

INNOVATION FOR GROWTH

data-driven performance across all channels

26 November 2014



A pair of hands is shown holding a black tablet. The tablet screen displays a white background with a grey gradient on the right side. The text on the screen is centered and reads: "Today's Agenda", "Introduction: Mor Weizer", "Multi-Channel Update: Steve Schrier", "Mobile : Steve Schrier", and "Innovative BIT Solution: Ishay Nadler".

Today's Agenda

Introduction: Mor Weizer

Multi-Channel Update: Steve Schrier

Mobile : Steve Schrier

Innovative BIT Solution: Ishay Nadler

Multi-Channel Update

Steve Schrier

VP Sales





2013

THE ULTIMATE PLAYER EXPERIENCE
Single Wallet – All Products – Every Platform
“Play Anytime, Anywhere”



CORAL 
RAISING THE GAME

A Case Study

Source: Gala Coral Group 2014 Full Year Results



Active customers
increased

70%
to
758,400

CORAL

Gaming stakes up **82%**



Over **160,000**
customers signed up to
Coral Connect



A wide-angle, high-angle shot of a large, modern stadium filled with spectators. The stadium has a distinctive curved, metallic roof structure. The field is green and appears to be a Gaelic football pitch, with a goalpost visible in the center. The stands are packed with people, and the atmosphere is bright and sunny. Overlaid on the top half of the image is the text "Driving sports gross win by 119%".

Driving sports gross win by
119%

Customers acquired
through Connect
spend **2.5 times**
more than other
online customers





Mobile users

10% growth

45% of total actives

“Multi-channel through Coral Connect is a key driver of the business and Playtech was instrumental in driving its development.”

Andy Hornby, CEO, Coral

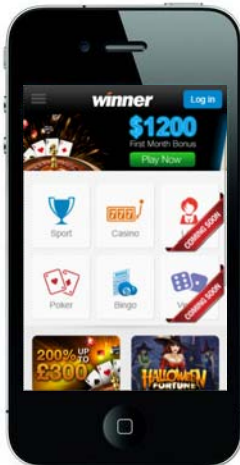


Mobile
Steve Schrier
VP Sales

Mobile First Strategy



iPhone 3



iPhone 4



iPhone 5



Nexus 5

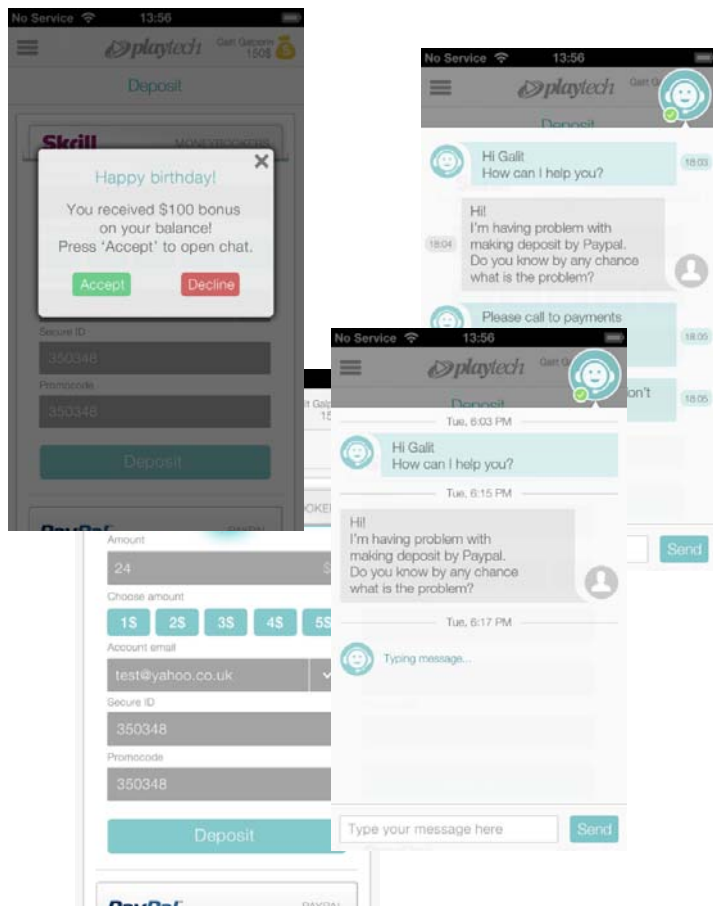


iPhone 6



iPad

Mobile First Strategy



Mobile vs Web

Average active
player days

14% higher

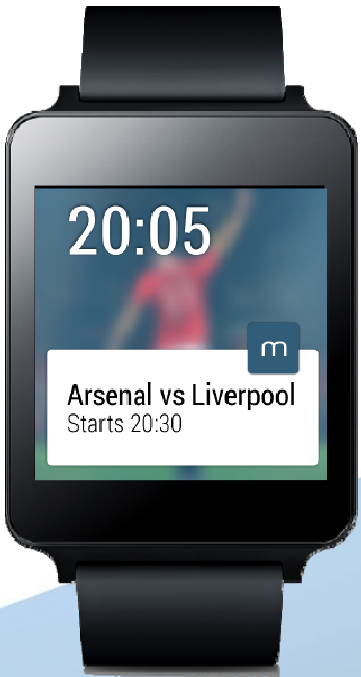


Smart Watch - User Journey

- Extends the multi-channel experience
- Enables quick betting updates on the go
- Place bets directly from your wrist
- To be showcased at ICE 2015



Smart Watch - User Journey



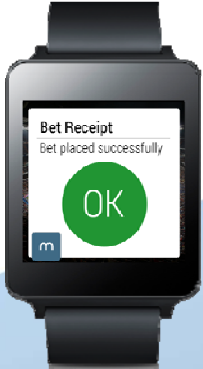
The user can swipe (left or right) to get more information



