



Bonuses in GR8 Sportsbook iFrame



Bonus Engine

Journey Builder

Use our drag-and-drop journey builder to create your own auto scenarios.

Engagement Hub

Facilitates marketing-driven activities that encourage repeated engagement.

Gamification

Builds user loyalty and hooks them through structured challenges and reward paths.

What makes our tool stand out

- Create and manage multiple bonus scenarios for diverse player segments in one place.
- Onboard users to new bet types, sports, and tournaments through targeted journeys.
- Reactivate churned players and drive them back into activity.
- Encourage players to reinvest winnings instead of withdrawing.
- Prevent bonus abuse with flexible segmentation, triggers, and rule-based access.
- Control risks via detailed wagering settings and activation logic.
- Balance engagement and retention with responsible, customizable campaigns.



Sport Bonuses

Via Journey Builder



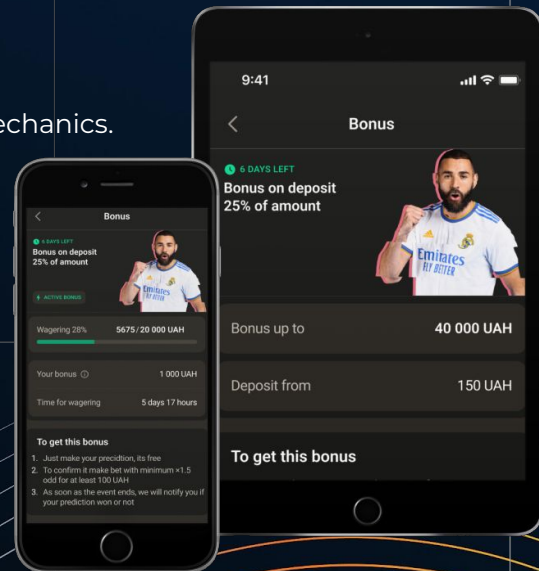
Types of activities in JB

Bonus types

- **Sports Bonus with Wagering**
 - Bonus funds are credited to a separate balance and must be wagered to become withdrawable.
- **Freebet**
 - A risk-free bet where only the net winnings are paid out.
- **Cash money**
 - Bonus is credited as real money with no wagering needed.
- **Bet insurance**
 - Players get partial refunds on lost bets, with payout defined in follow-up mechanics.
- **Cashback**
 - Gathers bets based on turnover/loss/win to grant a bonus or cash reward.

Bonus triggers

- **Bet condition**
 - Players must place bets matching specific criteria to receive a FreeBet.
- **Deposit condition (via webhook)**
 - bonus get fixed or relative bonus amount for deposit w/ specified criteria



Sport Bonus

Sports bonus with **wagering** is an activity that allows players to receive additional funds to their bonus account.

How the mechanics work:

- the bonus is credited to the bonus balance in the form of a sum of money, which the player can use for sports betting until the bonus is wagered.
- After wagering, the bonus is transferred to the player's main balance.

Bonus funds can only be used for bets that meet these requirements.

Bonus funds are automatically used when a bet is placed, according to the proportions (Bonus Rate) calculated at the moment the bonus is issued, depending on whether the funds need to be blocked or not.

Extra integration is needed to enable this functionality.

Sport Bonus

Activity ID: 3f155286-f6f4-402a-9755-5f5efad9d9cc

Title for player transaction history * ⓘ

Cancellation during wagering period ⓘ

Amount accrual type
 Fixed bonus amount
 Bonus as % of received amount
 Bonus as % from variable

Variable from input source *

Bonus as % of variable * ⓘ

Max. possible bonus amount to accrue *

Max. % of received bonus amount on balance after wagering * ⓘ

Bet wagering condition

Wagering channel * ⓘ

Line types *
 Live Prematch

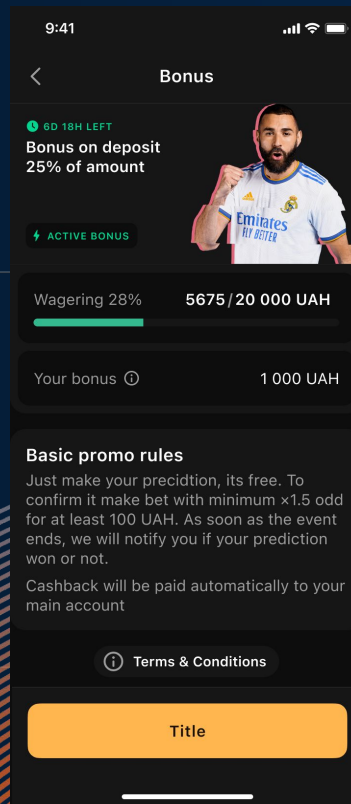
Bet types *
 Single bet Parlay

Wager factor * ⓘ

Days to complete wagering * ⓘ

Days for prolongation ⓘ

GR8^{TECH}



Deposit bonus received via webhook

- How It Works for iFrame Clients:

- The operator sets up a deposit bonus campaign on their platform.
- JB does not process any data until the deposit trigger is activated.
- The operator sends User ID and Deposit Amount via Webhook.
- The Webhook triggers the following:
 - The player is added to the Journey Builder.
 - Once deposit information is received, a sports bonus is issued based on campaign settings.
 - Upon completing wagering requirements, the bonus is transferred to the main balance and promotion is marked as "Completed" in the promo history.
 - Failed Wagering: If the player fails to meet wagering requirements, the bonus is retracted to the inner balance. The promotion appears in promo history as "Not Completed".

- Reward type

- Fixed bonus (always available, works as is).
- Bonus as a percentage of a variable (available if variables are passed via Webhook in the input source).

Integration Options for Promotions

- Reporting Webhooks Processor
 - Player promotion changes can be reported via Webhooks. We provide information for key points in the player promotion lifecycle, including:
 - Offered, Accepted, Expired, Bonus Issued, Wagering Started, Completed
- External Triggering via API
 - Operators can now affect player promotions from external systems or front-end solutions. For example:
 - Cancel a promotion for a player from an external promo lobby.
 - Terminate a player from a journey using an external back-office alternative

[Reporting Webhooks Processor](#)

Balances



Main Balance

- Player's own funds
- Can be used across any part of the product
- Can be withdrawn at any time



Locked Balance

- Reserved from deposit after receiving a bonus
- Used only for sports betting
- Applies to both bonus and non-bonus bets
- Cannot be withdrawn until promo ends or is cancelled
- Replenished after bet settlement
- Presence of this balance in transactions **is configurable by operator during integration**



Bonus Balance

- Promotional funds granted by the campaign
- Can only be used for bets that meet wagering conditions
- Not transferred to main balance and cannot be withdrawn until wagering is completed
- If wagering is not completed, bonus funds expire and are moved to internal retract account
- Used proportionally based on bonus rate calculated at the time of bonus issuance (Actual proportion may vary depending on current balances)

Funds movement between balances



Bet flow for Deposit Bonus (with Locked Balance & Bonus Rate)

- **Placement:** System calculates $\text{bonus.rate} = \text{bonus} / (\text{bonus} + \text{deposit})$. This defines how much of each bet is taken from the bonus balance vs. user's funds. System deducts funds according this proportional from: Bonus Balance + Locked Balance. If those are insufficient, uses Main Balance for the remaining amount
- **Settlement:** Winnings credited back in the same proportions as deduction



Bet flow for Fixed Bonus or after Collection or Insurance

- **Placement:** Bonus Balance is used 100% first. If Bonus runs out and promo is still active
→ uses Main Balance
- **Settlement:** Winnings bonus money go back to Bonus Balance (or Main Balance, if it has been used)

Available combination

Combination with Sport Bonus	Amount accrual type	Setup Guide	Example
Promotion + Sport Bonus*	*Sport Bonus with % from variable *Sport Bonus with fixed amount	Link	Make a deposit of €100 or more and receive 50% as a Sport Bonus with x8 wagering! Get €100 in Sport Bonus with x15 wagering!
Promotion + Sport Bet Insurance + Sport Bonus*	* Sport Bonus % amount only	Link	Place a single bet on any football match — if it loses, you'll get 50% of the lost bet back as a Sport Bonus with x10 wagering.
Promotion + Sport Bet collection + Sport Bonus* (Cashback with wagering)	* Sport Bonus % amount only	Link	Bet on live football this weekend and get 10% of your total turnover back as a Sport Bonus with x5 wagering!

FreeBet

FreeBet is a bonus providing users a risk-free chance to bet on sports event. It allows bets with no financial risk for user. If bet wins, user receives payout without a FreeBet amount.

