



BET ON IT: ASSESSING FANS' SPORTS BETTING JOURNEYS



AT-A-GLANCE

- **Observe consumers to identify needs in various settings.**
- **Determine time periods when consumers are most likely to participate.**
- **Identify features and activations that would encourage consumers to use the program again.**

CHALLENGE

A popular online sportsbook company wanted to better understand how sports betting and fantasy games fit into sporting event fan experiences. The ExperienceBuilt Group (EBG) uncovered how the live game experience at home, in social settings, and in-person, can be enhanced with sports betting and fantasy play.

How can sports fans' betting needs be fulfilled?

SOLUTION

01

Avoid Assumptions to Boost Discovery

The ExperienceBuilt Group created a team of researchers with varying sports betting knowledge to reduce preconceived notions, creating fresh questions and hypotheses.

02

Identify Fans' Key Touchpoints

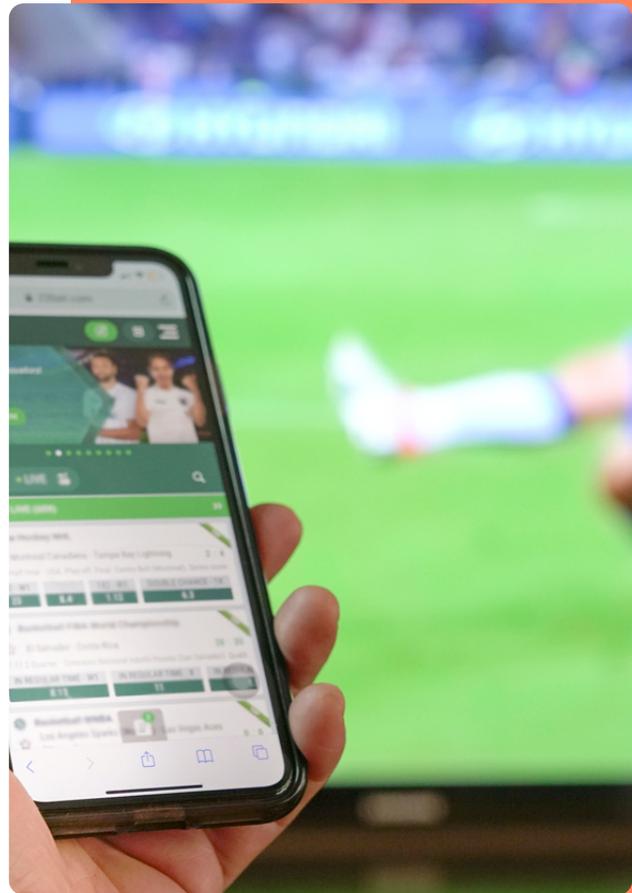
The ExperienceBuilt Group identified what information bettors needed at certain points before, during, and after the game through live participant feedback.

03

Create Guardrails for Next Steps

EBG facilitated and reported on conversations that allowed the Company to make decisions about new features, products, and partnerships based on real fan feedback.

At The ExperienceBuilt Group, we are equipped to access, analyze, and translate experience-driven data into actionable items for your team. Let's work together to make your business better.



IMPACT

The Company's product team now has a treasure trove of fan insights and design principles to tailor their products to multiple viewing settings. With this feedback, the Company can maintain and improve their brand position in the marketplace.



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