



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



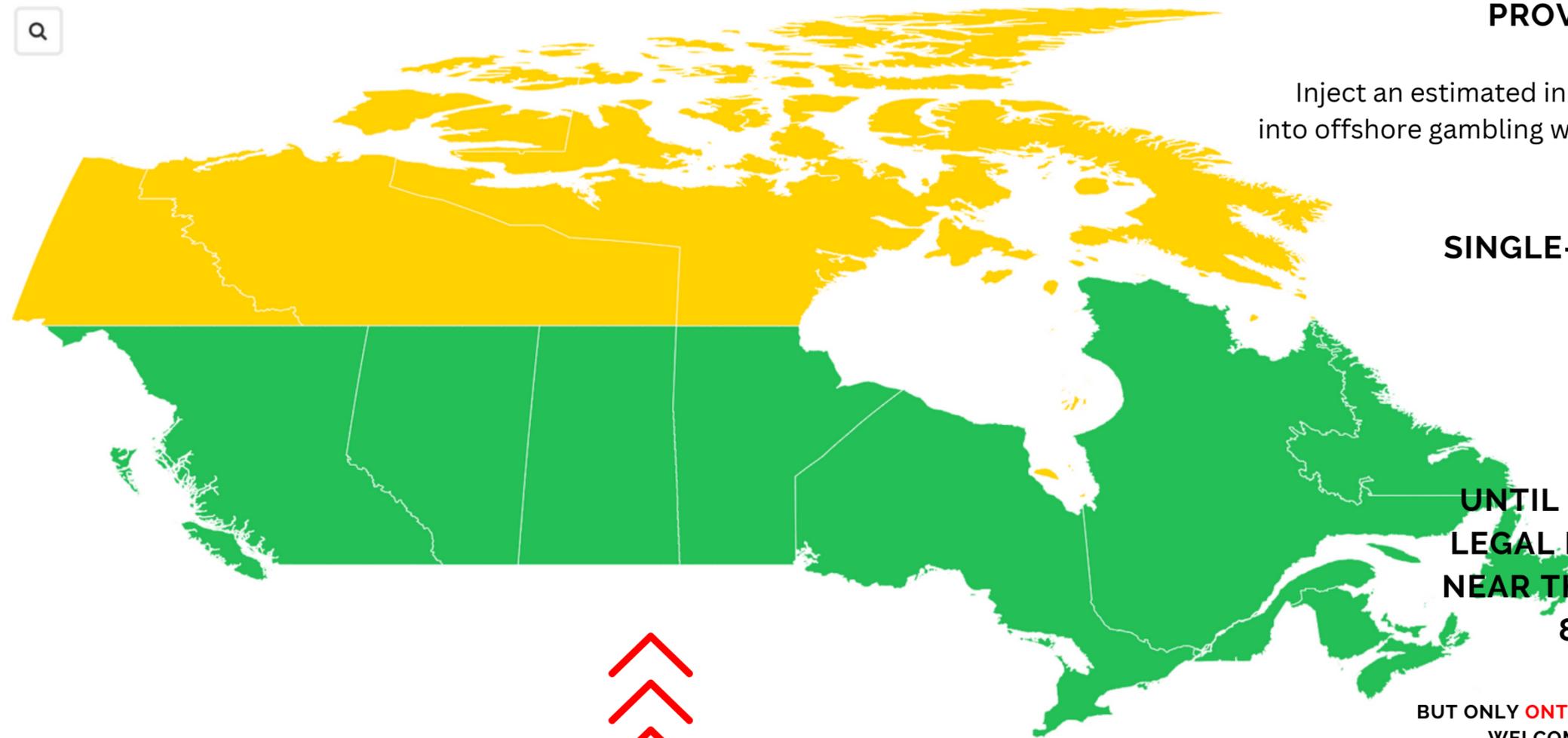


MARKET OVERVIEW

Online Sports betting history

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](#)



