

TaDa Gaming Strengthens Its Presence in Italy: The Success of Coin of Lightning Driven by Innovation, Retention and Local Market Expertise

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Italy remains one of the most strategic and competitive iGaming markets in Europe. Within this environment, **TaDa Gaming** selected the country as its first point of entry into Europe in late 2024, launching a growth strategy built on innovation, product localisation and full regulatory compliance.

After capturing operators' attention with its unique fish-shooting games, including *Mega Fishing* and *Ocean King Jackpot*, the company further expanded its footprint through an increasingly broad portfolio of slots tailored to local player preferences, with nearly 60 titles already certified for the Italian market.

Among these releases, *Coin of Lightning* has emerged as one of the standout performers. To better understand the reasons behind its success and TaDa Gaming's broader growth strategy in Italy, we spoke with **Nina Cheng, Business Development Manager, European Markets - Italy, at TaDa Gaming**.

What are the key factors behind Coin of Lightning's success in the Italian market?

"The success of *Coin of Lightning* stems from a combination of elements carefully designed to match the preferences of Italian players. We chose a classic and universally recognisable theme inspired by Greek mythology and the figure of Zeus, combining it with an easy-to-understand Cash Collect mechanic, clearly visible jackpots and generous multipliers.

This is further enhanced by medium volatility, which supports longer gaming sessions and allows the title to appeal to a broad range of player segments".

How important is retention in today's Italian market?

"Retention is absolutely crucial. Italy's strict advertising regulations mean that operators must focus more heavily on engaging and retaining existing players. As a result, games capable of delivering longer sessions, strong return rates and broad demographic appeal provide significant value.

In this context, *Coin of Lightning* has proven to be perfectly aligned with market needs thanks to its intuitive mechanics, frequent feature activations and mobile-

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first design. At the same time, growing recognition of the TaDa Gaming brand as an innovator has further strengthened the game's appeal".

What results have you seen since launch?

"The data confirms a double success: rapid player adoption combined with impressive retention levels. One particularly significant figure comes from high-roller players, who contributed to an 80% increase in bet value within the first month following launch.

The *Lightning Coin Collection* feature creates anticipation and encourages repeat engagement, while dynamic multipliers, jackpots and the random *Lightning Coin Toss* mechanic generate the "almost there" excitement that motivates players to continue playing.

At the same time, the game offers an accessible entry point for casual players while maintaining sufficient depth to satisfy experienced slot enthusiasts".

How important is regulatory compliance when operating in Italy?

"It is a decisive factor. Italian operators value suppliers that can navigate compliance requirements efficiently and reliably. For this reason, we have made significant investments in licensing and certification across regulated markets, securing the necessary approvals for multiple product categories in Italy".

Can Coin of Lightning be considered a replicable success model?

"The substantial increase in total bets wagered was a commercial outcome we anticipated. Coin-based slot games have long been popular among Italian players, both in land-based and online gaming environments.

Combined with our proprietary *Hit the Cash*™ feature, multi-language and multi-payment support, and an expanding distribution network across Italy, *Coin of Lightning* has successfully connected with player preferences while delivering strong results for operators".

What role does TaDa Gaming aim to play in the Italian market?

"We want to be seen as a growth partner rather than simply a content provider. Our ability to differentiate operator offerings while improving retention is one of our

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strongest competitive advantages.

With a portfolio of slots designed around a mobile-first experience and broad demographic appeal, we are continuing to strengthen our position within the Italian market.

Ultimately, the success of *Coin of Lightning* reflects our deep understanding of local player preferences. The game combines familiar themes with a polished, contemporary presentation, making it attractive to both established slot enthusiasts and newer digital-first audiences. It demonstrates that carefully tailored and localised content remains the key to driving engagement and retention in a mature and demanding market such as Italy”.

For further information, visit [TaDa Gaming](#) or email marketing@tadagaming.com

Fonte: <https://www.jamma.it/?p=353684>