

Future Anthem real-time AI platform

Dynamic Audiences

Personalised messages triggered as each live moment happens



Interpret Every Moment

Ingests every bet, spin and event as it happens



Creates Live Audiences

Builds audiences the moment a live trigger occurs



Puts You in Control

Set the triggers, priorities and rules that matter



Enriches Experience

Adds personalised content and data points to every audience

Adapt Content at Every Open

Every player sees live odds, offers and jackpots whenever they look

Market with Gambling-Specific Attributes

Personalise on favourite teams, bet types, jackpots and more to drive greater relevance

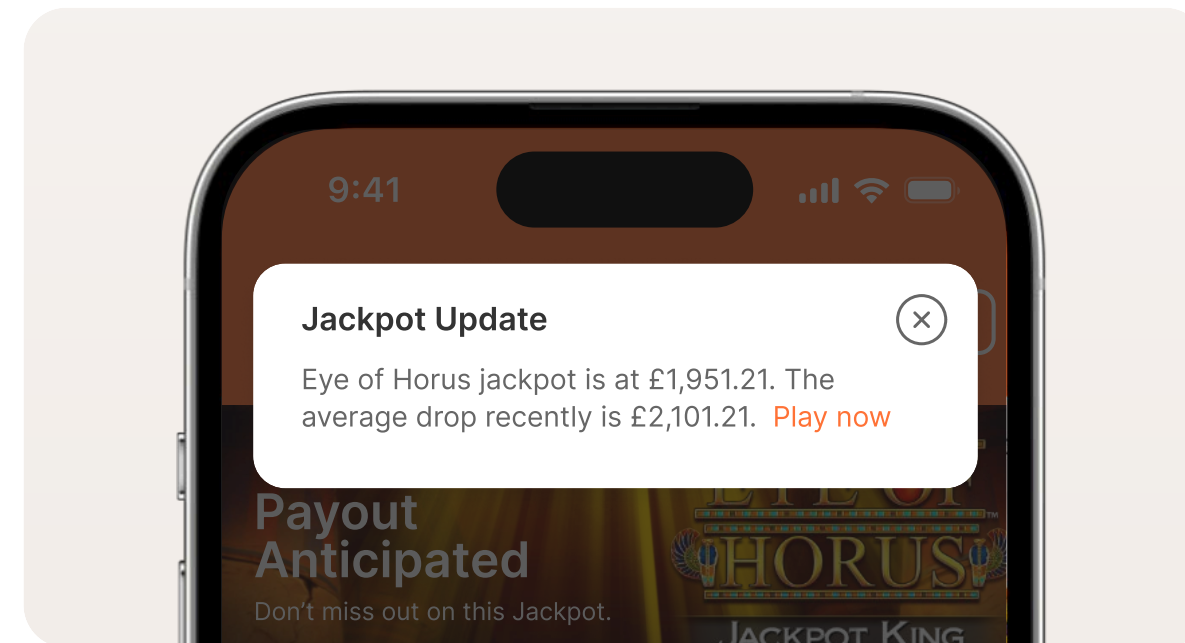
Key Features

Turn every in-play moment into actionable marketing

<2s
Time to action
vs. 18 hour industry average

+1.5m
Events per minute

300+
Live triggers
Every football match



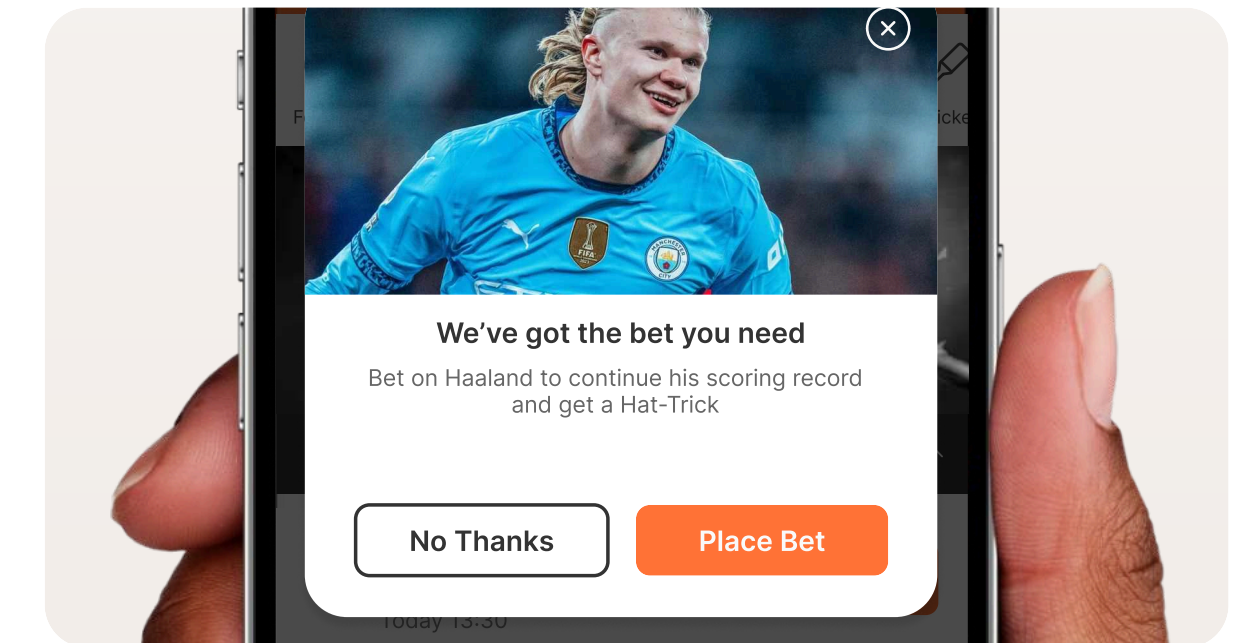
Trigger-Based

Generated automatically from live moments such as goals, bet settlements, jackpot activity



Personalised Stories

Built from individual milestones, behaviours and data points, creating relevant ways to re-engage.

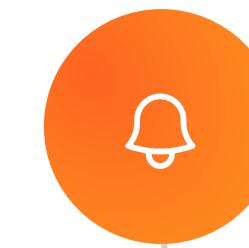


Custom Audiences

Created on demand or scheduled, combining your own attributes with live player signals.

Delivering Experiences In Seconds

Use every live event to personalise in-session experiences



< 2s

- Goals, cards, hot zones, poor experience - event triggers
- Betslip/ spin processed, models updated, experiences executed
- Player level triggers: with personalised bonuses, bet recommendations
- Pre built marketing templated triggered instantly
- Message sent

