



Unmissable: The return of U.S. sport

How to maximize your on-property
sportsbook margins



Foreword



By Bill Anderson

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U.S. sport is on its way back into our lives and after a challenging few months for everyone in the sports and betting sectors, there is plenty to be excited about.

Following an unprecedented dormant period, land-based casinos have a significant opportunity to maximize the revenue potential of the action-packed sporting calendar that lies ahead.

A large driver of this success will be about timely, data-driven outreach and tailoring the sportsbook experience. Knowing how local patrons bet and the sports and selections they like will allow operators to curate the right messages, optimize their offering and ultimately drive loyalty.



Our sportsbook management solutions are built to allow our partners the flexibility they need to offer a unique experience to their players. Our trading, risk and digital marketing services are live with 25 licensees across 12 states, including land-based properties in seven.

To help U.S. casinos prepare for the prodigious return of sport, we've analyzed \$50m worth of wagers bet on property with our U.S. partners since the start of 2019.

From state-by-state comparisons to the latest trends, expert advice and a breakdown of betting behavior by league, we're offering valuable insights designed to make sure you make the most of all the live action.

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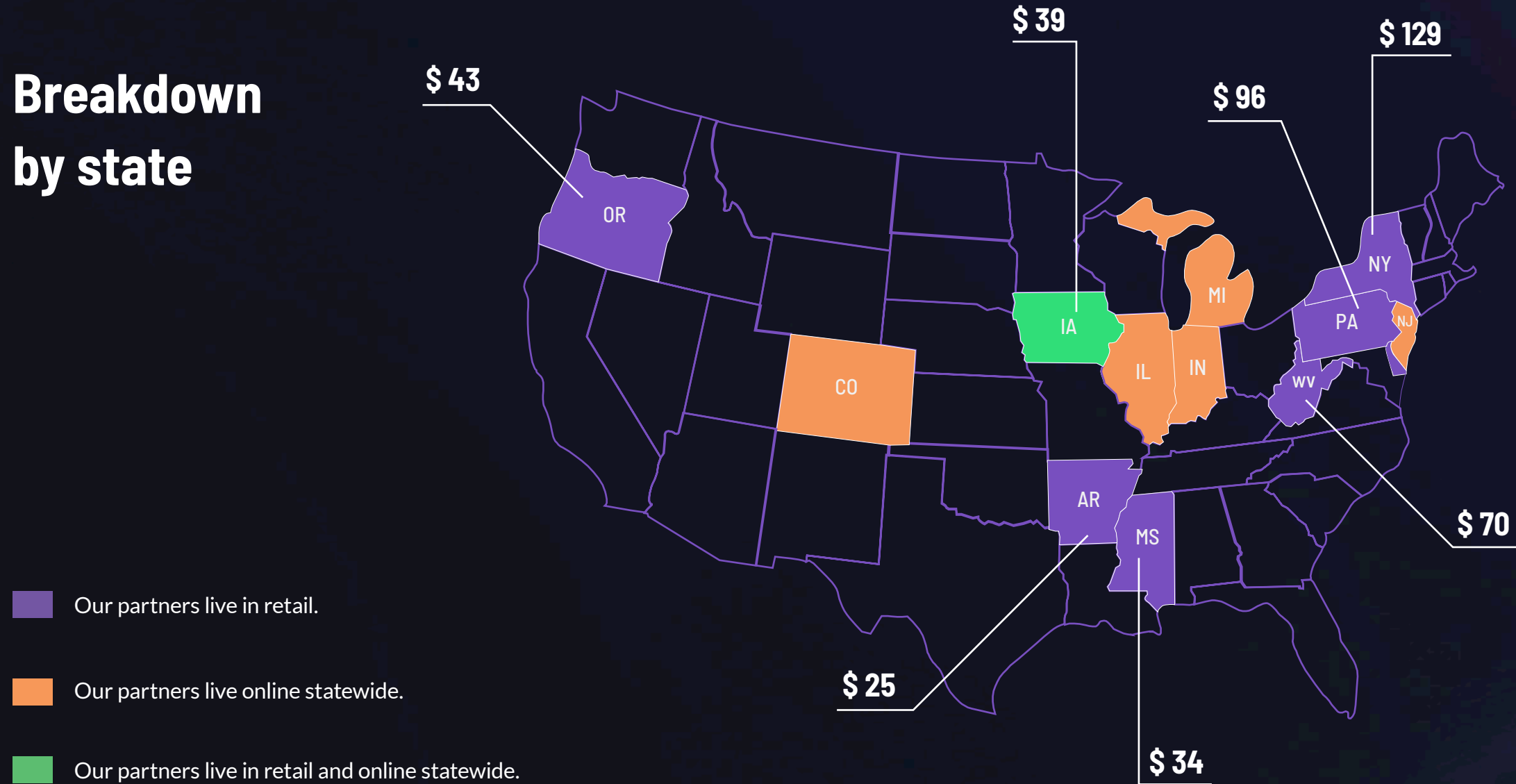
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NASCAR