All available markets are displayed clearly



Quick and easy to use.
Stakes are placed via predefined buttons



Bet receipt confirming bet was successfully placed

The Main Feature

**Playtech offers unique,
cutting-edge,
data-driven, technology
to take gaming the next level...**

**Combining the power of
Playtech's IMS platform with
cutting-edge technologies...**

**will change
the face of gaming forever**

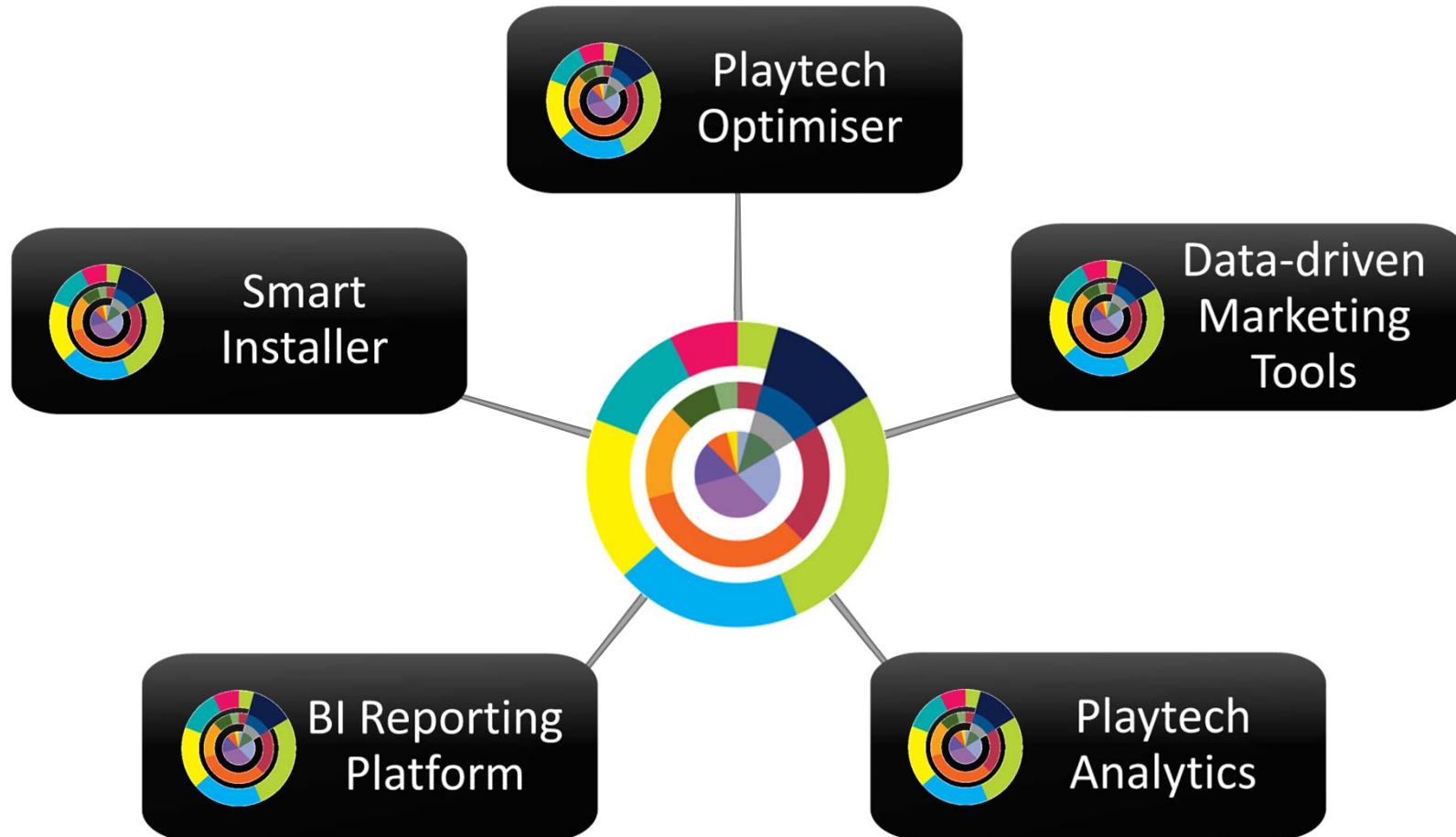
WELCOME TO THE FUTURE

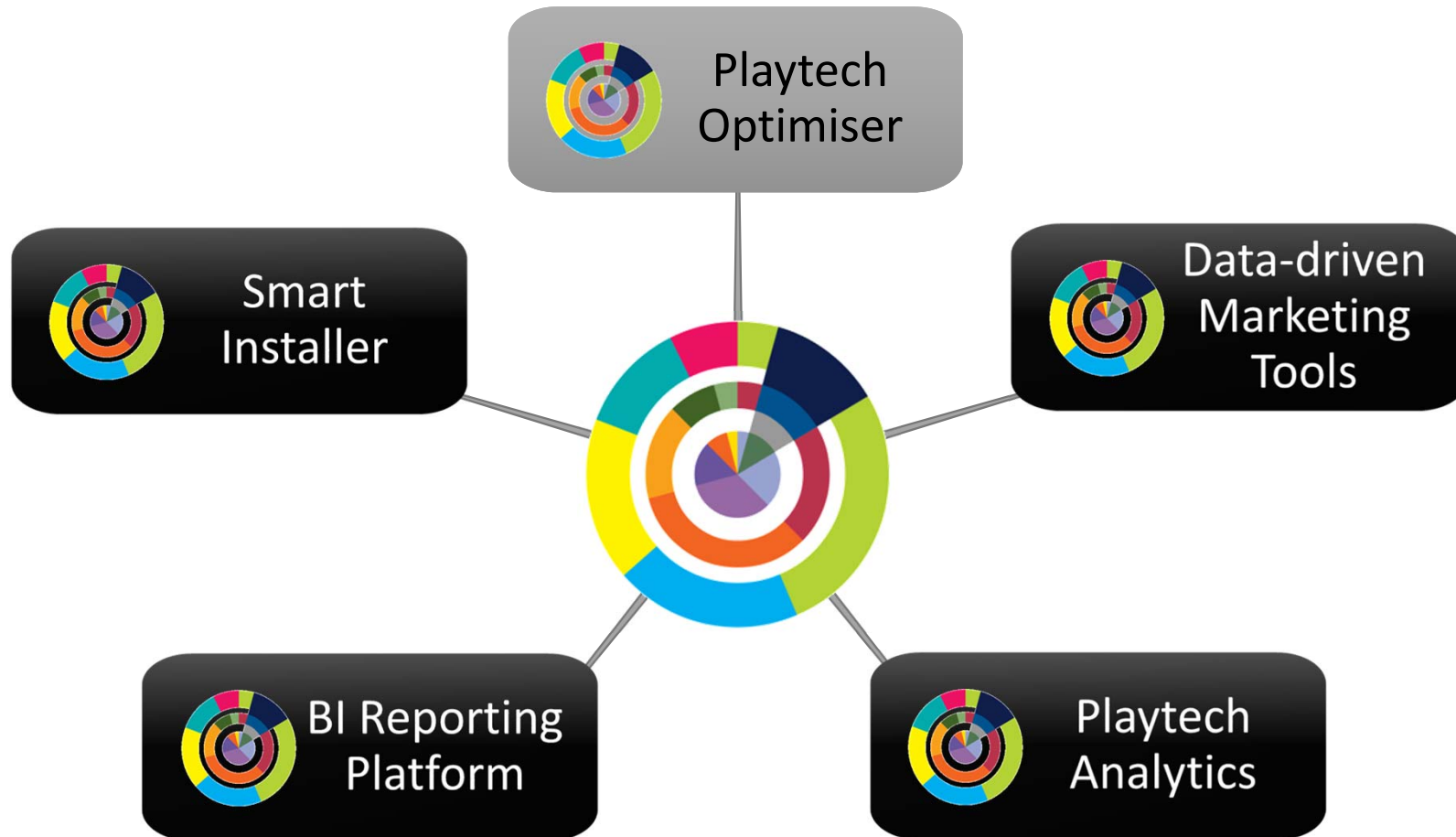
Innovative BIT Solution

Ishay Nadler
Senior Trainer



BIT





Playtech Optimiser

Fully automated real-time multi-variant testing

Goal-driven behaviour based KPIs

Cost effective and simple to deploy



Playtech
Optimiser

Success Story: Landing page

winner.com

TOP ODDS AT WINNER SPORTS
FEEL YOUR INNER WINNER!
Already a customer?

