ICE LONDON

SportCaller

THE WORLDS #1 FREE-TO-PLAY GAME PLATFORM

SportCaller

Global Reach

SportCaller works with clients in the UK, Europe, Asia, Australia, LATAM, Africa and North America across 20 languages.

Our expanding client base includes Paddy Power Betfair, FanDuel, GVC, Kindred and William Hill.

betsson group · RACING.COM · MoPlay · BetVictor · TVG · PADDYPOWER. · betfair · LS · UNILAD · News UK · UNIBET

playMGM · BET EASY · Racing · CORAL · itv · RACING POST · FANDUEL · Lottoland · William HILL · 32Red · bwin

SportCaller

Pillars of Free-to-Play

THE 6 CORE ELEMENTS OF FREE-TO-PLAY WHICH CLIENTS MUST CONSIDER WHEN SETTING OUT THE CONCEPT STRATEGY AND APPROACH. THESE FORM THE BASIS OF OUR NUMBERS-LED RECOMMENDATIONS.

From a suite of conversion mechanics to pay to play games.

Personalised, from routine notifications to direct marketing.

Simple, engaging and unique.

From Social login to full client single-sign-on.

Webview and bet placement within app.

Considered approach based on client goals for each game.

Free-to-Play Value

AGGREGATED DATA ACROSS ALL CURRENTLY ACTIVE GAMES

MOBILE USAGE — 90%

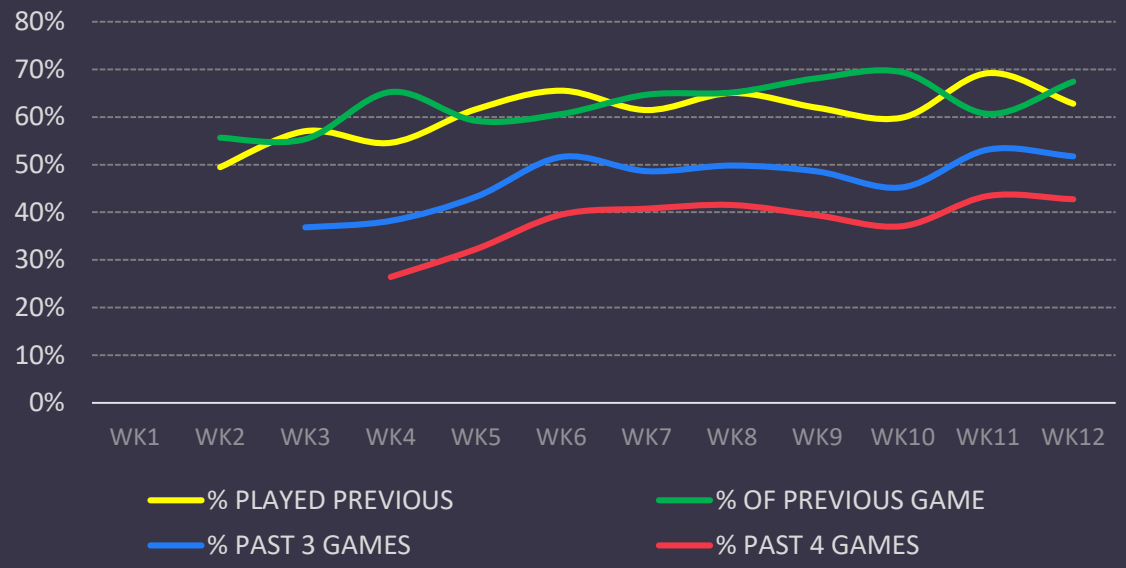
USER TO REGISTRATION RATIO — 75%

REGISTRATION TO PLAY RATIO — 86%

CONVERSION TO BET — 20%

FTP PLAYER VALUE vs NON-FTP — +55%

RETURNING PLAYERS



PADDY POWER. betfair

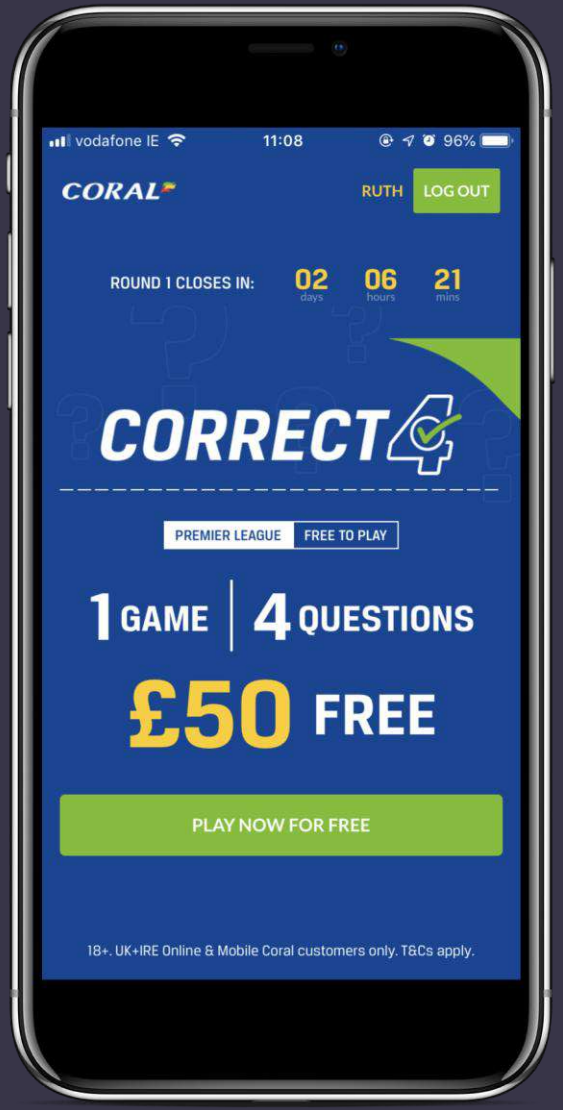
"…continuing to offer innovative promotional products, such as 'Beat the Drop' to acquire recreational customers at lower costs."
Paddy Power Betfair Q3 Trading Update, 2nd Nov 2018

