

BetOnline Marketing Acquisition Source Effectiveness Survey

August 2025

Executive Summary

The purpose of this survey was to find out which channels are effective in getting players to deposit. Where are they seeing/hearing BetOnline and which of these channels is most effective/memorable.

Summary:

- 4250 total respondents.
- 80% say they first saw BetOnline within a year of depositing, with only 20% claiming to have seen the brand over a year ago.
- 75% of customers sign up after just 1–3 exposures, but often over a long time window, making both first impressions and sustained presence critical.
- Search, social, and referrals dominate discovery — but most customers encounter BetOnline across multiple touchpoints.
- 94% of search-driven discovery comes from Google — making it the clear priority for SEO and paid search.
- Facebook and Instagram lead social discovery, but Twitter, YouTube, Reddit, and TikTok provide valuable secondary reach.
- Online banners: Sports and casino websites deliver the bulk of banner-driven discovery, making context-based placements the most impactful.
- SM influencers: Most can't name the creator; a small set (We Want Picks, OddsJam, Dave Mason) stand out—suggesting we should concentrate spend and tighten attribution.
- Review sites: Reddit drives most review-site discovery, with TrustPilot next, while a fragmented long tail of niche review portals adds reach.
- ChatGPT accounts for over half of AI-driven discovery, highlighting its role as the key emerging platform.
- Article/Blog: Reddit and high-intent 'best/top' listicles drive most article-based discovery; specific-site recall is low—optimize community + SEO.
- Combat sports drive live-event discovery—MMA and boxing account for ~90% of mentions, led by Golden Boy and BKFC.
- Digital ads: Sports bar/restaurant screens lead digital recall; rideshare/airports follow, while 'Other' is mostly online/streaming and Google ads.
- Streaming discovery is led by YouTube, with Hulu/ESPN and CTV devices (Roku) close behind; a notable slice comes from free sports streams.
- Podcast/radio discovery is split: iHeart and PodcastOne provide scale, while sports-betting shows and YouTube video pods deliver targeted impact.

Which U.S. State are you from?

We asked all recipients in a drop down which state they were from, top answers were:

- California (13%)
- Texas (9%)
- Outside US (8%)
- Florida (6%)
- New York (6%)
- Georgia (5%)

The top 5 states by population are:

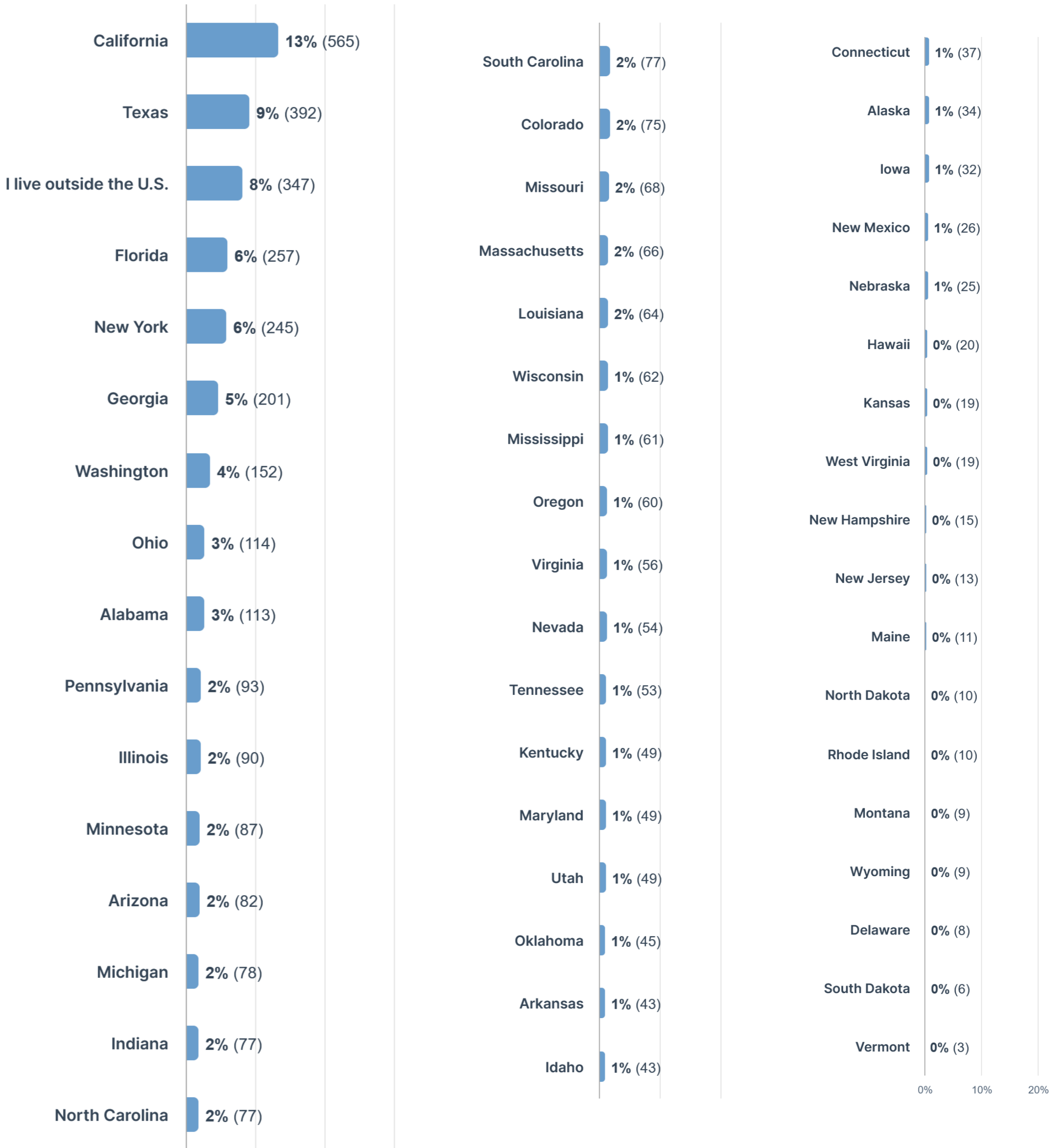
- California (39,7m)
- Texas (31,9m)
- Florida (23,8)
- New York (20m)
- Pennsylvania (13,1m)

Therefore Georgia over indexes, and Pennsylvania the opposite

Full answers to Q1 on the right

1. Which U.S. state are you in?

4250 responses



When did you first notice BetOnline?

We asked recipients when they ‘believed’ they first noticed BetOnline.

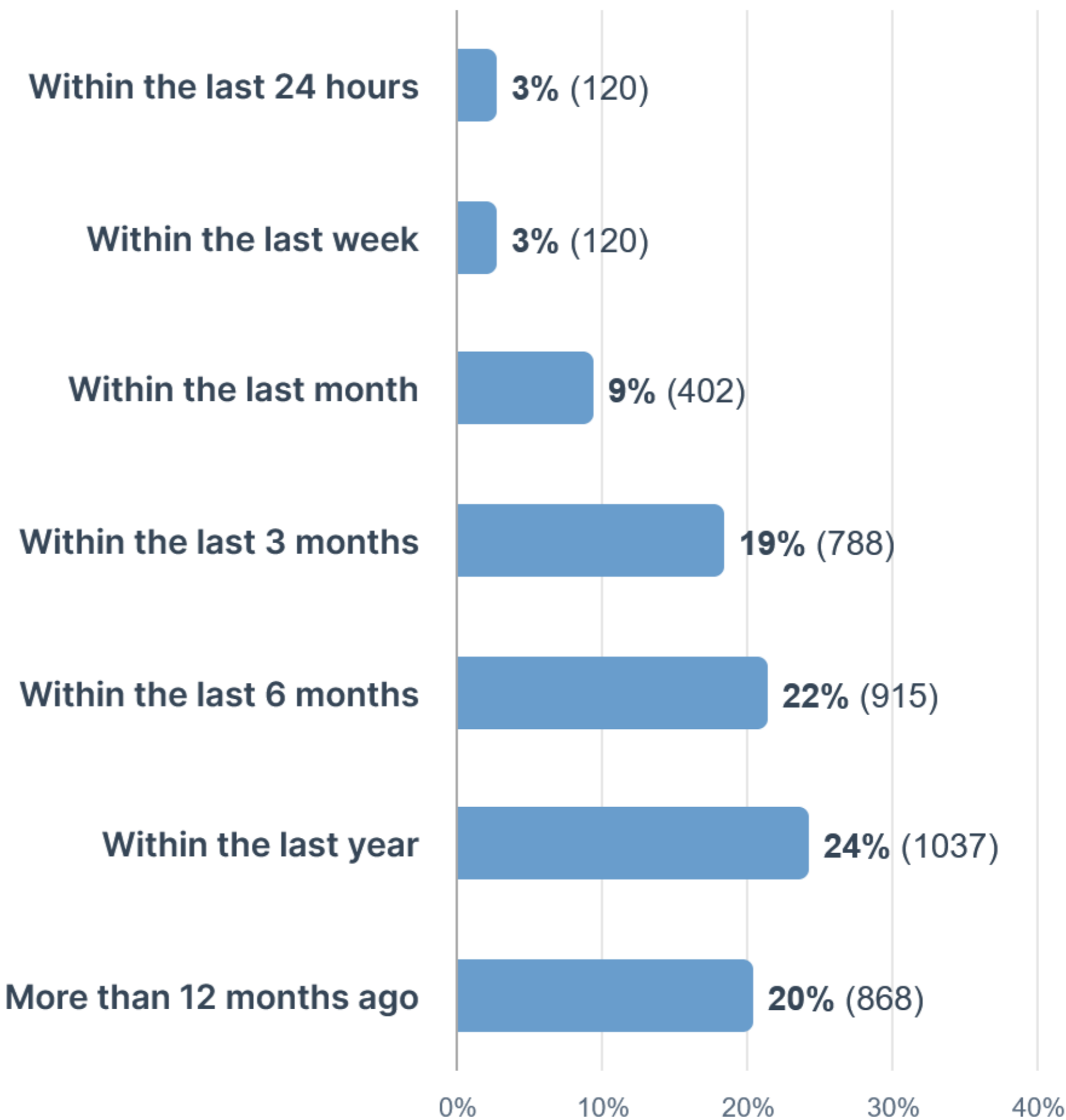
- 85% noticed BetOnline over a month ago

This shows the impact of regular advertising as the more the brand is seen the bigger the impact. With the majority having seen BetOnline for a while before depositing.

80% say they first saw BetOnline within a year, with only 20% claiming to have seen the brand over a year ago.

2. When did you first notice BetOnline?

4250 responses



How many times?

This chart shows how many times players saw or heard about BetOnline before joining.

Immediate impact: 39% signed up after just one exposure, showing strong first-impression appeal.

