



Hit the target

Understand player behaviour
to optimise digital marketing spend



FOREWORD:

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In the world of sports betting, gaining an edge over your competition is becoming harder by the day. Acquiring and engaging new, high quality customers has become a fine art.

At Betgenius, we have been helping sportsbook operators build and deliver contextual, non-intrusive digital marketing campaigns for well over a decade. In this whitepaper, we aim to shine a light on the importance of understanding how sportsbook customers behave; when they bet, how they bet and what they bet on.

Our dataset consists of 128,000 distinct users who both registered and placed a bet on a football match. By linking user registrations and bets to the relevant fixtures, and analysing the timing of the bets and registrations, we are able to make key inferences about audience behaviour.

Although the data is based on the UK market, many learnings can be applied to the US and other countries.

As you will see, sportsbook operators can easily reduce wastage of media ad spend by optimising the timing and content of their campaigns.

A constant brand presence is not enough on its own to drive loyalty; the messages and timing of messages must be personalised and highly targeted, using relevant content, offers and real-time odds.

As the betting and iGaming sector's leading digitalmarketing agency, we are in a unique position of having years of customer behavioural insight and data points at our disposal. This, combined with specialist marketing technology, allows us to optimise media buying strategies from day one.

If you would like to find out more about the findings in this whitepaper, or about our services, feel free to get touch.



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Cut wastage from your **pre-match** and **in-play** media spend



Acquisition marketing spend during the course of a game leads to unnecessary wastage. **Just 4% of in-play registrations lead to a bet being placed on the same live fixture.**



Bookmakers must optimise the timing and content of their marketing accordingly, focusing acquisition campaigns on pre-game advertising and leveraging in-play banners as a retention or branding tool.