For example, placing a FreeBet of \$2 with the odd 3 player will get $2 * 3 - 2 = \$4$

Well suited for Onboarding/Reactivation/Mechanic refunds of users

Operators can assign a player to receive a free bet through:

- CSV file upload – Upload player IDs and set a fixed free bet amount, or specify individual amounts for each player via CSV file
- Webhook – Transfer the FreeBet amount as a variable.
- Promo-Codes

Extra integration is needed to enable this functionality.

Sport FreeBet ✕

Activity ID: b4666b67-afd2-4993-baae-abfd87cdb59a

Days to use FreeBet*

Sport

Line types* Live Prematch

Bet types* Single bet Parlay

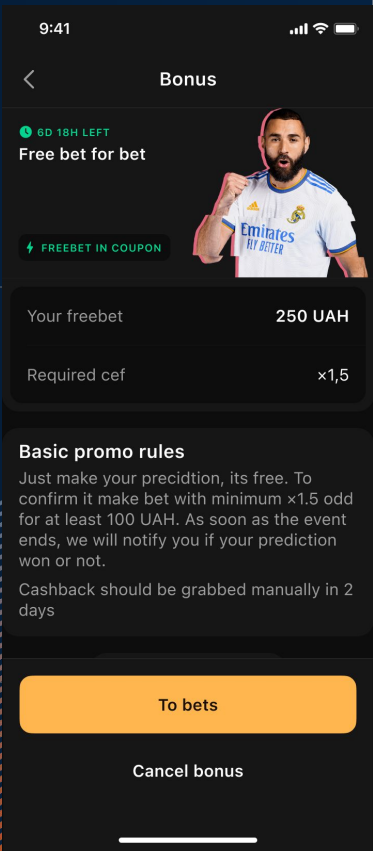
At least 1 outcome must be BetBuilder ⓘ

Max. bet odds

Amount accrual type Fixed FreeBet amount FreeBet as % of received amount

FreeBet amount*

EUR	{{www}}	{}
XTS	10	{}



Available combination

Combination with FreeBet	Amount accrual type	Setup Guide	Example
Sport FreeBet (without Promotion)	*Sport FreeBet with fixed amount only	Link	You have a \$5 FreeBet available for sports tournaments.
Promotion + Sport FreeBet	*Sport FreeBet with fixed amount only	Link	You have a \$5 FreeBet available for sports tournaments – activation required.
Promotion +Sport Bet + Sport FreeBet	*Sport FreeBet with fixed amount only	Link	Place 5 pre-match bets on football with minimum odds of 1.5 and stake of \$2 or more, and get a \$10 FreeBet on football.
Promotion + Sport Bet collection + Sport FreeBet	* Sport FreeBet % amount only	Link	We'll refund you 10% of your losing bets made within 7 days as a FreeBet valid for any sport.

Cash Bonus

With this bonus type possible to credit money to the player's main balance as a real money without wagering.

The principle of mechanics

- this type of bonus does not have a wagering
- bonus is credited to the player's main balance
- bonus can be used for any events in the product and also withdrawn.

Extra integration is needed to enable this functionality.

Cash Bonus

Activity ID: cf6bb78d-c5de-4b3e-a81d-60558ca454c4

Title for player transaction history * ⓘ

Bonus amount settings

Amount accrual type *

Fixed bonus amount ⓘ

Bonus as % of received amount ⓘ

Bonus as % of received amount * ⓘ

Max bonus amount * ⓘ

EUR	1000
XTS	1000

Available combination

Combination with Cash Bonusx	Amount accrual type	Setup Guide	Example
Promotion + Cash Bonus*	*Money Bonus with fixed amount only	Link	Get €100 straight to your balance — no wagering required!
Promotion + Sport Bet Insurance + Cash Bonus*	* Money Bonus % amount only	Link	Place a single bet on any football match — if it loses, we'll return 50% of your stake as real cash!
Promotion + Sport Bet collection + Cash Bonus* (Cashback without wagering)	* Money Bonus % amount only	Link	Receive a 10% bonus on your main balance from all losing bets or total turnover during this weekends — no strings attached!

Bet Condition

Bet is a condition activity that sets requirements based on the number of bets and specific conditions, such as line type, bet type, odds, sport, minimum bet amount, and more.

These conditions must be met by the player to qualify for Freebet

No additional integration is required.

Bet

Activity ID: 3f155286-f6f4-402a-9755-5f5efad9d9cc

Bet channel * ?

All

Days to place bet *

Specify the number of days

Sport: All
Tournament: All
Event: All

Add sport, tournament, or event

Line type *

Live Prematch

Bet type *

Single bet Parlay

Min total odds in parlay

1.5

Min event odds in parlay * ?

4.5

Min number of events in parlay *

2

How to check events in parlay *

all events have to match conditions
 at least one of events has to match conditions

Number of bets *

Specify the number of bets

Min bet amount *

UAH Enter bet amount

USD Enter bet amount

Bet Insurance

Bet Insurance is a condition activity that allows the user to insure their bets.

In the event that the bet loses, the player's account receives a refund equal to a percentage of the bet amount.

Bet Insurance in Journey Builder only sets which bets can be insured and on what terms. The percentage refund, i.e. what compensation is provided, is set in subsequent mechanisms like **Sport bonus** with wagering or **Cash Money** on main balance

No additional integration is required.

Bet Insurance

Activity ID: 3f155286-6614-402a-9755-9f5efad9d9cc

Days to place and get bet result*
Specify the number of days

Bet insurance conditions 1

Bet channels

6 items

Sport: Football
Tournament: Armenia, Premier League
Event: Ararat Yerevan - FC West Armenia

Add sport, tournament, or event

Line types*
 Live Prematch

Bet types*
 Single bet Parlay

Min. total odds in parlay

Min. event odds in parlay*

Requirements to check Parlay odds* All events match odds conditions
 One or more events match odds conditions

Min. bet amount*

AZN Enter bet amount
BYN Enter bet amount
EUR Enter bet amount
KGS Enter bet amount

Add bet insurance conditions

The following bet types in loss cases will be insured:
• Parlay

Parlay type Simple parlay Complex parlay

Complex parlay settings* 4/1 3/1 5/2



Bet Collection

Bet Collection is a condition activity used to build different types of **cashback** mechanics.

It accumulates player bets based on the settings defined by the manager: turnover, losses, or winnings.

The collected amount can then be used with two ways: as a **Sports Bonus** with wagering requirements or as **Cash Money** that are credited money to the player's main balance and available for withdrawal

No additional integration is required.

Bet Collection

Activity ID: 3f155286-f6f4-402a-9755-5f5efad9d9cc

Days to place and get bet result *

Bet result

Turnover Profit Loss

Min. number of bets *

Min. total amount of collected bets *

AZN

BYN

EUR

KGS

Bet channels

All

Sport: All
Tournament: All
Event: All

Add sport, tournament, or event

Line types *

Live Prematch

Bet types *

Single bet Parlay

Min. bet odds in single bet*

Min. bet amount *

AZN

BYN

EUR

KGS



Bonuses in UBO

- Filter with bonus options
- Label under the bet
- Redirect to promotion REA it belongs to

Brand All Sport All Event type All Category All Tournament All Trading type All Status All Bet type All Special bet All Bonus bet 7 Bet amount Ne

Total bets **26** Bet amount **510** Total settled **25 96.15%** Settled in the amount of **500 98.04%** Net payout **176.16** Profit **218.84**

Label	Bet ID	Accepted	Nº	Settled	Player Id	Risk sport segment	C.	Event started	Sport
	3ebf54ea27f9	2025-07-18		2025-07-18	DEMDFLT			2025-07-18	
BA	25fe04d4-16a7-483c-b7e5-c72c7c7d15c2	11:21:43 2025-07-18	1	962	11:29:41 2025-07-18	1cc970f2652...	VIP-Gold	11:24:00 2025-07-18	Football
BA	453b43f4-3d65-4ea4-90dc-2b76f91d13cb	07:33:08 2025-07-17	1	960	03:28:18 2025-07-18	1cc970f2652...	VIP-Gold	01:30:00 2025-07-18	Football
F	a0057d4e-f4b9-42e1-b36a-a17c5eca7cec	15:37:01 2025-07-16	1	959	16:51:11 2025-07-16	1cc970f2652...	VIP-Gold	15:00:00 2025-07-16	Football
Link	6cca186-22ab-4068-8f73-f62b43315939	14:10:58 2025-07-16	5	957	14:47:04 2025-07-16	1cc970f2652...	VIP-Gold		
Bet Condition	c2a496a0-ef15-48f2-bdee-4107a8ddcb51	11:26:59 2025-07-16	3	955	11:29:30 2025-07-16	1cc970f2652...	VIP-Gold		
B	a65b1414-ab65-49b0-95c6-cb5c96b55ce8d	00:43:10 2025-07-11	2	949	16:17:23 2025-07-12	1cc970f2652...	VIP-Gold		
B	e688998a-164d-4b09-ac7a-281ae1a8f811	00:41:13 2025-07-11	1	948	01:37:38 2025-07-11	1cc970f2652...	VIP-Gold	00:00:00 2025-07-11	E-Sports
B	53e055fc-62a5-4c8c-a8cd-040913f3b39b	00:41:01 2025-07-11	1	947	01:37:38 2025-07-11	1cc970f2652...	VIP-Gold	00:00:00 2025-07-11	E-Sports



Parlay Boost



Parlay Boost

Parlay Boost is an automatic bonus awarded to a player based on the number of outcomes in their parlay bet.

