



Novibet Creates a Winning Online Gaming Experience with Jumio

novibet

Jumio's AI-powered solutions help leading gaming operator streamline onboarding process and meet KYC requirements

Novibet is committed to delivering the best sports betting and iGaming experience to an ever-expanding customer base, teaming up with the world's leading online casino content providers to offer online sports betting and casino entertainment in many competitive European markets.

With over 5,000 online casino games available, Novibet delivers a plethora of slots, casino table, live-action and many more game types across desktop, mobile and tablet devices.

Headquartered in Malta, Novibet has offices in Greece and plans to expand operations to North and Central America.

The Challenge: Maintaining a Positive Player Experience While Meeting KYC Mandates

The global online gambling market is anticipated to generate revenues of more than \$112 billion by 2025. While online gaming is a highly lucrative industry, it's also highly regulated. Novibet, which is licensed and regulated by HGC, MGA, ADM, and Irish Revenue Commissioners, needs to strike a balance between meeting age verification and other compliance mandates and making it quick, easy and enjoyable for players to participate. For online players, anything getting in the way of play can be a deterrent, even if it's the very access that will take them to play. It's got to be seamless.

Novibet, at an early stage, used to conduct manual KYC checks, which was not only time consuming but also left Novibet prone to fraud. Data security was also a concern.

“As our customer database grew, we wanted to add an extra layer to our KYC process in order to drastically improve the customer journey and store data in a safe environment.”

Konstantinos Andris
Chief Operations Officer, Novibet

“Customers were sending documents via email in order to verify their accounts, and we had a lot of complaints regarding data protection as customers were concerned about sending private documents via email,” said Konstantinos Andris, Novibet’s Chief Operations Officer. “In addition, a lot of customers were struggling with sending and attaching documents via email, as not every customer was familiar with this process.”

Novibet needed a safe, streamlined and scalable onboarding process.

How Jumio Helps

“The cooperation between Jumio and Novibet has always been great, and Jumio has been supporting us with everything we need,” Andris said.

Jumio offers industry-leading identity verification solutions to help gaming operators like Novibet verify the age of players, detect online fraud, fight account takeover and simplify the onboarding experience. Offering a great experience is essential to keeping Novibet’s players interested, and that experience begins with how a new player creates an account and continues whenever they interact with the gaming site.

Jumio uses advanced liveness detection, which enables Novibet to meet its KYC requirements and fight fraud while increasing conversion rates and minimizing the need for time-consuming manual review.

Jumio offers the most comprehensive identity verification solution on the market, accepting and reliably verifying more than 5,000 ID subtypes from around the globe, which will enable Novibet to scale its onboarding process as it expands into North and Central America.



“Our goal is to provide the best experience for the customer while interacting in the safest digital environment. We are rapidly growing, and are therefore constantly looking for advanced ways to enhance our product’s quality and customer experience. There is no doubt that Jumio’s solutions help us provide a seamless onboarding process for new customers.”

Konstantinos Andris

Chief Operations Officer, Novibet



ID Verification

Determine if an ID document is authentic or has been manipulated.



Address Verification

Address verification lets Novibet know where its players are located in order to meet geographic jurisdiction requirements.

Since integrating Jumio into its workflow, Novibet has experienced a more streamlined and efficient KYC process.