

"dir": 68%

Von Big Data zu Smart Data:

Datenbasiertes Marketing in
der Sportwettenindustrie

Rainer Geier - Managing Director Digital Platforms & Advertising

r.geier@sportradar.com

October, 2019

"y": 1.32

Rainer Geier. |

- Managing Director Sportradar Media Services GmbH
 - 100% subsidiary of Sportradar AG
- Global responsibility for Advertising & Digital Platforms
- More than 300 Sportradar employees located in Vienna and Linz



Agenda. |

- 1) Status Quo - Marketing Spendings of Sportsbooks
- 2) Sportradar ad:s - The next logical step for Sportradar
- 3) Programmatic Advertising and it's advantages
- 4) Proprietary Programmatic Solution

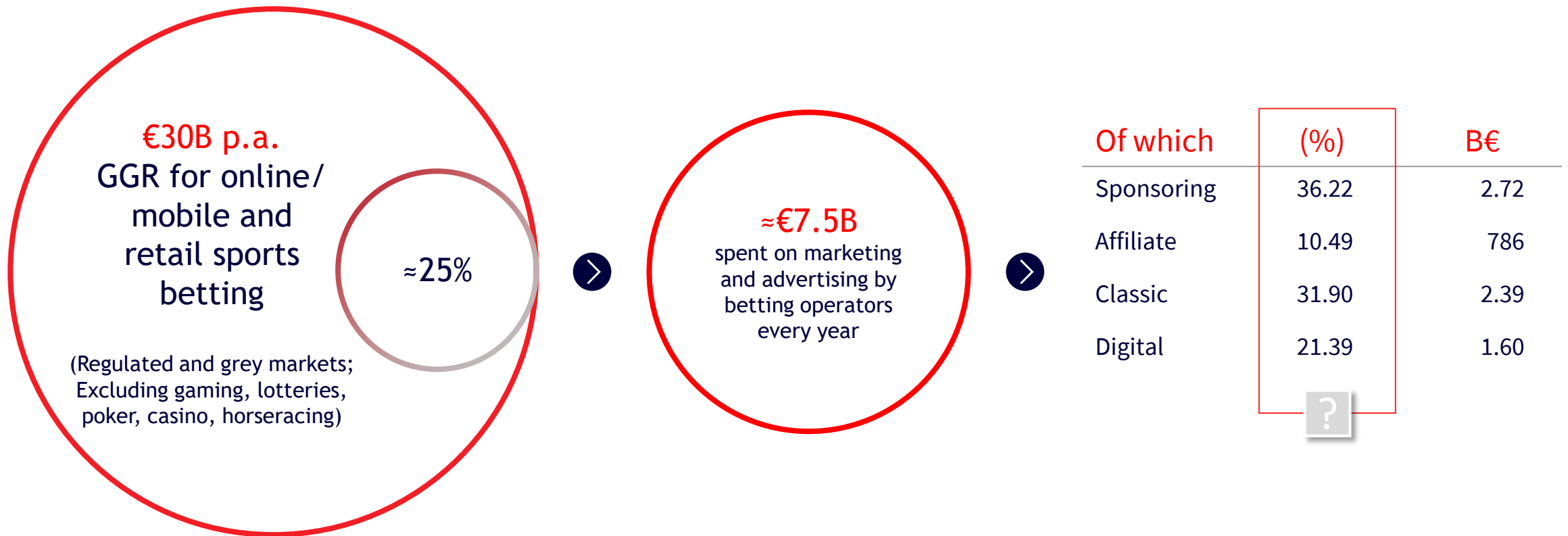
1 -

Status Quo - Marketing Spendings of Sportsbooks



Marketing Spendings of Sportsbooks. |

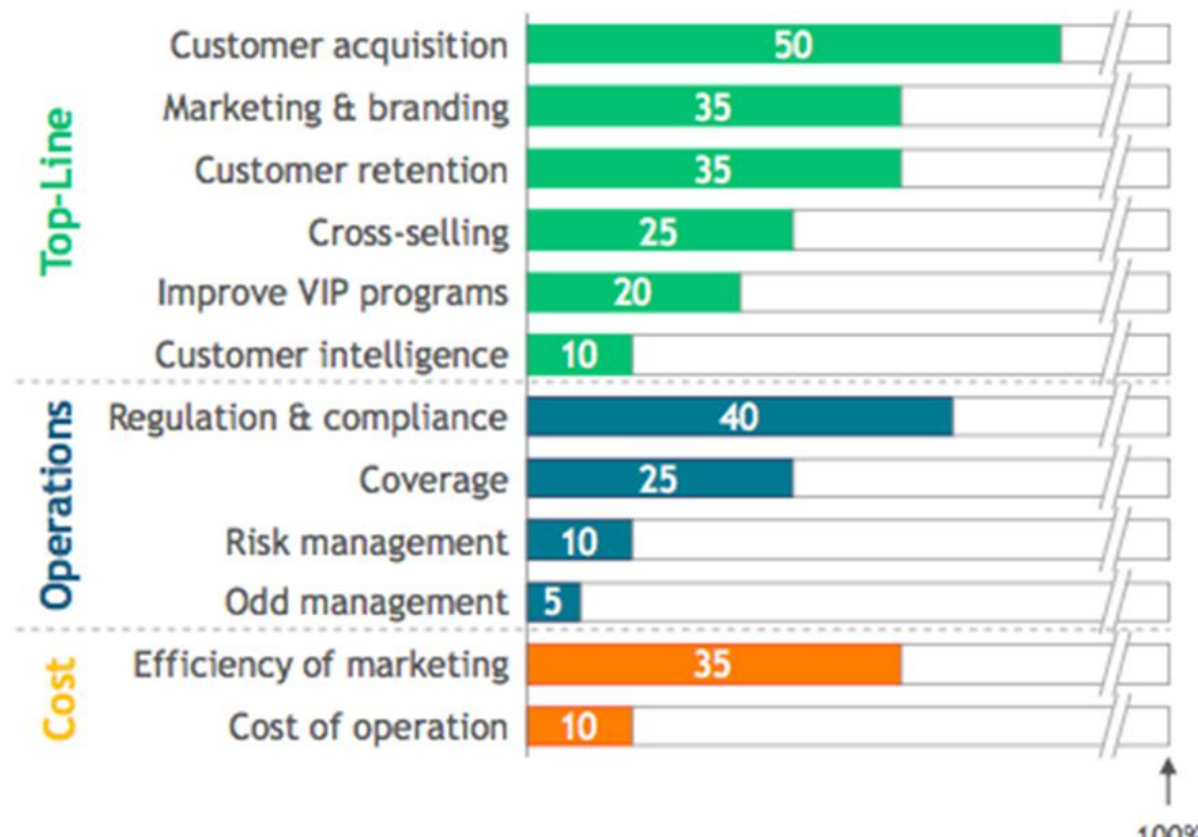
Global GGR advertising and marketing spent accounts for ~25% of different betting operators¹



