

Product Overview

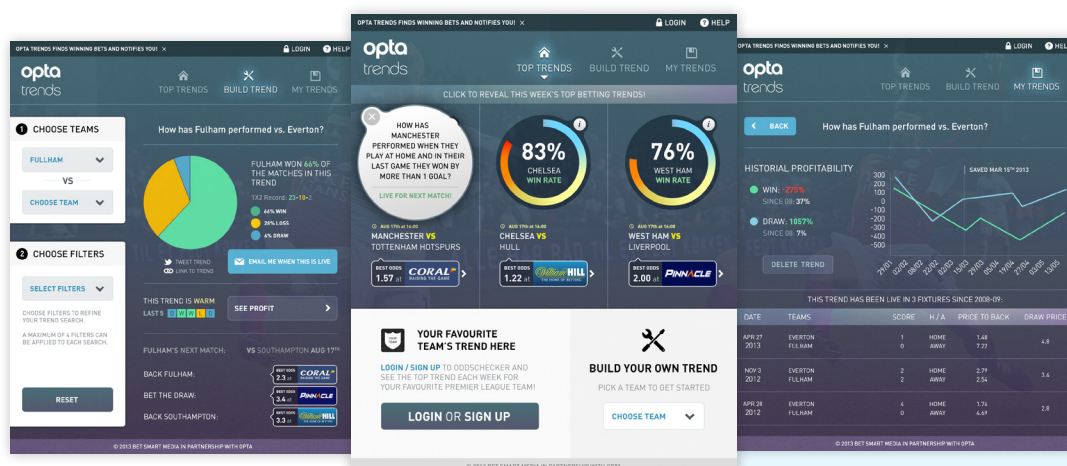
Opta Trends is a powerful customer engagement application which allows users to directly interrogate the Opta database, querying datasets which influence their individual betting decisions.

Betting operators or digital publishers can now empower their users with relevant data in a unique betting context, enhancing the user experience, driving customer acquisition and increasing turnover – all with the credibility of Opta data and brand.

Queries can range from the simple (“how do Chelsea perform when playing at home”) to the more complex (“how do Arsenal perform with a price more than 2.25 versus an opponent that won their last game by 2 goals”). The easy-to-use interface lets punters ask questions and test theories in an interactive manner.

Opta Trends not only delivers the team’s W-D-L results for each punter query but goes one step further and calculates the profitability of backing a team using actual historical prices. Additionally, profitability is measured and reported for betting Over/Under 2.5 goals.

Once a profitable trend is uncovered the user can set-up automatic alerts so that they are notified when their unique trend becomes active. This eliminates the need for complicated spreadsheets or manual calculations, and makes it easy for even the most casual punters to capitalise on historically profitable betting opportunities.



Product Detail

- Powered by industry-leading high definition Opta data.
- All major international football leagues and competitions are available.
- Fully customisable design which can be tailored to the look and feel of any website, sportsbook or sponsorship brand.
- Multi-platform.
- Average query time – 0.05 seconds from building query to results.
- Simple integration of individual bookmaker historical odds or standard market prices can be used.
- Continually being enhanced and improved with new conditions being added and the continual growth of Opta’s database.
- Socially compatible – fully integrated with Twitter and Facebook.

Features & Benefits

- Innovative market leading product.
- Simple, intuitive application and user journey.
- Proven acquisition and retention marketing tool.
- Unique, compelling and powerful application which increases user dwell time and drives betting activity.
- Builds brand loyalty.
- Users are in control of the conditions they deem important in their betting decisions.
- Unparalleled and regular access to users through alert communications which offers additional cross-sell opportunities.

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