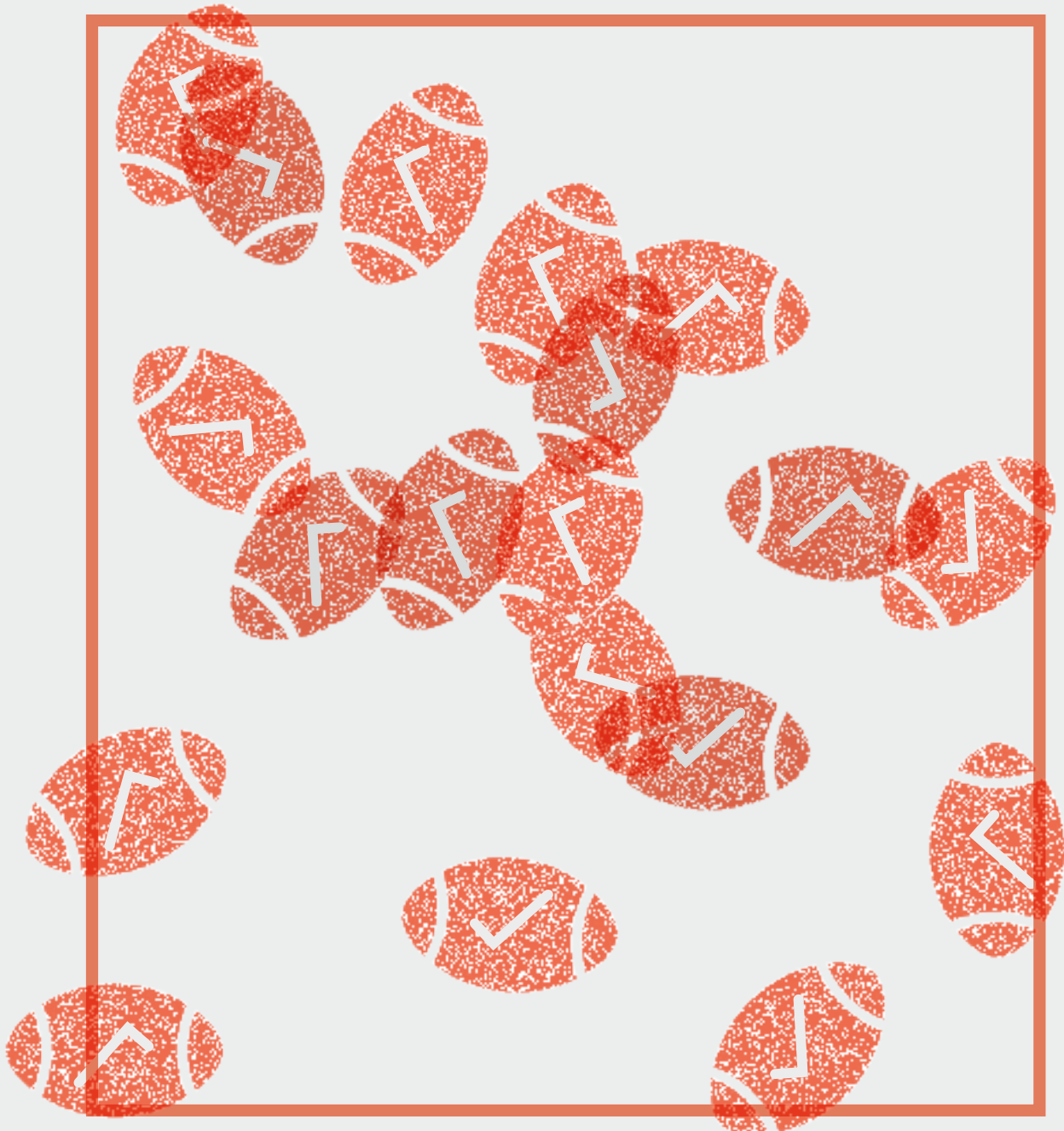


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optimove

The Optimove 2023–2024 Report on NFL Wagering

Intentions, Brand Loyalty and
Communication Preferences of Bettors



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Intentions, Brand Loyalty,
and Communication Preferences

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Executive Summary

The Optimove 2023–2024 Report on NFL Wagering provides a comprehensive analysis of NFL wagering intentions, brand loyalty, and communication preferences among bettors. The report offers valuable insights that can guide sports betting sites in optimizing their offerings, enhancing player experiences, and fostering player loyalty while promoting responsible gambling practices. Below is a summary of highlights from the report.

Communication with Sports Betting Sites (Marketing Fatigue)

- NFL bettors find personalized messages from their sports betting sites valuable, with 65% perceiving the messages as personalized.
- Email (35%) and SMS (30%) are the preferred communication methods.
- Respondents are open to receiving messages about bets or games they are not associated with, with 24% wanting more messages, 39% satisfied with the current amount.
- Of note is that 37% of NFL bettors prefer fewer messages, which diverges from 66% of general online consumers who prefer fewer messages.

Wagering Behavior

- A significant percentage (63%) of NFL bettors engage in wagering on one or more games per week, with 37% betting multiple times weekly.
- A majority (69%) of respondents place bets during the regular NFL season.
- The point spread emerges as the most popular type of bet (59%), followed closely by over/under bets (53%).

Future Betting Intentions

- Looking ahead to 2023–2024, 70% of respondents express definite intentions to bet on NFL games.
- The top anticipated bet types are point spread (62%), over/under (53%),

and moneyline (46%).

- Live bets during the game are a common practice, with 61% of respondents engaging in this form of betting.
- The primary sources used for making bets include sportsbooks or web apps (66%), personal research and analysis (42%), social media (39%), and betting tipsters (38%).

Factors Influencing Betting

- Point spread and odds (52%), player performance (49%), and betting promotions and bonuses (42%) are the top factors influencing betting choices.
- Approximately 57% of respondents report "moderate or better" success in NFL wagers, with 9% indicating they were unsuccessful.

Budget and Responsible Gambling

- A significant portion (36%) of NFL bettors wager between \$11 and \$50 on a single bet.
- Around 81% of respondents manage a budget for NFL game betting.
- 92% of gamblers are aware of resources for responsible gambling, and 40% utilize these resources for setting limits or seeking help.
- Forty-five percent (45%) of bettors acknowledge having bet more than they could afford to lose.

Choice of Betting Sites:

- Draft Kings (23%) and FanDuel (13%) are the top preferred sites for NFL bettors, while 21% express no preference.
- Ease of use (64%) and promotions like free bets (48%) are the primary factors for site selection.



Methodology

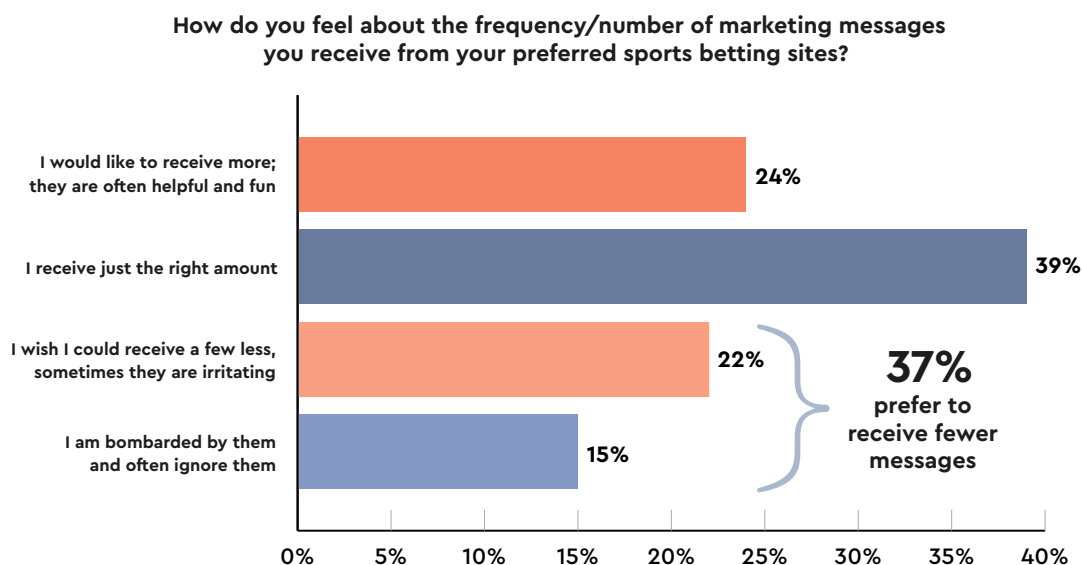
The Optimove 2023–2024 Report on NFL Wagering was based on queries from 287 U.S. citizens who bet on NFL football in August 2023. Respondents were ages 21-plus, and household incomes were \$75,000-plus.



