
can you keep a secret?

BETONLINE

the
competition



BETONLINE

home page
log in

migraine inducing
volume of copy

significant real
estate given to
poker and casino

props on
homepage

Sportsbook is clean but too busy. Call to action is there but lost in the mess 6/10.

'everybody bets'

The screenshot shows the BetCRIS website interface. At the top, there's a navigation bar with 'SPORTS', 'POKER', 'CASINO', 'BINGO', 'MOBILE', and 'CASHIER'. Below this is a login section with 'REGISTER NOW!', 'Account', 'Password', and 'ENTER' buttons. A 'Remember Me' checkbox is also present. The main content area features a large banner for 'THE SPANISH LEAGUE IS BACK' with a 'BET NOW' button. To the right of this banner is a '20% BONUS' offer. Below the banner is a 'Top Five Betting Events' table:

Rank	Event	Time
1	SDG PADRES vs ATL BRAVES	40 min
2	TOR B-JAYS vs CHI W SOX	1 hr 11 min
3	SEA MARINERS vs OAK A,S	45 min
4	BALO'S TAM DAVE	

Below the table is a 'LAST MINUTE BETTING LINES' section with a 'Left to' indicator. To the right of the main content are several promotional banners for 'WORLD CUP COUNTDOWN', 'UPCOMING MAJOR EVENTS' (including F1 Chinese Grand Prix, Champions League, Europa League, and The Super Six World Boxing Classic), 'Live Chat', 'Play Poker', 'Enjoy Casino', and 'Suggestion Box'. The footer contains copyright information and links for 'HELP/FAQ', 'TERMS AND CONDITIONS', 'PRIVACY POLICY', and 'RESPONSIBLE GAMING'.

home page
log in

rotating flash panel
offering variety of
promos

colorful sticky
buttons and
banners

props on homepage
split into major
events, top props,
and last minute lines

colorful but
attractive. props
and offers are
both on page. a
little munched
but good. 7/10

'live your game'

Annotations:

- no home page log in
- still an undeniably great looking brand that really engages. you want to belong... instills trust
- strong CTA central and tempting...
- keeping it three step-tastic
- fat links to bodogs suite of brands
- banking and integrity sit hand in hand

Text from screenshot:

Mon Apr 12 2010 17:07:48 EST
 1-888-263-0000 | Contact Us
 Help | Bonuses | Subscribe | Join | Sign In

DOMINANCE SINCE DAY ONE.
 WE'VE BEEN AT THE TOP OF OUR GAME FOR 15 YEARS.

JOIN NOW

START PLAYING IN 3 QUICK STEPS
 1. COMPLETE THE JOIN FORM
 2. FUND YOUR ACCOUNT
 3. START PLAYING!

BONUSES & BENEFITS
 10% INSTANT BONUS
 FREE AND FAST PAYOUTS
 4 GREAT PRODUCTS - 1 ACCOUNT

DOWNLOAD POKER
 DOWNLOAD POKER NOW

PLAY IN OUR CASINO

BET NOW ON SPORTS

VISA MasterCard ewallet Xpress KANAWAKE SAFE & SECURE BETTING 18+

Physical Address: Kahnawake, Quebec Canada

WITH OVER 15 YEARS EXPERIENCE - WE ARE A BRAND YOU CAN TRUST

Sports Betting NHL Hockey Betting NBA basketball betting College basketball betting College football betting Sports live betting	Online Poker Flight Club Tournaments Poker tournaments How to play poker Poker strategy tips Texas hold'em rules	Online Casino Casino download Mobile casino Online blackjack Online slots Online roulette	Horse Betting Breeders cup betting Kentucky Derby betting Triple Crown betting Horse racing news Horse racing handicapping	Gambling News & Articles Sports betting news Sports betting guides Online poker news Poker strategy articles Online casino news
--	--	---	--	---

About Bodog | Affiliate Program | Media Room | Privacy Policy | Responsible Gaming | International Sites

they've been at it a long time and it shows. hard to find fault with one of the originals. perhaps a little tired. 8/10

BETONLINE 1-888-GAME-ON-1 right here right now!

username... password... LOGIN
Join Now! Lost User ID

JOIN NOW SPORTS HORSES CASINO EDGE PROMOTIONS CASHIER HELP

Join Now BetOnline.com As Seen on: Los Angeles Times

\$900 JOIN NOW AND GET LOADED
Up to \$900.00 in instant bonuses.

