



NFL FOOTBALL SEASON CUSTOMER MIGRATION PLAN

Cross-Sell Marketing Specialist Interview Presentation



BACKGROUND:

This plan involves three properties, theScore as the main platform for advertising, also the theScore Bet (Ontario) and Barstool Sportsbook (US) as the apps we want the users to migrate to.

GOAL:

Migrate users from theScore Media to Barstool Sportsbook and theScore Bet.



theScore Media

A leader in mobile sports media, and esports. Has millions of fans on digital media platforms and sports betting products.



Barstool Sportsbook

Sportsbook & Casino app
(operates in US)



theScore Bet

Sportsbook & Casino app
(operates in ON, Canada)



KEY COMPONENTS

Market Overview

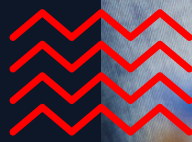
Competitors on The Same Race Track

Task Overview

Campaign 01: Free Money on First Time Bet

Campaign 02: "Victory of The Underdogs"

Summery



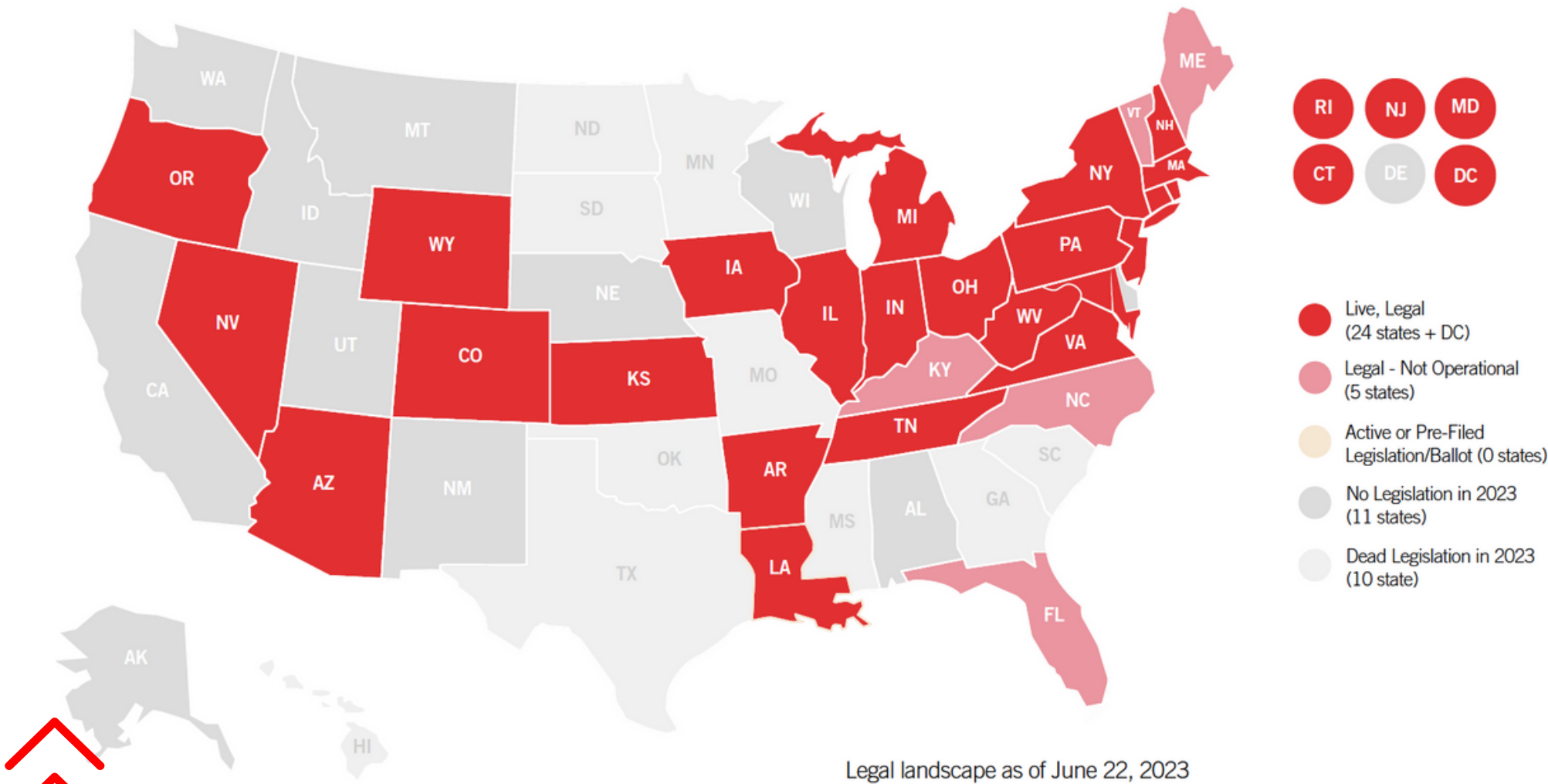


MARKET OVERVIEW

Online Sports betting history



U.S. Sports Betting: Mobile



US

2011
ONLINE GAMBLING
DECRIMINALIZATION

2018
THE US SUPREME COURT REVOKING
THE FEDERAL BAN ON SPORTS BETTING

UNTIL TODAY
SPORT BETTING ON MOBILE IS LEGAL IN
24 STATES + DC

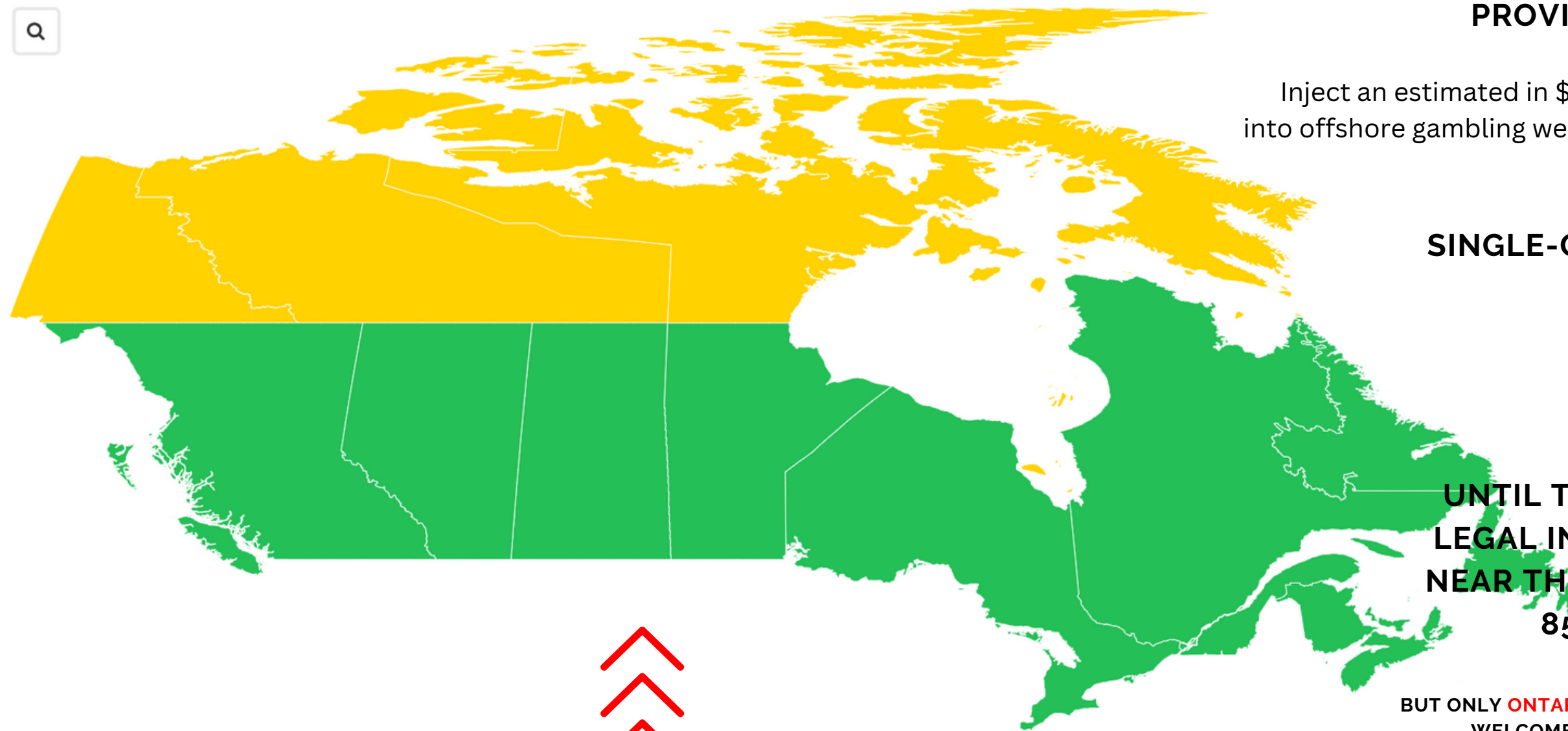


MARKET OVERVIEW

Online Sports betting history

CANADA

Legal - Online + Retail Legal - Retail Only



1985

SPORT BETTING (PARLAY BETS) BECOMES
LEGAL IN CANADA, DISTRIBUTE FROM
PROVINCIAL LOTTERY SYSTEM.

Inject an estimated in \$14 billion annually
into offshore gambling websites(covers.com)

AUGUST 2021

SINGLE-GAME SPORTS BETTING WAS
LEGALIZED.

