OTHER LEVELS

SED

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.**

l 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

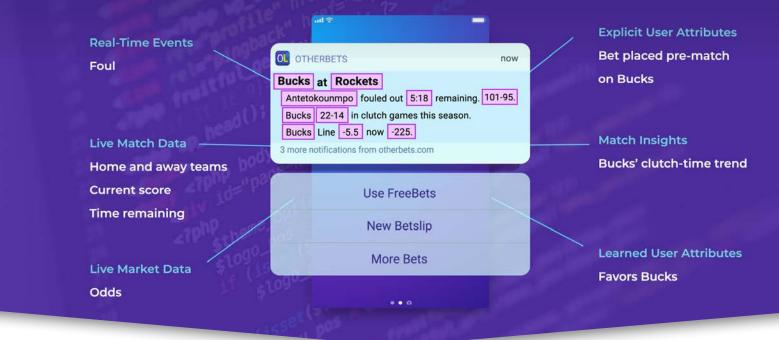
OtherLevels lets your marketing team craft meaningful player engagement with **channels you own and content your players love.**

This is **SPORTS POWERED** engagement.

OTHER LEVELS

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.

*Based on controlled tests with sportsbook clients

WANT TO FIND OUT MORE?

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