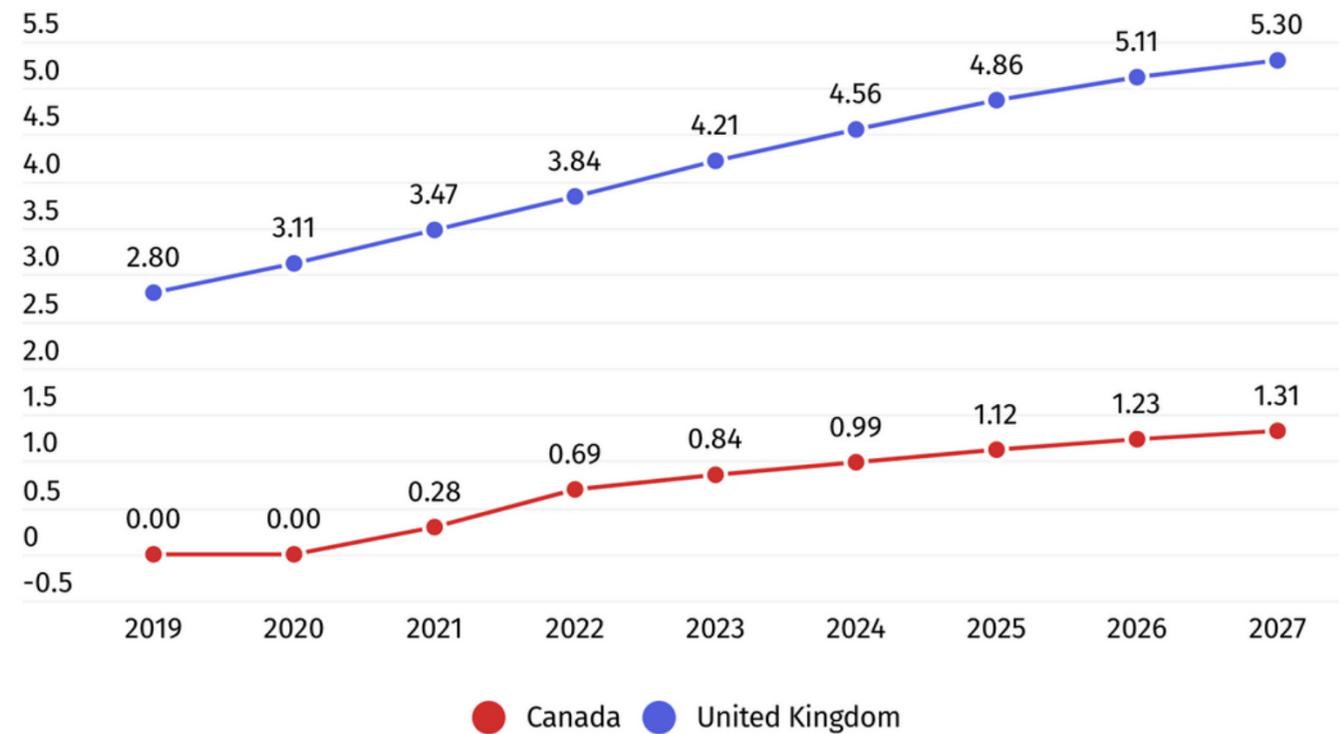


MARKET OVERVIEW

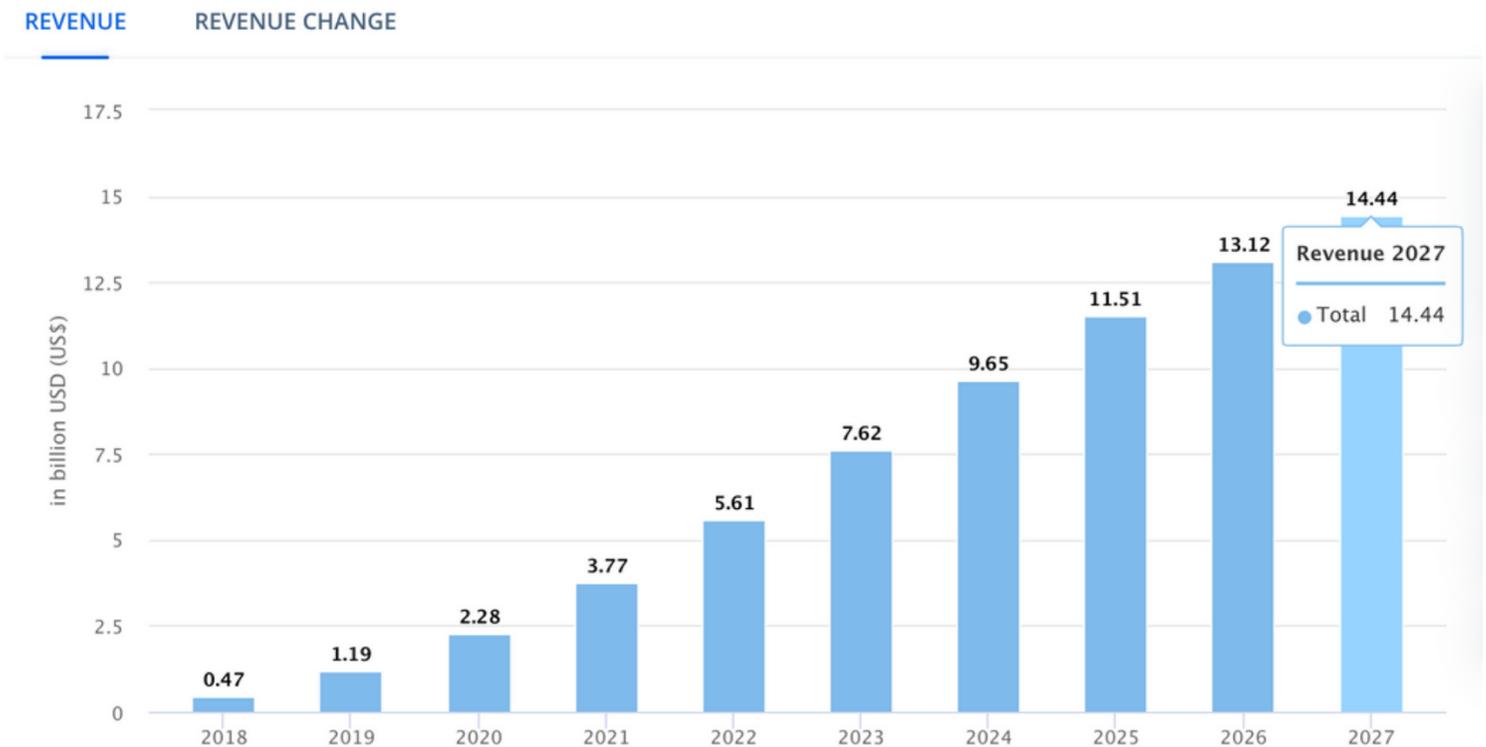
Online Sports Betting Revenue in US & Canada

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



FANDUEL



BETMGM





COMPETITOR

MVPs In The Game

DraftKings Sportsbook & Casino
Sports Betting, Gambling Ga...
OPEN

537K RATINGS | AGE | CHART | DEVEL
4.8 | 17+ | #8 |
★★★★★ | Years Old | Sports | DraftK

What's New | [Version History](#)
Version 4.19.1 | 1d ago
Summer is heating up and so is the action on DraftKings Sportsbook! MLB's biggest stars are getting ready for the Midsummer Classic and [more](#)

Preview
WEDNESDAY
DRAFT KINGS
AUTHORIZED OPERATOR OF

Canada & US
Sportsbook and Casino

FanDuel Sportsbook & Casino
Sports Betting & NBA Live Od...
OPEN

1M RATINGS | AGE | CHART | DEVEL
4.8 | 17+ | #14 |
★★★★★ | Years Old | Sports | FanDuel

What's New | [Version History](#)
Version 1.75.0 | 1d ago
Live SGPs are here for the MLB season! Check them out for your chance at an even bigger payout!

Preview
AMERICA'S #1 SPORTSBOOK APP
LEGALLY BI
17+ SPO

Canada & US
Sportsbook and Casino

BetMGM Sportsbook
Sports Betting, Lines & Odds
GET

152K RATINGS | AGE | CHART | DEVEL
4.8 | 17+ | #40 |
★★★★★ | Years Old | Sports | ROAR D

THE KING OF SPORTSBOOKS HAS ARRIVED
INTRODUCING TOP EVENTS M
VIEW THE LATEST FEATURED AND BETTING OPPORTUNITI

9:41
BETMGM
Sports Search
Live 55 MLB Ten
Today 12:05 PM
England (W)
Spain (W)
European Championship
+55
Top Events
NHL Stanley Cup 2021/22
7/5/22 • 8:00 PM
US Open Championship
Today • 6:00 AM • NBC
MLB
Bays @
-13
+100
Bet Slip