Parlay REFUND
DUNK 'N GO NUTS
If your parlay busts – you won't.

120 DIME LINES ON MLB
-130 Get great value on your baseball lines all season long.

CALL US ANYTIME
Player Services Reps are standing by.

WOULD \$4,000.00 HELP?
Hit the jackpot every time you deposit.

Call us: 1-800-977-4717

What Can We Do For You?
Need the latest lines? Want to fund your account? Lost your dog? Whatever you want, we're here to help. Call us today on our toll free number, 1-800-977-4717, and see what we can do for you.

Live Lines
Choose Your Sport: MLB Dime Lines

Teams	Spread	Money	Over & Under
4/26/2010 7:10:00 PM			
Los Angeles Dodgers	-1½ 120	-130	Over 8.5 -115
New York Mets	+1½ -140	120	Under 8.5 -105
4/26/2010 7:10:00 PM			
San Diego Padres	+1½ -150	145	Over 8 -120
Florida Marlins	-1½ 130	-155	Under 8 100
4/26/2010 8:05:00 PM			
Washington Nationals	+1½ -165	141	Over 8 -115
Chicago Cubs	-1½ 145	-151	Under 8 -105
4/26/2010 8:10:00 PM			
Pittsburgh Pirates	+1½ -115	195	Over 8.5 -115

nav bars cleaned up but top of page is still frenetic

live lines on site

central panel is better and it all rotates which is cool. layout could still enjoy a little refinement however

generally lacks impact – whether in terms of offers or visually but moving in right direction!

BetOnline.com

- [Sportsbook](#)
- [Casino](#)
- [Racebook](#)
- [Rules](#)
- [Stats Center](#)

Sports Betting Edge

- [NFL Betting](#)
- [MLB Betting](#)
- [UFC Betting](#)
- [College Football Betting](#)
- [Tennis Betting](#)
- [Soccer Betting](#)
- [NBA Betting](#)
- [NHL Betting](#)
- [Nascar Betting](#)
- [College Basketball Betting](#)
- [Golf Betting](#)
- [Horse Betting](#)

Quick Links

- [Sports Schedules](#)
- [Affiliate Program](#)
- [Rewards](#)
- [Contests](#)
- [Promotions](#)
- [Bonuses](#)
- [Refer-a-friend](#)

Helpful Links

- [About Us](#)
- [Contact Us](#)
- [FAQs](#)
- [Privacy Policy](#)
- [Terms and Conditions](#)
- [RSS](#)
- [Sitemap](#)

needs refinement to compete. less is more

conclusions

- less is more
- strong call to action
- clean + crisp
- remove clutter
- text links
- bold visual/graphics
- home page log in
- reduce nav bar count
- consistent palette

the numbers



AGE BREAKDOWN

AGE	#	%
18 – 23	396	4.85%
24 – 29	1607	19.68%
30 -35	1768	21.66%
36 – 41	1519	18.60%
42 – 47	1110	13.60%
48 – 53	755	9.25%
54 – 59	433	5.30%
60 – 65	312	3.82%
65+	250	3.06%
N/A	14	0.17%
	8164	

- 30-35 is the biggest segment
- Three out of every five players are aged between 24 and 41

