



AI Tools Catalog

Introduction

This catalog contains carefully selected AI tools and tips that can significantly support work in the iGaming industry. Each tool has been evaluated for its level of difficulty and assigned to appropriate use case categories.

Difficulty level legend:

- Beginner – intuitive interface, no technical experience required
- Intermediate – requires basic knowledge of AI and digital tools
- Advanced – requires technical knowledge, programming or API experience

Developer Tools

OpenAI Platform

Difficulty Level: ● Advanced

Best Use Case: GPT-4/GPT-5 API integration, AI application development, chatbot building, process automation

Description: OpenAI's developer platform offering API access to the latest GPT models. Includes documentation, tutorials, code examples, and tools for building AI applications with agent creation and voice interface capabilities.

Link: <https://platform.openai.com>

LM Studio

Difficulty Level:  Intermediate

Best Use Case: Running AI models locally, data privacy, testing open-source models without cloud services

Description: A desktop application enabling download, execution, and interaction with large language models locally on your computer. Provides privacy and control without cloud services dependency. Supports open-source models.

Link: <https://lmstudio.ai>

Tip: *LM Studio lets you turn your computer into a local LLM server in just a few clicks. It's fully compatible with the OpenAI API, ready to plug into your applications, bots, backend services, and developer tools. Simply choose a model, hit "Start Server," and you instantly have your own AI endpoint running exclusively on your machine – fast, private, unlimited, and with zero token costs. It's a perfect platform for experimentation, prototyping, and building real AI-powered features.*

Why this is exciting

Zero latency - local inference delivers instant responses.

Privacy - your data never leaves your machine.

OpenAI-compatible API - use existing integrations without changing your code.

Flexible - from lightweight models to multi-gigabyte LLMs.

Developer-friendly - ideal for backend stacks like Symfony, Node, Python, and Go.

Ideal use cases

building custom agents and assistants

prototyping AI features in applications

testing models before cloud deployment

offline work or running on your own infrastructure

Evaluation & Benchmarking Tools

LMArena

Difficulty Level:  Beginner

Best Use Case: Comparing AI models, selecting the best model for specific tasks, testing response quality

Description: A public platform for evaluating large language models through crowd-sourced comparisons. Allows users to anonymously compare responses from different AI models including GPT-4, Gemini, and Claude.

Link: <https://lmarena.ai>

Industry-Specific iGaming Tools

iGaming AI Toolbox by createIT

Difficulty Level:  Intermediate

Best Use Case: iGaming process automation, fraud detection, player experience personalization, GGR optimization, platform monitoring

Description: A suite of AI-powered tools dedicated to the iGaming industry, supporting automation, workflow optimization, GGR control, and product availability enhancement. Solutions for B2B and B2C businesses, allowing teams to focus on strategic growth.

Link: <https://igaming.createit.com/ai-toolbox/>

Game Studios & Development

PlayPatrol – Automated QA testing and performance monitoring. Detects bugs, payout mismatches, and crashes before launch. Protects GGR and ensures certification readiness.

Unity Muse / Unreal Engine ML Plugins – AI-assisted game design, bug detection, and code generation. Reduces iteration time.

Kaedim & Scenario.gg – AI asset generation tools for 2D/3D art and characters. Accelerate design without losing quality.

Inworld AI – AI for creating intelligent NPCs with personalities and memory.

Anything World – AI-assisted 3D world creation for Unity and Unreal.

Operators & Personalization:

PlayPatrol (createIT) – Automated QA testing and performance monitoring. Detects bugs, payout mismatches, and crashes before launch. Protects GGR and ensures certification readiness.

PageZen - Dedicated brand & SEO monitoring for Operators success. PageZen

automates **tracking** and verification of your website's appearance, content, and compatibility across browsers and devices, ensuring it functions properly and stays secure from changes

Optimove – CRM personalization with AI-driven segmentation.

Gamblitude – Add it as behavioral AI for responsible gambling and real-time alerts.

The Playa - AI-driven personalization engine for iGaming operators. Delivers tailored player journeys, dynamic bonuses, and real-time content adjustments.

AI Assistants & Search Engines

Anthropic Claude

Difficulty Level:  Beginner

Best Use Case: Long document analysis, ethical AI applications, coding, complex content creation

Description: A family of generative AI chatbots by Anthropic emphasizing ethical AI use (Constitutional AI). Claude 3 offers multimodal capabilities including text, audio, and image processing.

Link: <https://claude.ai/>

ChatGPT

Difficulty level:  Beginner

Best use case: Content creation, brainstorming, coding assistance, general-purpose AI assistant

Description: OpenAI's flagship conversational AI assistant capable of understanding and generating human-like text. Offers web browsing, image generation (DALL-E), data analysis through GPT-4 and GPT-4o models.

Link: <https://chat.openai.com>

TIP: *Make your model a specialist and project space. The Project feature in ChatGPT allows you to create a structured workspace where all elements, chats, instructions, and files, operate within one unified context. Each project maintains its own configuration, so the assistant can work consistently toward the same objectives across multiple conversations. Adding Project Instructions enables you to define rules, expectations, workflows, or domain-specific guidelines that apply automatically to every chat inside the project. This ensures stable behavior, consistent output quality, and adherence to the project's strategic purpose.*

You can also upload shared files, which remain permanently accessible to all conversations within the project. These files act as a built-in reference library, allowing ChatGPT to use the same materials, documents, datasets, or technical specifications, without the need to re-upload them. This creates a reliable, persistent knowledge base that supports every component of the project.

Perplexity

Difficulty Level:  Beginner

Best Use Case: Market research, competitive analysis, finding current information with sources

Description: An AI-powered search engine providing precise, sourced answers using large language models. Offers real-time internet data access and advanced modes for deep research.

Link: <https://www.perplexity.ai/>

TIP: *The leveling of the immersion in the topic. AI models are fed with a lot of information, meaning they really “know” a lot. Their first instinct is to give the most basic, vague and the most acceptable answer. But you can easily ask it to dig deeper by writing this: This answer is level 1. Please prepare an answer for level 2/3/5.*

Grok

Difficulty Level:  Beginner

Best Use Case: Complex mathematical and scientific analysis, image and video generation, research with X (Twitter) access

Description: An AI assistant by xAI featuring the Grok 3 model, excelling in mathematical and scientific reasoning. Offers image and video generation capabilities along with web research.

Link: <https://grok.com/>

Google Gemini

Difficulty Level:  Beginner

Best Use Case: Google ecosystem integration, document analysis, content creation, multimodal queries

Description: Google's advanced AI system designed as a versatile assistant with multimodal capabilities. A ChatGPT competitor with deep integration into Google services, developed by Google DeepMind.

Link: <https://gemini.google.com>

Educational Resources

AI in iGaming Video Series

Difficulty Level:  Beginner to  Intermediate

Best Use Case: Learning practical AI applications in iGaming, case studies, video tutorials

Description: A video playlist containing practical guides, case studies, and best practices on using AI in the iGaming industry. Materials showcase real-world applications and implementation results.

Link: https://www.youtube.com/playlist?list=PLjwu8VxErxbgQpA1qcrkGb_hDXiDxBzEX

Get in Touch

Interested in implementing AI solutions in your iGaming business?

Contact us at: welcome@createit.com

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