

# FTD Bonus Survey Results

November 2024

# Executive Summary

The purpose of this survey was to see if players value our offering in comparison to our competitors, especially since we changed the bonus scheme away from Freeplay with rollover to real cash. We asked customers that have deposited since the bonus change to give us their thoughts on BetOnline, why they deposited and perceived value versus our competitors.

Summary:

- 62% of respondents used a competitor before depositing with us
- Of the 38% that had not used a competitor, the main reason for signing up was recommendation from friend and/or family
- Of those that came from a competitor, top sites were: Bovada (40%), DraftKings (28%) and FanDuel (23%)
- Top reason for choosing BetOnline over competitors was an attractive promotion or bonus (39%), however nearly all categories scored highly showing that many factors are important when choosing a gaming brand.
- 60% of players rate BetOnline as more valuable than the competitors they came from, with only 14% perceiving the value as lower.
- To improve the value, 62% of believe that improved bonus offers will increase the value of BetOnline in comparison to competitors. 47% believe more frequent promotions would be better
- Those that came from the Bovada, DraftKings and Fanduel, score us lower on NPS, but most believe we offer more value. With a wider selection of games the main reason for joining.

# Demographics

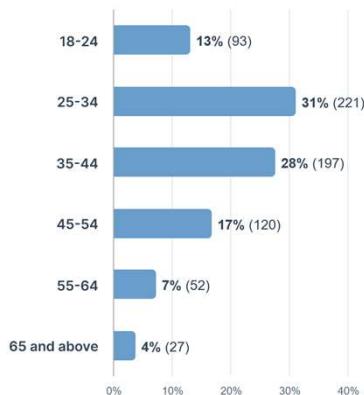
85% of respondents were Male, with the vast majority (59%) aged 25-44.

Most of the respondents have been with BetOnline between 1-3 months, although 14% have been with us longer than 6 months.

Although Android Q has the highest % of users (34%), if you combine all iOS together it comes to 45% so most users are on Apple devices. Desktop users are more likely to be using Windows though.

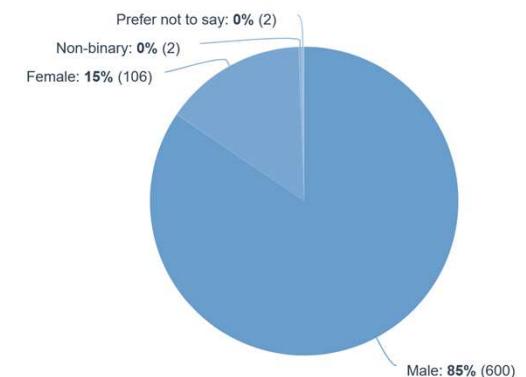
## 1. What is your age?

710 responses



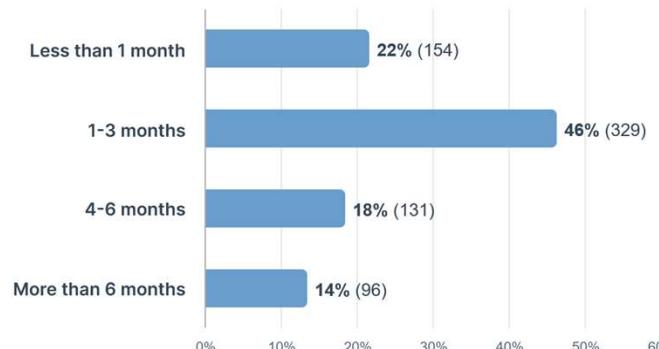
## 2. What is your gender?

710 responses



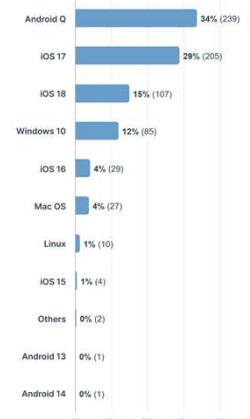
## 3. How long have you been using BetOnline?