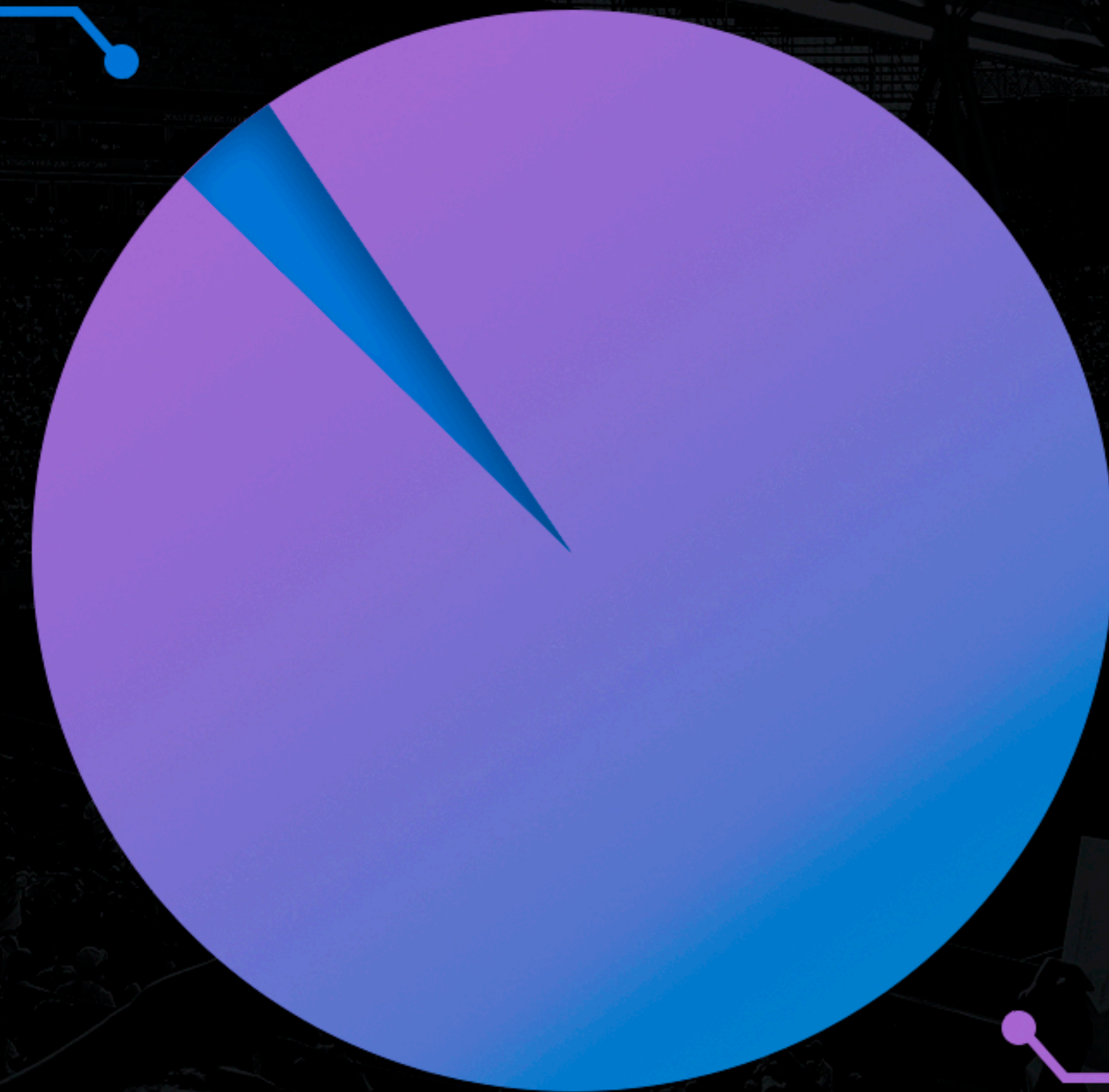


BETGENIUS RECOMMENDS:

Three quarters of acquisition spend around a specific event should take place within a day of the fixture and half should be within six hours of the start of the fixture.

4%

In-play



Timing of new