Ontario Clears \$1M In Handle In First Week Of
Legal Single-Event Betting In Canada(covers.com)

UNTIL TODAY: ONLINE BETTING IS
LEGAL IN 10 CANADIAN PROVINCES
NEAR THE US BORDER(MORE THAN
85% OF POPULATION).

BUT ONLY **ONTARIO** AND **ALBERTA** GOVERNMENTS HAVE SHOWN
WELCOME TO THIRD-PARTY OPERATORS TO TOWN.

Source: Statistics Canada, Provinces and Territories, 2019



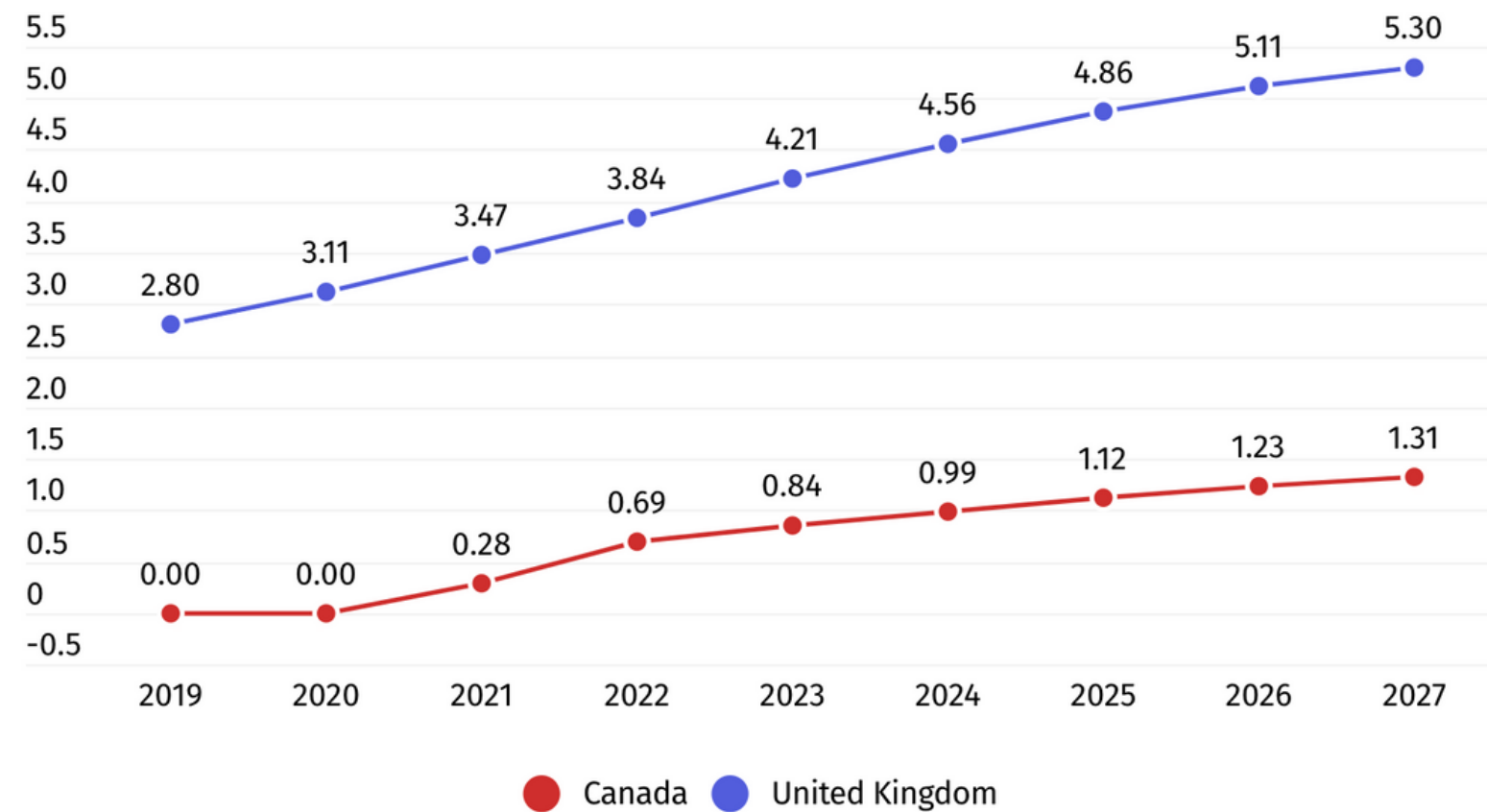


MARKET OVERVIEW

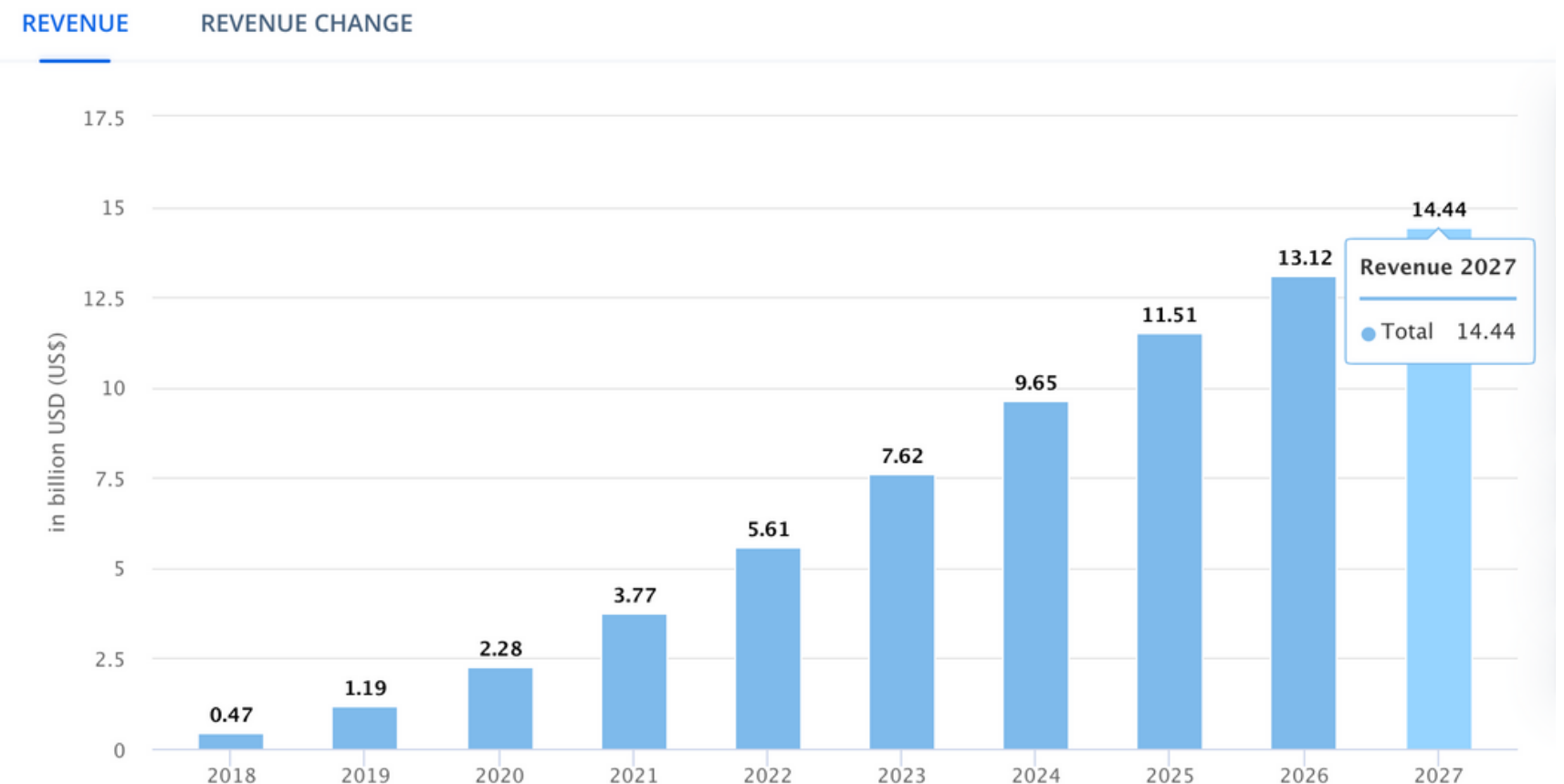
Online Sports Betting Revenue in US & Canada

Revenue in the online sports betting market in Canada and the United Kingdom from 2019 to 2027 (in billion U.S. dollars)

Source: Statista



Revenue in the online sports betting in US from 2019 to 2027 (in billion U.S. dollars)



Notes: Data reflects market impacts of the Russia-Ukraine war.

Most recent update: Jul 2023

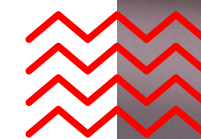
Source: Statista Market Insights



MARKET OVERVIEW

Section Key Takeaways

1. The size of the US market is almost 10 times that of the Canadian market, and the revenue gap is estimated to continue increasing.
2. Canadian online sports bettors who entered the game before 2022 are more familiar with the betting platforms operating in the US.
3. Canada has more conservative restrictions towards the iGambling industry and third-party operators.



