



Brilliance the goal

Tom Light, vice president of business development and commercials at SBTech, considers the artistry involved in creating a brilliant sportsbook

FOR a sportsbook to be “brilliant” it must be responsive, personalised, insightful, fast, accurate and immediate.

While these factors may seem obvious and easy to apply, a brilliant sportsbook will encompass each of them, plus the experience, knowledge and dedication of an operator. The operators should create and efficiently deliver their sportsbook offering based on five key criteria.

BE RESPONSIVE

Today, a sportsbook must perfectly fit and adapt to all devices, all screen sizes and all aspect ratios.

A responsive solution incorporates and maintains all of these factors in one single solution, and will adjust itself by using break-points and stretching abilities.

You have to be cautious not to repeat common mistakes made by the majority of sports betting companies, who have simply stretched the buttons on wider versions or have created a visible “bet slip” - opposed to the narrow/mobile versions the display appeared as a pop-up/overlay.

The right mindset should be this: if certain button sizes with specific features work for me on a mobile device, then the same or comparable sizes and features should work, as effectively, on a wider version - stretching out the buttons to fit the screen is simply wrong and inefficient.

Different platforms have different behaviours. For example, the session time is longer while using a desktop, compared to the mobile, where there are two-and-a-half times more bets per minute.

The right approach for accurate responsiveness would be to enhance the experience, coordinating and maintaining the button sizes and features in relation to the same mobile sizes which have worked well for us and extending the wider space to a new work station, where betting activity is enhanced; having detailed statistics, additional markets and creating the betting buttons of the mobile device into a menu navigation on the desktop.

BE PERSONALISED

The core element of personalisation is the operator’s knowledge of each of its punters; the more knowledge the more personalised the result. Data can be gathered from common logs of all betting activities and behaviour patterns on the website; but even polls and “mark as favourite” buttons apply.

Mapping out this business intelligence strategy is not a simple task but the operators that are able to succeed in doing so will have amazing and beneficial insights on their clients.

Once data is collected and offered, it must be created from various detailed algorithms and rules based on many variables such as favourite teams/leagues, past winnings, previous losses, trigger-happy cash-out, etc.

This is key to creating various offers. For example, implementing a betting button saying: “Manchester United did the job for you last time, can they do it again?”

These offers are much more effective and easier to convert, compared to just showing a generic offer to all customers or even to specific customer segments.

Another way to skillfully create such offers is by utilising cross-player data with the same method as seen on Amazon: “Customers who bought these products, also purchased...”

Bettorlogic offers this type of service - taking the betting behaviour of punters who have made similar bets in the past and accurately informing the customers on which bets he/she may be interested in or like. Since this is a more social way of delivering bet recommendations, it may, in turn, be more appealing to the punter and might not be driven from the “house” recommendations, as much as the activities of other partners.

Delivering the offer properly is the final stage. This can be done through targeted ads, SMS marketing, push notifications, widgets/pop-ups on the website, or even subtle highlights of bet markets displayed across the page.

“THE PUNTER WILL APPRECIATE THE FACTS MUCH MORE THAN ANY PROMOTIONAL CONTENT”

BE INSIGHTFUL

The more facts provided to the punter, the more enhanced the experience will be. The punter will appreciate the facts much more than any promotional content.

Regarding importance, proper data would be first, such as match statistics and rich scoreboard so the punter could easily enter any in-play match betting page at any point, immediately getting all the relevant page information.

Second is helping the client fully engage in the live game. From extensive visualisation centres to live streaming, which is known to increase turnover per match by over 30 per cent, as well as create massive acquisition effects.

Last would be providing social information - what do other people bet on? What is hot in the market? Which bets/leagues are successful for other punters on site?

BE QUICK

Each year, session times get shorter and shorter. The punter is getting faster and so are some platforms, such as mobile devices, which require fast easy-to-use mechanisms.

The “millennials” - aka “Generation Y” - are quick to get bored and have very little patience for any delays or complications; the quicker the bet, the better the experience.

The leading innovations in this field are the quick betting widgets like the one-click bet buttons and fast accumulator builders.

“WHEN IT COMES TO BETTING, THE PUNTER BECOMES IMPATIENT AND EVEN MORE SO WHEN IT COMES TO SETTLEMENT AND GETTING FUNDS BACK IN HIS POCKET”

BE IMMEDIATE

When it comes to betting, the punter becomes impatient and even more so when it comes to settlement and getting funds back in his pocket.

This can be tackled in various ways. First would be the immediate settlement approach; once an incident occurs, e.g. a second goal when a 1.5-over bet was placed, the client receives the funds immediately and can re-use them to make another bet.

Next would be the fast-markets/micro-markets, which are one-minute events or, even faster, a punter can bet on what will happen in the next minute of a football match or who will win the next tennis point.

And, the biggest immediate rush of all would be the various cash-outs on single bets, combo bets and even partial bets; which immediately settle every market, instantly converting it from a match market to a fast market.

If done correctly, all of the above will result in a massive increase in turnover as the punter’s funds are free and released from the “open bets” hold, which allows additional bets to take place.

Tom Light resides in Tel Aviv, Israel. Currently employed as vice president of business development at SBTech, he is also known for his position as vice president of business development at FashionTV and CEO roles for online gaming companies including 7Red Casino and 1King Casino.