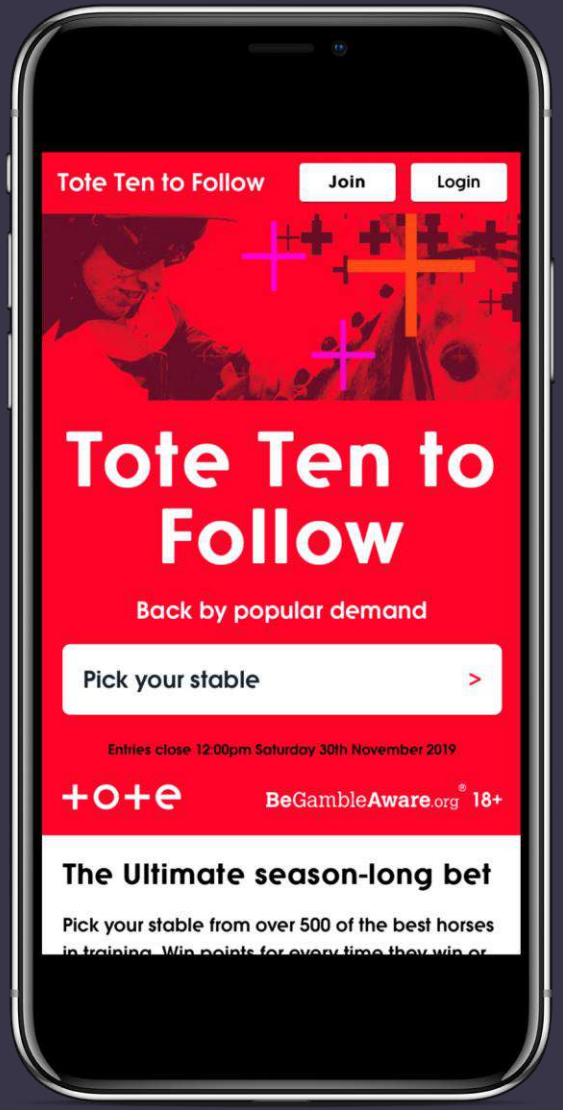
kindred

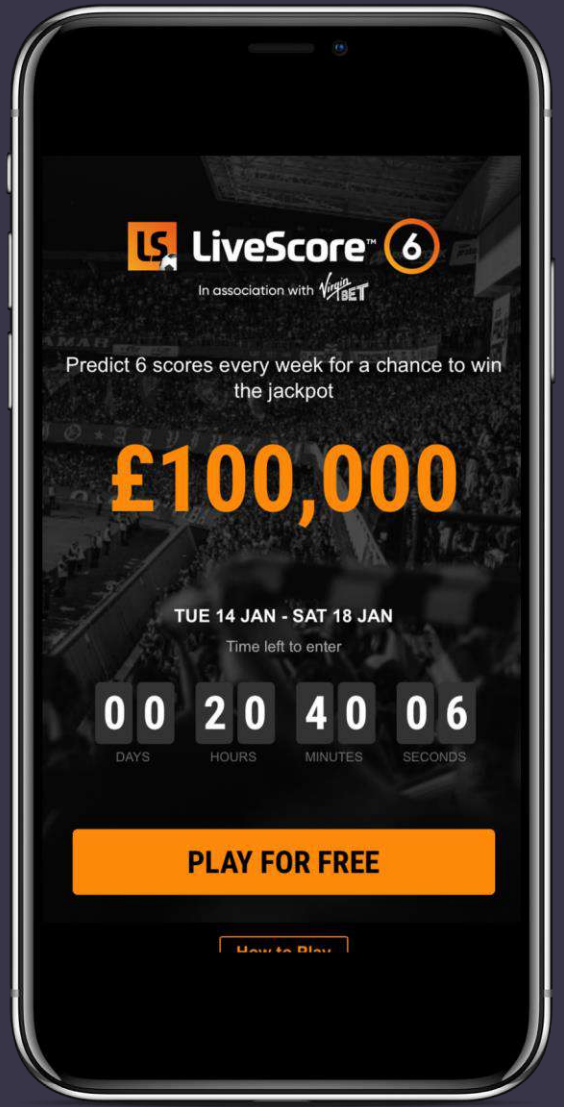
"…the business has been looking for new and innovative ways to reach customer targets while limiting bonus expense. The success of SportCaller games so far has impressed on this score, as far as board level in the Group."
Johannes Nijboer, Kindred Group PLC

