”



Lauren Zarzour,
Kendra Scott

“The identity resolution and the high volume of email sending Wunderkind enables are unmatched. There is no other vendor able to identify as many consumers on our site and deliver that consistent experience while driving a high volume of emails.”



Rachel Waldstein,
Wolverine Worldwide

Wunderkind

Wunderkind is the leading AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic for leading brands in order to scale hyper-personalised one-to-one messages. Brands lean on the Wunderkind Identity Network, a proprietary database recognising 9 billion devices and 1 billion consumers, and observing 2 trillion digital transactions every year, to trigger the most impactful offers to their target audience at the right moment and in the right channel. This proprietary data is accessed by Wunderkind's Autonomous Marketing Platform, an AI engine that integrates seamlessly into a brands' existing ESP to boost performance across email, text and advertising channels.

Wunderkind is the only performance solution that guarantees a lift in revenue for its clients and delivers over \$5 billion in directly attributable revenue annually for brands across a number of industries, often ranking as a top 3 revenue channel in clients' own analytics platforms. Brands such as HelloFresh, Omni Hotels, AAA Northeast and Clarks partner with Wunderkind to drive top-line revenue through its guaranteed results.



MoMA

Clarks[®]