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**

UP TO \$1000 + \$25

IF YOUR FIRST SPORTS BET DOESN'T WIN **CASINO BONUS**

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

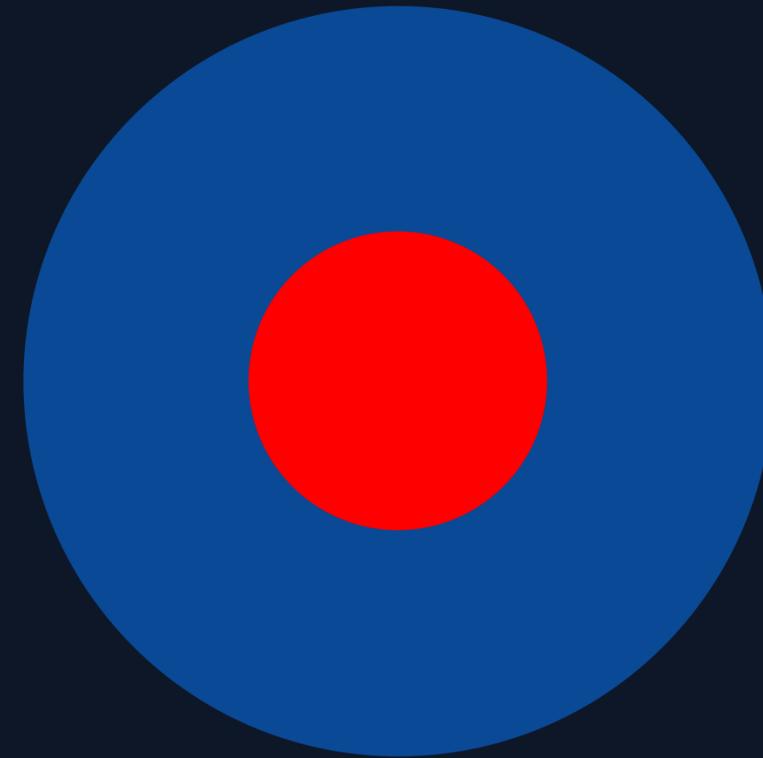


COMPATETOR AND THESCORE'S USERS

- Gamblers
- Sports Fan



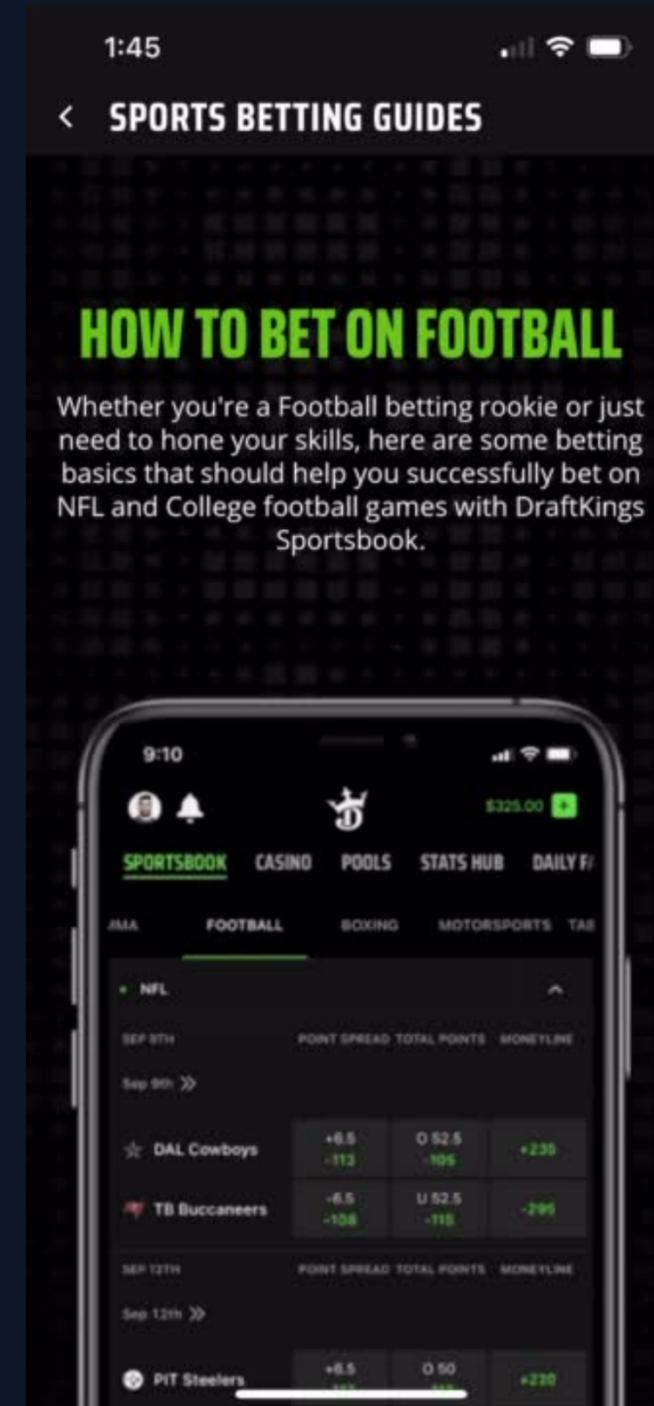
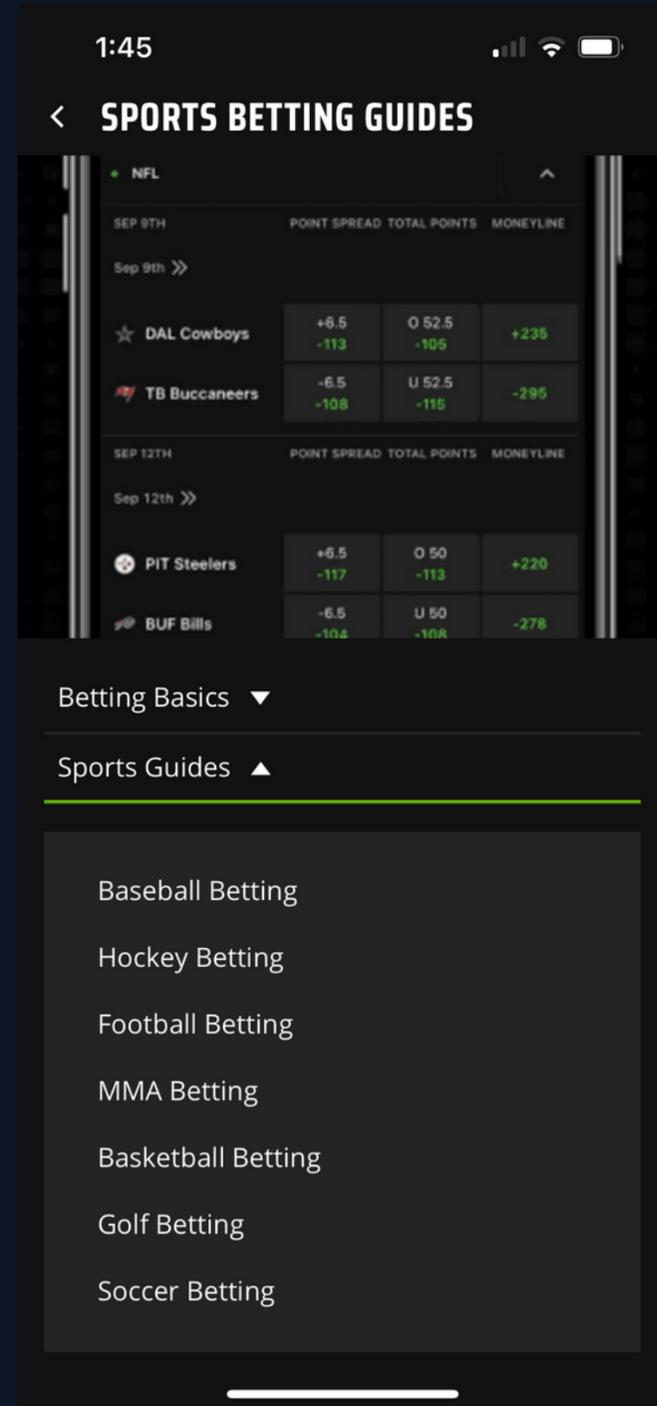
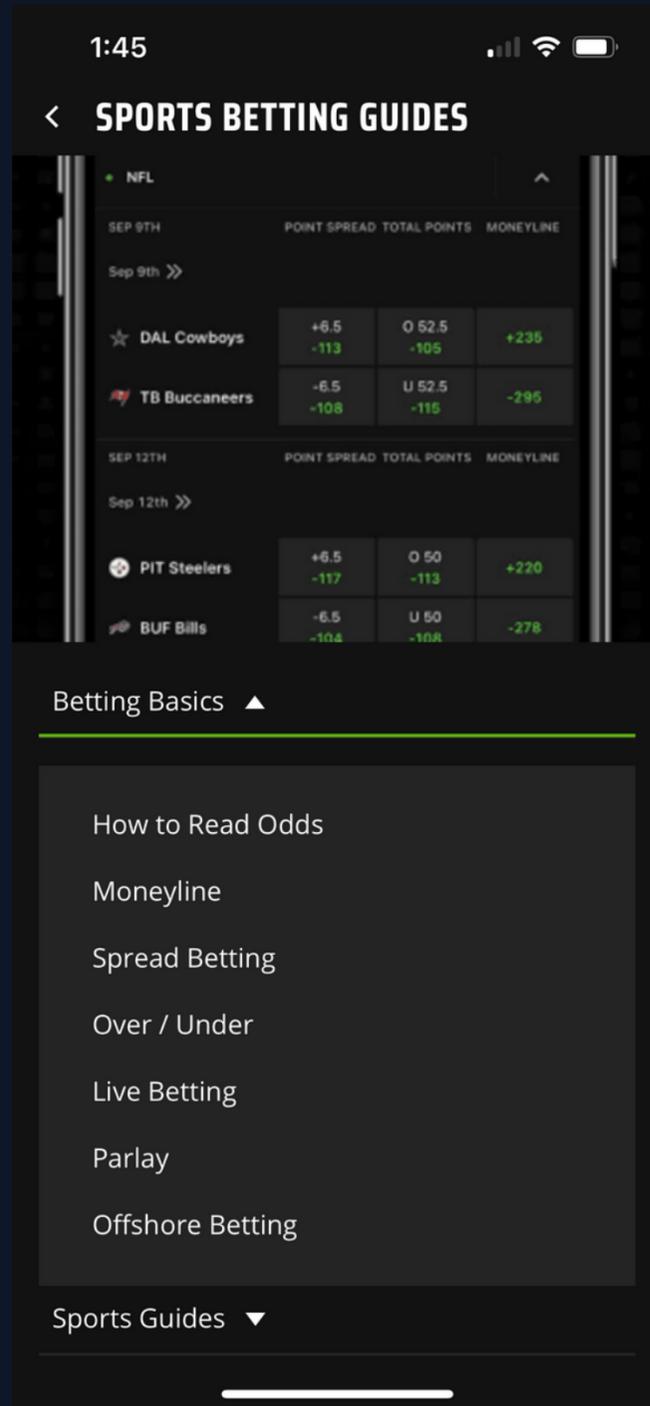
Competitors



