



# Online Gambling COVID-19 U.K. marketplace insights

Up until March 21, 2020

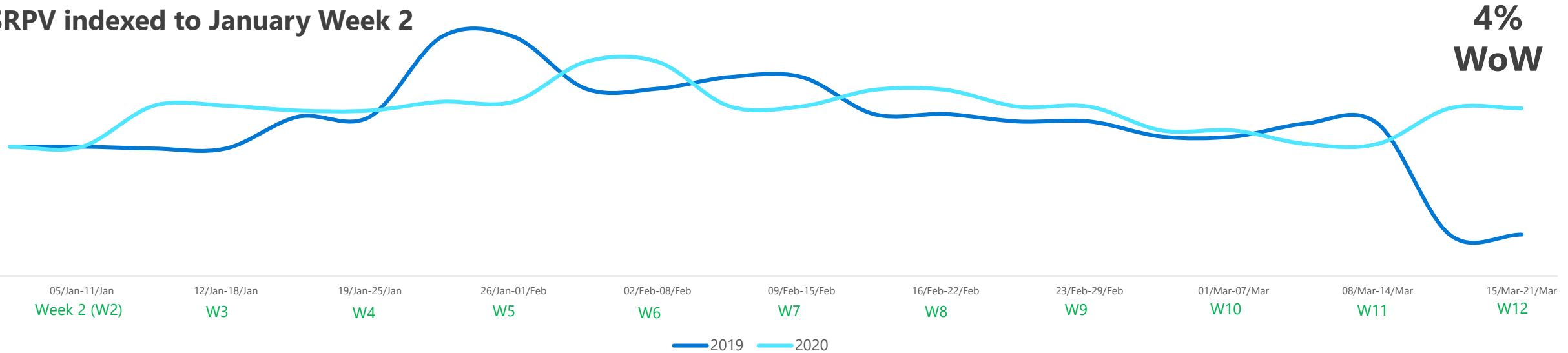


## **HYPOTHESIS**

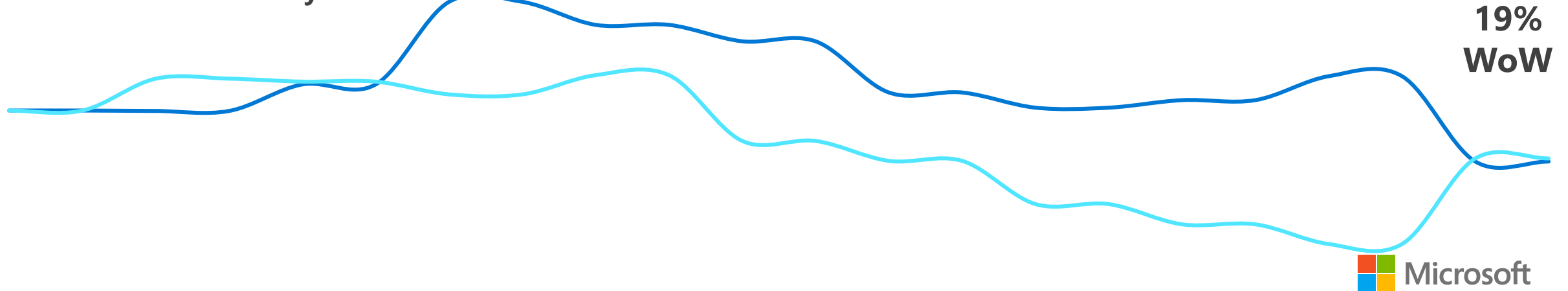
In today's situation, with offline gambling shops closed and consumers on lockdown, we anticipate to see an increase in online gambling activity over the coming weeks (Lottery, Bingo, Casino & Poker)

There was **increased online gambling activity observed last week**; it is expected to continue to grow through the lockdown period

