

The Optimove Insights Report on March Madness Sportsbook Trends

The purpose of the Optimove Insights Report on March Madness Sportsbook is to provide sportsbook operators insights on how to optimize player (bettor) value during the tournament.

Key findings:

1. March Madness is a catalyst that increases the overall number of bettors.
2. First time depositors (bettors) are more likely to bet at the beginning of the March Madness tournament than the end, as 50% bet in the first 35% of the tournament.
3. As players the bet more days in the tournament, they wager more

Recommendations:

Sportsbook operators have a golden opportunity to leverage the heightened interest and increased number of bettors during March Madness by implementing targeted marketing strategies to orchestrate the customer journey. By employing journey orchestration techniques, operators can effectively guide first-time depositors through a tailored experience designed to maximize engagement and retention.

Since new bettors exhibit heightened activity at the beginning of the tournament, journey orchestration involves prioritizing early engagement through enticing promotions, bonuses, and offers. Operators can ensure that first-time bettors are nurtured and encouraged to continue participating throughout the tournament and beyond by strategically connecting with players at appropriate times.

Furthermore, delivering the right message at the right time requires operators to segment their customer base effectively, understanding that each customer represents a different potential lifetime value. By analyzing player actions and behavior, operators can identify high-value segments and personalize their journey orchestration efforts to cater to each group's specific needs and preferences.

In light of statistics showing that approximately 50% of players never return after their first bet, journey orchestration becomes crucial for post-initial interaction engagement. Effective retention strategies, woven into the fabric of the customer journey, can significantly enhance customer lifetime value and drive long-term profitability.

Operators can categorize customers into segments based on their potential value, such as low-value, mid-value, and VIP players. Armed with this knowledge, sportsbooks can orchestrate personalized retention programs tailored to each segment, ensuring that customers are nurtured and retained effectively.

As the first two weeks are critical for retaining customers, particularly securing a second bet within the first week, journey orchestration plays a vital role in delivering personalized experiences during this crucial period. By guiding customers with effective communication that addresses their needs and preferences, sportsbook operators can maximize engagement, retention, and profitability during March Madness and beyond.

Methodology:

Data is based on betting patterns of approximately 495,000 U.S. bettors, tracking more than 5.5 million bets during the 2023 NCAA March Madness tournament, from “Selection Sunday” (March 12, 2023) through the championship game (April 4, 2023).

The March Madness tournament had a total of 12 tournament days:

- First four (2 games played over 2 days – March 14-15)
- 1st/2nd Round (48 games played over 4 days - March 16-19)
- Sweet 16 (8 games played over 2 days – March 23-24)
- Elite 8 (4 games played over 2 days – March 25-26)
- Final four (2 games played on 1 day – April 1)
- Final (1 game played on 1 day - April 3)

A *benchmark of bettors was established by averaging the total number of bettors per day in February 2023, excluding high volume days, like the Super Bowl. February was chosen as a benchmark month because March 2023 had 12 days (almost half the month) with a high number of total bettors.

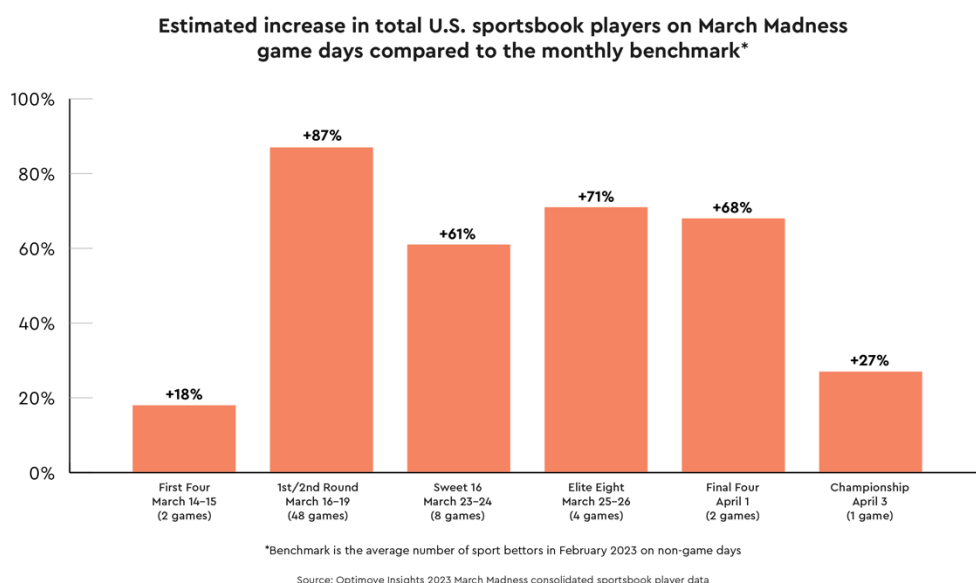
Detailed results:

#1 March Madness Game Days saw an increase in the overall number of sport bettors

The data reveal that a greater number of players placed sport bets on NCAA March Madness game days versus non-game days (the comparative benchmark* set at 100%). We compared the benchmark to the total number of bettors on March Madness game days.

Key points:

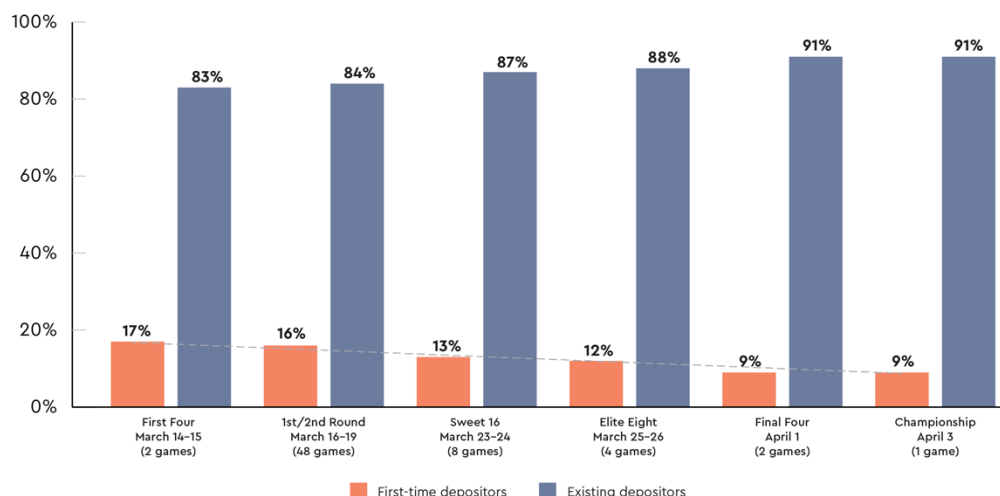
- The 1st/2nd Round (+87%) had the largest increase in bettors. We believe this could be directly connected to more teams in the hunt, whose fans bet, and there are more games (48 in total).
- The Sweet 16 (+61%), Elite 8 (+71%), and Final Four (+68%) showed a significant increase in the number of overall bettors.
- The Championship game day revealed a +27% increase over the benchmark.
- The First Four had a +18% bettor engagement over the benchmark on two games days.



#2 Higher percentage of first-time depositors at the beginning of the tournament

The data revealed the highest number of first-time depositors (bettors) on the First/Second round compared to other March Madness game days. Moreover, we noticed a declining trend in the percentage of first-time depositors relative to the total number of depositors in a day. Initially, the average number of first-time depositors was 1.5 times higher than at the end of the season.

March Madness: Distribution of first-time depositors (bettors) vs existing depositors