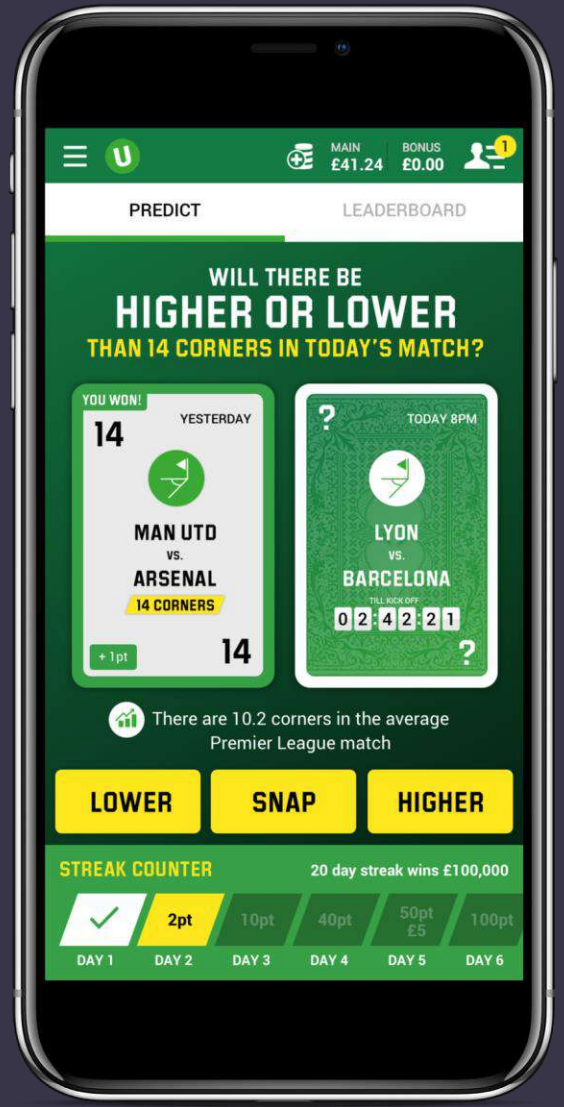
SportCaller

Recently Launched Games



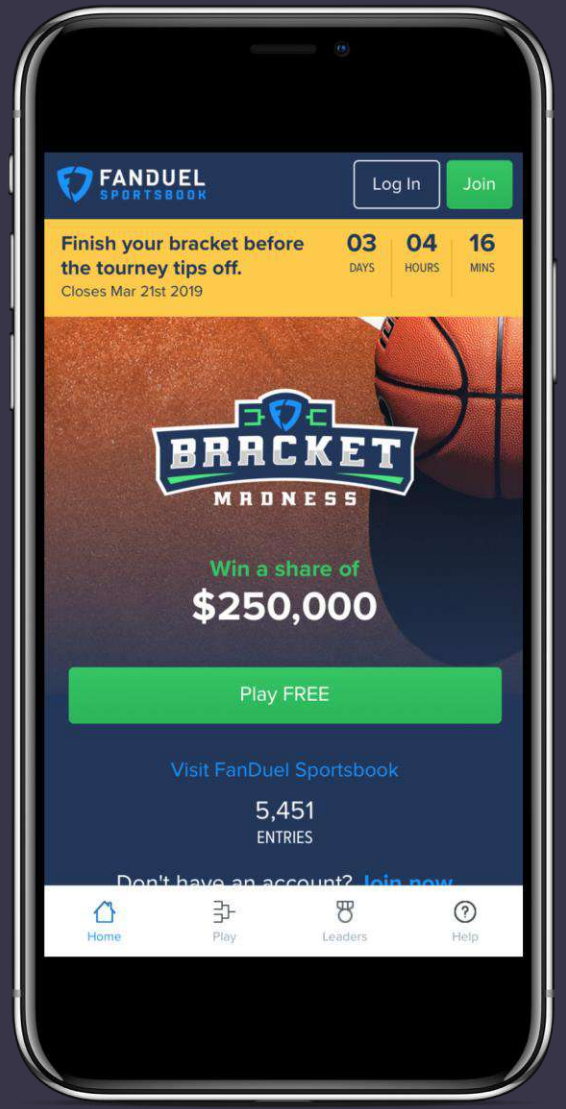


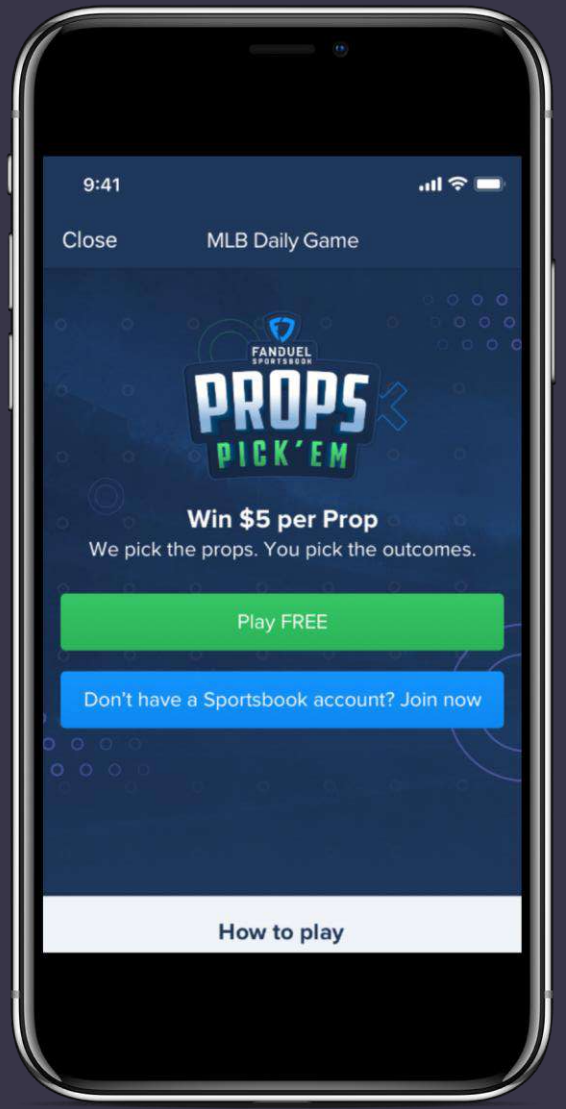


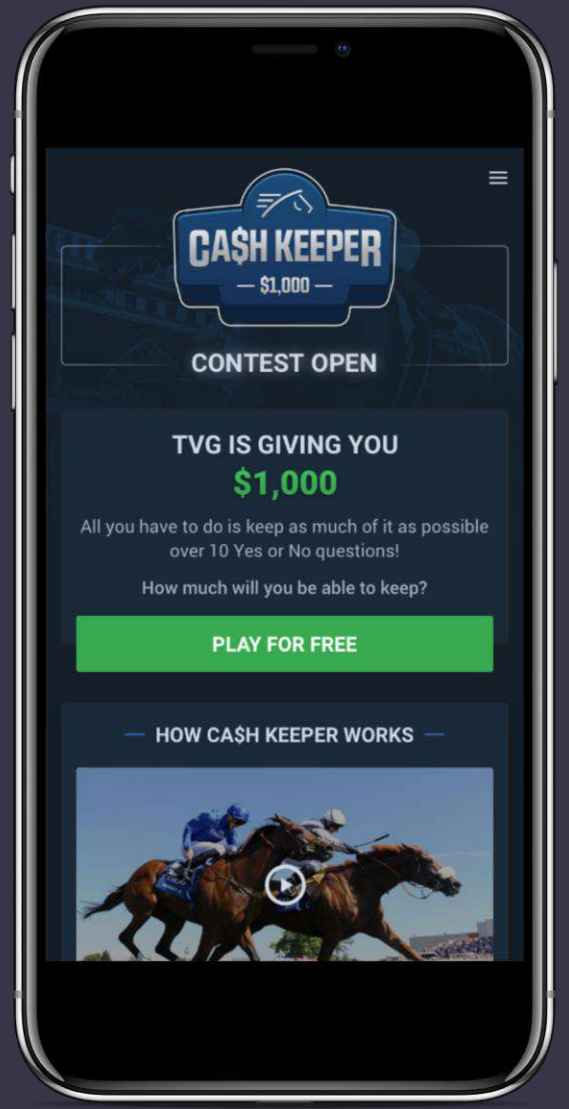


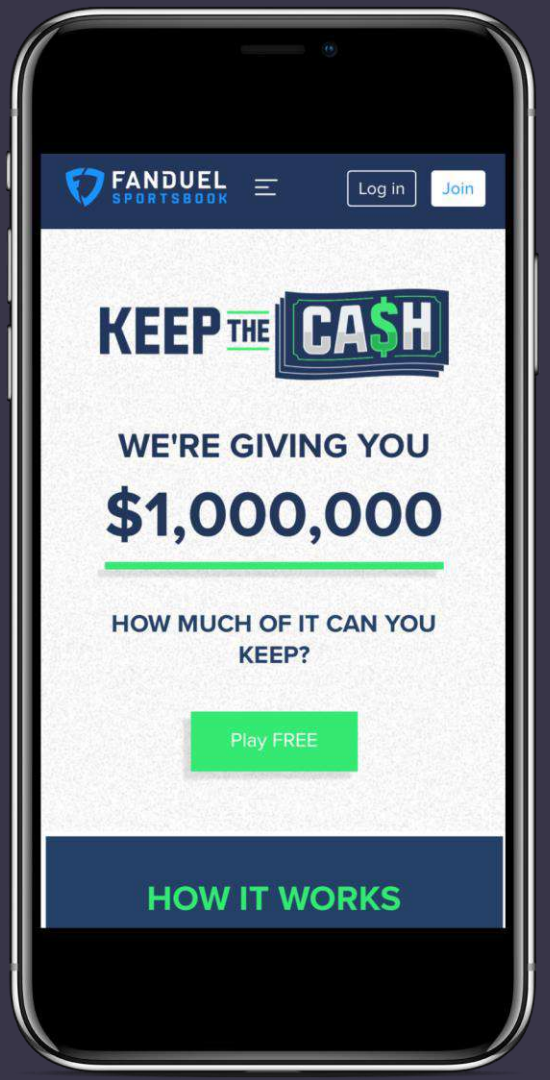
SportCaller

USA Games



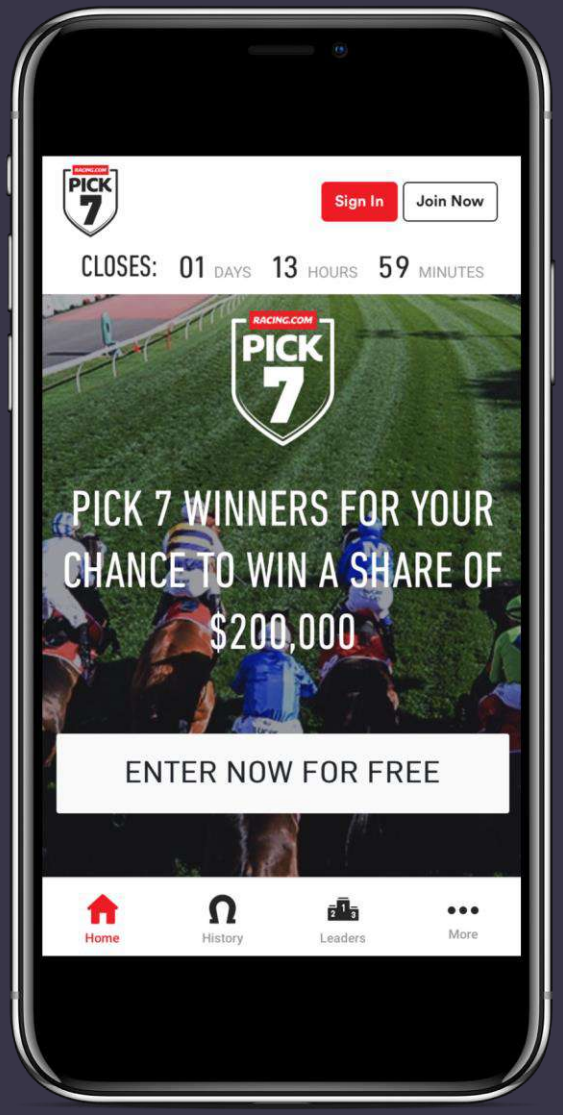


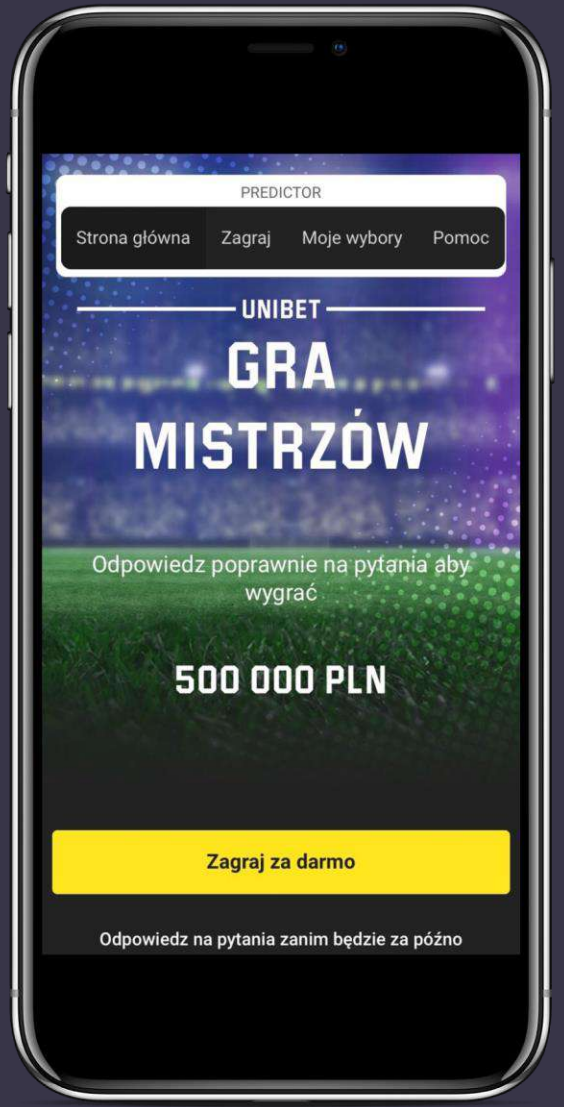




SportCaller

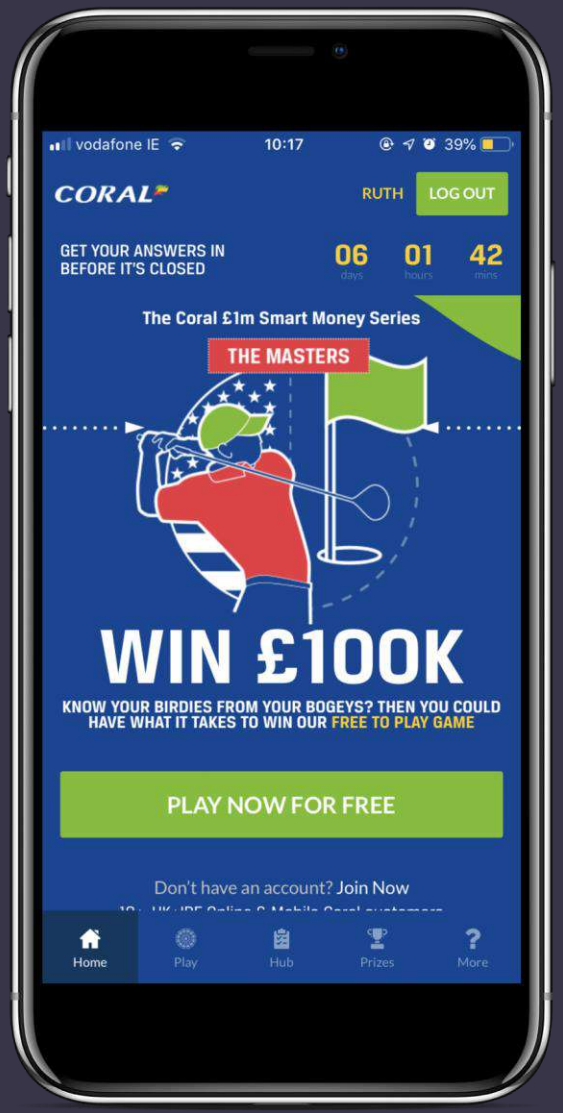
