PXP enables Bally's omnichannel gaming payments across 13 states

Bally's has run its payment processing on the PXP Gateway since 2023. PXP enables the full range of digital payment methods that Bally's requires across 13 US states, online + casino, cards + digital wallets.

3+ years
processing with PXP

13
regulated US states covered

1
integration for all states and methods

> *"PXP has allowed our business to scale quickly and dependably, with confidence and assurance that our payment infrastructure is always set up correctly for our go-live dates, and support is always available if we ever need it."*

Bally's, Vice President of Operations

How PXP supports Bally's

- One Gateway integration processes cards and digital wallets across all 13 states, so new state launches and payment methods need no separate build work.
- PXP's Online + Cash at Cage connects a player's online account with Bally's land-based properties, so they can deposit and withdraw digitally or at the cage using the same balance.
- Jurisdictional blocking of credit card transactions is handled within the platform, so as more states disallow gaming on credit cards, PXP applies the correct rules for each jurisdiction quickly.
- Card acceptance is prioritized, with an ongoing focus to keep approval rates high within strict fraud controls.

Outcomes

- Payment infrastructure that is ready and correctly configured in time for each and every go-live date, supporting expansion into new states that is both fast and dependable.
- Apple Pay, made available as a deposit method through PXP, now accounts for 40% of wallet share.
- Compliance with credit card restrictions maintained across jurisdictions as state rules change.
- Average 89% acceptance rate across 13 US states within Bally's strict fraud rules, exceeding expectations by several percentage points

Bring **40+ years of gaming and gambling payments experience** into your operation.

One integration for cards, wallets and omnichannel play.

> Learn more and contact us at ***pxp.io/gaming***

We have strict fraud rules in place, ***and we have never seen the success rate that we consistently achieve with PXP.***

Bally's, Vice President of Operations