

Qubit.

The book of egaming

Smart personalisation strategies for a World Cup year



Introduction.



Change is afoot in the gaming industry.

Since 2009, the UK market has experienced a steady decline in revenue from horse and greyhound racing — 22% and 28% respectively. But in the same period, football seems unstoppable with a rise of 46%¹.

In 2018, a World Cup year, we can expect this increase in football wagers to skyrocket, as many new players join the game.

This guide is here to help you make the most of these new acquisitions, using smart personalisation techniques to create more value in your customer base.

¹ Gambling industry statistics. Gambling Commission, Jan 2018.



How to win in a World Cup year.

● Qubit has been pioneering personalisation in the egaming industry since 2010. Intense competition in the space helps us push the boundaries of innovation.

Your business environment dictates that every player deserves the most engaging experience possible so that your brand is always front of mind for placing new bets.

Personalisation works. As showcased in our groundbreaking PwC assured meta analysis, businesses that combine the most effective personalisation techniques can enjoy uplifts of up to 6% in revenue per visitor².

Get ready to exceed expectations

In this book we'll explore how personalisation can be used to:

- Engage new visitors with content specific to their team or country
- Claim back acquisition costs as quickly and often as possible with smart wallet refills
- Keep your customers keen until the premiership kicks off in August
- Scale your efforts with limited resources once the World Cup is over.

² Getting 6% more: Key findings from a four-year study of 2 billion user journeys. Qubit, Aug 2017. Data and methodology have been independently audited and assured by PwC.

Know your
visitors from
kick off.

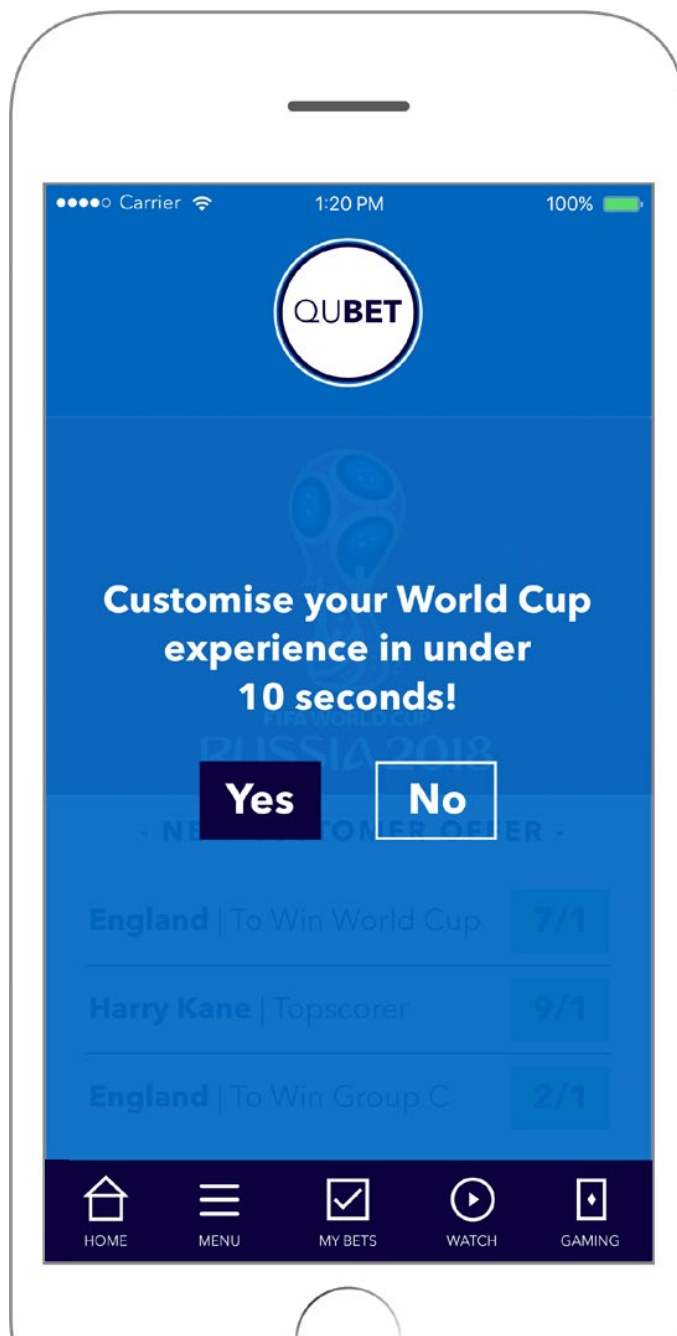


In an increasingly noisy market, you need a robust data strategy to develop a close connection with your users. Yet building your 'single view of the customer' and being able to accurately predict customer preferences can take time — several transactions are needed before you can be truly confident which segment a player should belong to.