customer registrations

96%
Pre-match



Operators have a short window to convert **a new registration into a first time depositor.**



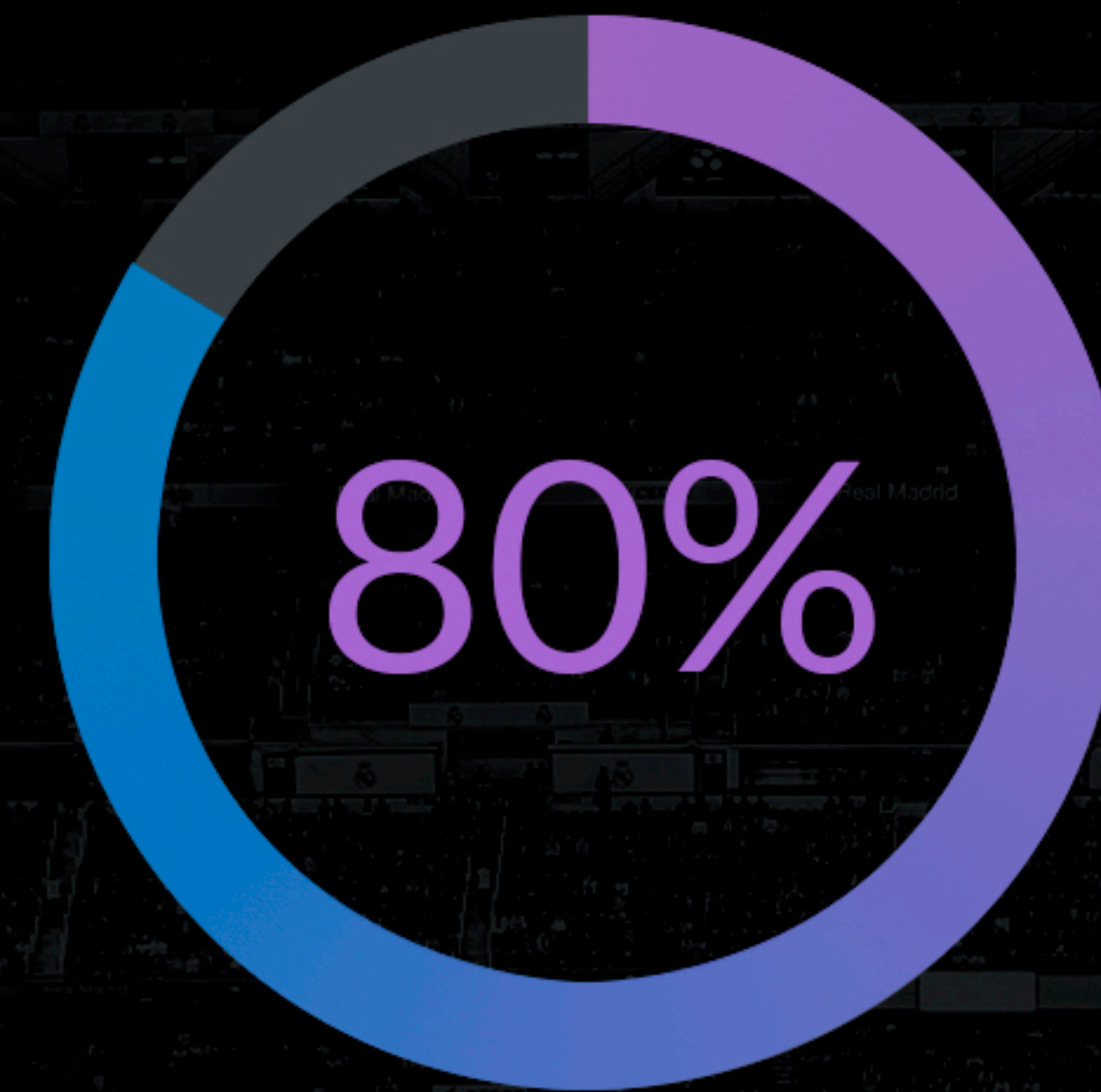
Our findings reveal that the vast majority of new customers **deposit within a two-hour window.**



