

January 31st, 2019

OtherLevels Announces In-Play Release 2.0

OtherLevels Holdings Limited (ASX: OLV) ("OtherLevels") has announced that it has released OtherLevels In-Play 2.0, the latest release of OtherLevels real-time module for in-play engagement for global iGaming operators.

OtherLevels In-Play 2.0 is an automated, real-time solution combining event feeds, live odds, sophisticated condition evaluation, dynamic message content and smart segmentation based on historical betting data. It features a sophisticated event processing engine that combines event feeds (e.g. a player received a red card), live market data and trading odds (e.g. 2.5-1, Milan next to score), sophisticated condition evaluation (e.g. odds between 2 and 3.5), smart segmentation (bettors who back specific markets, sports and leagues with high propensity to bet mid-week matches') and best choice creative (split test and optimised message content from 100's of templates). Messages are configured to launch autonomously as the action unfolds, without human intervention.

Brendan O'Kane, the OtherLevels Managing Director, commented "In-Play 2.0 is the flagship release of our world class real-time Intelligent Messaging strategy and enables iGaming operators to deliver personalised betting experiences, with real-time, event driven offers. Personalised betting experiences in the form of relevant markets, odds and content are critical for modern sportsbooks, so as to reach the high value in-play segments, increase revenues and provide a compelling differentiated experience."

O'Kane added, "We are very excited at the market opportunities for In-Play 2.0 in 2019, with existing operators in the UK and Europe, but also in the U.S post the regulatory changes in mid 2018. With New Jersey alone having more than 15 new on-line sportsbooks launched, or to be launched, the scale of the broader U.S. market opportunity is immense. In-Play 2.0 is perfectly positioned to benefit, with market leading technology and IP, working autonomously at scale, across 100's of fixtures per week, without the need for marketers to manually trigger messages from the trading floor. Previously only advertising was able to select a best market offer in response to an ad-serve request, whereas with In-Play 2.0, operators can reach out to their existing audience directly across multiple channels, providing a 2x – 10x increase in live real-time audience engagement per fixture compared to paid advertising."

OtherLevels In-Play 1.0 demonstrated increases in the number of bets placed per fixture of 18% and the number of bettors placing a bet increased 22%. With In-Play 2.0, sporting coverage has been extended beyond Football and Tennis, to include American Football and Basketball, with Racing in early release. Event data feeds such as Opta, have been integrated out of the box; new data models that analyse historical betting data now power smart segmentation thus minimising integration, and workflow and setup scales easily across fixtures, leagues and sports, making it simple for the marketer.

OtherLevels In-Play 2.0 is available now. To preview In-Play 2.0 [click here](#), or contact OtherLevels at inplay@otherlevels.com.

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About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in Europe, the US and Australia.

The OtherLevels platform enables clients to ***acquire sooner, engage smarter*** and ***retain longer*** across desktop, mobile web and apps audiences. The OtherLevels platform offers both ***Intelligent Messaging for Conversion***, and ***Intelligent Messaging for Marketing Clouds and CRM***, hence delivering both acquisition and engagement capabilities for digital marketers. OtherLevels leading clients include Camelot (UK), Tatts/Tabcorp, Coles, Flight Centre, IHG, LadbrokesCoral, Betfred and Doubledown.

For more information, please visit <http://otherlevels.com>

For media enquiries please contact media@otherlevels.com.