BET €25
GET €50
FREE BET

BET NOW

Terms And Conditions

Sign Up
Open A Winner Sports Account

Place A Bet
On Any Sport Event

Get A Free Bet
Of Up To €50

winner.com

TOP ODDS AT WINNER SPORTS
FEEL YOUR INNER WINNER!
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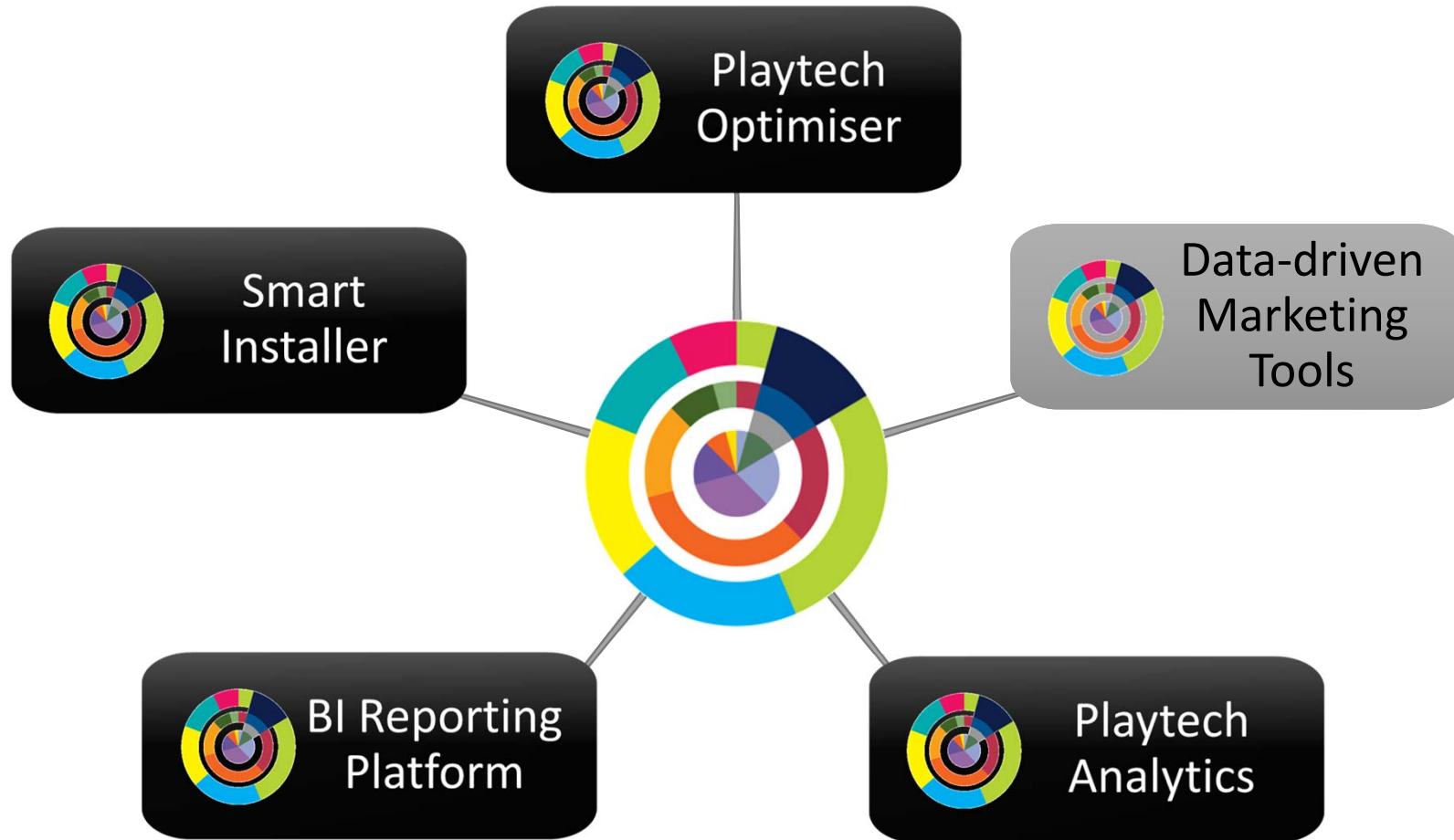
Get A Free Bet
Of Up To €50

Conversion rates

+20%

Success Story: Call To Action Button

	Clicked on the button	Click To Sign Up %	Click To First Deposit %
	53%	6.1%	3.9%
	45%	6.8%	4.6%
	67%	7.7%	6.6%



Predictive Capabilities

Game Advisory

- Personalised games recommendation engine based on the individual player's gaming behaviour

Churn Detection

- Predicting the chances of a player churning in the next 10 days
- Proven 76% accuracy

Life Time Value

- Soon after the player deposits

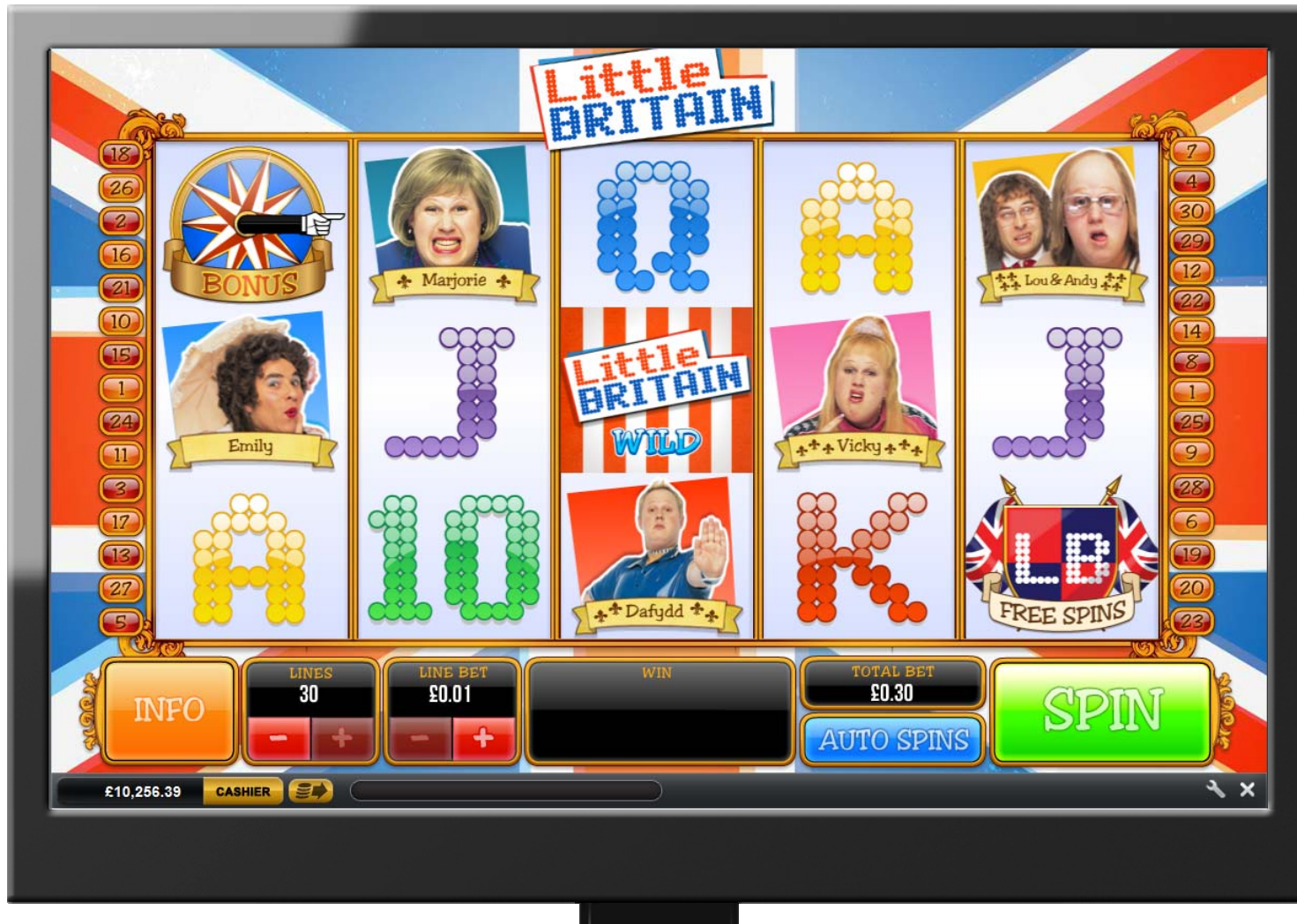
Player Profiles

- Segmenting players across multiple dimensions, such as value, gaming preferences, playing habits etc.

