

Betacular Betfair Viewer

3,300,000

is the number of times the app was used in January 2015.

430,000*

new users in the last 2.5 years.

140,000

average active users per month in 2014.

20,000

new users each month in 2014.

6,200

Google Play store ratings.

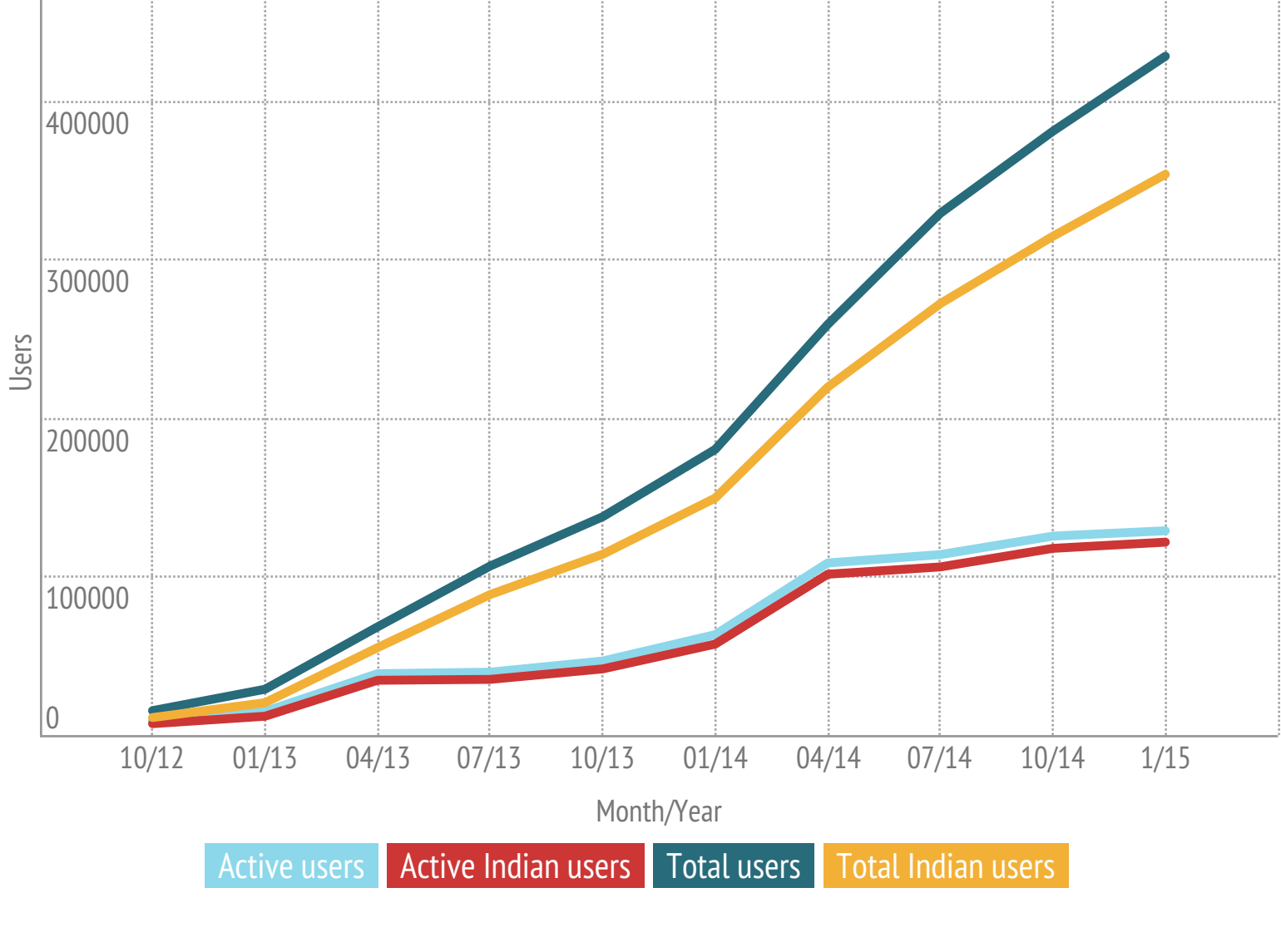
4.3 / 5

average rating.

* We detect multiple installs by the same user. This is the number of user installs, not the number of device installs.

Growing, India-heavy user base

Over the last 2.5 years the active user base has grown at an average rate of 11% per month, doubling roughly every half a year. More than 8 out of 10 active users are based in India.



In January 2015 the app has been used more than 3.3m times, or about 100,000 times on a typical day. Each time the app is used, it is being used for 21 minutes on average.

Popular with bookies & bettors

Judging from the comments in the Google Play store, the app is mainly being used as an information source by local Indian bookmakers and bettors:



