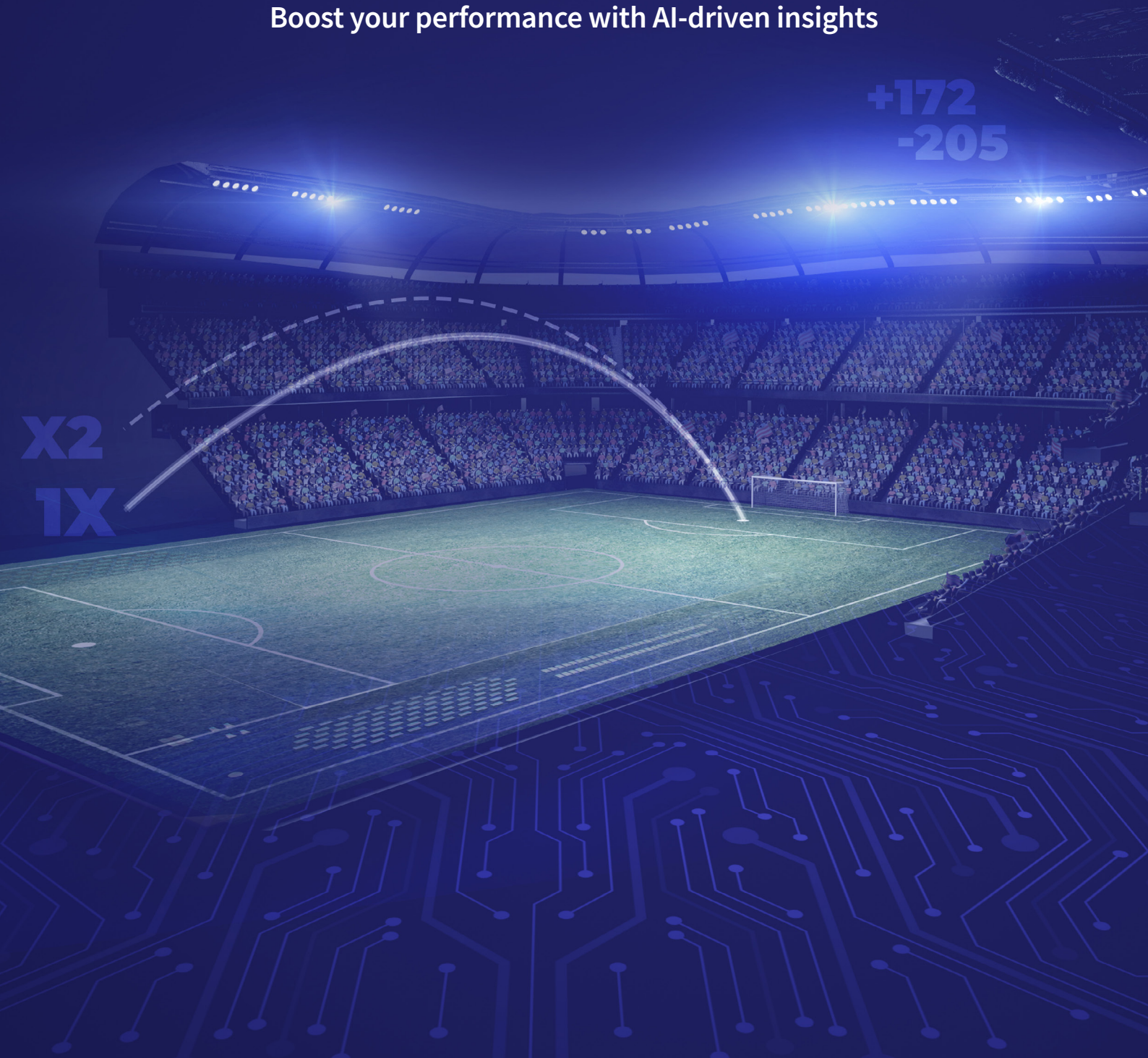# sportradar

INSIGHT TECH SERVICES

Boost your performance with AI-driven insights

INSIGHT TECH SERVICES

Unique technology to reinvent operational intelligence

Harness the power of Artificial Intelligence (AI) to unlock new insights and transform your business with Insight Tech Services.