COMPETITORS

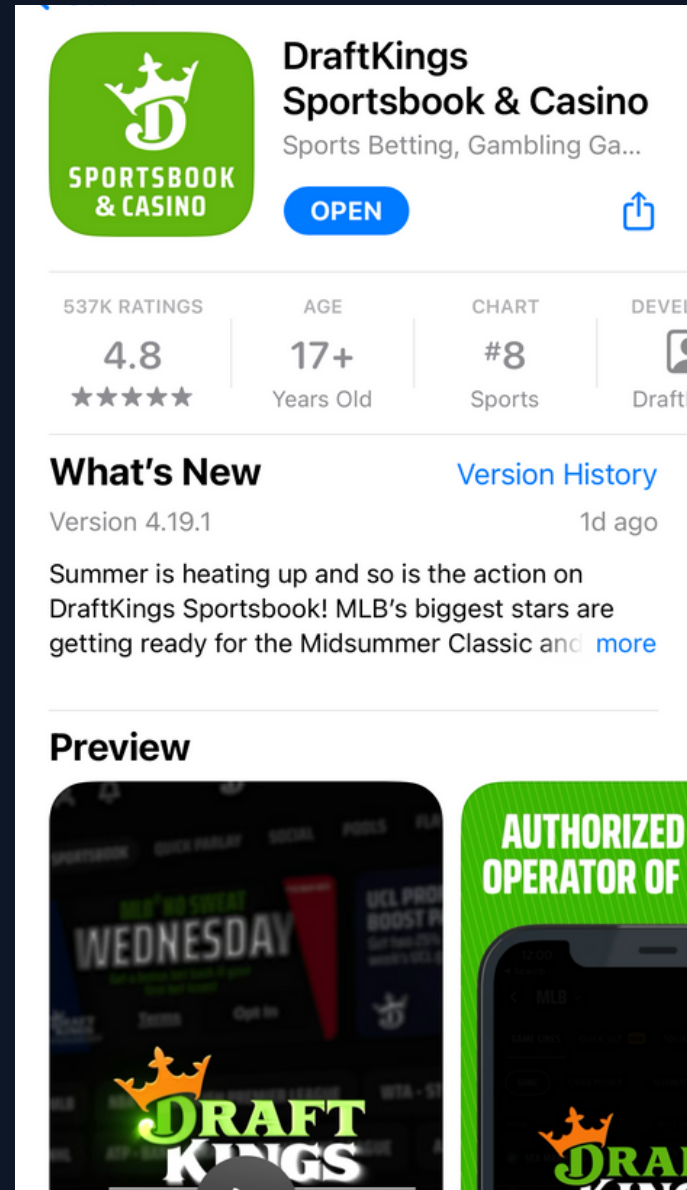
and what we can learn from them



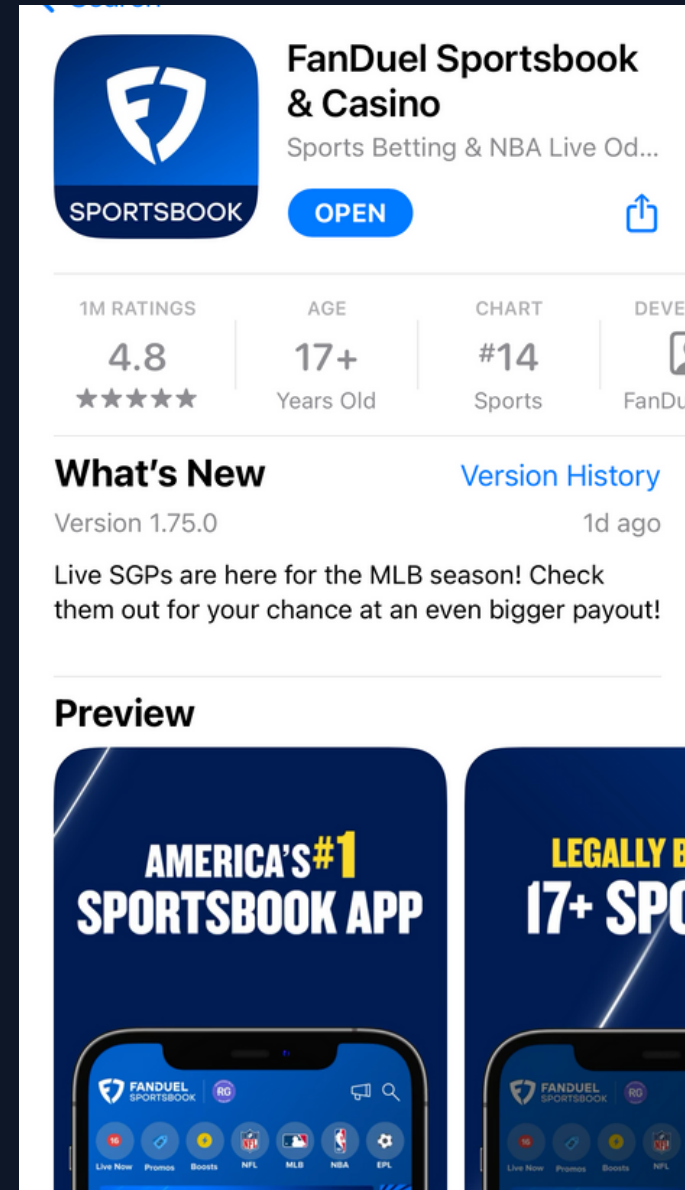


COMPETITOR

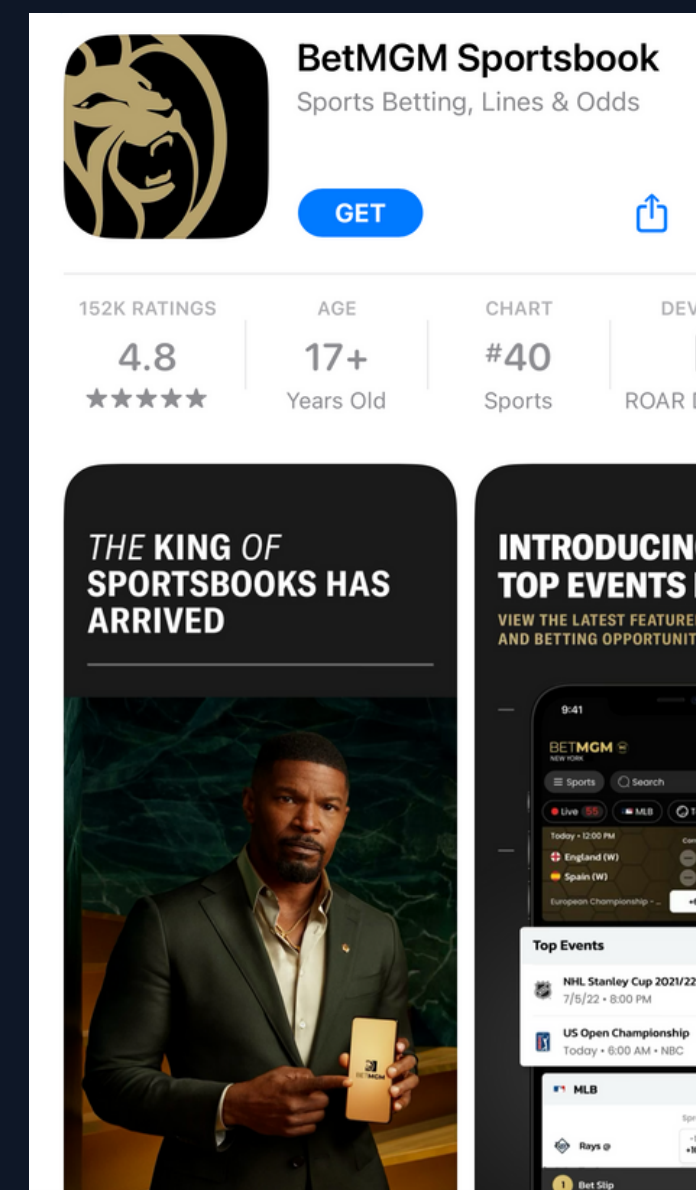
MVPs In The Game



Canada & US
Sportsbook and Casino



Canada & US
Sportsbook and Casino



Canada & US
Sportsbook and Casino




COMPETITOR'S INCENTIVES

FIRST BET OFFER


GET UP TO **\$1,000**

PAID BACK

IN BONUS BETS, IF YOU DON'T WIN



JAMIE
FOXX




OFFICIAL SPORTS BETTING PARTNER OF MLB

BETMGM HOME RUN HAUL —

YOUR CHANCE TO
WIN \$10,000


EVERY WEEK WHEN YOU
BET ON THE MLB®

™/© 2023 MLB®




**GET A BONUS
BET UP TO \$100**

WHEN YOU REFER A FRIEND



Refer Now



NEW CUSTOMERS

NO SWEAT FIRST BET **NO DEPOSIT REQUIRED**

\$1000 + \$25

UP TO **CASINO BONUS**

IF YOUR FIRST SPORTS BET DOESN'T WIN





JOIN NOW

ONTARIO igaming 19+ and physically located in Ontario. First online real money wager only. Refund issued as nonwithdrawable site credit that expire in 14 days. \$10 Deposit req. Max bonus \$1000. Restrictions apply. See terms at canada.sportsbook.fanduel.com. Call 1-866-531-2600 or visit connexontario.ca

