



Case Study: Maximise ROI on RTP % invested into Progressive Jackpots

The DHI Group had been operating a Fraternal Jackpot Link through Maxgaming for 10 years and chose Gamecraft to design and re-launch their new Jackpot Link in November 2016.

The Hotels within the group were facing extremely competitive times and required a high-impact solution which Gamecraft designed exclusively for the group.

The product was created to feature two identical \$4,000-\$5,000 top jackpot levels – to entice continuous play when either jackpot was triggered. This feature of the jackpot mathematics was then utilised to form the jackpot game theme; Double Fortune featuring two dragons representing the two identical jackpots on offer.

This project represented Gamecraft's largest to date with 10 of DHI's hotels receiving brand new jackpot product including signage, bespoke game design and marketing support.

On average, each venue within the group has increased turnover by 10% with revenue increasing by \$180,000 in the previous 6 months year-on-year.