How does it work?
A unique range of AI models working together to give you deeper and more meaningful operational analyses.

Enhance your operations, create highly accurate predictions about your business developments and automate labour-intensive processes. Use our models across different areas of risk management, trading and marketing operations to target specific problems.

And with a simple, one-off API integration, you can add our technology without affecting your existing structures and teams. While staying completely in control.

The benefits

- Accurate, meaningful and reliable data, all delivered in real time, to help you make more informed decisions

- Better trading performance means better margins, with less risk and volatility

- Automating processes improves efficiency and reduces errors from manual handling

- An enhanced user experience with personalised customer management in all areas

Betting-specific AI technology you won't find anywhere else

We've always been a front-runner when it comes to developing and applying the latest sports betting technology and innovation, with the industry's biggest betting and sports database.

Our AI is no different.

With just one integration, you get full access to our entire range of models and algorithms.

TRADING AND RISK MANAGEMENT MODELS	MARKETING MODELS
🗓️	📝
Make the most of your operations and strengthen your business resilience.	Enhance your return-on-marketing investments, and boost your players' lifetime values.

What makes our Insight Tech models unique?

▶ **They're driven by the latest AI and machine-learning technology:** So you get unrivalled scale, depth and speed when interrogating and interpreting our vast Sportradar databases – something that just isn't possible manually.

▶ **They're proven to improve performance:** MTS customers can already vouch for their power to increase margins, while reducing volatility and risk.

▶ **They deliver in real-time:** You'll get your insights instantly, speeding up decision-making.

▶ **They're focused and relevant:** By concentrating on the most important and critical areas of sportsbook operation, you get deeper and more valuable insights.

▶ **You're in control:** Activate or deactivate any model individually, depending on what you need.

▶ **They're easy to integrate:** We deliver all the models using one API feed. So you can integrate them however you want. And you'll be able to get new models automatically.
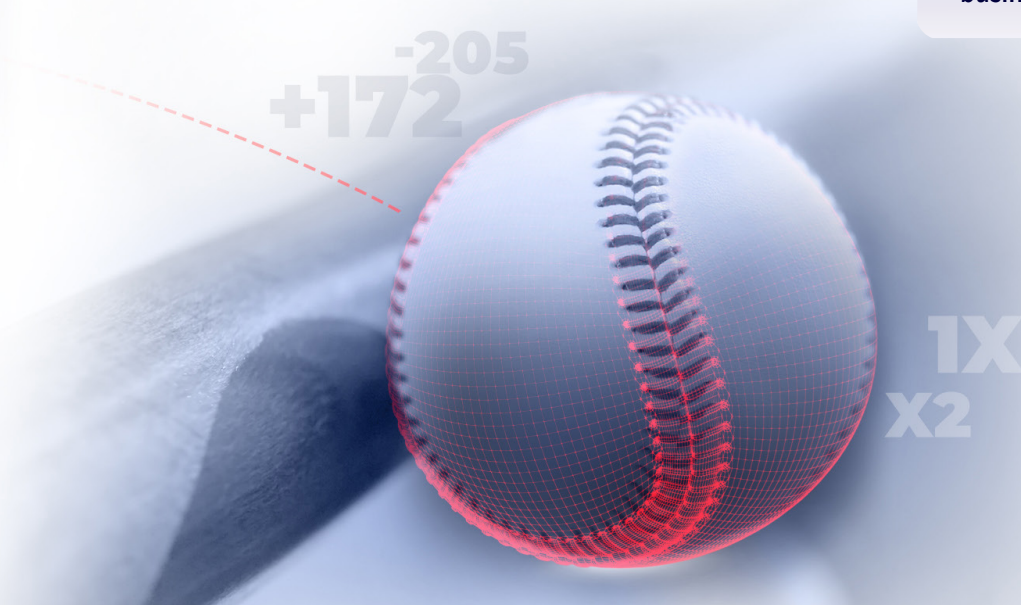
TRADING AND RISK MANAGEMENT MODELS