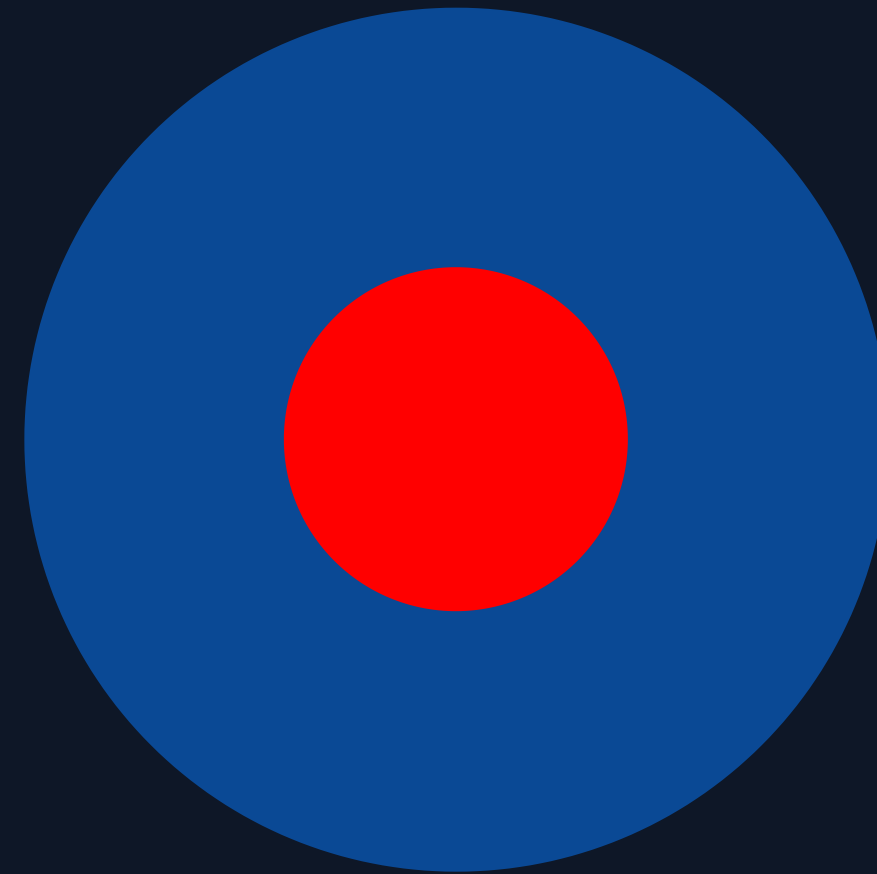


COMPATETOR AND THESCORE'S USERS

-  Gamblers
-  Sports Fan



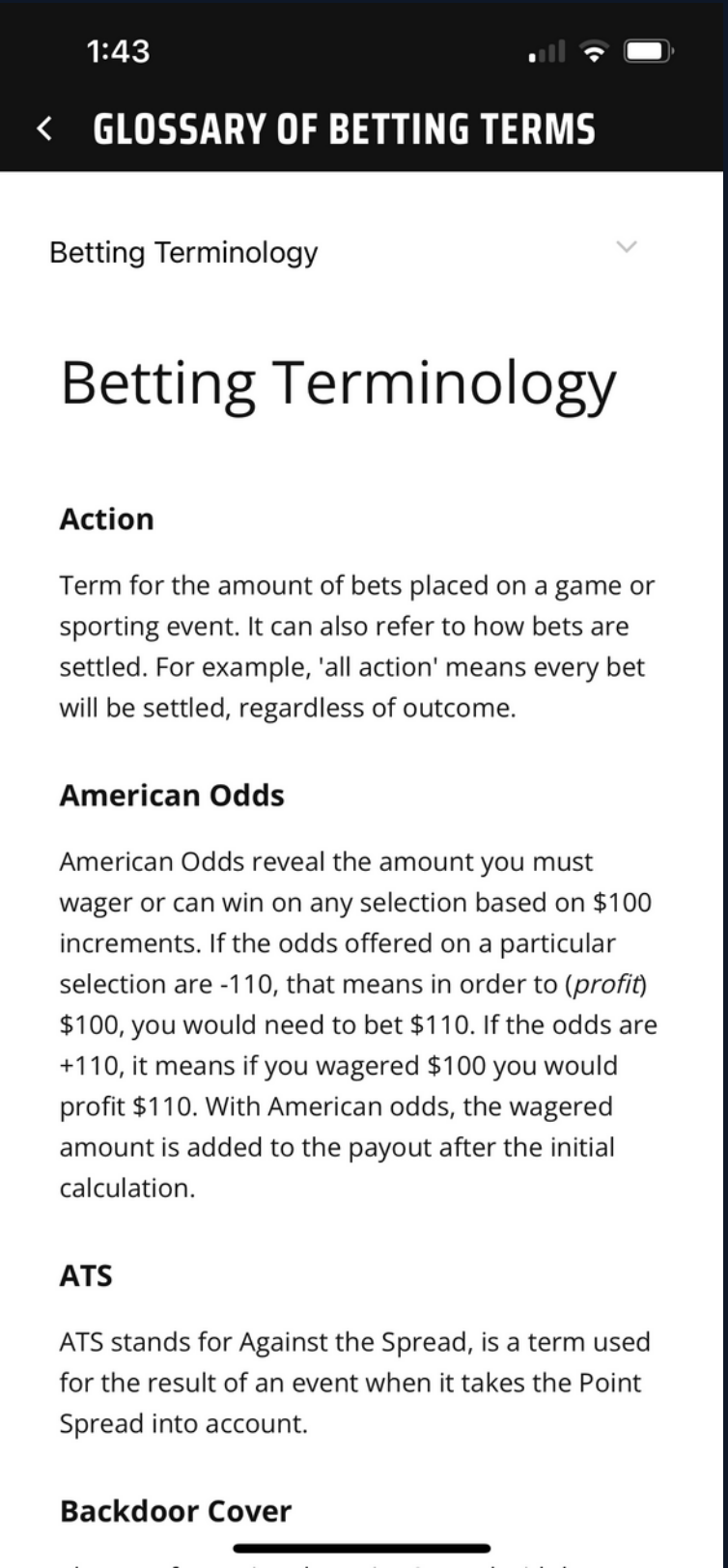
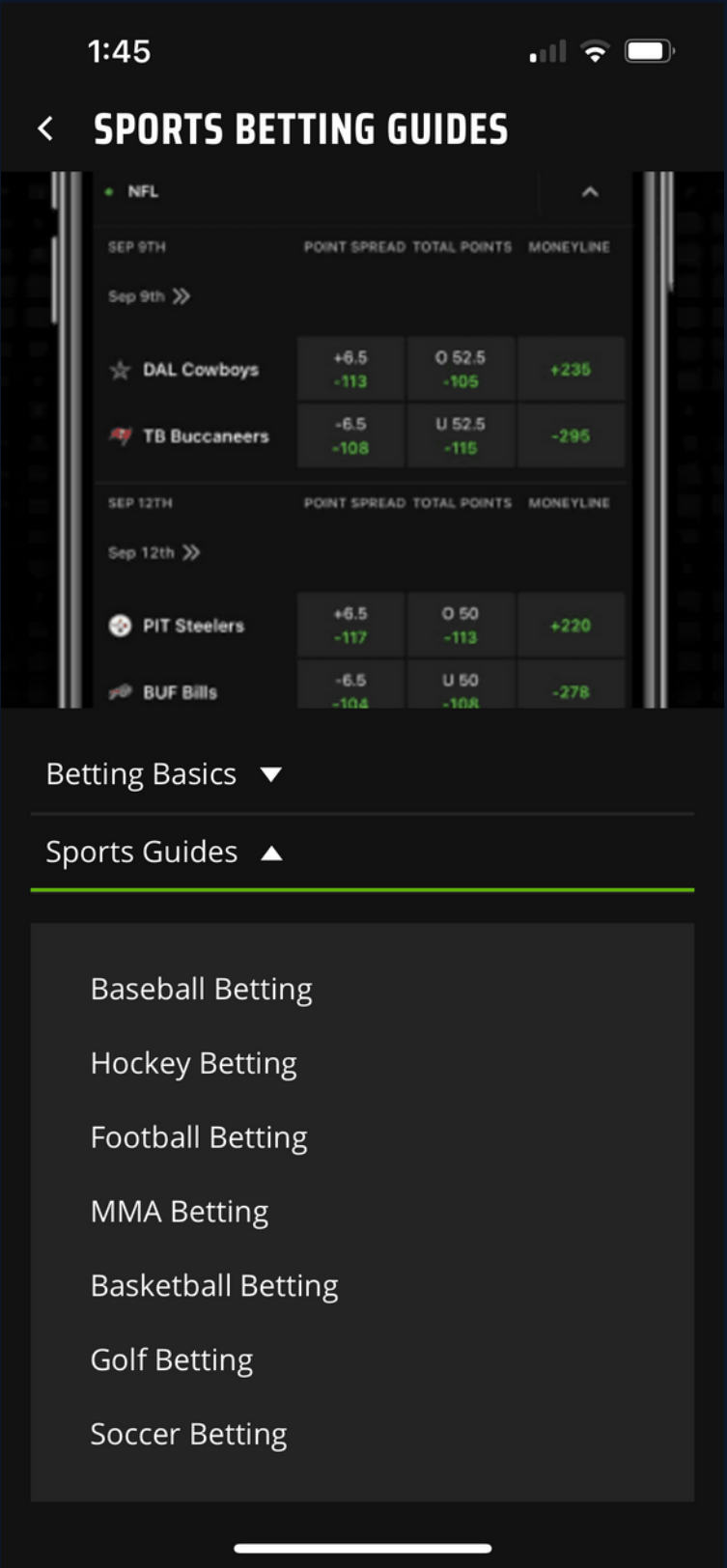
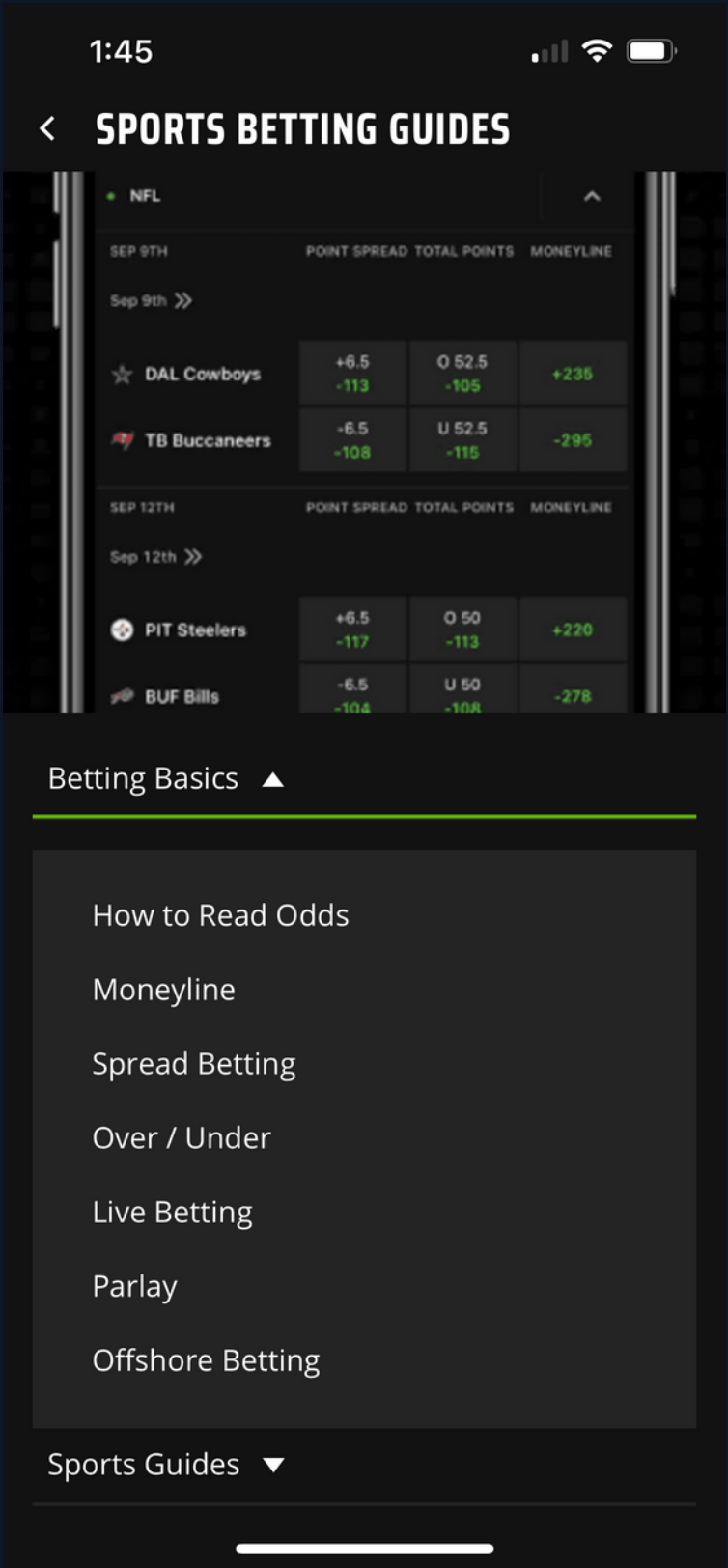
Competitors