In the meantime, what is the true cost of poorly targeted, generic campaigns? What first impressions and precedents are being set with new customers? Could campaign budgets directed towards funding enhanced odds, money-back and acquisition bonuses be used in a smarter way?

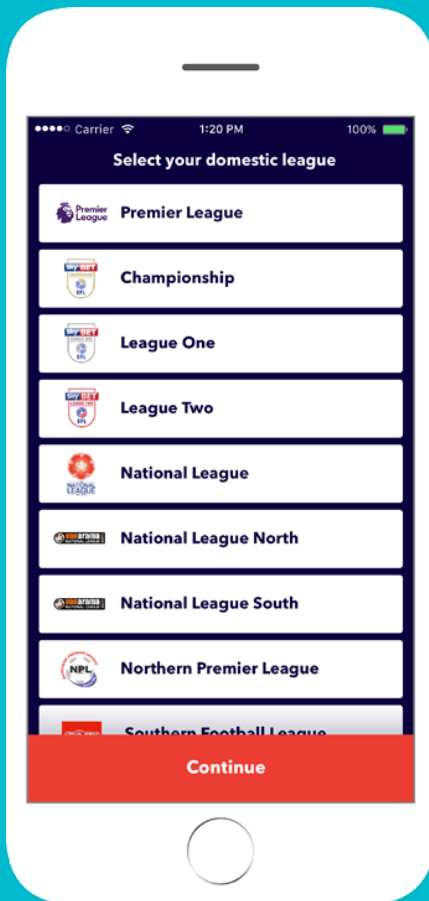
Preference collection

Qubit recommends shortcutting the 'getting to know each other' stage by being more proactive in preference collection. Once a new customer is through the registration process, deploy a short survey to understand what your customer cares about. If you have acquired them through a World Cup campaign, then it's sensible and relevant to ask them a few questions about their footballing interests.

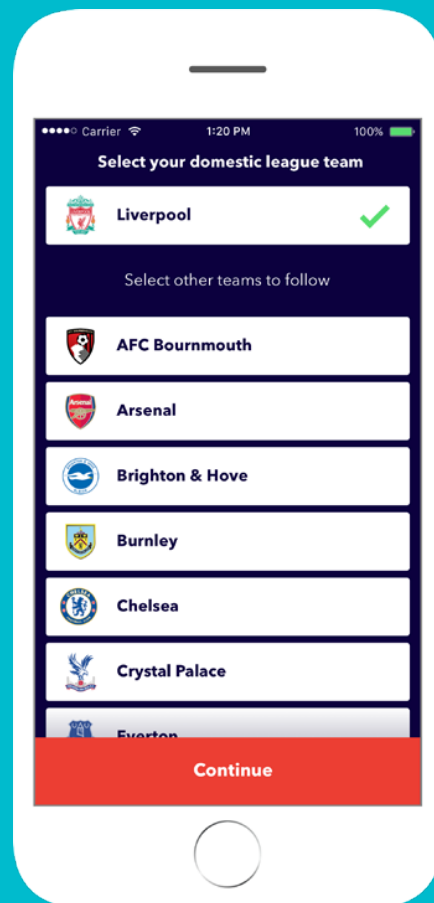




Favourite nation



Favourite league



Favourite team

Ensure survey responses are immediately available for personalisation

When using Qubit, the survey responses provided are added to a visitor's profile and can be immediately used for segmentation, on and off-site, during or after the session. (Some on-site examples will follow in this book, such as homepage personalisation.)

When used off-site, these survey responses can prove very valuable in honing future email and advertising campaigns. When a PPC term can cost up to £58 per click³, any improved accuracy can lead to substantial savings.