The more events in the parlay, the bigger the bonus (depending on the configured settings).

The Parlay Boost feature helps increase players' engagement with parlay bets. The main objectives of this feature are:

- Increase the number of parlay bets
- Increase the number of outcomes within a single parlay

To enable this bonus, you need to send a configuration request that includes:

- The bonus structure — how many outcomes = what % bonus (e.g. 3 events = +3%, 5 = +10%, etc.)
- The minimum odds per outcome — e.g. 1.3
- The maximum number of events in a parlay that will count towards the bonus — e.g. 20

Once configured, the system will automatically apply and display the bonus in real time as players build their parlay.

No additional integration is required.

The screenshot shows a mobile betting app interface. At the top, there are tabs for 'Betslip' and 'My bets'. Below that, there are options for 'Single Bet', 'Parlay', and 'System'. A red box highlights a notification: 'Add selection to activate your bonus 5%'. Below this, there are three football matches listed with their full-time results: 'Aug 17 14:30, Ipswich Town - Liverpool' (Liverpool 1.34), 'Aug 17 17:00, Arsenal FC - Wolverhampton' (Wolverhampton 17), and 'Aug 17 17:00, Everton - Brighton'. There are buttons for '10', '20', '50', and 'Max'. A 'Bet amount' field shows '1'. Below that, it says 'Your balance 557.92 \$'. A red box highlights the 'Parlay boost bonus 3% (+1.84 \$)'. Below that, it says 'Number of outcomes 3' and 'Total odds 61.506'. At the bottom, there is a 'Place bet' button with 'Possible payout: 63.35 \$'.



Engagement Hub



iFrame Engagement Hub Mechanics



- The Engagement Hub is a central tool that helps operators manage player communication and engagement in a structured and automated way. It works as an orchestration layer between different marketing tools and player activities.
- These tools help increase turnover, improve promo conversion, and raise retention through gamification and loyalty features.
- Engagement Hub Mechanics can be either manual, semi-automated, or fully automated, depending on their logic and operator involvement required. Basic segmentation by fireplace or fraud status, CSV upload, or manual ID input. Supports anonymous/unlogged players.
- The operator controls setup, segmentation, prize logic, and results input when needed.
- Available mechanics:
 - **Randomizer** – spin a wheel or scratch a card to win a random prize.
 - **Participation** – click a “Join” button, and the operator handles the rest manually.
 - **Totalizator** - players predict the outcomes of multiple matchups
 - **TOSS** – predict who will win in a playoff bracket.
 - **Prediction** – guess a number (like the minute of the first goal).
 - **Rating** – earn points for bets and compete on a leaderboard.



Randomizer

Randomizer is a fully automated mechanic where players instantly win a prize by spinning a wheel or scratching a card. Once the operator sets up the prizes, visuals, and drop chances, the mechanic runs by itself. No need for manual winner selection or result input.

Randomizer Types:

1. **Wheel of Fortune** – Players spin the wheel to receive a prize, or an empty prize if configured.
2. **Scratch Card** – Players reveal three windows. If all images match, they win a prize; otherwise, they do not.

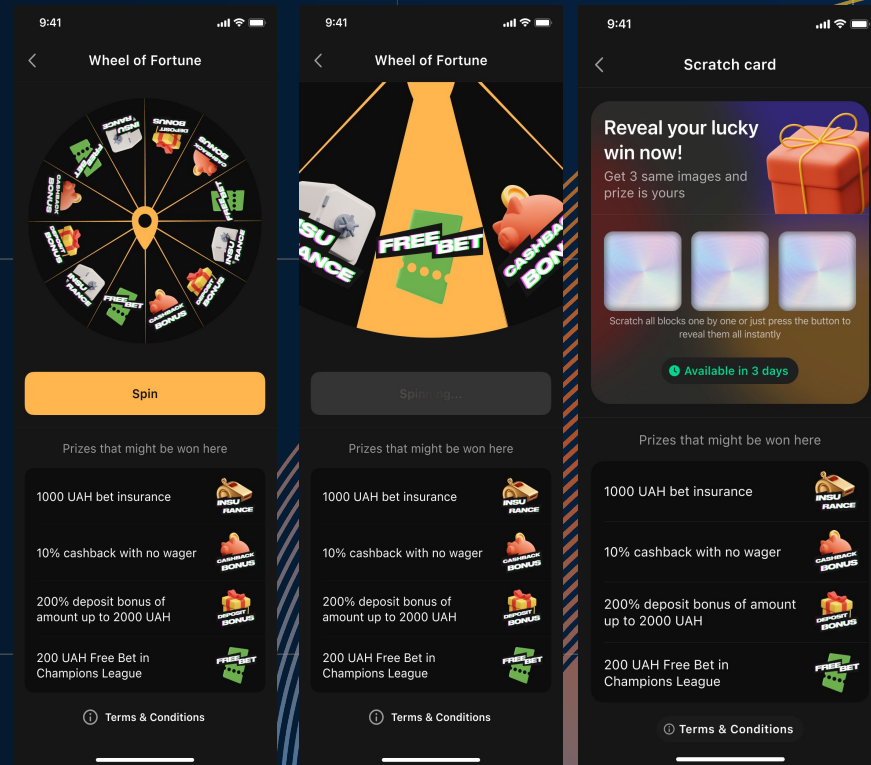
Automation level: Fully automatic accruals

Setup: Operator configures the visual interface (wheel/cards), prizes, probabilities, and connects to a Journey Builder.

Flow: The operator sets up visuals, prizes, and drop chances. Players launch the Randomizer from the promo lobby, spin or scratch, and instantly receive a prize — no further operator actions needed.

[How it works + setup instructions](#)

[Scratch Card](#)



Participation

Participation is a fully manual mechanic with no automated logic or outcomes. Players simply click the “Participate” button, and their IDs along with timestamps are recorded in the system.

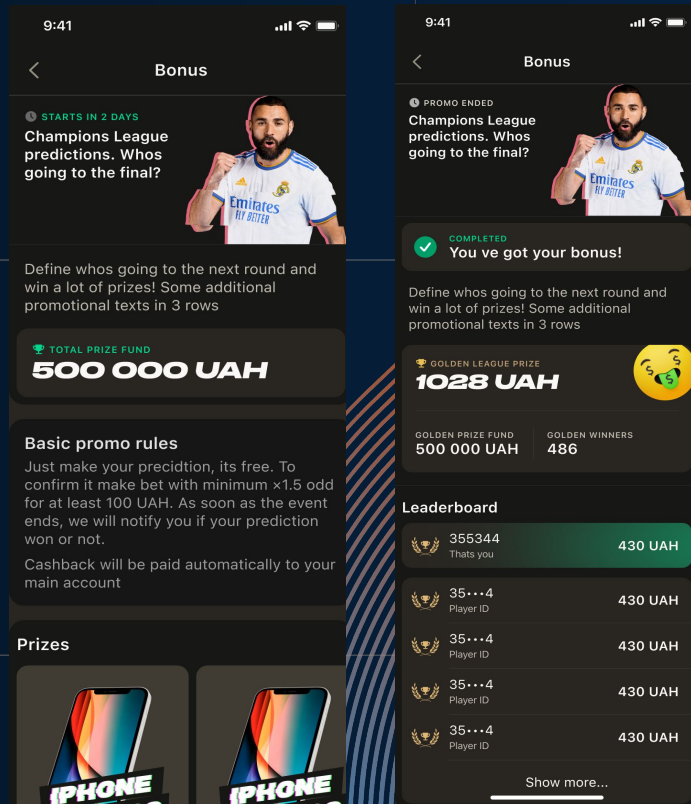
All further actions — including winner selection and prize distribution — are handled manually by the operator.