theScore

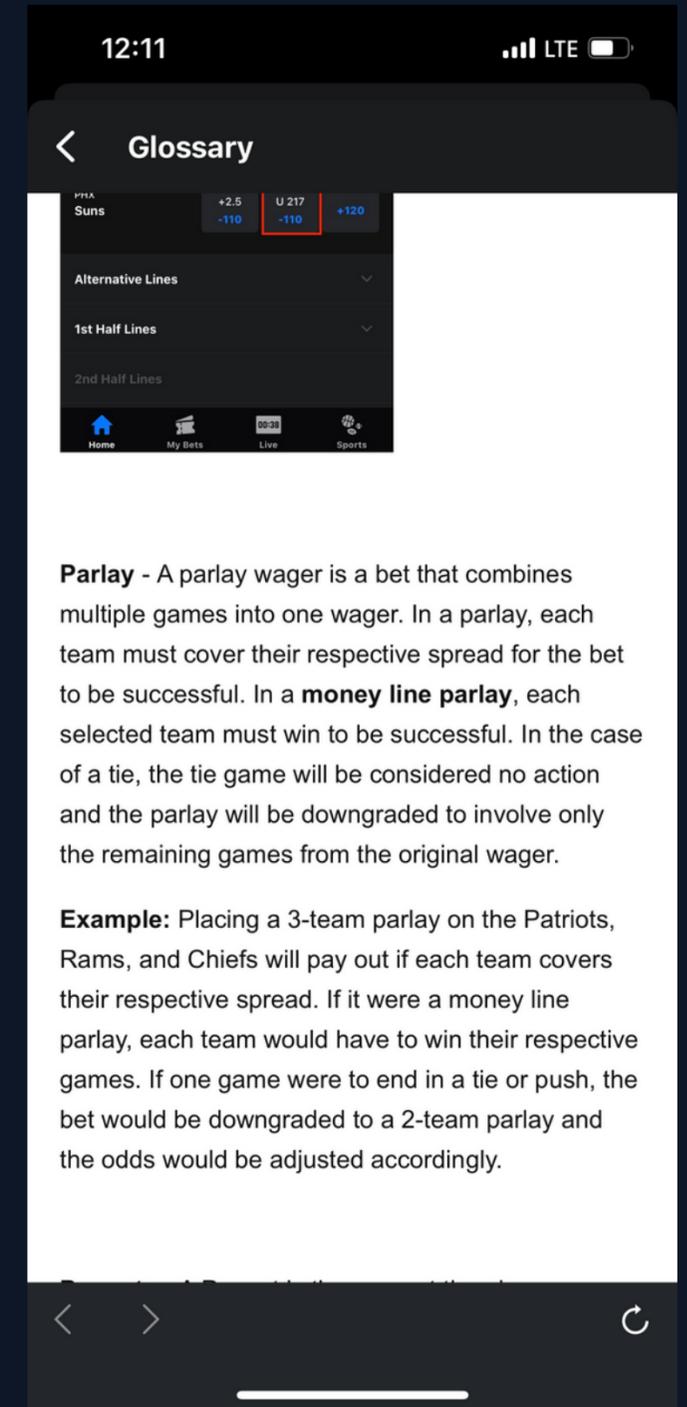
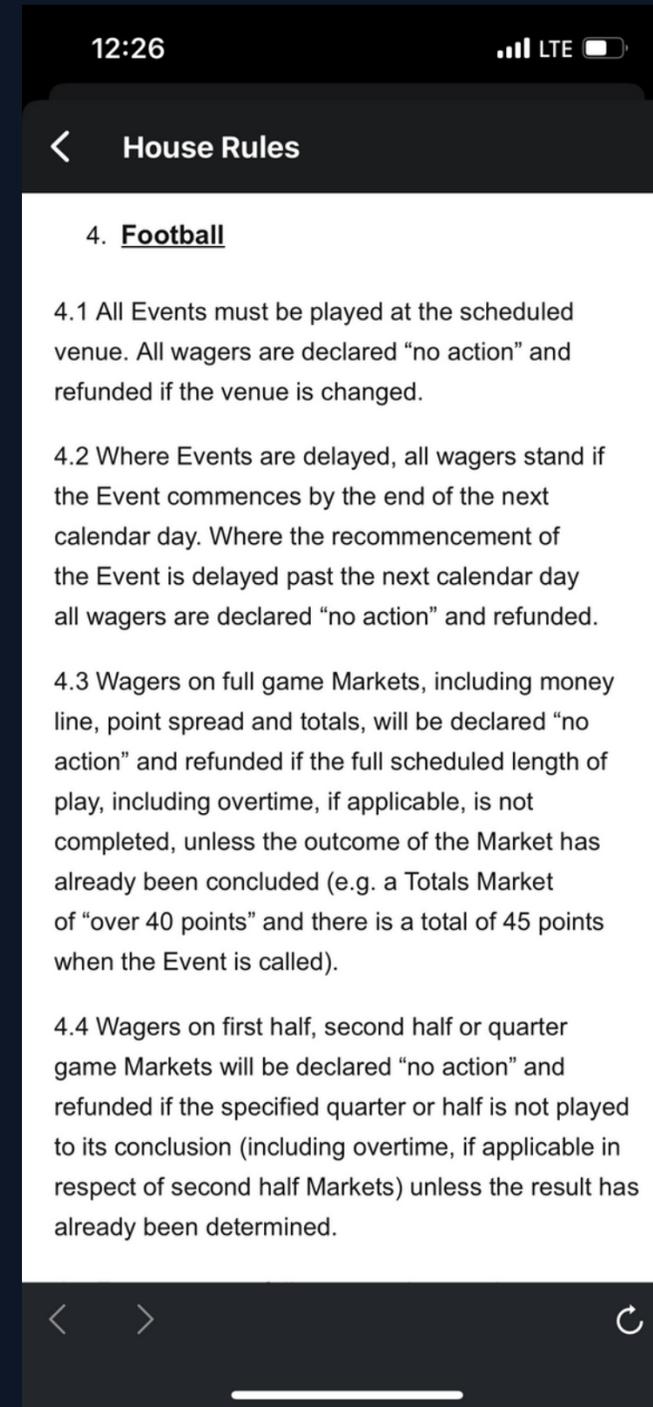
