betradar
driven by facts

mts

1X2

MANAGED TRADING SERVICES

Welcome to the future of your sportsbook

SPORTSBOOK MANAGEMENT

Managed Trading Services

Find out more

Treat your sportsbook to the best in the business

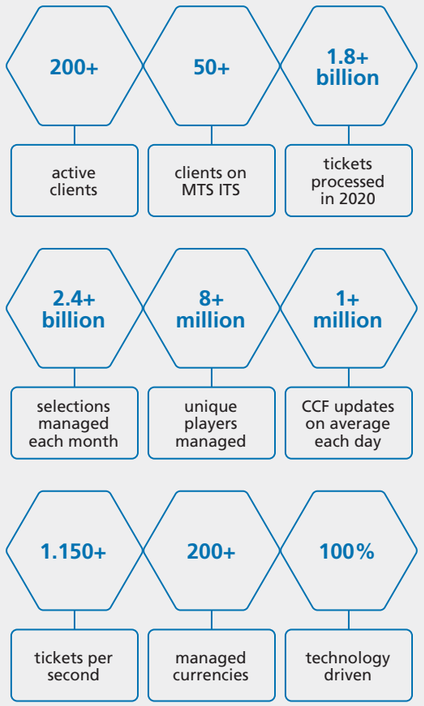
Meet Managed Trading Services (MTS): the world's leading sportsbook management solution.

It's packed with everything you'd expect and flexible enough to make your own. Plus it suits organisations of all shapes, sizes and levels of trading experience.

With MTS on your side, you'll join more than 200 operators using it to:

- Sustainably boost margins and profits
- Significantly cut operational costs and investments
- Steadily make trading more flexible and efficient
- Stand out from the competition
- Improve the experience for betting customers
- Keep operational and business risks at bay. Constantly.

MTS in numbers



Numbers as of April 2021

Fully customisable

The most flexible and advanced service in the industry

Sharpen your odds. Manage risk more effectively. Boost your turnover.

Think of MTS as a way to get the most from your sportsbook. It's backed by sports trading experts and up-to-the-minute technology, and its pricing algorithms are generated by always-learning AI mathematical models. Plus you can shape the service however you like.

Five strengths you won't find anywhere else

Unrivalled insight
Sportradar is the industry leader for data, which means MTS is too. The result? You'll have technology at your fingertips that knows more about your market than any of your competitors.

Self-learning AI
We analyse data so deeply we can build AI algorithms that calculate odds. The result? Better pricing and better margins.

Cutting-edge technology
Our technology's always evolving, and time-consuming and error-prone processes are automated. The result? A whole new level of efficiency in trading.

Built-in flexibility
We've built flexibility into every step of the MTS journey, from integration to setup to everyday use. The result? You can shape the entire service around you.

A close relationship
You'll work closely with experts like our Operational Account Managers and ITS managers. The result? We're here whenever you need us, and we can act fast if you'd like us to change anything about our service.

Our sports betting platform is made up of three modules
You can choose any or all of them depending on what you need.

Sportsbook module

- Fast, scalable, and stable with 99.9997% uptime
- Content Management System
- Works across all devices and native apps
- Award-winning catalogue for retailers, including our SSBT and over-the-counter solutions

PAM module

- Promotion and bonus engine
- 360-degree view of your players' activities
- Integrated payment processing with real-time Shared Wallet
- CRM system with KYC components built in
- Flexible configurator for responsible gaming

BI module

- Real-time data analysis
- Ready-to-use smart visualisations and reports
- Technology based on Oracle BI Suite
- Easy to use through a mobile app
- A single-backend access for easy handling

The only platform agnostic service in the market

MTS Standalone
If you have your own platform or want to get one from someone else, MTS will slot in. No fuss.

MTS Inside
Build your own platform around MTS. And get world-beating trading and risk management at the core.

Partner Referral
Or we'll recommend a team from our Multi-Platform Partner Program. We've vetted everyone in there, so you can be sure they'll integrate our services brilliantly.

INTEGRATION OPTIONS

Plug into any platform. Or just use ours.

Find out more

Full business solution

You can go the turnkey route and get MTS as integral part of our omni-channel sports betting platform. Or you can bolt it onto your own.

If you go for turnkey, you get all our products and services too. Like the most comprehensive pre-match and live sports coverage. The industry's largest live streaming offer. Our full suite of virtual sports betting products. And our betting engagement tools.

Features

- Powerful platform engine
- True omnichannel solution
- Feature-rich and simple to use
- Innovative technology

TRADING MODELS

Integrated trading

Find out more

Manage your sportsbook the smart way

You don't need a huge budget to make your sportsbook more efficient and effective. You need our Integrated Trading Solution (ITS).

It'll push your trading to the next level, while protecting your business from risk. Guaranteed.

With it, you get MTS' most sophisticated trading tools, AI trading algorithms and machine-learning processes. And it's flexible, so it won't limit your sportsbook in any way. This is your business, after all.