Prizes are granted outside the mechanic, based on the exported participant list. For example:

- Import into a Journey to assign prizes (e.g., Freebets, bonuses)
- Use it for external raffles, manual outreach, or internal testing

Automation level: Manual

[How it works + setup instructions](#)



Totalizator

Totalizator is a mechanic that lets the manager set up a promo page on which the user can make a prediction on an event's results, in which pairs of opponents are participating.

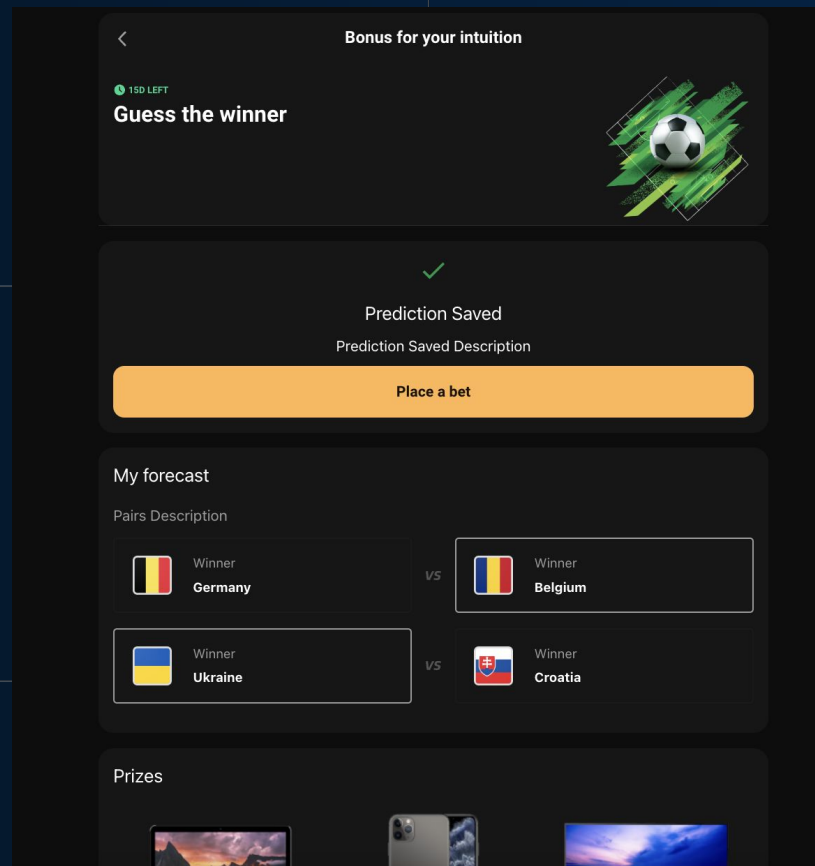
After finishing the promo, the manager needs to enter the results of the event, upload the winners, publish the list of winners on the promo page, and make the bonus accrual (for example via Journey Builder).

Automation level: Manual prediction-based promo with flexible prize setup.

Setup: Operator defines a match outcome: win/draw/lose or win/lose

Flow: Players make a pick → operator later inputs manually the correct result → system filters players with correct predictions (and qualification bet if specify) → operator manually uploads the list of winners and selects which prize to grant.

[How it works + setup instructions](#)



Toss

TOSS is a semi-automated engagement mechanic that allows players to predict the outcomes of sports or esports tournaments, based on a visual bracket (single or double elimination). Players choose who will reach the semi-finals, finals, and who will win the tournament.

This mechanic is ideal for:

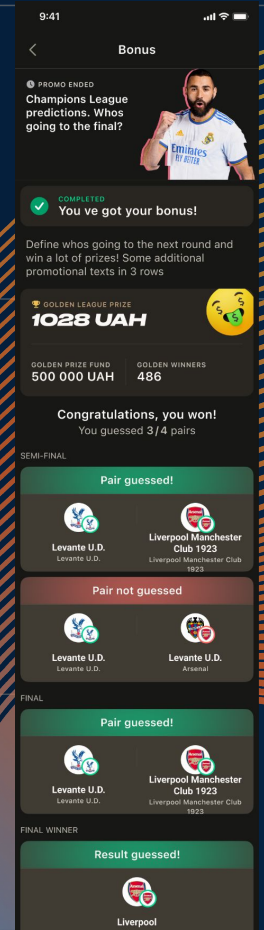
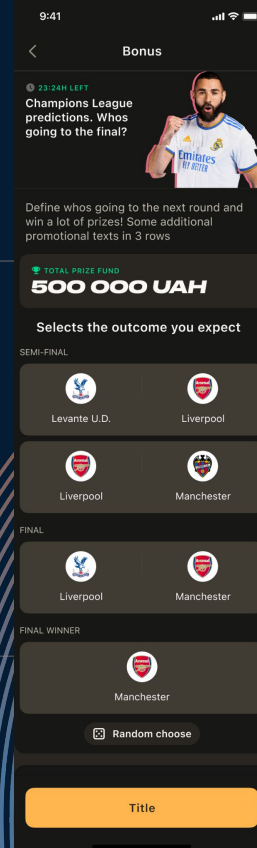
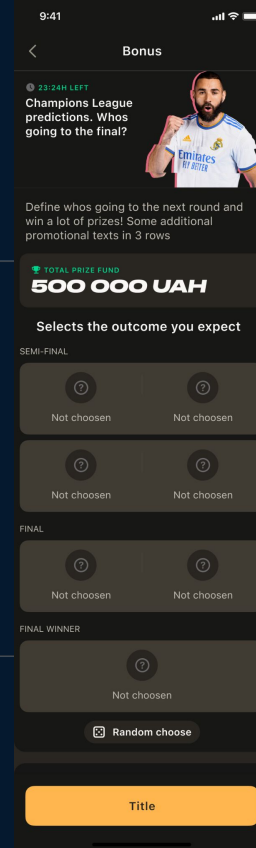
- Single-elimination brackets in sports championships
- Double-elimination brackets in esports competitions

Automation: Semi-automated. Operator sets up the campaign and inputs final results; system filters correct predictions.

Flow: Players submit predictions. After the event, operator enters results, and winners are identified automatically. Prizes are then issued manually or through automation via Journey.

Prizes: Cash, bonuses, FreeBets, or physical prizes via Journey or manual distribution.

[How it works + setup instructions](#)



Predictions

Prediction is a semi-automated mechanic where players submit a numeric forecast for a specific event (e.g. "What minute will the first goal be scored?").

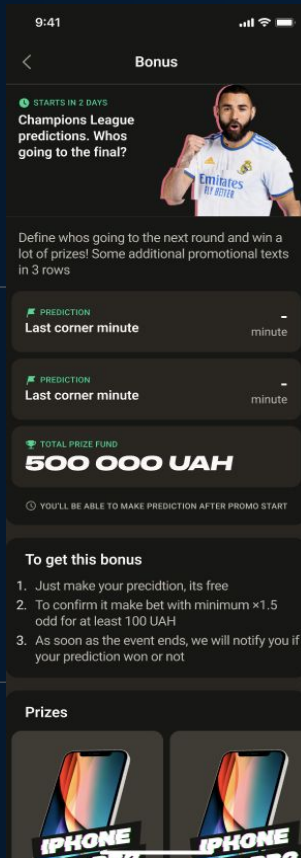
Multi-number Prediction expands this by allowing players to answer up to 20 questions within one campaign — e.g. total goals, first scorer, goal time, etc.

Automation Level: Semi-automated.

Flow:

- Operator sets a question (or multiple, for Multi-number), defines valid number ranges, and optionally requires a qualification bet.
- Players submit their answers via campaign page.
- After the event ends, the operator enters the final result(s).
- Distribution is done via uploaded winner ID lists or manual contact, depending on prize type.
- The system shows a modal window to players with results.