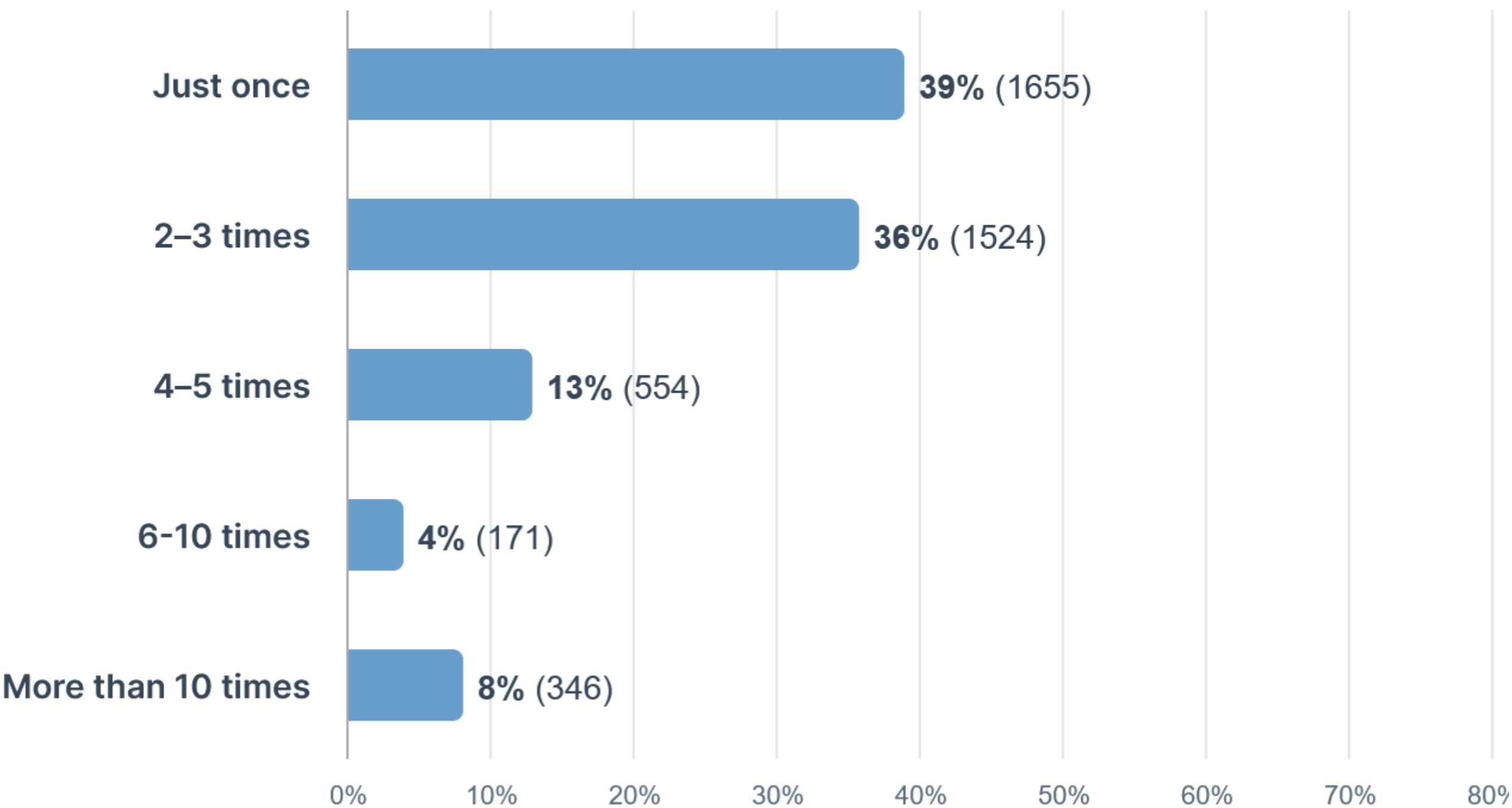
Reinforcement effect: Another 36% converted after 2–3 exposures. Together, that’s 75% of sign-ups happening very early.

Diminishing returns: Only 25% needed 4+ exposures, suggesting repeated impressions beyond the third have limited value.

Takeaway:
Early brand exposure is highly effective with most customers convert quickly. Marketing spend could be optimized toward strong first impressions and light reinforcement, rather than high-frequency repetition.

3. How many times did you see or hear about BetOnline before signing up?

4250 responses



Where did you find BetOnline?

This chart shows all the places players claimed they had seen BetOnline:

Because respondents could select multiple options, these results show the range of touchpoints customers recall before signing up.

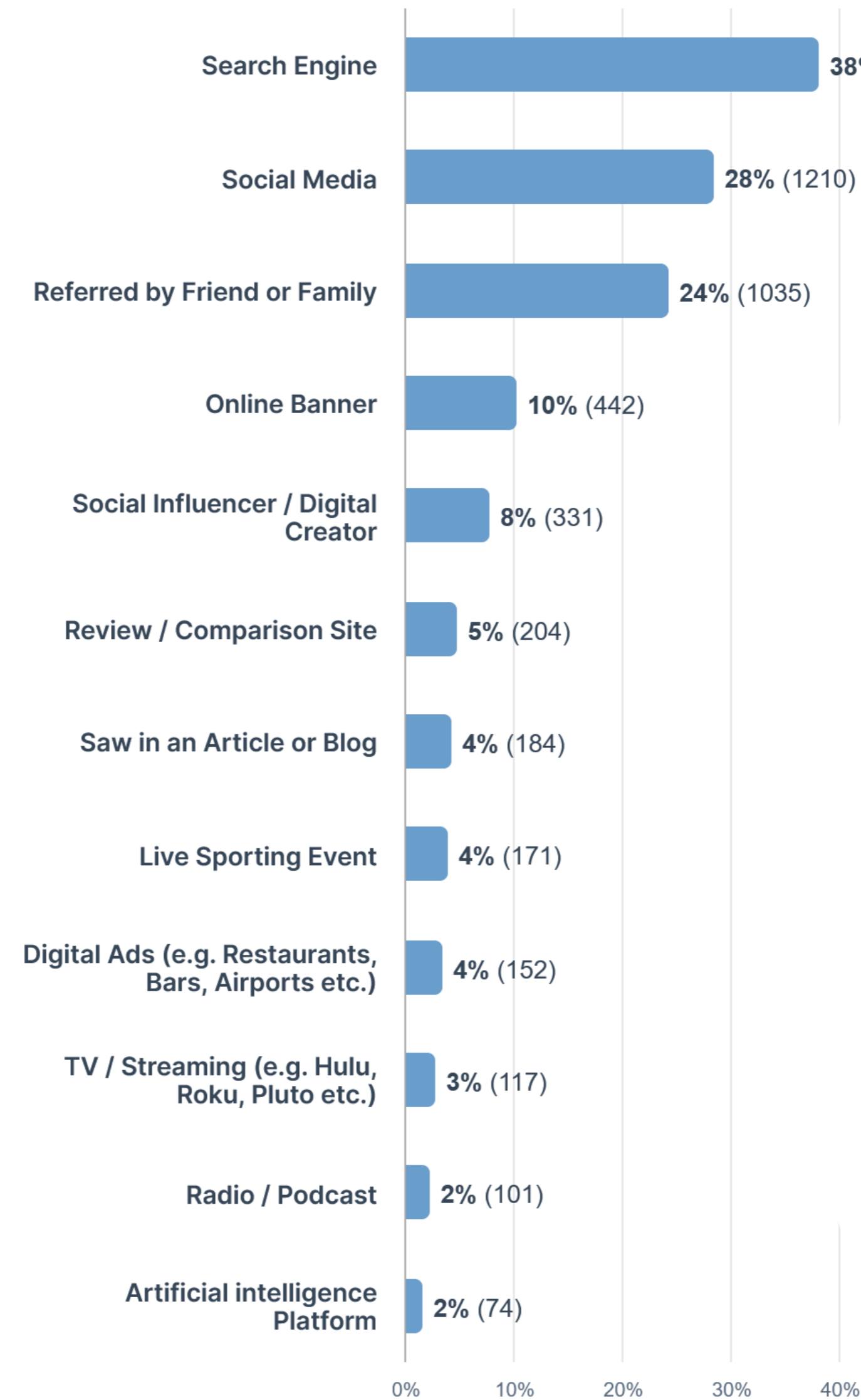
The top three — search (38%), social media (28%), and referrals (24%) — dominate, but many customers report encountering BetOnline through several of these channels combined. Secondary channels like banners (10%) and influencers (8%) add reach, while traditional and niche platforms play a smaller role.

Takeaway:
Discovery is multi-channel, but sign-ups are primarily driven by intent (search), engagement (social), and trust (referrals). Smaller channels, while less influential on their own, help reinforce brand presence across touchpoints.

Value:
Highest on Search Engine and Artificial Intelligence Platforms. Breakdown of player tiers on each source slide

4. Where do you remember seeing or hearing about BetOnline before signing up? (select all that apply)

4250 responses



Source	Sum of FTDs customerValue		Avg customer Value
Search Engine	1621	\$ 2,419,731.18	\$ 1,492.74
Social Media	1210	\$ 787,753.54	\$ 651.04
Referred by Friend or Family	1035	\$ 1,056,372.70	\$ 1,020.65
Online Banner	442	\$ 296,267.25	\$ 670.29
Social Influencer / Digital Creator	331	\$ 227,779.37	\$ 688.16
Review / Comparison Site	204	\$ 199,419.91	\$ 977.55
Saw in an Article or Blog	184	\$ 123,031.40	\$ 668.65
Live Sporting Event	171	\$ 99,902.75	\$ 584.23
Digital Ads (e.g. Restaurants, Bars, Airports etc.)	152	\$ 136,781.71	\$ 899.88
TV / Streaming (e.g. Hulu, Roku, Pluto etc.)	117	\$ 121,267.20	\$ 1,036.47
Radio / Podcast	101	\$ 119,999.29	\$ 1,188.11
Artificial intelligence Platform	74	\$ 140,855.47	\$ 1,903.45

Which Search Engine?

