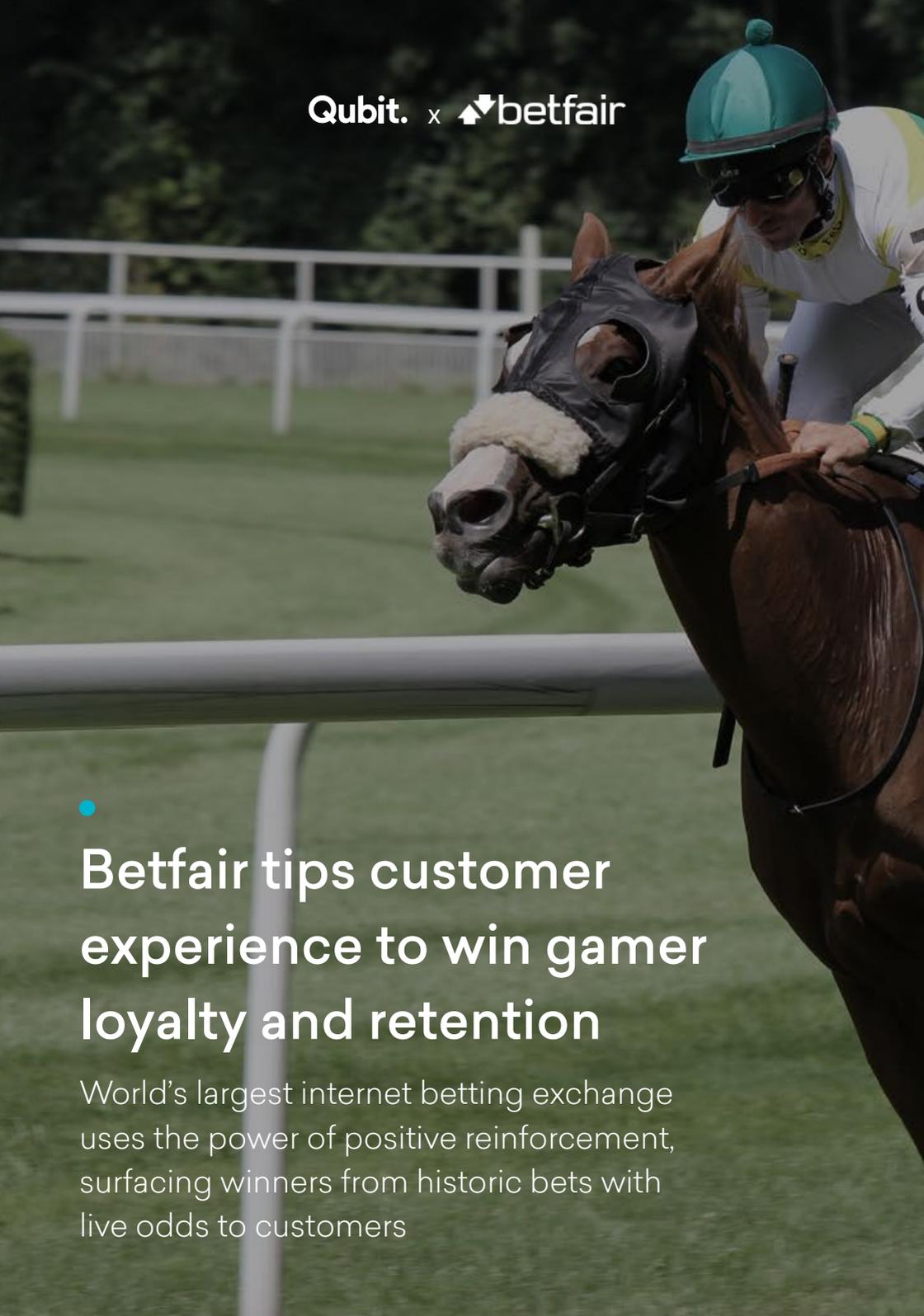Qubit. x ᐱ betfair

Betfair tips customer experience to win gamer loyalty and retention

World's largest internet betting exchange uses the power of positive reinforcement, surfacing winners from historic bets with live odds to customers

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Betfair is continually looking to improve the customer experience by using the latest technology. With Qubit we've been able to deploy the 'My Winners' experience, a tailored personalisation based on horse-racing betting history - it's the first of its kind in our industry

Liam Barbour

Head of Product Management, Sportsbook

About Betfair

With over 8 global locations, Betfair has worked with Qubit to serve over 24 million experiences to their 1.5 million customers..

2000

Betfair first make their mark on the UK gaming industry with the launch of the pioneering Betting Exchange.

2013

Betfair invent the "Cash Out" concept, enabling customers to close out their bets early at the click of a button.

2015

Today, they continue to move forward and set the industry agenda, in 2015 beginning a partnership with Qubit.