[How it works + setup instructions](#)



Rating

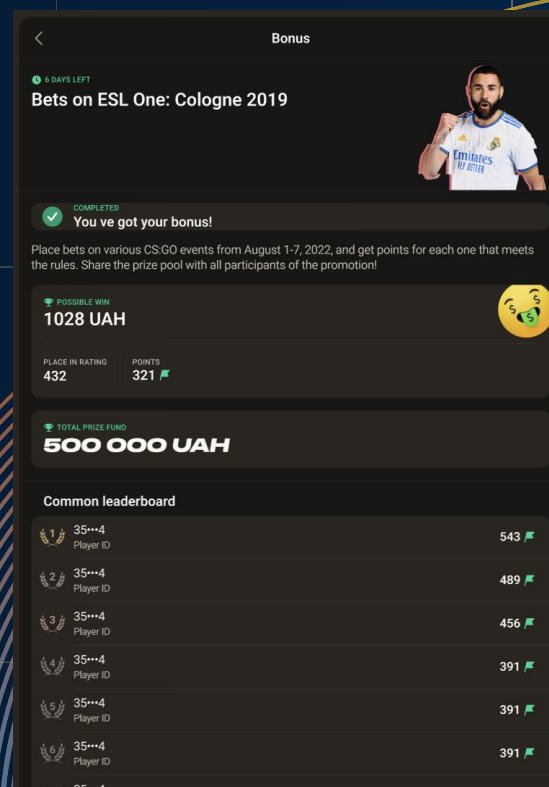
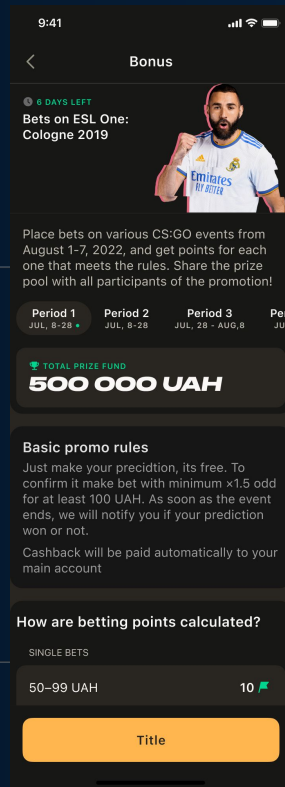
Rating is a leaderboard-based mechanic where players earn points by placing eligible bets. Points are awarded for bets that meet the campaign's conditions (specific sports, bet amounts, and odds). As players accumulate points, they climb the leaderboard. At the end of the campaign, a final ranking is formed, and players receive monetary rewards based on their position.

Automation Level: Semi-automated. The system tracks bets and updates scores automatically, but the operator configures bet rules, scoring, periods, and prizes.

Prizes: Always monetary. The prize pool is defined by the operator and distributed proportionally to players' scores.

Important: To activate payouts, operator needs to add the Transaction Type CRM-crm-release-bonus ([see here for details](#)).

[How it works + setup instructions](#)





Gamification



Gamification

According to various estimates, incorporating gamification elements can generate up to 15% of additional revenue. This approach uses game-like elements in non-game contexts, like online gambling platforms, to enhance user engagement and enjoyment

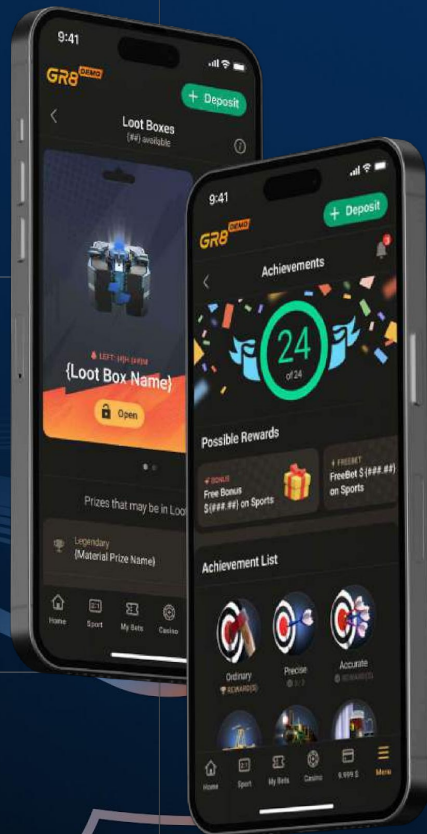
Designed specifically for gambling companies, this toolkit offers the following benefits:

- Gamification elements, such as quests, tournaments and achievements, make the gaming experience more engaging and enjoyable for players. This increased engagement can lead to longer session times and higher player retention rates.
- Offers players a transparent bonus system with clear objectives for completing tasks.
- Boost competition among customers through ratings and tournaments, enhancing engagement.

What is it and how set up it

Type of mechanics

- [Avatars](#)
- [Quests](#)
- [Tournaments](#)
- [Stickers](#)
- [Lootboxes](#)
- [Achievements](#)
- [Levels](#)

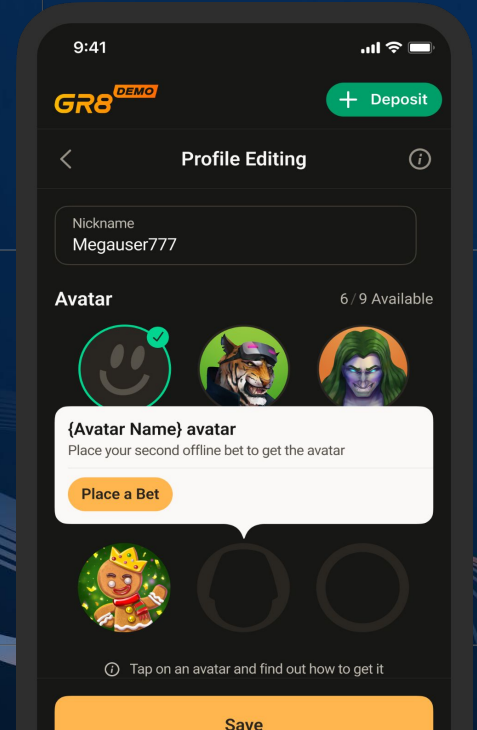
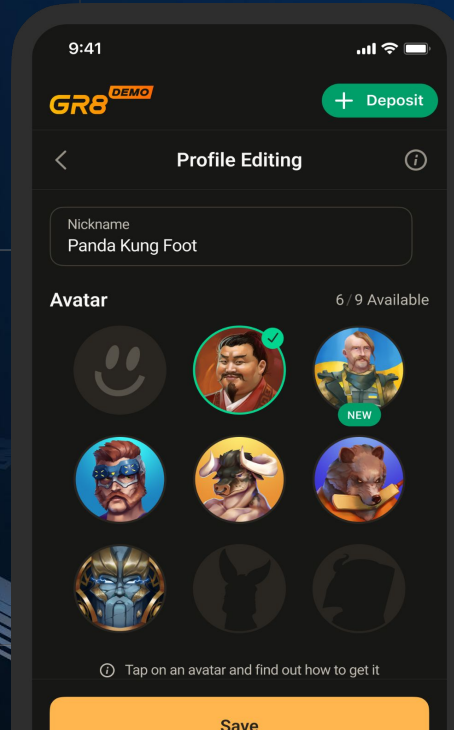


Avatars

Avatars allow players to create a unique identity, adding immersion, interactivity, and making the gaming experience more enjoyable.

Users may complete different Gamification tasks (complete sticker book, quests etc) and receive New Avatars.

[Detailed description and setup guide](#)



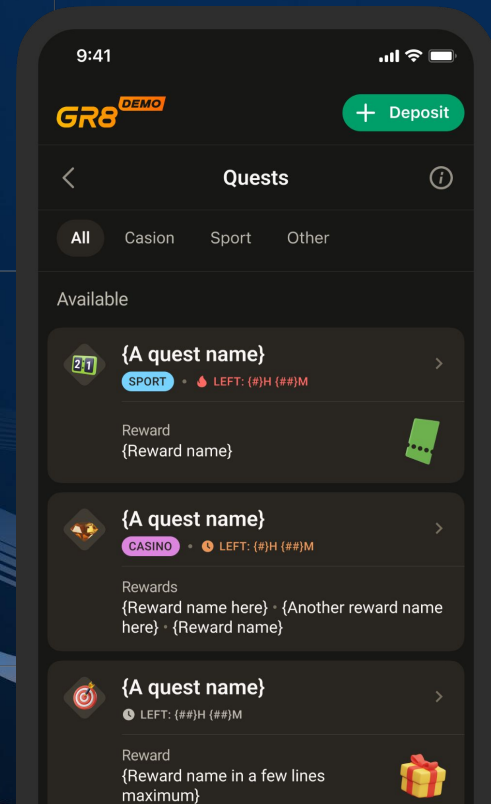
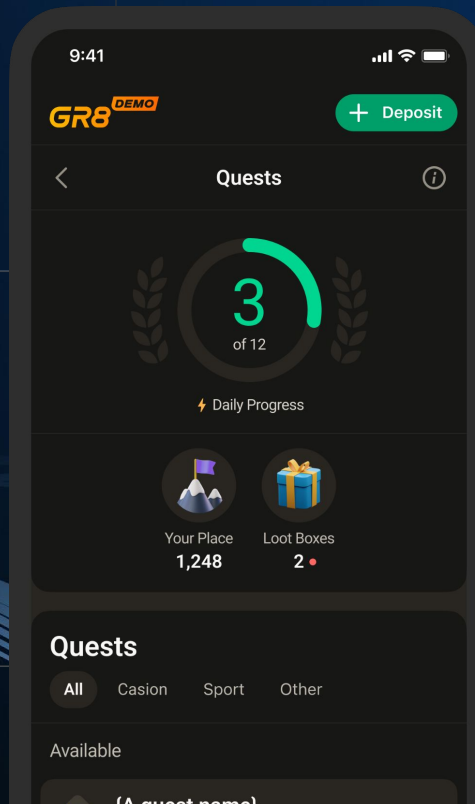
Quests

Daily tasks on the Gamification platform, for the completion of which the user receives a reward. Completing quests influences promotion in the standings (leaderboard).

