



# **SPORTSBOOKS IN FOCUS: KEY FINDINGS FROM EURO 2024**





# INTRODUCTION



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SPORTSBOOKS FACE A MULTITUDE OF CHALLENGES IN TODAY'S MODERN, FAST-EVOLVING SPORTS BETTING INDUSTRY. SOME OF THESE CHALLENGES ARE AMPLIFIED AND SIGNIFICANTLY TESTED DURING MAJOR SPORTING EVENTS SUCH AS EURO 2024.

IN THIS REPORT, WE SHARE POWERFUL INSIGHTS REFLECTING SOME OF THE STRUGGLES OPERATORS ENCOUNTERED DURING THE TOURNAMENT AND BEYOND, PROVIDING AN EXCITING LOOK INTO BOOKIES' GOAL PRIORITIZATION PROCESS. COLLECTED FROM EXECUTIVES AT MORE THAN 100 SPORTSBOOKS, THE DATA ALSO EDUCATES VARIOUS INDUSTRY PLAYERS ABOUT THE CURRENT AND FUTURE OPPORTUNITIES THE MARKET PRESENTS.

THE REPORT JOINS LSPORTS' FAST-GROWING HUB OF EDUCATIONAL CONTENT, INCLUDING WHITEPAPERS, GUIDES, AND MANUALS. THIS SHOWCASES LSPORTS' EXPERIENCE AND FAMILIARITY WITH THE MARKET. I'M CONFIDENT READERS WILL FIND IT INSIGHTFUL AND VALUABLE.



# IN A CROWDED MARKET, USER ENGAGEMENT AND RETENTION REMAIN BOOKIES' MAIN CONCERNS

**80%**

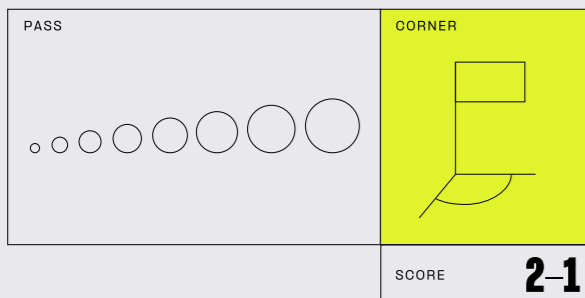
OF SPORTSBOOKS SURVEYED SAID THEY HADN'T ADDED NEW PRODUCTS OR SERVICES TO IMPROVE USER ENGAGEMENT BEFORE EURO 2024

**69%**

OF SPORTSBOOKS SAID THAT FOLLOWING THEIR EXPERIENCE IN EURO 2024, THEY WOULD POSITIVELY CONSIDER ADDING NEW ENGAGEMENT TOOLS TO THEIR OFFERING

**ONLY 5%**

OF SPORTSBOOKS USED SOCIAL BETTING ENGAGEMENT TOOLS DURING EURO 2024





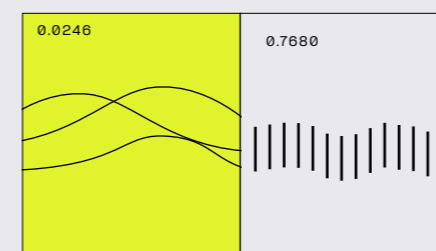
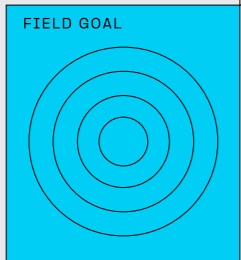
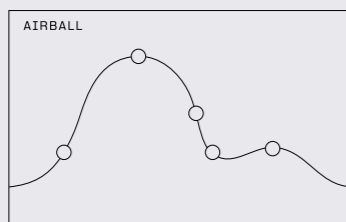
# PERSONALIZATION IS THE GOAL, BUT THE ROAD IS BUMPY

72%

OF SPORTSBOOKS NAMED  
"PERSONALIZED PLAYER EXPERIENCE"  
AS THE MOST SIGNIFICANT FACTOR IN  
ACHIEVING HIGH RETENTION RATES