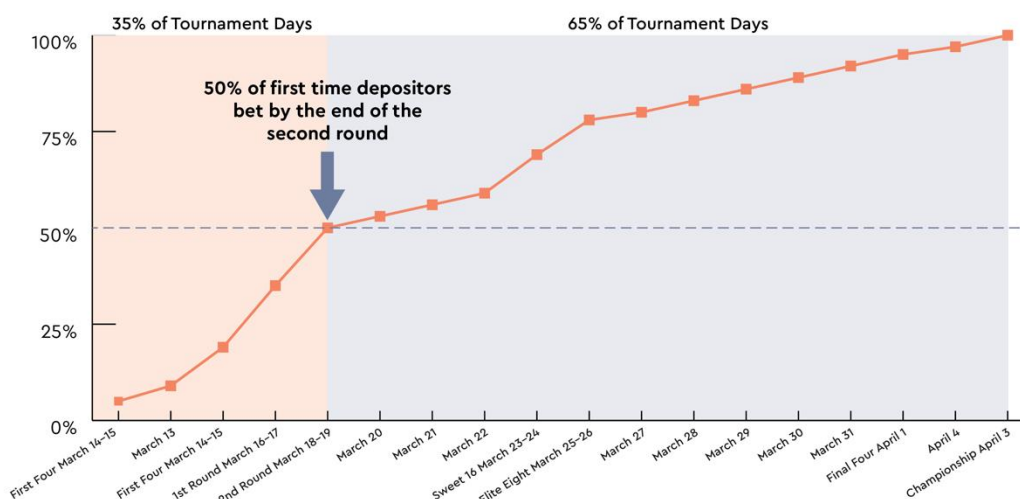


Source: Optimove Insights 2023 March Madness consolidated sportsbook player data

Half of First time Depositors Engage in the First 35% of the Tournament

At the conclusion of the First/Second round, half (50%) of first-time depositors engaged, constituting 35% of the total tournament days. The beginning of the tournament presents a higher potential for acquiring first-time depositors.

Half of first-time March Madness depositors make an initial bet in the first 35% of the tournament



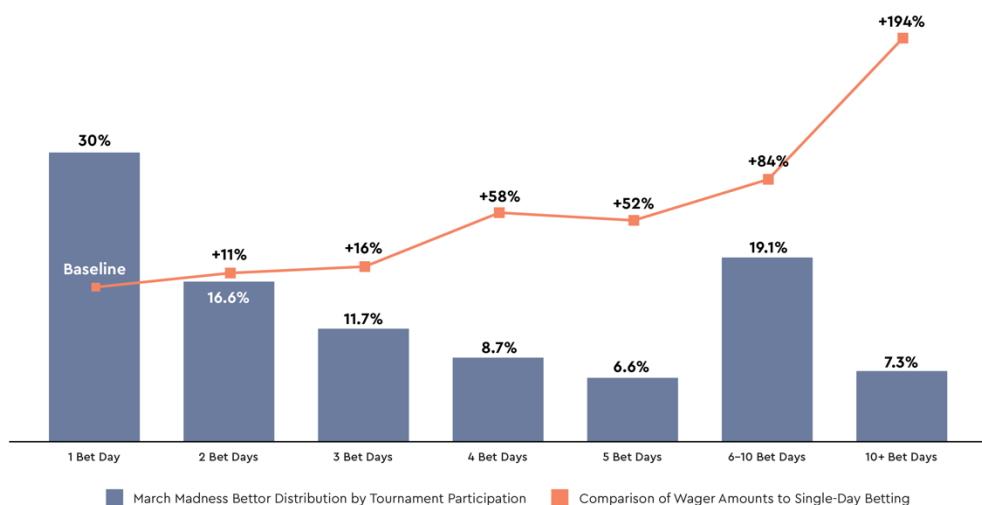
Source: Optimove Insights 2023 March Madness consolidated sportsbook player data

#3 Players who bet 10+ days make higher wagers

A player who bets 10 days or more of the tournament will wager 194% more than a player who bets only 1 day.

Data show that as the number of bet days increases, there is an overall rise in the average daily bet amount.

March Madness: U.S. sports book players' wager amount is generally greater according to the number of days bets are placed



Source: Optimove Insights 2023 March Madness consolidated sportsbook player data

About Optimove Insights

Optimove Insights is the analytical and research arm of Optimove. Optimove is the first Customer-Led Marketing Platform.

About Optimove

Optimove is the first Customer-Led Marketing Platform, and the #1 CRM Marketing Solution used by iGaming operators. Its solutions ensure that marketing always starts with the customer (player) instead of a campaign or product. Customer-led marketing has been proven to deliver brands an average increase of 33% in customer lifetime value.

Optimove's [CRM Marketing Solution](#) provides iGaming and Sports Betting operators with unified player data, AI-led multichannel orchestration, and statistically credible incrementality measurement for every promotion, campaign, and journey.