Can be used for onboarding and other mechanics.

The successful completion of quests adds excitement to the gaming experience and impacts their position on the standings or leaderboard.

[Detailed description and setup guide](#)

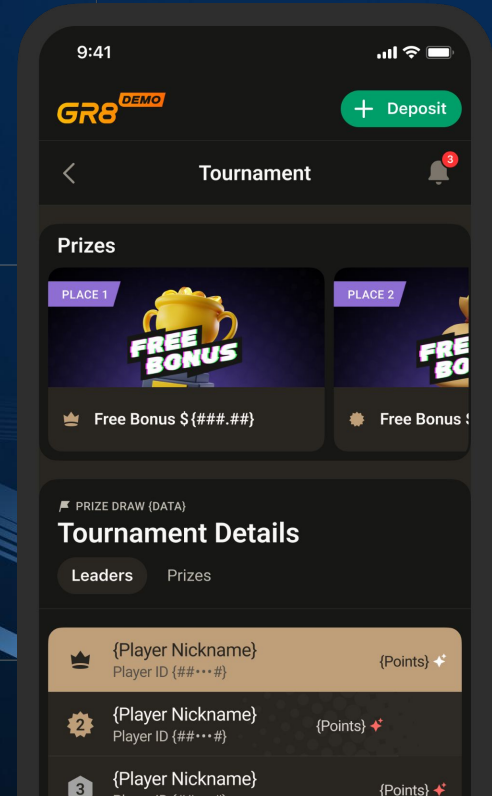
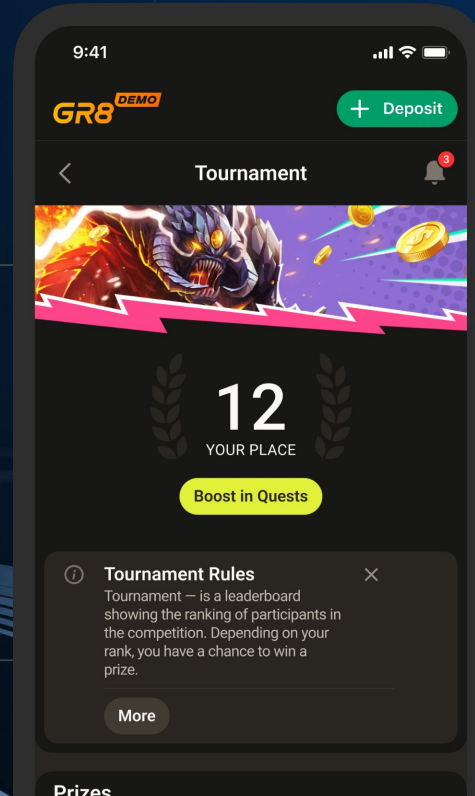


Tournaments

It is a functionality where the user can take part after starting the quests to take a certain place in the leaderboard (tournament). The tournament can last n-time and after its completion, users who won prizes receive valuable prizes.

Participants who clinch top positions are rewarded with prizes, adding an extra layer of achievement and satisfaction to their gaming experience.

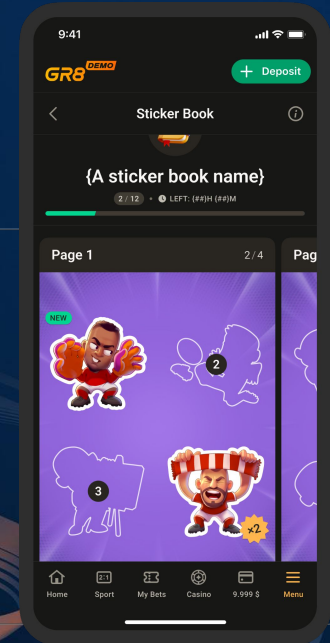
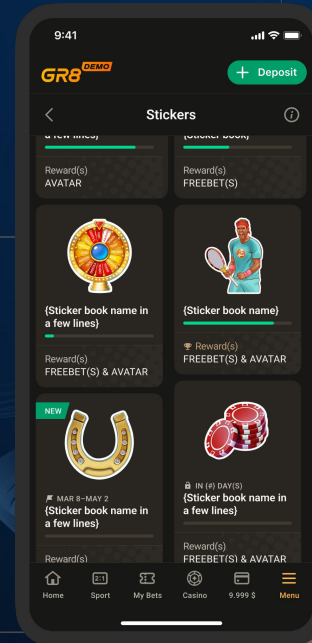
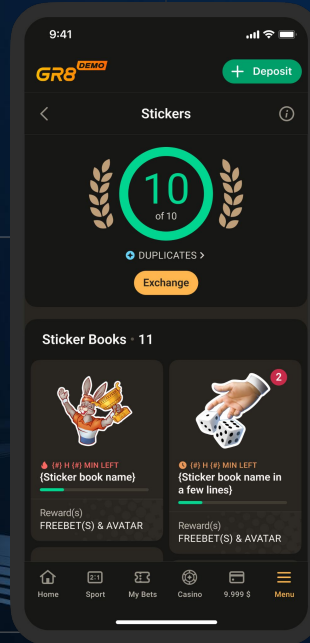
[Detailed description and setup guide](#)



Stickers

Stickers act as visual symbols of achievements that players can earn for completing certain tasks.

[Detailed description and setup guide](#)



Sticker books

Sticker books are a thematic collection of stickers (pictures) received for specific required actions in the bonus campaign.

Each stickerbook contains 8 or 12 stickers (4 stickers per page). For each page filled with stickers users may be rewarded with cool bonuses.

[Detailed description and setup guide](#)

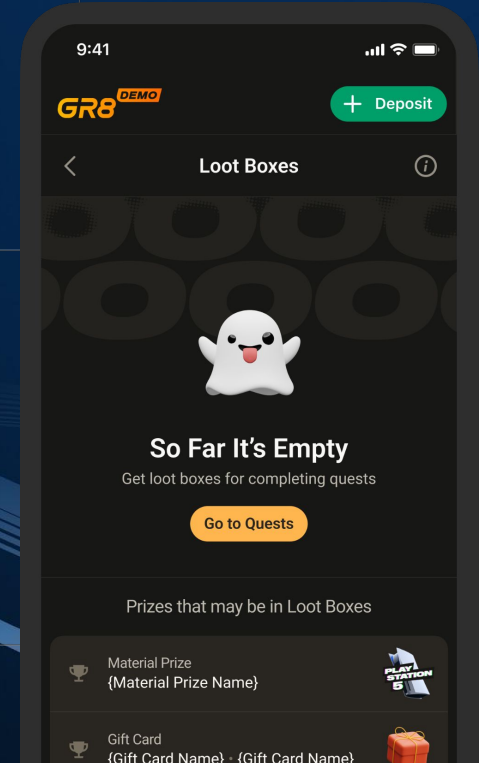
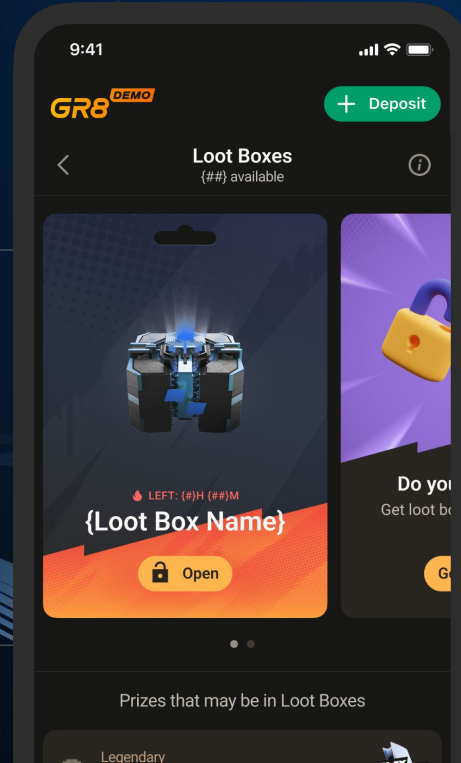


Lootboxes

This is rewards / boxes in which the user can get various random prizes of different value and purpose: tournament points, free bets and bonuses.

The element of randomness adds an extra layer of excitement, making the reward acquisition experience dynamic and engaging.