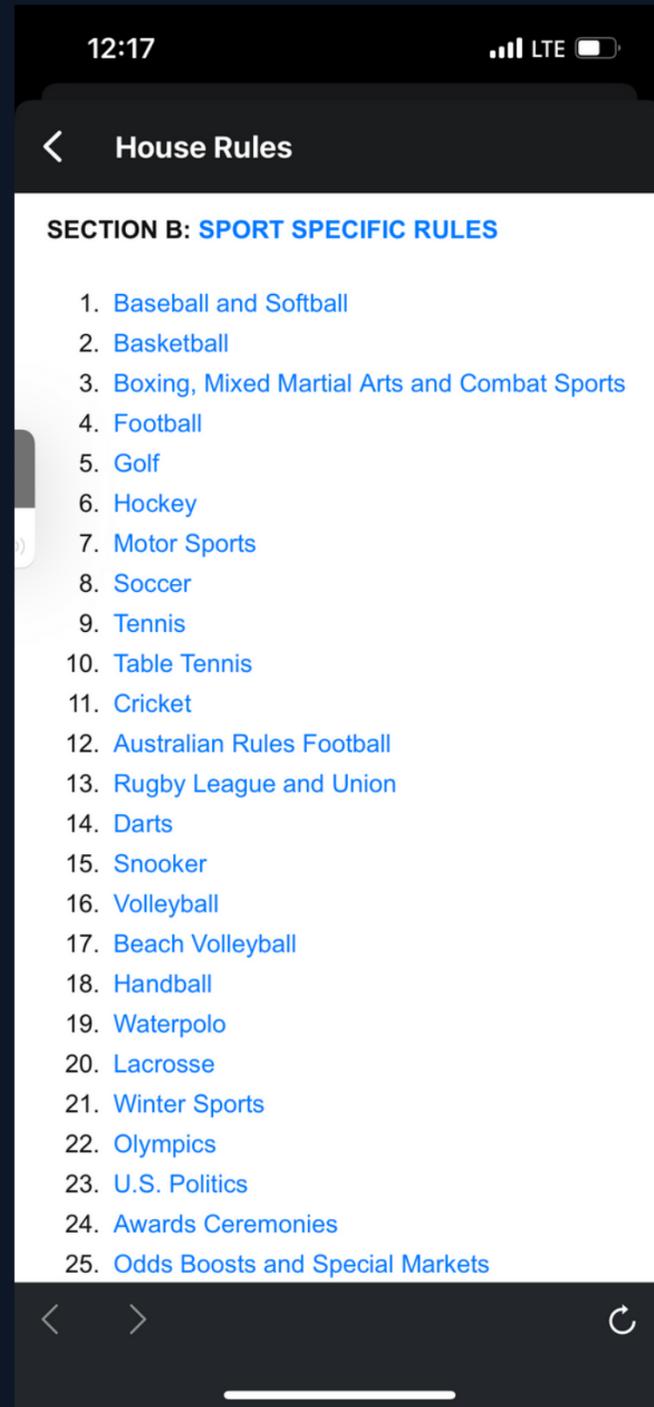
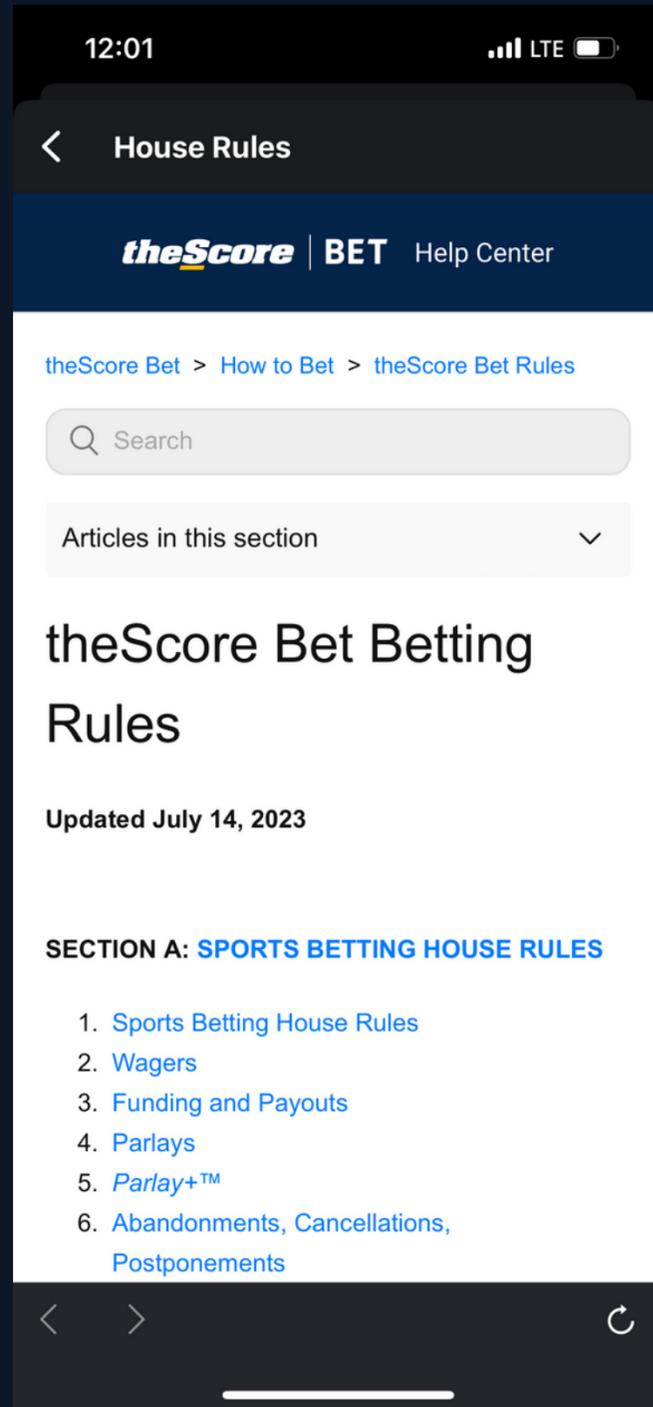


