

· Gambling

· Consumer journey during COVID-19

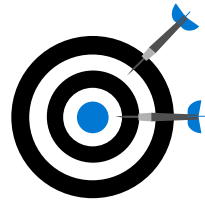


Consumer Decision Journey | Study Methodology



User Base

1000 users identified as highly qualified gamblers



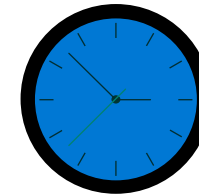
Criteria

Users were qualified as having visited or searched for sites related to "Bingo", "Casino", "Gaming", "Lottery", "Sportsbook", "Poker" & "Pure Brand."



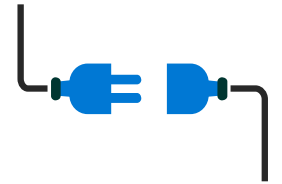
Location

All users analyzed were located in the UK



Timeline

Digital research behavior was collected from 15th March 2020 – April 2020



Conversion

Users were assumed to have converted when they showed no criteria behavior for 2 weeks after timeline

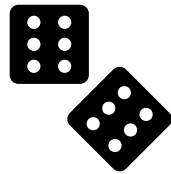
Classification

All the below categories are a mix of brand and generic terms



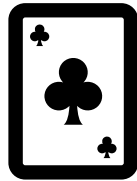
Bingo

Includes queries, URLs and brands specific to Bingo



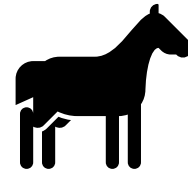
Casino

Includes queries, URLs and brands specific to Casino



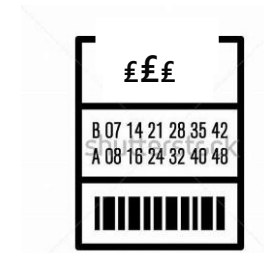
Poker

Includes queries, URLs and brands specific to Poker



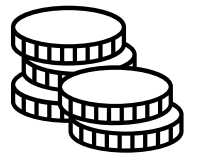
Sportsbook

Includes queries, URLs and brands specific to sportsbook



Lottery

Includes queries, URLs and brands specific to Lottery



Gaming

Includes queries, URLs and brands specific to Gambling-Gaming

Addition to these we have an additional category "Pure Brand" which includes like brand URLs and queries that do not fall under any of the above 6 categories

Casino was the popular alternative of gambling consumers

% of Users

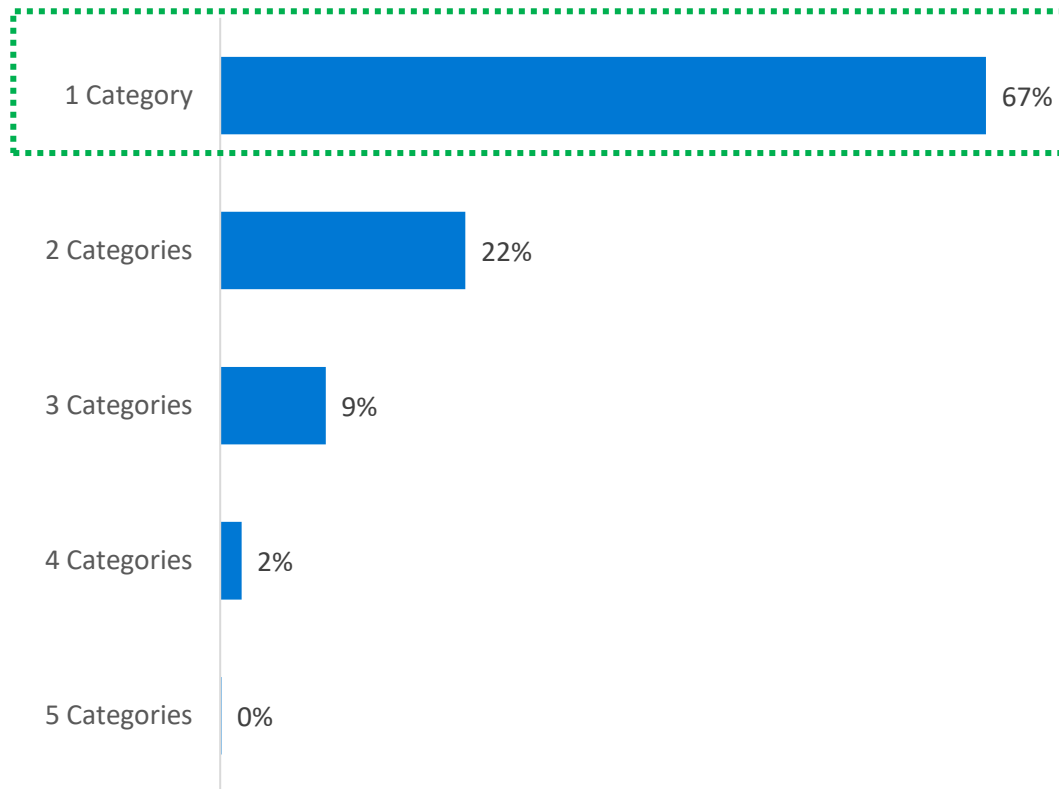
First Touchpoint	Last Touchpoints					
	Bingo	Casino	Lottery	Poker	Sportsbook	Gaming
Bingo	76%	2%	0%	9%	10%	2%
Casino	0%	68%	0%	14%	3%	15%
Lottery	0%	7%	70%	0%	22%	1%
Poker	3%	22%	2%	71%	2%	0%
Sportsbook	8%	48%	11%	8%	13%	12%
Gaming	1%	59%	0%	23%	1%	17%