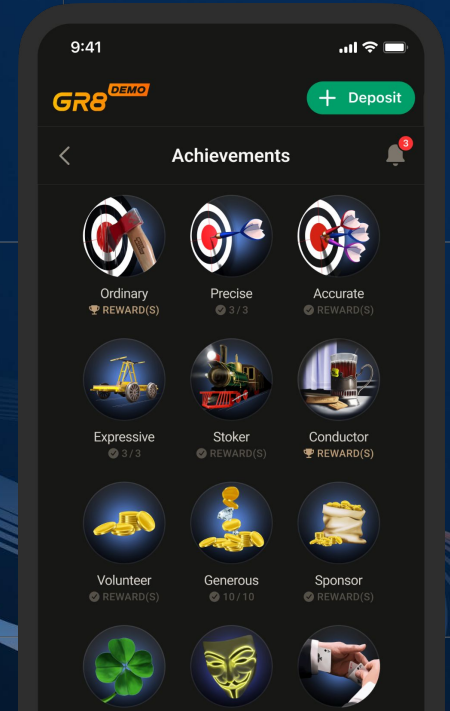
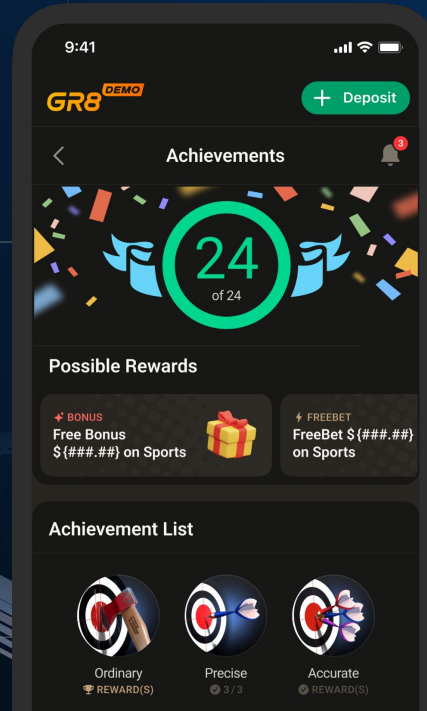
[Detailed description and setup guide](#)



Achievements

Players can earn achievements for completing specific conditions in bonus campaigns, and they are rewarded with a choice of prizes, including bonuses and Freebets.

[Detailed description and setup guide](#)

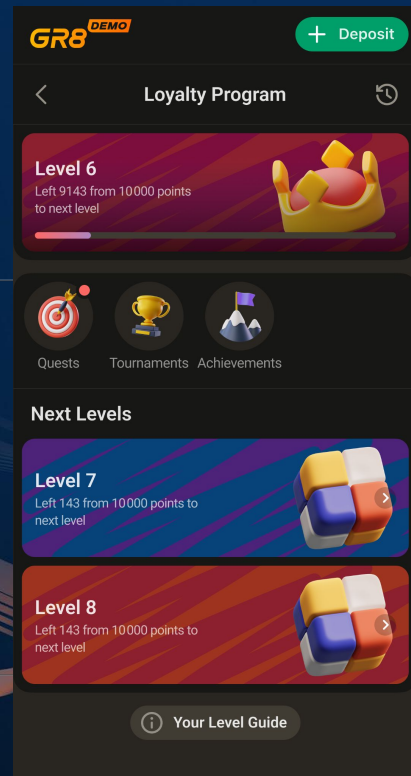


Level builder

The loyalty program 'Level Builder' is a dynamic loyalty mechanic designed to engage players by gradually increasing their involvement with the product. It creates a structured progression system where players complete specific actions to unlock new Levels and Rewards.

This system not only enhances player retention but also fosters consistent interaction and emotional loyalty to the brand by incentivising key behaviours, such as completing verifications and staying active. With the help of our system, you can set up different levels in the loyalty program and specify the number of points that a player must accumulate in each level to pass it.

The Level builder is connected to the Gamification tool. To receive points, players have to complete quests in it.



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Other



Promo page

A Promo Page is a type of mechanic that allows a manager to set up a promo page for one or more bonus offers and make them available to all players or a specific segment.

It doesn't involve interaction or reward logic.

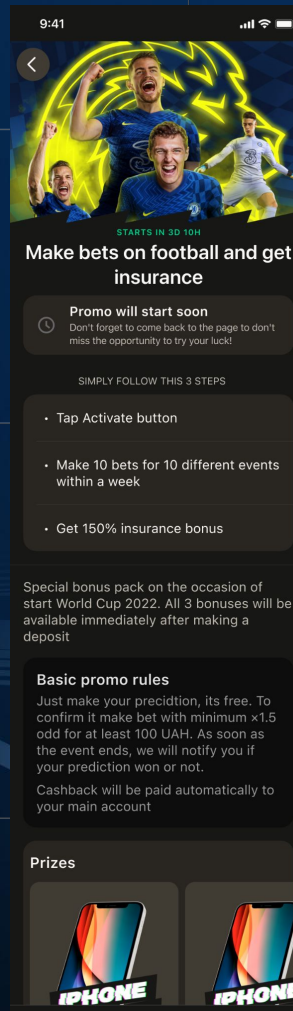
[Detailed description](#)

Banner

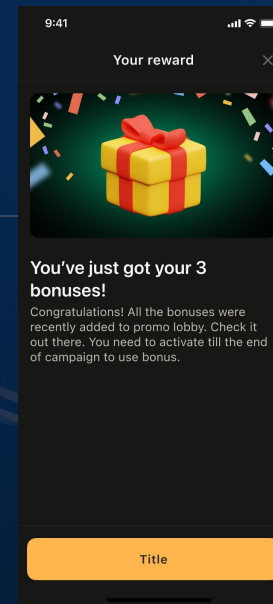
Banner is a type of mechanic that allows the manager to place a banner in the Promo section that will redirect the player to an external or internal landing page (Landing Page, event, sport, championship, deposit or withdrawal page, and others).

There's no gamification or reward logic — it's used for promotion and redirection only.

[Detailed description](#)



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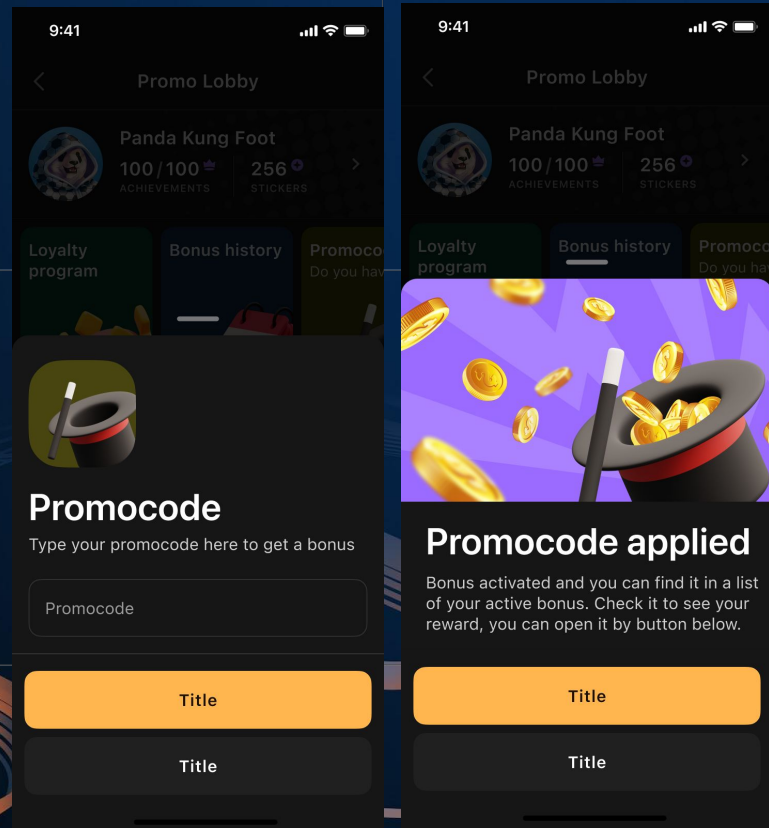
Promo code

PromoCode is a unique number-symbol code that players can use to unlock promotions and rewards.