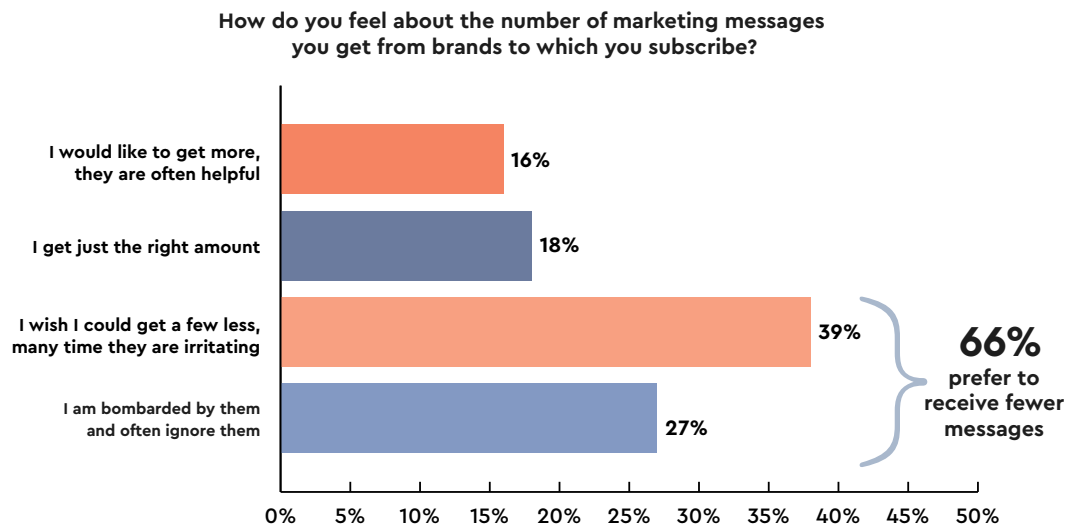
Detailed Results

Communication with Sports Betting Sites (Marketing Fatigue)

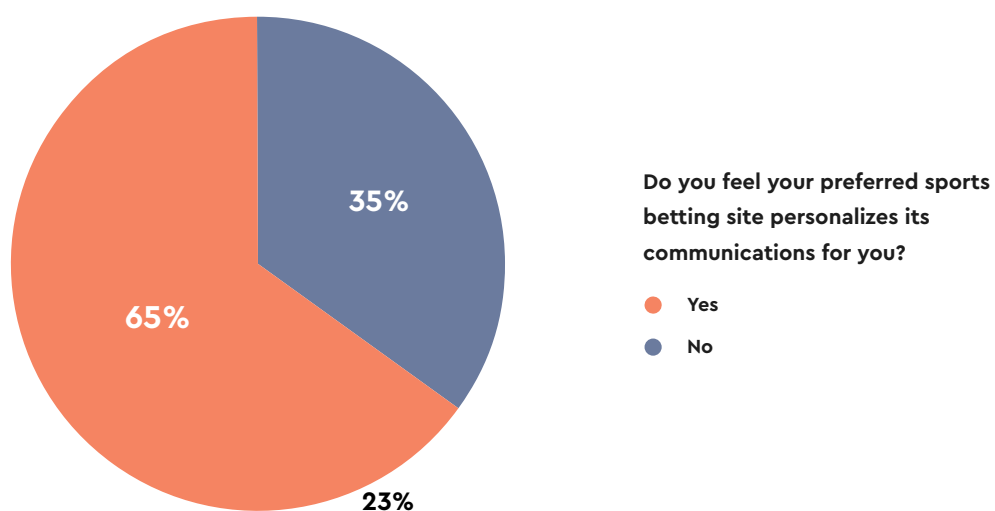
While marketing fatigue has been a persistent issue for players, it is much less of an issue with NFL bettors. Thirty-seven percent (37%) of NFL bettors would prefer to receive fewer messages from their preferred sports betting sites with 15% feeling they are bombarded by too many messages.

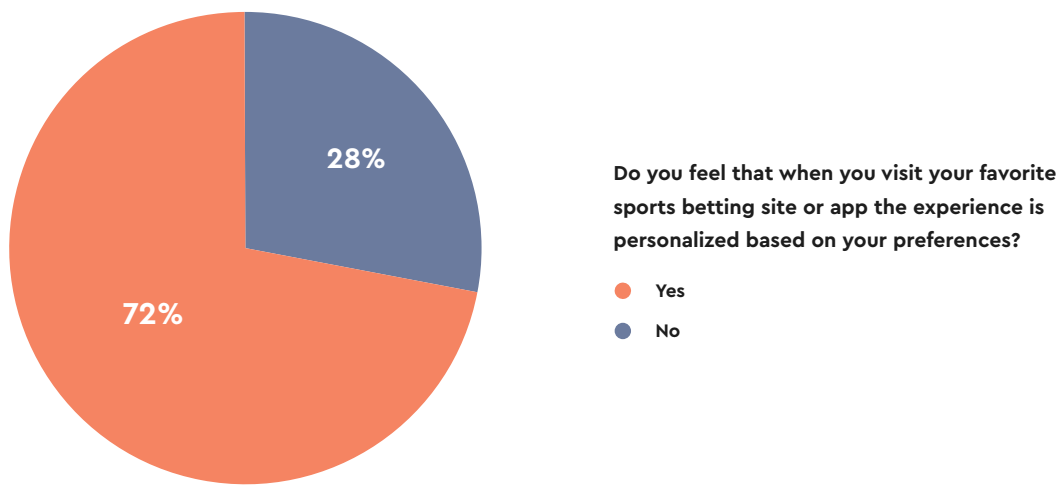


On the other hand, respondents from the [Optimove 2023 Consumer Marketing Fatigue Survey](#) had a much higher dislike for the number of messages they received from brands they subscribe to and 66% would prefer to receive fewer messages. These respondents were general shoppers engaging with consumer brands.

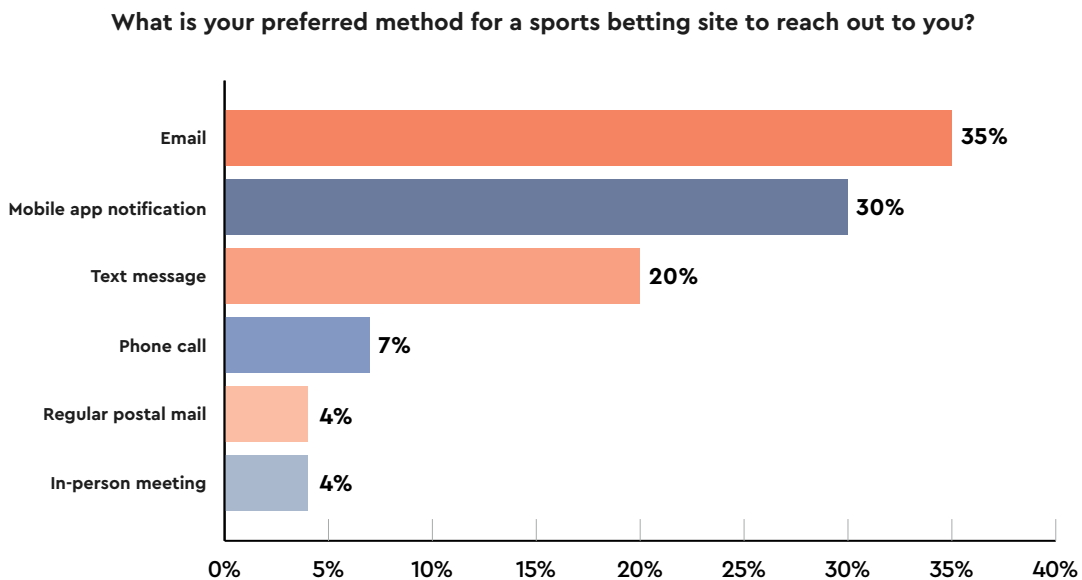


In fact, overall, NFL bettors felt that they receive pertinent messages from their sport sites, with 65% saying that messages are personalized, and 72% believing that when they visit their favorite betting site the experience is personalized for them as well.