~70%

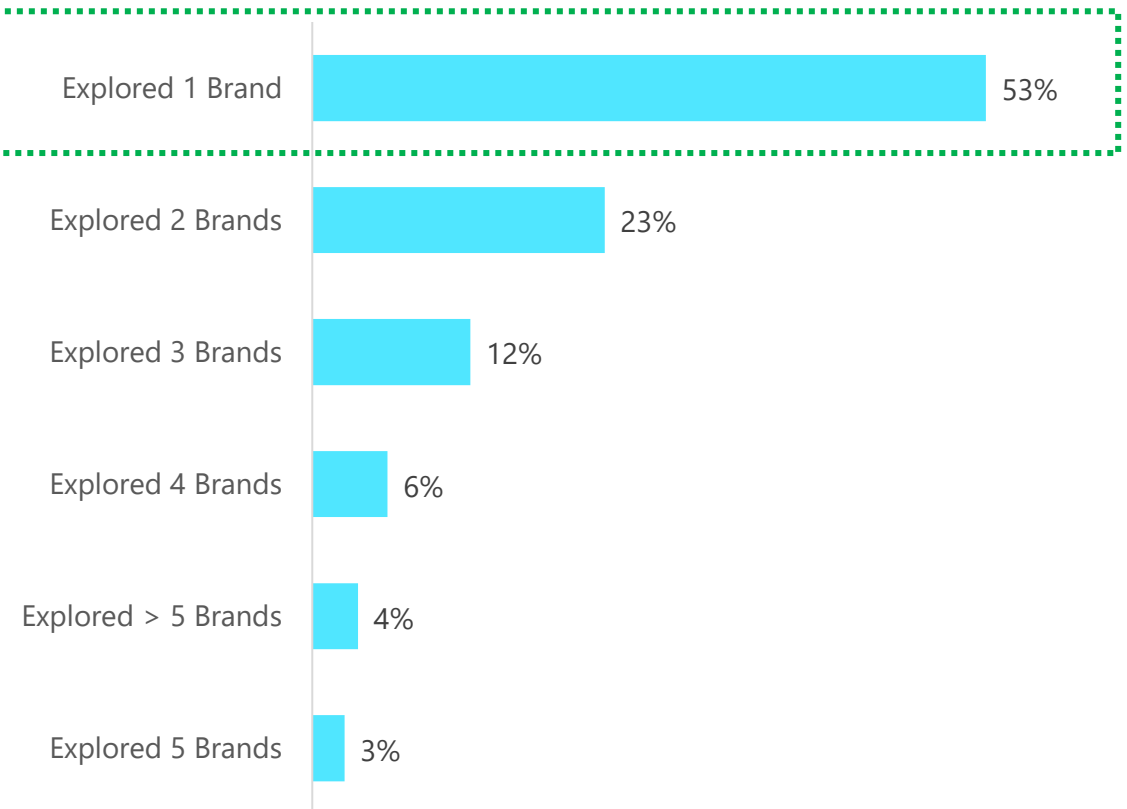
of paths start & end on same category for bingo, lottery, casino & poker

Consumers are more loyal to the gambling category than to brands

Avg. number of categories across user journey



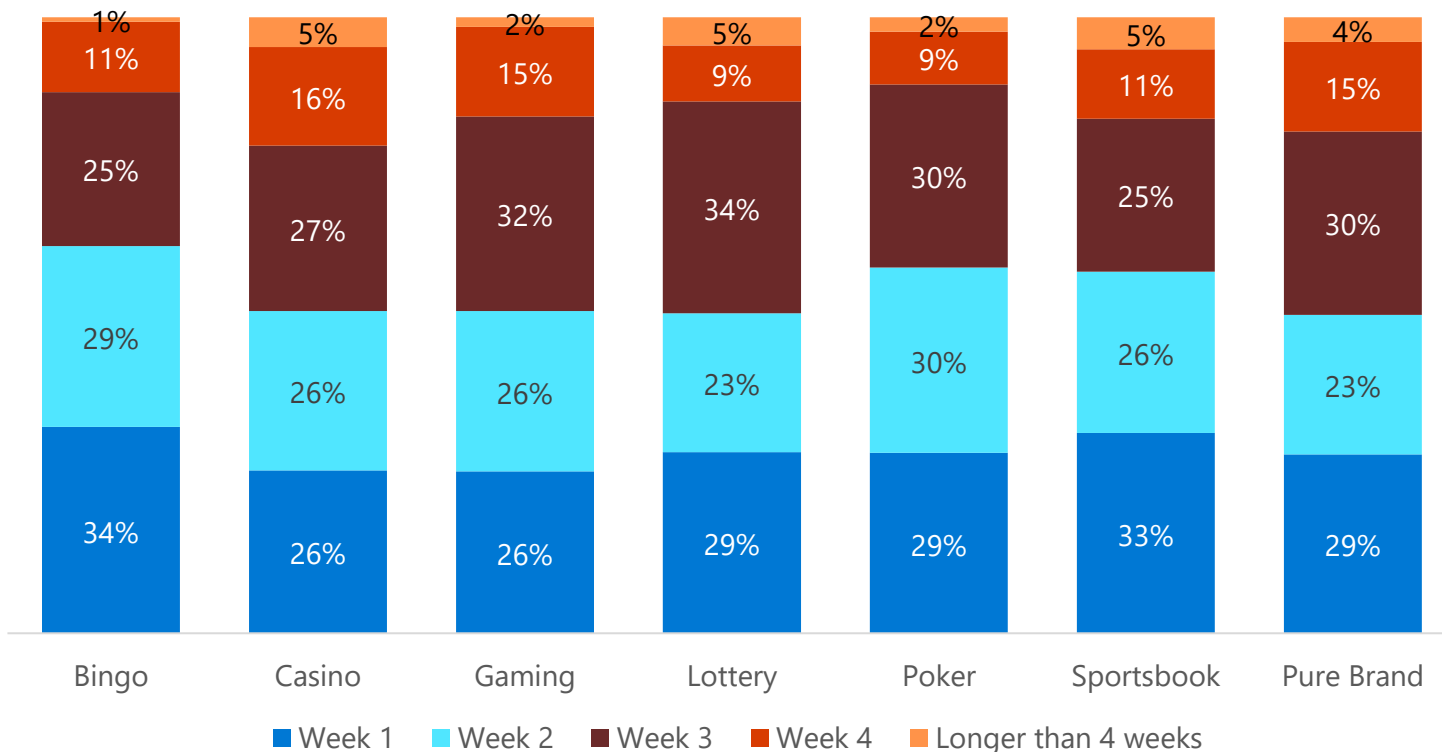
Avg. number of brands across user journey



