

# Operators

Blask for iGaming operators

Blask turns fragmented market signals into a single, operator-ready view — so you choose the right GEOs, mirror what already works, and measure exactly what moves the needle. Faster decisions, lower costs, better outcomes.

## With Blask

### Quickly analyze new markets with operator-ready metrics

Know the size, the momentum, the competition before you commit. Country dashboards surface YoY/MoM growth, brand share, APS, and CEB to validate entry and plan spend.

### Copy the best plays from competitors

See what wins, then do it smarter. Track which brands surge, which funnels and creators they use, and lift the tactics that actually drive growth.

### Measure campaigns with Blask Index

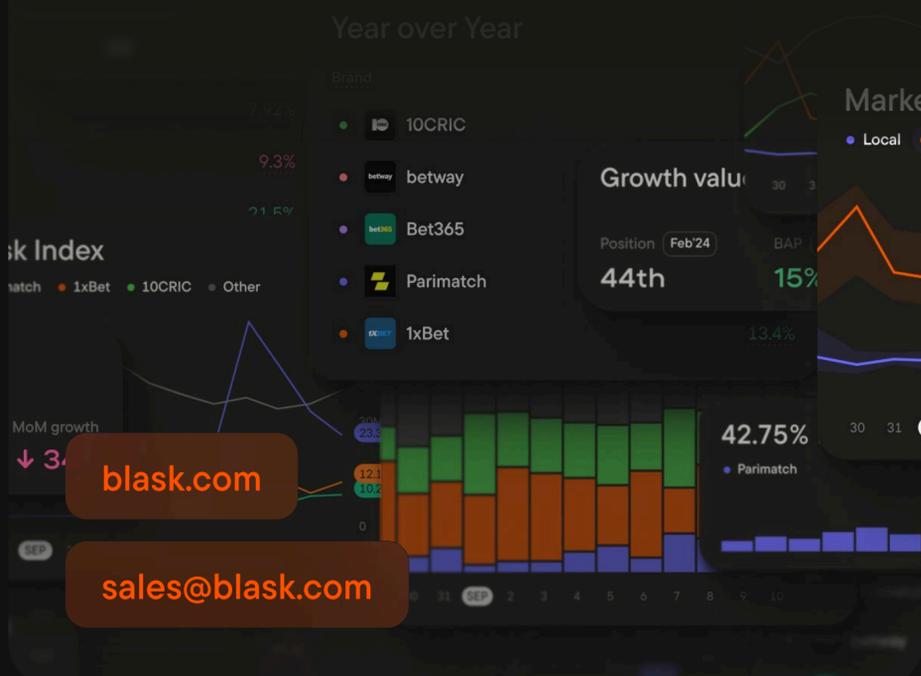
Evidence over opinions. Attribute search-lift and visibility-lift during/after campaigns by GEO, so TV, OOH, creator and digital budgets get the credit they deserve.

### Reduce load on marketing & operations via automated monitoring

Always-on market ops. Blask watches markets, brands and games for you: alerts, shortlists and weekly reports without manual spreadsheet work.

## Make your next move inevitable

Blask — the blueprint for profit-first growth.



## Impact in numbers



### Sportingtech — won a major tender with Blask

**How** Used Blask market and brand intelligence, KPI benchmarks, and proof packs to outperform competing proposals.

**Result** Closed their biggest deal in a target market.



### Bragg Gaming — faster B2B hunt lists & expansion mapping

**How** Used All Brands coverage by country to see where operators (e.g., Stake) were active and prioritize outreach in those GEOs.

**Result** Shorter partner targeting cycles.



### Stake & peers — accelerate entries into new markets

**How** Operator-ready dashboards with momentum, APS and CEB provide an adapted view of “what this market is about” from day one.

**Result** Weeks saved on market sizing and prioritization.



### GR8 — executive reports clients act on

**How** Pulled trendlines and market comparisons from Blask to tailor monthly reports and briefings.

**Result** Sharper internal & client-facing strategy docs.



### BC.GAME — growth by mirroring proven tactics

**How** Monitored brand YoY/MoM growth, reviewed visible campaigns and creator partnerships, and replicated high-performing playbooks.

**Result** Faster traction in expansion GEOs.



### betPawa — #1 by APS in regulated African markets

**How** Using Blask’s All Brands view and APS/CEB, betPawa benchmarked market presence and guided a mobile-first, locally tuned strategy.

**Result** 22.24M APS; leading operator position.