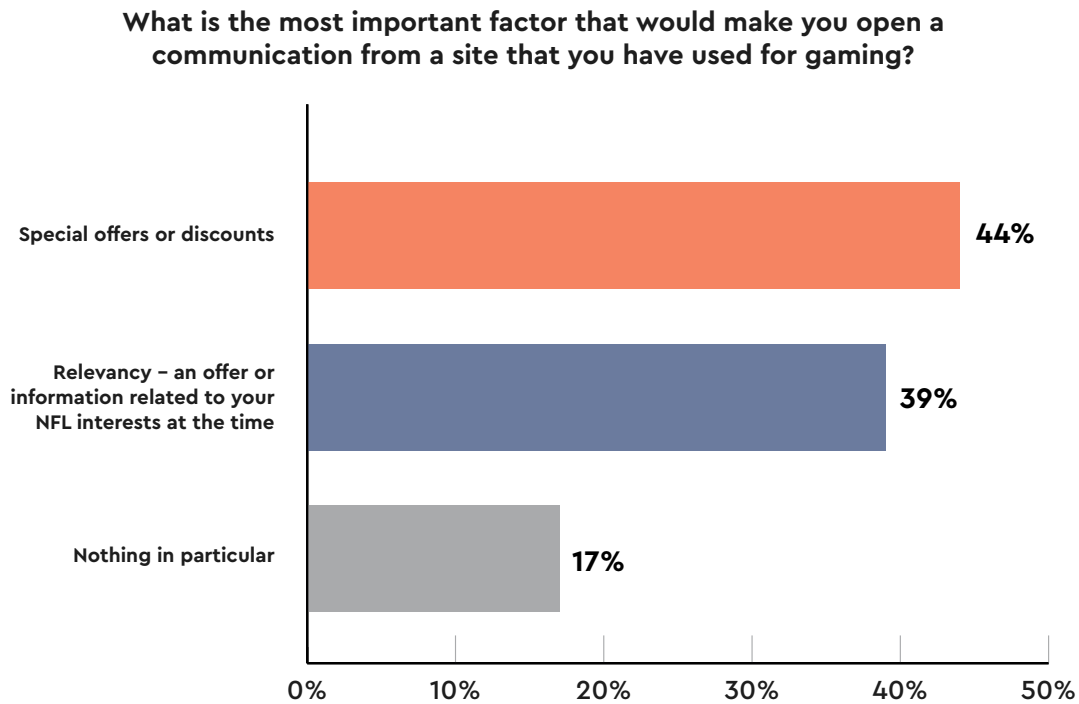




The top two preferred methods for communication are email at 35% and mobile app notification at 30%.



Enticing offers that motivate sports betting aficionados to open a communication from a betting site are special offers or discounts and relevancy.

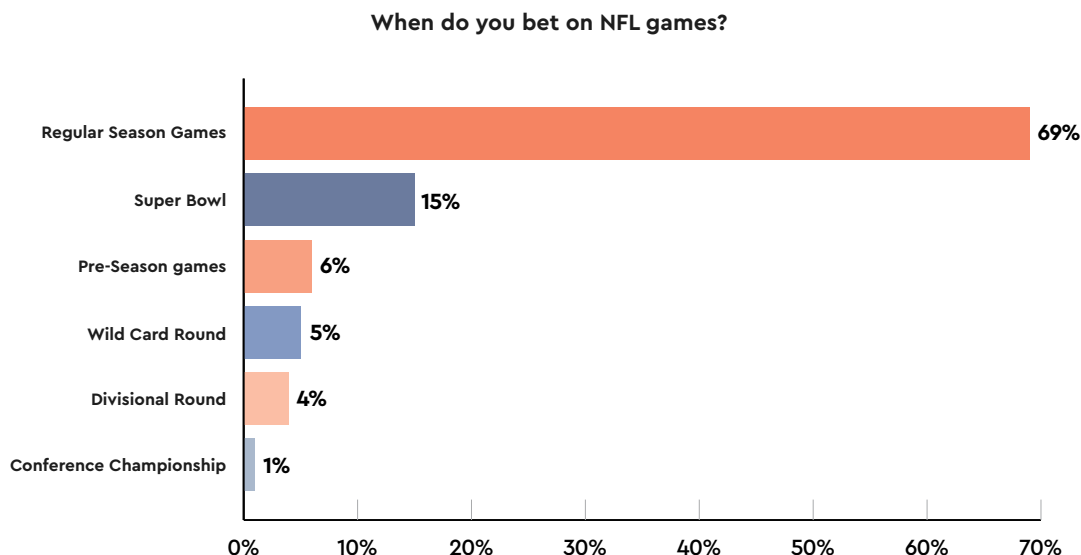
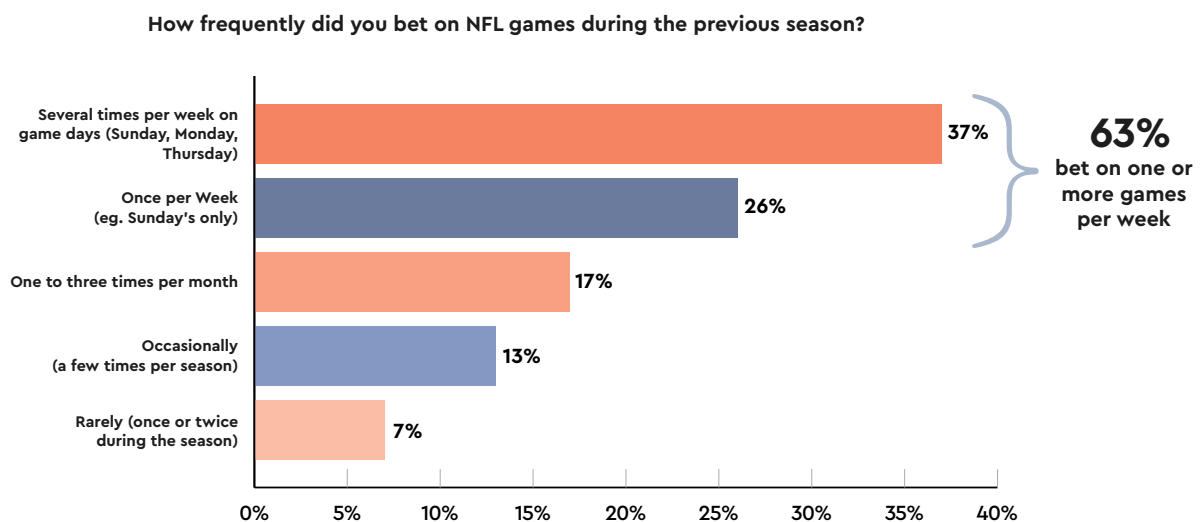


The bottom line is that NFL bettors are *less likely* to experience marketing fatigue and are much more open to messages from sports sites than a general shopping consumer.

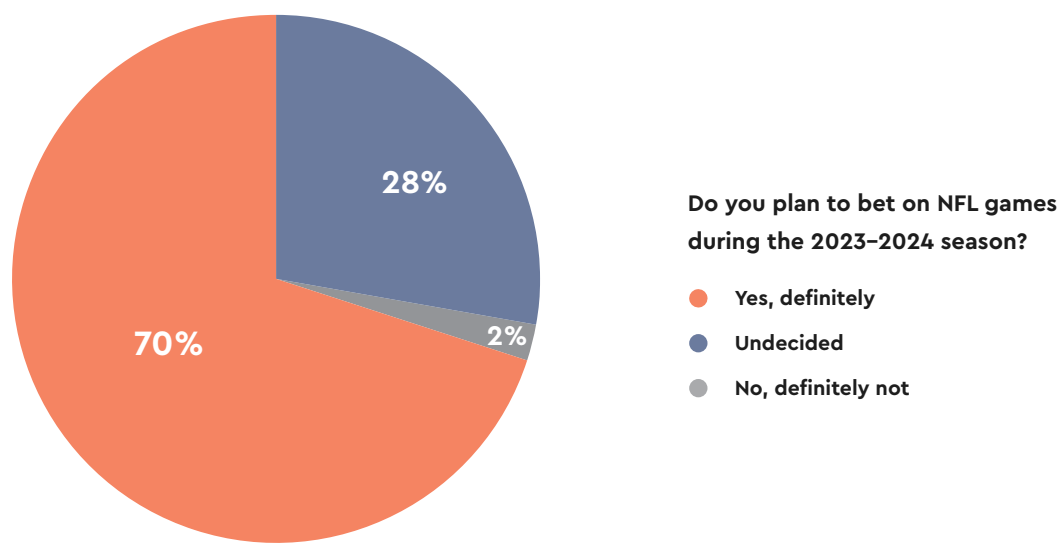
Wagering Behavior

Of bettors on NFL games in the previous season, 63% bet on one or more games per week, with 37% betting several times per week. Almost seven in ten (69%) bet during the regular season. The preferred type of bet is the point spread, selected by 59% of respondents, followed closely by over/under bets at 53%.