SRPV indexed to January Week 2

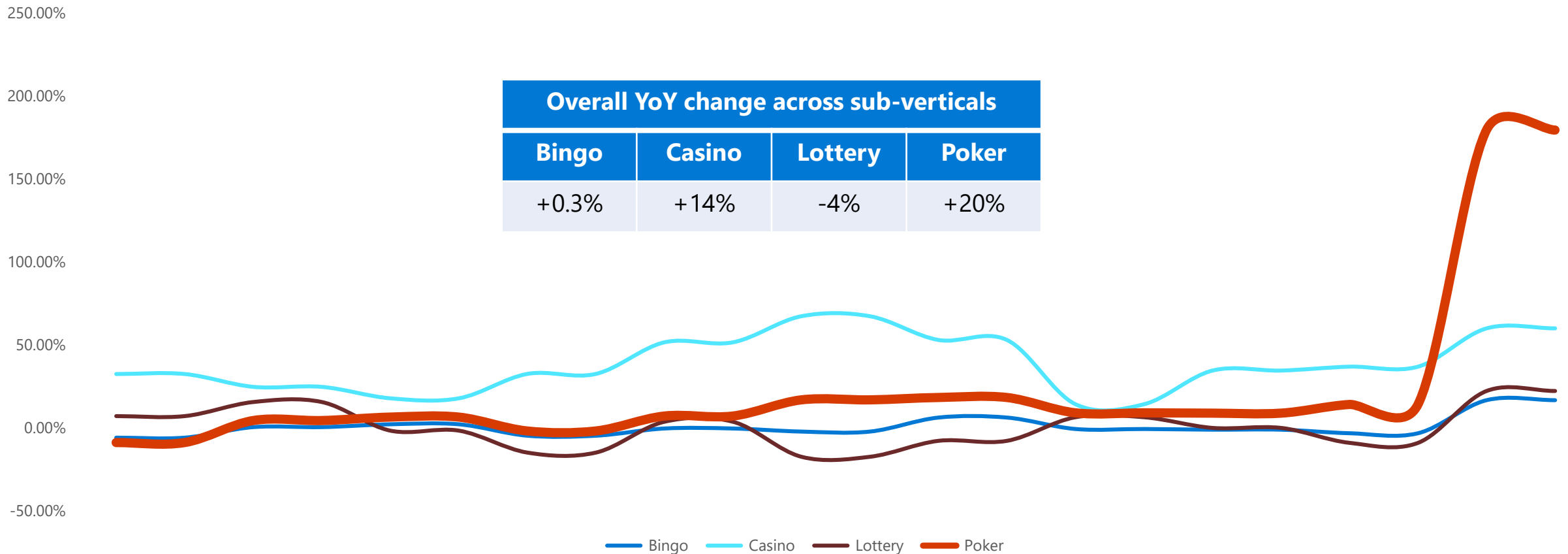


Clicks indexed to January Week 2

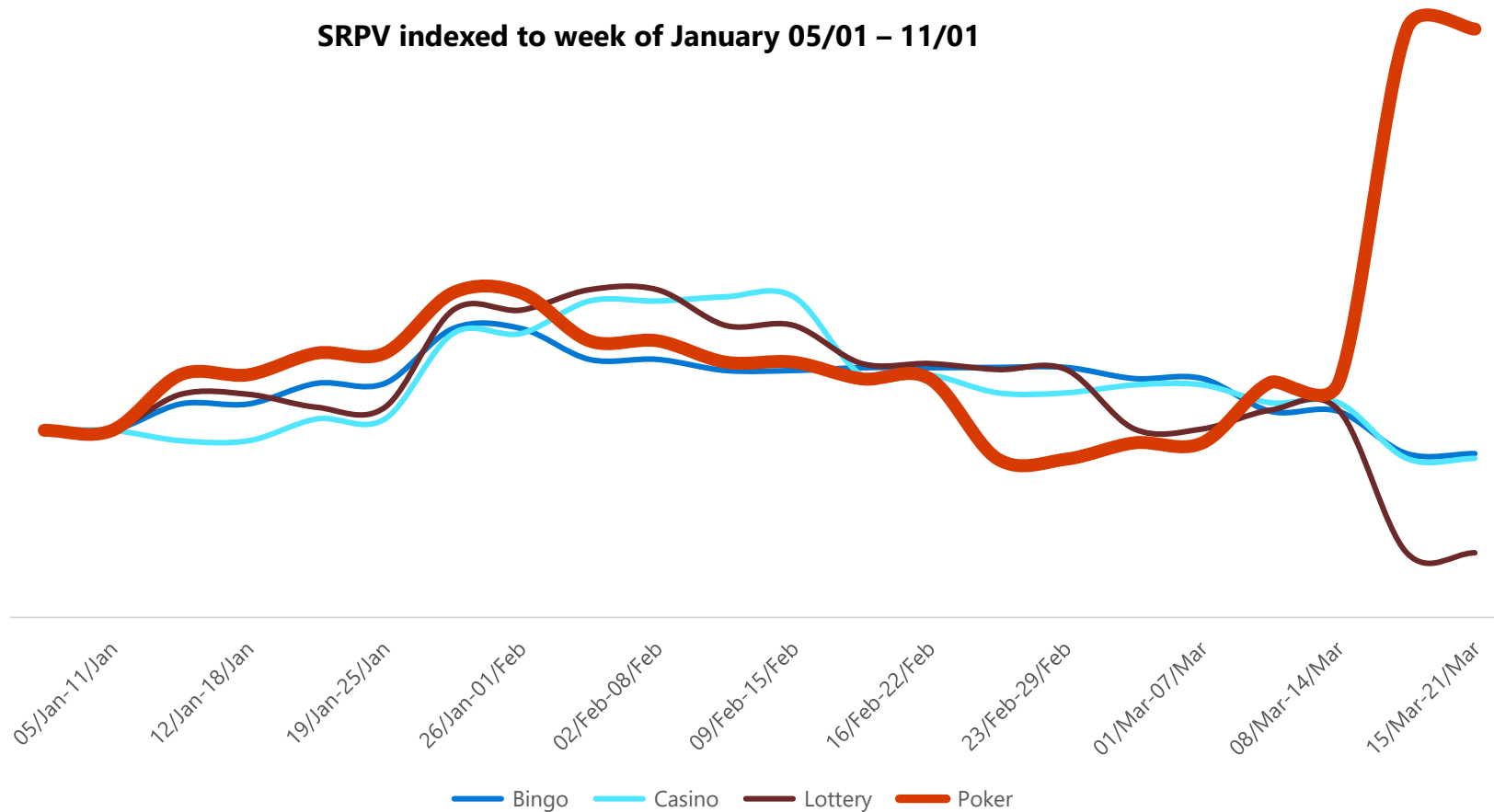


# Poker & Casino searches are more popular year over year (YoY)

YoY search growth for Online Gambling sub-verticals