Very good app – A bookie's first choice

- Ravi Jaiswal



For gamblers this is the best app

- Kunal Jain

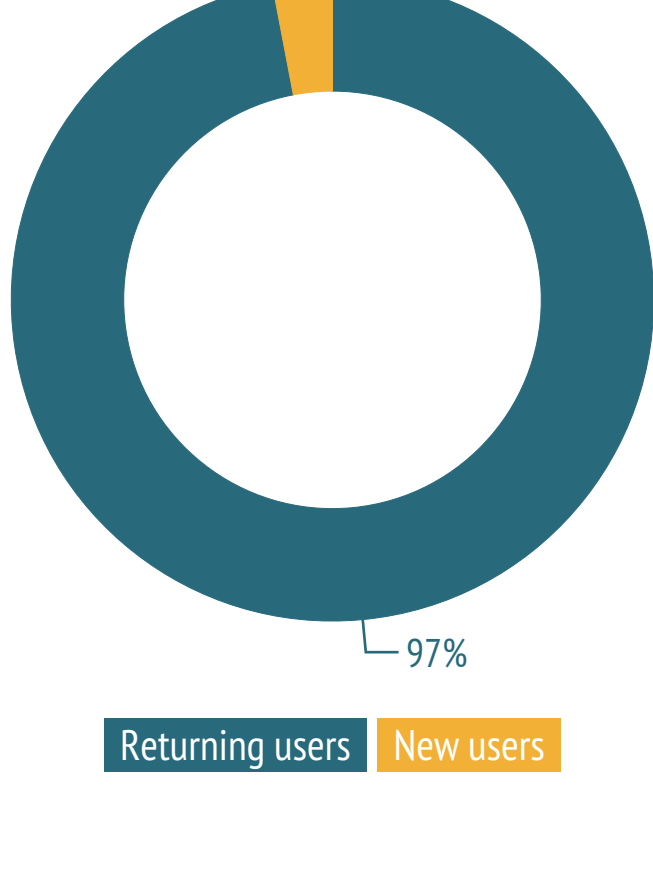


All bookies take their odds from Betfair

Now you can cross-check the odds yourself.

- Anonymous

Stickiness



Users tend to start the app nearly every day:

9 out of 10

times a customer uses the app again within 24h.

Registered customers



220,000

registered customers as of January 2015.



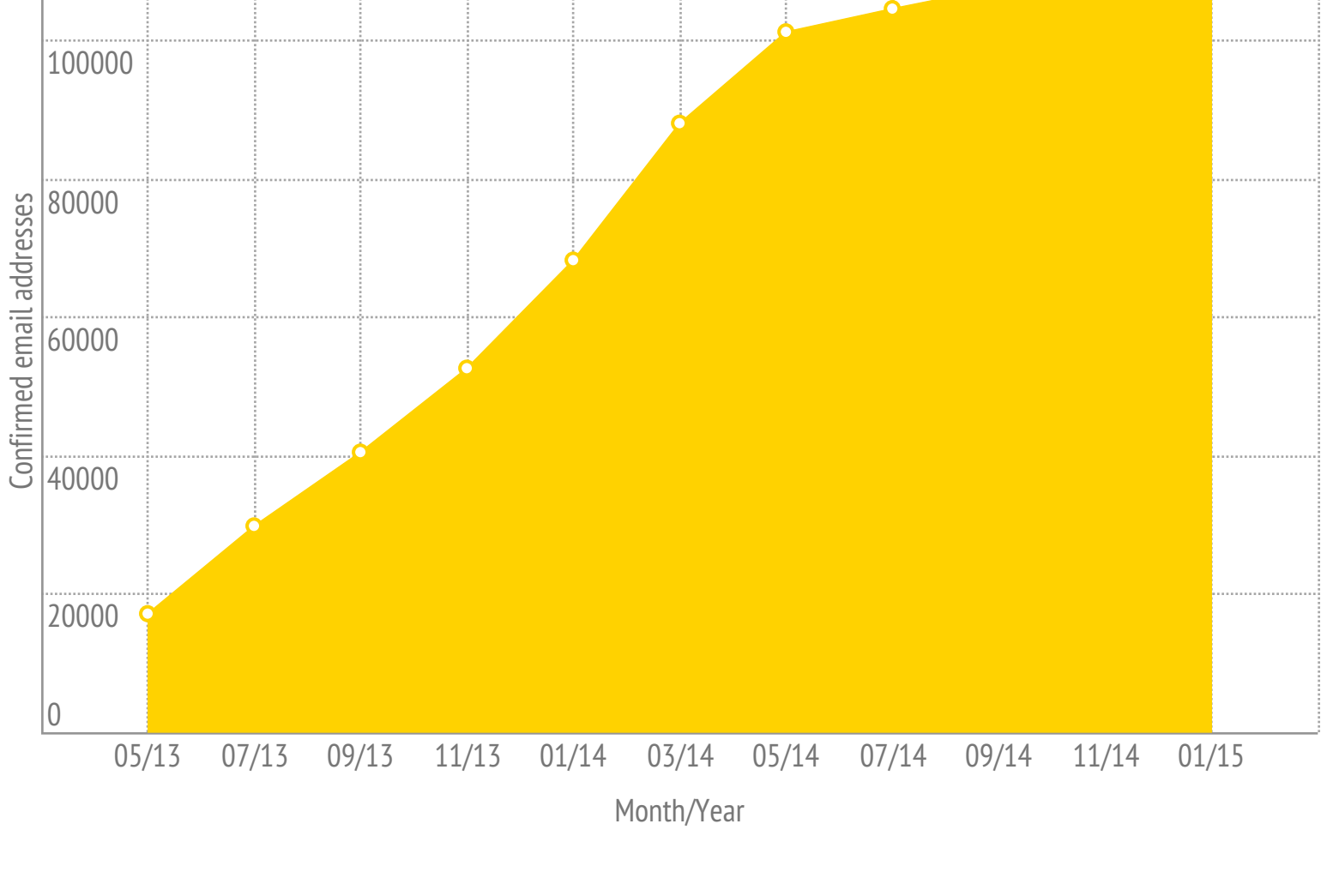
115,000

of which with confirmed email addresses.



80,000

of which with full name, date of birth and phone number.



We have run two experiments with regard to collecting customer data. Up until May 2014 we required registration on the fourth start of the app, causing registrations to grow rapidly each month but resulting in an increased app uninstall rate. After May 2014 we made registration optional. This lowered registration growth but instead left the app installed on more devices. Devices that we can now send push messages to even if the app is not being used.