A reasonable exchange

Qubit consistently observes that customers are prepared to give brands preference details if it makes their life simpler or their experience more relevant. This has to be seen as a value exchange. For example, retailers increasingly ask customers in-store if they'd like their receipt emailed to them. In this case, consumers avoid the hassle of storing a paper version, in return for the brand bolstering their CRM database.

³ The most expensive keywords in Google Adwords advertising - UK edition. Wordstream, June 2017.

Q

< Segments

Home

Monitor

Calendar

Cloud

Settings

Favourite team

Save

Your segment

Form viewCode view

Favourite team

Who are you supporting in the World Cup?

Is one ofEngland

What league does your team play in?

Is one ofPremier League

Who do you support?

Is one ofLiverpool

Add condition

Segment start date

Cannot be changed after first save

Today (Jan 31st, 2018)

Segment summary

Narrow

Pages viewed

- Page URL contains
 - England
- Page country is one of
 - Premier League
- Page subtype contains
 - Liverpool

Preview segment

Once a quiz has been deployed, segments can be created for the answers and used for immediate personalisation.

Break even in less time.

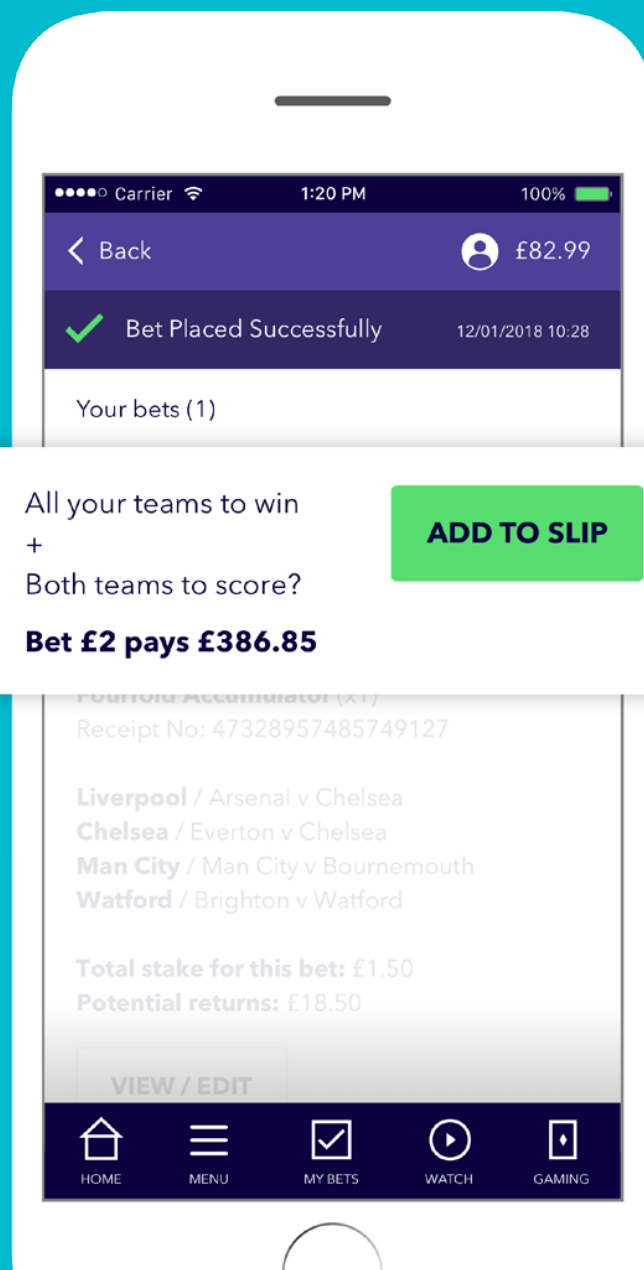
- From our experience, each player acquisition will require several deposits for an operator to break even. On an emotional level, delivering personalised content and offers throughout the customer journey can help. However, to get tangible results in less time, you can use two tactics delivered at the point of purchase: betslip personalisation and smarter top ups.



Betslip personalisation

The Betslip is arguably the most crucial part of any sportsbook product and improvements at this stage of the journey are easy to A/B test for effectiveness — either the user spends more, or they don't.

One area where we focus on personalisation is the betslip receipt — this is the perfect time to add additional bets to an existing stake. For example the 'both teams to score' market often accompanies a win-draw-win selection in a given football event.



