sportradar



MARKETING SERVICES



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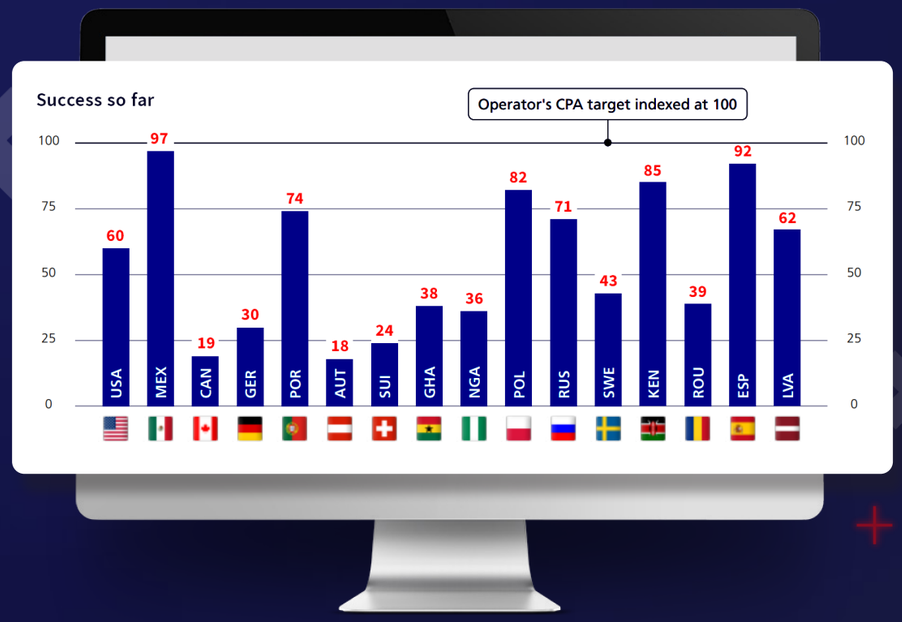
A WORD FROM...



Florian Geheeb
Global Director Advertising Sales

These days, marketing teams are under ever increasing scrutiny and pressure to succeed. Yet, for our ad:s clients, they're achieving remarkable results from their digital marketing activity.
Cost per acquisition (CPA) has been slashed, in some cases up to 60%, thanks to our Demand Side Platform (DSP) built exclusively for the betting and gaming industry. And it isn't just the CPA efficiencies that our clients are benefitting from, the quality and value of customers acquired is significantly improved as well. This just highlights another benefit for our clients; having unique access to betting and gaming audiences. However, looking beyond our game-changing **Programmatic Display** offering (p5), we're excited by our growing and improving range of marketing services that cover everything from awareness, acquisition, and with last years' addition of **Vaix** (p11, p12, p13), even better retention. In particular, the potential of video and social to improve full funnel activity of our clients even further. We're also fully equipped to help **casino operators** smash their marketing targets.
With our ad:s **Programmatic Video** offering (p7), results show it not only has the power to significantly increase the awareness of your brand, but it also boosts consideration, making it easier, and ultimately cheaper, for you to convert customers. Something to consider, especially with the continued trend of viewers moving away from linear TV. There's simply no performance without brand awareness.
Paid social is a channel that has seen its popularity rocket among betting and gaming operators, and for good reason. The audience size and targeting capabilities means it's an ideal channel to access potential customers. Our own Paid Social (p8) offering is already delivering fantastic results for clients, such as 450% return on ad spend, and is going from strength to strength since it was launched last year. Including the recent expansion to Snap.
So if you're looking how to achieve your own remarkable results, I'm confident our ad:s marketing services give you the best opportunity to do so now and in the future. Feel free to reach out to me or one of my team and we'll be happy to chat.





ABOUT OUR MARKETING SERVICES

If you don’t want to waste marketing budget, we have the answer.

Built exclusively for the betting & gaming industry, with unique access to betting & gaming audiences, our marketing services are designed to meet the most critical marketing needs of the industry.

Join hundreds of operators from around the globe in reducing your acquisition costs by 40% on average, boosting your brand awareness and increasing your player lifetime values. We have the tech, supply and expertise for you to achieve unrivalled marketing success.

5 key strengths that set us apart:

Deep fan understanding

Target betting & gaming audiences with greater precision, thanks to our unique industry data and insights.

Bespoke betting & gaming tech

Improve your campaign results with our proprietary technology, built with a laser focus on the betting & gaming industry.