Benefits

Complete flexibility	Adapts along with your business	You're always in control	No platform constraints	Significantly lower BI and IT dev costs
Better trading	Stops capacity and capability problems	Automated processes and AI built in	Use the latest trading tools	Get help from our MTS trading specialists
Better security	Get precise player profiles, tournament and event ratings and protection from match fixing (suspicious events)		Optimised fixed cost structures	Boost your ROI on specific operations
A close partnership	Leading trading technology that does it all	Work closely with Operational Account Managers and ITS Managers		See the MTS development roadmap whenever you need to

TRADING MODELS

Full and selective trading

Find out more

Your complete care-free trading packages

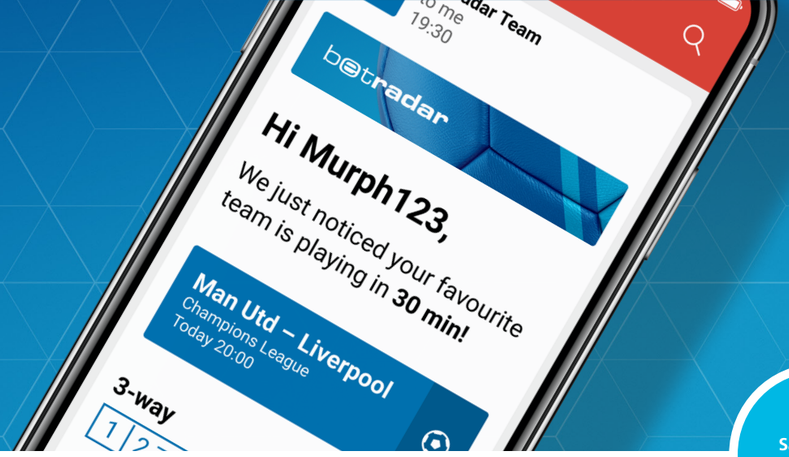
Get some extra breathing space by handing your sportsbook over to us. With Selective Trading Solution we'll take over specific channels, sports and leagues. And with Full Trading we'll take over the whole thing.

We'll manage your entire trading, including ticketing and risk management. We'll do it efficiently, keeping your costs down. And we'll settle your customers' tickets in real time, so they won't suffer any delays.

It's ideal if you don't have the capacity or the right skills in-house. Or if you want to save money on hiring an in-house person or team.

Benefits

Total peace of mind	Complete sportsbook management with market-leading trading, VIP player management, and real-time ticket settlement – tailored to you	Total protection through unrivalled services like Risk Management, Fraud Detection and our Return Guarantee		
More for your money	Save money on hiring in-house experts and technology	Low fixed cost blocks for premium sports data and management, thanks to Rev-Share and Return Guarantee		
Best in the business	Get the industry's leading sports data and streaming video from Sportradar	Get pricing and trading strategies built around you, so you can compete with leading sportsbooks	Integrate 3rd party content if you need to	
A close partnership	You'll work with your own Operational Account Managers every day	We'll talk you through sportsbook management so you'll be able to take it on yourself in future	Evaluation of your business strategy and advice to help you succeed	



Save 40% in CPA*

MARKETING SERVICES FROM AD:S

Make your customer acquisition and retention truly efficient

Find out more

Data & technology-driven marketing services – uniquely designed for sportsbooks

Sportsbooks have changed hugely in recent years. Today, the ones that attract and keep the most customers are powered by rich data and tailored to local markets.

Which is exactly the thinking we've built into Marketing Services from ad:s – uniquely designed for MTS clients. It's built on the deep, fast, reliable, and measurable data we've amassed as the world's leading betting services provider. And it's here to help you grow your customer base in the most efficient way possible.

In a nutshell

Cut costs. Boost returns. And increase each player's lifetime value, with a combination of in-depth data, AI-derived algorithms and betting-specific programmatic technology.

What you'll get

- A full-service marketing platform with programmatic advertising and AI-driven ways to keep customers coming back for more
- Marketing capabilities specific to the betting industry that will make your current customers more valuable and make it cheaper to win new customers
- A way to grow your sportsbook fast, leading to high returns with less risk
- Use the whole package, or choose between acquisition and retention

Proven to:

save you up to 40% in CPAs*	make precise predictions after 2-3 days of player activity**	give you 85+% accuracy*** on PLTV and future wagering	boost click-throughs on recommended bets by 2-4x	encourage up to 3x higher stakes on AI-recommended bets	boost accumulator bets by 27%

* Compared to operator's target index at 100 ** Standard BI takes 2-3 weeks *** Market average is 50-55 percent

MARKETING SERVICES FROM AD:S

Programmatic Acquisition

Grow your customer base. Cut your CPAs by up to 40%*.

Bring in new customers more efficiently and sustainably with our Programmatic Acquisition module. It's built specifically for the betting industry and uses optimised and personalised prospecting and re-targeting. So, you'll deliver the right message to the right audience at the right time, making your marketing more efficient and cutting your CPAs by up to 40%*.

Benefits

- Cut CPAs
- Convert more
- Get a larger customer base
- Boost revenue

MARKETING SERVICES FROM AD:S

AI Player Retention

Increase your players' lifetime value. Boost your promotions.

Make your customers more valuable. And stop them churning.

Our AI Player Retention module squeezes more out of your marketing and bonusing, with an AI deep learning engine that gives the fastest and most accurate Player Lifetime Value (PLTV) and Player Churn predictions in the market. All based on just 2-3 days of activity**, with an accuracy of over 85%***.

Our algorithms also let you segment players by value, detect potential future VIPs and recommend the best bonus for each player. Then there's Real-time Bet Personalisation, which creates super-personalised messages to boost click-through rates by 2-4x and raise the stakes by 3x on AI-recommended bets.

Benefits

- Get early insights on your customer
- Boost PLTV
- Stop customers churning
- Make your campaigns work harder

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