Upsell in the betslip – the player is invited to bet an additional £2 to see all teams win, with both teams scoring.

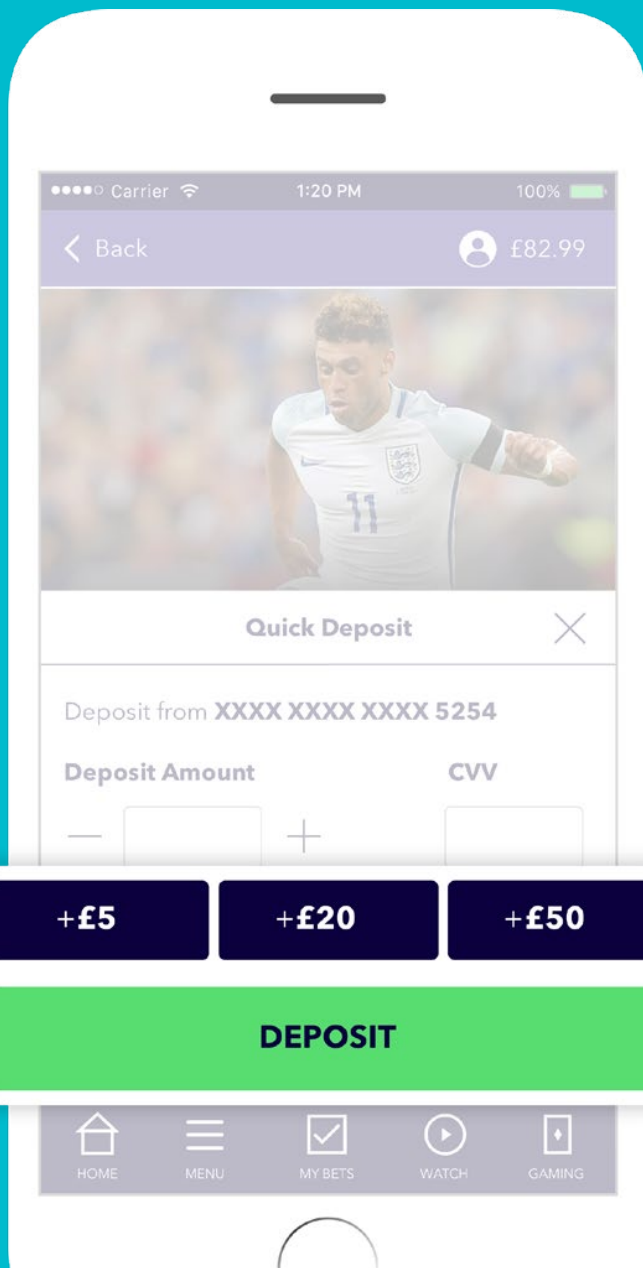
Smarter top ups

Any good sportsbook product will make the deposit journey as quick and simple as possible. Qubit have been used to optimise this process by providing deposit prompts when users go below a certain wallet value.

Through the course of this work we found that each user's low deposit threshold is relative. For a user with an average stake of £20, a wallet moving below £30 is probably a good deposit point. However for users with an average stake of £2, a low fund prompt when they have £30 left is not going to be effective.

The quick deposit button values can also be optimised and matched to the past behaviour of the user. This is something Qubit's technology can track and operationalise automatically.

Clearly, the 'break even' point on an acquisition comes around more quickly if you can encourage the player to top up with larger amounts. However, encouraging users to deposit beyond their means may ultimately be detrimental — the key is finding both the right deposit values and low fund points to suit every one of your players.