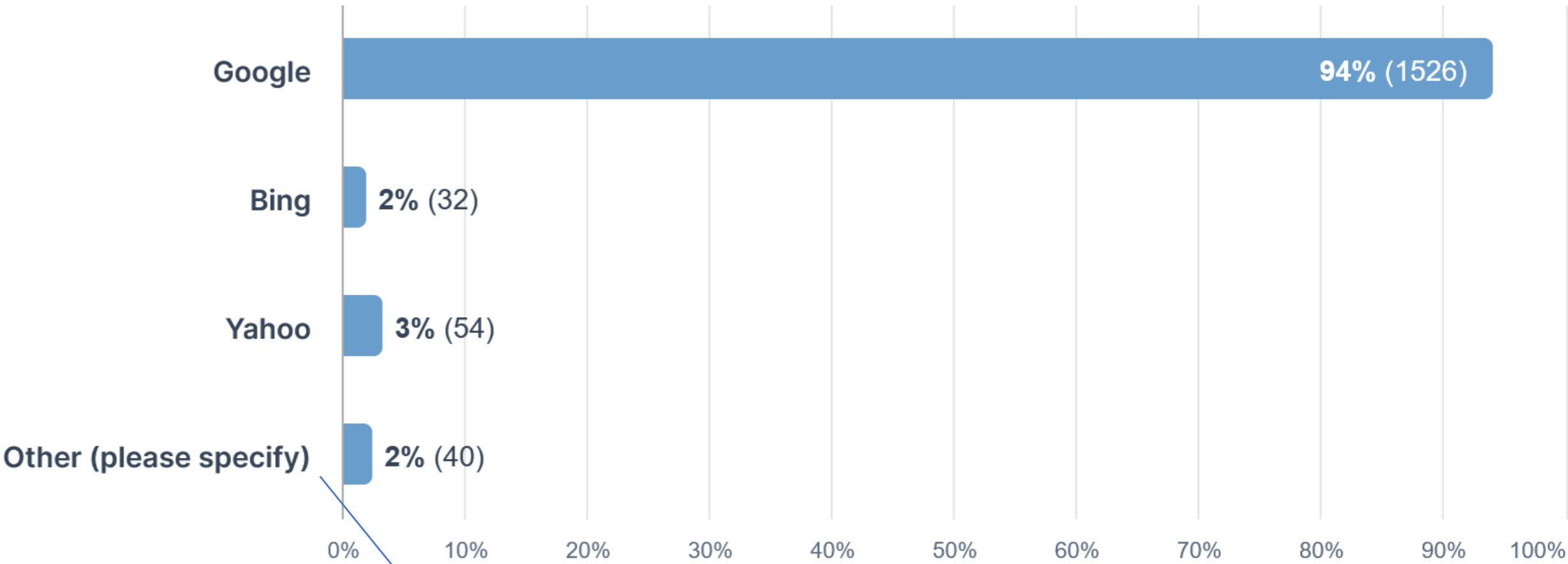
We asked those who discovered BetOnline via search (1,621 respondents) which search engine they used, the overwhelming majority used Google (94%). Only small fractions reported using Yahoo (3%), Bing (2%), or other search engines (2%).

Takeaway:
Discovery through search is essentially driven by Google, making it the most critical platform for visibility. Optimization and ad spend on alternative search engines would bring only marginal additional value.

Tier	FTDs	Sum of customer Value		Average of customer Value
Search Engine	1621	\$	2,419,731.18	\$ 1,492.74
Bronze	1086	\$	210,755.32	\$ 194.07
Diamond 1	14	\$	528,849.81	\$ 37,774.99
Diamond 2	1	\$	(41,092.85)	\$ (41,092.85)
Diamond 3	3	\$	73,295.96	\$ 24,431.99
Elite 3	1	\$	145,491.97	\$ 145,491.97
Gold	98	\$	237,112.40	\$ 2,419.51
Platinum 1	69	\$	294,228.77	\$ 4,264.19
Platinum 2	41	\$	462,870.35	\$ 11,289.52
Platinum 3	17	\$	136,367.63	\$ 8,021.63
Silver	291	\$	371,851.82	\$ 1,277.84
Grand Total	1621	\$	2,419,731.18	\$ 1,492.74

5. You selected 'Search Engine', which search engine did you use?

1621 responses



Search Engine FTDs	
Safari	13
Duck Duck Go	8
Chat GPT	5
Brave	3

Which Social Media channel?

We asked those who discovered BetOnline via social media (1,210 respondents), visibility is spread across several platforms:

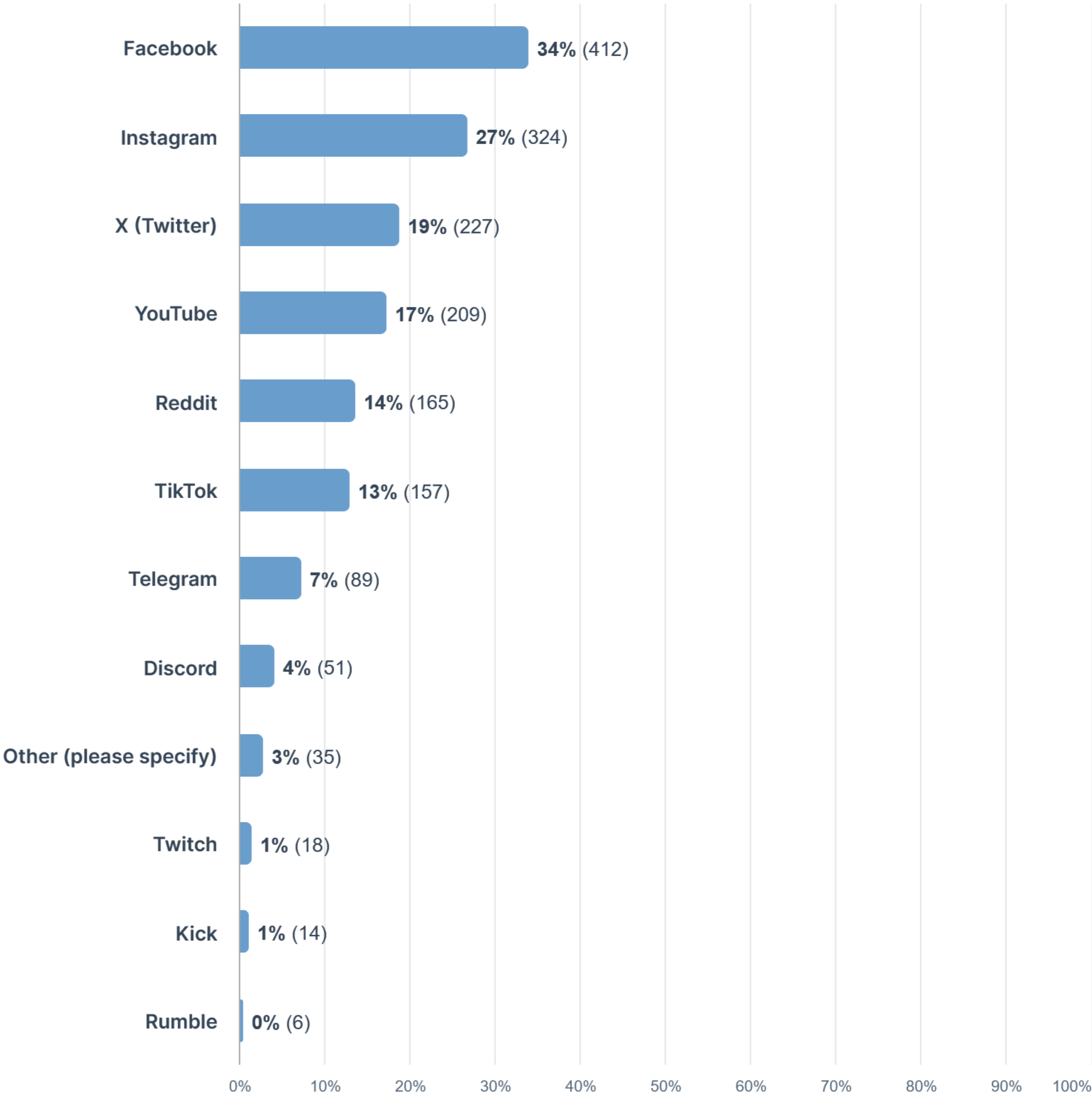
- Facebook (34%) leads, making it the strongest individual channel.
- Instagram (27%), X/Twitter (19%), and YouTube (17%) follow as key secondary platforms.
- Niche but notable platforms include Reddit (14%) and TikTok (13%), both important for reaching younger and community-driven audiences.
- Smaller contributions come from Telegram (7%), Discord (4%), and emerging platforms like Twitch, Kick, and Rumble, each under 2%.

Takeaway:
Discovery on social media is multi-platform, but dominated by Facebook and Instagram, with Twitter/X and YouTube as important secondary drivers.

Tier	FTDs	Sum of customerValue	Average of customerValue
Social Media	1210	\$ 787,753.54	\$ 651.04
Bronze	862	\$ 79,329.14	\$ 92.03
Diamond 1	1	\$ 22,543.53	\$ 22,543.53
Gold	69	\$ 133,945.86	\$ 1,941.24
Platinum 1	53	\$ 253,709.26	\$ 4,786.97
Platinum 2	14	\$ 71,769.10	\$ 5,126.36
Platinum 3	9	\$ 44,796.97	\$ 4,977.44
Silver	202	\$ 181,659.68	\$ 899.31
Grand Total	1210	\$ 787,753.54	\$ 651.04

7. You selected 'Social Media', which social media did you see BetOnline on?

1210 responses



Where did you see an Online banner?

We asked those who discovered BetOnline via online banners (442 total):

- Sports websites (41%) are the top placement, making them the most effective environment for banner visibility.
- Casino websites (34%) are also highly influential, reinforcing the relevance of context-based placements.
- Entertainment (20%) and poker websites (17%) contribute meaningful but smaller shares.
- Niche placements include crypto networks (7%) and news websites (7%), showing opportunities in diverse audiences.

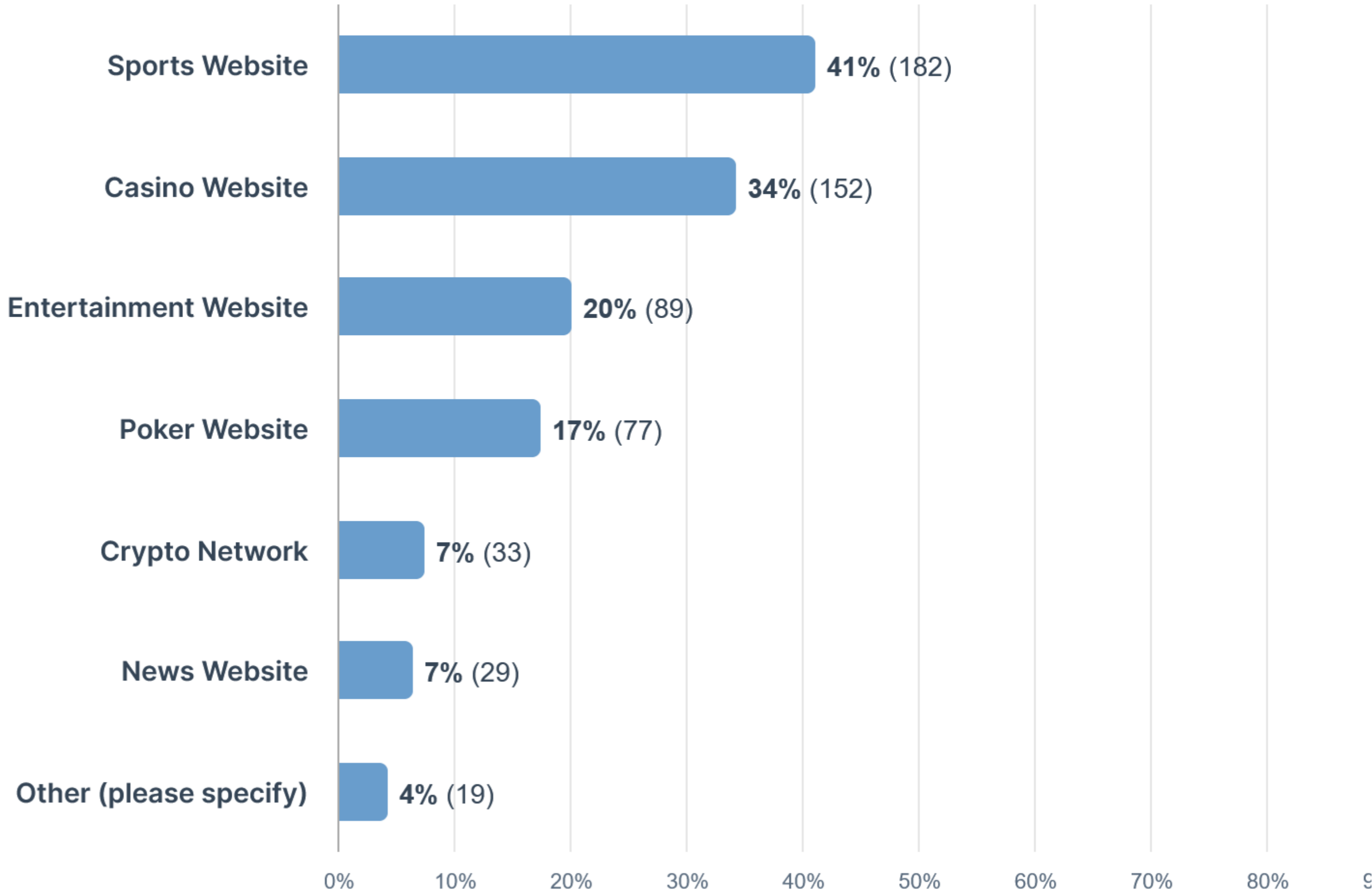
Takeaway:

The strongest banner performance comes from sports and casino sites, which together account for three-quarters of all banner-driven discovery. Entertainment and poker sites add secondary value, while crypto and news placements offer targeted reach.

Tier	FTDs	Sum of customerValue	Average of customer Value
Online Banner	442	\$ 296,267.25	\$ 670.29
Bronze	308	\$ (14,155.66)	\$ (45.96)
Diamond 1	1	\$ 21,179.74	\$ 21,179.74
Gold	29	\$ 36,357.21	\$ 1,253.70
Platinum 1	27	\$ 143,948.73	\$ 5,331.43
Platinum 2	4	\$ 6,635.69	\$ 1,658.92
Platinum 3	4	\$ 41,718.17	\$ 10,429.54
Silver	69	\$ 60,583.37	\$ 878.02
Grand Total	442	\$ 296,267.25	\$ 670.29

9. You selected 'Online Banner', where did you see the BetOnline digital banner?

442 responses



Which Influencer?

We asked those who discovered BetOnline via influencer (331 total):

- Low attribution: The dominant response was “don’t remember/can’t recall.” The word cloud confirms weak creator recall.
- Most-named creators (long tail): Mentions cluster around a few names—We Want Picks (Angelo), Dave Mason, Alex Monahan / OddsJam, Beat/BeatinTheBookie, SteveWillDolt, Hailey Ostrom, plus scattered mentions of Rob Pizzola, Jake Paul, and various smaller cappers.
- Platform clues: Many answers referenced YouTube, X/Twitter, Instagram, TikTok, and Reddit rather than a specific person—again signaling diffuse memory of the messenger.

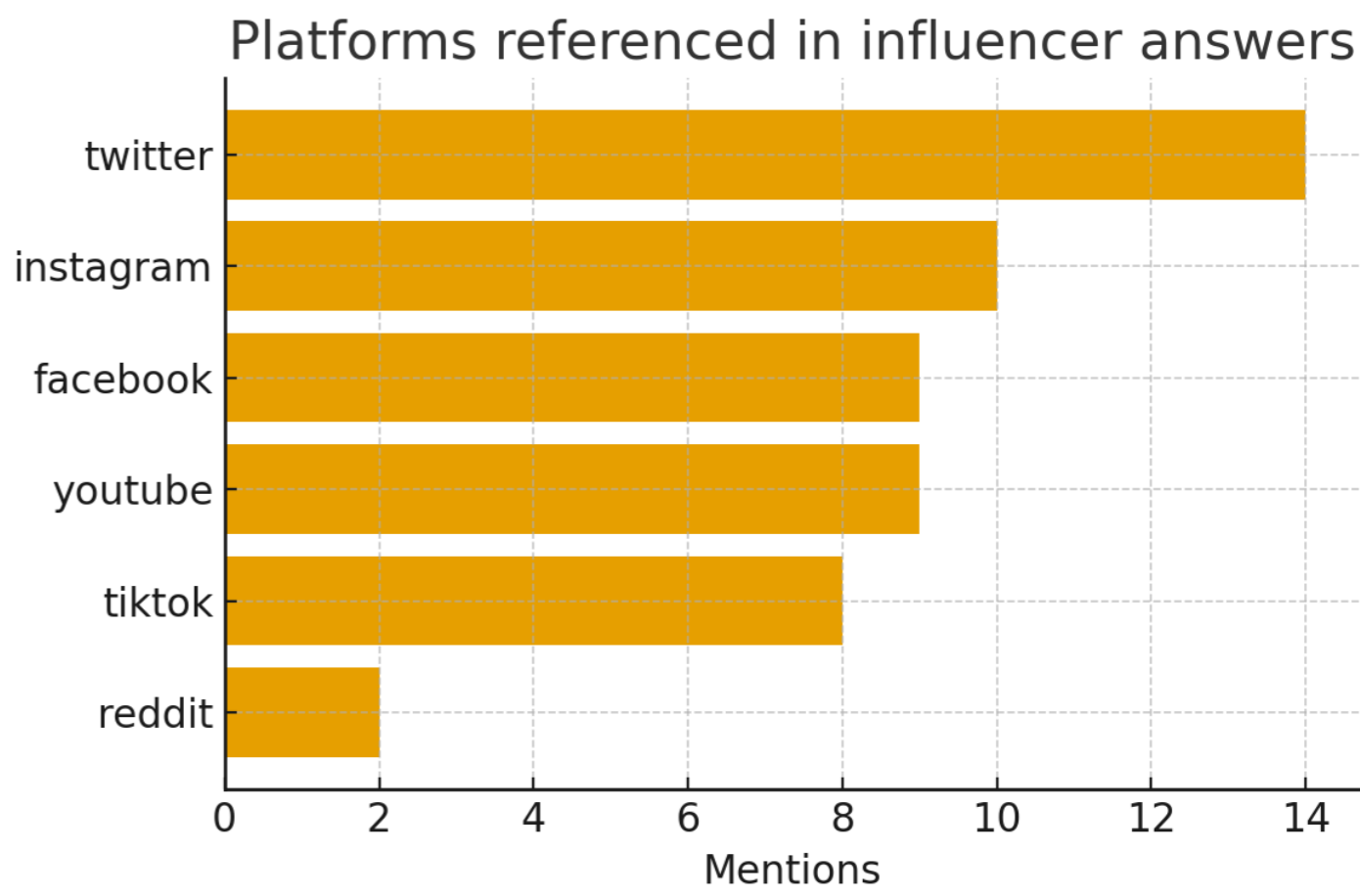
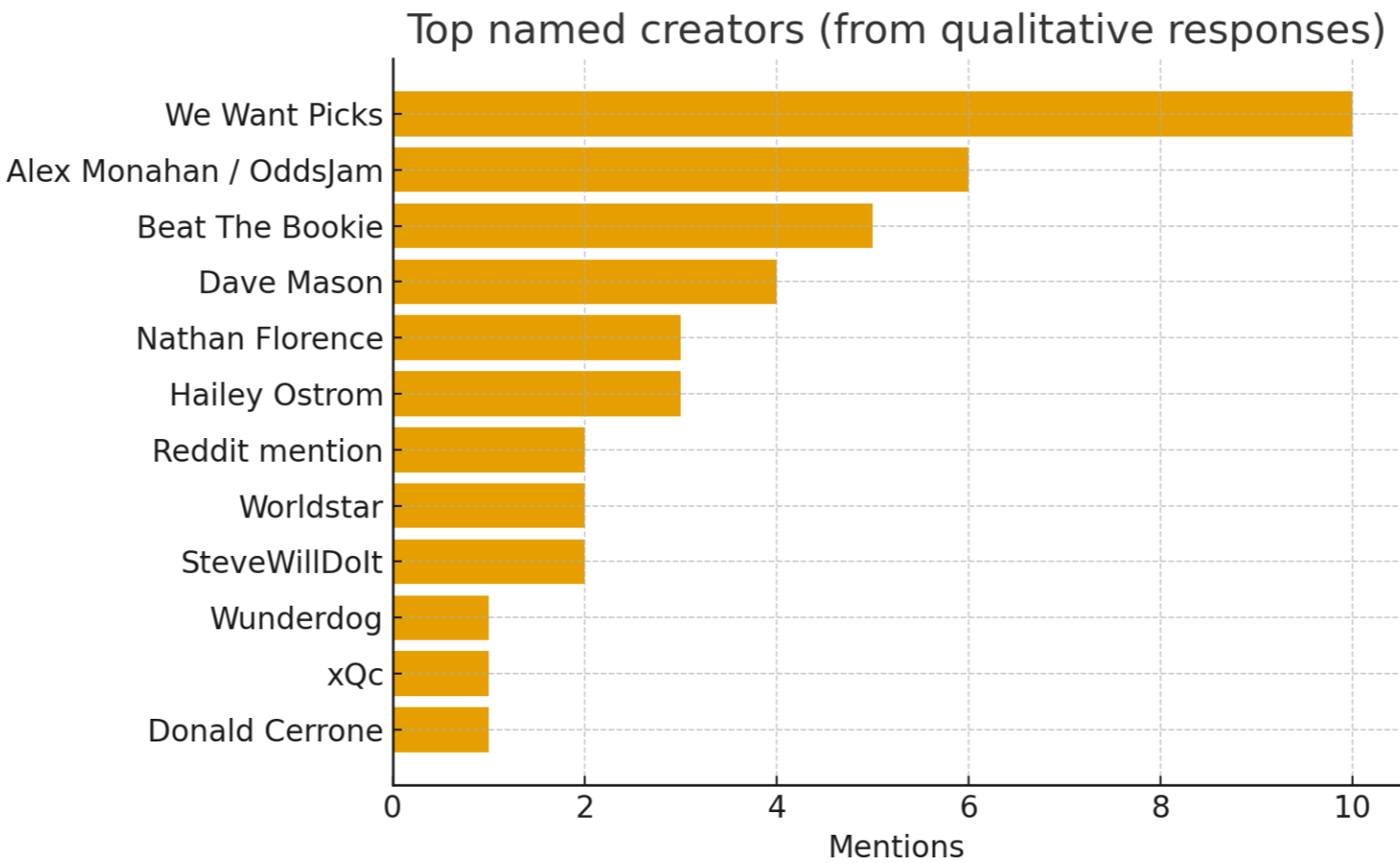
Takeaway:
Influencer touchpoints are broad but weakly attributed. Double down on partners with higher unaided recall (e.g., We Want Picks, OddsJam, Dave Mason) and improve attribution with consistent creator tagging, unique codes/links, repeated series, and on-screen CTAs to make the messenger memorable.