Gambler's online journey is long enough to influence

50-60% of the consumers convert within 2 weeks of starting the journey

No. of users by journey length



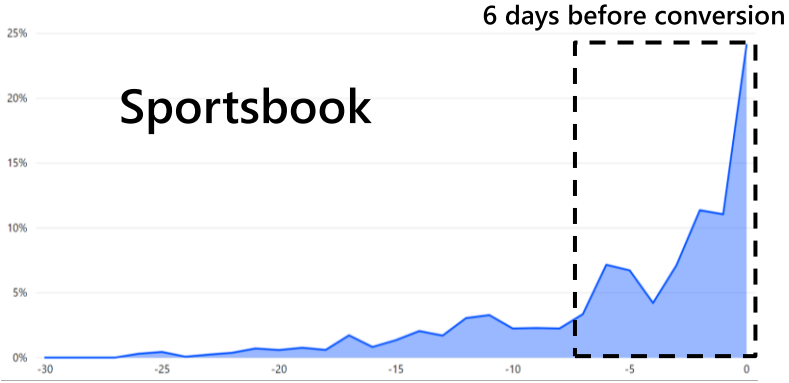
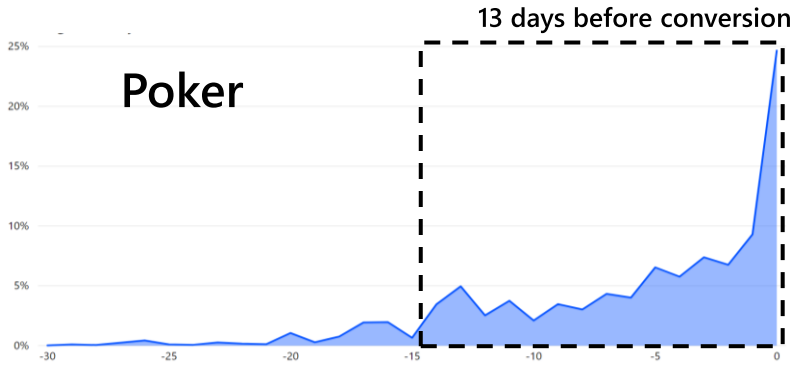
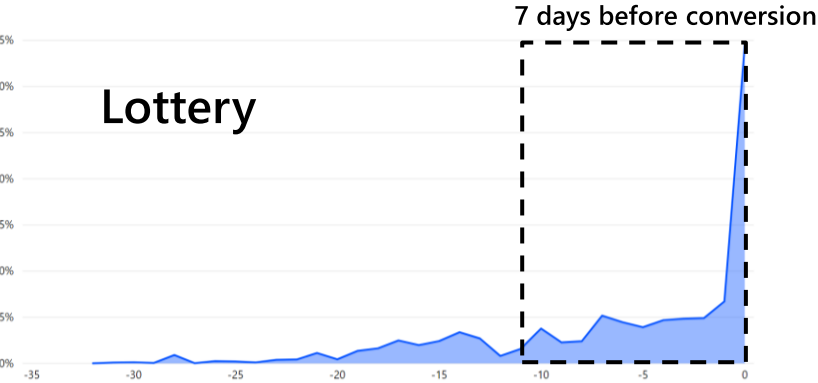
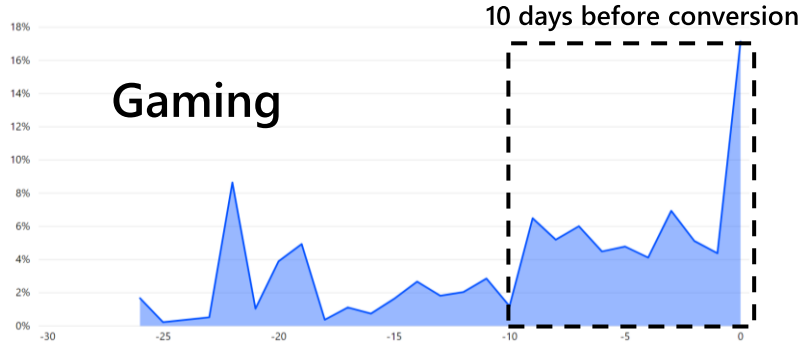
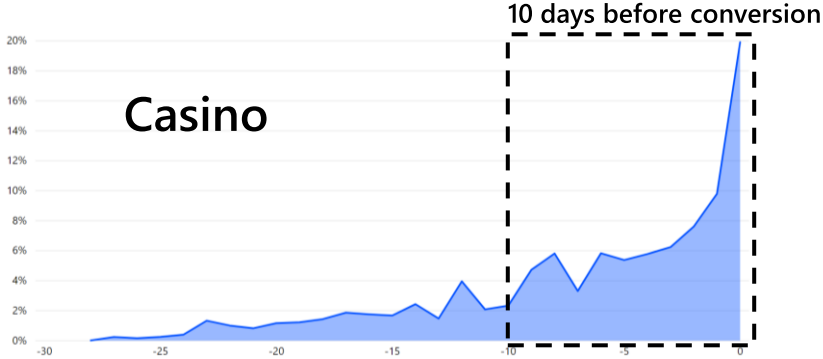
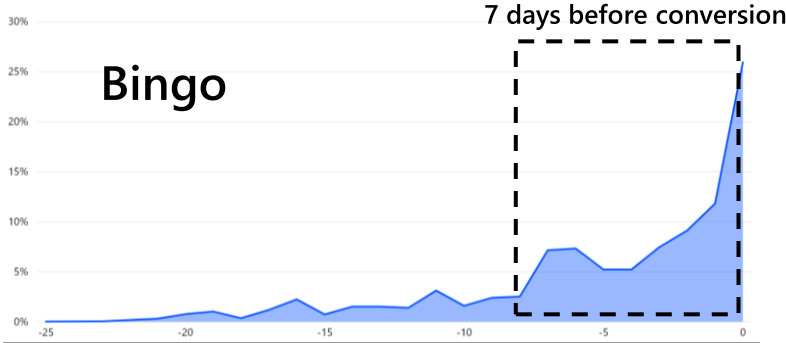
6%
of gambling
consumers start
and end their
journey in the first
day

Pro tip

Use Remarketing lists to promote follow up Gambling offerings, align expanded remarketing window lookback