710 responses



## 1. Operating System

710 responses



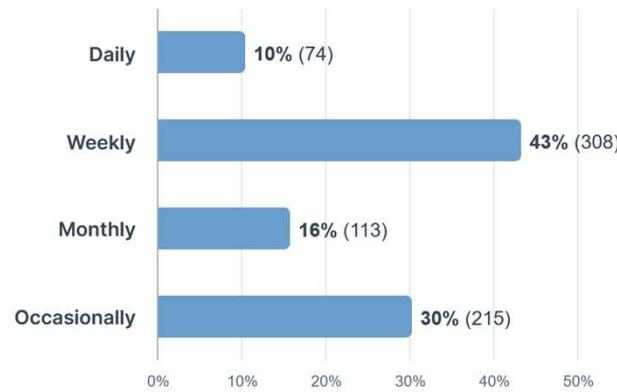
# Behaviour

Most respondents are depositing weekly (43%), followed by 30% depositing occasionally. 10% of players are even depositing daily

Over 60% have used a competitor, these players are asked further questions about which competitors they used and their perceived value. Those that didn't come from a competitor get asked less questions

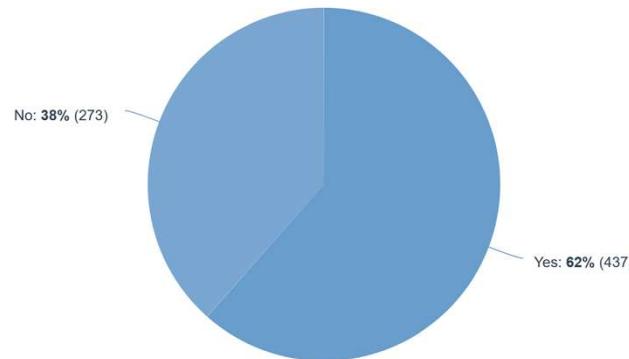
## 4. How often do you deposit funds on BetOnline?

710 responses



## 5. Did you use another online gambling platform before switching to us?

710 responses



# What drove interest?

This question was only asked to those that did not come from a competitor (273 respondents)

Top reason for choosing us was being recommended by friends and family with 36% of people selecting this. All the more reason to push our refer-a-friend

2<sup>nd</sup> highest was Better bonuses and promotions, this must have been suggested following searching online for bonuses and promotions

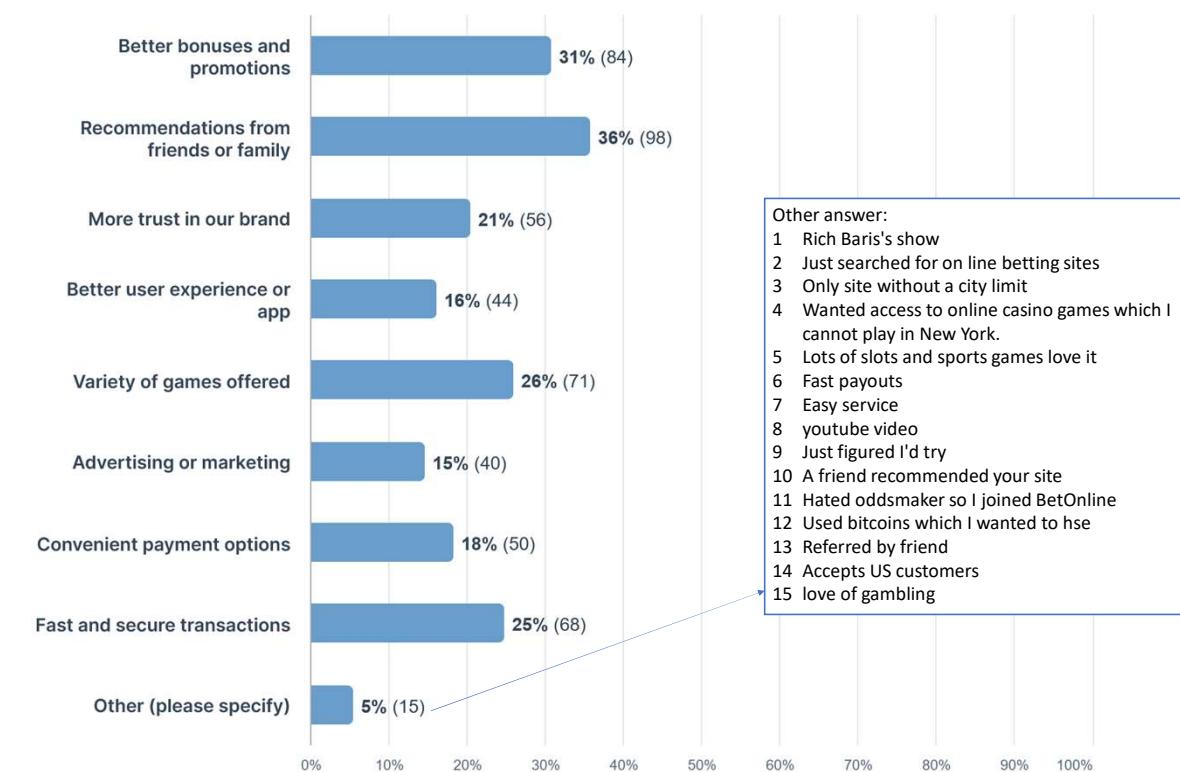
3<sup>rd</sup> and 4<sup>th</sup> highest were Variety of games offered and fast and secure transactions.