Priorities to improve . |

Operators increasingly focus on front-end

What are your top 3 priorities to improve your business
(in % of respondents in customer survey)



Key priorities to tackle:

- Customer Acquisition
- Marketing & Branding
- Customer Retention
- Regulation & Compliance
- Efficiency of Marketing

Challenges in (online) Marketing . |



Improve Efficiency

In mature markets, align acquisition and retention efforts to reduce cost of acquisition, finding eligible supply and effective technology.



Customer Insights

Understand and utilize customer segments and acquisition funnel by combining user media consumption, CRM data, on-site behaviour and advertising insights.



Regulatory & GDPR

Hard to keep up with constant changes in the advertising industry (3rd party cookie dying), data privacy (GDPR rulings) and betting advertising.



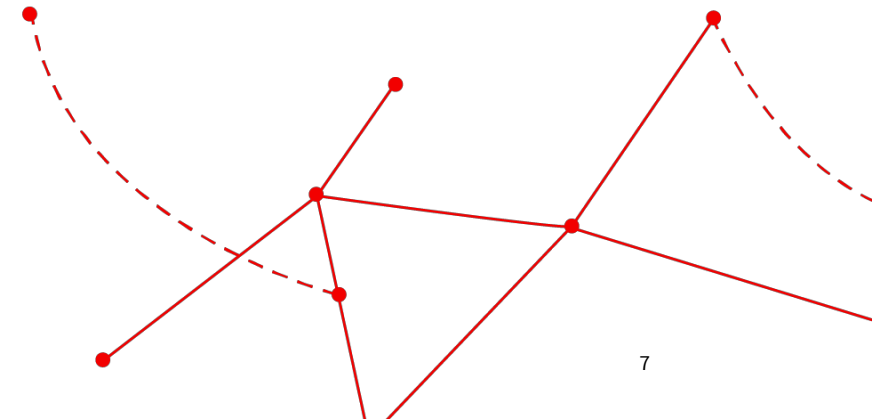
Skilled Professionals

Advertising is moving from disconnected to connected to programmatic for every channel (Mobile, Desktop, OTT, Audio, TV, DOOH,...), skilled professionals are a scarce resource.



Data Silos

Data is not connected. CRM data might exist independently to advertising data and onsite analytics.



Trends in (online) Marketing . |



1st Party Data Integration

Activate CRM profiles, on-page funnel behaviour and conversion facts for programmatic campaigns across channels and devices.



Identity Management

Implement solutions that co-exist with cookies and circumvent the “dying” of 3rd Party-Cookies, i.e. implementing NetID, DigiTrust or similar.



In-housing

Gain more knowledge of digital marketing channels by bringing key professionals and campaigning in-house to reduce hidden fees and tech taxes.



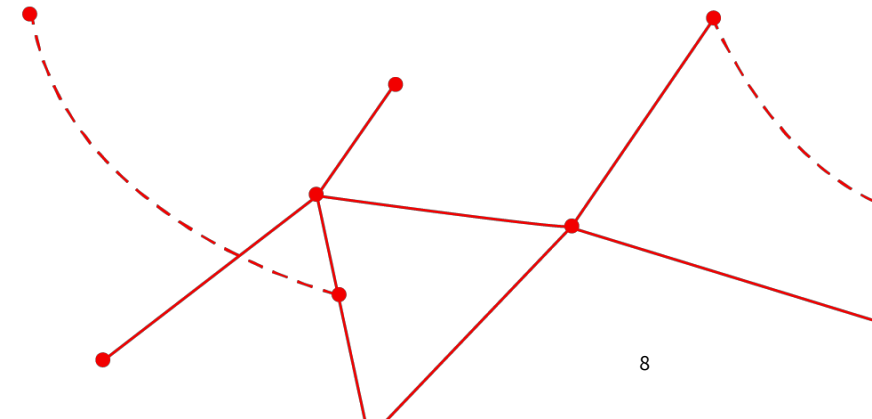
Attribution

Implementing a more data driven approach to attribution away from purely last or first touch.



Personalization

Deliver consistent messaging from off-page advertising and messaging to tailored on-page information.



