

# AI Powered Use Cases

Targeted experiences delivered in step with live play

## Jackpot Nearing Payout

- Trigger**  
The jackpot has reached X% of its average payout value
- Audience**  
Players with a propensity to play jackpots, from recommendation system
- Action**  
Personalised alert with live jackpot details and game recommendation

## Jackpot Dropped

- Trigger**  
The jackpot has dropped
- Audience**  
Players with a propensity to play jackpot, not playing during a drop
- Action**  
FOMO message with pay-out figure, 7-day total and jackpot recommendation

## In-Play Upsell

- Trigger**  
Winning bet outcome during the match
- Audience**  
Players with winning bets settled during the game, e.g. won on FGS
- Action**  
In-play bet recommendation on the same match, referencing live odds

## Post-Match Upsell

- Trigger**  
Winning bet outcome after the match has finished
- Audience**  
Players with winning bets settled at end of game, e.g. won on Match Result
- Action**  
Recommended bet on the next match within the competition

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## Line-ups Announced

**Trigger**

Official team line-ups have been announced

**Audience**

Players with an interest in participating teams, sport or competition

**Action**

Bet recommendation, referencing event and proximity to kick-off

## Bet Lost Post-match

**Trigger**

Losing bet either in-play or post-match

**Audience**

Players who lost a single or multi-leg acca, either in-play or post-match

**Action**

24-hour delayed message with a free bet and recommendation

## Unfair Race Outcome

**Trigger**

Winning bet outcome during the match

**Audience**

Players who bet on the favourite, after exclusion criteria

**Action**

Trigger marketing platform with an odds boost for the next race.

## Tournament Wrap

**Trigger**

Personalised player wrap-ups featuring specific insights such as biggest win

**Audience**

Active players during tournament week with sufficient data, within guardrails

**Action**

Personalised story with player's stats e.g. boosts used & recommended bet