Advertising or marketing was the lowest, however that will impact all the others and especially impact the brand trust.

The other comments mention being able to use the site outside city limits, a key selling point for BetOnline

## 6. What drove your interest in trying our platform? (Select all that apply)

273 responses



# Competitors

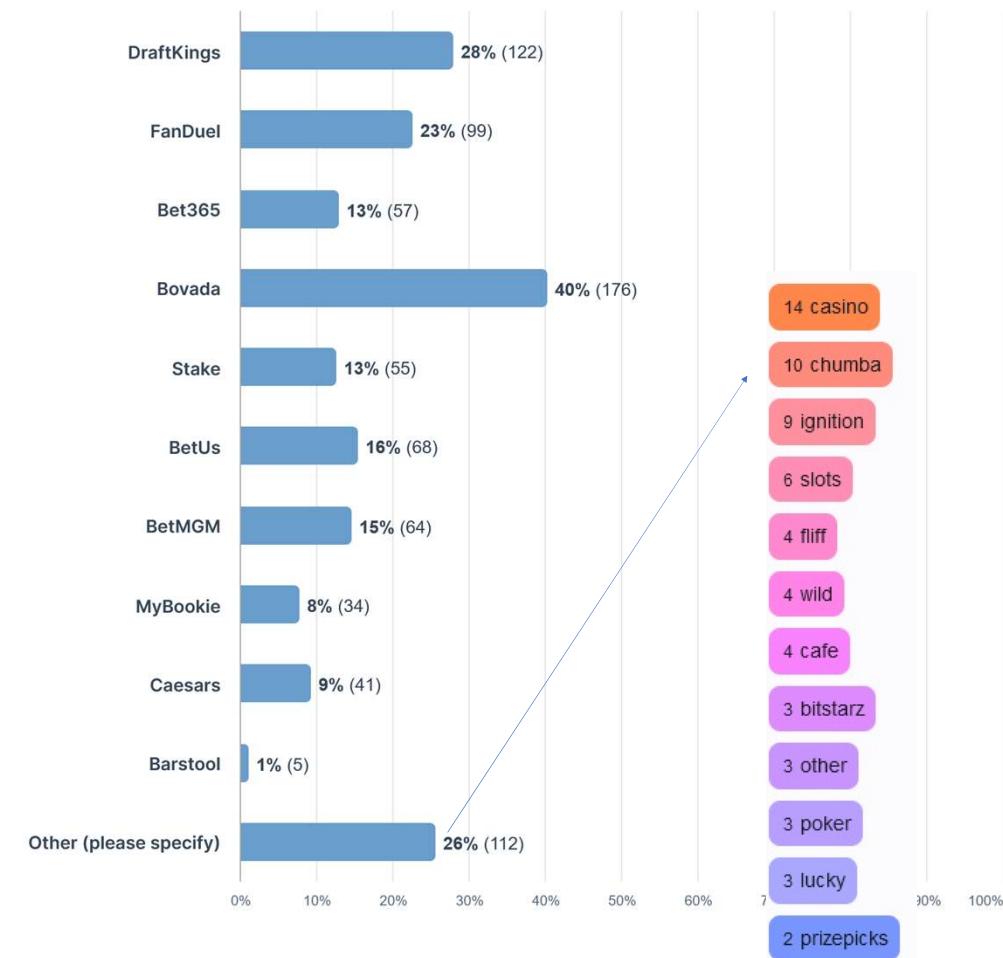
This question was only asked to those who answered that they have used a competitor before (437)

1. Bovada was the top competitor with 40%
2. DraftKings was 2<sup>nd</sup> with 28%
3. FanDuel 3<sup>rd</sup> with 23%

26% of players have come from another competitor not mentioned in the list. From the 112 answers I summarised them to see that Chumba was the highest brand, followed by Ignition.

7. Which online gambling platform did you use before BetOnline? (Select all that apply)

437 responses



# Main reason for depositing

There was no outright clear winner for the top reason for depositing, with nearly all categories getting over 25%. This suggests that there are multiple reasons for people choosing us and that all of them are important

Only Customer support received a low % with 12%, however this is more of a reason for players to stay with a company rather than a reason for depositing.