Personalised messaging

Boost the effectiveness of your adverts with unique betting and gaming content that is personalized to each individual.

Multi-touch attribution

Understand the true cost of your acquisitions and gain visibility for each customer’s lifetime value with our accurate attribution models.

Expert multi-channel team

Improve your marketing decisions and your campaign setup with our team of experts curated from Google, Meta, Entain, Flutter...

ad:s

PROGRAMMATIC DISPLAY

Right message. Right audience. Cheaper CPAs

Reduce your cost per acquisition by 40% on average with *the* programmatic display offering for betting and gaming.

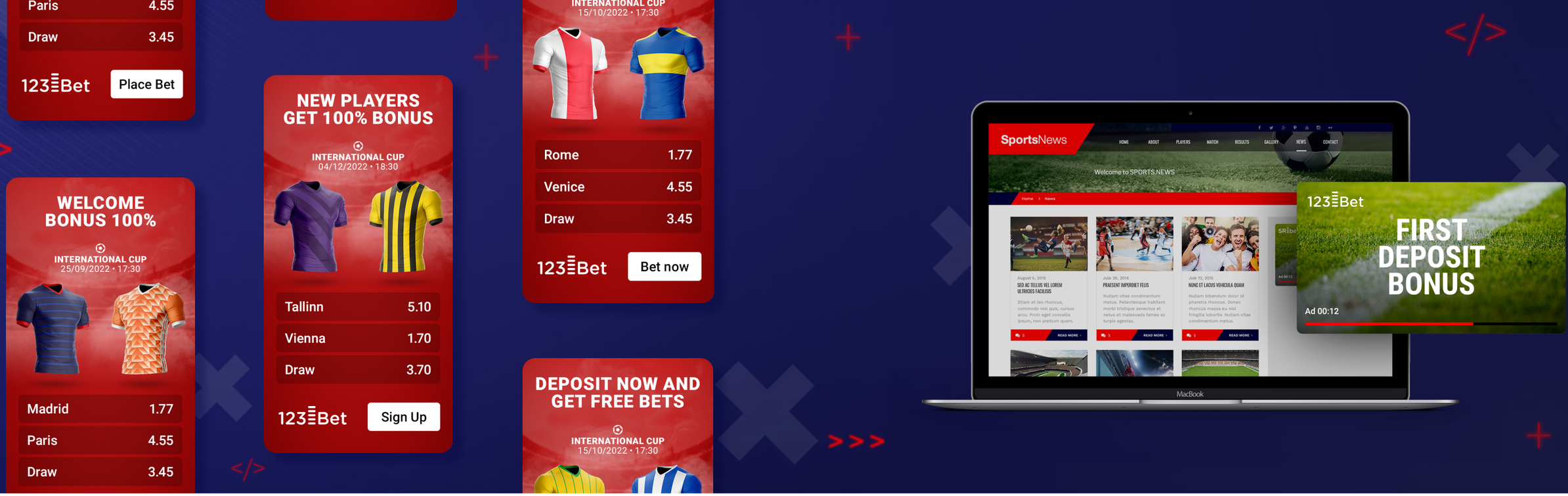
With automation and machine learning, programmatic advertising automatically searches the internet to find your ideal audience and then delivers the right message at the right time. And when it comes to betting and gaming, our ad:s programmatic solution has four clear advantages over the competition:

Industry specific DSP – our Demand Side Platform is laser-focused on the betting & gaming industry, meaning our targeting is already more refined from the outset

Proprietary technology – our in-house built tech allows greater cost efficiencies for us to pass onto you and more flexibility, giving you the possibility to influence the product roadmap

Betting & Gaming specific features – our programmatic solution comes with Dynamic Creative Optimisation (DCO) for personalised ads, CPA and LTV reporting for understanding success, and sports calendar targeting for key events optimisation

Industry and marketing experts – Benefit from our top-of-the-industry channel strategists and buyers who know exactly what success means and how it’s measured within the betting and gaming industry



ad:s

DYNAMIC DISPLAY

Personalised ad creatives. Automated.

Take the manual effort out of creating thousands of highly customised advertisements and achieve improved campaign performance with ease.

Real-time creative personalisation built for betting and gaming, Dynamic Display allows you to automate different bets, markets, bonus lines and CTAs in your programmatic adverts.

Engage your audience as individuals and generate more revenue from personalised marketing than companies that don't apply personalisation.