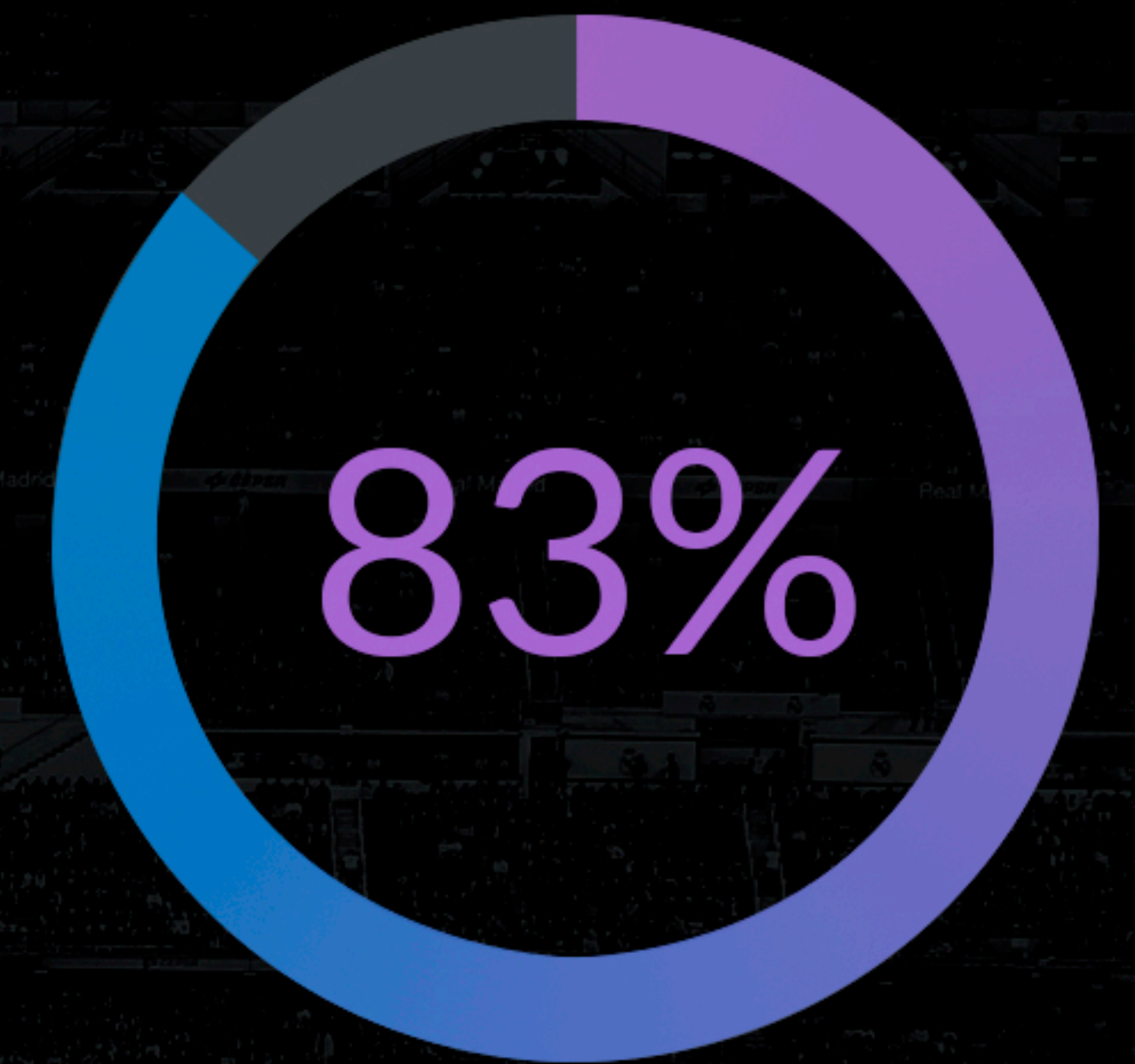
BETGENIUS RECOMMENDS:

Aggressive retargeting campaigns should be focused within two hours following registration. Three quarters of retention spend should be made within nine hours of a fixture and half should take place within three hours.

Timing of **first-time deposits**



- **Deposit within one hour of their registration.**



- **Deposit within two hours of their registration.**

Optimise the pacing of your pre-game marketing



Bookmakers must deploy a phased approach to pre-game marketing, **in line with the behaviours of the average customer.**



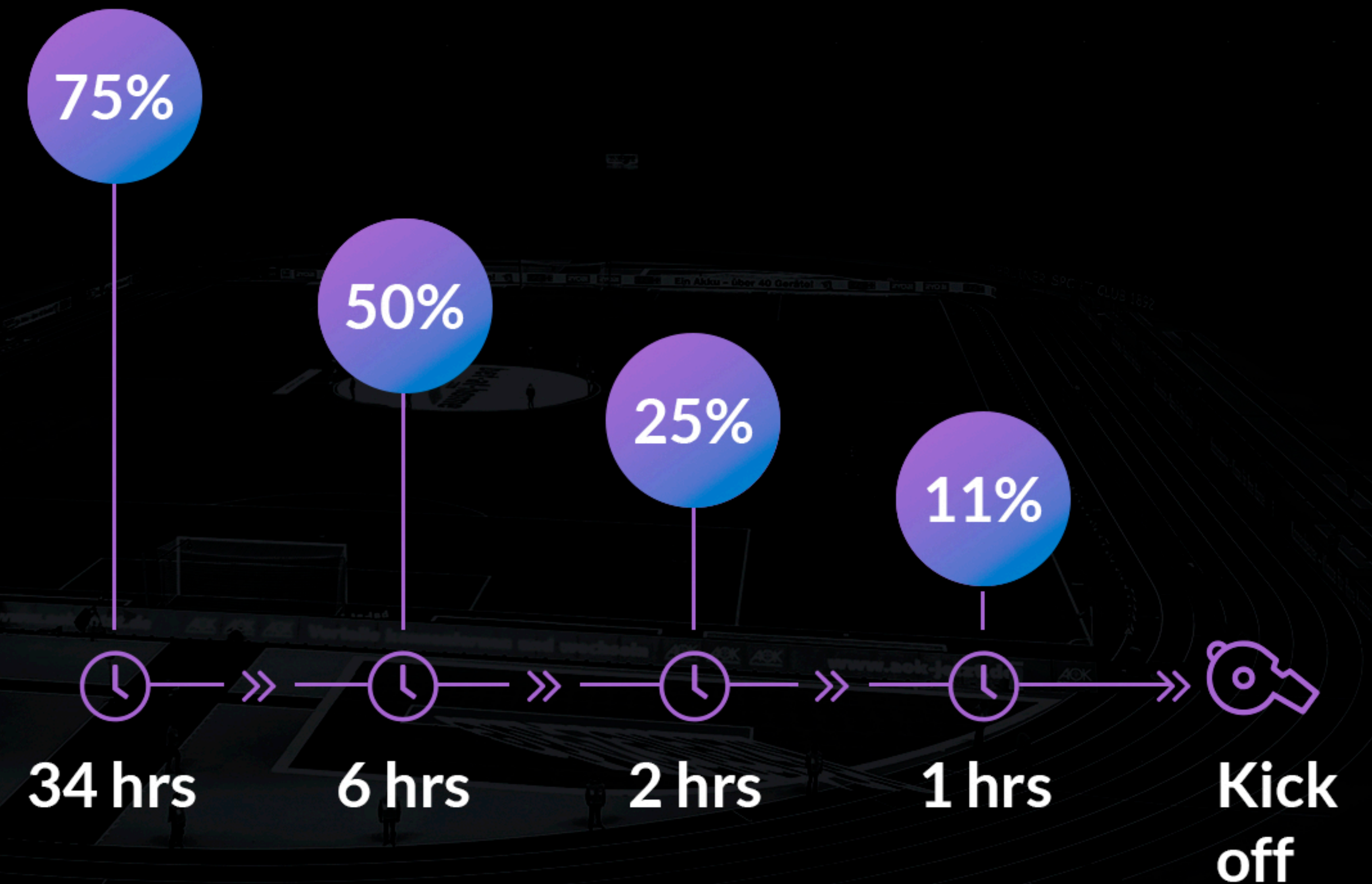
Media buying should be optimised and automated based on these patterns of **behaviour which are unique to a sports betting customer**, such as when they are most likely to sign-up, deposit and place a bet.