Global Games

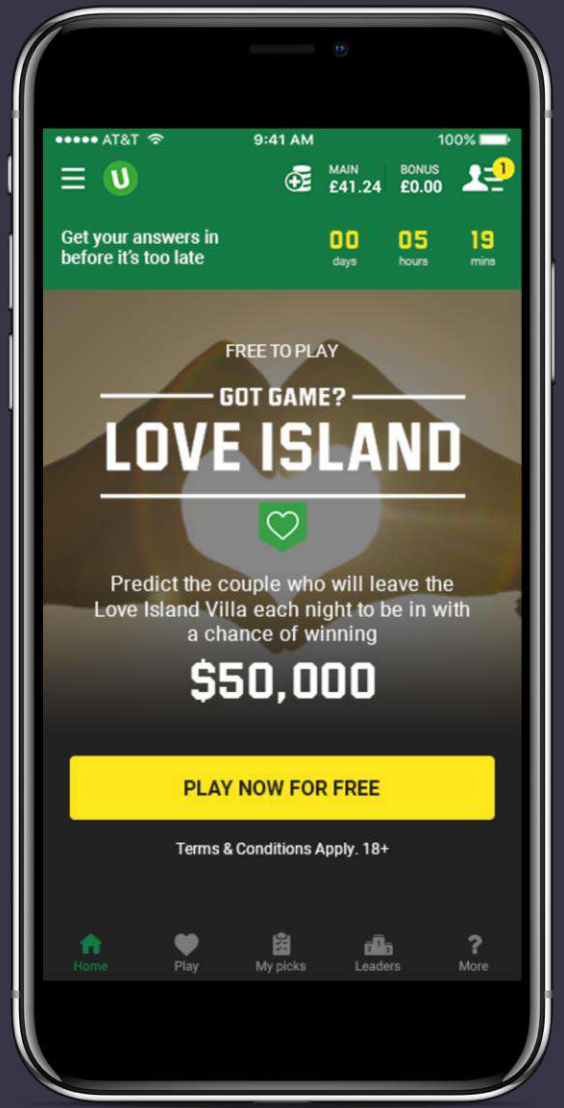


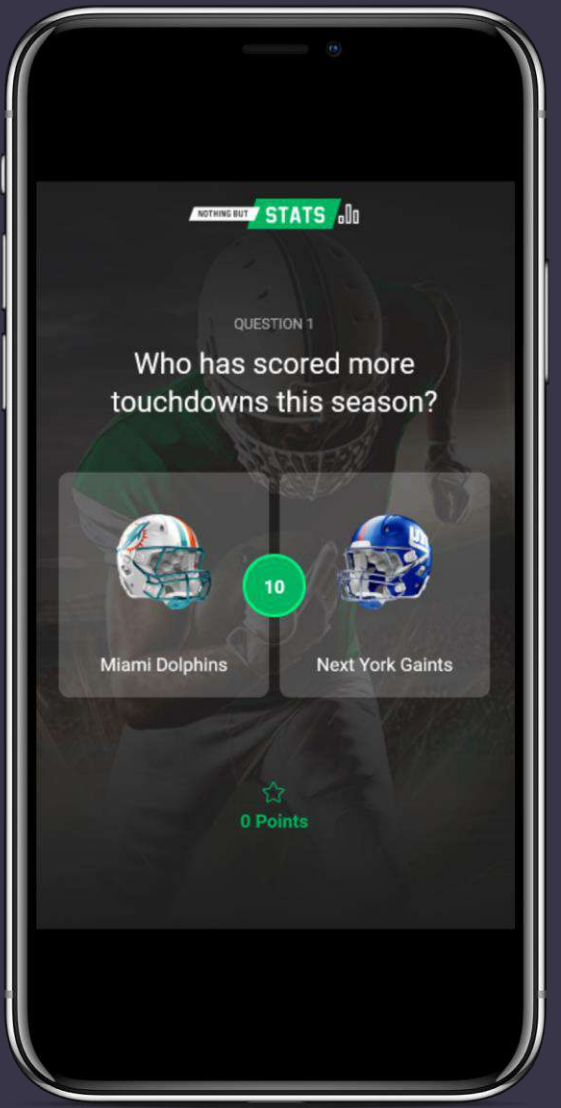


SportCaller

Multi Sport & Events







SportCaller

SCore Platform

LOCALISATION
Our platform supports players in over 30 different countries via 20+ languages.

TRACKING & SEO
All projects are set up on Google Search Console, with Google Analytics added.

CLIENT DASHBOARD
This allows users to set up and manage games as required.
Users can edit and update content across all games, while managing all aspects of their product.

REPORTING
We currently track over 20 KPI metrics across all games as standard reports. We can also build bespoke reports on request from clients, at a total level or on an individual game basis.

CRM
SportCaller offer a managed email and push notification service that provides personalised messages aimed at increasing conversion to funded accounts and bet placement.

100+
GAME FORMATS

20+
LANGUAGES

Industry Validation

SportCaller

We were delighted to pick up two awards, from two entries, in the industry's most prestigious B2B Awards night in June.

Delighted and surprised given that we were not a sponsor at the event, did not buy a table and were not even subscribed to the publication at that time!

Judge's Comments

"SportCaller's business growth in 2018 has been very good. The business expansion has been excellent as a result of fully understanding market dynamics and sets the bar for other contenders."

"Genius. Not seen a better way of engaging casual non-sports bettors in last few years. In highly-regulated environments, fresh acquisition tools are a must."