2 -

Sportradar ad:s
The next logical
step for Sportradar

sportradar



Why ad:s. |

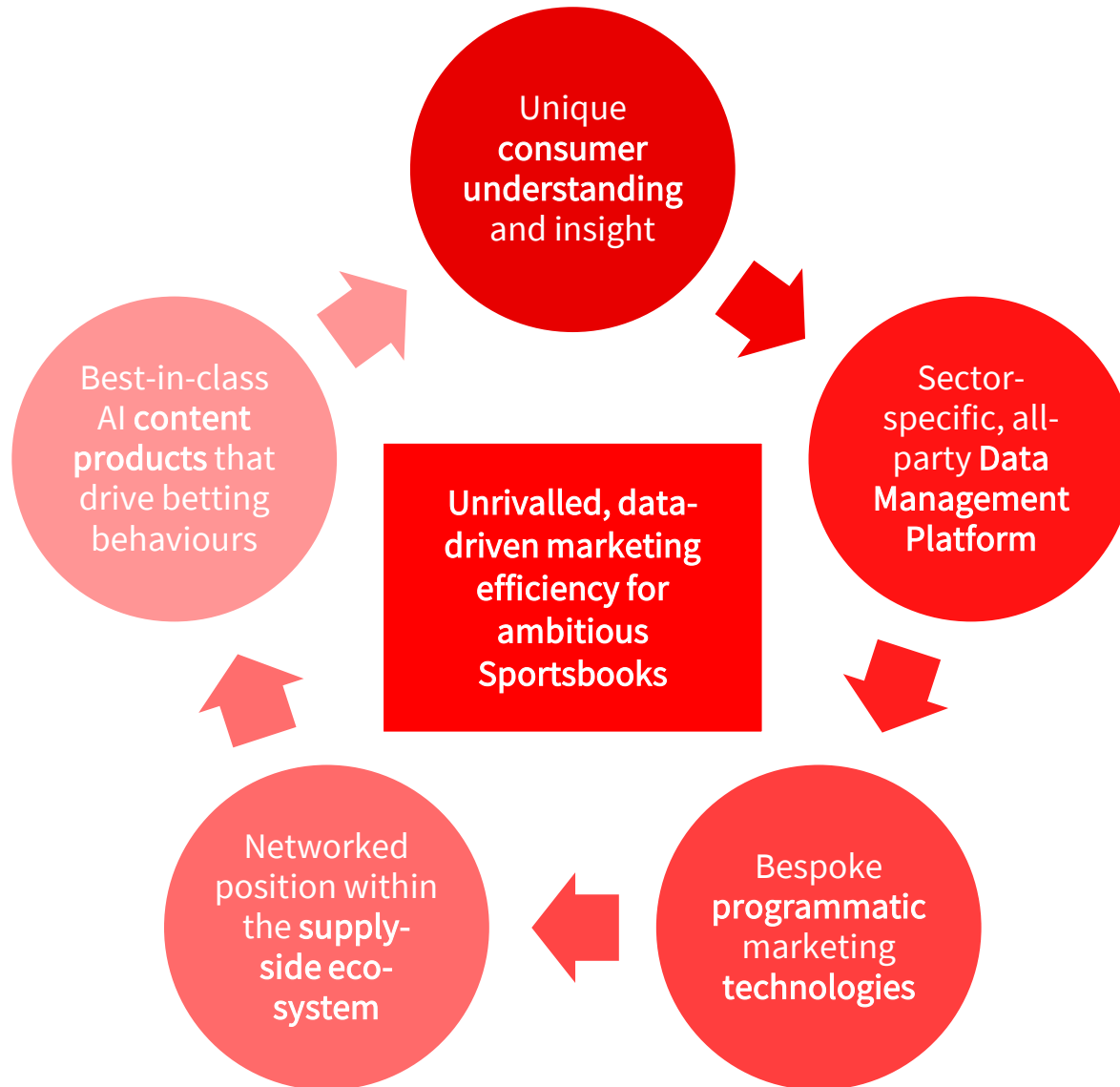
Sportradar has all ingredients:

- Market leading technology
- World Class 1st party data
- Fastest Live Odds
- Global OTT & Widget integrations

Ad:s was created to provide best-in-class advertising solutions for sports betting operators, enabling them to acquire new customers and grow their market share.