BETGENIUS RECOMMENDS:

Three quarters of acquisition spend should take place within a day of the fixture and half should be within six hours of the start of the fixture.

When pre-match registrations take place





By intensifying pre-game marketing at key times, **bookmakers can easily avoid unnecessary wastage.**



For example, our findings show that customers betting on football on weekday evenings place **their wagers much closer to the start of the fixture** than those doing so on a Saturday afternoon.



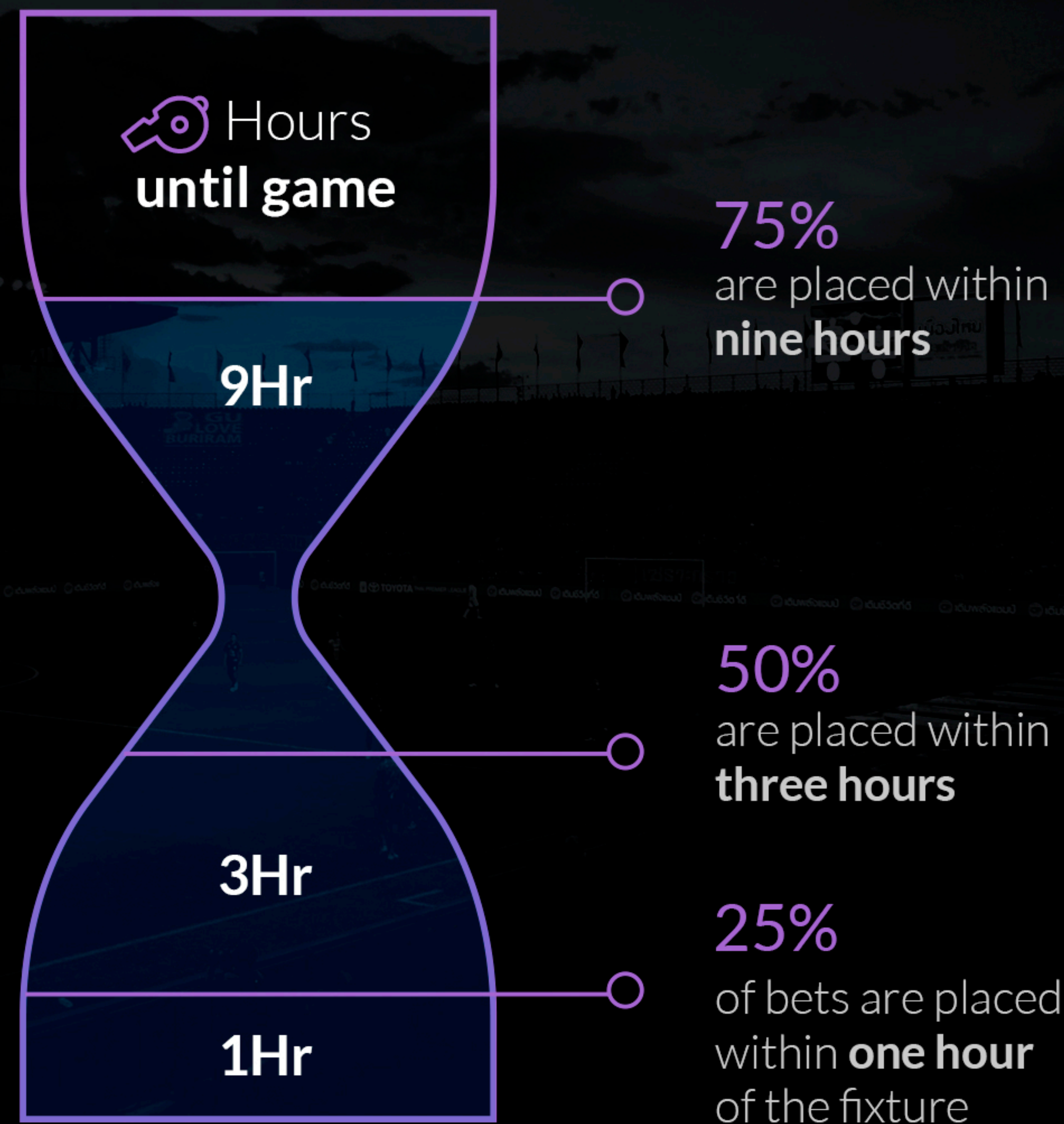
Understanding these timelines unlocks greater campaign optimisation. Once combined with real-time segmentation of customers based upon their behaviour means a highly relevant message can be delivered at precisely the right time.



BETGENIUS RECOMMENDS:

Drive spontaneous sign-ups via contextual ads such as kick-off count-downs, pre-game price boosts and live odds updates within the three hour window before a game.

When pre-match bets take place



Cash in on **in-play** betting patterns



In-play wagering follows a specific pattern, with **70% of bets being placed after the end of the first half.**