theScore

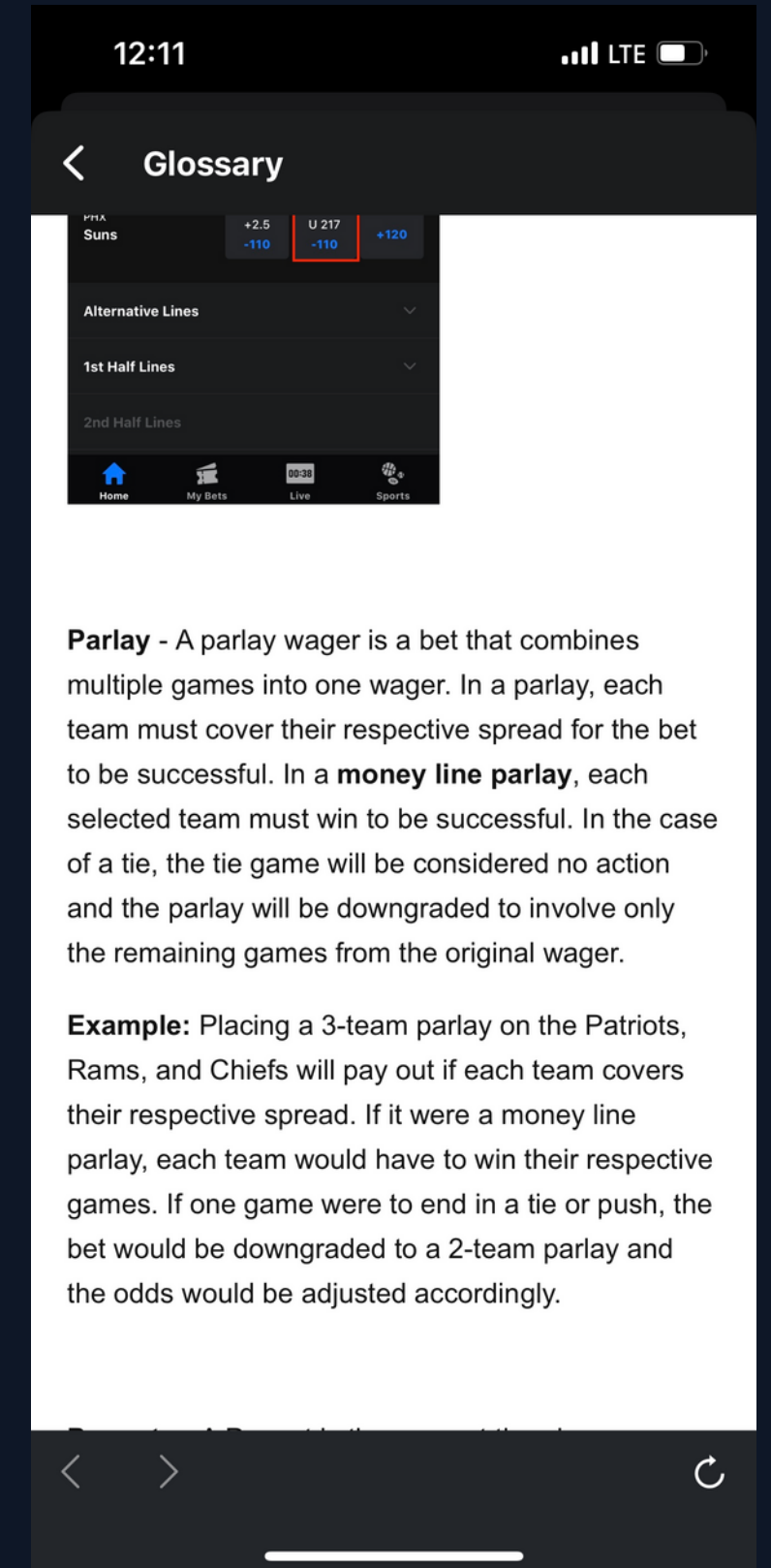
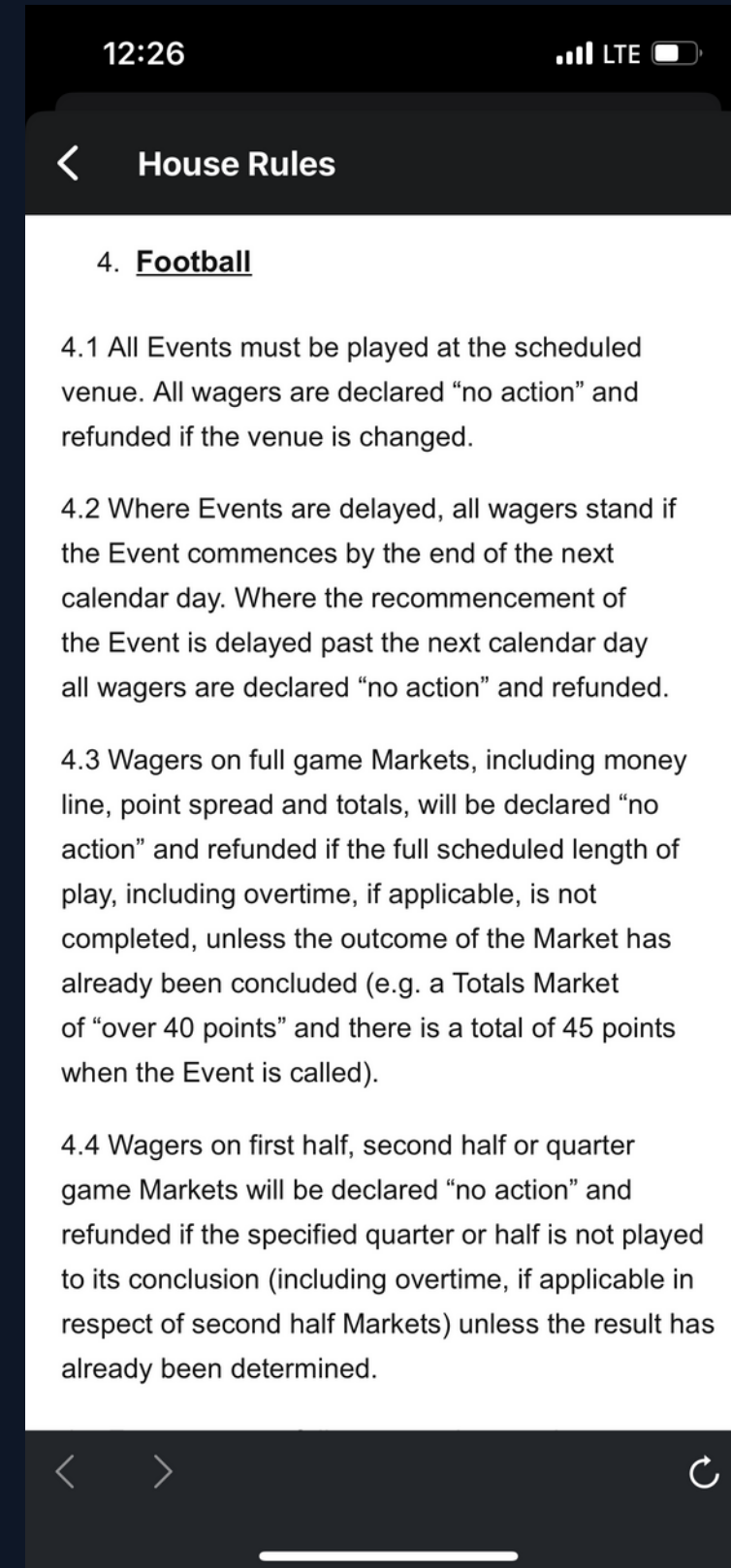
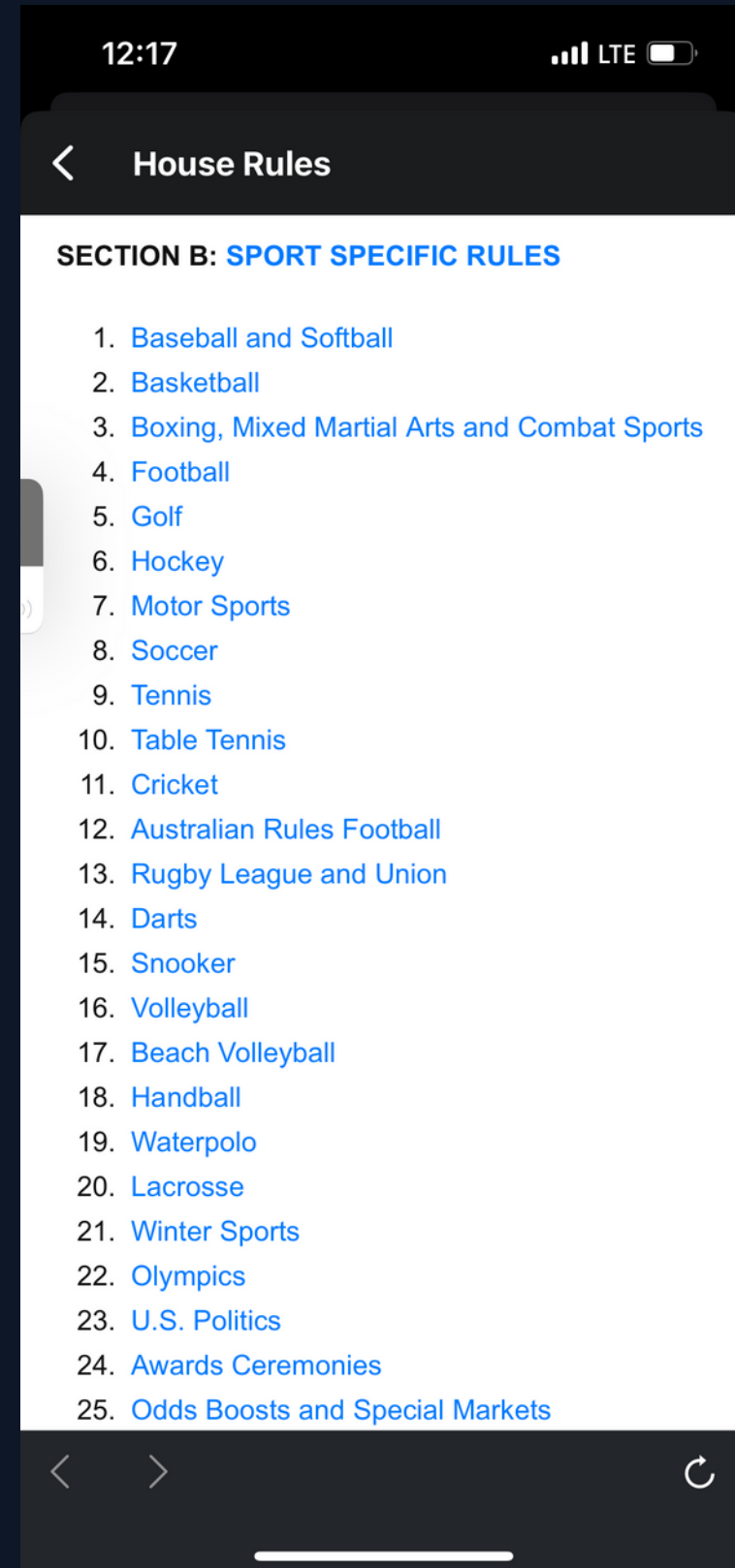
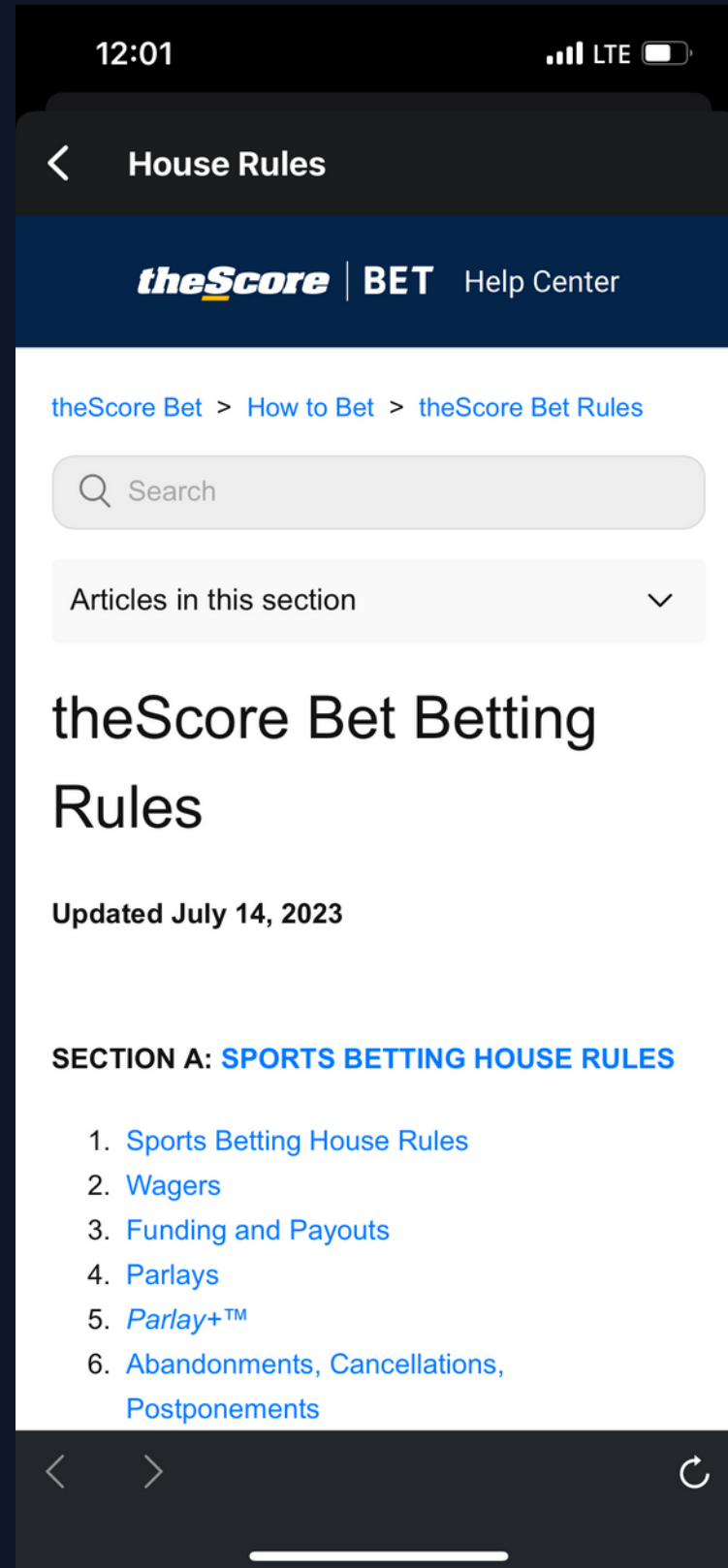


DRAFTKING'S GUIDE FEATURE





THESCORE BET'S GUIDE FEATURE





COMPATITORS

Section Key Takeaways

1. All the listed competitors are well-established online gambling operators with a massive user base in the US and Canada.
2. All competitors have a main focus on online sports betting and casino.
3. FanDuel and DraftKings provide detailed in-app guides or YouTube tutorials to educate users about online sports betting. This plays a significant role in user acquisition.