Supercharge your operational performance

Insight Tech Services provide you with a set of AI-driven models and algorithms to be used across your trading and risk management operations. The models can help you to improve your operational performance providing you with insights on how to strengthen your odds and better understand your end users, as well as where there are potential integrity threats or quality issues in the sports data.

All models can be activated and used individually or in any kind of combination you want. Furthermore, the models can be applied for Sportradar content and any other 3rd party or in-house created content.

In the following, you will find a **selection of models** available:

Alpha Odds

Say goodbye to market-neutral prices. With Alpha Odds you get enhanced and bespoke odds for your pre-match and live offers, based on your own liquidity, plus market and event information.

How does it work?
Alpha Odds gives you sharper prices, lining up your odds with your sportsbook liabilities rather than the wider industry. So you'll increase your turnover while maintaining – or even improving – profit margins.
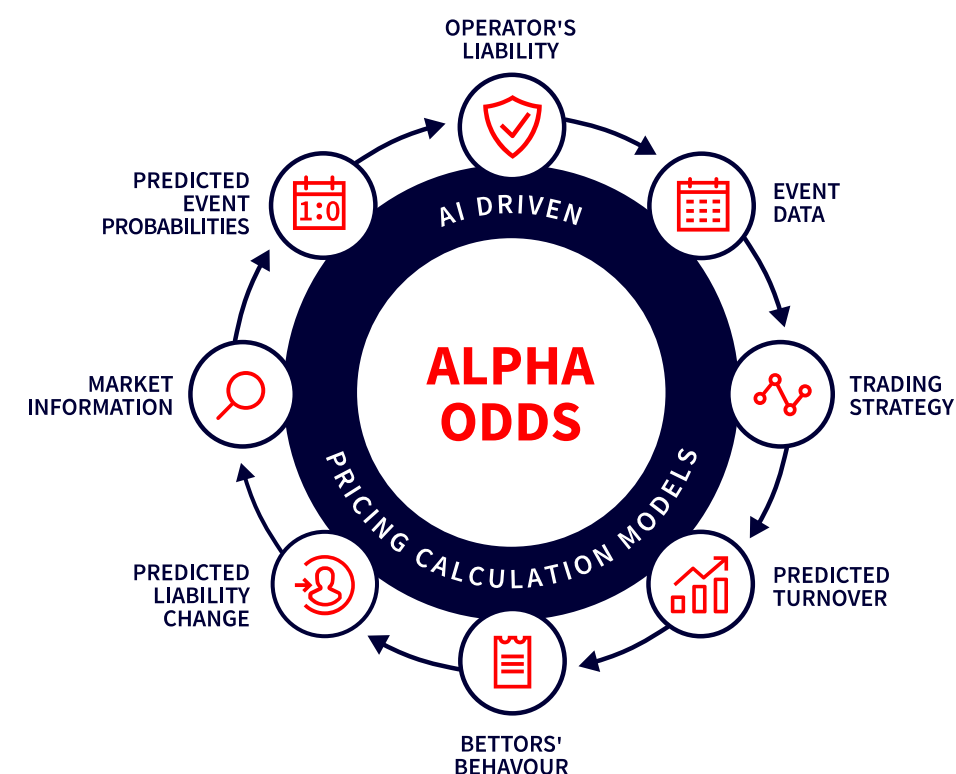
Individualised real-time odds adjustments take into account your own liabilities. The models also predict future turnover to reduce your liability and balancing future turnover.