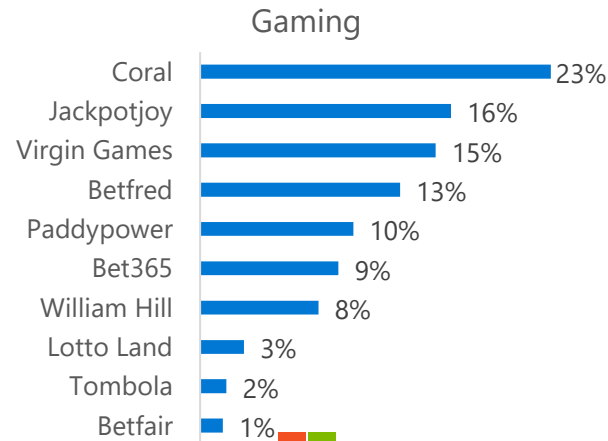
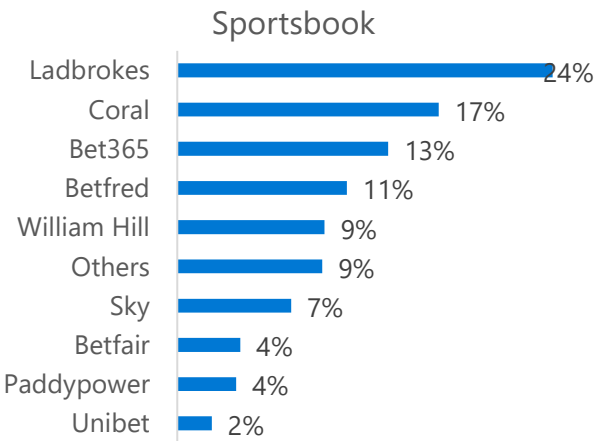
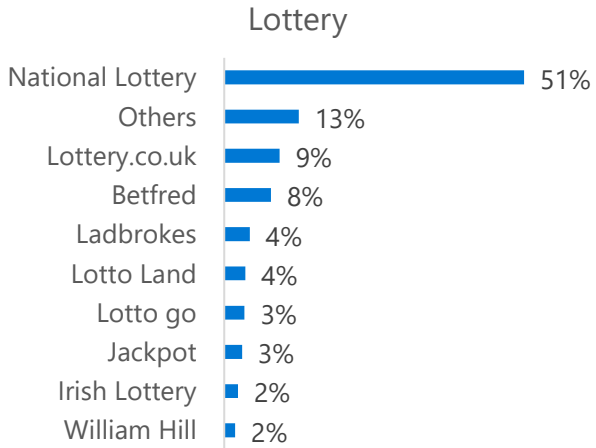
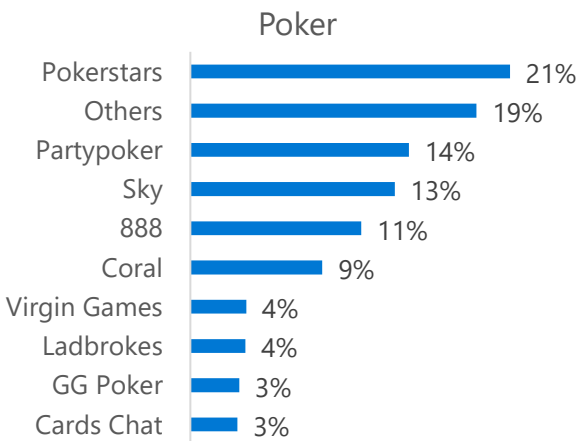
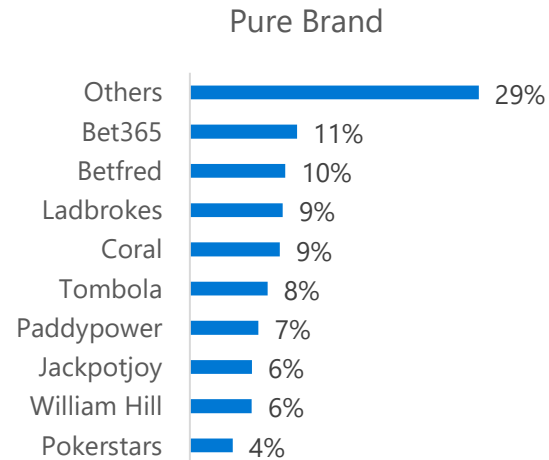
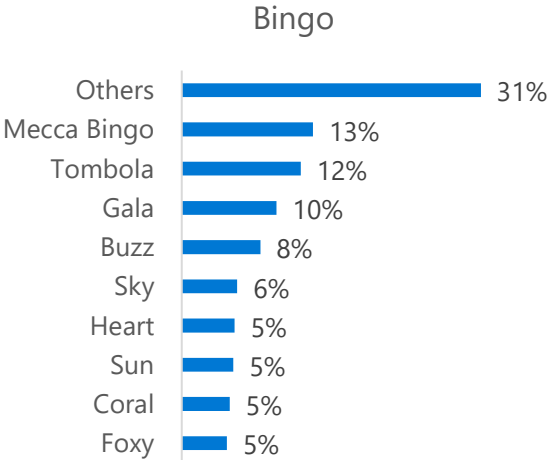
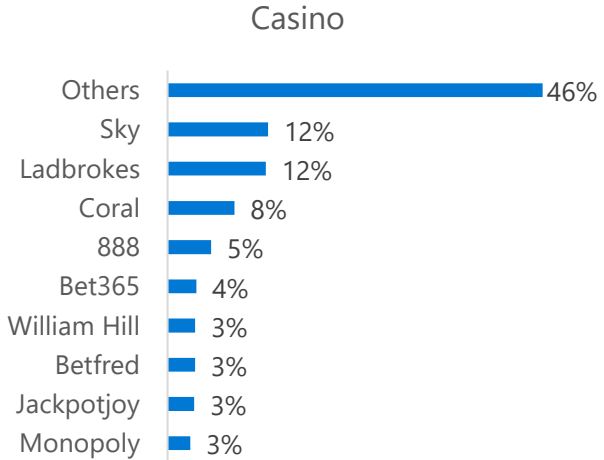
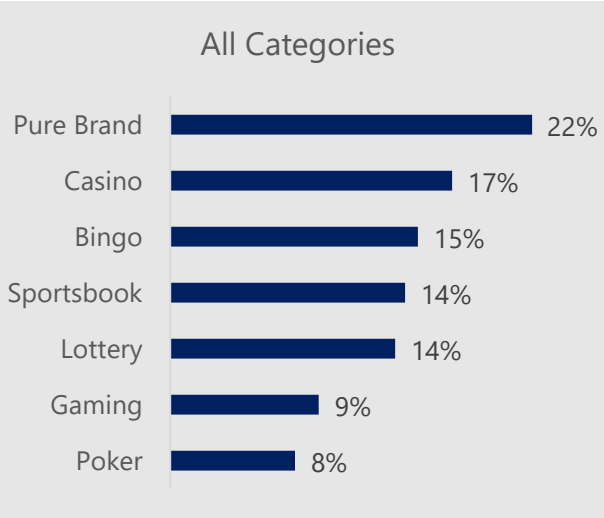
Consumer engagement peaks a week prior to their conversion

