Payment

Blask for Payment services

Blask turns market signals into clear payment intelligence, so you can monitor licensing status by country, anticipate demand surges, and focus BD on operators that are actually growing.

With Blask

Operator's licenses — at a glance

Monitor operator licensing status (by country). Track which brands hold local licenses and who operates internationally to gauge fit, compliance, and PSP opportunity.

See the 'why' behind the spikes

Assess events that move traffic and payment volumes. Link market events (regulation, sports, launches, creator bursts) to changes in traffic and expected payment flow.

Capacity without surprises

Forecast system load before it hits. Use event-driven and momentum signals to forecast payment peaks and put safeguards in place.

Pitch where budgets expand

Create operator hunt lists by country. Export shortlists of fast-growing operators (YoY/MoM) to prioritize integrations and partnerships.

Make your next integration inevitable

Blask — the blueprint for profit-first growth.

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Impact in numbers

Paykassma — licensing intelligence for BD

How
Tracked local vs. international operators across African GEOs to identify unlicensed projects as prospects; noted that once projects obtain a local license, they typically switch to local PSPs for lower cost and compliance.

Result
Clear pipeline focus on operators most likely to need third-party payments.

Paykassma — event-driven forecasting & integrity checks

How
Used the Events view to explain traffic rises/falls instead of ad-hoc Google searches; if a major event occurs but partner volumes stay flat, flagged potential use of other/extra PSPs.

Result
Better forecasting of payment loads and earlier safeguards against overload.

Hunt lists — 25% revenue lift in month one

How
Built country-level operator shortlists to target brands showing aggressive growth and increased marketing spend (e.g., Bangladesh).

Result
+25% revenue in the first month by focusing outreach where demand was expanding.

Custom reports for clients & internal teams

How
Used Blask data to create tailored market-trend reports for both client presentations and internal planning.

Result
Faster decisions and clearer stories for commercial teams.