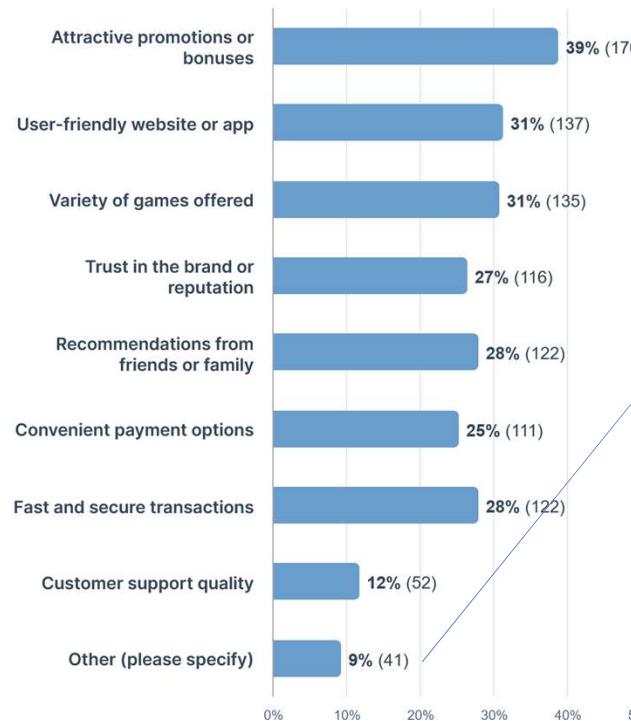
Top reason for choosing BetOnline is an attractive promotion or bonus (39%), highlighting the importance of good promotions/bonus to attract players

Website being easy to use is the second highest along with variety of games offered. This emphasises the importance of UX for the site and making it as simple as possible to use.

Trust and recommendations from friends/family very important, along with convenient payment options and fast transactions

8. What were the primary reasons you chose to deposit with BetOnline? (Select all that apply)

437 responses



## Other answer

1. Just really enjoy y'all's service customer service representatives have been the best
2. Actual lines and live betting
3. Seemed like the best choice for me to place wagers and the safest compared to other site. They looked sketchy
4. No rollover or playthrough required
5. Having pay abd layout issues
6. Suspended app use in state
7. I was self-included from stake and drunk
8. I didn't I won to much so they send me to this shit place where they give you a free bets then when you win. They tell you no where charge it after you win they want to change it
9. Able to use in other states
10. Live bet on 21
11. Payout option in btc
12. Friend
13. Living in Texas
14. Less fraud
15. A friend referred me and spoke highly of the website.
16. Just wanted to try another site
17. Tournament
18. Just testing it out
19. Just to try it out
20. I was in search of a place to play after global poker gave me the shaft
21. nothing i just deposited then loved the games and gameplay
22. Texas
23. Dave Mason on Wagertalk
24. better parlay options
25. Football betting
26. Just decided to give the App a shot
27. Bovado didn't pay me on a high payout im hoping bet online not same way
28. Can use in my state
29. Bonus bets but not Happy about to crypto
30. Travelling in USA and can't play on my Canadian site".
31. Poker
32. Lower deposit fees
33. Needed secondary book
34. Wasn't happy with the other options
35. I thought this bet online is trustworthy not until last night. The error is obvious they made the other person won when it's obvious that my cards are the winner after all my assumptions is questionable and it's not trustworthy. I brought it up to your attention including pictures I took to what the hand are but did not do anything about it
36. Looking for wins
37. Was forced in trying to use an app for hard rock casino
38. More fishy players
39. Better winning odds
40. Does not drop wager amou ts after winning
41. Good odds

# Value

**60%** of players rate BetOnline as more valuable than the competitors they came from, with only **14%** perceiving the value as lower.

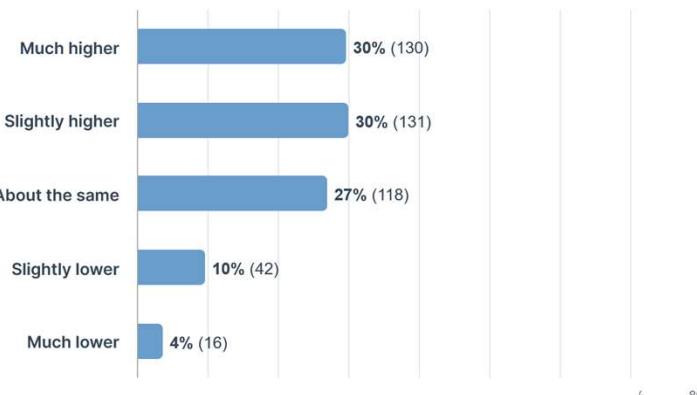
Main aspects were we perform better than competitors are having:

1. Wider selection of games (39%)
2. Easier/faster deposits/withdrawals (38%)
3. More generous bonuses (33%)
4. Better loyalty or rewards (33%)
5. More trustworthy and secure (23%)

With the other answers there were a few that say we are not as good as Bovada and Stake.