Tier	FTDs	Sum of customerValue	Average of customerValue
Social Influencer / Digital Creator	331	\$ 227,779.37	\$ 688.16
Bronze	215	\$ (16,296.17)	\$ (75.80)
Gold	23	\$ 38,565.11	\$ 1,676.74
Platinum 1	14	\$ 22,999.08	\$ 1,642.79
Platinum 2	7	\$ 53,659.22	\$ 7,665.60
Platinum 3	2	\$ 81,179.55	\$ 40,589.78
Silver	70	\$ 47,672.58	\$ 681.04
Grand Total	331	\$ 227,779.37	\$ 688.16

6. You selected ‘Social Influencer / Digital Creator’, which creator or influencer was it?

331 responses

Most popular words:



Which Review/ Comparison site?

We asked those who discovered BetOnline via review/comparison sites (124 respondents):

- Reddit dominates with 61% (124 respondents), showing the strength of peer-driven community recommendations.
- TrustPilot is second at 22% (45 respondents), reinforcing the role of formal review platforms.
- Other sites (25%, 50 respondents) were fragmented across a wide range of mentions.

Insights from “Other” Responses

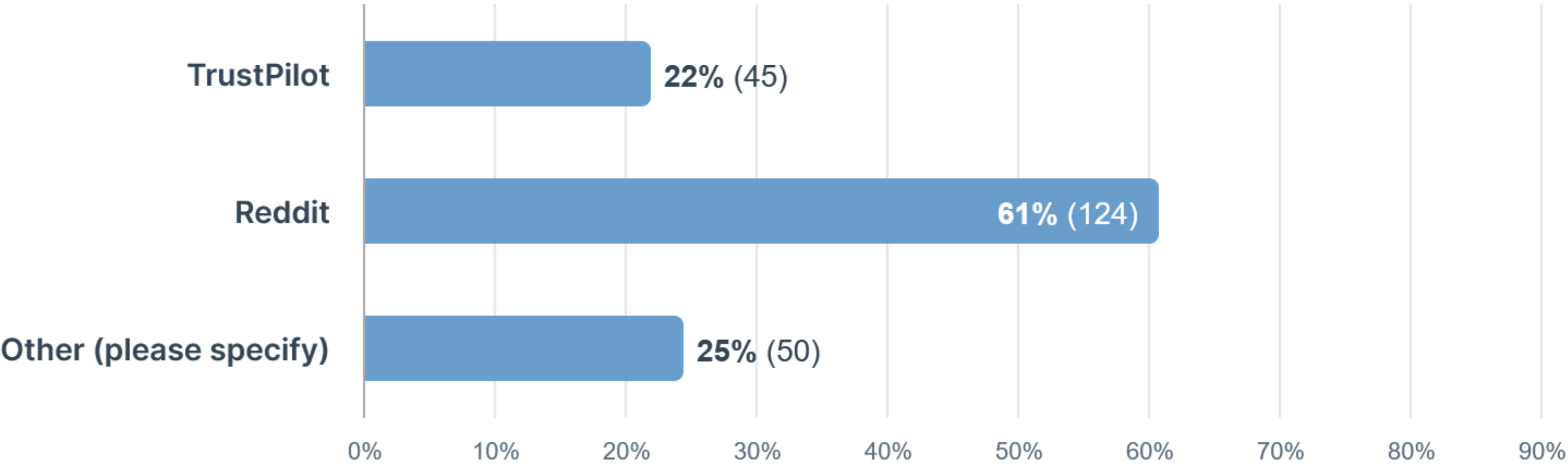
- Frequently named review portals: *Bookmakers Review*, *Sportsbook Review (SBR)*, *Oddschecker*, *Casino.org*, *Cardschat.com*, *World Poker Deals*, *Casino Analyzer*.
- Generic references: “Google,” “sports betting online,” “sweepstakes casino lists,” and “promo sites.”
- Unattributed/uncertain: Most responses were “don’t remember,” “not sure,” or “some random review site,”.

Takeaway:

Discovery via review sites is concentrated in Reddit and TrustPilot, but the long tail of smaller sites means brand visibility is spread across many fragmented sources. Community forums (Reddit, Cardschat, World Poker Deals) appear especially influential, suggesting credibility among peer networks matters as much as formal review scores.

13. You selected 'Review / Comparison Site', which site did you see BetOnline on?

204 responses



Tier	FTDs	Sum of customerValue	Average of customerValue
Review / Comparison Site	204	\$ 199,419.91	\$ 977.55
Bronze	132	\$ 10,971.26	\$ 83.12
Diamond 2	1	\$ 26,979.39	\$ 26,979.39
Gold	16	\$ 34,839.18	\$ 2,177.45
Platinum 1	9	\$ 23,940.20	\$ 2,660.02
Platinum 2	6	\$ 45,486.50	\$ 7,581.08
Platinum 3	1	\$ 15,378.10	\$ 15,378.10
Silver	39	\$ 41,825.28	\$ 1,072.44
Grand Total	204	\$ 199,419.91	\$ 977.55

Which Article/blog?

We asked those who discovered BetOnline via Article/Blog mentions (184 responses):

Commentary

- Recall is weak: many answers were “don’t remember.”
- Reddit stands out as the most frequently named source (threads/forums).
- SEO listicles drive a lot of discovery: e.g., *Top 10 offshore sportsbooks, best blackjack/poker/gambling sites*, “crypto casino lists,” affiliate ranking pages.
- Named outlets appear, but sparsely: Covers, OddsJam, SBR/SportsbookReview, ESPN/ESPN magazine, Bleacher Report, Right Angle Sports, PickDawgz, PokerStrategy, World Poker Deals, legaluspokersites, university.poker, Chipy, StabMag, etc.
- Channel bleed: several said they found the article via Google/Google News, email newsletters/ads, or Facebook/Instagram, showing search and CRM help surface these articles.

Takeaway:

Article/blog discovery is community-led (Reddit) and search-captured (best/top lists), with low site-level attribution. Lean into:

- Reddit/community placements and AMAs,
- SEO partnerships on high-intent “best/top” lists,
- Syndicating odds/expert quotes in previews to earn mentions,
- UTM/unique-code links in articles to improve attribution.

10. You selected ‘Saw in an Article or Blog’, which article or blog did you see BetOnline in?

184 responses

Most popular words:



Tier	FTDs	Sum of customerValue	Average of customerValue
Saw in an Article or Blog	184	\$ 123,031.40	\$ 668.65
Bronze	132	\$ 12,922.25	\$ 97.90
Diamond 1	1	\$ 2,468.94	\$ 2,468.94
Gold	13	\$ 18,379.32	\$ 1,413.79
Platinum 1	6	\$ 23,035.92	\$ 3,839.32
Platinum 2	3	\$ 32,303.70	\$ 10,767.90
Platinum 3	1	\$ 6,337.25	\$ 6,337.25
Silver	28	\$ 27,584.02	\$ 985.14
Grand Total	184	\$ 123,031.40	\$ 668.65

Which Live Event?

We asked those who discovered BetOnline via Live Sporting Events (171 responses)

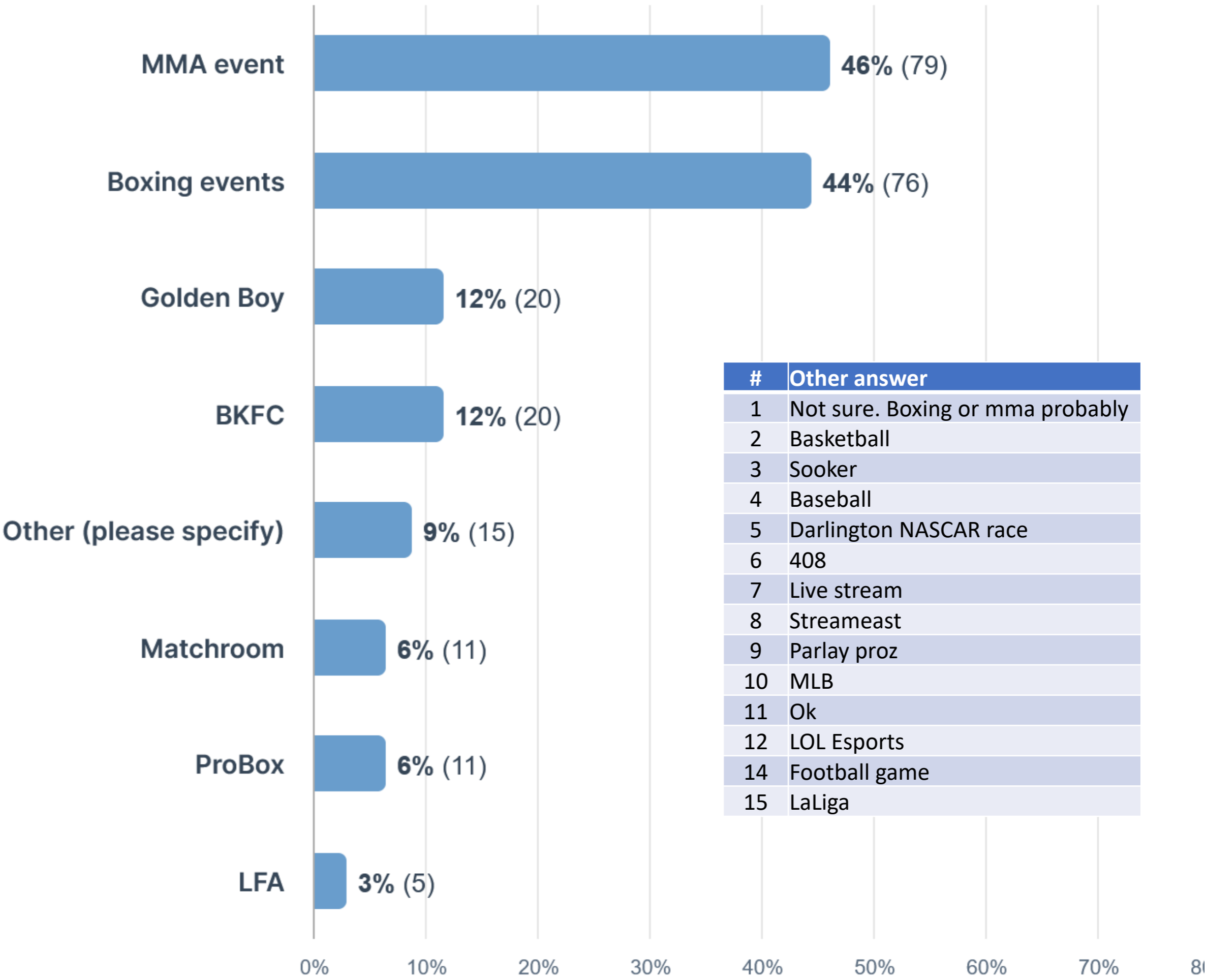
- Combat sports lead discovery: MMA events (46%) and boxing events (44%) account for the vast majority of mentions.
- Key partners named: Golden Boy (12%) and BKFC (12%) show strong brand visibility among specific promotions.
- Additional reach: Matchroom (6%), ProBox (6%), and LFA (3%) contribute smaller but meaningful slices, with Other (9%) indicating a long tail of events.

