

**Driving the
gaming customer
experience with
personalization**

Qubit. × Σntain

**Qubit handles over
400,000,000,000
events a year**

Introduction

Entain plc (LSE: ENT) is the FTSE 100 company that is one of the world's largest sports betting and gaming groups operating in the online and retail sector. Via our unique proprietary technology platform, we offer sports betting, casino, poker and bingo online and operate some of the industry's most iconic brands including Ladbrokes, Coral, BetMGM, bwin, Sportingbet, Eurobet, partypoker, partycasino, Gala and Foxy Bingo.

In December 2020 we rebranded our Group from GVC Holdings, to reflect our ambition to be the world-leader in sports betting and gaming entertainment.

We are licensed and operate in more than 20 countries, across five continents around the globe.

The low down



Member of the FTSE 100



Licensed in more than 20 jurisdictions



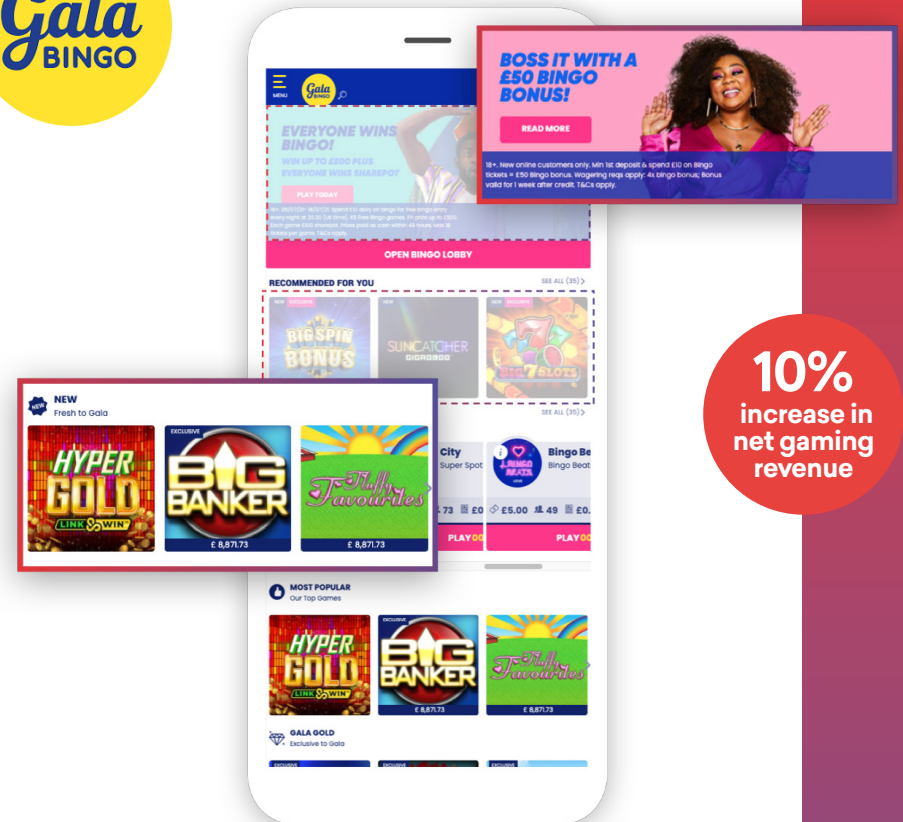
>24,000 full time employees and fixed-term contractors



