

betradar



What's
your starting
lineup?

WORLD CHAMPIONSHIP 2022 BROCHURE

Products for the biggest soccer tournament in the world



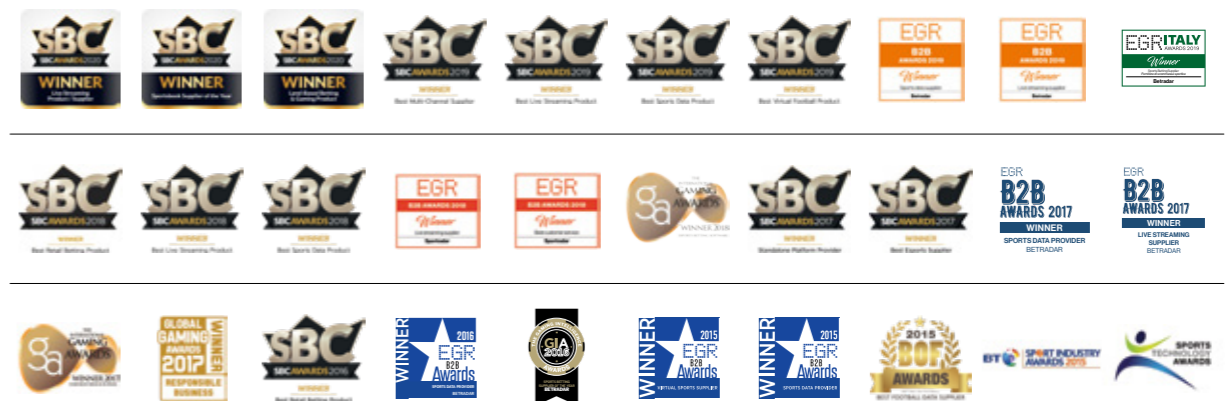
INTRODUCTION

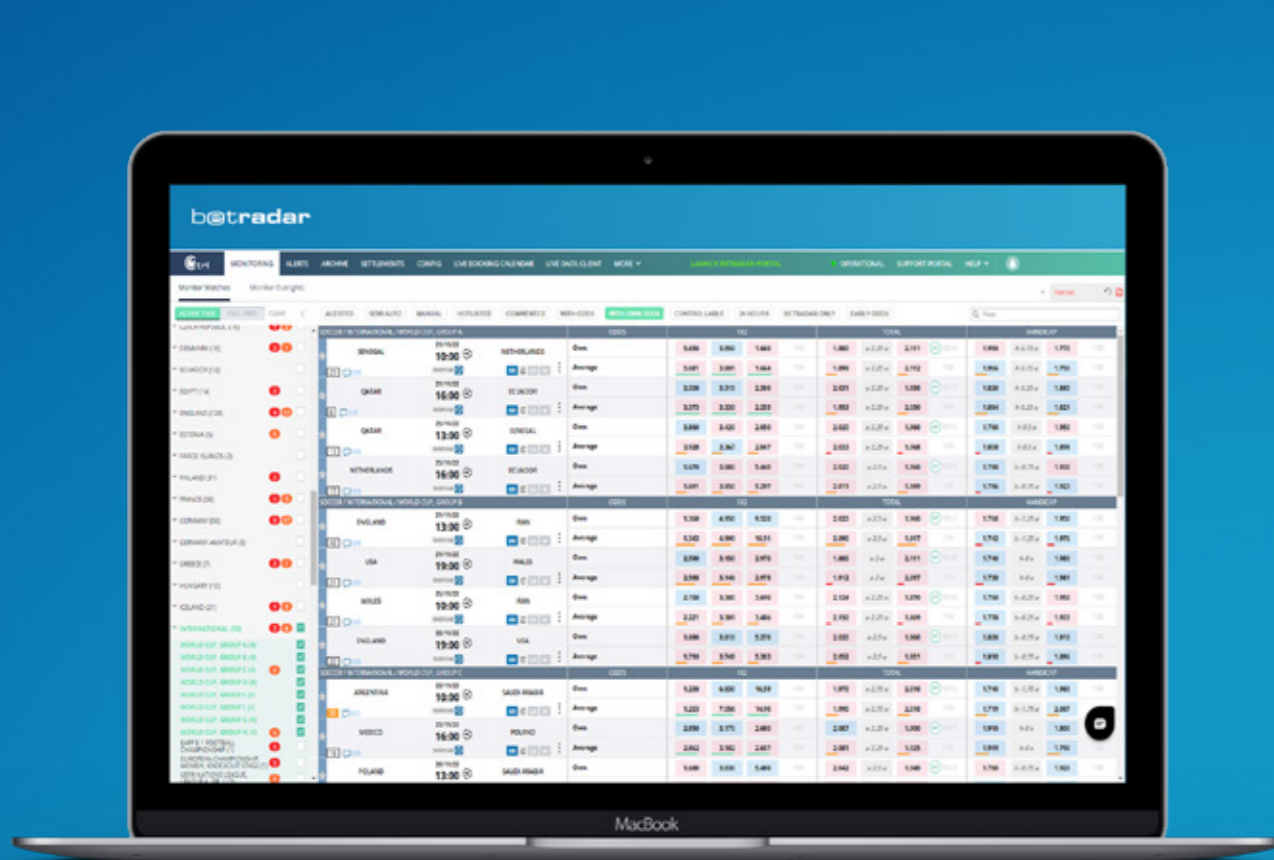
It's time for the biggest soccer tournament of the decade: the World Championship 2022