MONEY BREAKDOWN

AGE	#	FIRST DEPOSIT	LIFETIME DEPOSIT	LIFETIME VALUE	LIFETIME VALUE X TOTAL # PLAYERS
18 – 23	396	\$226.39	\$1,309	\$800	316,800
24 – 29	1607	\$276.58	\$2,285	\$1,263	2,029,641
30 -35	1768	\$319.27	\$3,040	\$1,648	2,913,664
36 – 41	1519	\$354.17	\$3,387	\$1,917	2,911,923
42 – 47	1110	\$339.87	\$3,761	\$2,218	2,461,980
48 – 53	755	\$398.53	\$3,614	\$2,456	1,854,280
54 – 59	433	\$476.86	\$3,758	\$2,295	993,735
60 – 65	312	\$445.93	\$2,890	\$2,188	682,656
65+	250	\$389.57	\$2,713	\$1,902	475,500
N/A	14	\$389.29	\$1,372	\$1,062	14,868

sportsbook
hypotheses

- Based on player volume and average lifetime value, 30-41 is the most valuable segment
- Players aged 54-65 make a significantly higher initial deposit
- Players aged 42-65 have the highest individual lifetime value and make the biggest initial deposits

CASINO

age	# players	% players	average house win	win x player #
18 – 23	250	5.27%	\$339	\$84,750
24 – 29	965	20.33%	\$548	\$528,820
30 -35	1031	21.72%	\$804	\$828,924
36 – 41	834	17.57%	\$824	\$687,216
42 – 47	654	13.78%	\$966	\$631,764
48 – 53	424	8.93%	\$1,331	\$564,344
54 – 59	252	5.31%	\$1,033	\$260,316
60 – 65	187	3.94%	\$1,345	\$251,515
65+	141	2.97%	\$588	\$82,908
N/A	9	0.19%	\$279	\$2,511

Three out of Five sportsbook players (60%) try their luck in the casino.

casino
versus
sportsbook

- Based on # x house win, 30–35 generate the highest amount of casino revenue
- 48-65 drop the most in the casino, per individual
- Comparing sportsbook and casino # players x total revenue, 30-35 are the most valuable segment

hypotheses

The majority of revenue for both the sportsbook and the casino is generated by 30-35 year olds, based on player numbers and average losses.

Although we have fewer older players 48+, they have more value with bigger casino losses and higher individual sportsbook lifetime value.

Should we target a slightly older higher value demographic, while keeping thirty-somethings on board?

USP?



BETONLINE

*We can't compete
on:*

- value
- price
- bonuses
- betting selections
- features



We can compete on:

- customer service
- perceived value
- strong brand identity
- niche
- innovative promotions
- exclusivity



BETONLINE

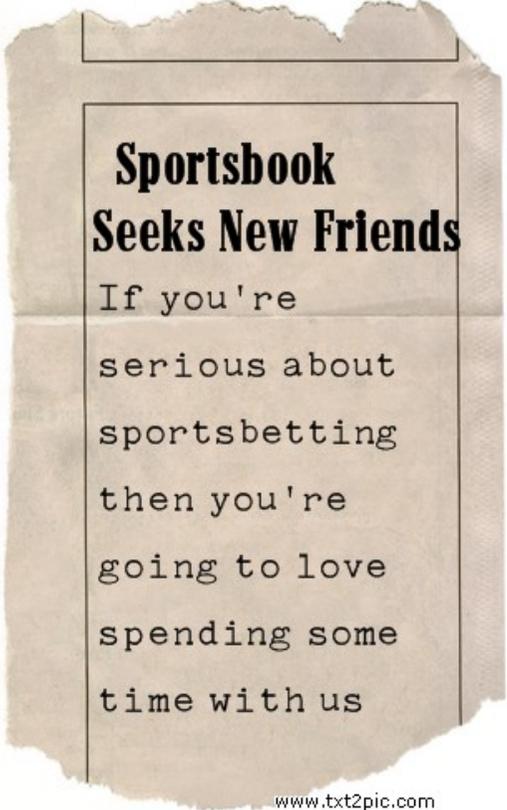
product + personality = brand

The basic BetOnline product (limits/lines/props/cash value) offers no significant advantage over any other sportsbook.

It follows that the way to create an attractive brand is to bring personality to the product.