Dynamic odds key adjustment balances risk exposure and increased turnover flow. All adjustments are made to the main drivers (totals, supremacy, etc.) and subsequently impacting other (derivative) markets of an event.

The benefits

- Potentially increase your profits by 2% or more
- Boost your turnover while increasing your profits
- Offer the most accurate odds, based on AI technology
- Run your own dynamic trading strategies
- Always be first to market with your own odds
- Reduce risks with an automatically balanced sportsbook

Personalised pricing to increase your profits

ALPHA ODDS

AI DRIVEN — PRICING CALCULATION MODELS

OPERATOR'S LIABILITY
EVENT DATA
TRADING STRATEGY
PREDICTED TURNOVER
BETTORS' BEHAVOUR
PREDICTED LIABILITY CHANGE
MARKET INFORMATION
PREDICTED EVENT PROBABILITIES

Automated Player Profiling

Capable of profiling millions of active accounts a day, the model automatically generates reliable and granular profiles for your customers based on their betting behaviour.

How does it work?
The automated player profiling is both quick and accurate. It gives every bettor a 'customer confidence factor', using cutting-edge AI.

You can map the customer confidence factor to your own player segmentation setup for even more reliable client profiles. Plus, the system steadily reviews all player profiles and adapts them if necessary. And if you want to make changes, you still have the power to adapt profiles if you need to.

The benefits

- Quickly profile millions of players
- More reliable player profiles means higher profits
- Reduce business risks by limiting players according to their behaviour
- Offer a better player experience by identifying VIPs more efficiently
- Align profiling with marketing campaigns to maximise ROI

Live Time Delay Offset

Real-time, automatic recommendations suggest you whether to apply, skip or increase the default live betting delay for ticket requests. Give bettors a more personalised and improved experience, while reducing risks and boosting profits.

How does it work?
Working bet-by-bet, the model decides whether to apply, skip or even increase a pre-set bet validation delay, all in real time.

It bases this on individual players' profiles, the current match situation and the betting market they're wagering on. It then automatically executes the result – no manual intervention needed.

The benefits

- Fewer delays to bet evaluation mean higher profits and margins
- An enhanced customer experience
- Lower risk exposure as the model automatically delays bets if needed

Late Bet Score

Machine-learning capabilities work out whether a customer is likely to be a late-bet abuser, and if you should skip or increase their bet validation delay.

How does it work?
Late Bet Score grades players on their overall betting activity and identifies whether they'll take advantage of data latency inconsistencies. So, you can precisely define bet validation delays for each player, or add automatically pre-defined validation-time increases to their profile.

Combine Late Bet Score with Live Time Delay Offset to easily determine potential bet validation skips for certain players.

