

Responsible Gambling Content Matrix

Content planning framework to keep safer gambling messaging consistent across your site, CRM, and affiliates.

Core Principles

- 1. **Transparency** – State wagering requirements, eligibility rules, and support resources wherever promotions appear.
- 2. **Accessibility** – Provide multi-language content, screen-reader friendly layouts, and distinct iconography for safer gambling actions.
- 3. **Consistency** – Align messaging across website, email, in-product banners, paid media, and affiliate placements.
- 4. **Proactivity** – Offer personalised limits, cool-off suggestions, and helpline access before risky behaviour escalates.

Matrix Overview

Journey Stage	Owned Channels	Message Focus	Assets	Owner
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Acquisition	Landing pages, blog, SEO snippets	Licensing, age statement, bonus terms	Copy blocks, schema, badges	Marketing + Compliance
Onboarding	Registration, KYC emails, tutorials	Deposit limits, self-exclusion, support	Email templates, walkthrough videos	CRM
Active Play	In-site banners, loyalty areas	Session reminders, voluntary limits	Modal copy, notification plans	Product
Retention	CRM campaigns, loyalty updates	Safer play celebrations, limit adjustments	Lifecycle emails, push content	CRM + Responsible Gambling
Re-engagement	Win-back emails, retargeting	Support options, personalised limits	Email journeys, ad scripts	CRM + Paid Media
Affiliate	Partner hubs, promo packs	Mandatory disclaimers, monitoring cadence	Affiliate guides, tracking QA	Partnerships

Channel Checklist

Website & SEO

- Include responsible gambling FAQ rich results on service and promo pages.
- Add prominent links to support organisations in header, footer, and account dashboard.
- Structure bonus landing pages with tables showing wagering, expiry, and jurisdiction restrictions.
- Maintain archive of historical promotions for regulator review.

CRM & Lifecycle

- Segment audiences by tenure and risk score to trigger tailored safer gambling nudges.
- Automate follow-up emails whenever players change limits or request cooling-off periods.
- Provide multilingual versions of responsible play guides.
- Track open, click, and action rates to monitor engagement with safer gambling content.

Product & UX

- Surface responsible gambling options (limits, pauses, self-exclusion) within two clicks from any page.
- Integrate real-time session timers and spend indicators in casino, sportsbook, and poker views.
- Run quarterly UX audits with compliance sign-off.

Affiliates & Partners

- Share up-to-date content kits with pre-approved copy, banners, and disclosure placement guides.
- Monitor affiliate pages for outdated bonuses or missing responsible gambling sections.
- Document enforcement actions and remediation timelines.

Measurement Framework

- Responsible gambling page sessions segmented by jurisdiction.
- Limit-setting actions vs. active player counts.
- Self-exclusion requests triggered via safer gambling messaging.
- Affiliate compliance score (pass, warning, suspension) each month.

Implementation Tips

- Create shared Kanban board tracking assets requiring compliance review.
- Assign a cross-functional squad (marketing, compliance, CRM, product) responsible for quarterly updates.
- Store approved messaging variants in your CMS or design system for easy reuse.