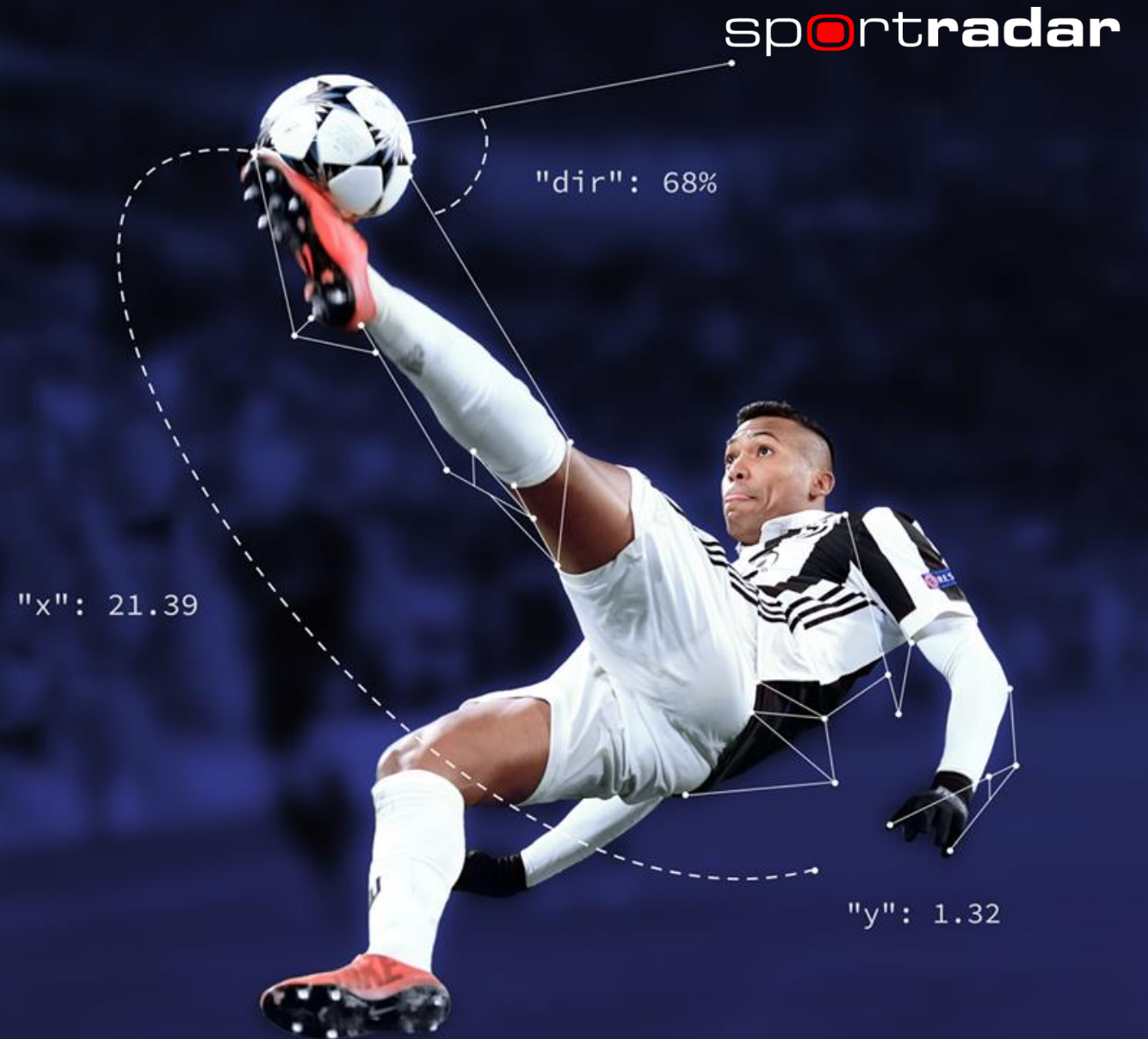
The Key Value Drivers. |



- ▶ **Better Marketing Performance**
- ▶ **Better Marketing Partnerships**
- ▶ **Better Marketing Practice**