Benefits of Dynamic Display:

- Generate up to 40% more revenue from your programmatic campaigns with personalised creative*
- Save time and effort with automated creative decisions
- Achieve brand consistency at scale with templates and placement parameters

* Source: https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying

ad:s

PROGRAMMATIC VIDEO

Boost your brand awareness and make acquisition easier

Get seen, be remembered and increase your chances of conversion with the power of video.

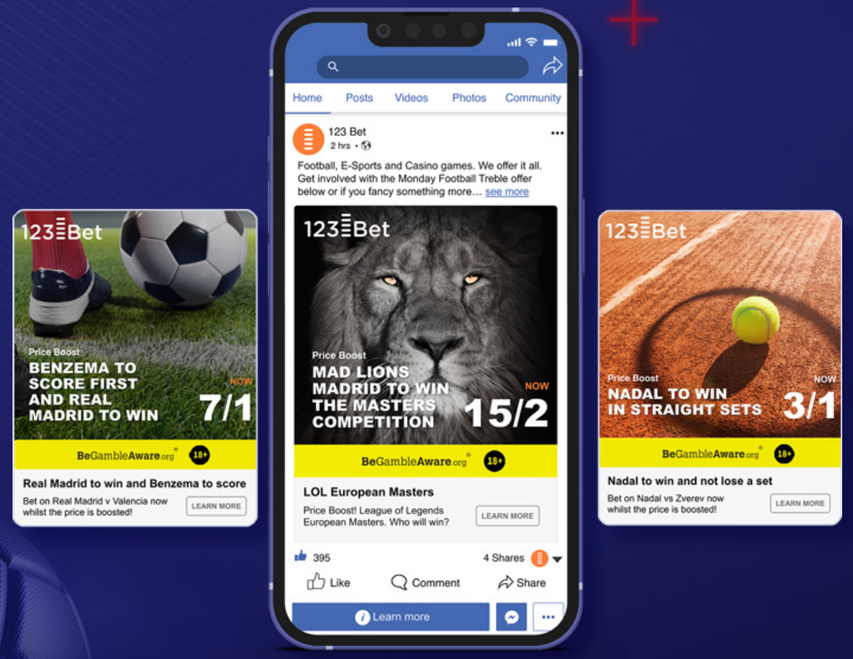
With more people moving away from classic linear TV consumption, programmatic video is key for reaching the right audience online and on second screens. You can also retarget customers after your brand message has been delivered.

Video ads can see 82% increased purchase intent* and our ad:s programmatic video offering ensures the right audience sees your video ad at the right time across multiple channels.

Achieve your best results with:

- Greater transparency – clear results at every stage of the funnel
- Unique iGaming supply and algorithms – finding you the right audience
- Unique sports calendar targeting – making the most of the big occasions

* Source : https://ligsuniversity.com/blog/impact-video-marketing-consumer-purchase-intention





ad:s

PAID SOCIAL

Hard working social advertising, without the hard work

Stop the social scroll with the only complete paid social solution built exclusively for betting and gaming.

Dynamic ads featuring up-to-date odds and live jackpots increase your return-on-ad spend and save on overheads. Paid Social offers effective marketing in several ways, whether that's by using personalized ads to acquire new betting customers, targeted video content to build a brand, or retargeting customers with relevant bet types.

Our team of industry experts are on hand to optimize your campaign performance for the best possible success. Available across **Meta and Snap.**

The benefits:

- Save time and money with automated creatives and campaign management
- Optimise for success with highest-performing bet types automatically up-weighted
- Get the ideal platform set-up with our industry-experienced team

Meta Business Partner

ad:s

PUBLISHER PRODUCTS

High quality websites, high customer conversion

Our network

Get your message in front of highly engaged sports fans, thanks to our exclusive premium publisher network.

We've hand-picked the top sports & news websites across the globe to get your brand in front of the best quality audiences.