Make sure you give your customers the best of the beautiful game with Betradar's latest products

- Customise betting for individual customers
- Include player-related betting markets for every team
- 24/7 betting with Virtual Football

A multi-award-winning company





BETTING SERVICES



Pre-Match and Live Odds

[Find out more](#)

The broadest betting markets available

Why offer one betting option when you can have hundreds? Total goals, handicaps, goal scorers, corners, bookings... if you can bet on it, we've got it. Available for both pre-match and live, for all 64 games.

Product highlights

-  With market monitoring you get a full view of your prices compared to your competitors
- 1X2** The most accurate odds in the industry – compiled and traded by our in-house experts
-  Guaranteed integrity of price provision with odds monitored by our fraud detection service

BETTING SERVICES

Player Markets

[Find out more](#)



Back your favourite players to shine

With the World Championship 2022 just round the corner, it won't be long till fans around the world start speculating about who's going to win big, and who's going to wish they'd stayed at home.

Will Portugal's forward score two goals against Ghana? Or will Germany's defender make under three tackles against Japan?

With Player Markets you can make the most of the buzz by offering bets on all the action. There are loads of different performance stats as well – like goals, assists, passes and tackles.

Product highlights

-  All markets are created, managed and settled in-house
-  Sharpest prices thanks to our mathematical models
- 1X2** Up to 600 bets per match




Rapid Markets

[Find out more](#)

More markets, settled quicker

Add an extra thrill to betting with Rapid Markets. Working in one-minute intervals, your customers predict what's coming in the next 60 seconds – like goals, corners, bookings or penalties. And with more than 85 intervals a match, that's a lot of extra bets.

Product highlights

-  Casino-style betting means faster settlement, more bets and higher turnover potential
-  Keep customers engaged for the entire match with new bet cycles every minute
-  Works on any device







Custom Bet

[Find out more](#)