The benefits

- Increase business security by quickly identifying late-bet abusers
- Stop losing profits on bet abuse
- Improve players' experience even more by combining with Late Bet Score and Live Time Delay Offset
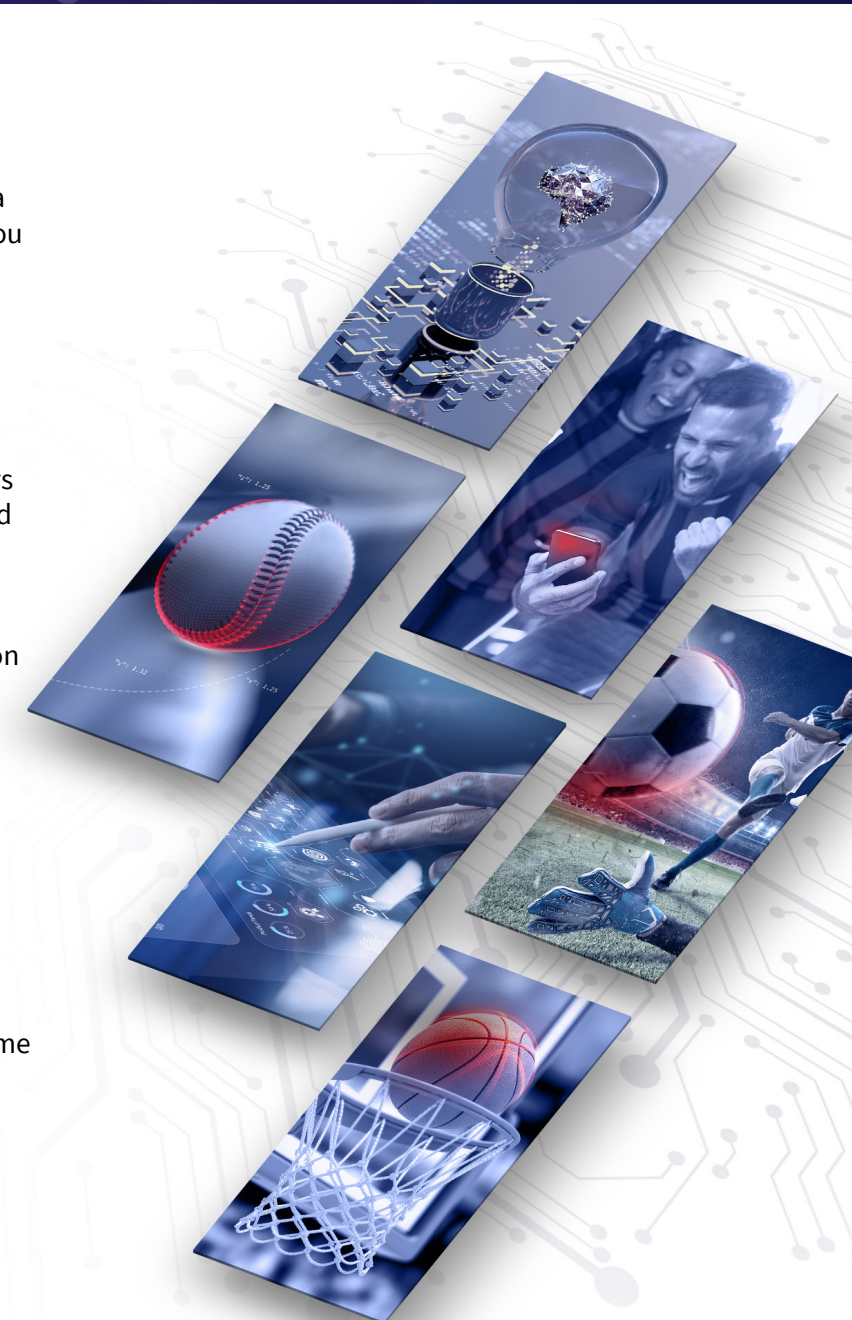
MARKETING MODELS

Maximise your players' lifetime value

Our marketing focused models can help you to understand your existing and future customers even better and faster, telling you what the best way would be to successfully approach them. Knowing the clients' betting habits and their sport preferences as well as the potential of them becoming a future VIP for you, allows you to maximise their lifetime value and optimise your Return on Marketing Investments (ROMI).

Player Value Prediction

Forecast the potential lifetime value of new players in just two to three days. All with an accuracy of over 85%, compared to the standard BI accuracy of around 55%. Thus improve your ROMI.

How does it work?
The model predicts players' values for the first 30, 90, 180 and 365 days. It also automatically segments players with similar value predictions to make them easier to manage in your CRM.