Page Views by Last Date Index



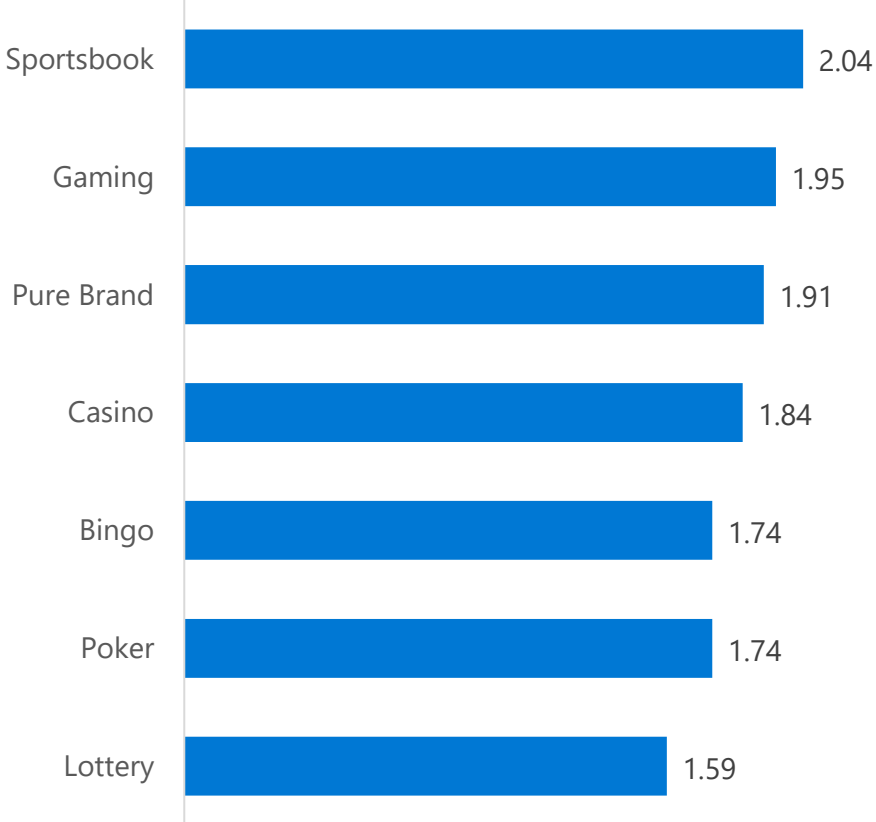
Consumer engagement is spread across brands with no dominance

