



THIS TIME IT'S PERSONAL

Personalisation is the future of the betting and gaming industry, but there's a balance to be struck between customising a user's journey and being intrusive, writes **Ian Bradley**, Head of Platform for SBTech.

Every day the average online consumer is exposed to thousands of marketing messages, especially from the sports betting and gaming industry. The modern smart shopper is looking for personalised offers, is aware that their online activities leave digital footprints that help companies understand their preferences, and wants to see relevant content that interests them - not just standard new account offers, but offers tailored to their needs.

The future of the sports betting and gaming industry is in personalisation. The leading operators in the industry are already making strides towards creating individual player experiences, and using big data is the key when it comes to leveraging personalisation to maintain customer loyalty. Basic customer analysis can create a bespoke experience by pushing relevant content that the operator expects the player to be interested in. For example, the major soccer leagues are important to all operators, but regional leagues can also be promoted to specific customers based on their location and betting behaviour.

To improve engagement and drive up loyalty, sports betting and gaming operators need a scalable platform for processing and interpreting data so it can be smartly applied, creating a dynamic interface based on how a customer interacts with their website. This is no small feat, but the rewards are well worth the effort in an increasingly competitive environment.

360-degree view

Analysis of big data affords companies an immense opportunity to offer a truly unique and personalised journey to every customer. By building a 360-degree view of a customer's preferences, you can attempt to predict their behaviours, customise

messaging and present them with the right offers at the right times. Sports betting and gaming lends itself to repeat transactions and therefore intelligent, tailored promotions work well and drive turnover.

To this end, predictive analytics and customer segmentation are essential. Propensity models can help determine who is ready to make a purchase, who needs more incentives, and who is likely to stop making purchases, unsubscribe or disregard your marketing campaigns.

On the other side of the equation is segmentation: grouping customers based on demographics such as age, gender or previous website behaviour can help companies drive loyalty, increase cost effectiveness and reduce customer churn. Users who could potentially become problem gamblers can also be identified, enabling a proactive approach to customer interactions in the interests of responsible gaming.

Once you have your customers clustered into appropriate segments then you can present them with timely recommendations and offers, allowing players to navigate more easily through the large number of sporting events and markets available to them, and enabling them to choose the best betting opportunities.

While customers are more loyal to brands that offer personalised service options, such as a simple alerts service to remind them to check on other games they are interested in, there exists a fine line between data collection and intrusiveness. The customer wants to enjoy a customised experience, but one that respects their autonomy in making decisions. Recommendations and offers must therefore always be appropriate in terms of content and frequency.

In personalised marketing, one of the most valuable tools is a customer's digital footprint.

There is, however, a risk of breaching a customer's trust and driving them away from your business if you don't understand how to use the information they are willing to share.

In conclusion

Customers often know what they want to bet on, or at the very least know that they would like to place a bet when they visit you.

For those who know what they want to bet on, getting them there quickly through personalised quick links is vital. This is easily accomplished if you know that they consistently bet on certain leagues, teams or markets, in which case you can present them with a personal view, tailored to their behaviour. For customers who like to browse the various markets, promoted content can be adapted to their behaviour or segmentation, allowing the operator more control over what the customer is likely to bet on.

None of this can be done without the collection of personal information, and while customers love and have come to expect an individualised experience, there's a balance to be struck between customising a user's journey and being intrusive. Nobody wants to feel like someone is watching their every move.

Both operators and customers can benefit from a personalised user experience, leveraged from analysis of collated data. The key is having a platform that allows you to pre-empt customer behaviour, analyse the results and implement your strategy to maximise each opportunity.



Ian Bradley is Head of Platform for SBTech. Ian has more than 10 years' experience in the gaming industry. He has worked with companies around the world, including Sporting Solutions, Betfair, William Hill, Sky Bet, Betsson, Danske Spil, Tabcorp and CrownBet, to help understand the local challenges they face within the global industry.