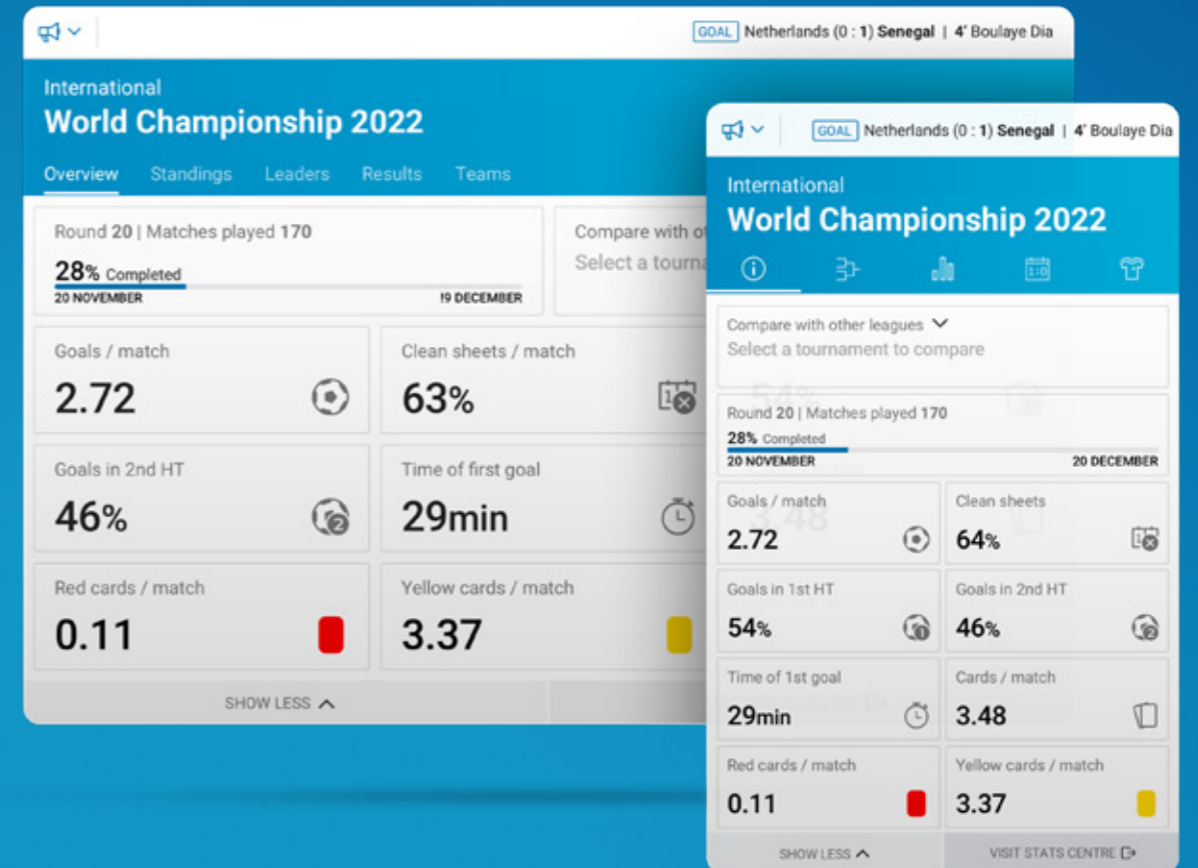
Let your customers combine bets across markets

Capitalise on the growth in single match accumulators with Custom Bet, now available with the latest customisable front-end visualisation. Bettors write their own script, bringing related or unrelated outcomes into a single bet. Goalscorers, bookings, corners are just some of the markets you can include in your bet, with up to ten selections available.

Product highlights

-  Available for pre-match and live odds
-  80+ markets to choose from
-  10 selections maximum per custom bet
-  Goalscorers, bookings and corners included





BETTING STIMULATION




Live Sport Centre

[Try our demo](#)

Keep customers engaged throughout the tournament

Make your sportsbook stand out from crowd with Live Sport Centre – in-depth live stats for your World Championship 2022 coverage, brought to life with engaging visuals. So you can keep customers watching and betting from day one all the way through to the final.