Total page views split by request domain name per category

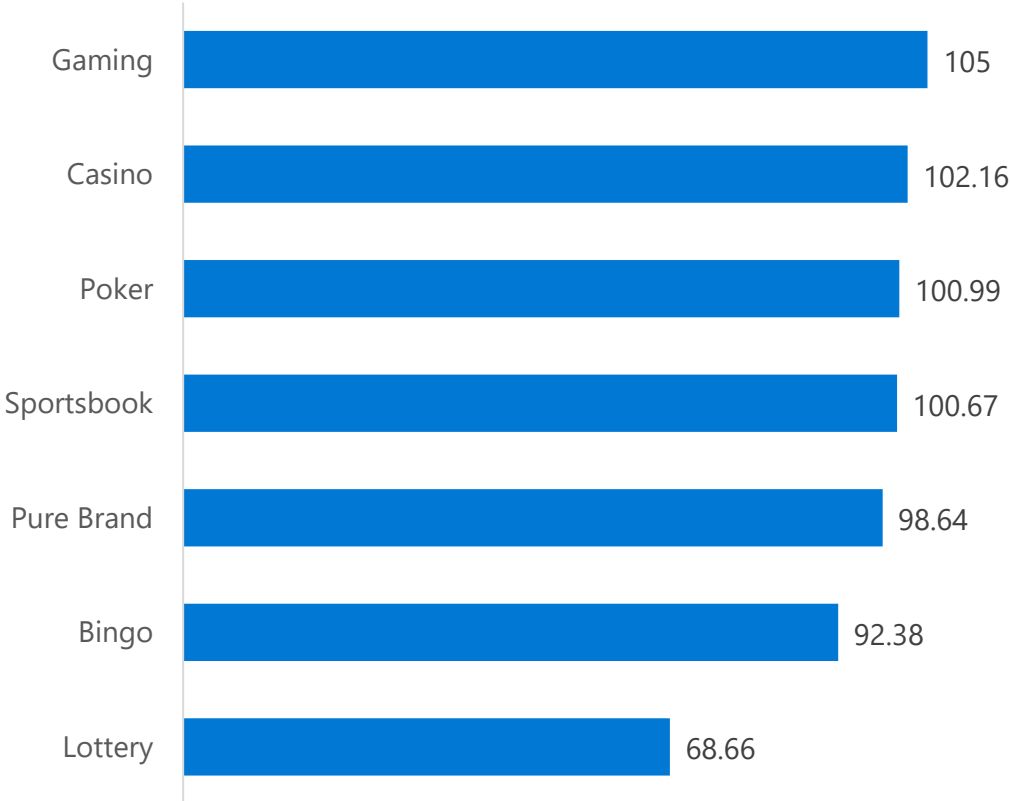


Gaming had the highest engagement while lottery the lowest

Avg. Page views by category



Avg. Dwell Time by category

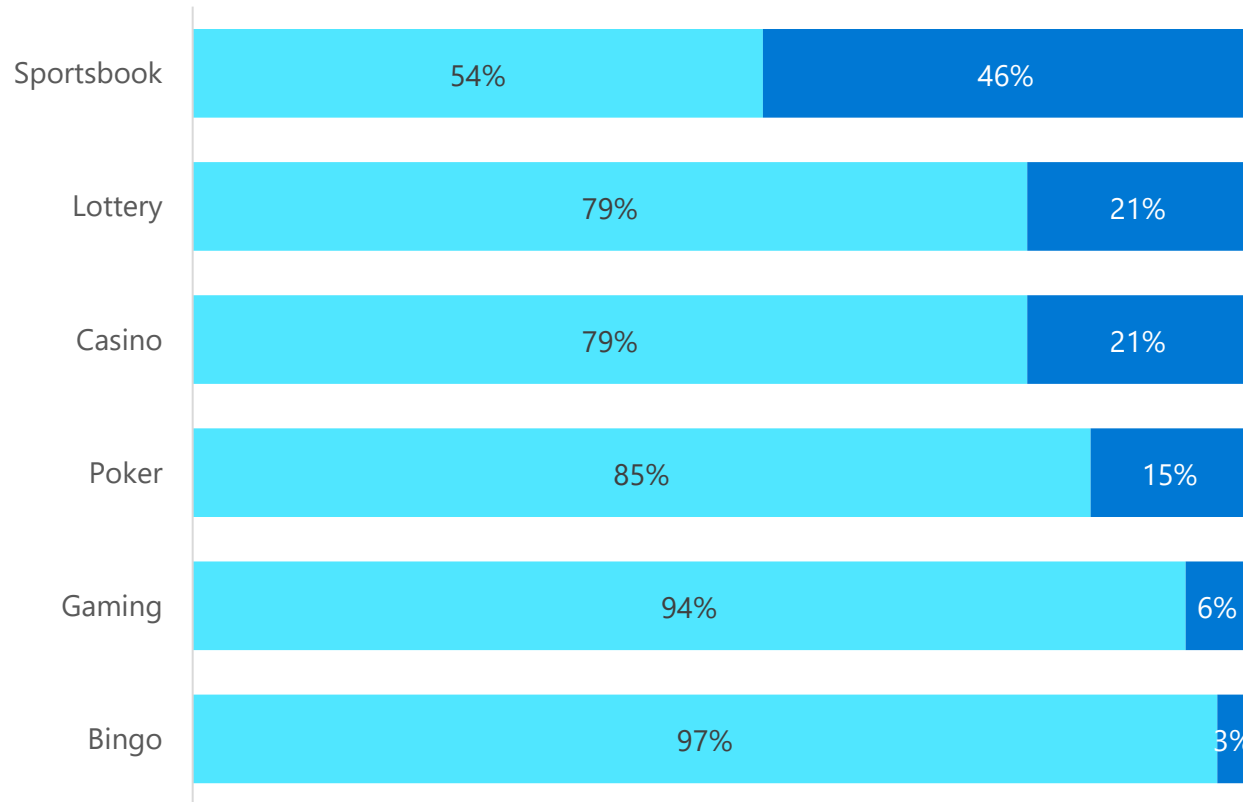


Generics are critical.

But consumers had strong brand preference for some segments especially Bingo

Brand and Generic Split

Brand Generic



Top 5 generic queries

Top 5 generic queries		
Sportsbook	Lottery	Casino
Horse racing	Lottery	Casino
Online betting	Lottery uk	Slots
Betting sites	Online lottery	Roulette
Bets	Lottery 2020	Roulette wheel
Horse race	Lottery online	Blackjack online
Poker	Gaming	Bingo
Poker	Online gambling	Bingo
Poker hands	Gamble	Bingo sites
Online poker	Gambling sites	Online bingo
Texas holdem poker	Gambling websites	Bingo games
Poker online	Gambling site	Bingo online

Highlights and recommendation



Gambler's online journey is long enough to influence

Leverage retargeting to connect with your potential consumers



Embrace cross pollination

Reach the connected customers across the segments



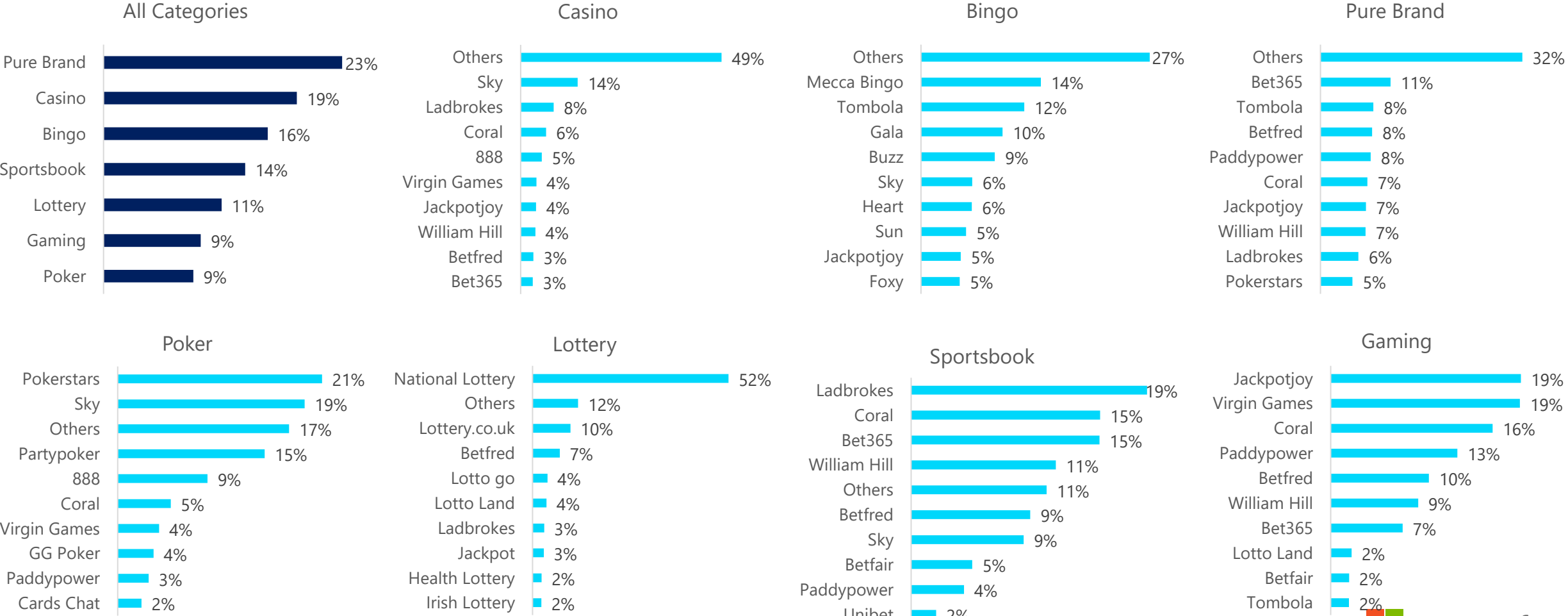
Expand and adapt for diverse search patterns

