

OTHER LEVELS

SEP

Sports
Engagement
Platform

Built for Fans,
Powered by **SPORTS**



You know the power live sports bring to the digital sportsbook experience: an infinite number of thrilling Sports Powered moments for the fans. You already deliver an engaging brand experience and offer high-quality props for players when they're in session.

With the **OtherLevels Sports Engagement Platform** you can capture that passion and transform your outbound marketing into a dynamic Sports Powered experience and bring your players back to the action during a game. The result—stronger brand loyalty and higher gross gaming revenues.

Stand Above the Competition — Amplify your brand with compelling messaging for a consistent premium experience across paid and outbound media, your apps and sites.

Expand Your Reach — Reach all your players, anytime, with their favorite sports, not just tent-pole events. Get up to **50% more players* into session** leading to **increased GGR**.

Manage Costs — Reduce paid media by not re-acquiring known players. Lower operating costs with autonomous, 24x7, global outbound engagement.

SPORTS POWERED POTENTIAL

75%

In-play will grow to **75% of all sports wagers** in the US.

90%

Up to **90% of players are out-of-session** during a game, leaving untold **millions in GGR** from being realized.

1 in 2

Competition is fierce. Online sportsbooks will reach nearly **1 in 2** Americans in the next 3 years.

**Based on controlled tests with sportsbook clients*

OtherLevels lets your marketing team craft meaningful player engagement with **channels you own and content your players love.**

This is **SPORTS POWERED** engagement.



OTHERLEVELS

The Power of Sports Engagement Marketing

The **OtherLevels Sports Engagement Platform** is a natural extension to your sportsbook. Whether using OtherLevels or your existing CEP, it delivers you a premier outbound engagement engine. Blend live sports and odds data with bet history to message at scale across four owned media channels.

Use **Sports Power** to transform from stale, lifecycle marketing and into **real-time, dynamic marketing**.



Winning the Big Bet



Combine more than 3B data points to bring your players back into your sportsbook and away from the competition. Use technology, not people, with **autonomous, 24x7 operation across all sports**.



Increase customer LTV with personalized, actionable messaging. Build brand loyalty and **increase wagers by up to 50%***.



Stop wasting money reacquiring players through volatile paid media channels. Get a **higher return (+25% wagers*)** on predictable marketing spend using the OtherLevels SEP.



Maximize marketing ROI with data-driven analysis. With SEP's end-to-end data attribution, **know how every marketing dollar delivers you revenue**.

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WANT TO FIND OUT MORE?

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Get Ready for **SPORTS POWERED** Success Today.