This can be done with very personal service, tone, communication, exclusivity, a sense of belonging, the 'club', elitism, cool, je ne sais quoi, attention to detail, quality control.

bring the personality



**Sportsbook
Seeks New Friends**

If you're
serious about
sportsbetting
then you're
going to love
spending some
time with us

www.txt2pic.com

BETONLINE

1. make it (a little bit) exclusive

It's \$100 to get in...
we're serious, are you?

The minimum deposit amount excludes a lot of squares and keeps us on target for the higher value players.

We will need to answer these questions:

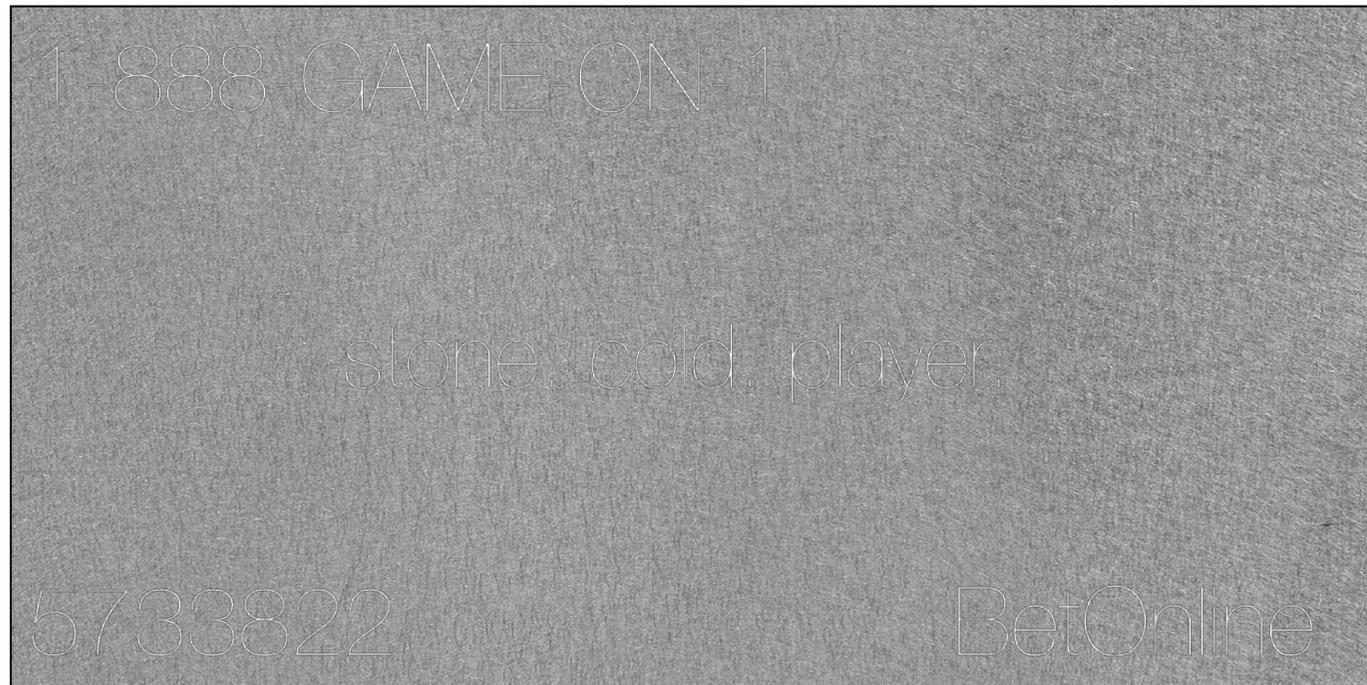
- *Why should I pay \$100 to play with you?*
- *What do you offer that other books don't?*

Make no apologies. *At BetOnline, we take sports betting as seriously as you – and that's why we offer our players competitive odds and a personalized service. We don't deal with squares but just with great players like you. Anyway, you're only going to win more money when you bet that little bit bigger!*



BETONLINE

2. Make it aspirational



every new depositing player will receive an exclusive brushed steel card with their player number and our contact details. bragging rights, pocket-sized, exclusivity made real: the key to this special club... the message in the middle can be optional

3. Keep it personal

it would be great to assign every new player with their own personal agent – a la Brobury. If not, we have to take what strengths we have and play them hard.