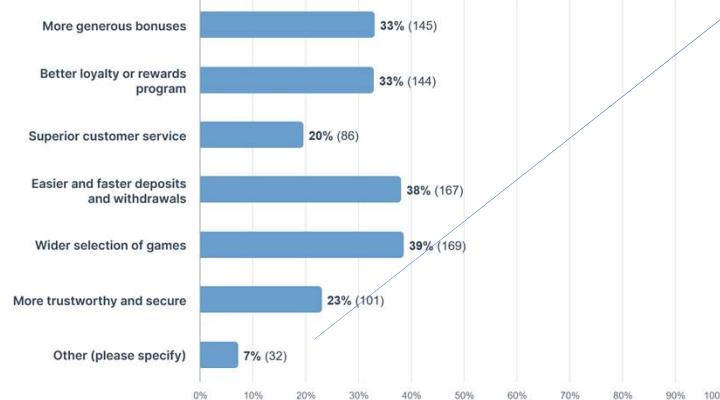
9. How would you rate the overall value of BetOnline compared to competitors?

437 responses



10. What specific aspects of BetOnline do you believe offer more value than competitors? (Select all that apply)

437 responses



## Other answer

1. Your site is the best hands down
2. Le faltan video para ver las carreras americana
3. il didn't try sport bets, but the casino is way worse than stake
4. Any where but here this place is no good stay away for your own good
5. None. It's been a poor experience
6. Live bet 21
7. Comptitive Sports Book Lines
8. Cant deposit cash via ACH
9. Ability to bet Politics
10. more parlay options
11. Higher payouts
12. Recommended by many of my friends
13. my only option
14. None, Stake seems to be better and has more bonuses , as well as leveling up is much much faster
15. Easier cash deposit that doesn't require an amount
16. BetUS is better in all aspects
17. Not as good as Bovada
18. None. About equal
19. I used to think this site is more trustworthy and secure but I no longer believe in that since I presented to the customer service chat and email the obvious problem but they didn't do anything about it.
20. Fast response when texting or asking for help the in
21. I don't. I didnt hardly win my bet back
22. It's not that great
23. Can use world wide
24. trust

# Improve Value

2 options stood out more than the others:

**62%** of believe that improved bonus offers will increase the value of BetOnline in comparison to competitors.

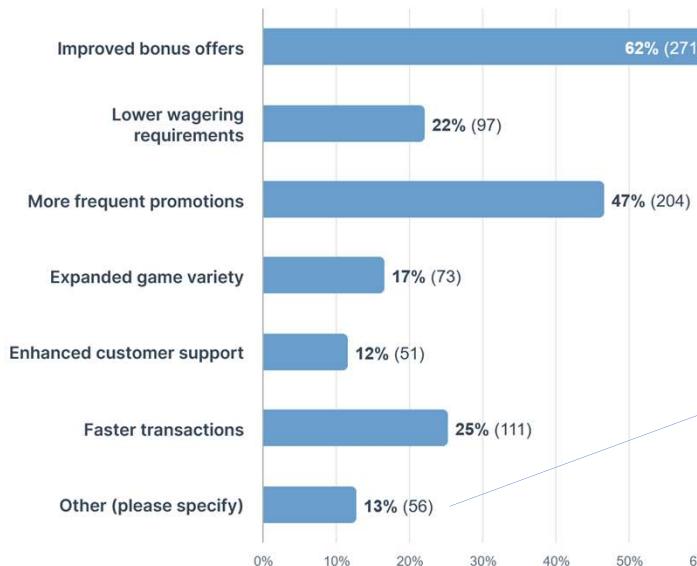
**47%** believe more frequent promotions would be better

Faster transactions and lower wagering requirements are still important but not as much as improved bonus and frequent promotions.

Notable other suggestions include: Search, Cashout, \$0.1 bets, App, Live and non-live Parlays, no limit on withdrawals and more free spins.