Combined heritage of over 250 years



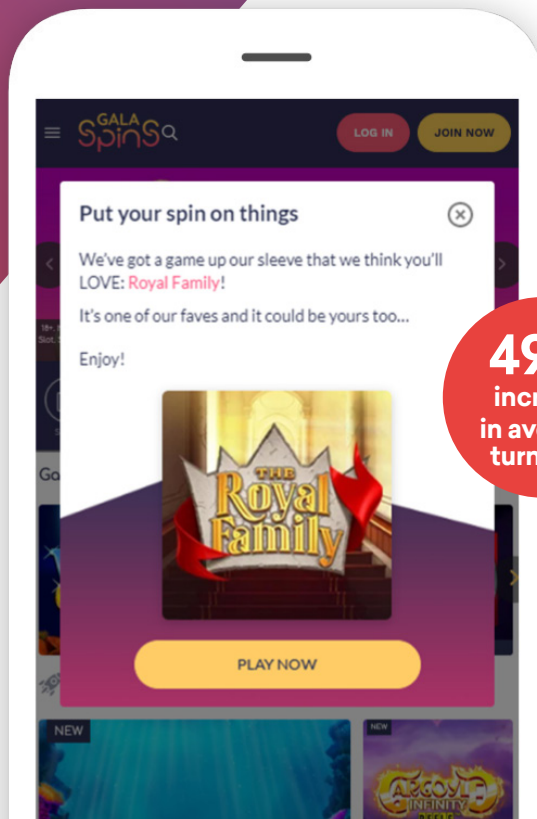
Member of FTSE4Good and DJSI ESG indices.



Homepage personalization

The homepage was personalized using numerous attributes about the customer such as their game play history and propensity towards certain game types.

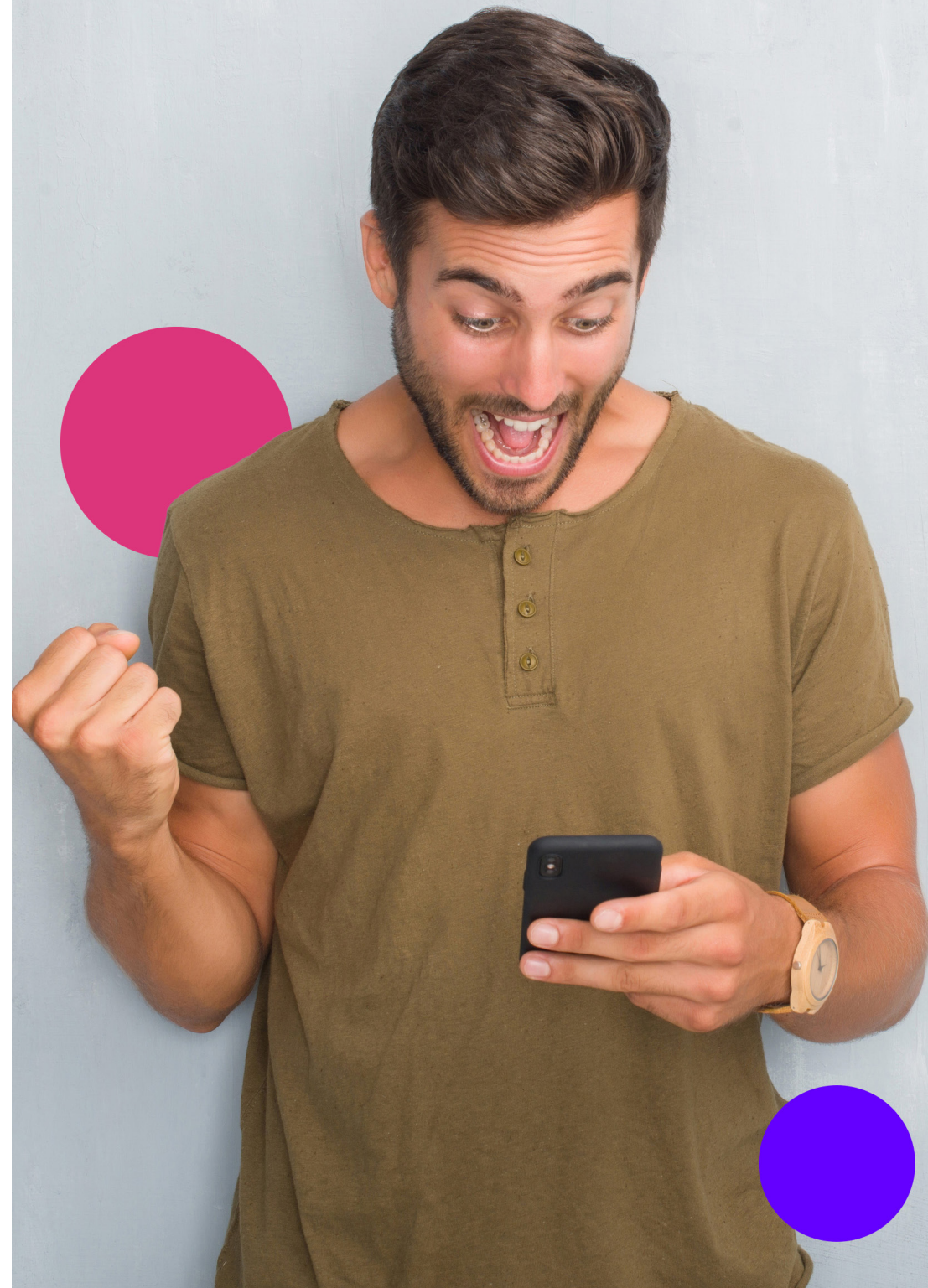
This highly relevant homepage experience help drive average deposits, deposit amounts and net gaming revenue.