Our telephone service is our strongest feature and we should always invite players to:

CALL US...

1-888-GAME-ON-1



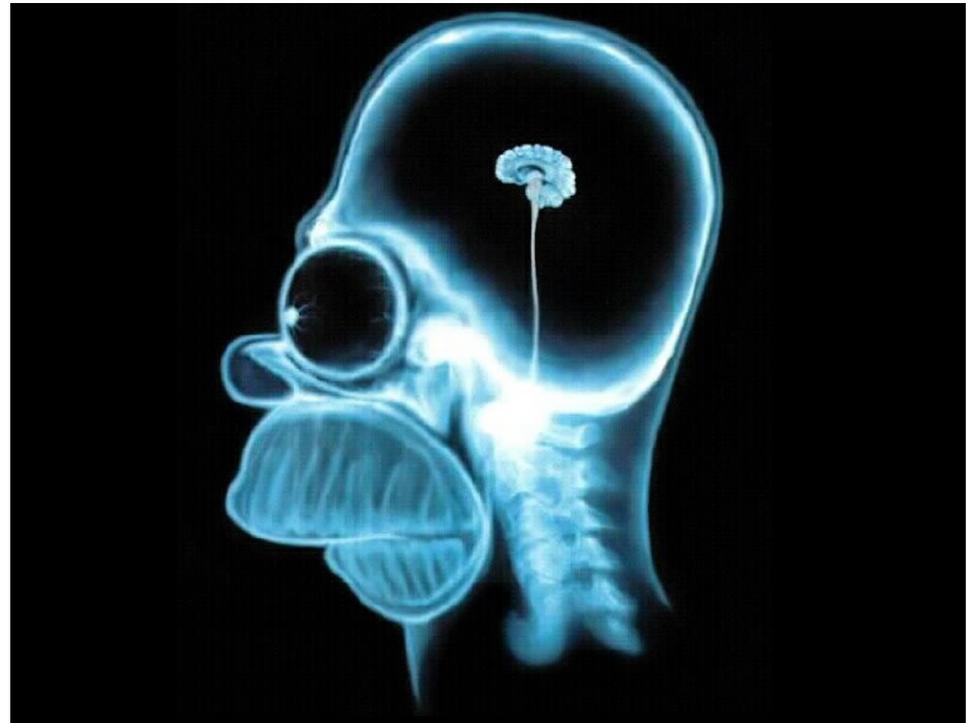
BETONLINE

4. Respect the Intelligence

we get it...

some people are too dumb
to realize they ain't smart...

Keep it clever, sharp, and
savvy as you sell to their
ego...



tone and mood

BetOnline

Game. Set. Match

Three. Word. Copy.

Keep. It. Simple.

On. The. Edge.

Play. It. Sharp.