How it works for players:

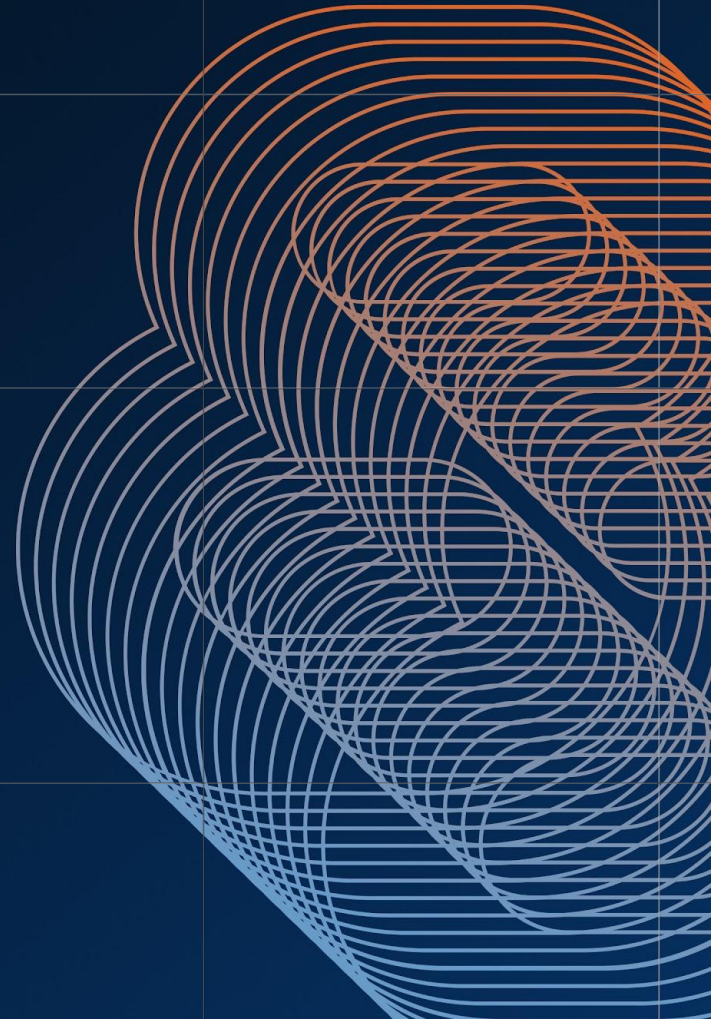
- Players enter the PromoCode on the PromoLobby page and receive a bonus reward upon activation. A new promotion then appears in their list, enabling participation in the campaign.

[Detailed description](#)





Sport promotion on Casino page

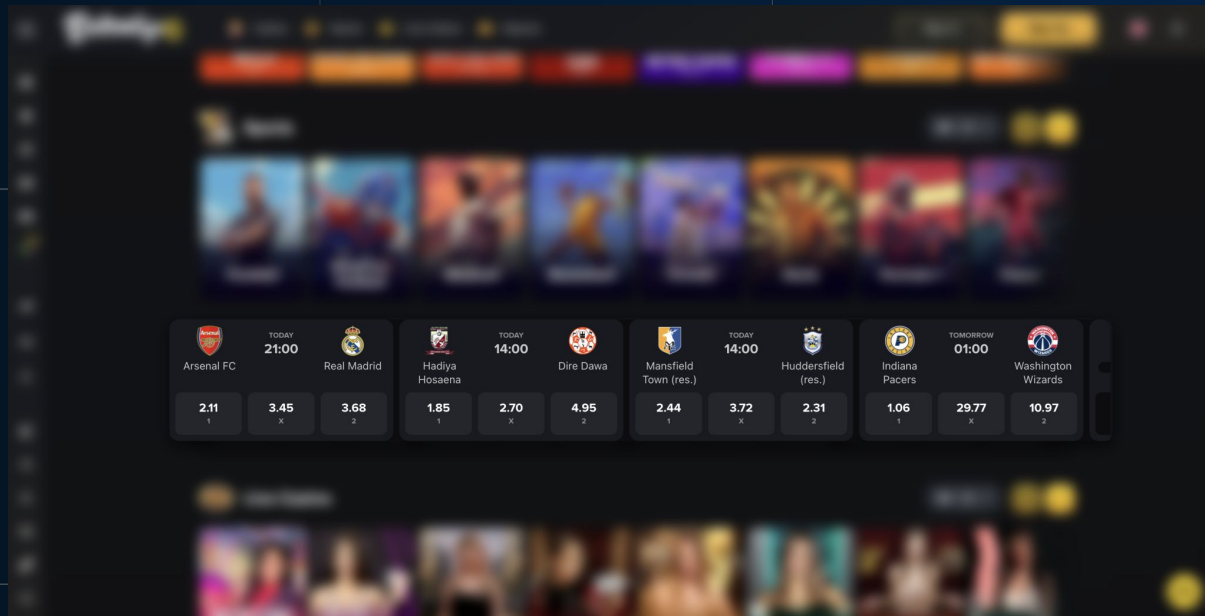


Sport widget on casino page

For the better Sport promotion, operators can add external mini-iFrame with any available Sport widget with any available layout.

- **Sport horizontal widget** – the best for highlighting top events
- **Sport vertical widget** – for deeper overview in sport events
- **Quick Access Buttons** – navigation widget for creating entry points to specific sport pages.
- **Medium Sport banner** – for better promotion some specific events

Link [How to integrate mini-iFrame](#)





Useful links



Bonus Integration Sequence

1. Integration of new bonus-related transactions

Bonuses do not use new integration points; instead, they rely on new transaction types that need to be supported. You will need to additionally integrate the transactions related to bonuses.

Double-check: they might already be covered from initial integration by your team

Type of Bonus	Documentation	New types of transactions
Sport Bonus	Link	Bonus award, bonus release, bonus limit release
FreeBet	Link	Freebet award, freebet, rollback freebet, settle freebet, resettle freebet, cancelsettle freebet, freebet release
Money Bonus Amount	Link	Bonus release

Bonus Integration Sequence

2. Webhook Integration (Optional)

- If you want to trigger events from your external systems (landing pages, your own promo lobby, social media, etc.), you must use the **Webhook integration** point.
- Through a webhook, you can send player data into Journeys, such as player ID, deposit amount, etc.
- Note: if the source of user addition is set to Webhook, each Journey generates a unique webhook URL (e.g., <https://webhooks.flw.rest/{webhookId}>).
- All IP addresses that send or receive bonus data must be **whitelisted in REA**. Operators must submit a configuration request with the list of IPs. Any IP not registered will be blocked by the CRM.
👉 This step is **critical for security** and must be completed **before testing API calls**.
- Documentation for integration:
 - [Webhook](#)
 - [Public CRM API](#)

Bonus Integration Sequence

3. Promotion Status Synchronization in Promo Lobbies (Optional)

If you want to display promotions in your own promo lobby and synchronize the status for each player, you can integrate via API to show the current status (excluding wagering progress).

This integration allows you not only to issue bonuses from your promo-lobby, but also to cancel them by player or terminate on your side.

[Documentation](#)

👉 This step is optional but improves transparency for players.

Bonus Integration Sequence

4. User Creation API in PAM (Optional)

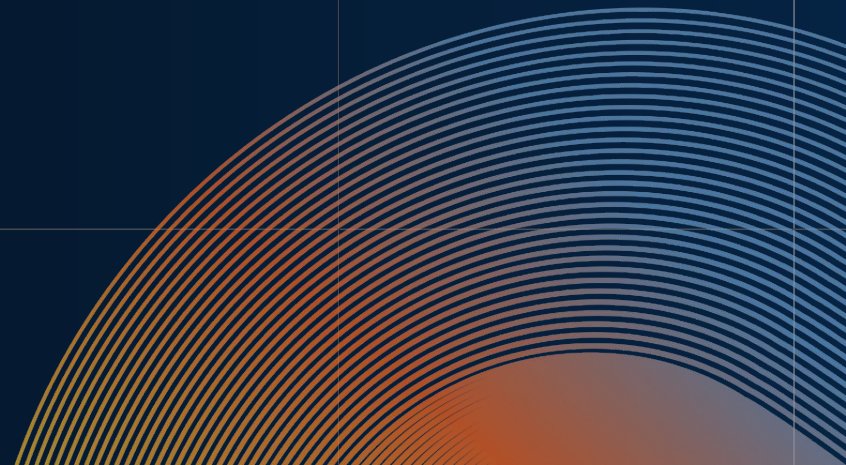
If you want to issue bonuses to users who have never accessed the iFrame before (for example, a deposit bonus), you need to use this API before creating the bonus.

If the user profile does not exist, a new one will be created automatically.

[Documentation](#)

Bonus Integration Sequence

Support

- The Sport team will provide consultative support at every stage of the process.
 - After the integration, we will assist in testing to ensure everything works correctly.
 - Additionally, we will conduct dedicated training sessions to guide users on how to effectively work with the functionality.
- 

Let's race together!

We look forward to boosting your business with our data-driven player engagement solution.