Ensure good coverage on generics and competitor brands with your offers from start of the journey

Appendix

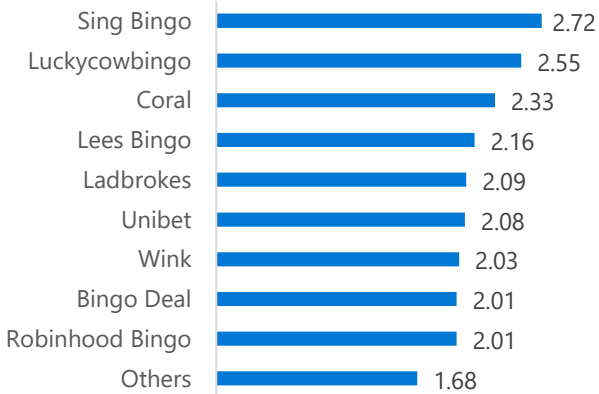
Consumer engagement is spread across brands with no dominance

Total dwell time by request domain name per category

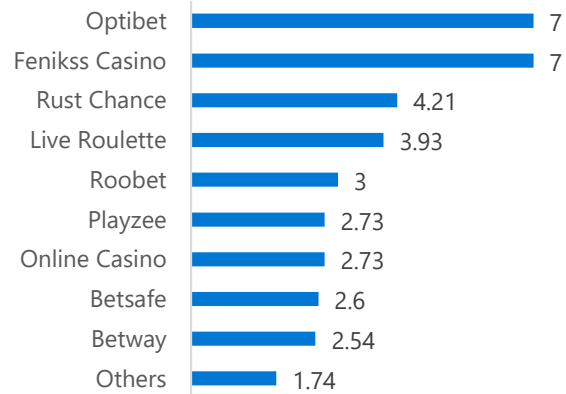


Average page views by request domain name per category

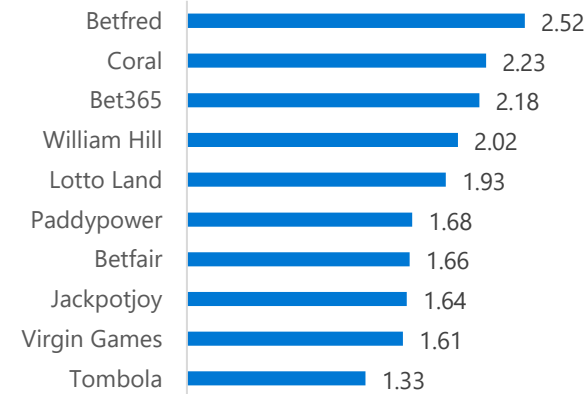
Bingo



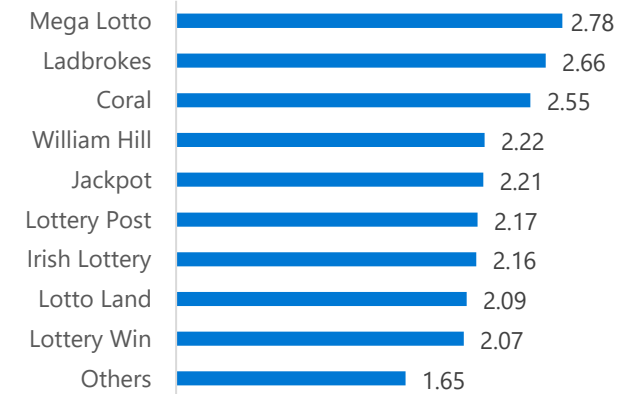
Casino



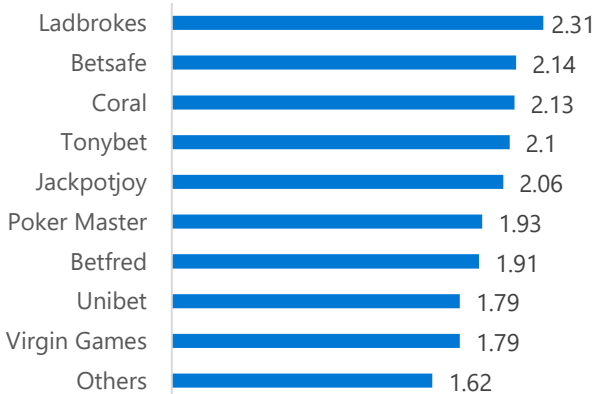
Gaming



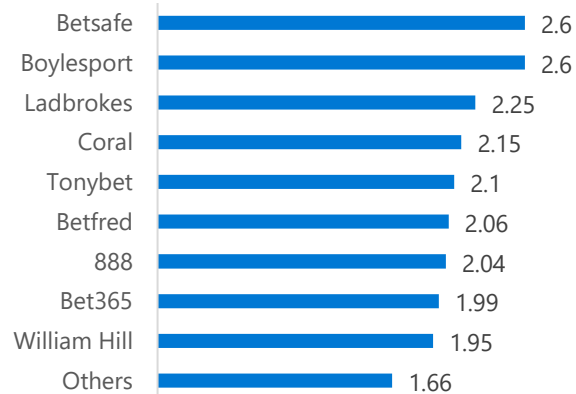
Lottery