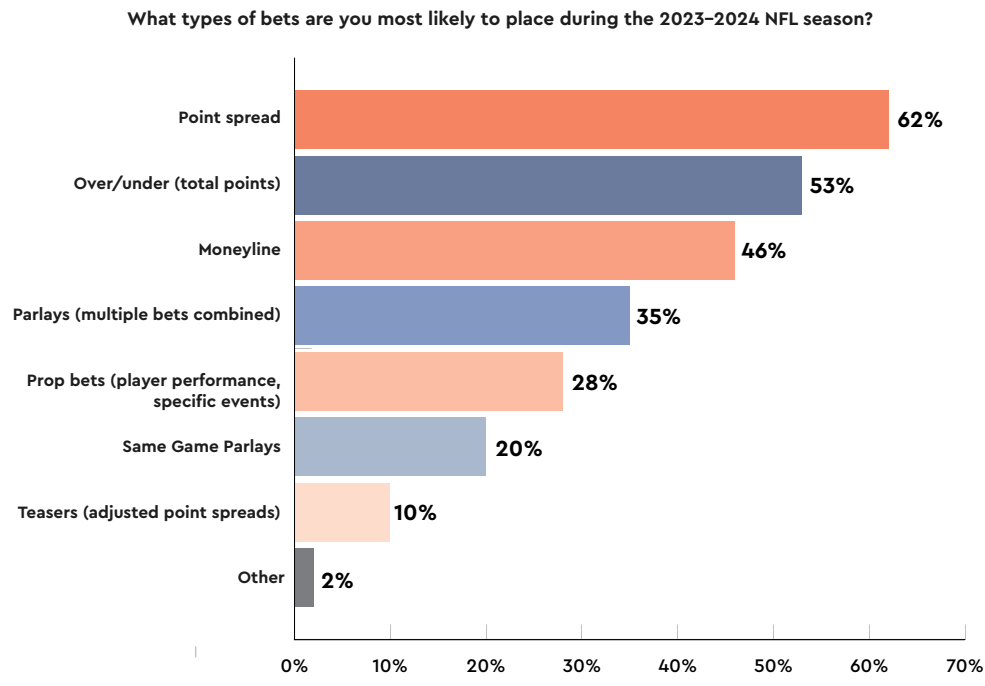
A [Harris Poll from November 2022](#) revealed that 71% of sports gamblers bet on sports at least once a week, with 20% of people betting on sports at least once a day.



Looking forward to the 2023–2024 season, seventy percent (70%) say they will “definitely” bet on games.

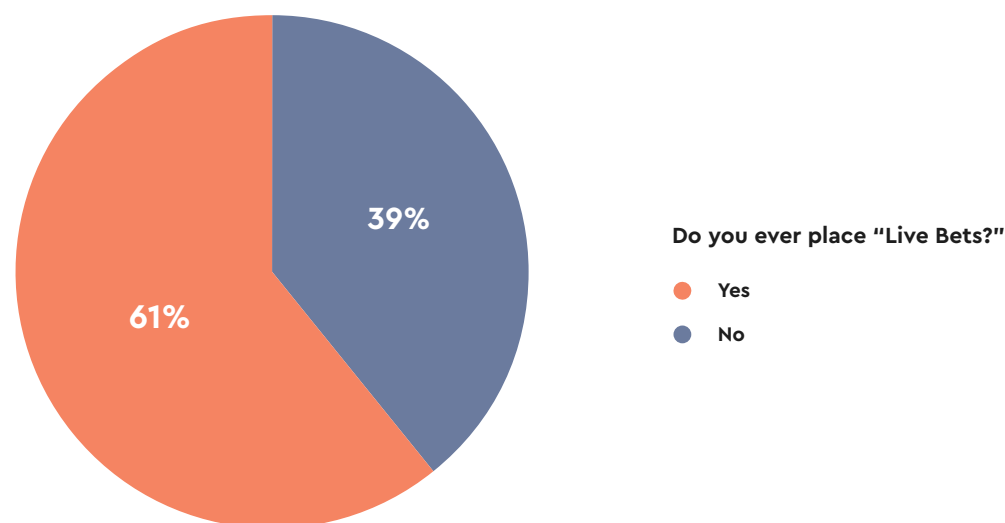


Consistent with last season, the top type of bet will be point spread selected by 62% of respondents, followed by over/under at 53%, and moneyline at 46% of respondents.

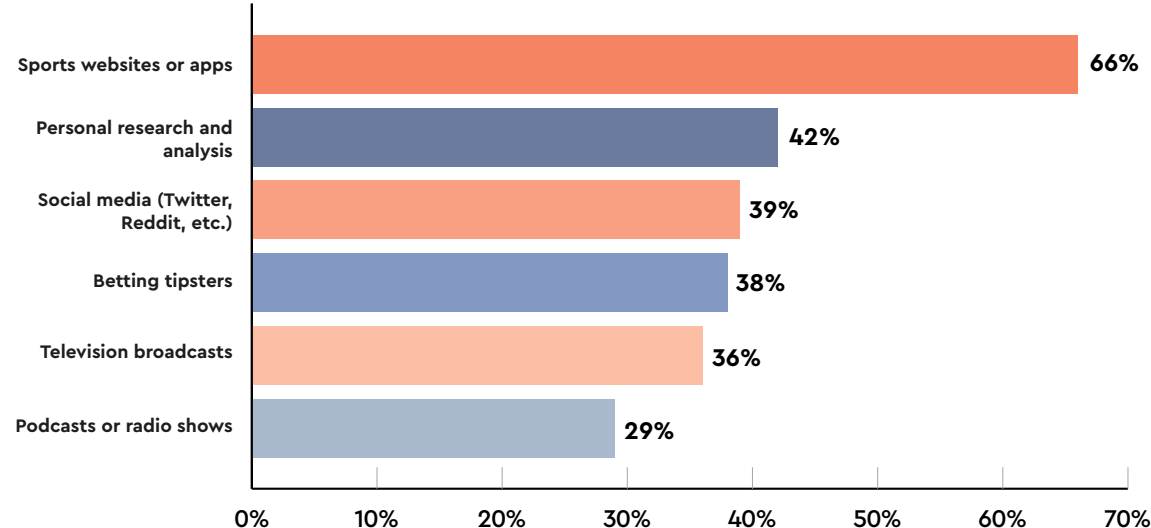


Of note is that 61% of respondents said that they make live bets during the game. It underscores that betting platforms have multiple chances to engage betting fans after kickoff and before the final whistle.

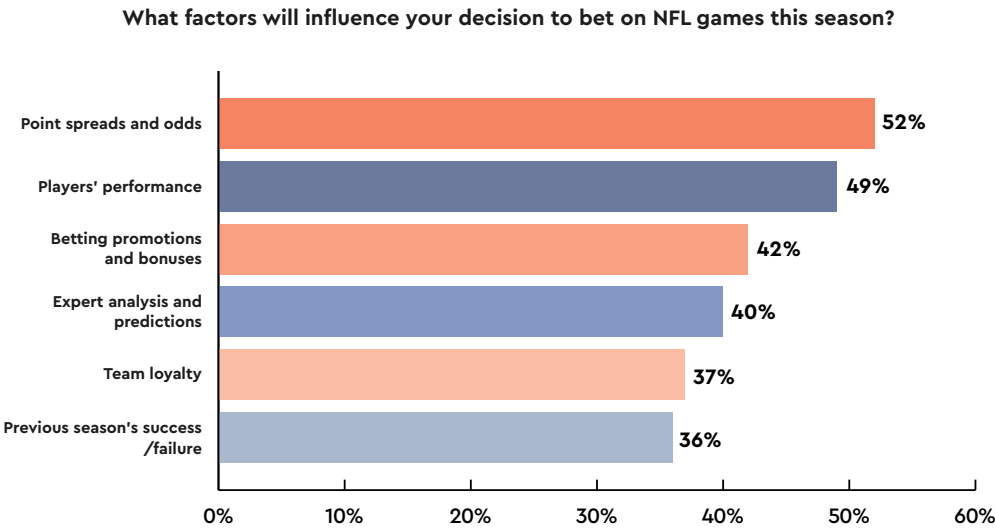
Primary sources used to determine bets before a game were sports books or web apps chosen by 66% of respondents; followed by personal research and analysis (42%), social media at 39%, and betting tipsters at 38%.



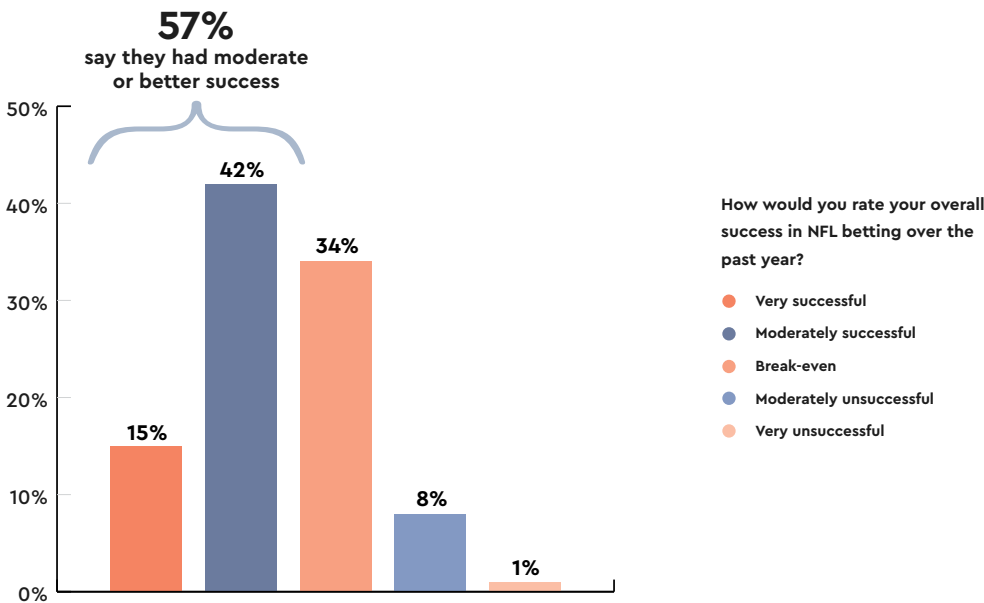
What are the primary sources you use to gather information before placing NFL bets?