74%

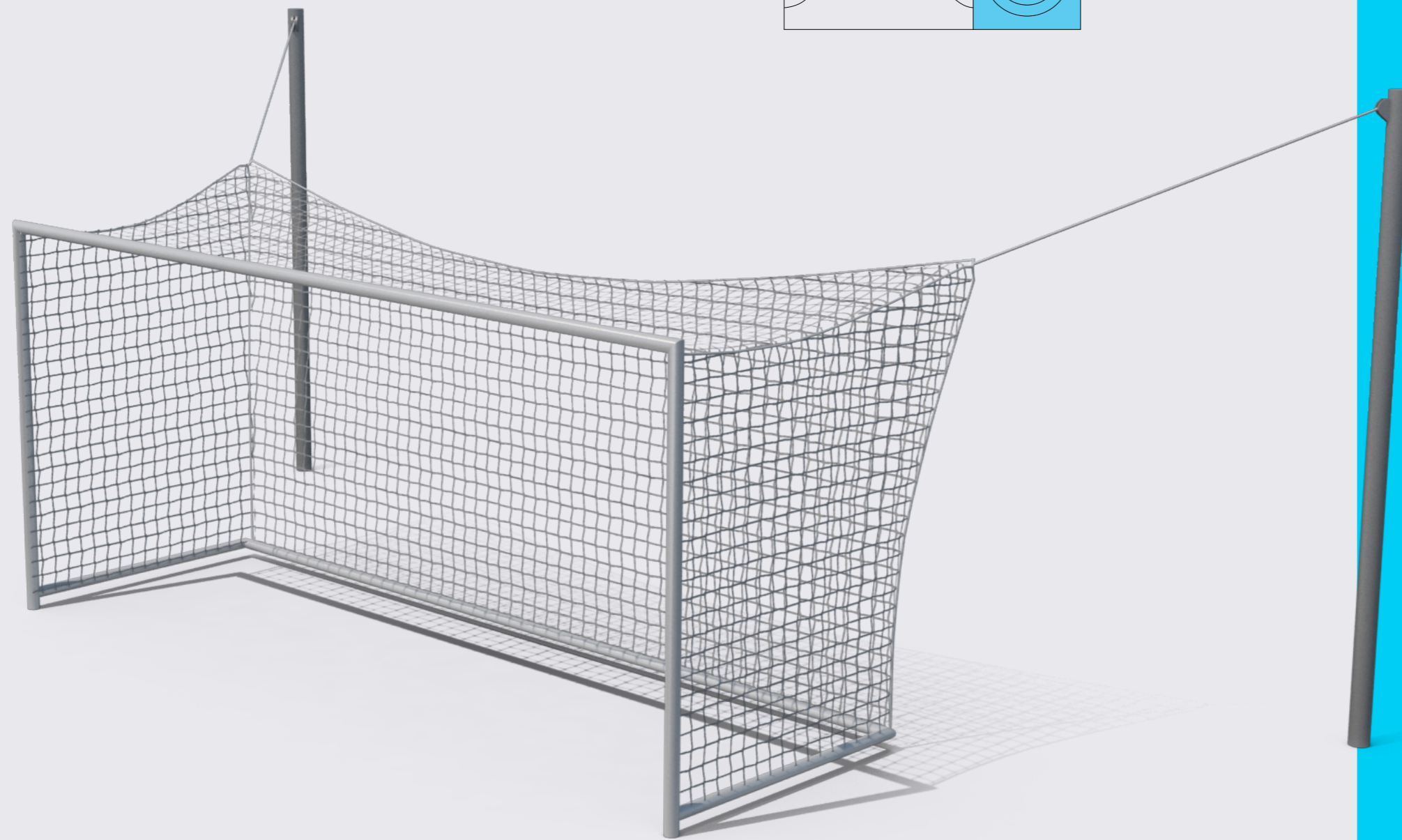
OF SPORTSBOOKS FEEL THAT THE  
CONTENT THEY PROVIDE USERS ON  
THEIR PLATFORMS CAN'T BE  
DESCRIBED AS "UNIQUE"





# EURO 2024 EXPOSED ONGOING CHALLENGES FOR SPORTSBOOKS

EVERY SECOND SPORTSBOOK REPORTED HAVING INCORRECT SETTLEMENTS DURING EURO 2024

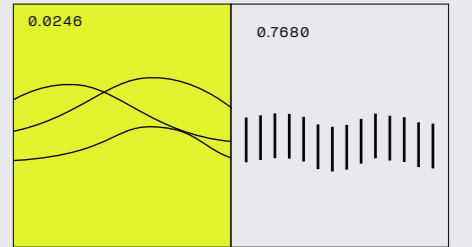


# 78%

OF SPORTSBOOKS EXPERIENCED AT LEAST ONE DOWNTIME DURING PEAK BETTING TIMES



# ADDITIONAL TAKEAWAYS FROM EURO 2024



**41%**

OF SPORTSBOOKS SAID THAT FOLLOWING EURO 2024, THEY WOULD CONSIDER ADDING ADDITIONAL DATA PROVIDERS

**44%**

OF SPORTSBOOKS FELT THEIR DATA PROVIDERS COULD IMPROVE RESPONSE TIMES DURING CRITICAL MOMENTS

**82%**

OF SPORTSBOOKS USED REAL-TIME BENCHMARKS TO OPTIMIZE THEIR ODDS OFFERINGS TO CUSTOMERS





# WHO WE ARE

LSPORTS IS A WORLD-LEADING SPORTS DATA PROVIDER OFFERING A WIDE RANGE OF SOLUTIONS TO EMPOWER SPORTSBOOKS. BY GATHERING INFORMATION FROM OVER 100 LIVE SOURCES THROUGH VARIOUS METHODS, WE GENERATE HIGHLY RELIABLE ACCURATE DATA FEEDS DELIVERED IN REAL-TIME, PROVIDING THE MARKET'S MOST COMPREHENSIVE COVERAGE OF SPORTS FIXTURES AND BETTING MARKETS.

OUR EXTENSIVE TECHNOLOGICAL BACKGROUND AND EXPERTISE ALLOW US TO DEVELOP ADDITIONAL PRODUCTS FOR OUR PARTNERS. THIS INCLUDES A SUITE OF TAILORED, FULLY CUSTOMIZABLE CUTTING-EDGE AI-BASED ENGAGEMENT TOOLS, AND TRADING INTELLIGENCE TOOLS. WITH A GLOBAL PRESENCE AND HIGHLY RESPONSIVE CUSTOMER SUPPORT, LSPORTS IS AN ULTIMATE PARTNER FOR SPORTSBOOKS AT EVERY DEVELOPMENT STAGE.

## HOW WE MAKE SPORTSBOOKS THRIVE:

[CLICK TO EXPLORE LSPORTS PRODUCT PORTFOLIO FOR SPORTSBOOKS →](#)

