

Campaign Support

Product Overview

Opta work alongside marketing teams and agencies providing exclusive statistical and editorial content to support bespoke sportsbook marketing campaigns.

With an unrivalled database and a range of tools and applications we are able to extract insightful and relevant content across a wide range of sports and competitions.

Our dedicated editorial resource know the content which engages consumers and with the added credibility when using the Opta brand, we are the perfect partner to maximise effectiveness and ROI from marketing campaigns.

The collage features several marketing assets:

- QR Code:** A QR code with the text "SCAN FOR A FREE £25 BET".
- Journeyman Article:** A snippet titled "JOURNEYMAN" with a sub-headline "18 teams in 36 years and sacked from Liverpool after 31 games".
- Match Preview:** A central asset for "CHelsea V ARSENAL, 12:45" featuring a "sky BET" logo and the headline "WHAT IF YOU CALL IT RIGHT?". It includes a "Bet Now" button and a "sky SPORTS HD" logo. Below the headline is a table of statistics:

CHelsea	V	ARSENAL
HOME 8/15	DRAW 3/1	AWAY 5/1
CURRENT LEAGUE FORM: A A H H A A	LAST HEAD-TO-HEADS AT STAMFORD BRIDGE: 2-0, 2-0, 1-2, 2-1	CURRENT LEAGUE FORM: H A H A H H
Chelsea have scored 12 goals in four PL home matches this season. WIN 3+ GOALS 4/1	Robin van Persie has scored 25 goals in 26 Premier League appearances. VAN PERSIE FIRST FROM 7/1	Arsenal have beaten Chelsea six times after falling behind to the Blues in the PL. CHelsea HI/ARSENAL 40/1
Arsenal have conceded five goals from free kicks this season, more than any other club. CHelsea FREE KICKS 8/1	What if the bookies get bashed? Man Utd, Chelsea, Man City & Liverpool all to win. ALL TO WIN 11/2	What if the home teams are bankers? Man City, Norwich, Sunderland & Swansea all to win. ALL TO WIN 10/1
- Dixon's View Article:** A snippet titled "DIXON'S VIEW ON HIS WEEKEND BANKER" with a sub-headline "NEWCASTLE V WIGAN". It includes a "READ MORE" button and a "SEE MORE OPTA STATS" button.

Product Detail

- Statistics and content available across a wide range of sports and competitions globally.
- Dedicated Opta editorial resource support campaigns from conception through to completion.
- All content powered by industry leading Opta data.
- Support available across a range of media and channels including online, mobile, social, print, video, TV and audio.

Features and Benefits

- Exclusive content.
- Access to unrivalled sports data and content expertise.
- Content available in a range of languages.
- Insightful and relevant content proven to engage sports betting audiences.
- Opta adds credibility to any sports marketing campaign.

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