VIP

+£50

+£100

+£150

DEPOSIT



Cautious person

+£5

+£20

+£50

DEPOSIT

+£5

+£20

+£50

DEPOSIT

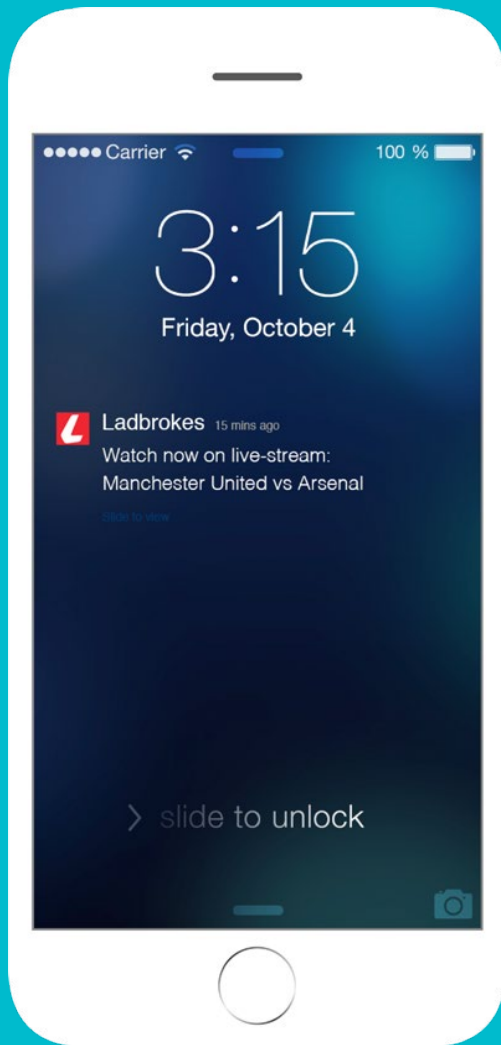
Give them
more of what
they want.

- Using preference collection techniques together with a player's historical patterns enables you to get more personal with content and offers. Here are three techniques to ensure that you connect with your players through relevant content and updates, both during the tournament and afterwards.

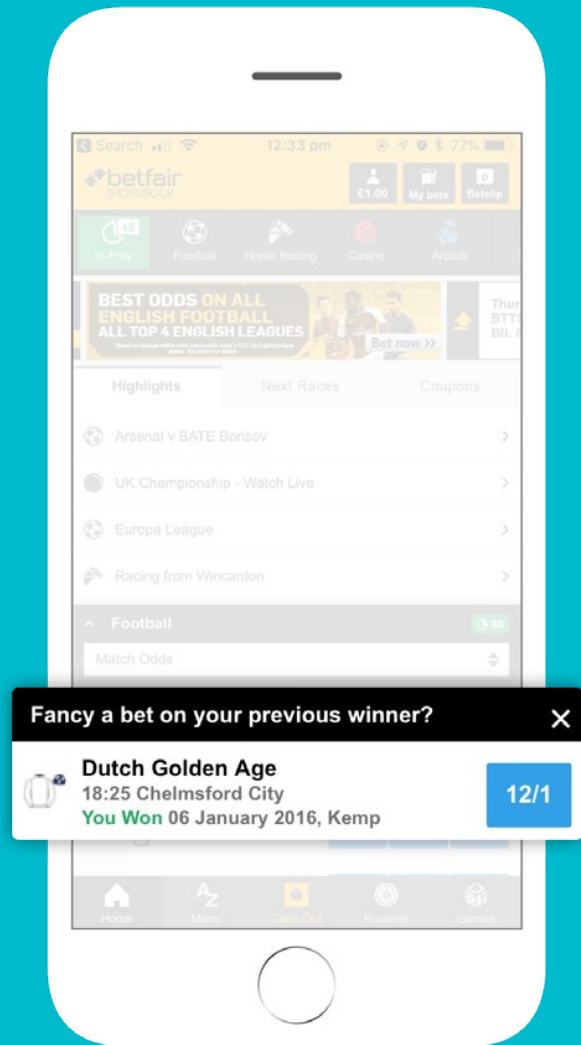
Promoting games with notifications

Once a player has left a digital footprint, via transactional or survey response data, Qubit can understand which leagues, teams or players they prefer. This information can be used to encourage further participation by delivering push notifications to their phone. Taking control of the conversation in this way is useful to stay front of mind as many players have a selection of betting apps on their phones.

We've seen success with two types of notification: "Watch a live stream" and "Bet again on a previous winning selection". Both work in a similar way — when a new game comes along, Qubit performs a data lookup to see if it matches the player's preferred teams or if they have had success betting on a specific player (e.g. top goal scorer). If that lookup returns a 'yes', we notify the player of the game and/or state what the live odds are on that player being top goal scorer in the upcoming event.



Ladbroke's were able to ensure players spend more time in their app by informing fans when their teams were being live-streamed.



Betfair pushed out notifications to users when a previous winner was running again. In football, the same can be done for first goal scorer.