## 11. What could increase the value you perceive from BetOnline compared to competitors? (Select all that apply)

437 responses



### Other answer

1. Search feature
2. More live bets and quarter props like first quarter passing or rushing yards for the nfl and first quarter points for the nba
3. Need to offer free play after all deposits are played and lost.
4. If you could offer the \$0.10 bets like draftkings does that would be awesome. Mostly for parlays.
5. reduced deposit transaction fees
6. Better odds
7. I had \$3,000.00. It wouldn't let me withdraw until 3 days later. I got bored on day 2 and lost it all. Fuck your waiting periods for cc deposits.
8. No extra credit card charges
9. App
10. Ability to parlay live and non-live games
11. Able to cash out on parlays before the game over with , we need that real bad
12. Everything is great
13. I could tell you a long list of examples, but you know better
14. Live betting experience can be better. Need to offer deposit bonuses if you want more people to make more deposits. You can even add rollovers to the deposit like Bovada does. Deposit bonuses shouldn't just be for new customers!!!
15. When you lose they want there money when you win they change your ticket put something you didn't want in it
16. Easier to deposit. VISA without fee.
17. Team to score in one NHL period.. far more line NFL props also included in prop builder
18. Charging the correct amount for deposit is importance
19. allowing wagers of less than \$1. more parlay options
20. Free spins
21. I can't deposit cash via ACH
22. Easier payouts for whom doesn't use crypto.
23. No limit on withdrawals via cryptocurrency. If you can deposit, you should be able to withdraw
24. easier withdrawals, being able to withdraw and put the money in \_ur bank
25. Label the games that will be available to play live would be great;this is the only feature that is missing but the other books have.
26. Offer Cashout feature like fan duel and other competitors.
27. More withdrawals
28. Easy cash out methods. Still can't figure out how to cash out
29. More free spins, lower wager options on the promotions that are actually offered.
30. The website
31. Easier way to load cash from a debit for example I have a cash app debit card I primarily use and it will not accept payment from it even though every other platform accepts this card? Also lower minimum deposit many times I wish to load whatever little money I have left after paying all my bills and I may only have 10 or 15 dollars.which I am unable to load so I just go to a different site..
32. Better live betting. More selection. Mainly college football
33. allow to cash out early if wanted to
34. More sitNgo options for instance "triple up tables" Also more tournaments
35. Faster payout on wires
36. more prop bets. we dont get the same options as DraftKings or the other ones.
37. easier web sight
38. No crypto
39. Win sometime!
40. Users guide for poker and schedule for tournaments are hard for me to finf
41. Easier withdrawals
42. reduce the time placing a wager
43. Search bar, more games, less fees on deposits, more bonuses
44. Better sports bet tracking, other sports betting apps show when a parlay is progressing. Especially around player stats.
45. que las apuestas se acepten mas rapido en vivo
46. Bovada has Daily cash back on all wagers
47. Daily Cash back on wagers
48. You platform needs to monitor closely the integrity of every wining cards on poker.
49. Better odds on football games

# Net Promotor Score

**51%** of respondents are promoters which is very good, with only 18% detractors.

Overall our score is **+33**. (the global median NPS is +44, half of organisations have an NPS above this score, half below)

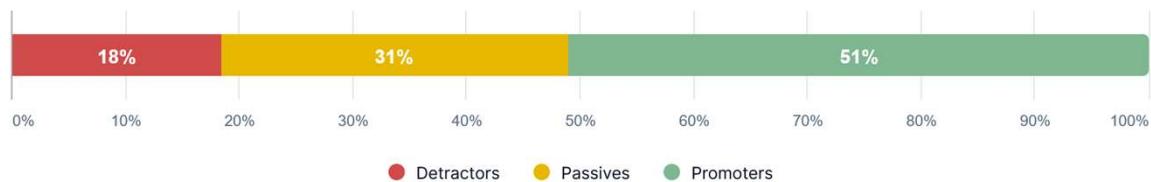
Apparently the average NPS score for the gambling industry in the US typically ranges between 20 to 30 depending on the segment, so we are performing better than the industry average.

The last question of the survey is regarding additional comments or suggestions. Responses are in more detail on the next slide, but the word cloud suggests more bonuses, and to have more options

12. How likely is it that you would recommend BetOnline to others?

710 responses

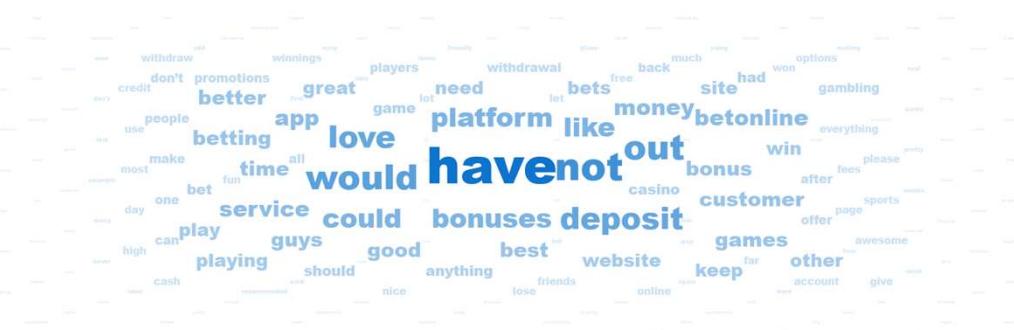
NPS: 33



13. Please share any additional comments or suggestions to help us improve:

152 responses · 558 skipped

### Most popular words:



# Suggestions

BetOnline faces issues with casino games, reload promotions, and a lack of search feature. Despite positive experiences, players are disappointed with incentives and rewards for continued play.