The top factors chosen by respondents that influence betting are as follows: point spread and odds (52%), player's performance (49%), and betting promotions and bonuses (42%).



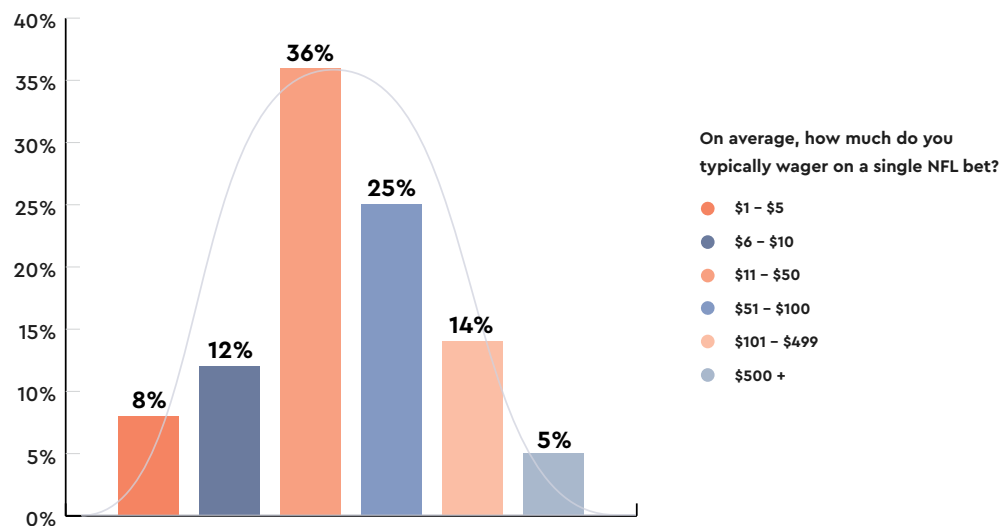
Success factor: Fifty-seven percent (57%) said that they have had moderate or better success in NFL wagers. The remaining 43% said they have performed at break even or worse – with just 9% saying they were unsuccessful.

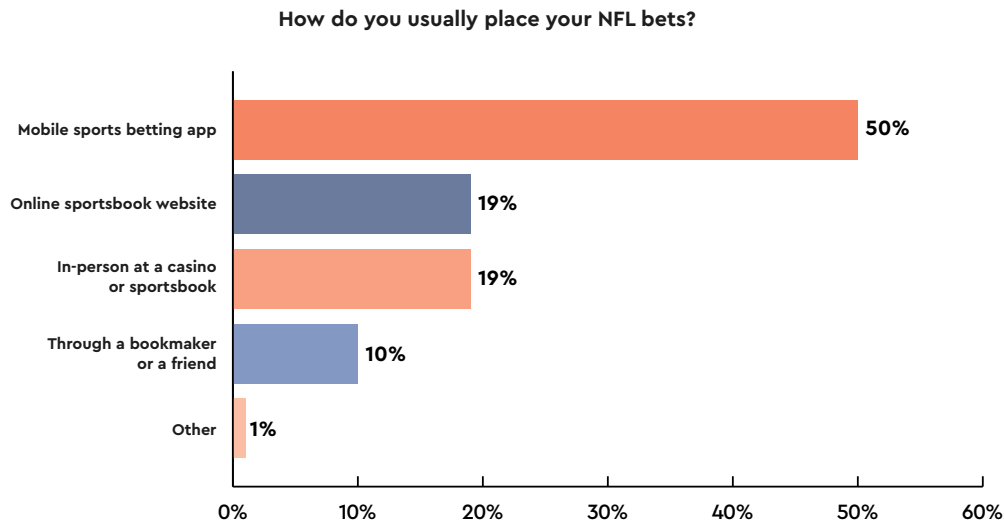


This finding basically aligns with industry observations where it is reported that "rarely do professional sports bettors maintain a long-term winning percentage above 55 percent, and it's not uncommon for them to hover around 53 or 54 percent." This suggests that respondents' perceptions may lean towards a more optimistic outlook than the actual reality.

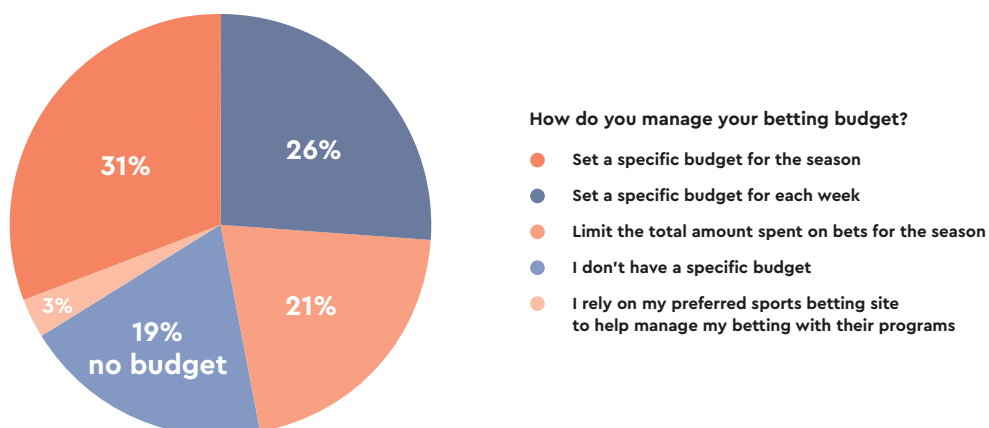
Budget

More than three in ten NFL bettors (36%) wager from \$11 to \$50 on a single bet. At either extreme of a bell-shaped curve of wagers is \$1 to \$5 at 8% of NFL gamblers, and 5% who wager more than \$500 on a single bet. Sixty-nine percent (69%) of NFL bettors use a web app or online platform for betting – with a web app being by far the most popular method at 50% of respondents.



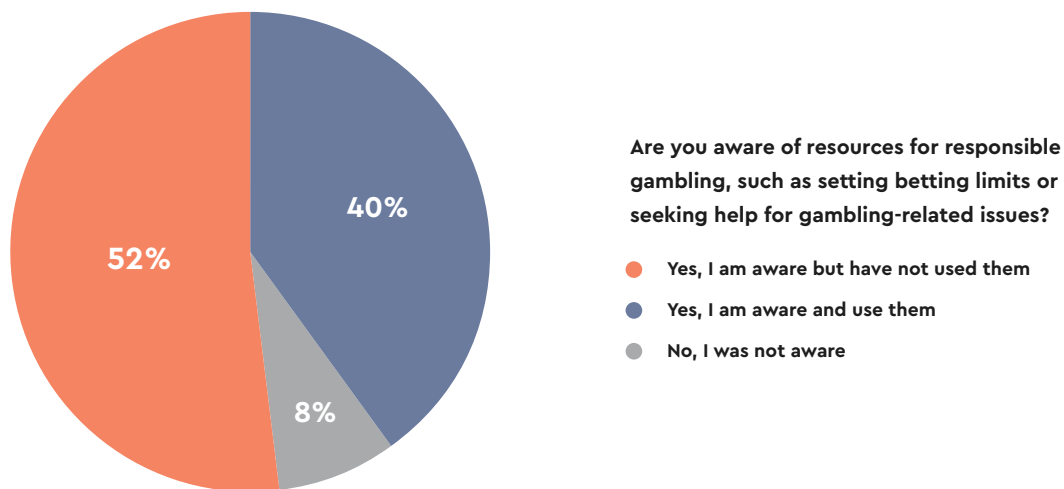


Budget Management: More than eight in ten respondents (81%) manage a budget for betting on NFL games, with just 19% having no specific budget. The top method chosen by 31% of respondents is to "set a budget for the season," followed by 26% who "set a budget each week," and 21% who "limit the amount spent on bets for the season." Just 3% of respondents "rely on their preferred sports betting site to manage their budget."