DRAFTKING'S GUIDE FEATURE





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

The image shows a YouTube playlist titled "Sports Betting 101" with a "Play all" button. Below the title, it says "Sports betting 101 with FanDuel Sportsbook". There are five video thumbnails visible, each featuring a woman in a black and white dress. The first video is highlighted with a red bar at the bottom. The thumbnails show various betting concepts: "SGP", "HOW TO BET ON SPORTS", "What Is A Spread Bet?", "What Is A Parlay Bet?", and "HOW TO GET STARTED".

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



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.





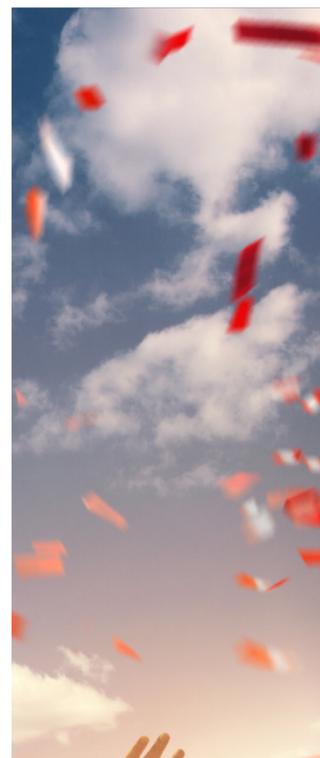
"VICTORY OF THE UNDERDOGS"

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.



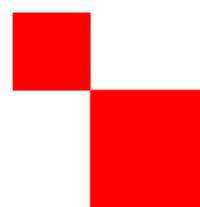
“VICTORY OF THE UNDERDOGS” play with the sports fan's psychology

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)