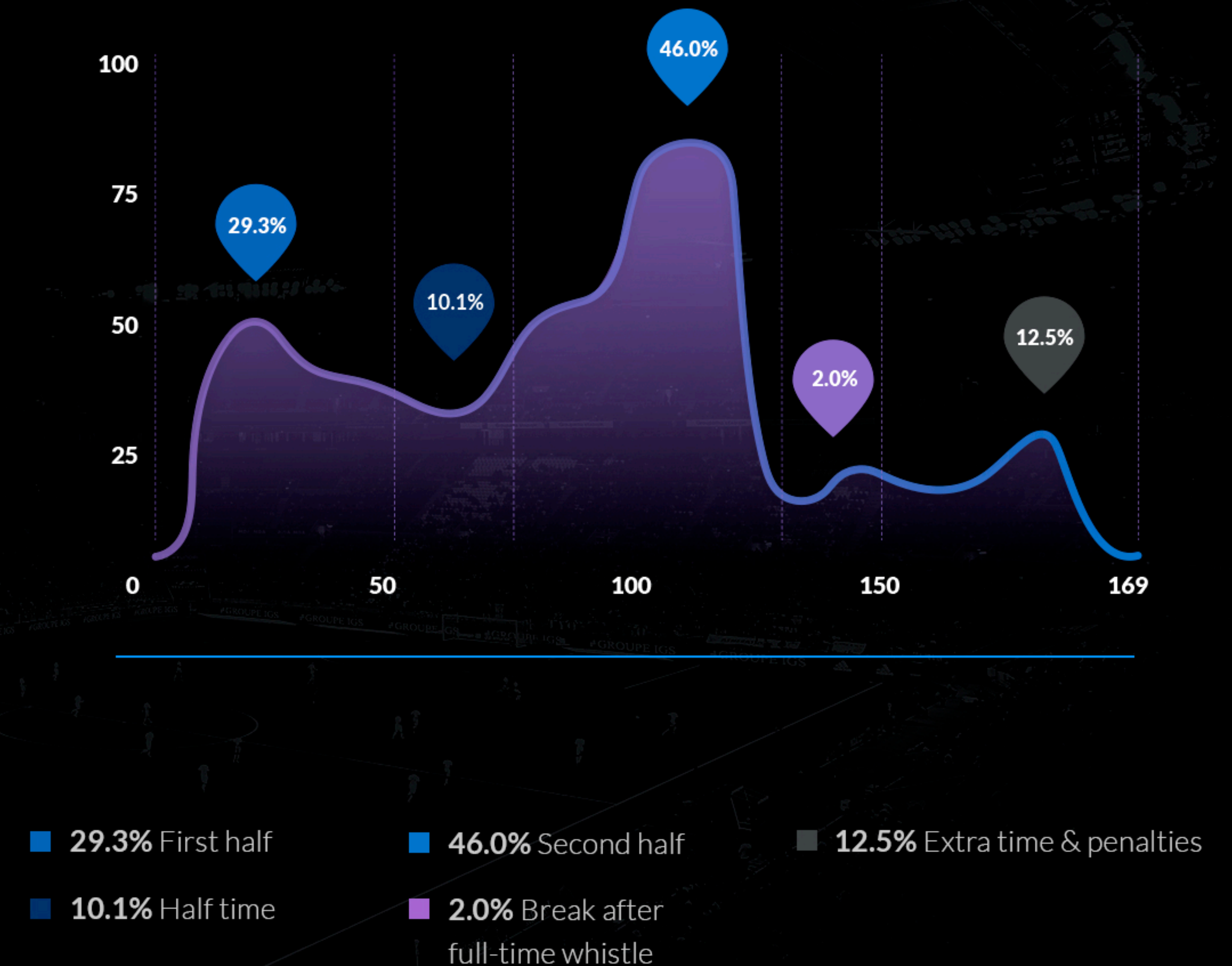
Operators can drive in-play turnover by **serving contextual ads based on what has happened in the game**, as well as the known preferences of the customer.



BETGENIUS RECOMMENDS:

Integrate dynamic creative into your online ads. Using real-time odds and live special offer campaigns in your display strategy is a proven way of driving turnover.

Timing of **in-play** bets



Capitalise on consistent **cross-sell behaviours**



A customer's first bet is a strong indicator of **subsequent betting behaviour**, although this applies to varying degrees dependent on sport.



BETGENIUS RECOMMENDS:

Bookmakers can significantly improve customer lifetime value through effective cross-selling. Cross-sell ads must be informed by data on what they are most likely to bet on next.



The first bet is an indicator of subsequent betting behaviour – to varying degrees dependent on sport.

➡ Subsequent Bet Top 5

Initial Bet Football ⚽

Football 53.27% 🏆
Tennis 9.4%
Horse Racing 7.4%
Basketball 3.7%
Ice Hockey 1.8%

Initial Bet Basketball 🏀

Basketball 48.5% 🏆
Football 22.1%
Tennis 17.6%
Volleyball 2.7%
Ice Hockey 2.7%

Initial Bet Horse Racing 🏇

Horse Racing 87.5% 🏆
Football 10%
Tennis 1.0%
Basketball 0.3%
Cricket 0.2%

Initial Bet Ice Hockey 🏒

Football 45.3% 🏆
Ice Hockey 20.1%
Tennis 15.2%
Basketball 10.5%
Baseball 3.3%

Initial Bet Tennis 🎾

Tennis 31% 🏆
Football 10.9%
Basketball 3%
Ice Hockey 0.8%
Baseball 0.7%



For more information

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