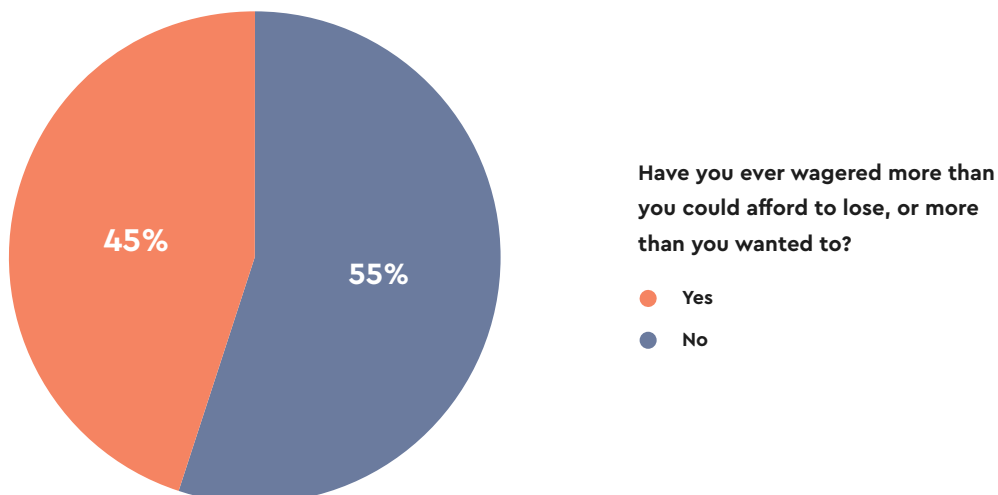


Responsible gambling

Ninety two percent (92%) of gamblers are aware of resources for responsible gambling. Four in ten (40%) noted that they use these resources to set betting limits or to seek help for gambling related issues. Just eight percent (8%) of bettors were unaware of these services.

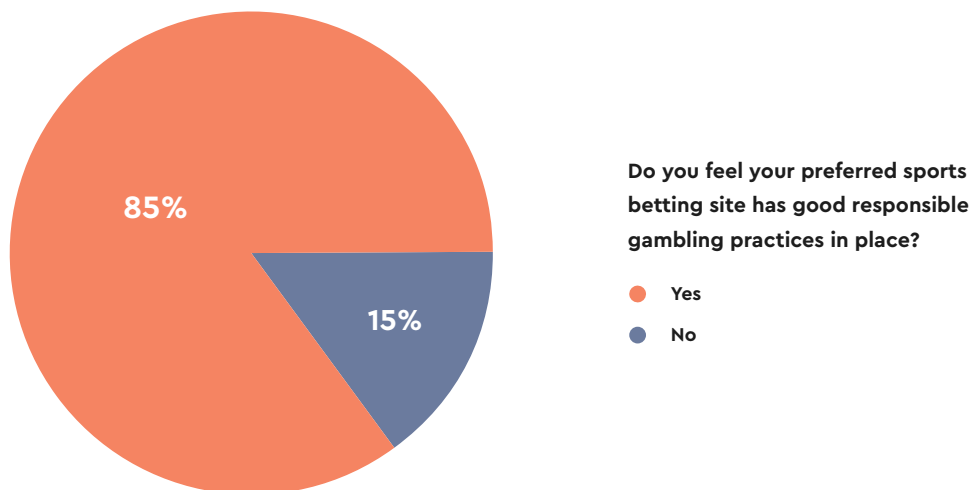


Forty-five percent (45%) of bettors on NFL games say they have wagered more than they could afford to lose or wanted to lose.



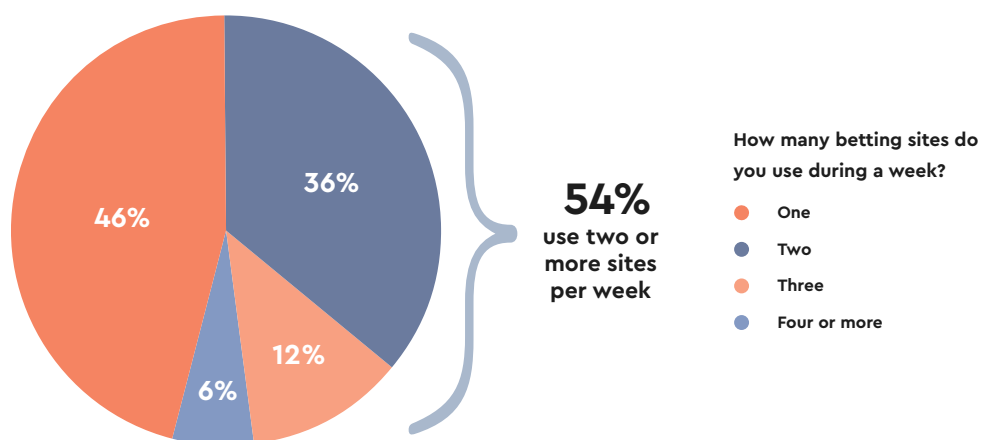
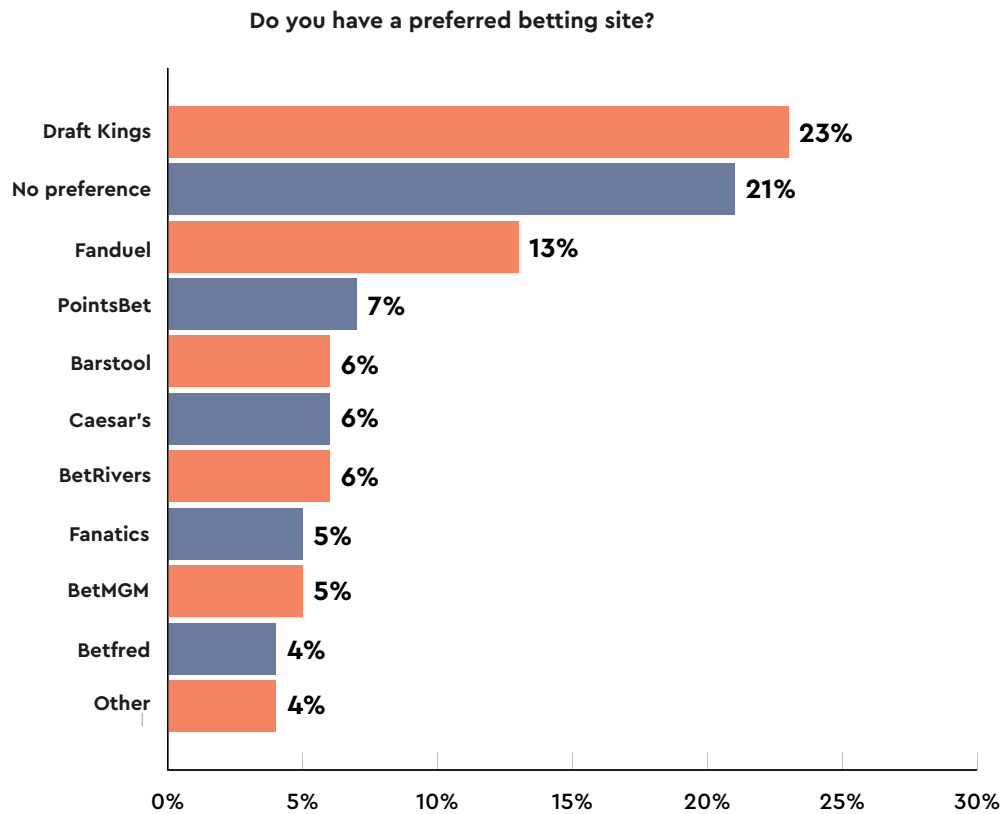
According to the [National Council on Problem Gambling](#) (NCPG) Executive Director Keith Whyte, [states have not been aggressive in setting protections for citizens](#). For sportsbooks, it may place an onus on them to help identify and help bettors gamble responsibly.

Of respondents, eighty-five percent (85%) felt their sports betting site has good responsible gambling practices in place.