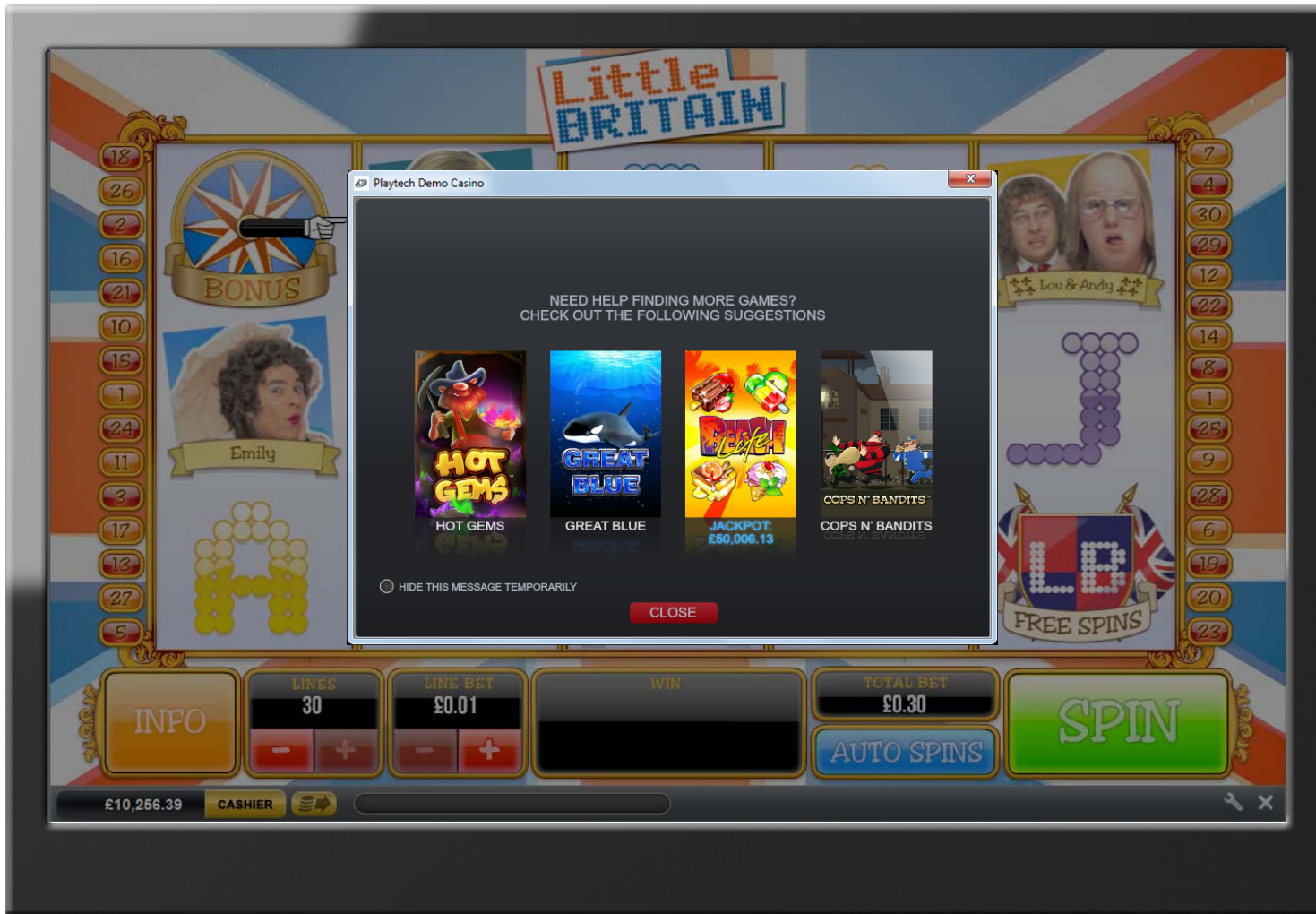
Bonus Optimisation

- Recommends bonus based on next best offer models

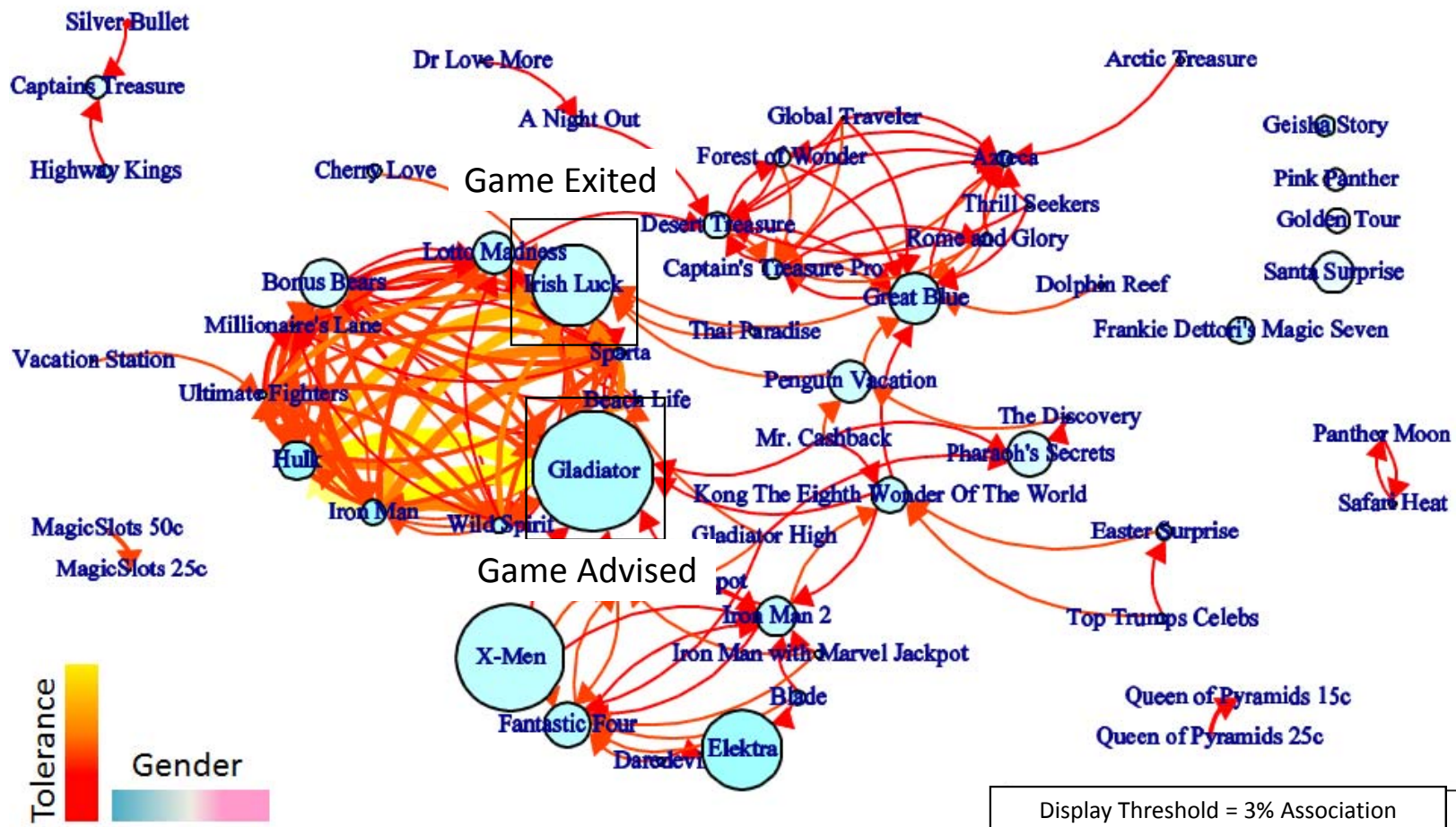
Game Advisor



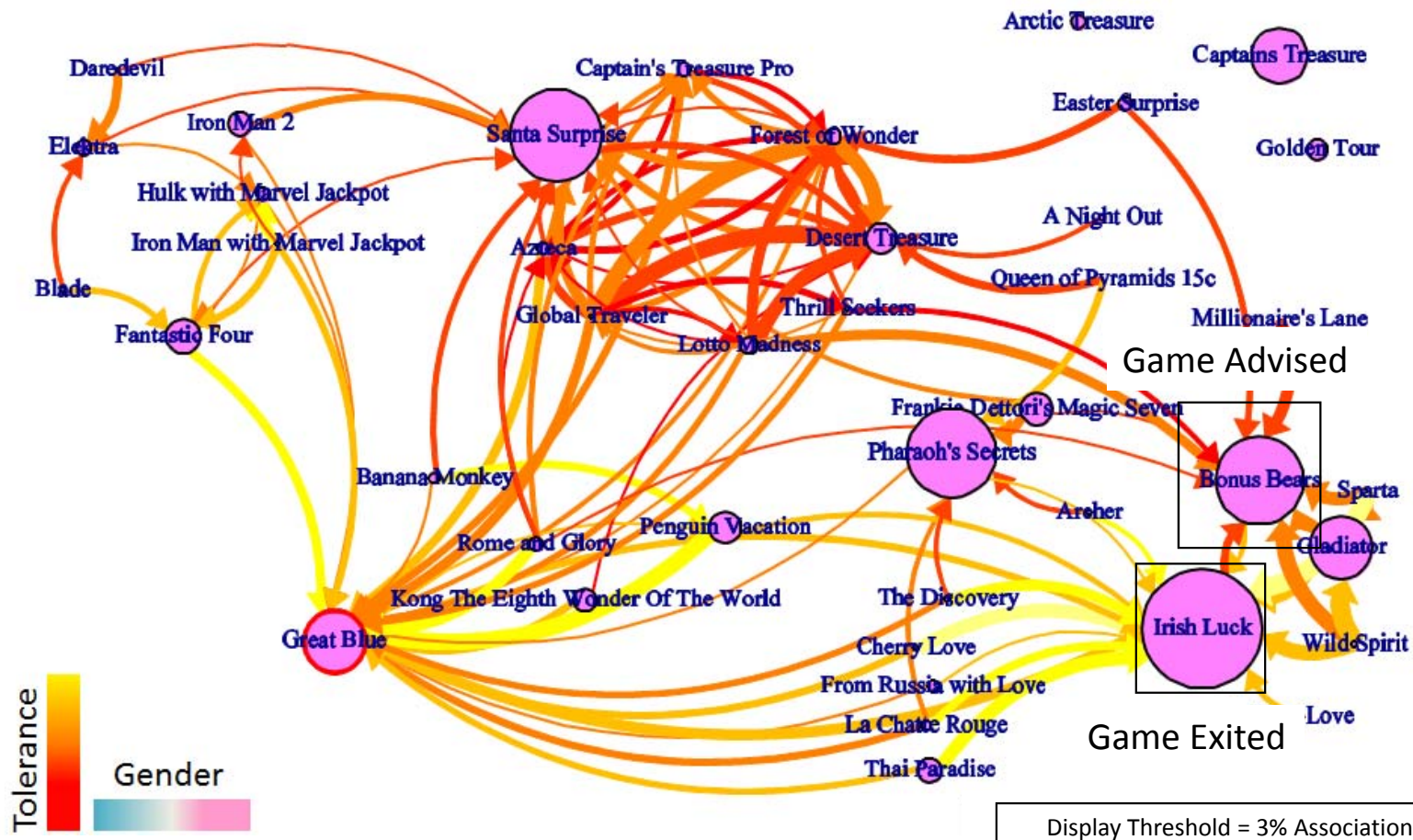
Game Advisor



How it Works: All Players



How it Works: 50+ Females



Success Story: Game Advisor

Deposits

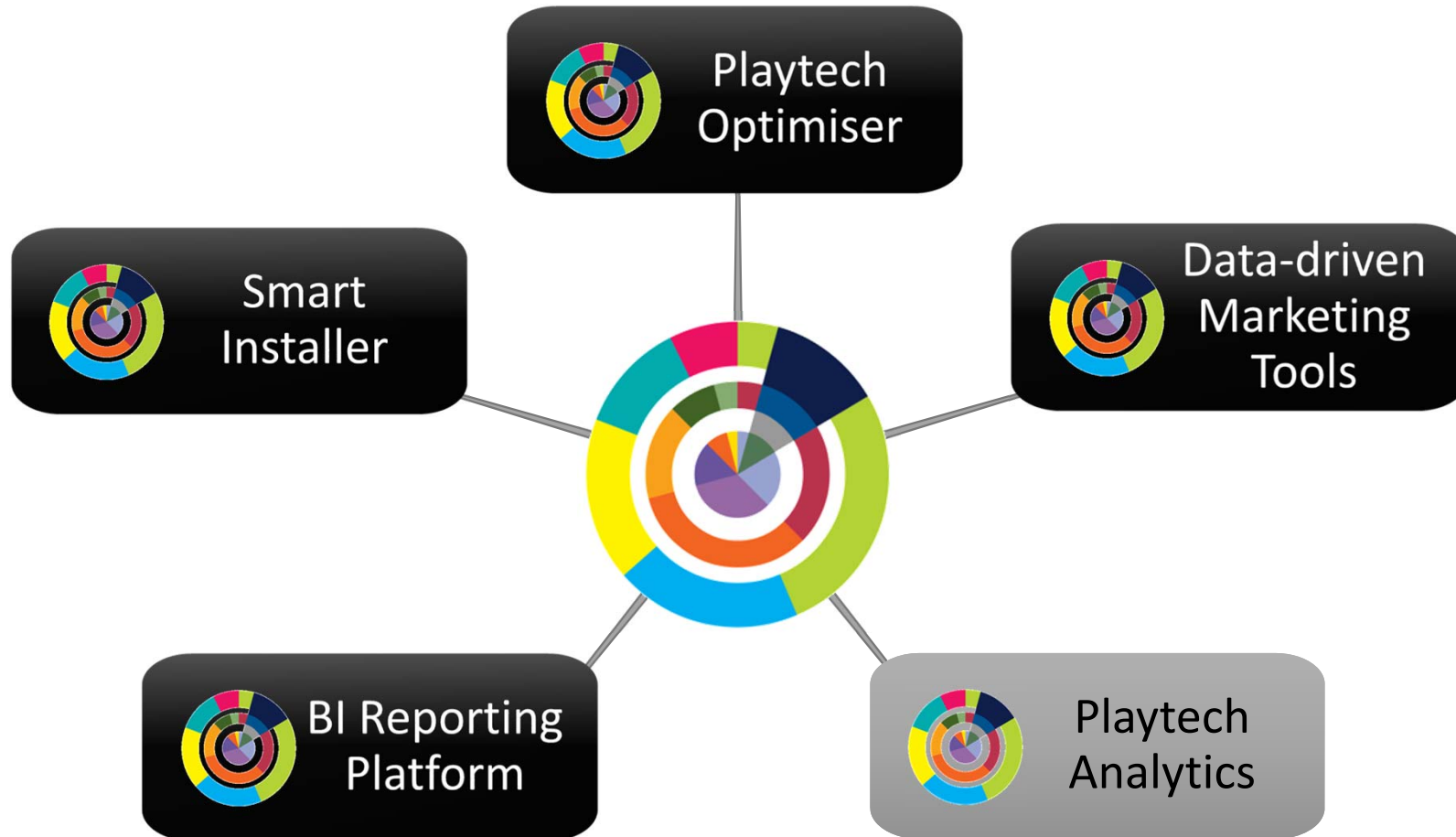
8% increase in reloads



NGR

9% overall increase





Playtech Analytics

Tracks users behaviour and connects to revenues

Is included in BI models

Applicable to all products, all platforms



**Playtech
Analytics**

Playtech Analytics Platform

The screenshot displays the bet365 mobile website interface. At the top, there is a navigation bar with links for Home, My Account, Settings, Search Old Buddy, Contact Us, and Help. The date and time are shown as 2014-11-24 17:24:23 WET. Below the navigation bar, the bet365 logo is prominently displayed, along with a license notice: "LICENSED AND REGULATED BY THE BRITISH GAMBLING COMMISSION". Game categories like BLACKJACK, ROULETTE, and TOP TRUMPS 2014 are listed. A current prize pool of €136,262 is shown with a "MORE DETAILS" link.

