



FANDUEL

THE PARLAY

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OBJECTIVE

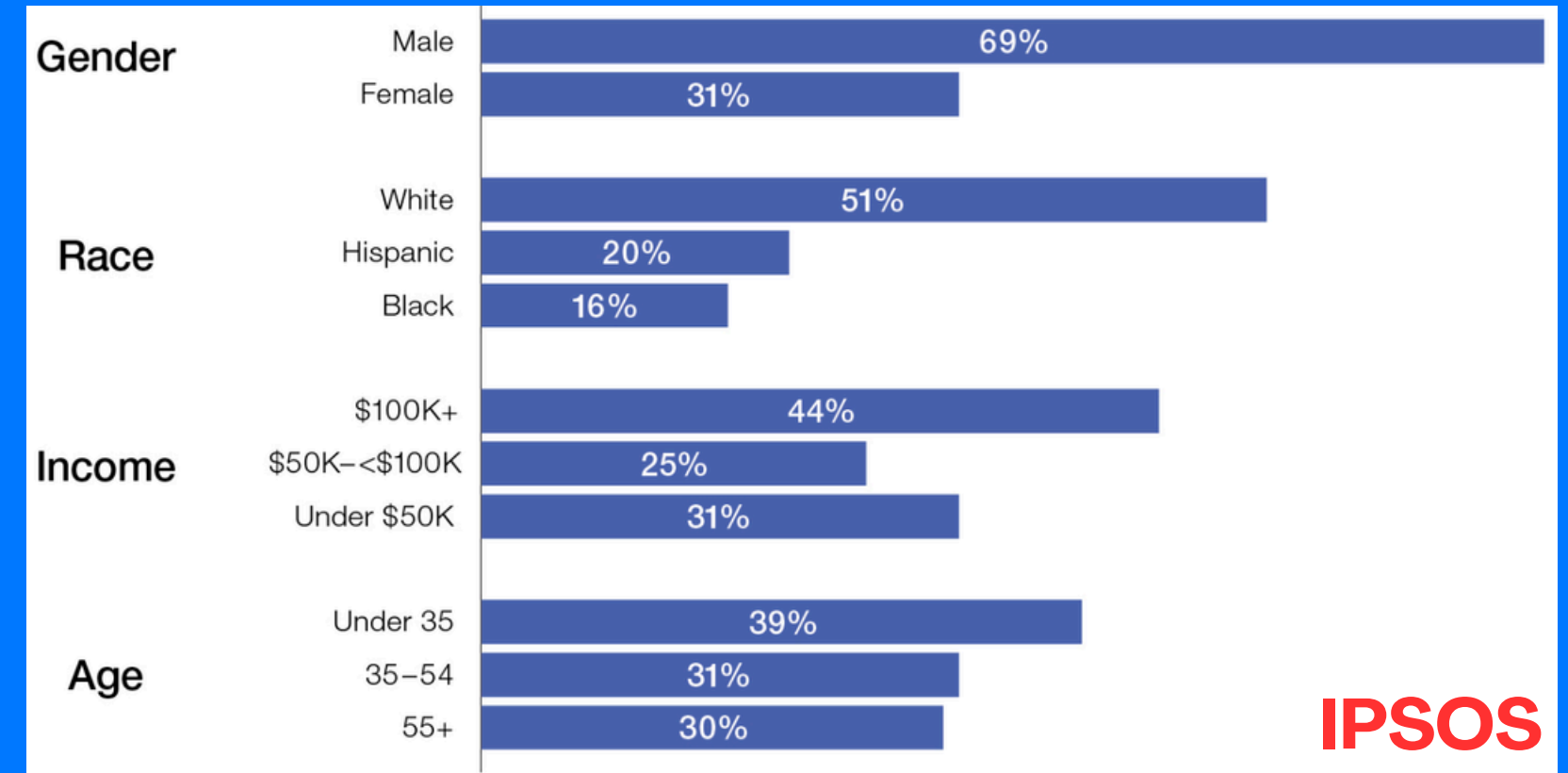
- **Improve the Parlay Hub feature to supercharge Parlay advantage**
- **Action: Add influencer pop-up**
 - **Increase Parlay GGR market share by 20% over the next 12 months (SBJ Illinois 2022)**
 - **High profit margin, weed out competitors**
 - **Engage existing power users**
 - **Expand consumer demographics**

WHY THE PARLAY?

