

MEET THE SHORTLIST FOR:

BEST TECHNOLOGY FOR SPORTS BETTING

BETRADAR MANAGED TRADING SERVICES

Betradar is the betting arm of Sportradar, the world's leading provider of sports data and digital content for its clients worldwide. An international organization employing over 2,000 people in more than 30 locations globally, its rapid growth is driven by technological innovation and a deep understanding of clients' business needs.


 driven by facts

FRESH8 GAMING

Fresh8 is a set of automated marketing tools specifically created for the sports betting industry. Creating marketing messages automatically from data, informing customers on bets – using this data to personalize marketing messages for each consumer. Digital campaigns are therefore much more effective as they are hyper-targeted for each customer.



GENIUS SPORTS GROUP

Genius Sports Group supplies betting operators with the highest-quality sports data; its sports partners see a fair return on event betting and get full visibility of where their official data is used. Genius promotes a safeguard environment of data, benefiting every stakeholder including leagues, betting operators and the end-user.


 genius sports

INCENTIVE GAMES

Incentive Games are a B2B software developer, making engaging, free-to-play games for other businesses which allow them to acquire customers more effectively, as well as more efficiently retain and monetize their customer base.


 INCENTIVE GAMES
 PLAY • STAY

SCIENTIFIC GAMES, OPENBET

SG Digital's sports betting product, OpenBet, is the leading sportsbook technology in the iGaming industry. Used by William Hill, Ladbrokes, Coral, Paddy Power, Betfair, Sky Bet and PMU, OpenBet has become a full-stack sportsbook technology portfolio encompassing all aspects of sports betting.



TRUSTLY GROUP, TRUSTLY PAY N PLAY®

Trustly is a Swedish FinTech company driven by the idea that paying and getting paid directly to and from online banks should be fast, simple and secure for operators and players alike. A KYC (Know Your Customer) is not required, Trustly removes the hassle and chum with Pay N Play®. By combining the registration step with the initial deposit step, players can simply log into their online bank account and add funds instantly.