Takeaway
BetOnline’s live-event visibility is heavily concentrated in combat sports, with boxing and MMA properties delivering the most impact.

Tier	FTDs	Sum of customerValue	Average of customerValue
Live Sporting Event	171	\$ 99,902.75	\$ 584.23
Bronze	127	\$ 11,651.50	\$ 91.74
Gold	9	\$ 8,773.95	\$ 974.88
Platinum 1	7	\$ 39,320.09	\$ 5,617.16
Platinum 3	2	\$ 21,715.35	\$ 10,857.68
Silver	26	\$ 18,441.86	\$ 709.30
Grand Total	171	\$ 99,902.75	\$ 584.23

12. You selected 'Live Sporting Event', which event did you see BetOnline?

171 responses



Digital Ads – Where?

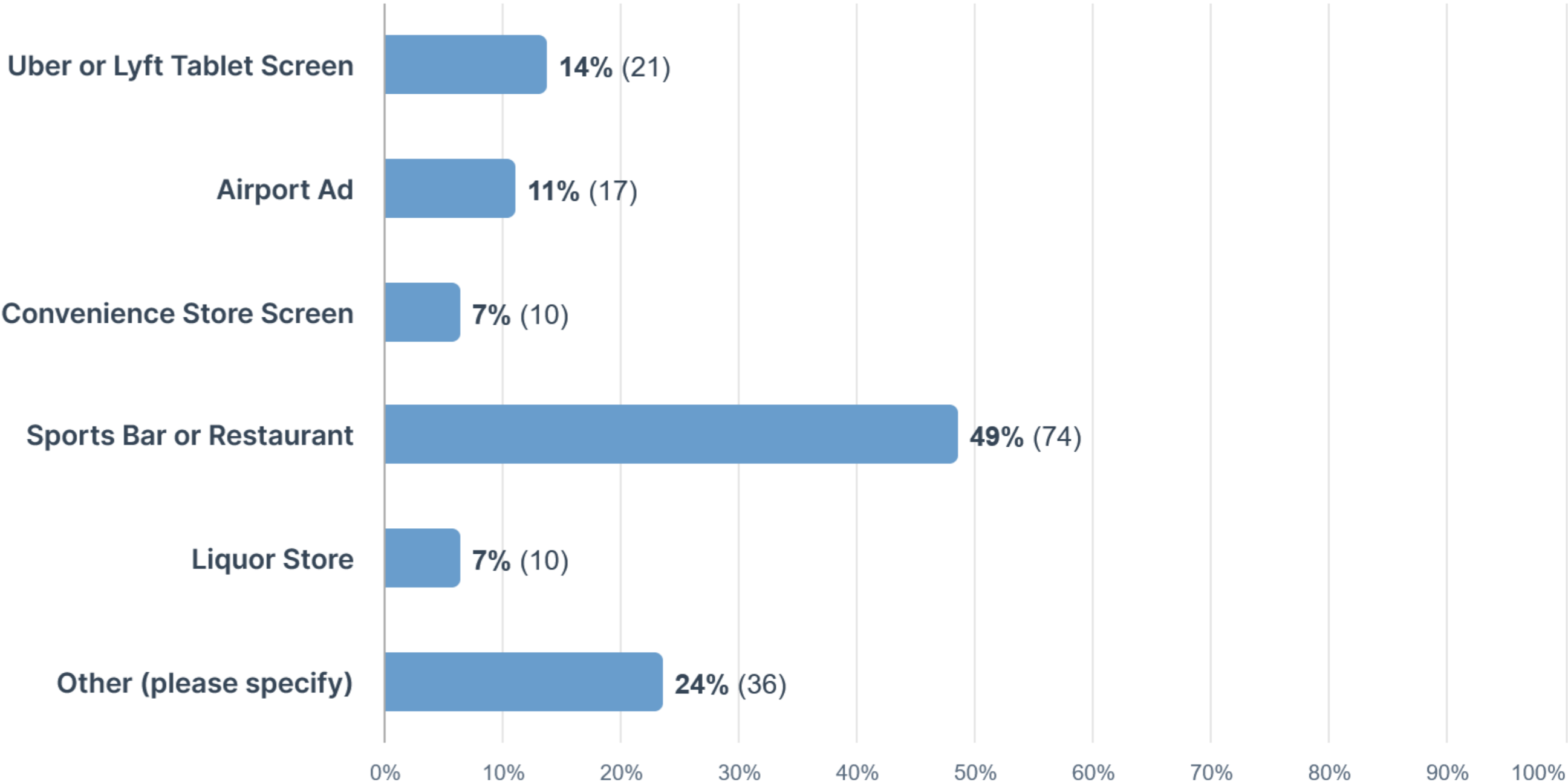
We asked those who discovered BetOnline via Live Digital Ads (152 responses):

- Sports bars & restaurants dominate at 49% (74) — the clear #1 environment for ad recall.
- Rideshare tablets (14%) and airports (11%) are solid secondary touchpoints.
- Convenience stores (7%) and liquor stores (7%) contribute smaller shares.
- “Other” (24%) clusters into:
 - Online/streaming pop-ups & site ads (sports streaming, Streameast, UFC streams, website popups).
 - Search/display (Google/Google Ads mentions).
 - CRM/social (email offers, social media).
 - Contextual sports (fantasy sports sites, UFC fighter stats, other betting/casino sites).

Takeaway:
Place-based screens where fans are actively watching sports (bars/restaurants) drive the most impact. Rideshare and airports as efficient boosters. Use “Other” insights to target sports streaming and search/display for incremental reach.

15. You selected 'Digital Ads,' where did you see the BetOnline ad?

152 responses



Tier	FTDs	Sum of customer Value	Average of customer Value
Digital Ads (e.g. Restaurants, Bars, Airports etc.)	152	\$ 136,781.71	\$ 899.88
Bronze	113	\$ 9,617.57	\$ 85.11
Diamond 1	1	\$ 2,468.94	\$ 2,468.94
Gold	6	\$ 18,690.65	\$ 3,115.11
Platinum 1	7	\$ 34,814.58	\$ 4,973.51
Platinum 2	3	\$ 28,468.59	\$ 9,489.53
Platinum 3	1	\$ 7,801.35	\$ 7,801.35
Silver	21	\$ 34,920.03	\$ 1,662.86
Grand Total	152	\$ 136,781.71	\$ 899.88

How did you hear about BetOnline?

We asked those who discovered BetOnline via TV / Streaming (117 responses):

- YouTube dominates (incl. YouTube/YouTube TV/“You tube/YouYube” variants) as the most frequently cited platform by far.
- Subscription/TV apps with sports show up next: Hulu (many mentions), ESPN, plus scattered ABC/Peacock/Tubi/Pluto/DAZN/Paramount+CBS/Max/HBO/TSN.
- CTV devices are often named directly (Roku, a few Firestick), implying ad exposure inside CTV apps rather than a single network.
- Free/gray-area sports streams recur (Streameast + variants, Sportsurge, VIPBox, Methstreams, Movies123), highlighting where cord-cutters watch live sports.
- Recall is mixed: many “don’t remember / not sure” responses.

Takeaway:
Lean into YouTube/YouTube TV as the primary streaming driver, keep Hulu/ESPN as core sports adjacencies, and treat CTV (Roku/Firestick) as a placement strategy (optimize across apps). If pursuing free-streaming inventory, tighten brand-safety controls and track with unique codes/UTMs to measure incremental lift.

14. You selected 'TV / Streaming,' which TV channel or streaming site did you see BetOnline on?

117 responses

Most popular words:



Tier	FTDs	Sum of customerValue	Average of customerValue
TV / Streaming (e.g. Hulu, Roku, Pluto etc.)	117	\$ 121,267.20	\$ 1,036.47
Bronze	89	\$ 6,858.45	\$ 77.06
Diamond 1	1	\$ 247.23	\$ 247.23
Gold	6	\$ 12,297.37	\$ 2,049.56
Platinum 1	6	\$ 34,011.62	\$ 5,668.60
Platinum 2	3	\$ 25,497.37	\$ 8,499.12
Platinum 3	1	\$ 38,284.08	\$ 38,284.08
Silver	11	\$ 4,071.08	\$ 370.10
Grand Total	117	\$ 121,267.20	\$ 1,036.47

Which Radio/Podcast?

We asked those who discovered BetOnline via Radio / Podcast (101 responses):

- Networks with scale: iHeart Radio leads (35%), followed by PodcastOne (16%).
- Smaller but present: Politely Raw (11%) and Bleav Network (5%).
- Biggest slice is “Other” (46%)—discovery is highly fragmented.

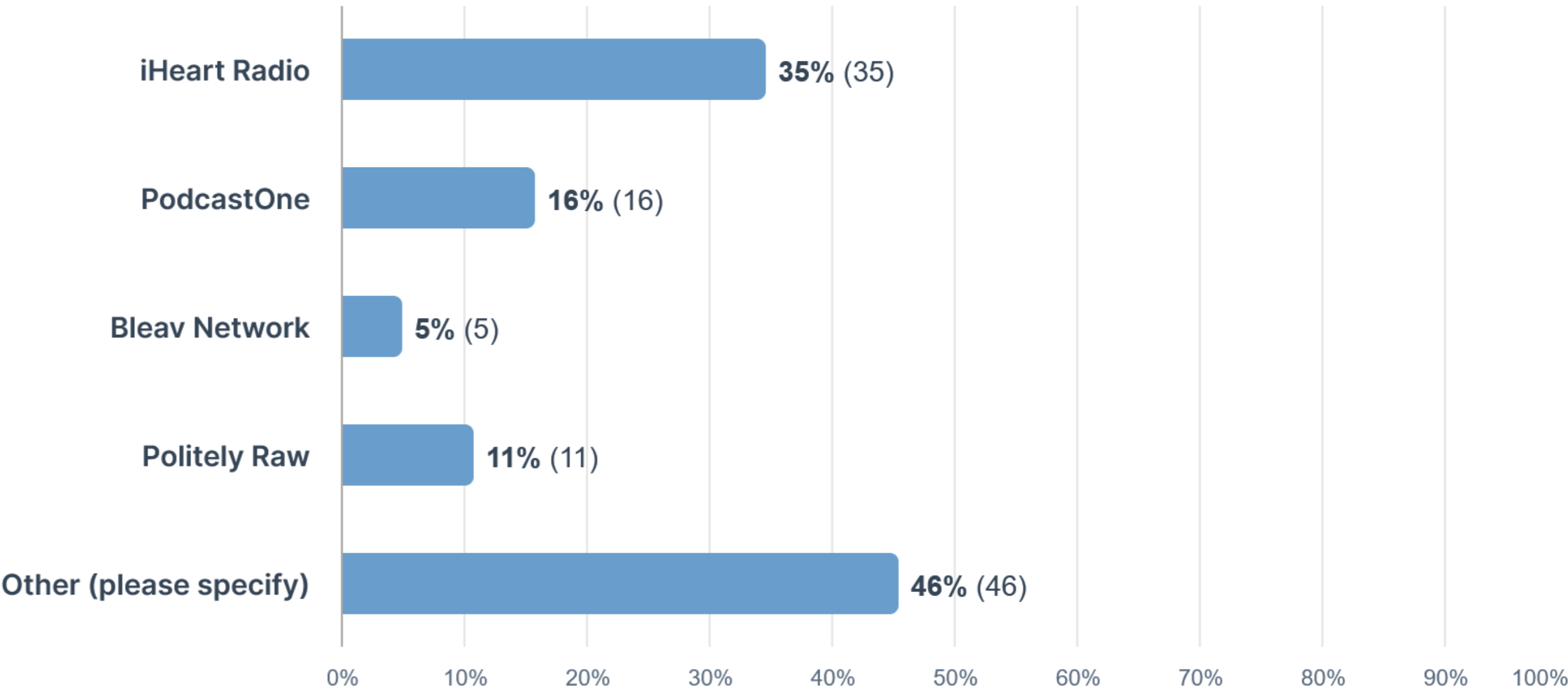
What’s inside “Other”