\$ | AVERAGE RETAIL STAKE SIZE

Breakdown by state



Players bet biggest in coastal states

Our analysis of seven state markets shows players bet biggest on New York properties, with Pennsylvania not far behind. This supports the notion that stake size tends to be larger in coastal states.

Meanwhile, in Arkansas, parlays account for more statewide handle than any other state, which goes some way to explaining the low average stake size. Mississippi has the second lowest stake size and ranks second for parlays.

Across our U.S. retail partner base as a whole, in-play wagers are generally twice the size of those placed pre-game.


When it comes to stake size by sport, football is number one, followed by golf then basketball.


Stake size by sport:

1.  **FOOTBALL**
2.  **GOLF**
3.  **BASKETBALL**
4.  **BASEBALL**
5.  **NASCAR**

Patriots and Cowboys drove nationwide handle last season

NFL bettors are notorious for siding with local franchises and last season that proved exactly the case. In New York, the Giants were backed more often than any other franchise despite a campaign that included a nine-game losing streak.

 **New England Patriots and Dallas Cowboys** were the two best backed franchises.

 Average stake size on the **LA Rams** was higher than any other club.


LARGEST BET

\$74,000

NEW ORLEANS **SAINTS** | @ | TENNESSEE **TITANS**

NFL

Average Stake

 **\$45**
Pre-game

 **\$86**
In-game

Half-time wagers are key to gameday action

Last season, 42% of in-game NFL handle was bet on second-half markets, usually at half-time, compared to just 2% on first-half markets. The remaining 56% was bet on core in-game lines, totals and spreads.

Pricing half-time specials based on the live game narrative is a proven way to drive NFL handle via kiosk on property.



NFL generates 30% of retail handle across our U.S. partner base - more than any other league.

TOP TIP

Target your patrons online – and early. To maximize sign-ups and gameday footfall, books should run targeted digital campaigns five to seven days before play. Online publisher sites are the most effective channel to market as that's where NFL fans consume content, while creative catches the eye most when featuring bets on local teams and popular players.

NBA is the leading in-game league

Thanks to its fast, end-to-end and high scoring make-up, NBA has the greatest live betting appeal of all the U.S. leagues. Where online wagering is legal, like in Iowa, in-game NBA handle is especially prominent.



of nationwide NBA retail handle is bet in-game, more than any other league.

LARGEST BET

\$42,000

LOS ANGELES **LAKERS** | @ | BOSTON **CELTICS**

NBA

Average Stake



\$21
Pre-game



\$73
In-game

Bettors side with the Lakers

Led by LeBron James, the LA Lakers have as expected been the best backed NBA franchise since the start of 2019, attracting more handle and bets than any other club.

While NFL is the highest handle league nationwide, NBA is king in the southeast and midwest. In Iowa, Arkansas and West Virginia, NBA drives more handle than any other league.

TOP TIP

Maximize market uptime. With NBA action so fast, unnecessary live betting suspensions represent lost handle. Access to fast, reliable live data feeds and advanced modeling mean books can accurately set odds with every play for an optimal customer experience.

Pre-game betting dominates the MLB

Although in-game MLB betting is on the rise, the league remains extremely pre-game heavy. Our research shows approximately 92% of MLB retail handle is bet before play starts. We expect this to change as more states introduce mobile wagering on property.