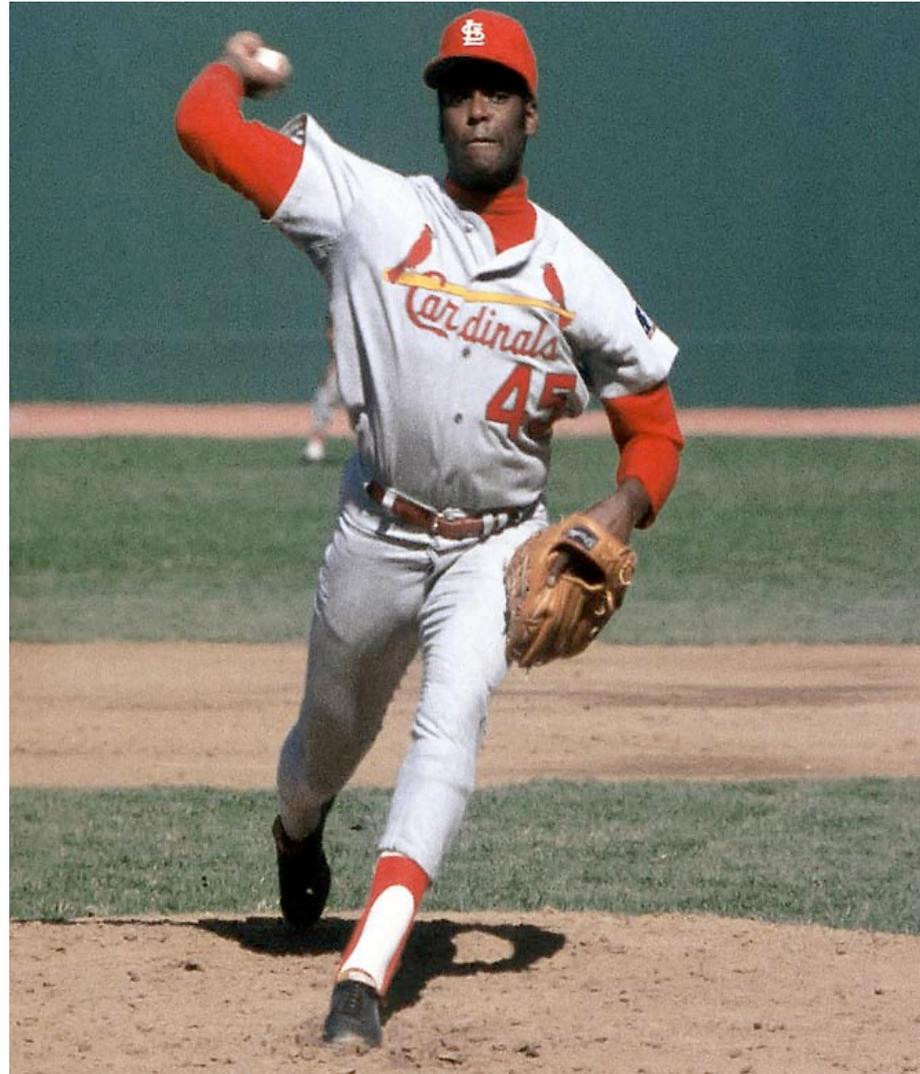
Old. School. Action.

Retro. Looks. Cool. >>>>>>>>

Stay. Consistent. Please.

Work. With. Templates.

Just. Be. Patient.



BETONLINE

hy·poth·e·sis

–noun, plural-ses

1.
a proposition, or set of propositions, set forth as an explanation for the occurrence of some specified group of phenomena, either asserted merely as a provisional conjecture to guide investigation (working hypothesis) or accepted as highly probable in the light of established facts.
2.
a proposition assumed as a premise in an argument.
3.
the antecedent of a conditional proposition.
4.
a mere assumption or guess.

BetOnline is a small player in a highly evolved market and will struggle to compete on bonuses, value, or betting selections. We lack features that our competitors offer and our brand looks dated. Our payment processing is very slow and our website appears to lack integrity.

It's not all bad...

Although I haven't tested it personally, I am assured that our customer service is excellent, rapid, and responsive. This is critical as a significant volume of business is generated via telephone.

We can appeal to a certain niche of gamblers who desire the old school sportsbook flavor. We can appear exclusive. We can create a 'club' for 'players'. We should be able to offer innovative promotions.

With relatively little effort, we can dramatically improve the look of the website and all our B2C comms.

We should be able to create a stronger brand in 12 months if we remain consistent. This will - at least - create the illusion of integrity.

Data mining indicates that we have a slightly older 'value' demographic. 30-41 year olds represent the 'highest value by volume'. Older players 48+ represent the highest individual value. our players also appear to make relatively high wagers (I don't have comparative analysis on this)

Create a prestige brand with old school one-to-one customer support and first class comms. Keep it niche and exclusive while reaching out to everyone. As for speeding up our payment processing – fuck knows!

BETONLINE

1  **BET**ONLINE

2  **BET**ONLINE

3  **BET**ONLINE

4  **BET**ONLINE

5  **BET**ONLINE



BETONLINE