Sports Betting 101 ▶ Play all
Sports betting 101 with FanDuel Sportsbook

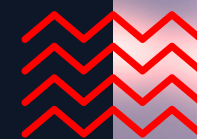
Video Title	Duration	Views	Time Ago
What is a Same Game Parlay (SGP+) ? - Sports Betting 10...	1:30	24K views	8 months ago
How To Bet On Sports with FanDuel Sportsbook - Sport...	2:09	4.1K views	1 year ago
What Is A Spread Bet? - Sports Betting 101 at...	0:55	61K views	1 year ago
What Is A Parlay Bet? - Sports Betting 101 at...	0:55	26K views	1 year ago
How To Use FanDuel Sportsbook - Sports Betting...	2:03	44K views	1 year ago



TASK OVERVIEW

Develop a plan to span from August 2023 until the end of the year with the core focus being on the start of the NFL football season.

Focusing on user acquisition and retention.





APP USER COMPARISON

● Sports Fan

theScore Media app

User Demographic:

Likely to be male, age 18-54, located in North America

Interest & Behaviour:

Have an interest in certain types of sports and are often loyal to favorite teams and players.

Highly engaged, both online and in-person, and may show interest in purchasing seasonal tickets or jerseys to support their team.

Goal: Download the betting app, register and make a first time deposit (acquisition) Places a bet in the betting app.

Obstacle: Lack of interest and unfamiliarity with sports betting.

● Gamblers

Betting apps

User Demographic:

Likely to be male, age 18-54, located in North America

Interest & Behaviour:

Shows great interest in mobile sports betting or is already engaged in sports betting. Likely to be sports fans.

Likely to place bets again after their first in-app betting experience.

Goal: Download the betting app, register and make a first time deposit (acquisition) Places a bet in the betting app.

Obstacle: Lack of incentives for users who have never placed a bet in the betting apps before.



CAMPAIGN OVERVIEW:

Campaign 01: “Victory of The Underdogs”

Target audience: ● Sports Fan

theScore app user who select NFL as their interest.

Goals: Increase Barstool Sportsbook and theScore Bet download rate, Increase first time betting behaviour and improve brand awareness.

Campaign 02: Free Money on First Time Bet

Target audience: ● Gamblers

theScore app user who turn on the Bet Mode, and also select NFL as their interest.

Betting apps user who never placed a bet before.

Users who shows strong interest in mobile betting, but haven't complete their first time in-app purchase.

Goals: Increase BarstoolSports and theScore Bet download rate, increase first time betting behaviour, foster trust and encourage repurchase.



CAMPAIGN 01: "VICTORY OF THE UNDERDOGS"

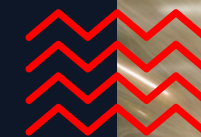
Offer: Chance to win 2024 seasonal ticket and team jersey!

For all participants: Who bet on the underdogs.

Offer Duration: Every week until the end of the regular season

Communication method: Email, push

Goals: Increase betting apps download rate, Increase first time betting behaviour and improve brand awareness.





“VICTORY OF THE UNDERDOGS”

Rules:

1.If the underdog team win, 11 bettors from each game who placed bet on the underdog will be automatically draw from the pool. The 11 lucky bettors are eligible for getting a seasonal ticket, with branded NFL jersey.

2. If the player is not able to claim the ticket due to many reasons, they can receive equivalent amount of money for in-app purchase.

2. If the underdog team lost, no prize and nothing to lose.



“VICTORY OF THE UNDERDOGS”

play with the sports fan's psychology

Feeling sad and angry when your team loses points in a game? Don't worry, it's not the end. If the team wins at last, you also win!

Target Audience: ● Sports Fan
Key words: **Loyalty, Pride, Identity**

The Sports fans are loyal to their favourite teams and players. Interested in purchase seasonal ticket or jersey to support the team. To target sports fans, with the offer focusing on user value rather than just financial value.

It is a **lucky draw/lottery** within a sports bet.





CAMPAIGN 02: FREE MONEY ON FIRST TIME BET

Offer: Get up to \$50 free money on the first bet. Limited 1 month offer.

Delivery Method: Promote code/Coupon

Communication method: Digital mastheads and banners, email, push

Goals: Increase betting apps download rate, increase first time betting behaviour, foster trust and encourage betting habit.





FREE MONEY ON FIRST TIME BET

Digital Mastheads and Banners:

● Gamblers

Campaign duration: 2 months (Beginning of August to end of October)

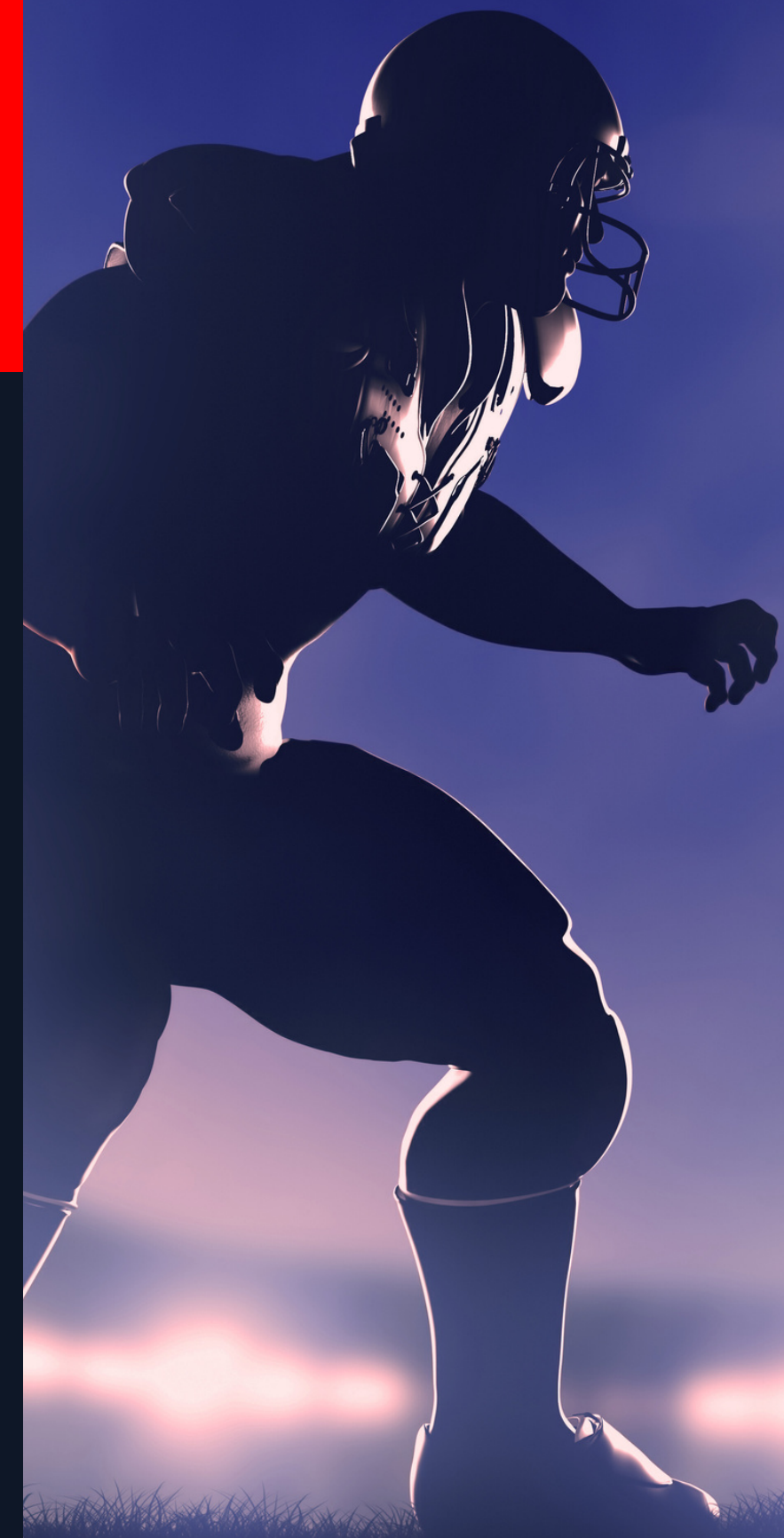
Push Campaign:

● Gamblers

Campaign duration: 2 months (Beginning of August to end of October)

Schedule: Countdown (1 month, 2 weeks, 1 week and 3,2,1 days before the kickoff) on the kickoff day, after kick-off 3 times a week, also countdown before the campaign ends.

Flexible Schedule: Keep the bettor notified about the result of the game, and send reminders to encourage using the saved coupon.





FREE MONEY ON FIRST TIME BET

Email Campaign:

● Sports Fan ● Gamblers

Segment:

theScore app user who **select NFL** as their interest.