Personalised homepage

Digital real estate comes at an increasing premium — it pays to get the highest performing content in each hero block for each type of visitor.

With Ladbrokes we were able to identify players who consistently bet on a particular sport — football in this case. After a pattern of football betting was identified, users were asked if they wanted to customise their homepage accordingly.

This proved successful: Ladbrokes saw a 10% increase in betting activity post-personalisation compared to customers who did not receive any personalisation.

Ladbrokes

SPORTS

SLOTS

CASINO

GAMES

POKER

BINGO

EXCHANGE



WANT A MORE

**PERSONALISED
EXPERIENCE?**

CHANGE YOUR HOMEPAGE
TO BE FOOTBALL ONLY

CHANGE SETTINGS

& Ladbrokes Sportsbook LP, Suites 6-8, 5th Floor, Europort, Gibraltar are licensed (RGL Nos. 010, 012 & 044) by the Government of Gibraltar and regulated by the Gibraltar Gaming Commission.

Terms & Conditions

1. New Online and Mobile Ladbrokes customers: Simply register today & enter the correct promo code, deposit a minimum of GBP/EUR 5 and then place a single bet of GBP/EUR 5 or more on any sport and we will match your stake with a Free Bet of up to GBP/EUR 50. 2. Correct promo code must be entered at time of registration, otherwise free bet will not be applied. 3. Offer not available through telephone betting or in Ladbrokes retail shops. 4. Free Bet token must be used within 7 days of award, otherwise it will expire. 5. You must be aged 18 years or over to bet and participate in any promotion.

Players with a propensity towards football were offered the chance to make their homepage dedicated to this sport.

Deliver scalable
personalisation
once the World
Cup is over.

- Manually curating content, creatives and offers around an event the size of the World Cup makes sense with most operators having a dedicated team focused on this. That strategy won't scale to the domestic leagues though — come August, when customers return to betting on their favoured leagues around Europe and beyond, the task of finding content becomes a challenge. This is where we embrace personalisation tactics that scale.

Automate sportsbook content using Social Proof

At its simplest, Social Proof, is a counting mechanism that can be effectively used for selection endorsement, to create FOMO (Fear Of Missing Out) and to automatically track betting trends. This is a common application on travel websites, “4 people are looking at this room now”, but it can also be adapted for the gaming industry.

Qubit’s Social Proof APIs can be configured to track any number of behaviours, as well as the recency on which the count updates. For example, a count of the most ‘bet on’ sporting events in Italy in the last 24 hours, or the most viewed markets in Newcastle in the last 30 minutes.

This solution scales very well operationally and will dynamically update as usage patterns change. Whether you are in Reading, Rome or Rio de Janeiro, we can automate homepage content to be more relevant using the social proof feed.

Once you have a strategy in place, Social Proof plays the role of a team of specialists in your business, self-tuning itself to match your trading patterns.



Examples of how Social Proof can be tailored for you:

- **Geolocation;** these games are trending in Brazil (*see left*)
- **Popular;** bets on Ronaldo next goalscorer are trending now
- **Time;** x bets have been made on this selection in the last min/hour/day
- **Further segmentation;** people who bet during the World Cup also bet on.

Conclusion.



Personalisation comes into its own when the data you collect drives both relevance and efficiency.

When the World Cup comes around, be sure to capitalise on the opportunity to foster a connection with your new, hard-won customers:

- Once you understand a player's preferences, ensure that your ad spend, messaging outreach and on-site experiences use this data wherever possible
- Make good on acquisition investments faster by using personalisation to drive more appropriate and simpler deposits
- Use relevant notifications to bring players back to your app and stay engaged
- Ensure you can operationalise strategies and scale your efforts when players return to the myriad of domestic leagues.

About Qubit.

Qubit is the leader in delivering highly persuasive personalisation at scale. Award-winning brands in gaming, beauty, luxury fashion and travel work with Qubit to transform the way they understand and influence their customers.

Companies including Ladbrokes, Betfair, Shop Direct Group, Arcadia, and Emirates use the Qubit personalisation platform to increase revenue, build loyalty and significantly improve their marketing efficiency. Every week Qubit is used to personalise approximately \$600 million in online sales.

Headquartered in London, the company has offices across Europe and the U.S.

For more information, please visit:

www.qubit.com