What Betfair has achieved with Qubit

Whilst the collection and analysis of data was a core part of the company strategy, the Qubit platform has allowed Betfair to look into their data and be able to action insights to improve the customer experience across million of customer interactions, every day. In a crowded market, intelligent personalisations based on a deep understanding of behaviours sets them apart and increases engagement with their customer base. onsite.
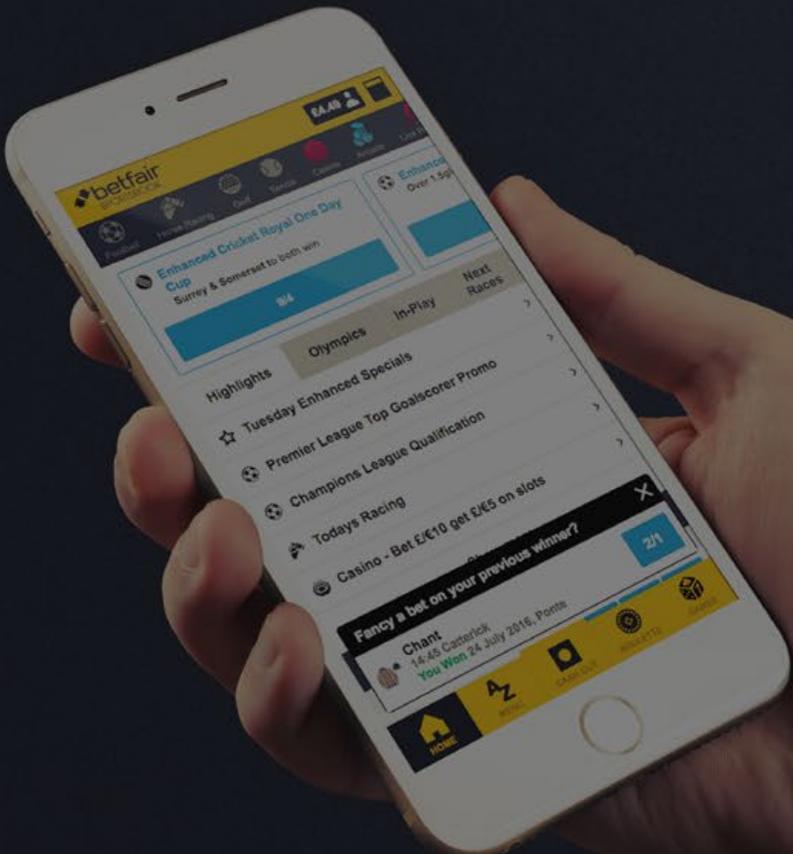
My winners

Reliving past wins invokes positive reinforcement for many customers placing new bets. Betfair had all the data on customers past wins, but this valuable information was not being used to it's full potential. Betfair wanted to surface past wins on the site at opportune moments. With this emotional trigger, customers were more likely to stay active and more importantly, stay loyal to Betfair.
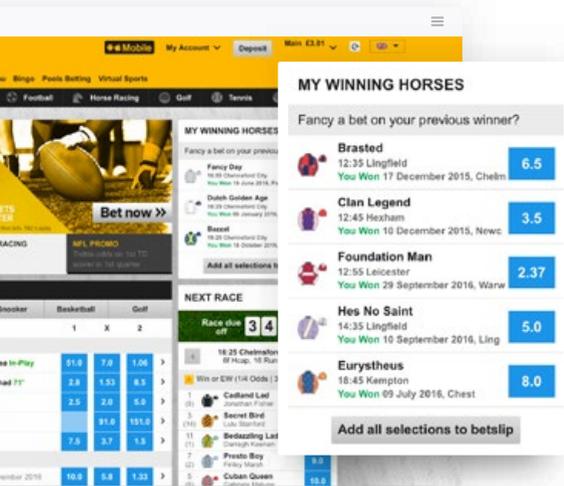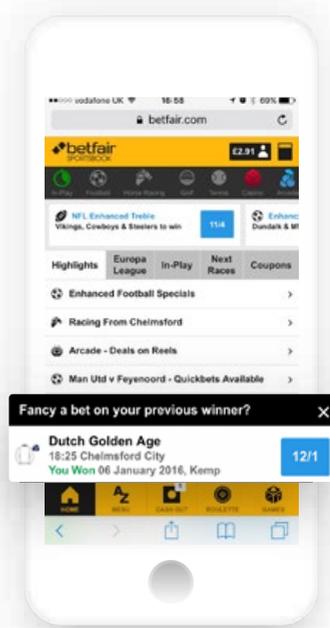
The experience

Using individual betting histories, Betfair's data science team were able to understand a number of specific variables such as horse, jockey, and race. Qubit Visitor Cloud was then able to identify users, reference their history and securely request the live odds from Betfair's Sportsbook API via a server side integration.

For security and efficiency reasons this wouldn't have been possible from a client-side application, the Qubit technical integration with Betfair's infrastructure made it scalable without the possibility of a data-breach.

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Customers go through an emotional rollercoaster when backing horses. Watching a horse run, and then win, forges a connection with that horse and we wanted to replicate this as an experience for our customers. Utilising historical gaming history and Qubit Visitor Cloud to identify users, we served the most relevant and timely information, increasing customer engagement significantly.

Ashley Garland
Sportsbook Product Manager

The results

Combining these data sources meant that the user could then be alerted to show when their lucky horse was running again with its current odds, prompting them to place a new bet on their previous winner. This generated a 21% increase in new bets on their previous winners.

⬆ **21%**
increase in new bets on their previous winners.

About Qubit

Qubit is the leader in highly persuasive personalization at scale.

Award-winning brands in retail, travel and gaming work with Qubit to transform the way they understand and influence their customers. Companies including Emirates, Thomas Cook, NH Hotels, Tui and Jet2 use the Qubit personalization platform to increase revenue, build loyalty and significantly improve their marketing efficiency. Every week Qubit is used to personalize approximately $600 million in online sales.

Headquartered in London, the company has offices across Europe and the US.

For more information, visit: qubit.com

Ladbrokes · Arcadia · sky BET · Emirates

BETBRIGHT · BoyleSports · ♥ Thomas Cook · BT

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