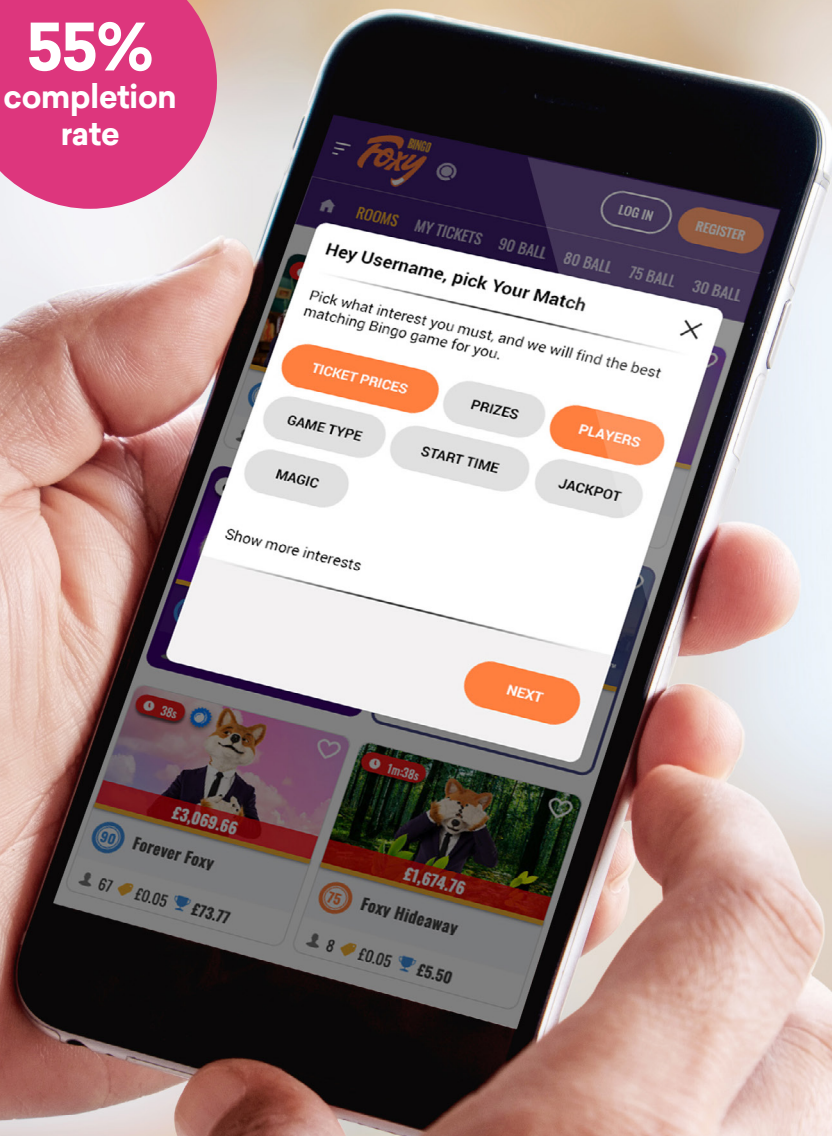
49%
increase
in average
turnover

Reactivation journey

Players get a reactivation offer from CRM, they log in on site and play a game with free spins. When they close a game they get a pop up with game recommendation if their balance is higher than £5 or deposit match offer is balance is lower than £5.