3 -

Programmatic Advertising and its advantages



Programmatic Advertising explained. |

Programmatic Advertising = Automated buying and selling of online advertising

- Handled through digital **auctions**

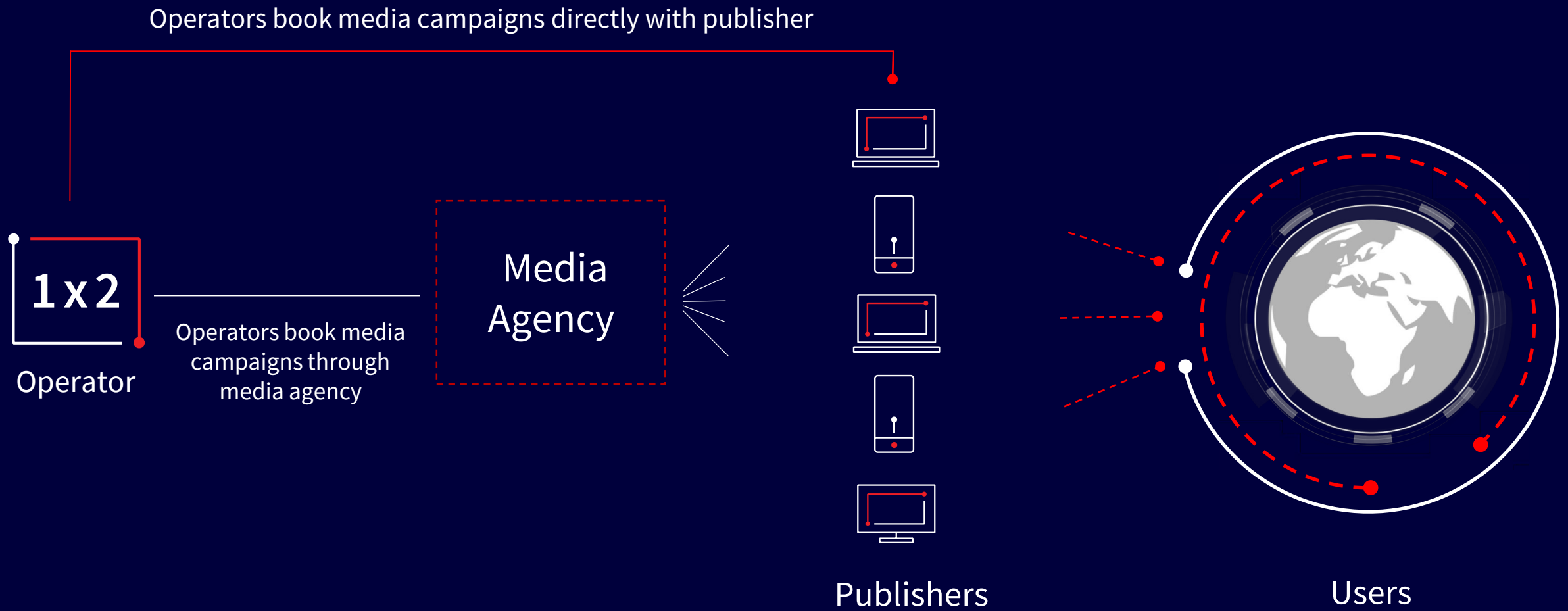
Opportunity to

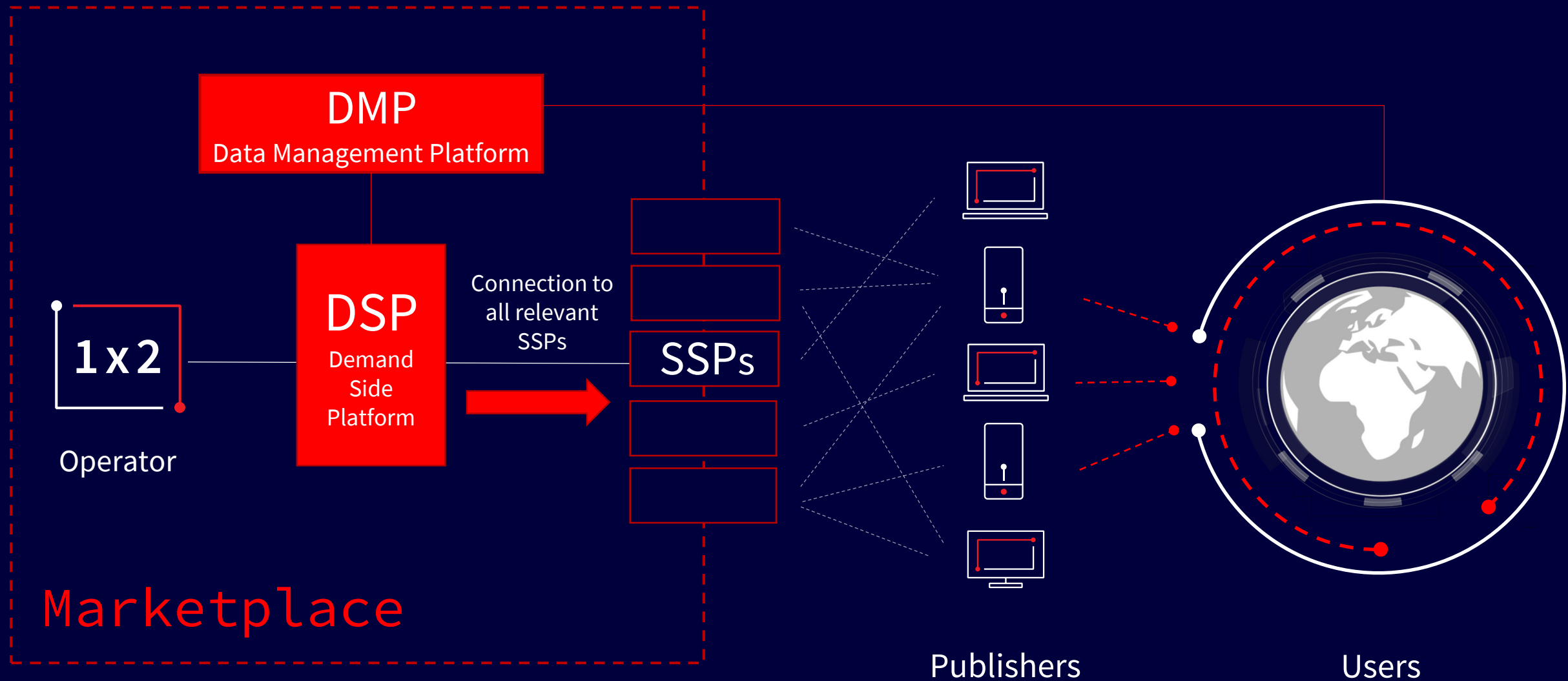
- Target, segment and reach **your audience**
- Track, analyse and react to real-time data

▶ Programmatic Advertising gives you the power to

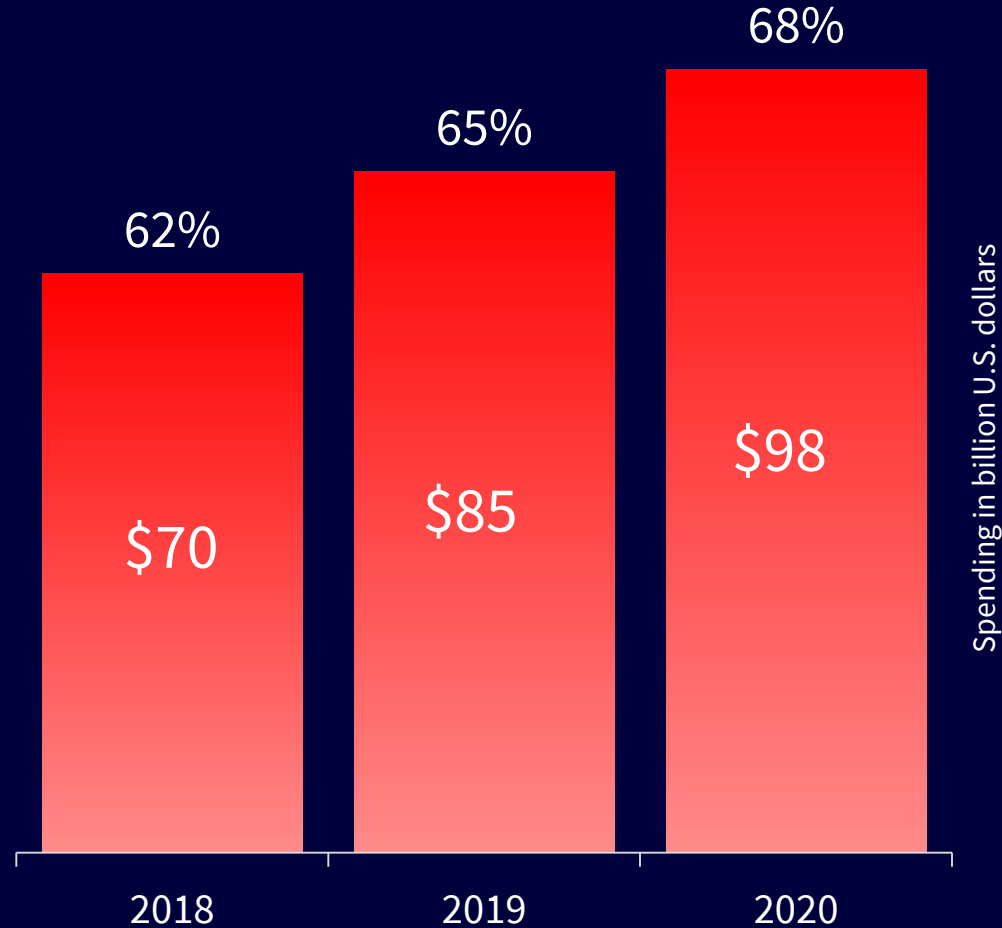
Reach **your audience** with the **right message** at the **right time** on any of their devices.