The main content area features a large promotional banner for the mobile app. The text reads "GET THE APP" and "Mobile Poker is Now Better Than Ever". It includes icons for the App Store and Google Play, and a link to "GO TO poker.bet365.com". A "NEW" badge is visible in the top right corner of the banner. Below the banner, there are several game options: "CASH GAME Holdem NL 6 Seats €0.10/€0.20" and a "PLAY NOW" button with a character icon.

At the bottom, there is a "€150,000 PREMIUM CHASE" section. It displays a progress bar with the following information: "CURRENT PRIZE €0.00", "COINS TO NEXT PRIZE 117", and "NEXT PRIZE €2.26". A "MORE DETAILS" button is located to the right of the progress bar. Below the progress bar, it says "Points and Prize information updated every 20 minutes".

On the right side of the bottom section, there is a user profile for "shilgya365" with a VIP status of ★★★★★, a balance of £208.83, and 1 tournament token. A "Bank" button is located below the profile information.

Tracking Tools: Log-in Message

Filters ✕ ×

Transaction Date (31)
(All)

Event Category (1 of 5)
Login Message

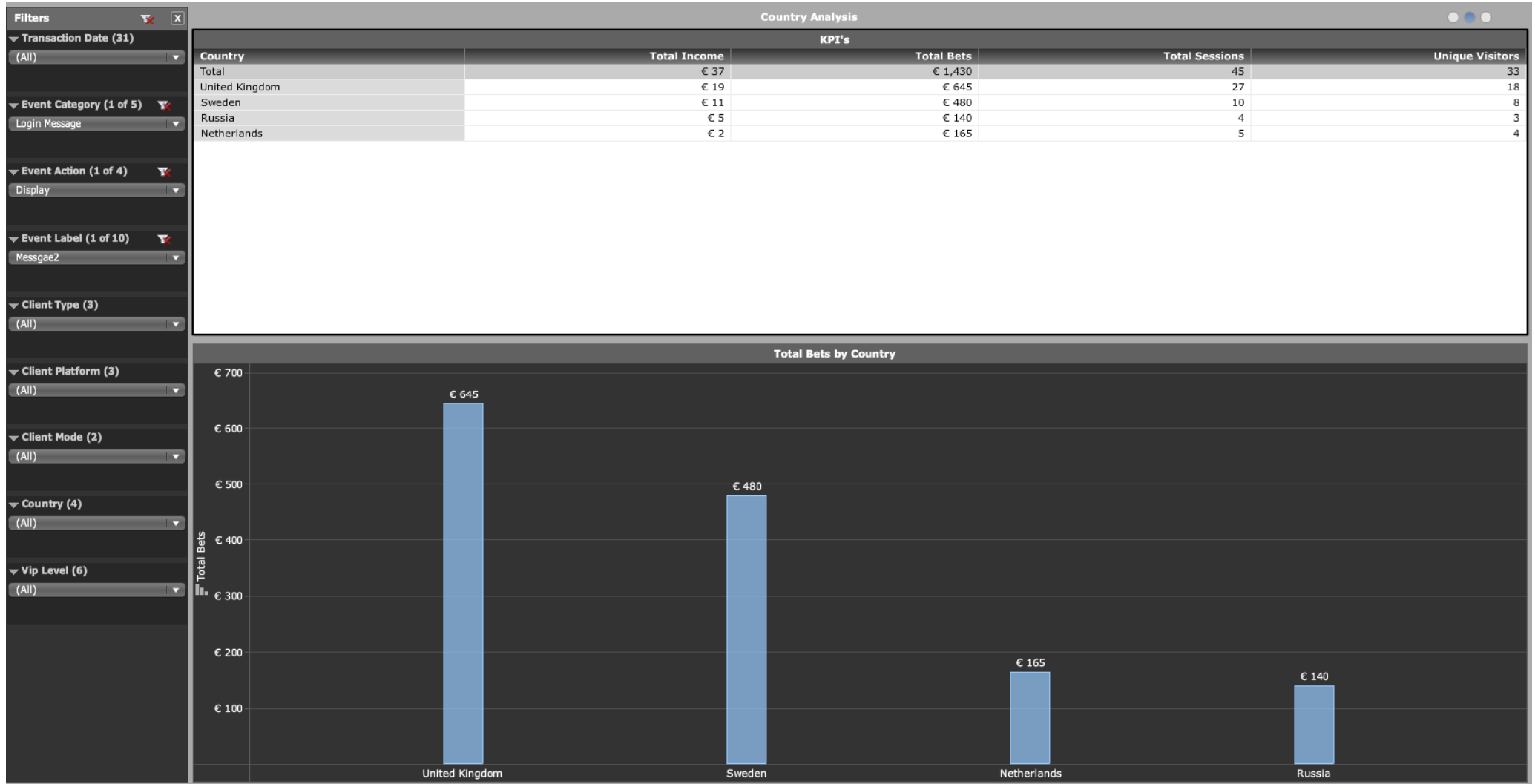
Event Action (4)
(All)