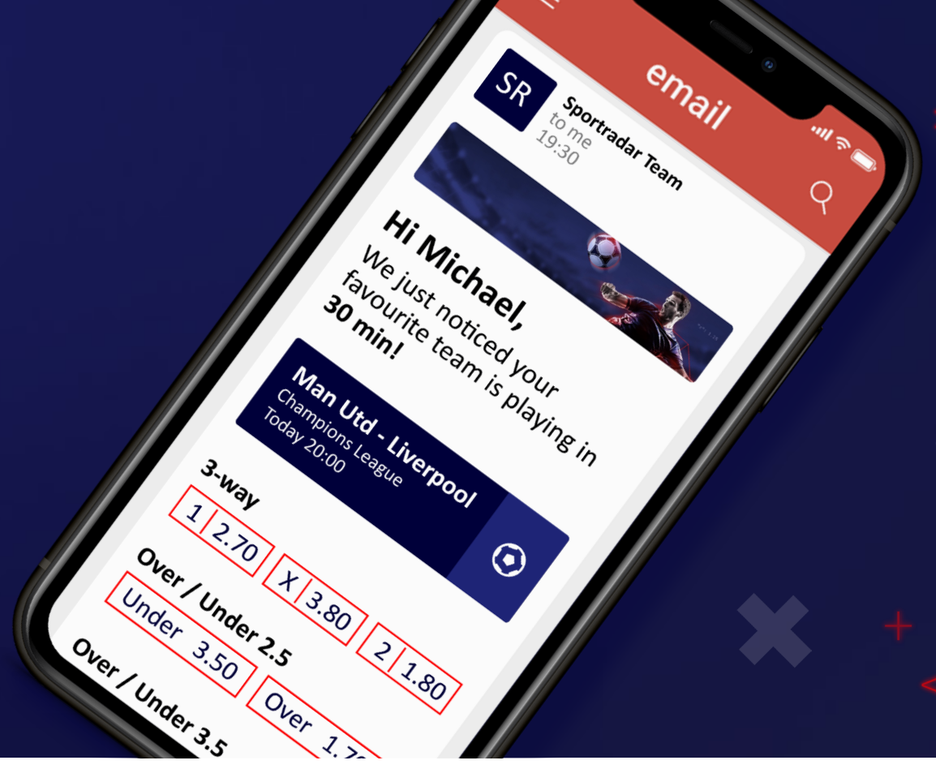
The ad tech

Our industry focused ad tech creates near-native personalised content, which improves the fan experience and your ad conversion.

Your ad can match editorial and user data to show betting opportunities that are interesting to each individual, which ultimately improves the ad performance.

- Near-native personalized content that matches editorial and user data
- Betting opportunities tailored to each individual that will super-charge your ad performance
- Support for 23 different sports and hundreds of markets





ad:s

SPONSORSHIP

Acquire and activate partnerships that grow your business

Our unique combination of data, insight and technology brings improved efficiency to your sponsorship investment and activation strategies.

By combining global data analysis with local market knowledge, we'll identify the right opportunity for the right partner across multiple sports.

We use our ad:s Publisher Products to enhance the digital activation of your partnership, by driving conversions and ROI.

With ad:s sponsorship, you're in experienced hands, as we work directly with some of the leading leagues and teams in the world of sport - from the NHL, MLB and ITF to Paris Saint-Germain.

A selection of rightsholders we work with:

