

Sportsbook

It's a huge year for bookmakers, with the World Cup certain to be the biggest betting event the world has ever seen, and now is the perfect time for sportsbooks to boost their football service.

Ronnie Whelan
Business development director
Sporting Solutions

Sporting Solutions has significantly extended the football coverage it offers its partners, providing



pre-event and in-play pricing on over 4,000 football matches each month during 2014, as well as offering an extended range of player markets.

SBTECH

Define your goals this summer

Ron Zluf, marketing director at **SBTech**, explains how operators need to be ready to tackle the World Cup.

“The World Cup is the biggest sporting event of the most popular sports betting product - football. Markets are being opened as early as a year prior to the tournament and still players are interested.

The demand for betting on the World Cup event reaches new highs every four years, as the popularity and ease of betting grows exponentially and people are looking to place a bet.

These players are magnificently spread on a scale between recreational players wanting to place a bet on their home team to professional punters looking at an event where matches could have many predictable outcomes or markets that seem an easy catch.

Some of the biggest beneficiaries of the World Cup event are bookmakers that report record levels of activity during the event, not just from the growth of turnover from existing customers but also from their ability to easily return many lapsed players and, most importantly, the jump in acquisition bringing bigger number of sign-ups from regular segments and even bigger number of signups from new segments that are new to the betting world.

One thing to be clearly highlighted during the World Cup event regardless of the tournament's outcome is the need for a solid

sports betting product; if you don't have it you will see your players go somewhere else - it is that simple.

Existing bookmakers are putting many resources and efforts in preparing for the event with big marketing budgets and special activities and promotions aimed at exploiting the full potential of the event. However, players will eventually go where betting variety is the biggest. Sure you can tempt them with bigger bonuses and rewards, but you will have to return your investment by generating the right margin out of the turnover you will get with it. In reality this doesn't work for most bookmakers. It is not easy to open as many 100 markets on an event and still generate margin.

If you can't do that and still have a brand that can monetise big on the event, then **SBTech** has a solution for you. We are offering the biggest variety of World Cup markets, allowing you to focus on your marketing efforts without having to worry about turnover and margins return your investment.

Gaming operators are usually reporting a decrease of sign ups and gaming activity from existing players during the event, the reason is simple - everyone is betting on the World Cup. If operators don't have a sports betting product to offer, then their players will go somewhere else. Again **SBTech's**



sportsbook is the perfect answer to the problem by allowing gaming operators to keep their existing players active while reaching new segments of players to sign up, bet and potentially be converted to play with one of the gaming products their offer.

The **SBTech** live betting platform offers operators a unique competitive edge in the booming live betting market by giving access to 200+ bet types across 20+ types of sports with more than 10,000 live events per month.

Currently, 70 per cent of **SBTech's** partners' turnover comes from live betting. The World Cup will generate lots of in play activity and so a strong live betting product will

help players feel the excitement and bet while watching the games and return to the operator that provides them with the best experience.

SBTech also has a cutting-edge mobile HTML5-based product, supported by all leading smartphones and tablets, provides an industry-leading user experience, with easy, smooth navigation and intuitive betting. **SBTech's** mobile product features full banking, cashier functionality and various personalisation elements so operators can interact with players effectively. Mobile will be a bigger channel than ever this summer, so operators need to make sure their offer is up to scratch.”