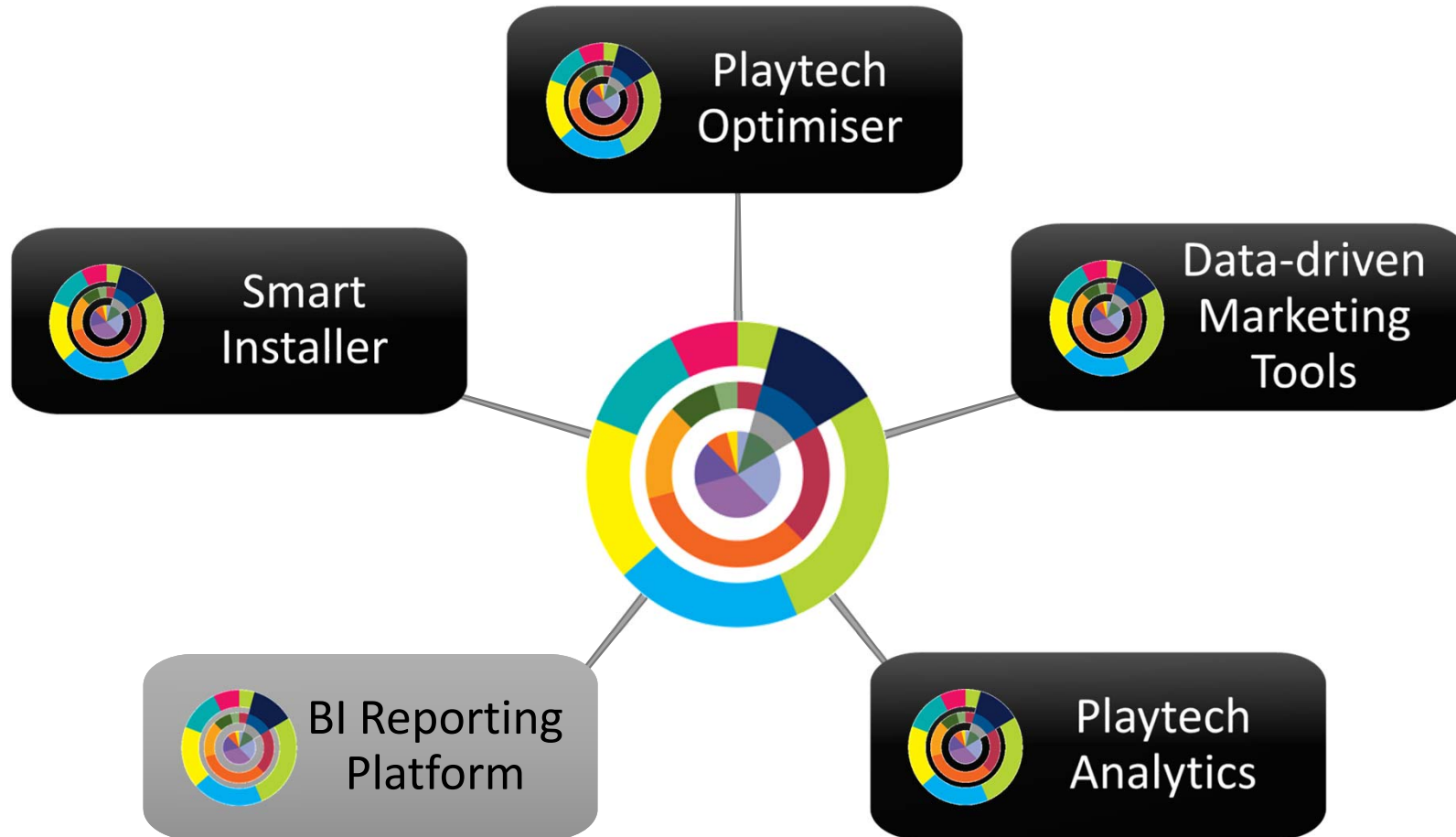
User segments - Total

User Custom01 Value	Event Action	KPI's		
		Total Events	% Events From Total	Unique Visitors
Control	Display	274	24.12%	36
	Don't show	125	11.00%	35
	Close	122	10.74%	40
	Click	101	8.89%	37
Test	Display	257	22.62%	37
	Close	94	8.27%	34
	Click	90	7.92%	31
	Don't show	73	6.43%	34
Total		1,136	100.00%	77