The Conventional Way. |





Global Programmatic Advertising Spend. |



Total Global
Programmatic Spend as
part of Digital Media
(absolute & percentage)*

4-

Proprietary
Programmatic
Solution

sp^ortradar



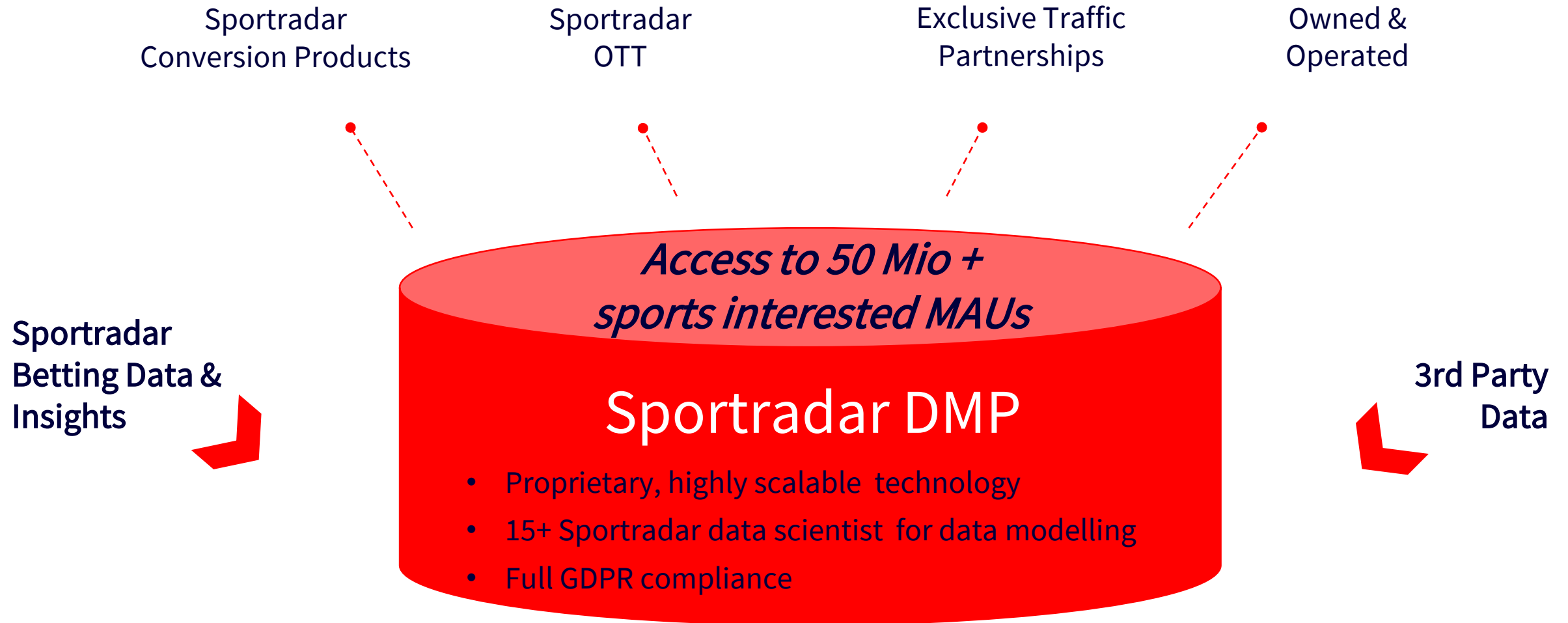
Sportradar's Programmatic Advertising Solution. |

sportradar














Sportradar ad:s

The Sportradar Programmatic Advertising Solution is the first global tech stack for real-time advertising, media and data trading, specialized on the gambling industry.





What's next – Self Service. |

Services	Self-Service	Managed Service
Sportradar Data Access		
Support Service		
Reporting Dashboard		
Platform Access		
Tech-Stack Access		
Campaign Management		
Professional Support		
Analytics Insights		

What's next – Sports Calendar API.

sp^ort^radar

The screenshot displays the Sportradar website interface. At the top, the navigation bar includes 'sp^ort^radar', 'WORKSPACE', 'ADVERTISERS', 'CAMPAIGNS', 'LINE ITEMS', 'CREATIVES', and 'PIXELS'. A search icon and 'ADS' are on the right. Below the navigation bar, the main header shows a calendar for 'Septiembre de 2019' with navigation arrows, a search icon, a help icon, a settings icon, a 'Mes' dropdown, and a grid icon.

