



CASE STUDY:

Whale Detection with Chainlabs Analytics

\$1M+

deposits from players identified with Chainlabs VIP detector (CVD)

500+ BTC

Accumulated wallet balance funds of identified players

30+

Players attaining top-tier VIP status

4

New VIPs added to hosted program

Company Overview

Bonus Guard in collaboration with ChainLabs is a pioneering firm in the realm of Web3 analytics, delivering innovative tools tailored to companies accepting crypto payments. ChainLabs Analytics operates from its key locations in Czech Republic, Germany, and Spain and employs more than 20 people.

Company Size
1-20 employees

Industry
FinTech

Challenge

According to estimates, VIPs make up 20% of operators' active player base, but contribute over 70% of their GGR. The ability to find VIPs is near impossible, but finding players who have a high propensity to becoming VIP can be predicted with various sources of data. Our client, a large regulated operator, invests heavily in predicting, converting, and nurturing their high-value players. Chainlabs were asked to screen the BTC deposits of new and existing players to help identify the whales swimming undetected amongst their user base.

Solution

To address this challenge, ChainLabs developed the **Chainlabs VIP detector (CVD)**. This advanced tool is designed to accurately identify potential VIP players by automatically:

- Analysing deposit source crypto wallets for balances, including change addresses
- Performing clustering on players' previous wallet addresses using sophisticated heuristics to get a complete view of a given player's total net worth
- Screen out false-positives, such as PSP and Exchange batched transactions
- Return results directly to clients' CRM software via data pipeline

Results

The implementation of our CVD solution has led to significant positive outcomes for our client:

- **Number of VIPs Identified:** Our system screened and successfully identified **3,000+** of new potential VIPs
- **Revenue Growth:** By recognising and engaging VIPs with a multichannel approach leveraging outbound concierge, hosted, onsite notifications, and emails, our clients have reported **over \$1 million** in deposit revenue in a 6 week period

Conclusion

ChainLabs Analytics' VIP Detector is a powerful tool for iGaming companies seeking to unlock new revenue streams and strengthen customer relationships. By identifying and engaging high-value players, we help our clients maximize their potential and maintain a competitive edge in the market.