

Casino

Sports

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 bet, spin and event as it happens



Personalise Experiences

Every menu, market, category and carousel tailored to the individual player



Combine Every Signal

Weighed against 25,000 games of metadata and hundreds of thousands of live events



Puts You in Control

Set the guardrails that matter, size your own control group

Convert New Players From First Activity

Optimised against what converts your players now, across sports and casino

One Cross-Vertical Experience

A single For You page or message carrying recommendations from both verticals

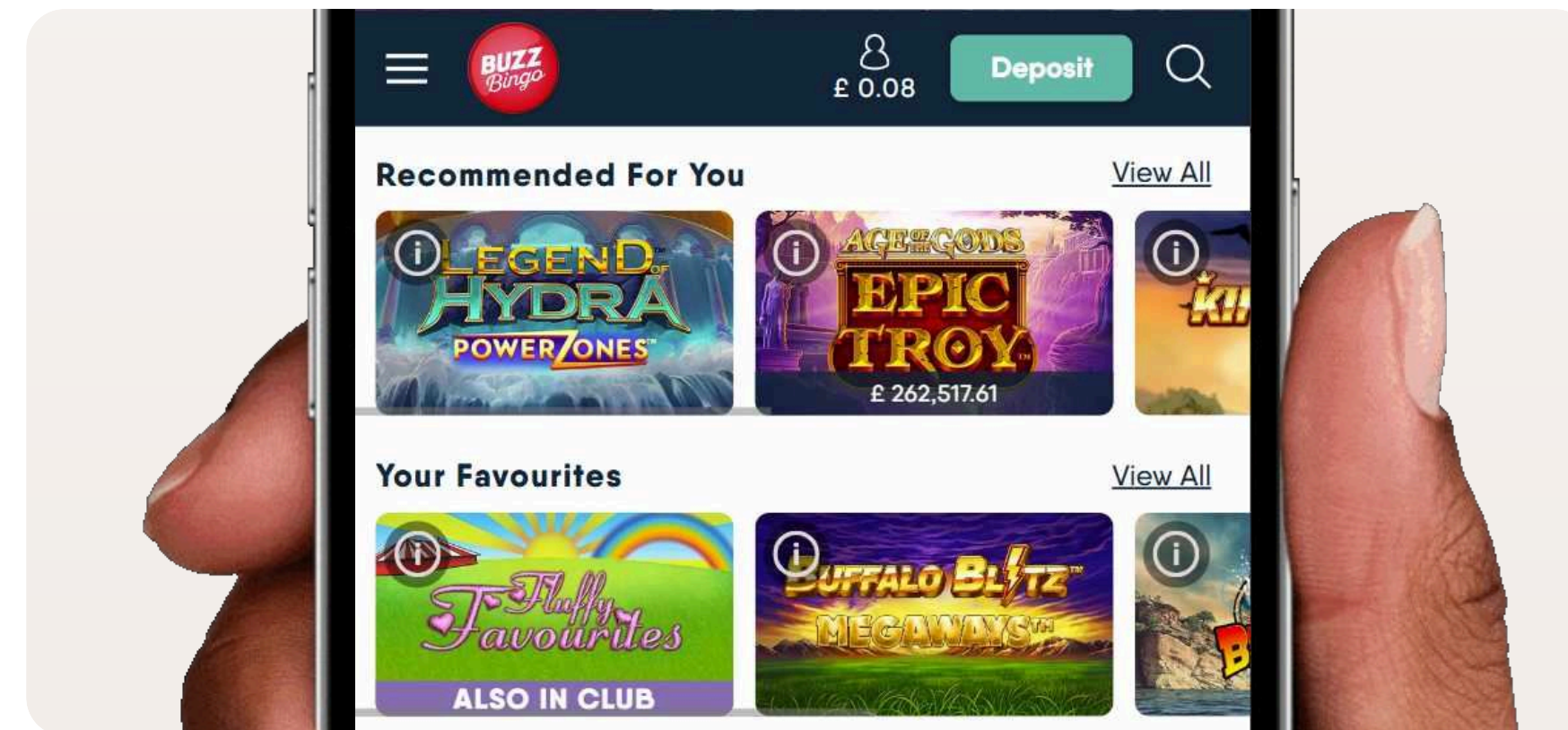
Across Verticals

Every category, carousel and game personalised for every player

40+
Use cases

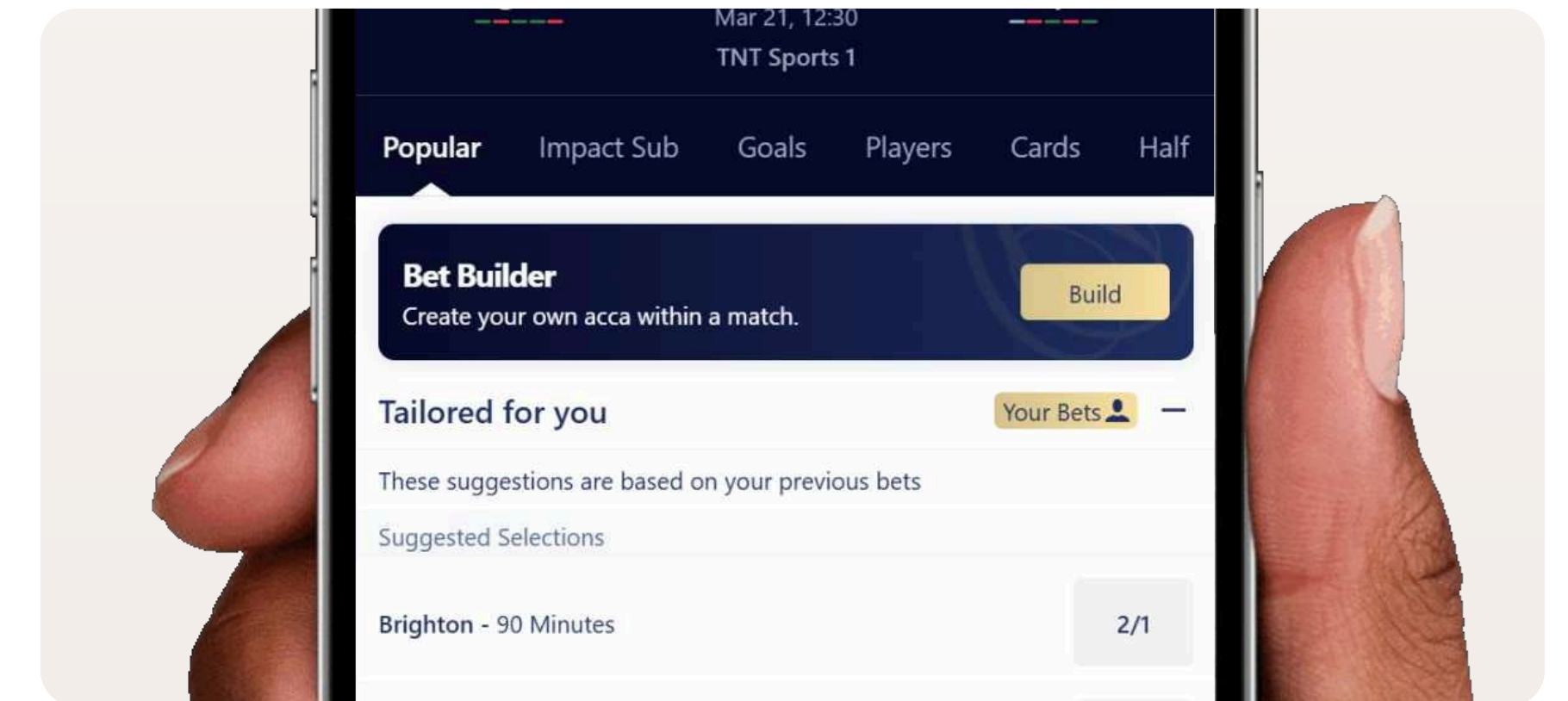
500bn
Bets ingested

50m
Monthly
recommendations



Casino Recommendations

Every category, carousel and game



Sports Recommendations

Every bet, market and moment