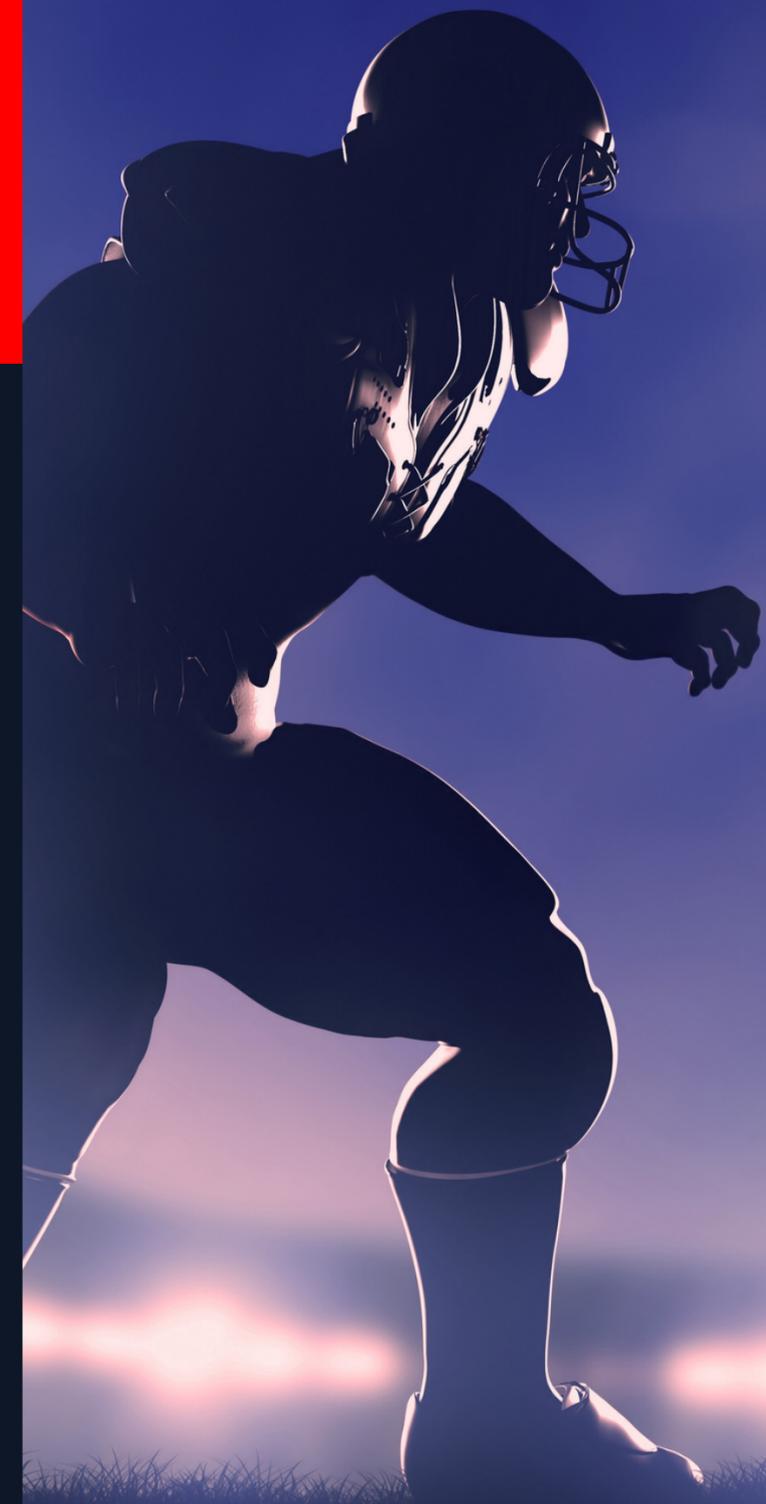
Push Campaign:

● 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.

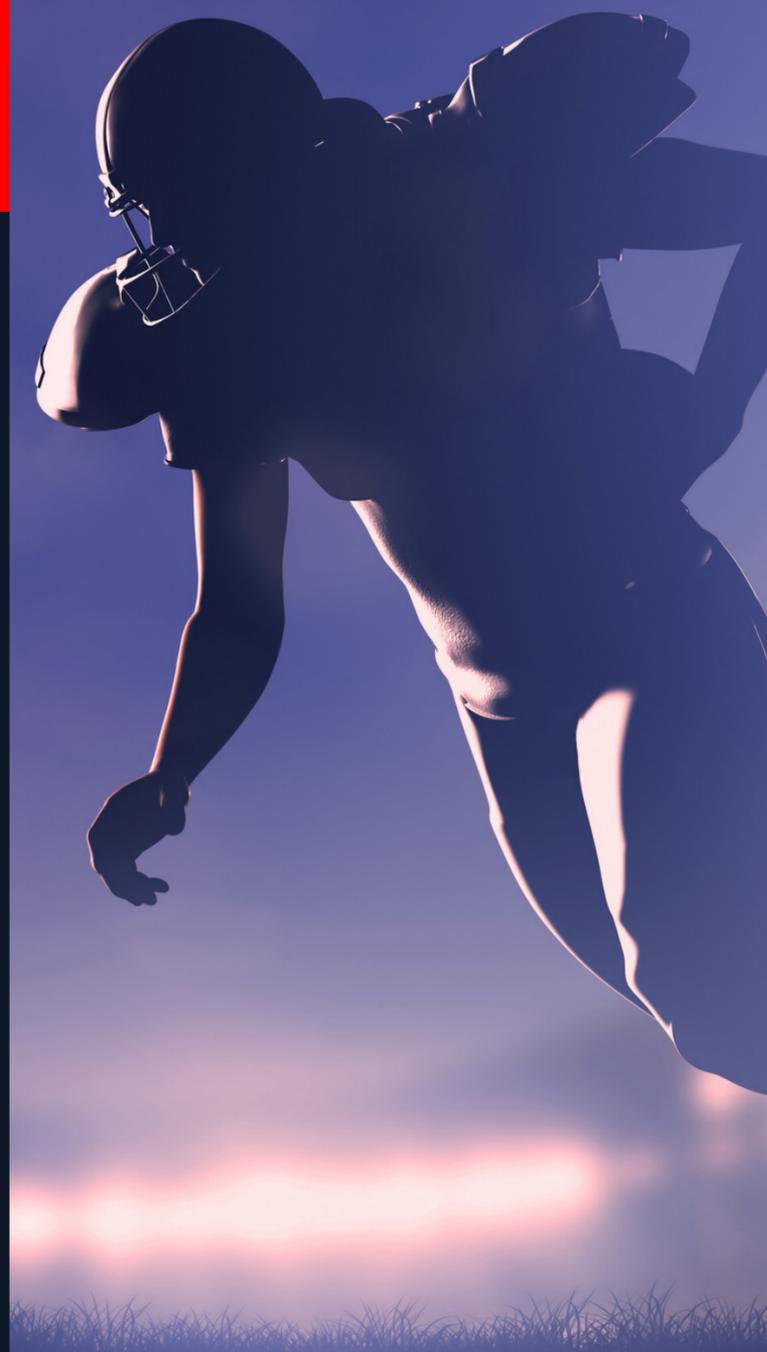
Email title example: Place your first bet on your favourite NFL team!

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.