# There was a **massive spike in Poker searches** observed the **past week**



## Query samples

**Bingo:** "bingo sites," "bingo,"  
"bingo UK," "[bingo brand]"

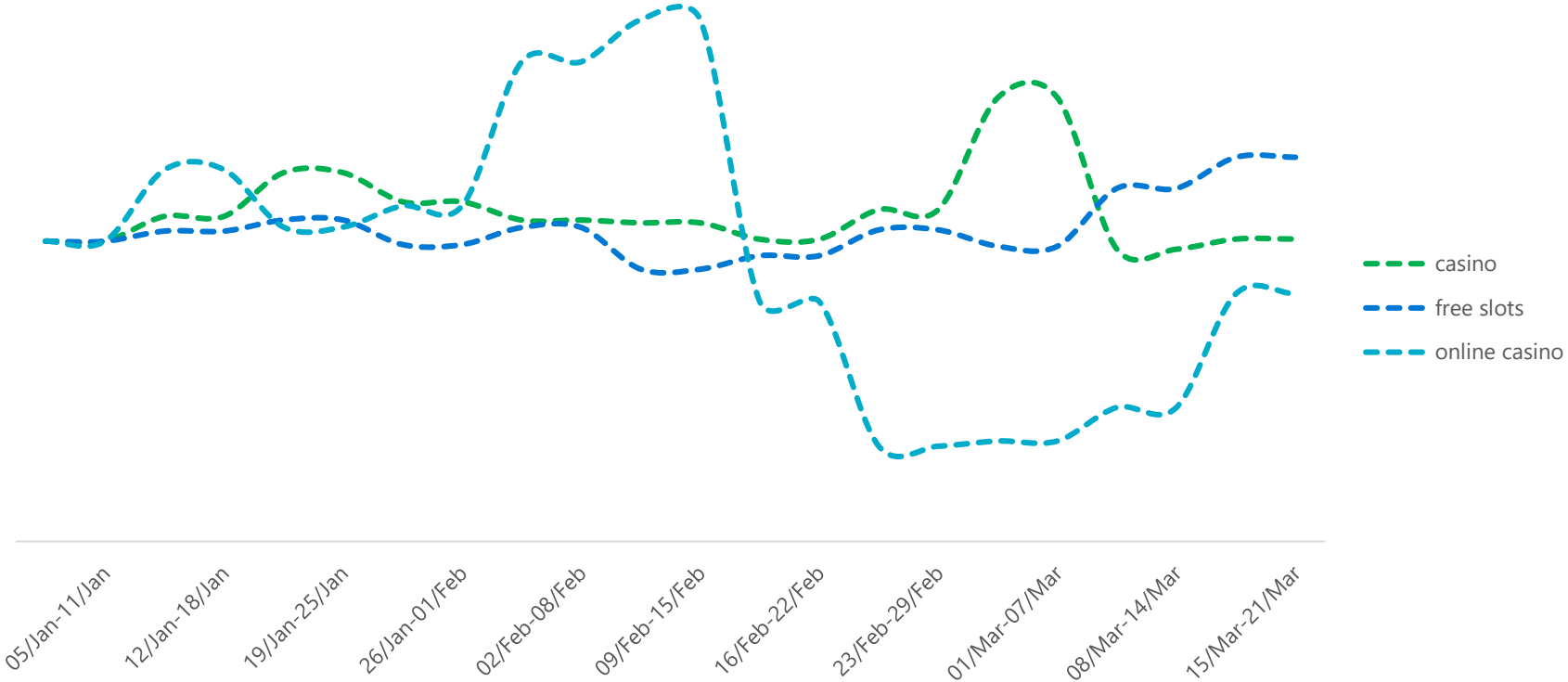
**Casino:** "[game brand] casino,"  
"best casino," "casinos"