The benefits

- Increased ROMI – use the predictions to stop or renegotiate potentially unprofitable marketing acquisition campaigns

- More successful targeted marketing campaigns based on reliable predictions

- Identify valuable players more easily, and provide incentives to them

- Less potential for players to churn

Player Churn Prediction

React more quickly to churn by predicting a player's activity for the next 7 to 30 days.
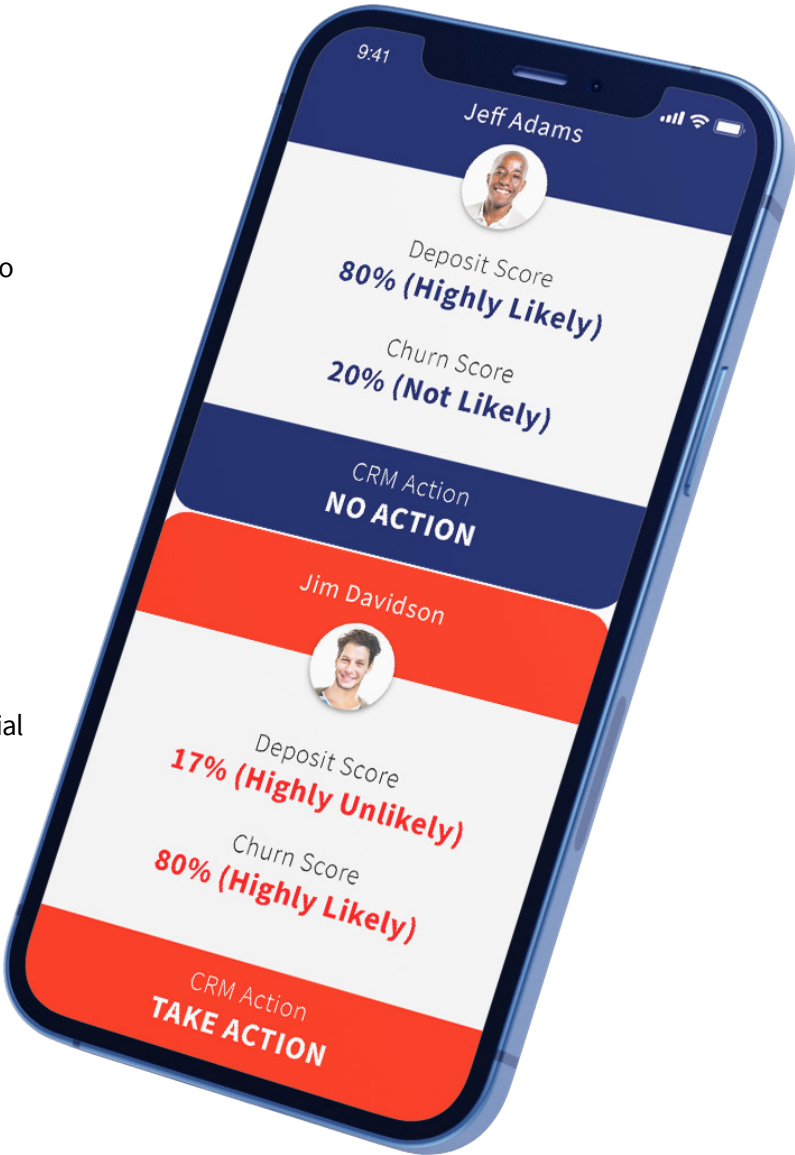
How does it work?
AI predicts the number of days a player will be active over a certain period and the probability to churn in the next 7, 14 or 30 days.

It also identifies the best type of bonus for each player and predicts when they'll make the next deposit. Using this data you can target players based on churn risk and value.

The benefits

- Invest your retention marketing budget in smarter and more targeted campaigns

- Avoid campaigns with low conversion potential

- Get insights on where to focus to keep your players

Custom Player Bonusing

Standardised bonus campaigns for all players just don't work. Instead, easily identify the best type of bonus and amount for individual players, and when to offer it.

How does it work?
Custom Player Bonusing identifies the best bonus type for individual players or player segments – whether that's a sign-up bonus, reload bonus, cash, points, free bets or spins, and so on.
It also tells you how much to offer, and the best time to do it. And it monitors and runs A/B tests to help you make the most of customer bonuses.