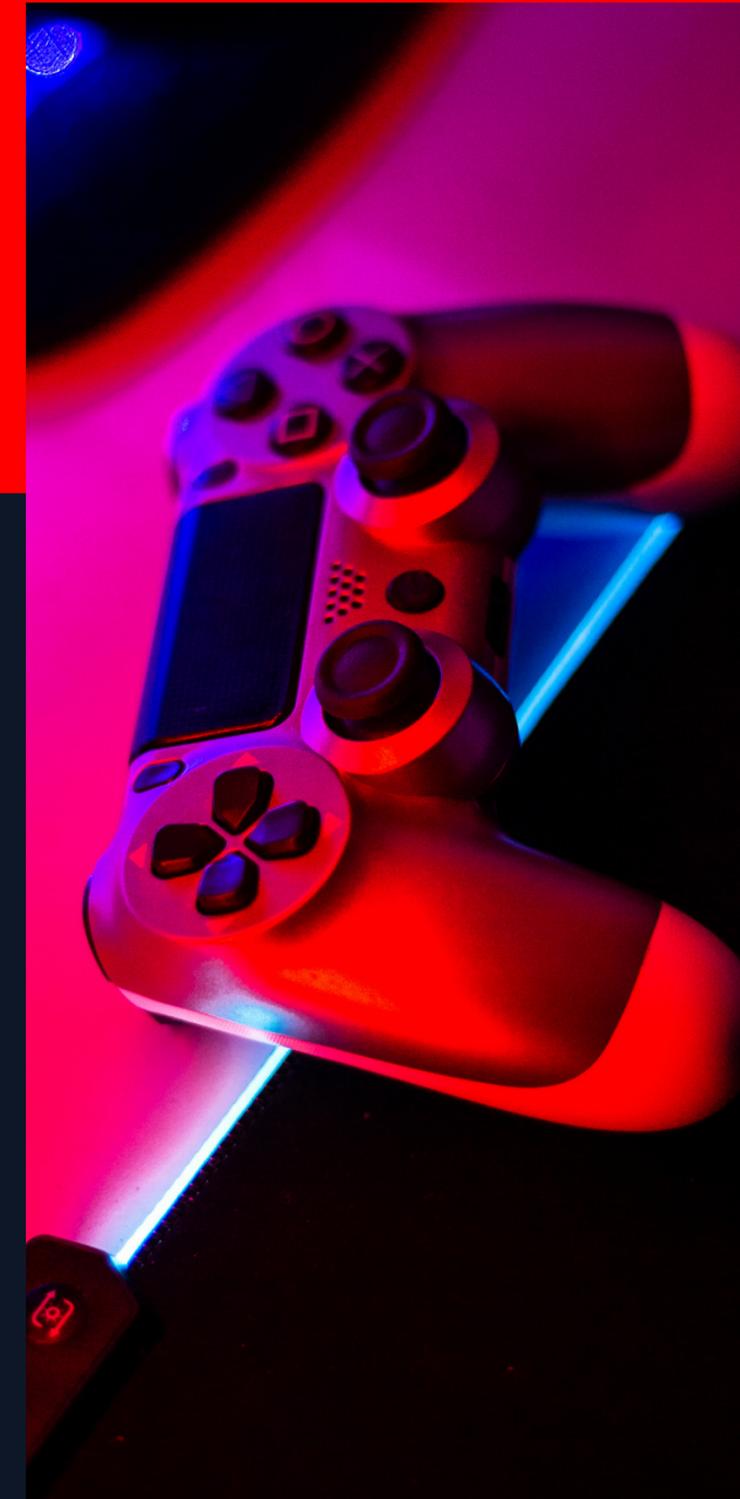
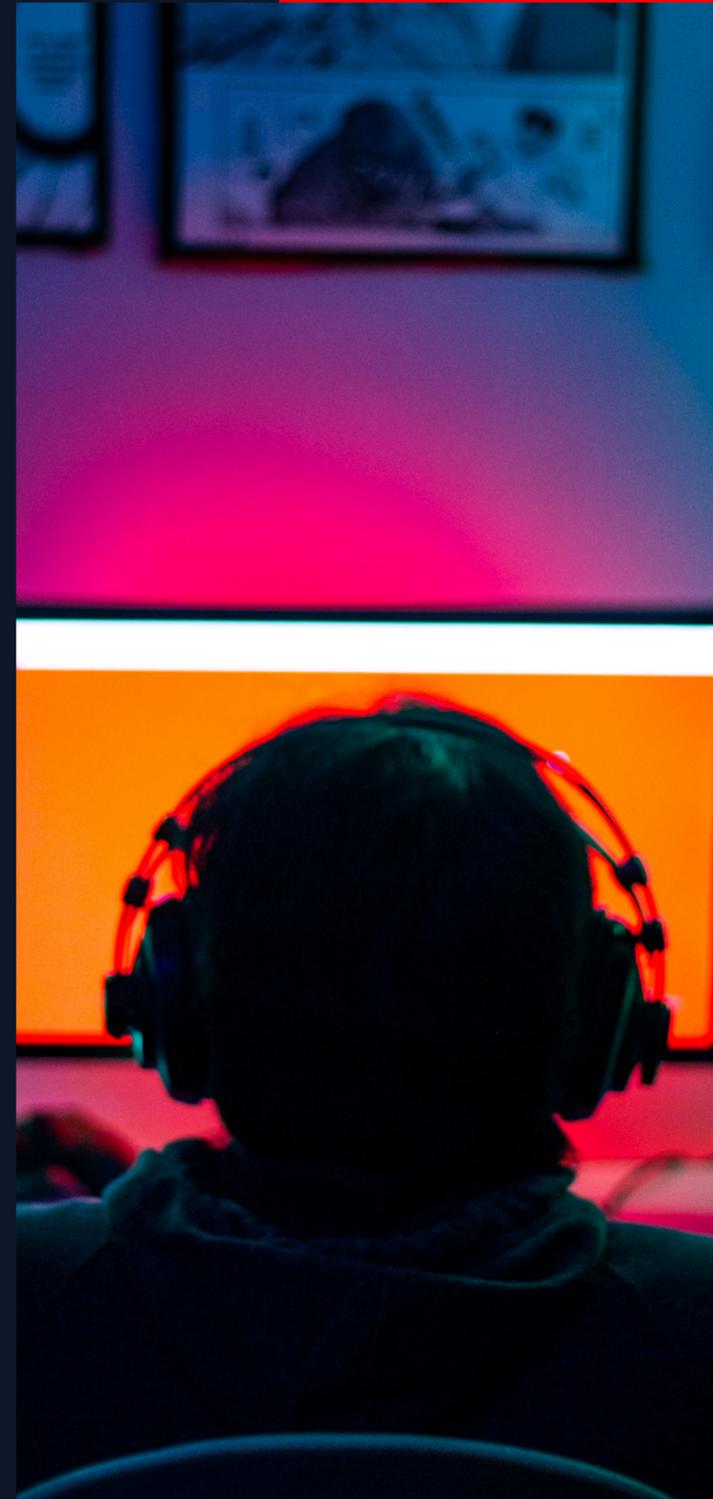


MARKETING DEPARTMENTS INVOLVED:

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 photograph of American football players in a huddle, wearing helmets and jerseys, with a football on the ground. The image is dark and serves as a background for the text.

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