Improvements include adding \$0.10 betting amounts and improved deposit bonuses, enhancing player prop options, and improving website functionality.

Additionally, there are concerns about unclear bonuses calculations and slow processing of live betting bets. Stability issues and faster withdrawals are also needed. Overall, BetOnline offers a positive experience with deposits and game variety.

## Answer

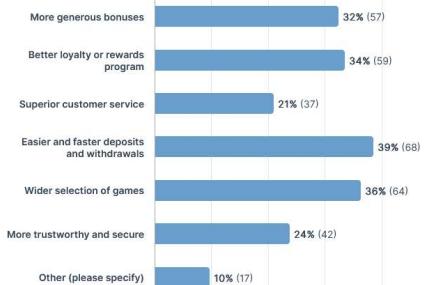
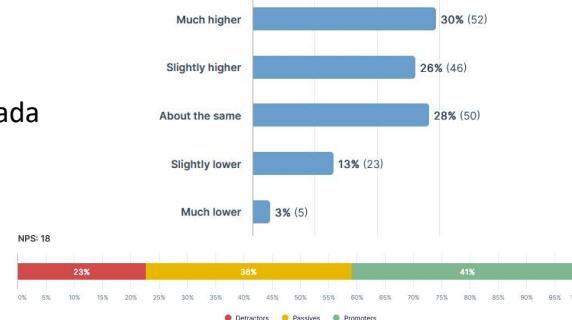
1. A lot of the casino games glitch out. I'm normally refreshing my page at least 1-2x a day on the app.
2. You have a decent welcome offer but that is all. Most other books offer better reload promos. Also, your sight needs a search feature.
3. Y'all are great
4. So a friend had mentioned betonline to me so I tried it out I haven't really won anything but from what I can tell it's descent place to play around on I only play the slots so keep up the progress
5. I really don't share with others that I gamble. I do tell friends that gamble about your service.
6. There are no real incentives to keep playing here.
7. I really like BetOnline and have grown to love them more each day. I had my reservations about signing up, but I'm glad that I ended up making an account. I am a small better, mostly for fun when watching the games, and I really like that I can place a wager super easy and quick. The only thing I would LOVE to see is the \$0.10 betting amount added. You would get more money in the long run because people would add cheap parlays together that would most likely not hit. I am not sure, but it would be cool and I would enjoy it more. If you could add some deposit bonus' that would be cool too. Overall you guys are awesome and I really do enjoy my experience. I have some ideas if you ever need feedback. thanks for your time. take care
8. The player prop options or the alt line range on your props could be improved. Fan Duel offers superior options compared to most sportsbooks for these types of things.
9. Website is good to go but I will not recommend gambling to anyone.
10. Get rid of playthrough and lower the bonus playthrough and get rid of cc waiting periods if we win money.
11. Faster payouts would be great
12. I really love this app. I didn't know much about online betting, but the app is very easy to navigate so it was pretty easy for me to figure out.
13. Get rid of the non binary crap at the beginning of the survey. It's stupid, annoying, a turn off
14. Need better tech support so wouldshut down often
15. More bonus
16. This is a great website
17. I love the website, would love more promotions and maybe some bonus bets.
18. Nice platform
19. great customer service
20. I appreciate the array of deposit methods
21. Bigger variety of deposit options. Smoother navigation between betting screens. Less disconnections from website.
22. I don't have many friends that are into gambling like I am.
23. I wish there was more clarity on the weekly and monthly bonuses and how they're calculated. I am diamond status and some weeks I will lose a lot on the platform and get less than weeks I hardly gambled. A rake back system where users get a percentage of their losses back would be welcome too. BetOnline is far behind competition when it comes to incentivizing their players to use their platform.
24. Overall ok, bets are slow to process for live betting
25. Someday it'd be cool if you had more variety of special games
26. Just wish the payouts were more
27. The web page is very good on betting for baseball and American football
28. Some of the games can get a bit glitchy and freeze. I'm not always able to reload or launch, and so I occasionally lose the money on that spin. More game stability would be appreciated.
29. I Hope i can win the Bonus now ;)
30. This is the best site by far and so many games it is phenomenal
31. If you guys could improve the withdrawal speed for btc and other cryptos that would be awesome.
32. easy deposit, good games, lots of options.
33. Me parece una excelente página de apuesta
34. Everything is working out fine
35. I've already recommended it to a handful of people
36. the best
37. Por lo menos en mi caso no he podido usar los bonos de giro en las tragamonedas y tampoco he podido jugar el saldo gratis que tengo hay que mejorar eso para que no sea tan problemático y para las carreras americanas se puede apostar pero no hay como ver los videos de lo que está jugando hace falta acomodar eso
38. The only thing will be the refreshing of the account having to log back in or refresh the page
39. More bonuses
40. Overall, I've been very satisfied. Main reason is I received my withdrawal unbelievably fast. That alone will keep me playing with bet online.
41. Slot game win rates are awful and seem completely rigged. I never win anything on them EVER!!!!!!!!!!!!!!
42. In advance I need to say that I'm kind of biased, cause in the one night in your casino I've lost \$25k. So, have this information in mind.