- Platforms: Apple Podcasts, Spotify, Google Podcasts, and YouTube/video podcasts (several mentions).
- Sports & betting pods: WagerTalk, VSiN, RJ Bell’s Dream Pod, Circles Off, OddsJam, Pat Mayo, Sports Ethos, Live on the Line.
- General/audience drivers: Joe Rogan, Stephen A. Smith, Ben Shapiro, plus local sports radio (KFAN, 560 WQAM, AM 570) and WRIF Detroit.
- Combat-sports adjacency: Fightful, MMA podcasts—consistent with combat-sport strength elsewhere.
- Many “can’t remember/forgot” responses indicate low show-level recall.

Takeaway:
Use iHeart + PodcastOne have efficient reach, secondary for sports/betting shows (WagerTalk, VSiN, Circles Off, OddsJam, Pat Mayo) and YouTube video podcasts capture incremental audience. Include unique offer codes/UTMs—show-level recall is weak.

11. You selected 'Radio / Podcast', which radio or podcast did you hear BetOnline?

101 responses



Tier	FTDs	Sum of customerValue	Average of customerValue
Radio / Podcast	101	\$ 119,999.29	\$ 1,188.11
Bronze	71	\$ 5,862.48	\$ 82.57
Diamond 1	2	\$ 27,243.98	\$ 13,621.99
Gold	5	\$ 19,381.02	\$ 3,876.20
Platinum 1	6	\$ 32,626.73	\$ 5,437.79
Platinum 2	2	\$ 13,282.59	\$ 6,641.30
Platinum 3	2	\$ 7,032.22	\$ 3,516.11
Silver	13	\$ 14,570.27	\$ 1,120.79
Grand Total	101	\$ 119,999.29	\$ 1,188.11

Which AI Platform?

We asked those who discovered BetOnline via AI platforms (74 respondents):

- OpenAI (ChatGPT) leads by far, mentioned by 53% (39 respondents).
- Google DeepMind (Gemini) follows at 28% (21 respondents).
- Anthropic (Claude) is cited by 16% (12 respondents).
- Other AI platforms make up 15% (11 respondents), with Grok mentioned 3 times.

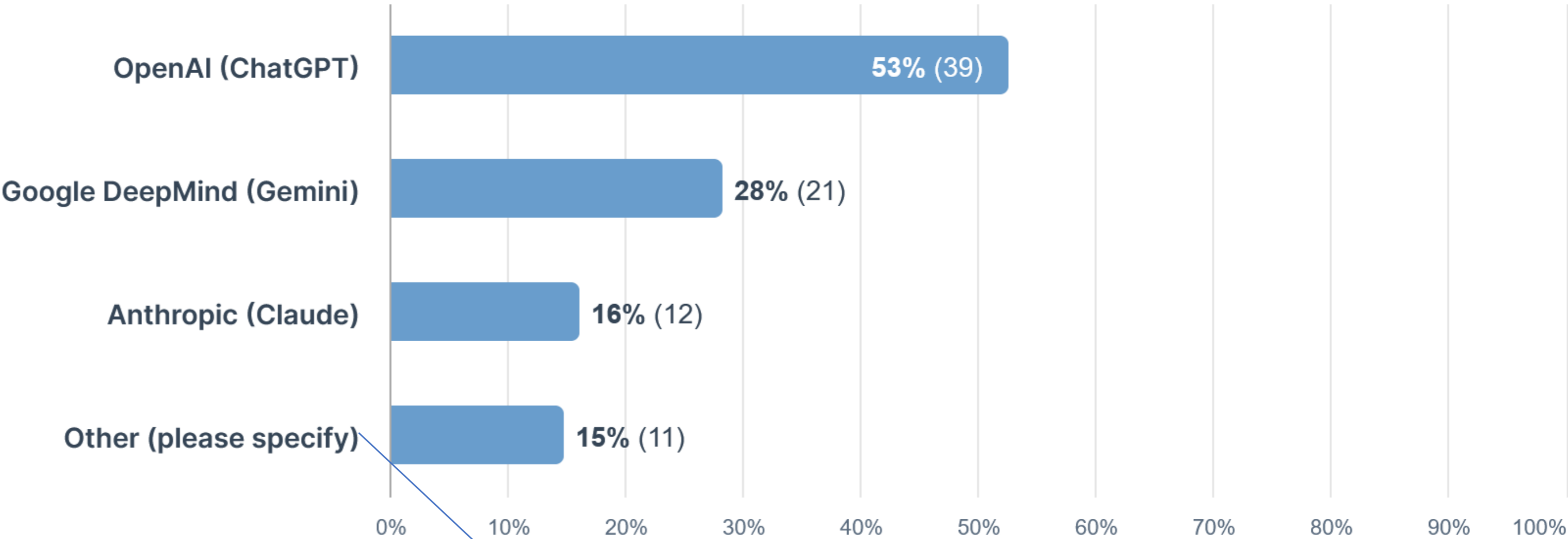
Takeaway:
Although a small channel overall, ChatGPT is the dominant AI discovery touchpoint, with Gemini emerging as a notable secondary platform. This suggests that early adoption of AI-driven content or integrations could become a valuable, growing channel.

FYI: AI as a channel is small today, but likely to grow rapidly and the value is high as shown below (impacted by one diamond 1 player)

Tier	FTDs	Sum of customerValue	Average of customerValue
Artificial intelligence Platform	74	\$ 140,855.47	\$ 1,903.45
Bronze	51	\$ 8,777.20	\$ 172.10
Diamond 1	1	\$ 85,577.57	\$ 85,577.57
Gold	4	\$ 1,955.09	\$ 488.77
Platinum 1	2	\$ 4,343.83	\$ 2,171.92
Platinum 2	1	\$ 20,469.11	\$ 20,469.11
Platinum 3	1	\$ 6,337.25	\$ 6,337.25
Silver	14	\$ 13,395.42	\$ 956.82
Grand Total	74	\$ 140,855.47	\$ 1,903.45

8. You selected 'Artificial Intelligence Platform,' Which AI platform did you see BetOnline on?

74 responses



	Answer
1	Grok
2	Grok
3	Discord
4	Brave AI
5	Grok
6	Copilot
7	Slot

Which was the LAST place you saw BetOnline?

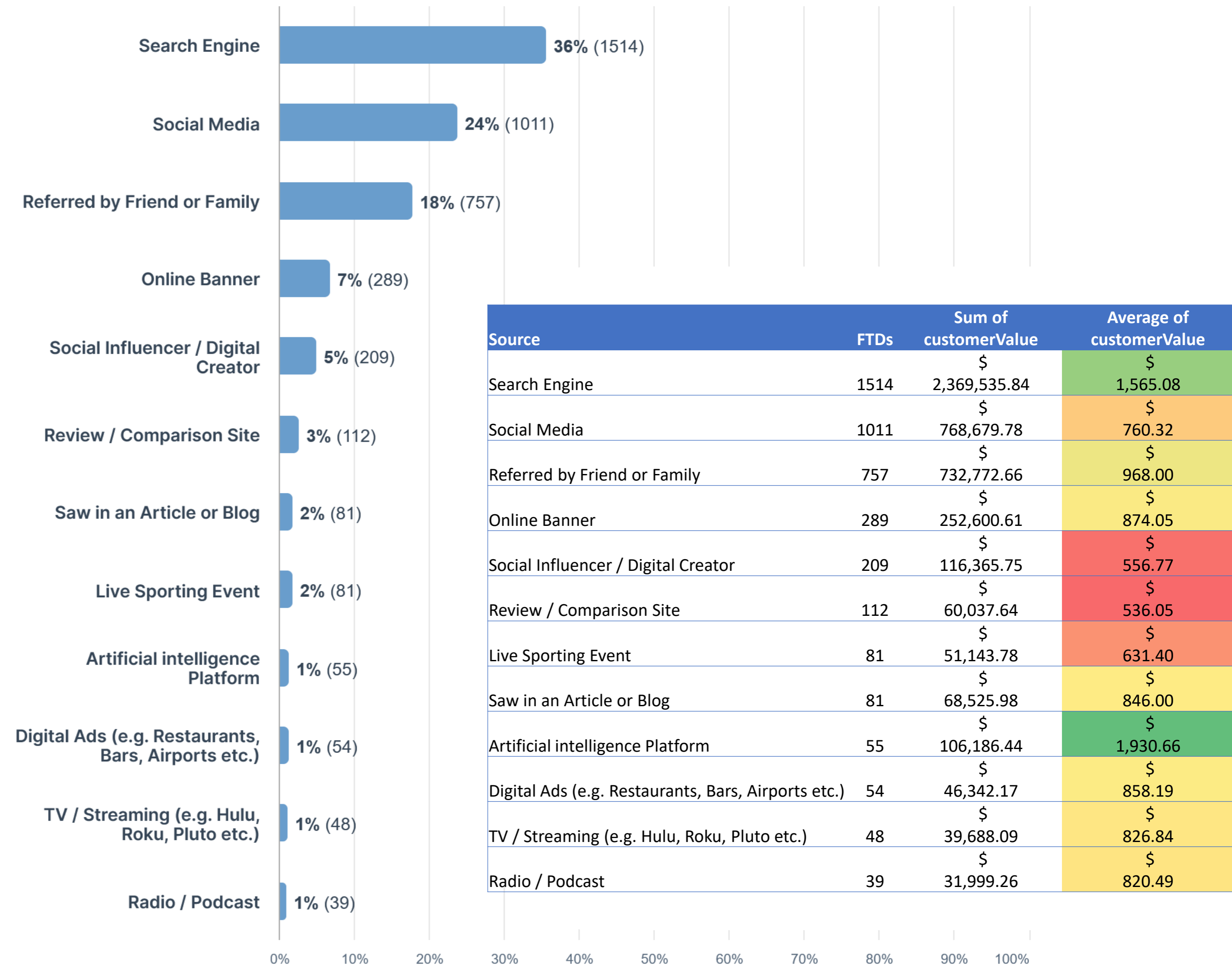
- Search Engine is the closer — 36% (1,514) say search was the final touch.
- Social Media is #2 — 24% (1,011), a strong direct conversion channel.
- Referrals matter — 18% (757) cite Friend/Family, signaling trust-driven signups.
- Mid/upper-funnel channels (Online Banner 7%, Influencers 5%, Review sites 3%) appear less as the *last* touch but likely assisted earlier.
- Long tail (Articles, Live Events, AI, Digital OOH, TV/Streaming, Radio) each 1–2%, suggesting awareness roles more than closing.