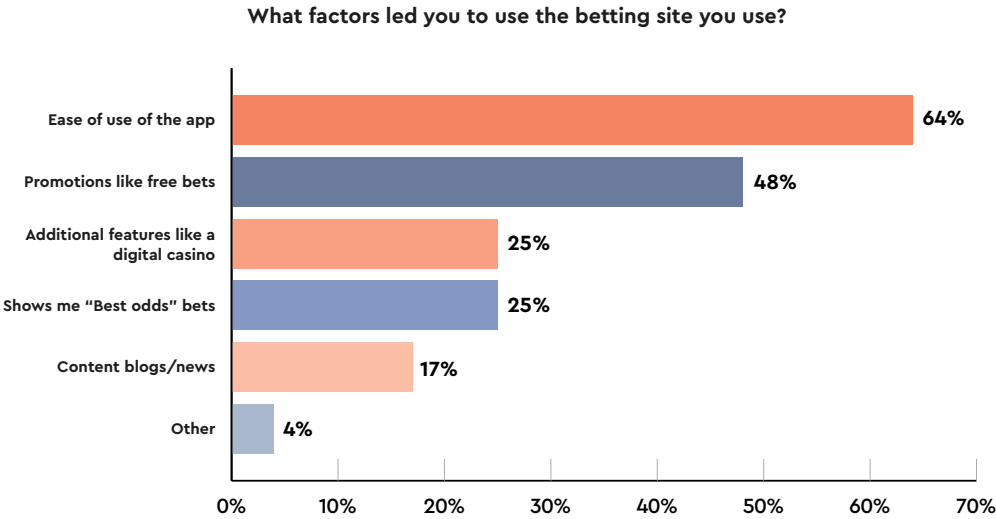


Betting Sites

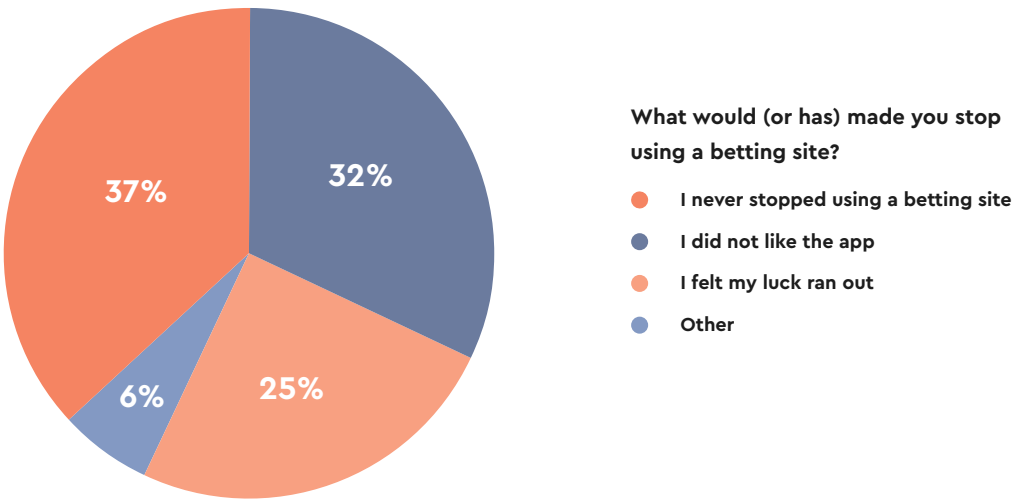
While Draft Kings (23%) and FanDuel (13%) were the top two branded name sites identified and preferred by NFL bettors, it must be noted that a significant 21% said that they have no preference. It underscores that brand loyalty is fleeting in NFL sportsbooks. This is verified by the fact that 54% of respondents use two or more sites per week, with 18% using three or more.



The number one factor in a respondent using a site was ease of use (64%), followed by promotions like free bets (48%).

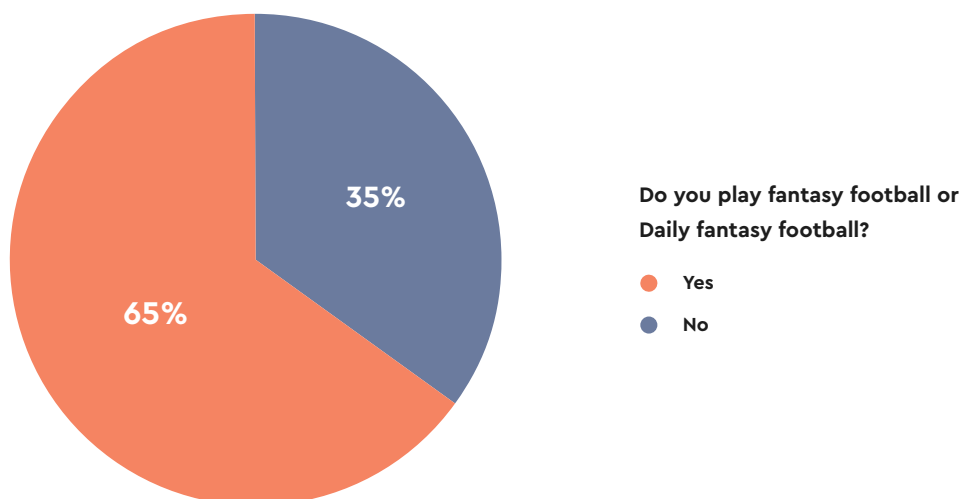
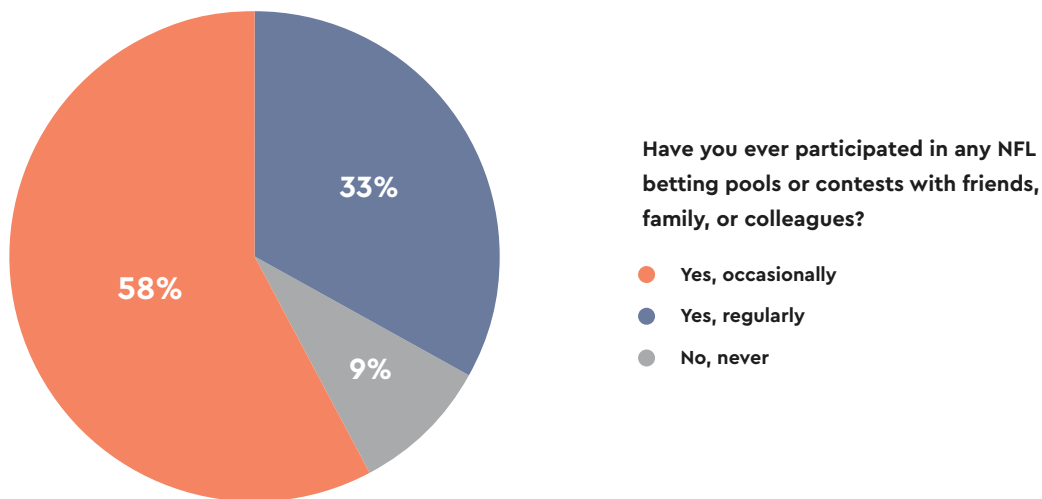


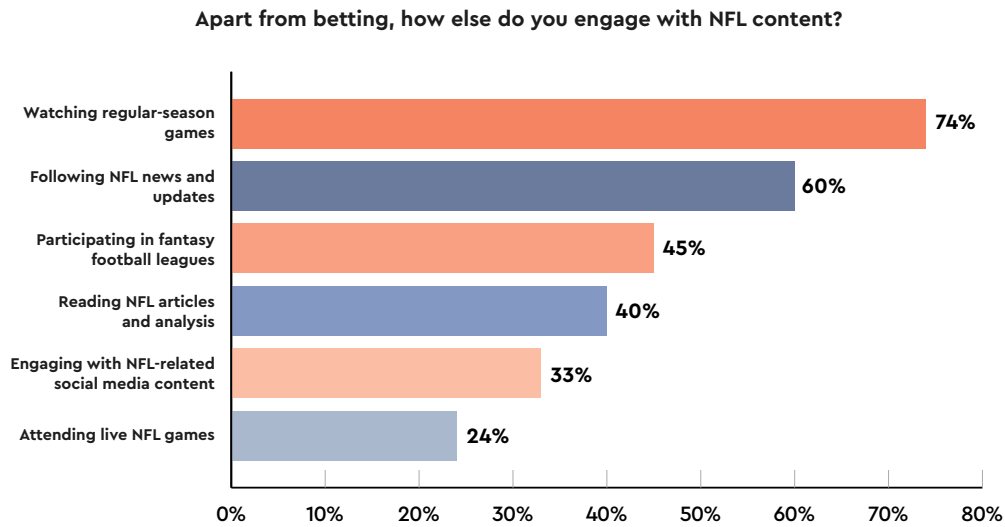
When respondents were asked what would make them stop using an app, the top reason was that they did not like the app chosen by 32% of bettors.



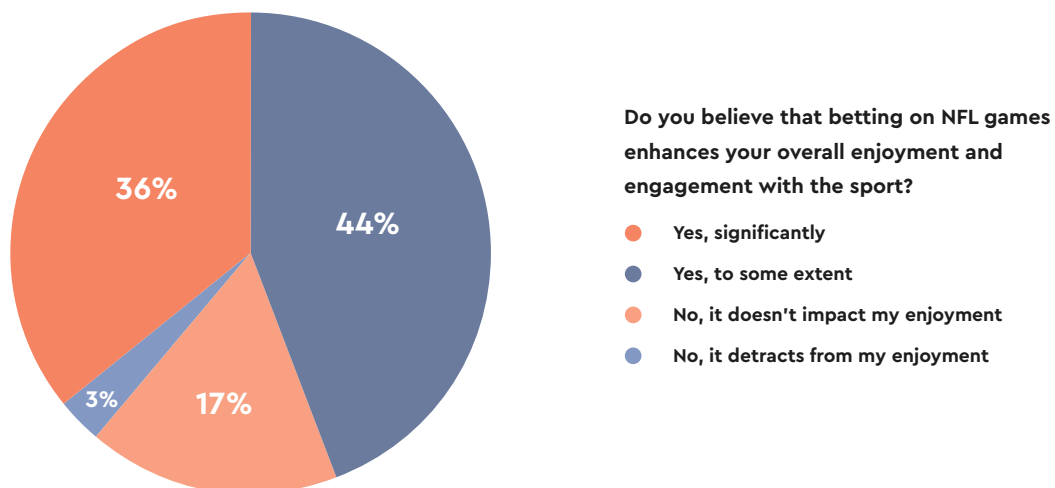
Extracurricular Football Fun

Respondents overall make football part of their recreation fun. Ninety-one percent (91%) participate in betting pools or contests, more than six in ten (65%) play fantasy football, and 74% regularly watch the NFL.