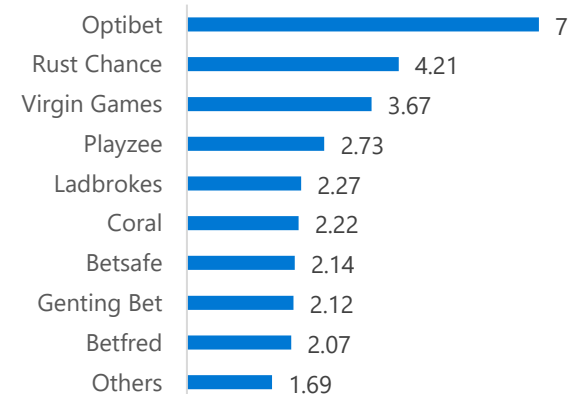
Poker



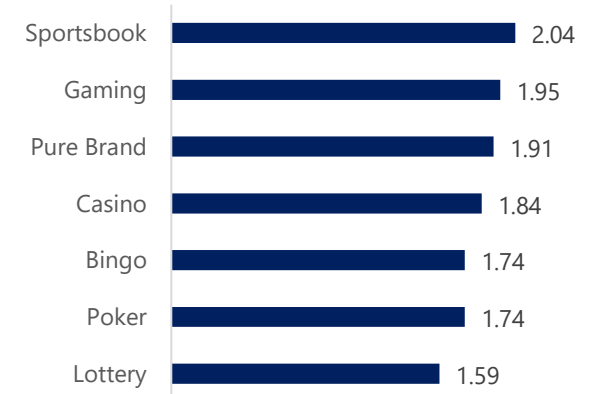
Sportsbook



Pure Brand

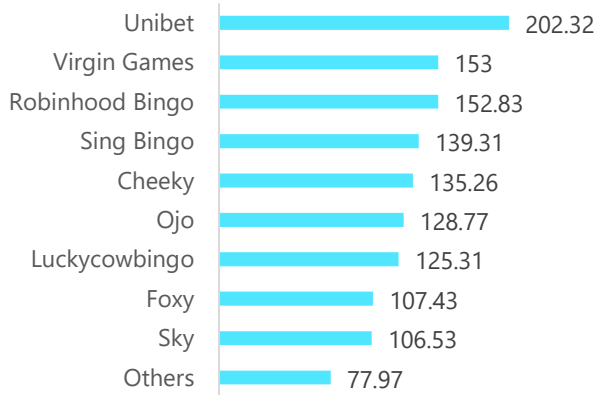


All Categories

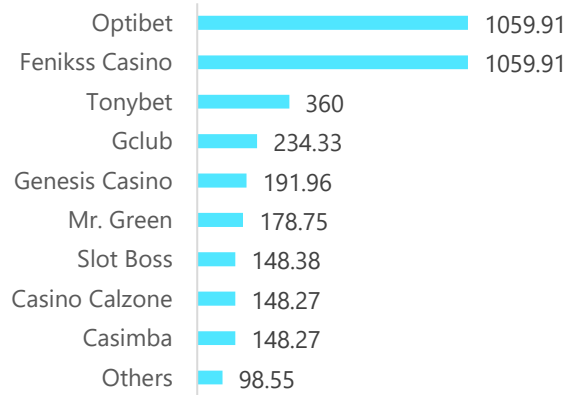


Average dwell time (seconds) by request domain name per category

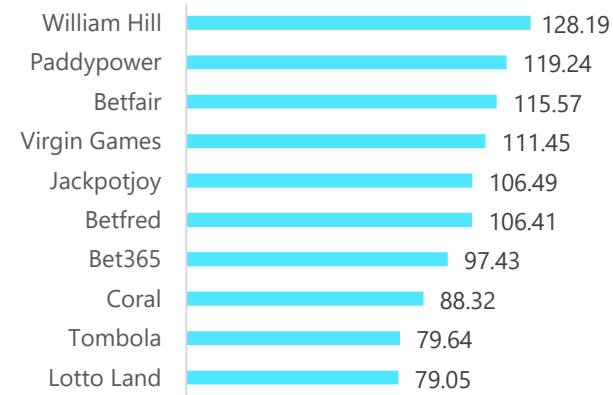
Bingo



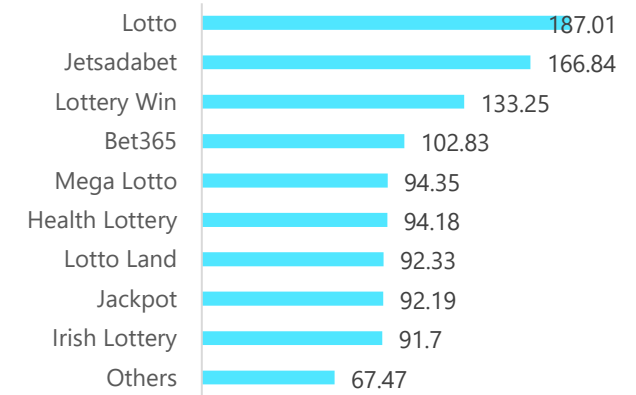
Casino



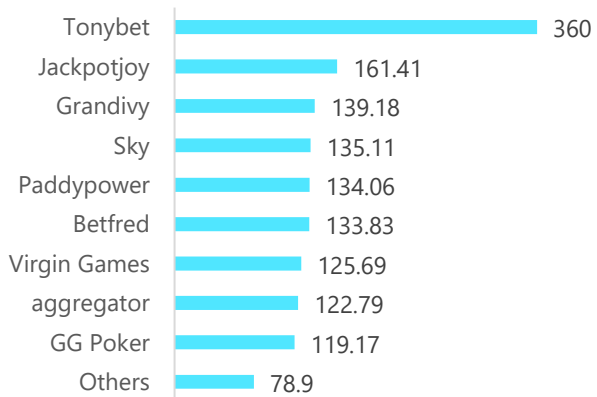
Gaming



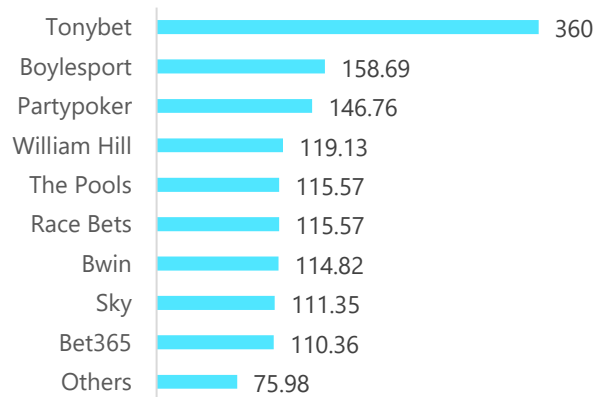
Lottery



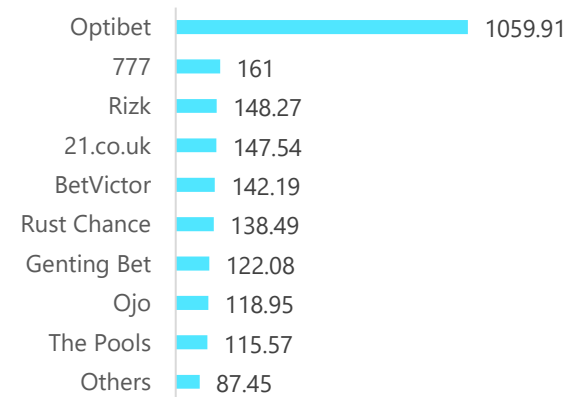
Poker



Sportsbook



Pure Brand



All Categories

