Sportradar Launches Paid Search to Boost Operators' Customer Acquisition Efforts

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Ad:s paid search increases operators' registrations by more than 30% and first-time-deposits by more than 40%

GALLEN, Switzerland, 23 September 2024: Sportradar (NASDAQ: SRAD) today announced the addition of paid search to its ad:s marketing service, allowing operators to more effectively reach and acquire customers searching betting and gaming-related topics online. With paid search receiving up to 50% of operators' digital marketing budgets, this enhancement to ad:s means Sportradar's industry-specific marketing service now covers all major digital advertising channels, allowing operators to comprehensively and efficiently acquire customers.

By integrating its premium content, including live data, live odds and real-time jackpots, into operators' websites to create dynamic landing pages, Sportradar's ad:s paid search now provides operators with greater search coverage, increased ad relevance and more accurate targeting. This superior addition addresses historical SEO challenges, ensuring search results now reflect customers' interests and content preferences.

Beta tests of the ad:s paid search solution have demonstrated a more than 30% uplift in customer registrations and an over 40% increase in first-time deposits.

Nikolaus Beier, SVP Marketing Services at Sportradar, said: "Paid search is an essential marketing channel for betting operators to acquire customers. Only Sportradar, through the combination of our unrivalled expertise and innovative technology, can deliver the industry's most effective, efficient and comprehensive paid search solution for operators' customer acquisition efforts."

Paid search is the latest channel added to Sportradar's ad:s marketing services. Launched in 2019, ad:s' proprietary, multi-channel marketing technology delivers data-driven campaign efficiency across programmatic display, video, audio, digital-out-of-home (DOOH), and paid social media as well as sponsorship services for more than 150 operators globally.

Sportradar adheres to the highest standards of socially responsible advertising across its ad:s service, with all campaigns complying with regulations. The company is committed to ensuring its teams and partners have the talent, knowledge and experience to meet industry best practices, market compliance guidelines and integrity standards.

About Sportradar

Sportradar Group AG (NASDAQ: SRAD), founded in 2001, is a leading global sports technology company creating immersive experiences for sports fans and bettors. Positioned at the intersection of the sports, media and betting industries, the company provides sports federations, news media, consumer platforms and sports betting operators with a best-in-class range of solutions to help grow their business. As the trusted partner of organizations like the ATP, NBA, NHL, MLB, NASCAR, UEFA, FIFA and Bundesliga, Sportradar covers close to a million events annually across all major sports. With deep industry relationships and expertise, Sportradar is not just redefining the sports fan experience, it also safeguards sports through its Integrity Services division and advocacy for an integrity-driven environment for all involved.

For more information about Sportradar, please visit www.sportradar.com

Sportradar Contacts

Media:

Sandra Lee

press@sportradar.com

Investor Relations Contact:

Jim Bombassei

Investor.relations@sportradar.com