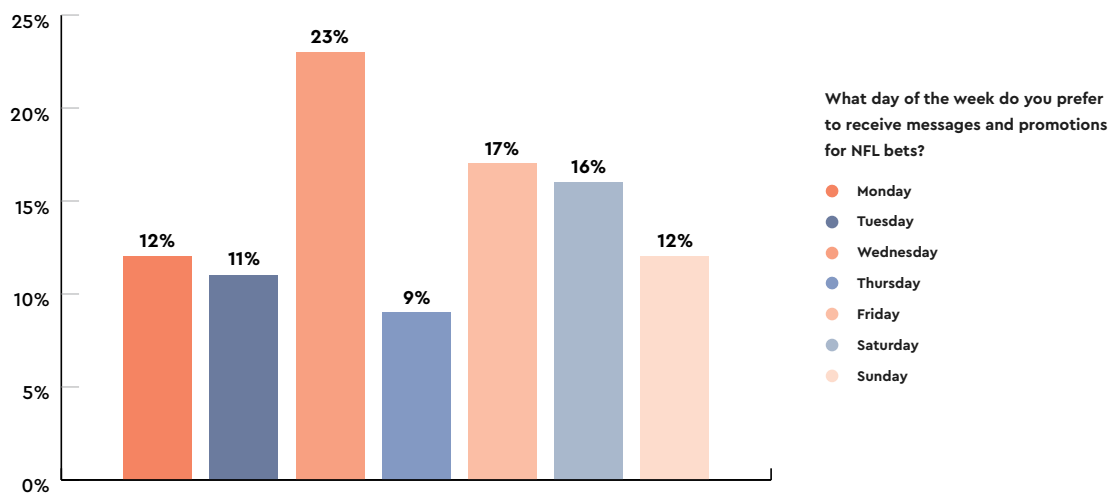


Further, eighty percent (80%) say that betting enhances their enjoyment of the game.



Thursday Night Power

The top day that NFL gamblers prefer to get messages and promotions for bets is Wednesday, with 23% wanting information, this is followed by Friday (17%) and Saturday (16%).



IV

Recommendations for Sports Gambling Sites

By combining data-driven insights with automation, responsible gambling support, and the ability to discern behavioral differences, sport gaming sites can enhance customer engagement, loyalty, and satisfaction while promoting a safer gambling environment.

A key is integrating a Customer Data Platform (CDP) with a Multichannel Marketing Hub (MMH), which can significantly enhance the effectiveness of your marketing efforts. Below are some best practices to optimize player marketing in sports gambling:

1. **Comprehensive Player Insights:** Integrate a Customer Data Platform (CDP) with a Multichannel Marketing Hub (MMH) to gather a complete view of each bettor's behavior, preferences, and engagement history.
2. **Automated Personalization:** Utilize the CDP-MMH integration to automate personalized game recommendations and bet types based on historical betting data and real-time interactions.
3. **Real-Time Event Triggers:** Implement real-time event triggering to send personalized messages during crucial moments of a game, enhancing engagement.
4. **Consistent Cross-Channel Messaging:** Maintain cross-channel consistency by delivering unified messages through email, SMS, app notifications, and other communication channels.
5. **Segmented Targeting:** Utilize CDP's segmentation capabilities to categorize bettors by attributes like betting history and preferences. Craft targeted marketing campaigns for specific groups.
6. **Behavior-Based Automation:** Develop automation workflows triggered by user actions, such as engaging with live betting, to send relevant messages in real time.

7. **Personalized Promotions:** Tailor promotions based on individual betting patterns and preferences to increase conversions.
8. **Optimal Delivery Timing:** Determine ideal message delivery times for each bettor using CDP insights, ensuring messages are received and acted upon effectively.
9. **A/B Testing and Optimization:** Employ A/B testing within the MMH to refine messaging strategies and continually improve engagement rates.
10. **Responsible Gambling Support:** Integrate responsible gambling resources into messaging to encourage healthy betting habits and foster trust.
11. **Transparent Communication:** Maintain open communication with bettors about odds, point spreads, and game information to build transparency and credibility.
12. **Ease of Use:** Prioritize user-friendly interfaces and seamless experiences across devices and platforms to enhance customer satisfaction.
13. **Personalized Offers:** Tailor offers, such as free bets and bonuses, to individual preferences and previous betting behavior.
14. **Identifying High-Value Players and Potential Addiction:**
Acknowledge that profiles of valuable players and those with gambling addiction can appear similar. Leverage the CDP-MMH system to analyze behavior patterns and differentiate between the two, allowing for targeted communications and appropriate interventions.
15. **Continuous Learning:** Utilize data analytics to track campaign performance, learn from user responses, and iterate on marketing strategies.
16. **Feedback Loop:** Encourage bettors to provide feedback on messaging and promotions to refine strategies and enhance user experiences.

Integrating a CDP with a MMH empowers sports gambling sites to deliver timely, personalized, and engaging messages that resonate with individual bettors.

By aligning your marketing strategies with these best practices, sports gambling sites can effectively attract, engage, and retain customers while promoting responsible gambling behaviors.



About Optimove

Optimove is the first Customer-Led Marketing Platform. Its solutions ensure that marketing always starts with the customer instead of a campaign or product. Customer-led marketing has been proven to deliver brands an average increase of 33% in customer lifetime value.

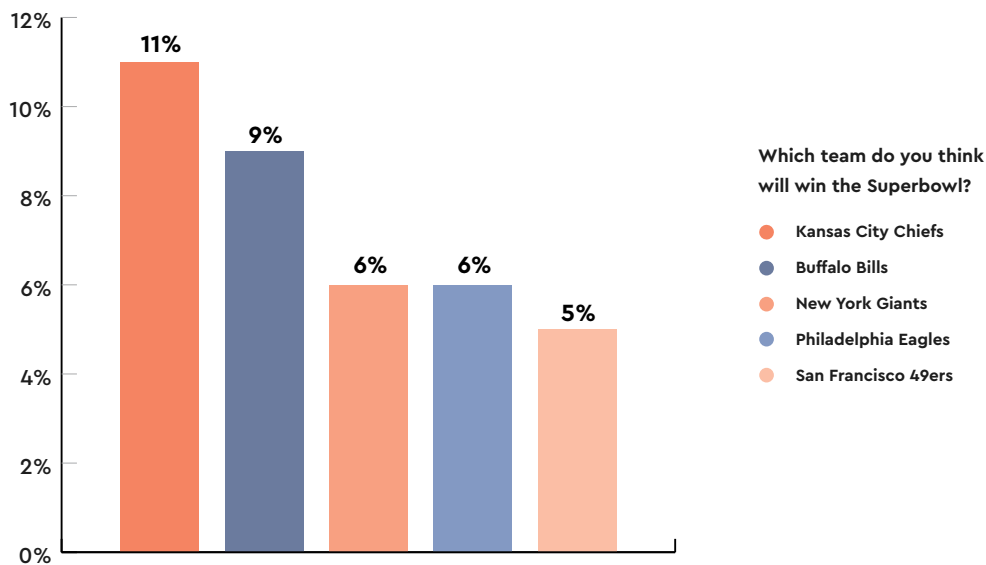
It is the only customer-led marketing platform powered by the combination of 1) rich historical, real-time, and predictive customer data, 2) AI-led multichannel journey orchestration, and 3) statistically credible multitouch attribution of every marketing action.

Optimove provides industry-specific and use-case solutions for hundreds of leading brands including bet365, Betfred, BetMGM, Entain, Sisal, Pennsylvania Lottery and others across the gaming sector. For more information, go to [Optimove.com](https://optimove.com)

VI

Extra Point

When asked which team respondents believed would win the Super Bowl, the top five teams are listed below



However, the betting odds are not in favor of last season's champs, Kansas City Chiefs winning. As written in the Bleacher Report:

- *"Each of the 18 teams that won the Super Bowl between 2004 and 2021 failed to win the following season.*
- *During that span, only three champions (Seattle Seahawks in 2013, New England in 2016, Kansas City in 2019) have returned to the Super Bowl the following season.*
- *During that stretch, six teams (Pittsburgh Steelers in 2005 and 2008, New York Giants in 2011, Baltimore Ravens in 2012, Denver Broncos in 2015, Los Angeles Rams in 2021) have failed to make the playoffs as defending champions.*

So lately, you're more likely to miss the playoffs than to get back to the Super Bowl—let alone win it."