Takeaway:
Conversion is captured by intent (Search) and social, with referrals a major trust lever.

Search closes the deal, social nudges, referrals validate.

16. Which one of these was the LAST place you remember seeing BetOnline before signing up? (Please select one only)

4250 responses



What led you to deposit?

Why people deposited:

- Bonuses (welcome/match/free spins/VIP) = #1 trigger.
- Product pull: Poker first; then sharp sports odds/early lines/UFC; plus slots/live tables.
- Trust & proof: Fast payouts, long history, strong Reddit/Google reviews, friend referrals.
- Access & ease: Works in more states/travel; crypto + cards; simple UI.
- Motives: Win money and have fun/curiosity.
- Switchers: Left rivals after outages/limits.

Pain points to fix:

- Bonus confusion/missed credits/rollover fine print.
- High card fees, limited ACH/PayPal; some payout delays.
- UX gaps (team search, SGP/multi-sport parlays); fairness/RTP perception.

Do next:

- Make bonuses transparent & auto-credit; publish payout speed.
- Lean into poker + unique markets; expand parlay options.
- Lower fees/add payment rails; tighten referral/influencer QA.

17. Finally, what lead you to make a deposit on BetOnline? What was the determining factor for you?

4250 responses

Most popular words:



Player Operating System & Browsers

Platform snapshot:

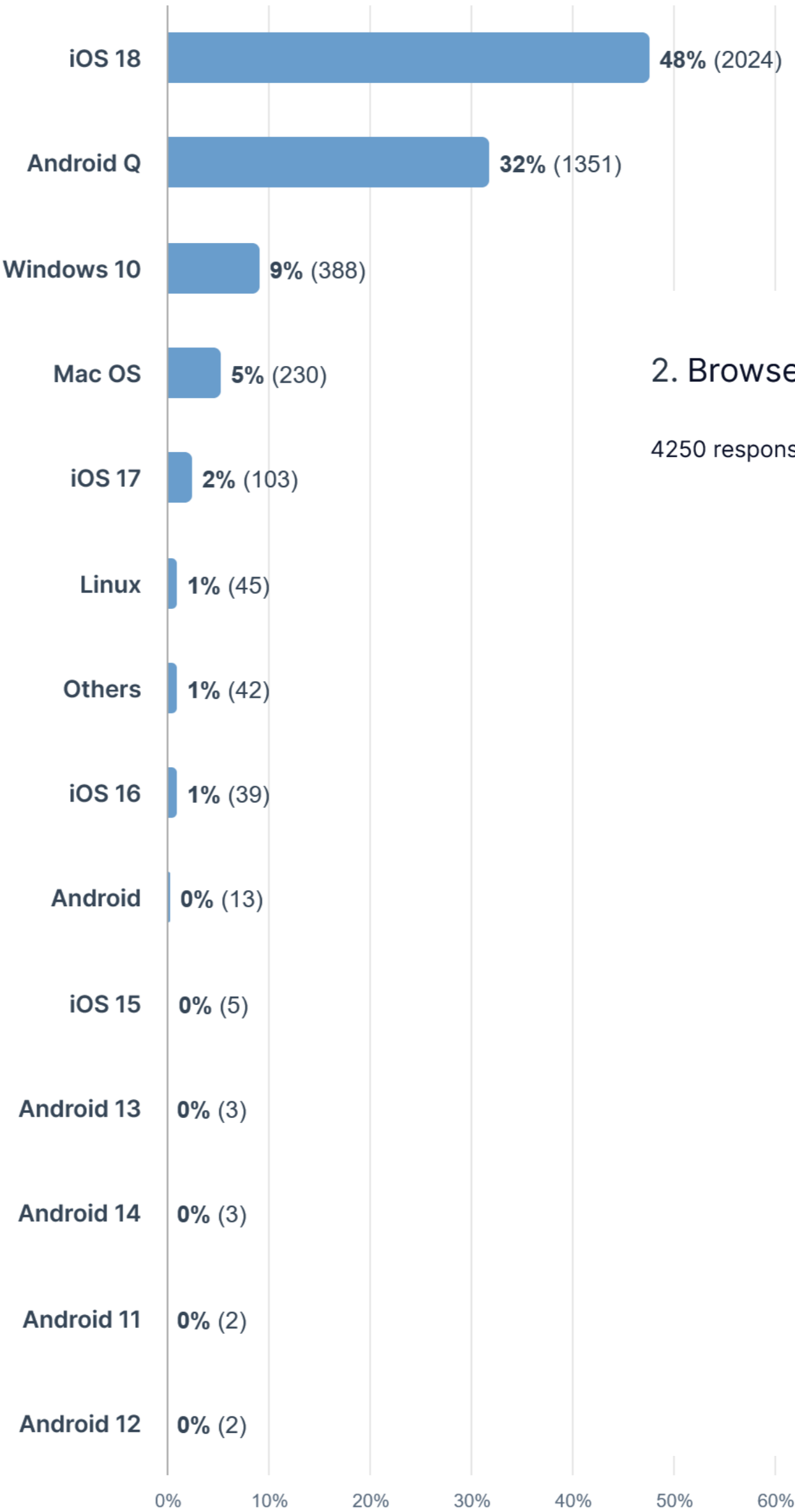
Mobile rules:
~83% on mobile OS
(iOS 18 48%, Android Q 32%; + older iOS 3%).

Desktop ~16%
(Win10 9%, Mac 5%).

Browser split:
Chrome 48% + iPhone Safari 40% ⇒ 88% of traffic.
Edge 2%, desktop Safari 2%, Firefox 1% (others negligible).

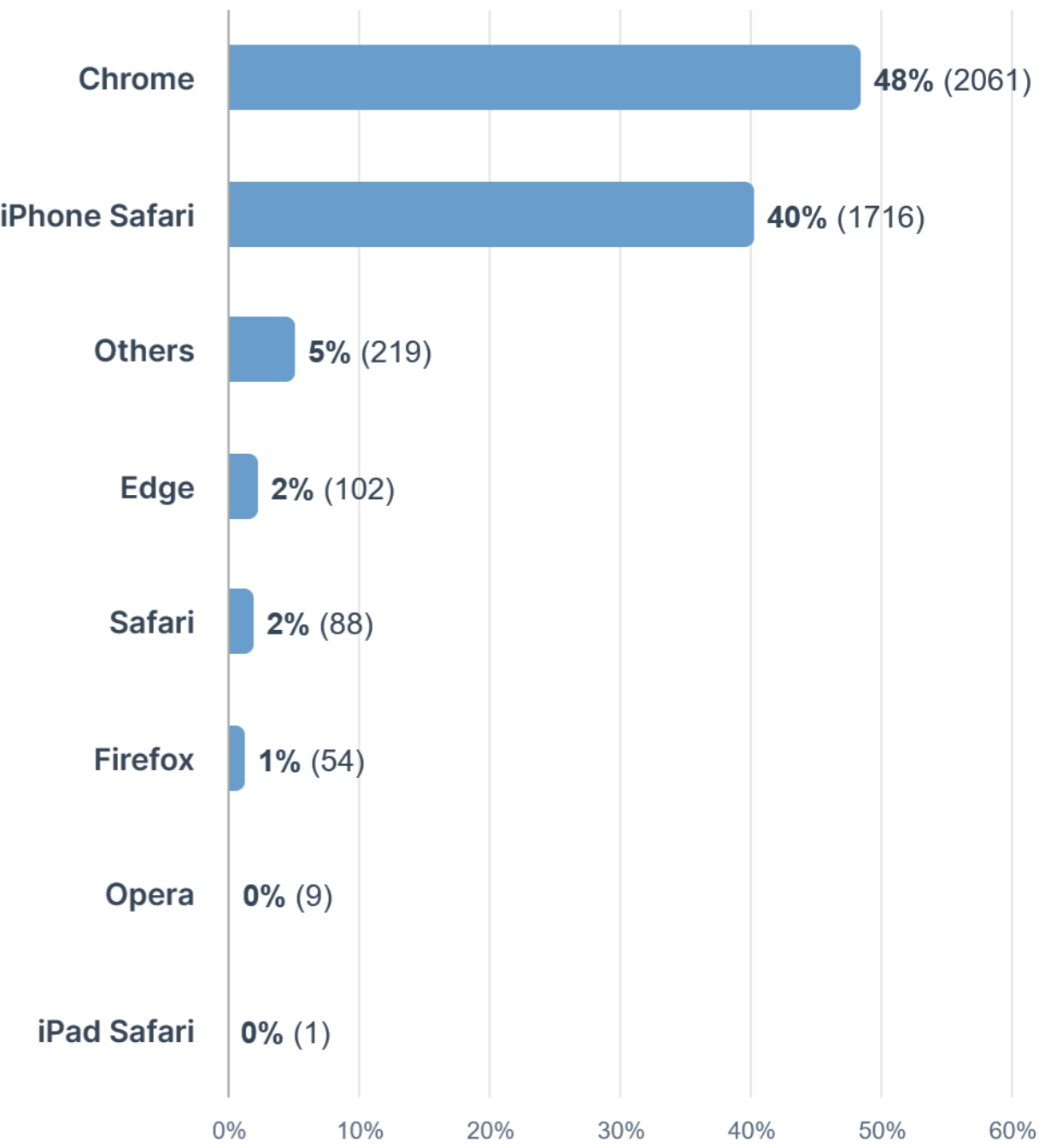
1. Operating System

4250 responses



2. Browsers

4250 responses



Thank You

**For more information on
any information listed in
this presentation please
reach out.**

JohnG

**BetOnline Marketing Acquisition Source
Effectiveness Survey August 2025**

Email

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Mattermost channels (in ITS group):

help-cx

help-ux/ui

help-experimentation

help-product analytics

Confluence

<https://confluence.itspty.com/display/PROD/>