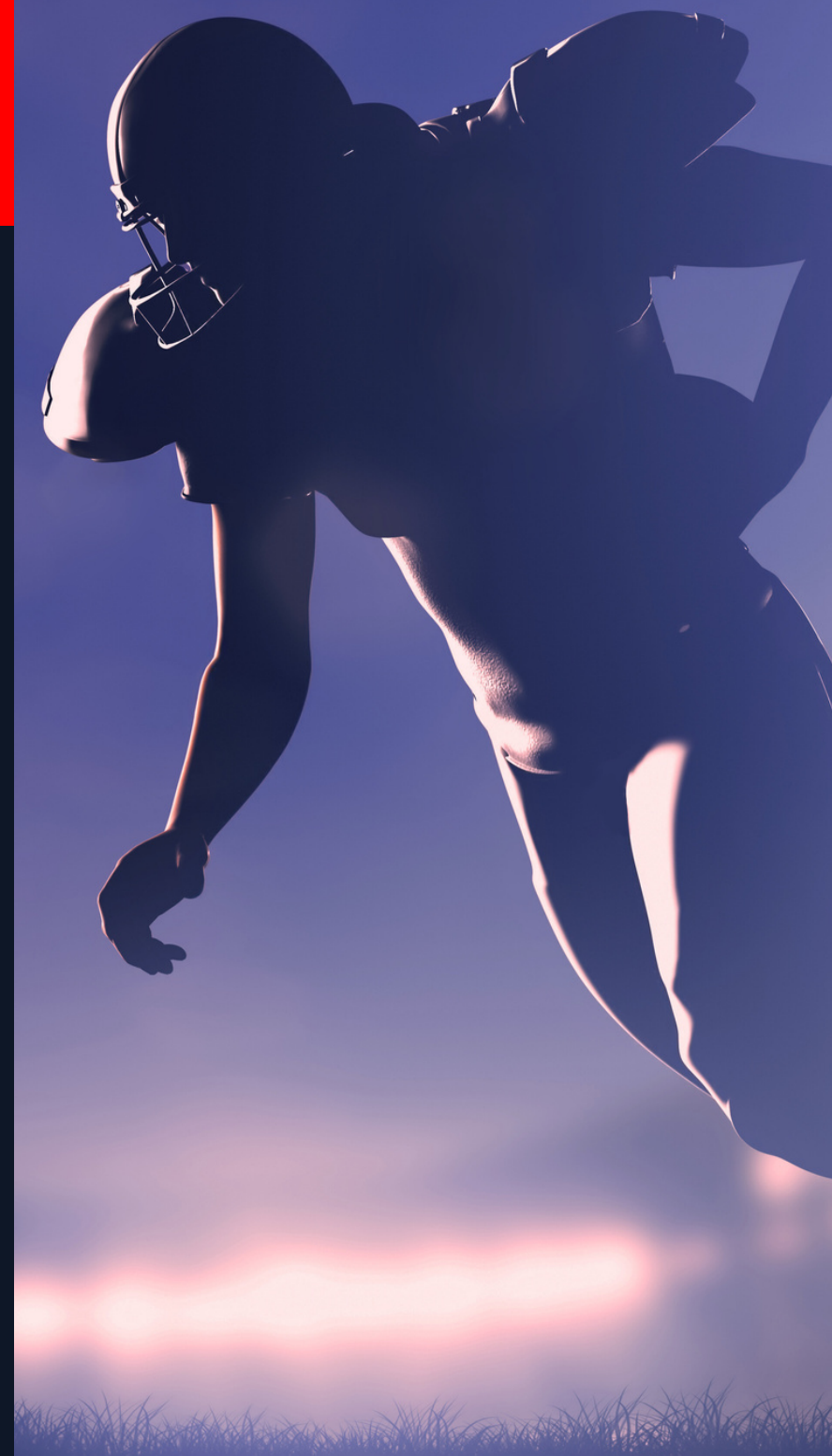
Betting apps user who **never placed bet before**.

Email title example: Place your first bet on your favourite NFL team!

Subtitle example: Get up to \$50 free money on your first bet.
Limited 1 month offer.

In the email campaign, the focus can be pre-heat for NFL regular season, and have a small section in the email body mentions about the "Free Money on First Time Bet Up to \$50" offer.

With App Store QR Code attached, based on the user's region.



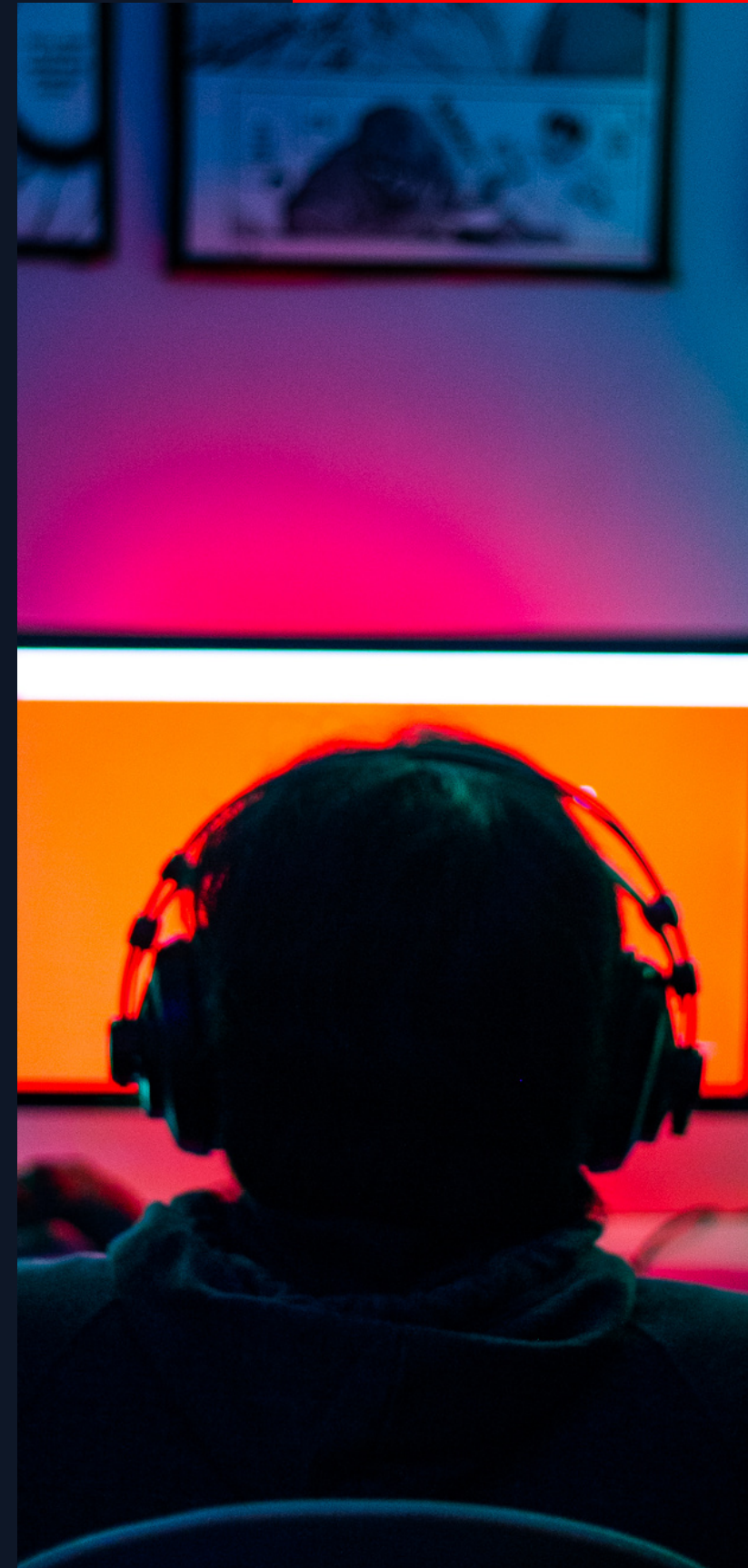


MARKETING DEPARTMENTS INVOLVED:

Analytic: The analytic department will be responsible for they will deliver a feasibility report for the campaign. Including estimating the number of new account registrations for the betting apps, budget required for the campaign and project the ROI.

CRM: The CRM department will ensure proper timing and implementation of the campaign across various channels. Coordinate with the Creative department to schedule and execute the rollout of campaign materials.

Creative: The Creative department will be in charge of preparing campaign materials, with a focus on designing engaging email campaign content and captivating digital banners. Moreover, they will introduce a new "Betting 101" feature into the betting apps prior to the campaign launch.



A background image of American football players in a huddle, wearing gold helmets and dark jerseys. The image is darkened and has a blue tint. The word "SUMMERY" is overlaid in large, bold, red capital letters. There are decorative elements: a red horizontal line in the top left, a white horizontal line in the top right, a red horizontal line in the bottom left, a white horizontal line in the bottom right, and a 3x3 grid of red dots in the middle left.

SUMMERY



SUMMARY

To complete the user migration from theScore to betting apps, the main objective should be converting sports fans into gamblers.

To achieve this, several key marketing actions should be considered:

1. incorporating a guide feature into the betting apps can help new users familiarize themselves with the betting rules, ensuring a smooth onboarding experience.

2. Targeted campaigns should be implemented to reach sports fans, emphasizing the user value rather than just the financial aspect. This approach can resonate with potential users and increase their interest in trying out the betting apps.

3. Creating incentives to encourage first-time bets is crucial. By implementing strategies that reward and motivate users to place their initial bets, the Score can build trust and encourage repeat buying.





THANK YOU

RUI FU

theScore