The benefits

Better return on your marketing thanks to more personalised bonus campaigns

Tailored bonuses encourage customers to keep betting with you
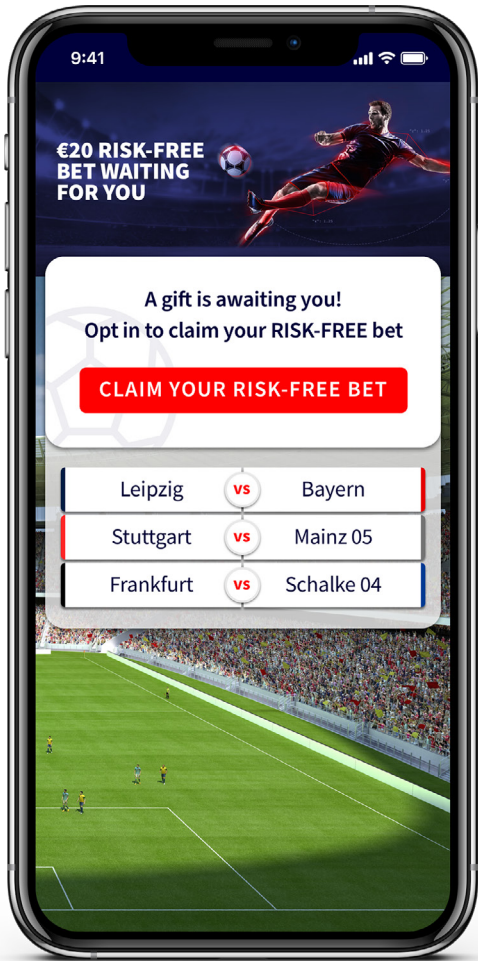
Sports Recommendation

Take the guesswork out of personalisation by identifying players' betting behaviour (sport, league, bet type, stake wagered, channel, time of activity) and offering them the most appealing sport, league, event and market. Also supports pre-made betting slips on your website, and automated push messages.

How does it work?
Using Deep Learning (AI) to build sophisticated models for your customers' betting behaviour, Sports Recommendation suggests the best approach for a successful betting conversion. It's about giving them the right content, at the right time, in the right channel.

The benefits

Boost number of bets placed and turnover by showing players content they're really interested in

Improve marketing return on investment

Improvement in margins through pre made betting slips/accumulators

Increase in content discovery and place bets on lower leagues and variety of sports
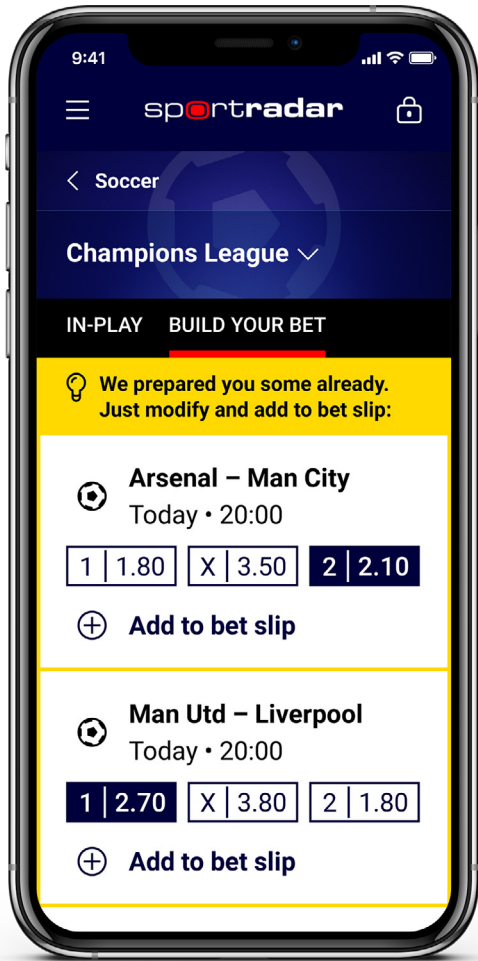
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