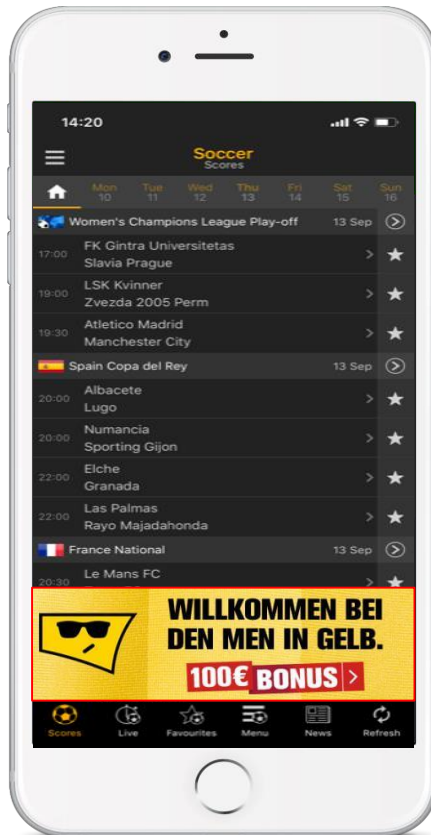
On the left, the 'Select League Calendars' section lists five leagues with corresponding colored squares: English Premier League (green), Serie A (orange), La Liga (blue), German Bundesliga (red), and Austrian Bundesliga (green).

The main calendar grid shows dates from 26 to 30. A modal window is open over the date '12' (Thursday, September 12, 2019, 21:00). The modal title is 'FC Southampton vs. Bournemouth'. Below the title, it says 'Thursday, September 12, 2019 21:00'. The modal contains three sections: 'Set Campaign Strategy', 'Time' (with input fields for start and end times), 'Media Pressure' (with a slider set to 120%), and 'Publisher' (with a dropdown menu showing 'The Sun').

The calendar grid also shows other matches: 13:30 Southam (7 más), 15:00 Everton v (17:30 Arsenal v), 13:30 Liverpool (6 más), 15:00 Bournem (17:30 Watford), 13:30 Leicester (4 más), 15:00 Crystal P (3 más), 13:30 Sheffield (7 más), 13:30 Brighton (5 más), and 15:00 Arsenal v (3 más).

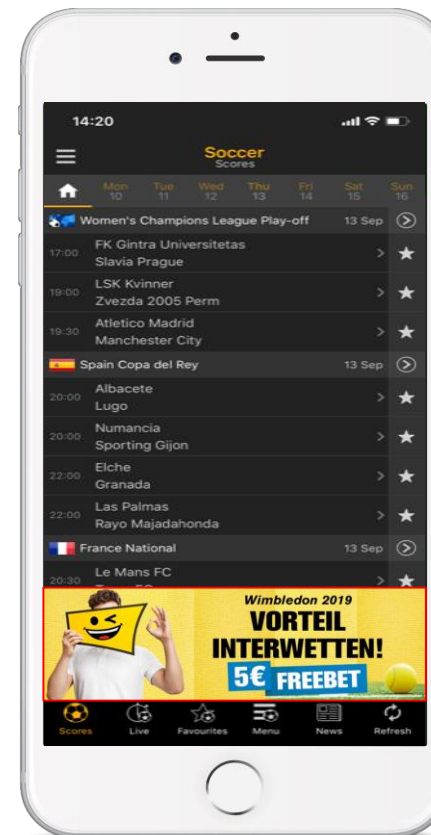
What's Next - DCO Deployment.

sp@rtradar



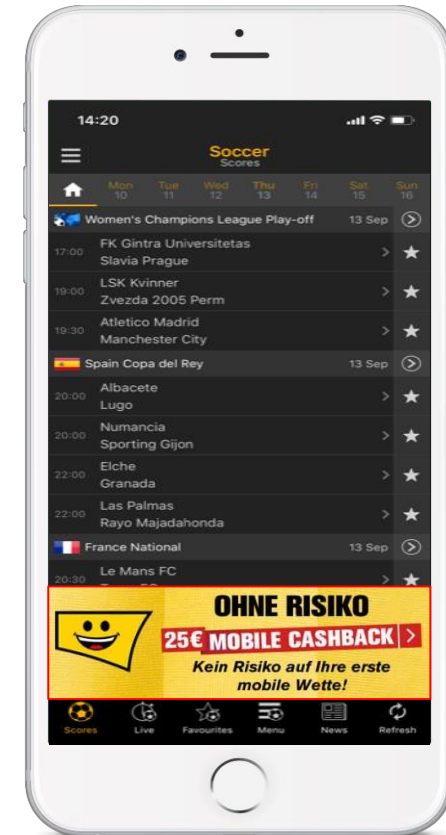
Generic New Customer Bonus
No customer information available

DCO automatically
adapts creatives
based on customer
information



Customer 1

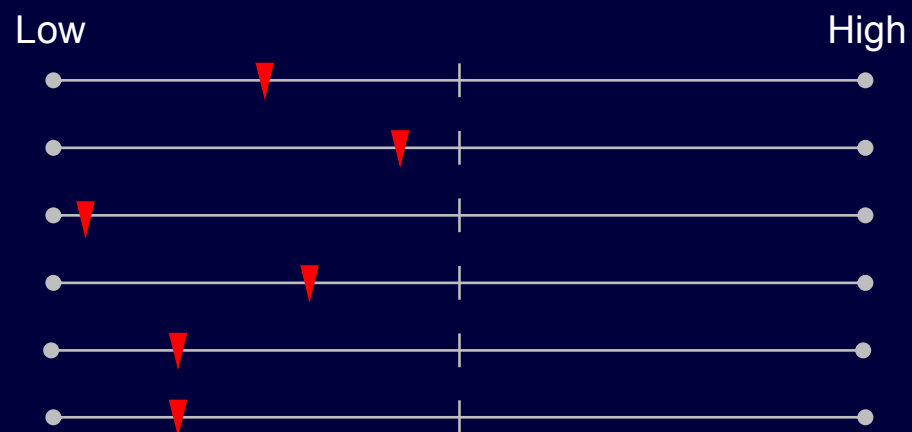
- Existing customer
- Tennis-fan
- Freebet promotion



