

Future Anthem real-time AI platform

Content Recommendations

Personalisation is proven to improve player experiences and commercial performance



Interpret Every Moment

Real-time models ingest every spin and event



Combine with Catalogue

Weighed against 25,000 games of metadata



Personalise Experiences

Every category and carousel personalised to the individual



Puts You in Control

Set the guardrails that matter, size your own control group

Casino

Sports

Convert New Players From First Open

Optimised against the games converting your players now, with no history required

Preserve Commercial Terms

Optimise within supplier carousels and fixed placements, with committed positions preserved

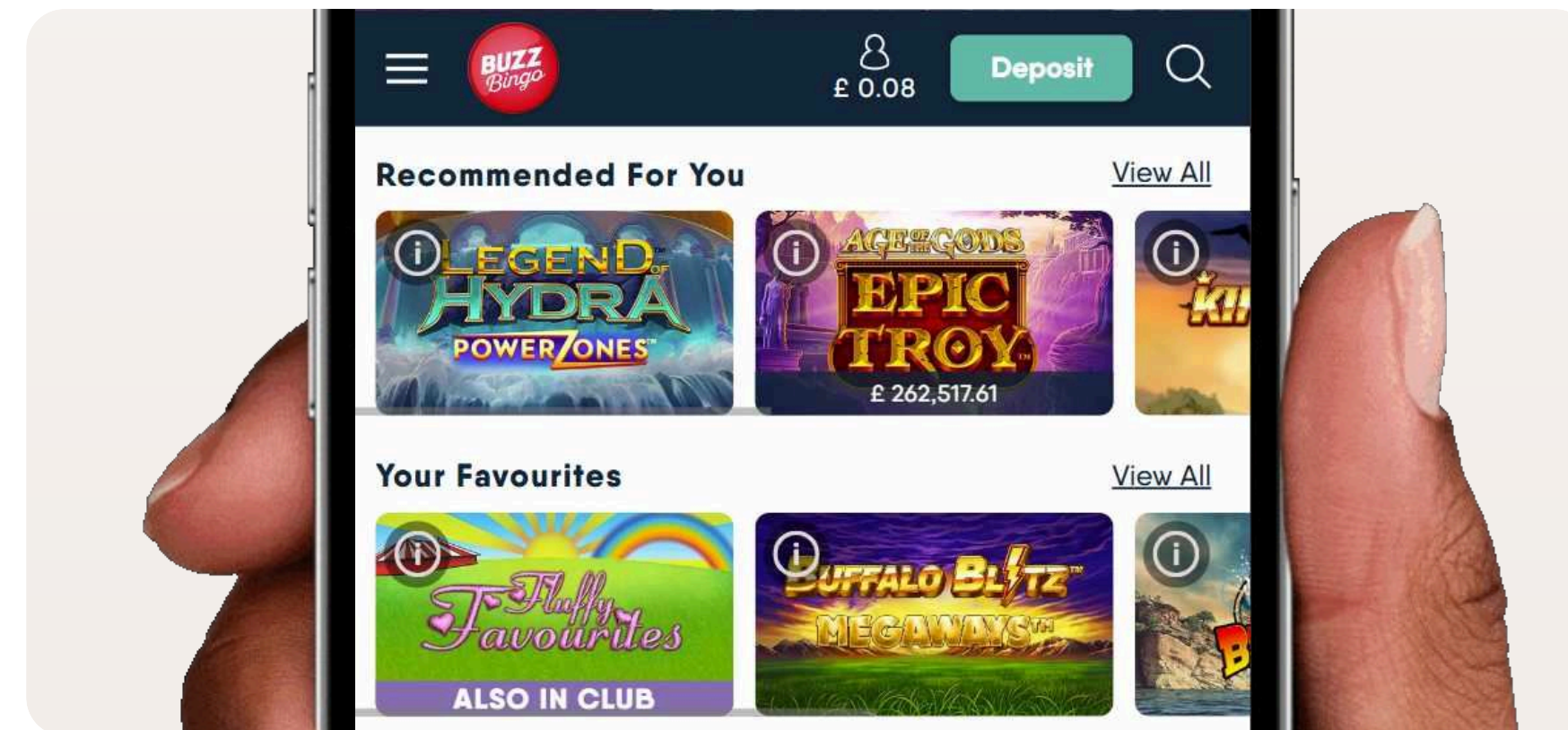
Key Features

Every category, carousel and game personalised for every player

20+
Use cases

500bn
Bets ingested

25k
Games of metadata



Front-end Personalisation

Recommendations can surface preferred options easily, and guide player discovery



Out-of-Session Campaigns

Recommendations are available to marketing systems to enrich off-site communications

Content Recommendations

We build every recommendation around the individual player — their own history and preferences



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- Player logs on
- Anthem API provides player level personalisation for the whole site/app
- Every game, every carousel; Game feature level; Optimised for supplier royalties; Optimised for site hold at an individual player level
- Experience delivered