VAIX

PREDICTION AND RETENTION SERVICES

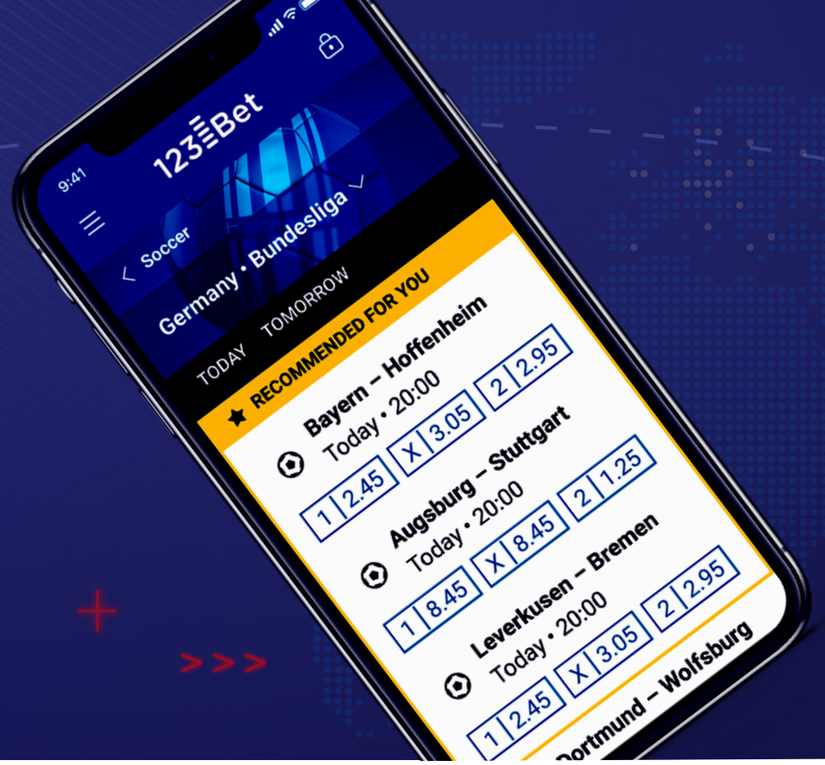
Keep customers coming back for more

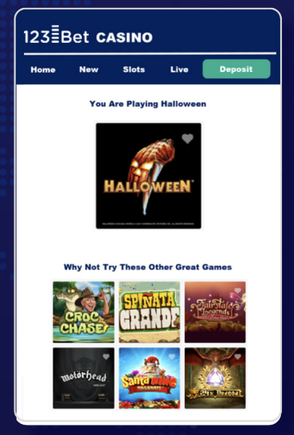
Keep your hard-won customers engaged and active with your brand, thanks to our industry leading prediction and retention services.

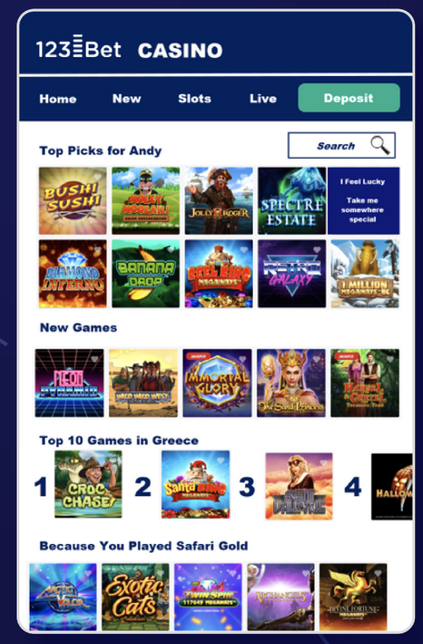
With over 85% accuracy (industry average - 55%), our AI-driven models provide you with the fastest and most reliable predictions and suggestions, engaging customers and keeping them coming back for longer.

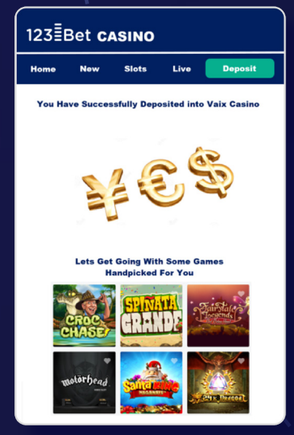
Succeed with more engaged customers thanks to:

- **Player Value Prediction** – know potential player values after 30, 90, 180 and 365 days
- **Player Churn Prediction** – identify deposit or churn likelihood in the next 7, 14 or 30 days
- **VIP Detection** – identify your potential VIPs within only 14 days of activity
- **Custom Player Bonusing** – optimise the types, amount of and time scale of bonuses









VAIX

BET PERSONALISATION

Boost your customers' lifetime value

Take the guesswork out of personalisation with "Bets you may like". Recommend the most relevant bets for players – from old favourites to new hot tips.

Our model analyses your players' betting behaviour (sport, league, bet type, stake wagered, channel, time of activity) and offers them the most appealing sport, event, and market to bet on. Supports pre-made betting slips on your website, and automated push messages.

Personalised recommendations – identify the right bet for each customer, pre-match and live

Related bets – add related events and bets to customers' slips after they place a bet

Similar games, leagues and more – suggest related games, leagues, teams, etc. driving players to discover your catalog, while automatically adapting to seasonality

Real-time market suggestions – instantly offer personalised bets after a goal, corner etc.

Favourites – show players' their favourite sports, teams, athletes etc. across your entire offering

VAIX

PERSONALISATION FOR CASINOS

Increase the value of every player

Make sure the house always wins with our personalisation services for casinos. Our AI-driven models help you to offer truly personalised gaming content, strengthening your customer loyalty and engagement.

Boost your turnover with increased wagers and a higher number of games played by giving your players what they want.

Game recommendations – offering players "games you may like" - from long-forgotten favorites to newly launched ones

Favorite game tags – Learn your customers' most-liked game categories, themes, and mechanics, and use them across the entire UX, with automatic seasonal updates

Similar games – suggesting games and game themes similar to ones they're already playing or have shown an interest in, thus enabling them to dive deeper into your catalogue

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