55%
completion
rate



23%
increase
in net
gaming

Visitors ⓘ

8,167

Conversions

7,797

popup:shown

4,110

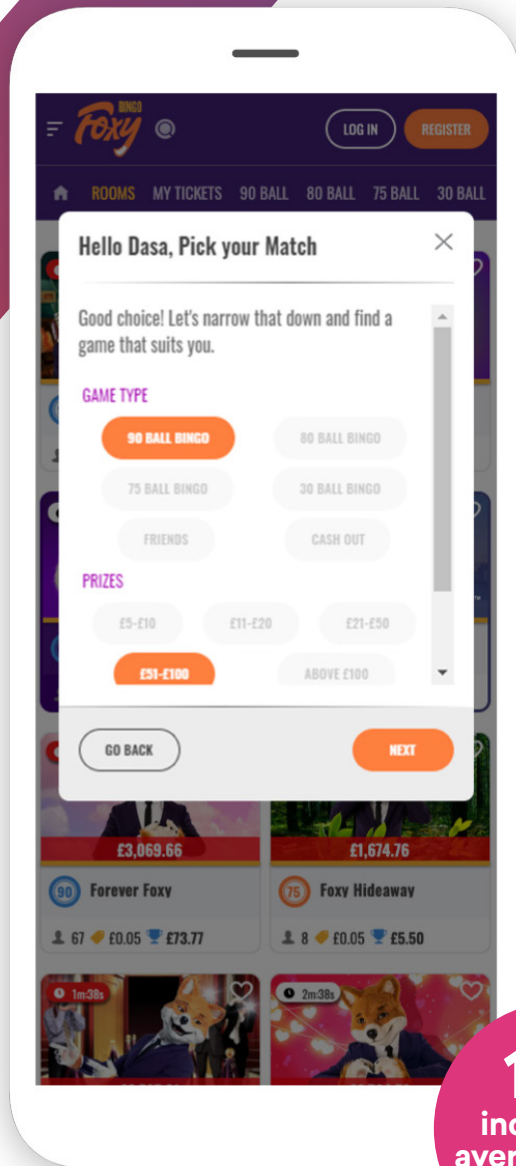
popup:submitted

2,263

Bingo Concierge (new player)

A series of questions prompted to the customer after their first time deposit to guide them into finding the most relevant bingo game for them.

Previously the customer was left to find their best bingo room by using the standard navigation. This data was also used to further understand the customer and target them in other experiences.



17%
increase in
average bingo
turnover

Bingo Concierge (retained player)

A series of questions prompted to retained customers after they've become inactive on a page for longer than expected. The quiz helps guide them to finding the most relevant bingo game for them.

Previously the customer was left to find their best bingo room by using the standard navigation and this was resulting in unconverted sessions.

This data was also used to further understand the customer and target them in other experiences.



19%
increase
in average
turnover

Dwell time messages

About this experiences:

Players get a pop up with game recommendation or selected new game. Currently released: Similar players and favorite game reco.

Objective:

Reduce the number of unconverted sessions, increase turnover and expand number of games that player tried.

Not sure what to play?

If you're looking for a game to try, this is your best choice

— Full House Wilds Big Banker

If you liked Rainbow Riches, check it out!

Have fun!



PLAY NOW



17.5%
overall
click rate

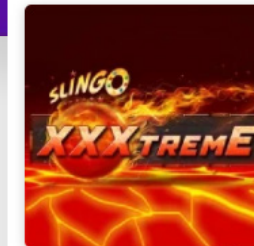
Experience A

Fancy a Foxy tip on what to play?

I reckon it's time for Slingo XXXtreme!

You always have a crackin' time playin' it.

Fire it up & let the fun start!



PLAY NOW



33%
overall
click rate

Experience B

About Qubit

Qubit is the leader in driving growth in personalization. Hundreds of brands use Qubit CommerceAI to power the next generation of product recommendations, badging and insights to build exceptional customer experiences.

Qubit's clients generated \$1.6bn in incremental revenue in 2020 using the platform to grow 2.5x faster than your average retailer. Global brands such as LVMH Group, TJX, Barbour, Kate Spade, Estée Lauder Companies & Radisson Hotel Group partner with Qubit to deliver 9.5 million personalized experiences every hour to 4.4 million shoppers every day.

For more information, visit: qubit.com

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