Customer 2

- Mobile-bettor
- Risk-hedging campaign
- Cashback promotion

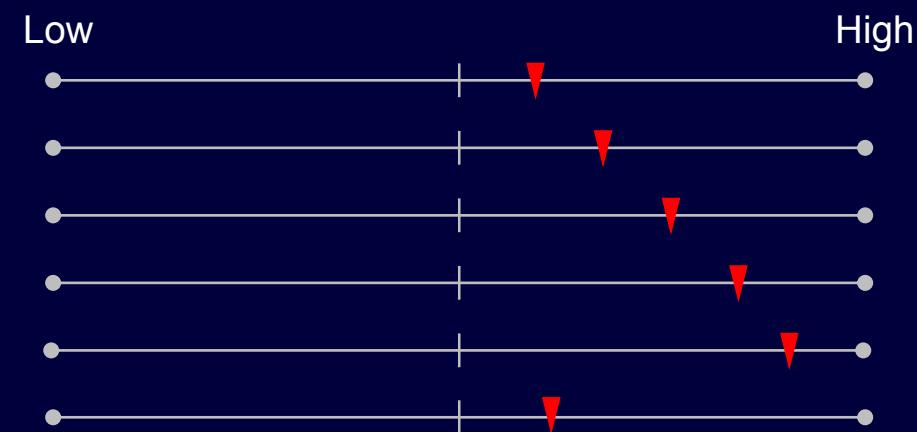
What's next – User Betting Score. |



Betting Intent Score: 10%

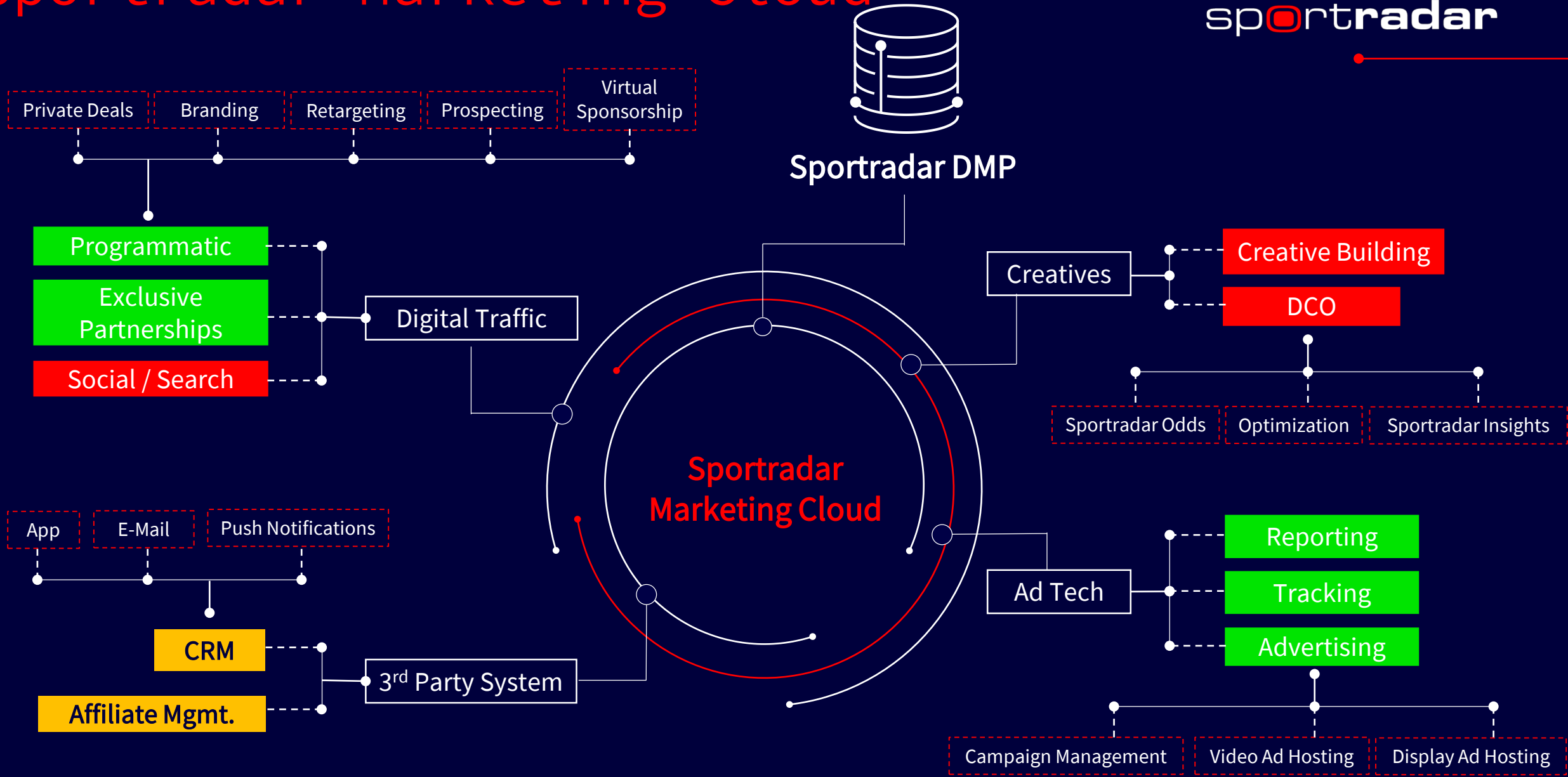


Age
Location
Device
Sports Interest
Page Interaction
Session Time



Betting Intent Score: 75%

Sportradar Marketing Cloud



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"x": 21.39

"dir": 68%

"y": 1.32

Thank you. |

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