Total Sessions

Tracking Tools: Log-in Message





BI Reporting Platform

Complete operational overview

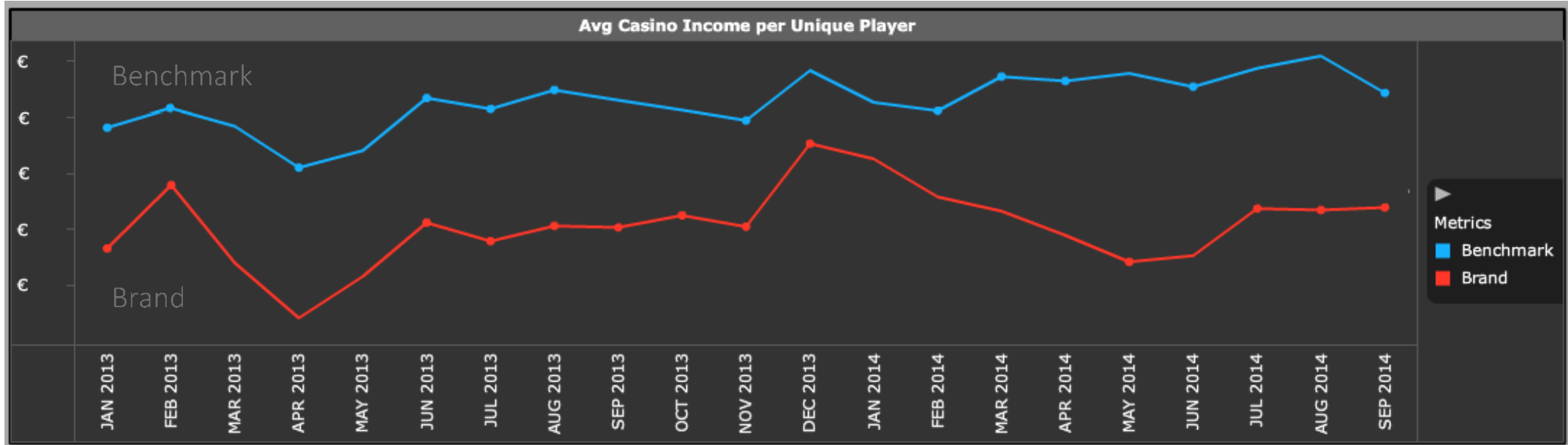
Compare key metrics against competitors

User customisable reports



BI Reporting
Platform

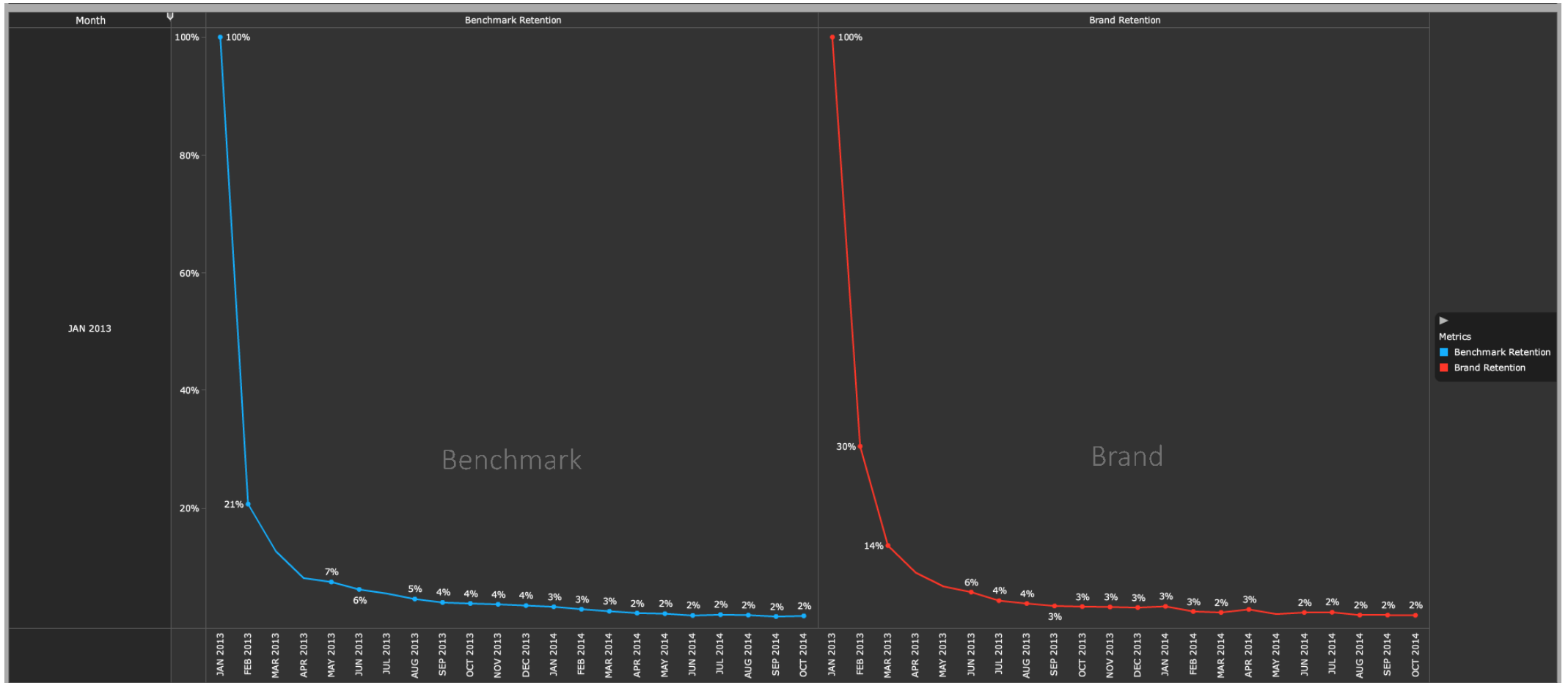
Average Casino Income per Player

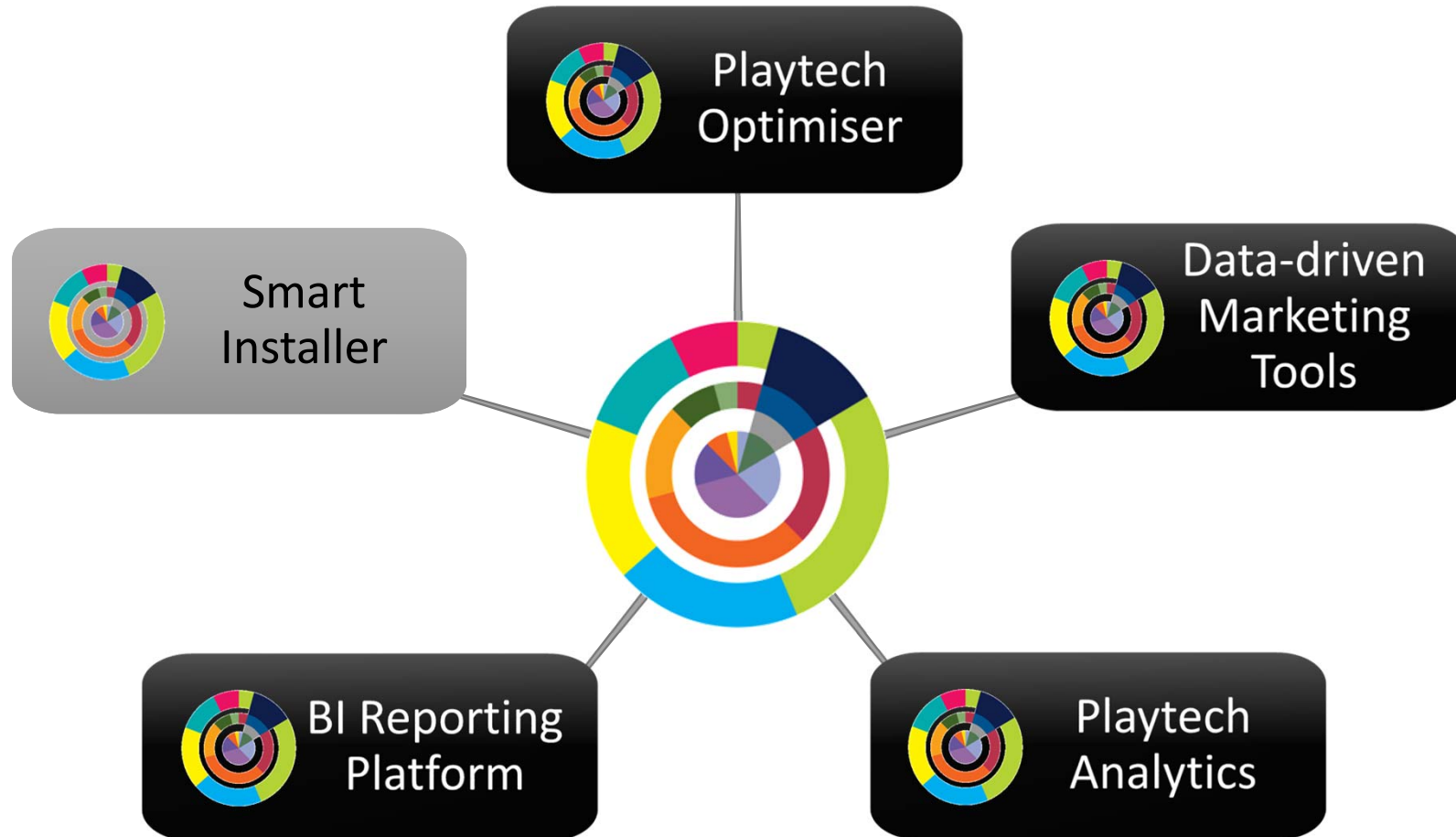


Monthly Income Segments



Retention





Smart Installer: Improving Conversion

The image shows a computer monitor displaying the CASINO.com website. The website has a dark theme with orange and yellow accents. At the top, there is a navigation bar with links for 'Download', 'Casino Games', 'Deposit Options', 'Getting Started', 'Promotions', 'About Us', 'VIP', and 'Mobile'. A '150% up to \$300' promotion is prominently displayed on the left side, with a 'Download Now' button. Below the promotion, there is a 'Safe & 100% Secure' badge and a 'Security & Privacy' link. A 'Smart Installer' overlay is shown in the center, featuring a 'Loading...' screen and a 'Security Warning' dialog box. The dialog box asks 'Do you want to run this file?' and shows the file name 'SetupCasino_14d637...exe' and the publisher 'Playtech Software Limited'. A green arrow points from the 'Loading...' screen to the dialog box. The number '2. Install' is visible in the bottom right corner of the overlay.

2. Install

Click 'Run' to launch the installation process.

Success Story: Smart Installer

Client One

No. of Players :: 18,149

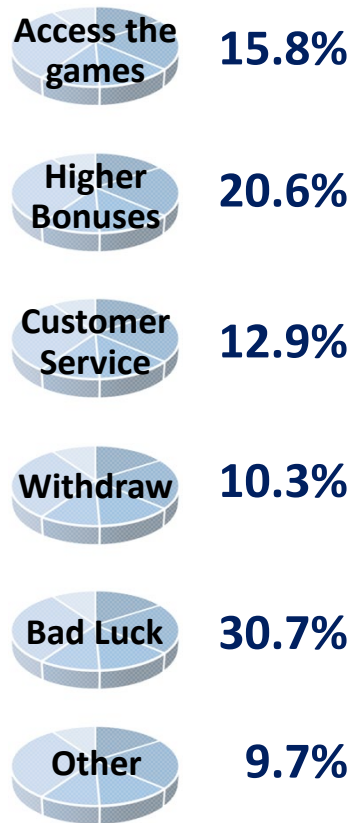
First Deposit :: + 7.2%

Client Two

No. of Players :: 43,710

First Deposit :: + 4.7%

Smart Installer – Improving Retention



playtech
SOURCE OF SUCCESS

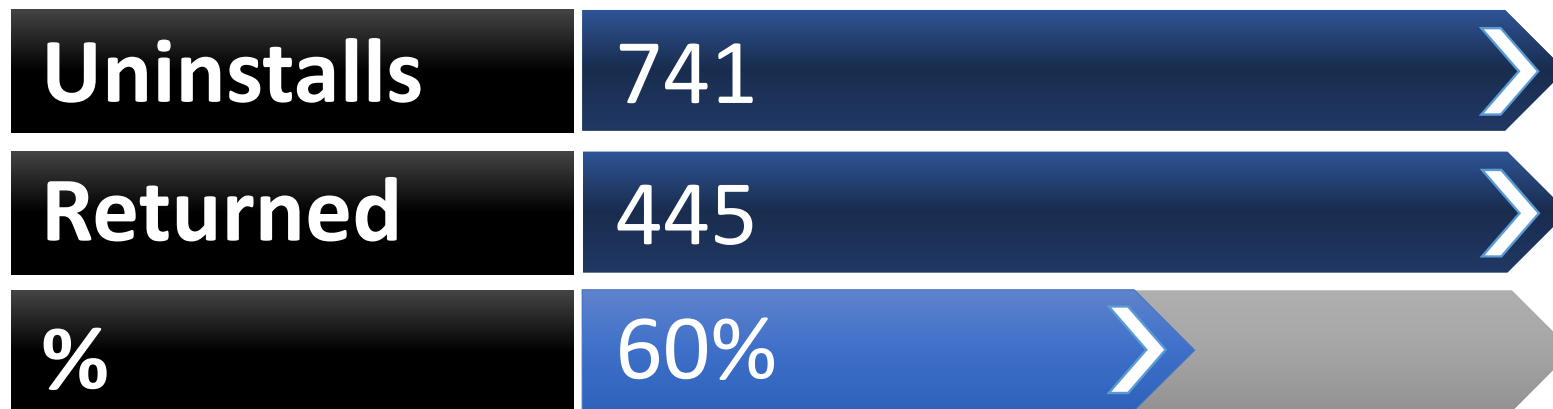
Your opinion matters
(Choose all that apply)

- I could not **access the games** I wanted to play
- I expected to receive **higher bonuses**
- I was dissatisfied with **customer service**
- It took too long to **withdraw** my winnings
- I hit a streak of **bad luck**
- Other

Please type your reason here

Finish

Success Story: Smart Installer





BIT



Thank You