**Lottery:** "national lottery,"  
"lottery UK," "lottery"

**Poker:** "poker," "free poker,"  
"play poker"

# Generic searches are on the rise as more gamblers look for free slots & offers

SRPV indexed to week of 05/Jan – 11/Jan



- Top growing queries YoY**
- online casinos
  - online casino
  - casinos

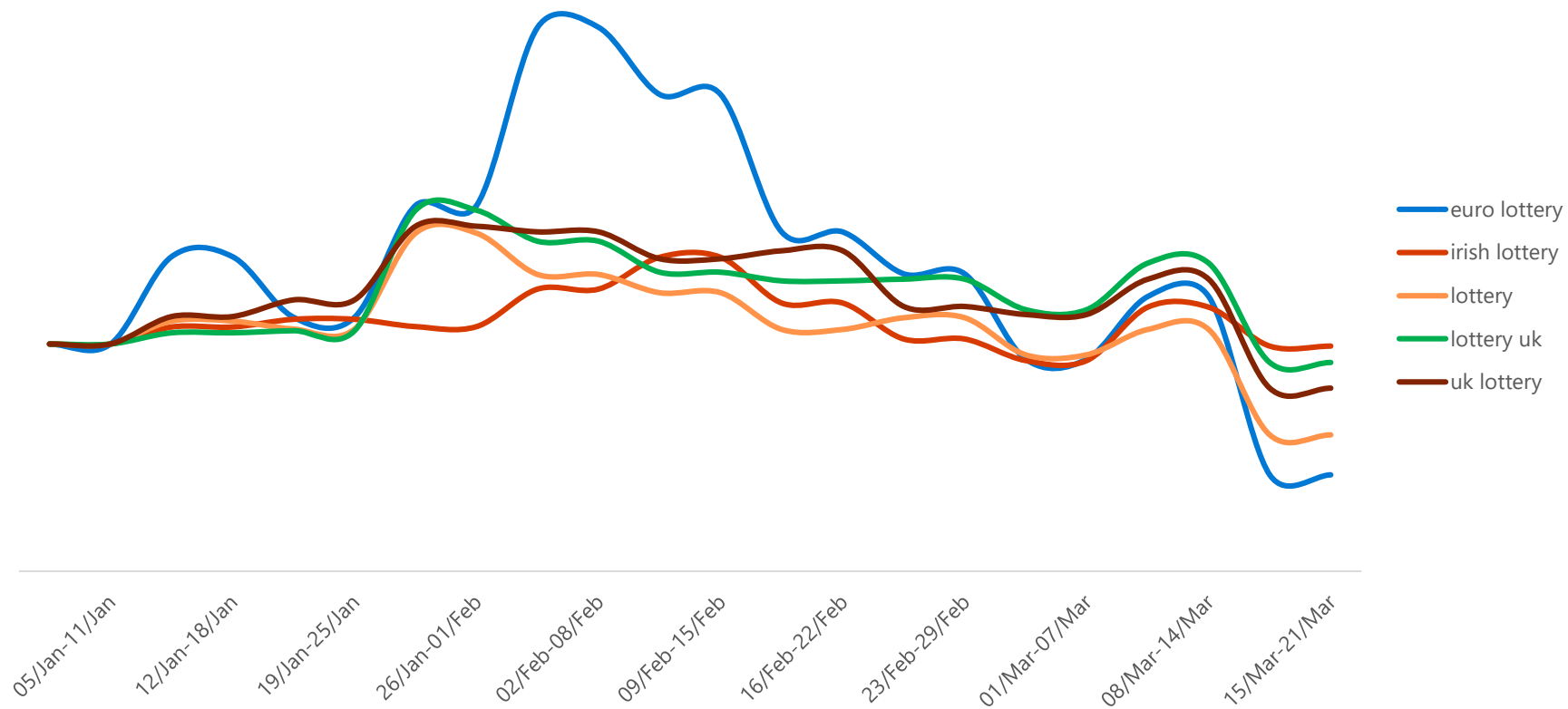
Source: Microsoft Internal Data, Bing O&O Traffic, All Devices  
\*Searches indexed to 2<sup>nd</sup> calendar week in January \*\*YoY Query Calculation based Year to Date 21<sup>th</sup> March with minimum of 1000 Searches



# Lottery query peaks vary through the period

Something to keep an eye for the coming weeks

SRPV indexed to week of 05-Jan – 11-Jan



## Top growing queries YoY

- [lottery brand] uk
- [lottery brand] uk official site



Thank you