# Top Competitors

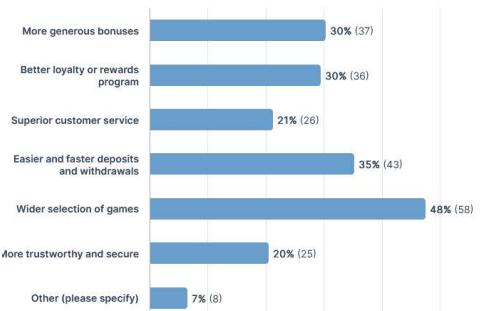
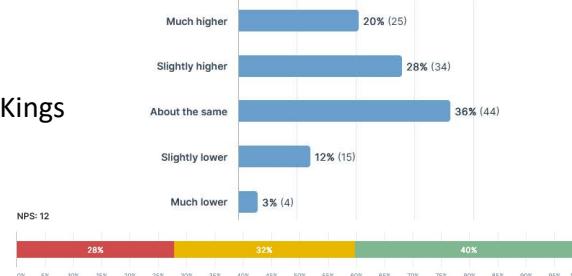
Looking the answers from those that came from Bovada, Draftkings and FanDuel and comparing the Value.

- Players from Bovada, 56% believe that BOL offers more value, with only 16% believe it's less value. Easier/faster deposits and wider selection of games are the main reasons for joining. NPS score of 18 is lower than the average of 33
- Players from DraftKings, 48% believe that BOL offers more value, with 36% believing it's the same. Having a wider selection of games is the main reasons for joining. NPS score of 12 is lowest of the 3 top competitors
- Players from FanDuel, 53% believe that BOL offers more value, with only 30% believing it's the same. Having a wider selection of games is the main reasons for joining. NPS score of 19 is the highest of the 3 top competitors, but still lower than the average for all participants.

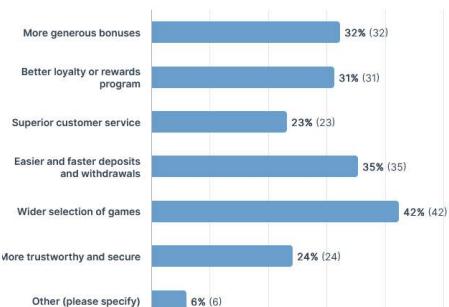
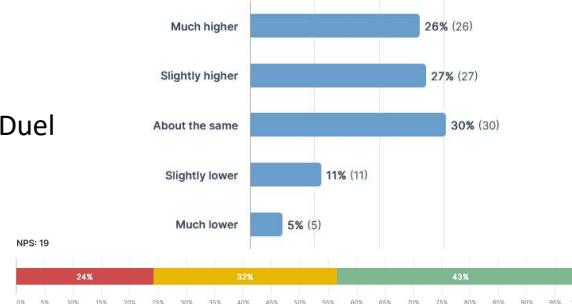
Bovada



DraftKings



FanDuel



# Thank You

For more information on any  
of the projects listed in this  
presentation please reach  
out.

JohnG

FTD Bonus Survey Results November 2024

## Email

[team.product.design@ptytechnologies.com](mailto:team.product.design@ptytechnologies.com)

## Mattermost channels (in ITS group):

help-cx

help-ux/ui

help-experimentation

help-product analytics

## Confluence

<https://confluence.itspty.com/display/PROD/2024+FTD+Survey>