Product highlights

-  Unique live visualisation of all matches
-  Extensive stats for even more betting markets, both pre-match and live
-  Comprehensive and detailed match commentary supporting 36 languages

BETTING STIMULATION




Tournament Preview

[Find out more](#)

All the data, in one place

Keep customers on your page with Tournament Preview, displaying all the relevant stats for the biggest events in sport. Tournament Preview comes with a compact widget structure enabling flexible placement on the page, with a fully responsive compact layout for mobile too.

Product highlights

-  Latest stats, tables, top players and recent results from all the major leagues and tournaments on your sportsbook
-  Built-in live ticker tracking big events in live games to attract fans
-  Compact design that fits into every page, for desktop and mobile



Simulated Reality Soccer

[Find out more](#)

Revolutionise your sportsbook with our ground-breaking innovation

We've combined AI, machine learning and data from over 60,000 matches to create simulations that are as close to reality as it gets. That means true-to-life team form, match play, game analysis and league tables. An immersive virtual experience that'll keep your customers on the edge of their seats.

Product highlights

-  No integration needed
-  Game visualisation and statistics including Live Match Trackers and video clips
- 1X2** Comprehensive list of pre-match and live betting markets for every match



Virtual Football





[Try our demo](#)

[Find out more](#)

Increase your betting opportunities with Virtual Football

Virtual Football is the turnover driver for your sportsbook. Packed with main betting markets, your customers will enjoy the authentic special addition of Virtual Football that offers 24/7 betting in short cycles. Enjoy the entire tournament in just a few hours, with the latest release updated with official teams at this year's World Championship 2022.

Product highlights

- 1X2** 1,000+ betting opportunities per competition, all main markets available including multiples
-  Featuring all 32 qualified national teams
-  64 matches for each tournament cycle
-  Effortless integration via our Remote Game Server
-  Authentic team strengths for tournament outcome predictions





MARKETING SERVICES

ad:s - marketing built for betting and gaming

[Find out more](#)

Achieve Unrivalled Marketing Success






For sportsbooks and online casino operators, acquiring and retaining valuable, loyal customers is key to success. But generic marketing solutions often don't cut it.

Built exclusively for betting and gaming, ad:s

marketing services helps you achieve unrivalled marketing success. We have a deep understanding of the customer, industry specific, proprietary technology and a team of multi-channel experts.







Join hundreds of operators worldwide in reducing your acquisition costs by 40% on average, boosting brand awareness and increasing player lifetime values.

5 STRENGTHS THAT SET AD:S APART

 <p>Deepest Fan Understanding The proprietary ad:s data management platform draws insights from millions of betting profiles worldwide</p>	 <p>Bespoke iGaming DSP Our unique demand-side platform was built with a laser-focus on betting and gaming to reach the right audiences</p>	 <p>Personalised Messaging The use of powerful data-algorithms enable highly personalized messages for even more marketing efficiency</p>	 <p>Multi Touch Attribution Sophisticated attribution-models weight all touchpoints of a customer journey accurately to show true funnel impacts</p>	 <p>Expert Multi-channel Team Our industry-leading team of experts offers rich insights for all marketing channels in the betting & gaming sector</p>
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Succeed with our ad:s solutions

-  **Programmatic display**
Deliver the right message to the right audience at the right time and acquire valuable betting and gaming customers at a significantly reduced cost.
-  **Programmatic video**
Boost your brand awareness with targeted video campaigns and engage your audience as they enjoy their second screen experience.
-  **Paid Social**
Get hard working social advertising, without the hard work. Save operational overhead costs & multiply your return on ad spend up to 4x.
-  **Dynamic Display**
Have personalised ad creatives automated in real-time to precisely meet your customers' needs, with less effort and outstanding results.
-  **Affiliate**
Maximise your relations with publishers and increase your brand awareness directly with premium publisher content.
-  **Sponsorship**
Acquire and activate winning partnerships by securing game-changing sponsorship deals that are win-win for both you and the rights holder.



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