LARGEST BET

\$27,000

HOUSTON
ASTROS | @ | NEW YORK
YANKEES
MLB

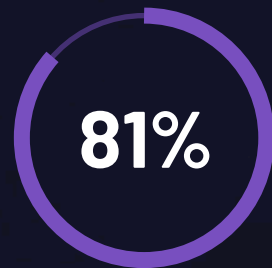
Average Stake

\$22
Pre-game

\$64
In-game

MLB handle is driven by three core markets

Last MLB season, the vast majority of retail handle was wagered on three core markets, usually in pre-game parlays. On average, MLB parlays include more selections than single-league parlays on any other sport.



of MLB handle is bet on moneyline, run line and run total markets.



average number of selections per MLB parlay last season.

TOP TIP

Distribute your risk. Offering multiple lines and totals concurrently is an effective way to reduce volatility and spread liabilities across outcomes when handle is overwhelmingly focused on a few specific bet-types.

NHL picks are staples in parlays

Behind the NBA, NHL sees more of its handle bet in-game than any other pro U.S. league. In Iowa, where online wagering is legal, Total Goals in-game is the most popular NHL market in the state.

As games are televised and the season overlaps with NFL and NBA, NHL picks are staples in parlays. Our research shows parlays generated 61% of NHL handle on property last season, more than any other sport.

LARGEST BET

\$11,500

BOSTON
BRUINS | @ | MINNESOTA
WILD

NHL

Average Stake



\$10

Pre-game



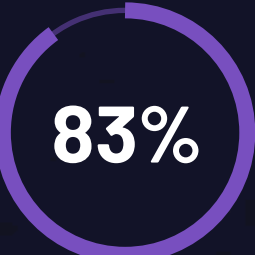
\$43

In-game

NHL in numbers



of nationwide NHL retail handle is bet in-game.



of NHL handle is bet on moneyline, puck line and total goals markets.






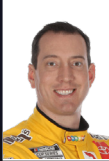

average number of selections per NHL parlay last season.



TOP TIP

Drive brand awareness. With the NHL, like the NBA and MLB, returning ahead of the NFL, it is going to be a more popular betting option than ever before. Make sure locals in your state know about your bet-types and promos well in advance.

Best backed drivers

	KEVIN HARVICK	1		CHASE ELLIOT	2			
	KURT BUSCH	3		KYLE BUSCH	4		DENNY HAMLIN	5

In-race derivatives are gathering speed

While futures dominate the NASCAR betting landscape, in-race derivative markets are growing in popularity, especially in the northeast.

Since the sport's return, Betgenius U.S. partners have seen a spike in NASCAR Cup Series handle, driven in-part by the success of the iRacing series but also the absence of major U.S. leagues.

TOP TIP

Diversify. NASCAR handle is no longer solely driven by race winner wagers but matchups and finishing positions too. Where mobile is allowed on-site, in-race side markets give players a chance to get involved as they watch – even when they don't have an opinion on who wins the race.



Now you're ready to attract some players

Find out why Genius Sports Media is trusted to drive acquisition and player loyalty by the biggest iGaming brands in the U.S.



And dozens more U.S. brands.



1.

Create

Build ads that speak to local sportsbook players.

To catch the eye of sportsbook players in your state, you need vibrant ad creative and messaging that captures the pre-game buzz and excitement. We build dynamic ads including:

Jersey Components

Game Performance Stats

Countdown Clocks

Geographical Information

Odds

2.

Deliver

Reach potential patrons online in real-time.

Knowing where potential patrons consume their sports content allows you to drive your brand name with impact. Our rich datasets and knowledge of U.S. sports mean your marketing is always targeted, timely and relevant.



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3.

Measure

Continually analyze your campaign performance.

Understanding when campaigns are most effective and what teams and bet-types work best means you can constantly optimize your marketing strategy when sport returns. With our unique reporting software, you get a complete view of every aspect of your campaign performance.



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To find out how **Genius Sports Media** can work with you, email our U.S. experts.



Want to learn more about **Betgenius**?
Get in touch today.



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