- **Biggest Revenue Driver**
 - 71% of bets placed on FanDuel were Parlays
 - Profit margin 24%
 - FanDuel Parlay handle market share +40%
 - \$232.6 million Parlay GGR in 2022
- **Get more out of power users**
 - Highest profitability feature
 - Place bets daily
- **Opportunity to expand and diversify consumer base**
 - Demographics: age, gender, race, income level

CHARTS

- Men under the age of 35
- White (51%)
- High Income Earners (100K+)
- Extend to new demographics



2022 ILLINOIS PARLAY BETS BY THE NUMBERS

SBJ

Sportsbook	Parlay Wagers	Parlay handle	Parlay GGR	Avg straight bet	Profit margin	Avg parlay bet	Parlay profit margin	Parlay as of bets	Parlay as of handle
FanDuel	\$95,965,373	\$982,280,437	\$232,624,789	\$56	5%	\$10	24%	71%	31%
DraftKings	\$46,577,756	\$738,096,435	\$112,382,037	\$58	4%	\$16	15%	54%	25%
BetMGM	\$3,847,067	\$93,220,592	\$7,036,295	\$79	7%	\$24	8%	45%	20%
PointsBet	\$3,806,913	\$179,896,498	\$29,468,077	\$114	4%	\$47	16%	42%	23%
Barstool	\$3,000,324	\$112,714,070	\$17,382,275	\$82	4%	\$38	15%	34%	19%
BetRivers	\$2,169,003	\$79,438,117	\$12,279,471	\$67	7%	\$37	15%	11%	6%
Caesars	\$1,007,531	\$56,072,329	\$10,649,104	\$154	5%	\$56	19%	28%	12%
Total	\$156,373,967	\$2,241,718,478	\$412,931,847	\$65	5%	\$14	18%	58%	23%

INFORMAL SURVEY

Understanding the betting habits of power users:

- n= 25 consistent users of FanDuel Parlay feature
- Age 21-34
- Parlay is favorite feature
 - High reward
 - Customizable
- Personalized Parlays
 - Daily Specials
 - Wider selection of live in-game Parlays
 - Fun & Creative

INFLUENCER POP-UP



- Display influencer's parlay bets
 - E.g. Drake
- Personalize Parlays
 - The Pulse
- Utilize their platform to draw eyeballs
 - Social Media
 - Podcasts
- Engage diverse demographics
- Budget strategy in Appendix

champagnepapi

7:56 PM 12/15/2023

🏆 Edwards, Leon - Covington, Colby

Winning Method

Edwards, Leon By KO 4.80

Sat, Dec 16 11:30 PM

Stake

Odds	4.80
Stake	\$250,000.00
Est. Payout	\$1,200,000.00

PHI-NOMENAL 56Px

SEA 3rd most pass yds to QB/TDs to WR | Embiid avgs 34.2 ppg & 11 rpg

- 🏈 Jalen Hurts 225+ Pass Yards
- 🏈 A.J. Brown to Score a TD
- 🏈 DeVonta Smith Over 4.5 Receptions
- 🏀 Joel Embiid 30+ Points
- 🏀 Joel Embiid 10+ Rebounds

VIEW LESS

FOLLOW UP SURVEY

How do you feel about seeing your favorite influencer's Parlay bets?

- 80% of participants said they would place more parlay bets
- **Notable Wants**
 - Retired athletes (influencers) from their favorite teams
 - Live updates & chat room
- **Potential AI integration**
 - Customize user profile toward betting habits & location

RISKS & CONSIDERATIONS

- **Competitors stealing market share**
 - e.g. DraftKings, BetMGM, Bet365
- **ROI for influencers is below expectations**
- **Economic cyclicalality**
 - Recession
 - Inflation
- **Government Regulation**

APPROACH & METHODOLOGY



- **Supercharge Parlay Advantage**
 - Grow Parlay GGR market share by 20% over the next 12 months
- **Survey**
 - Consumer research
- **Influencer Marketing Pop-Up**
 - Drive profitability
 - Increase Parlay handle
 - Engage power users and new consumers
- **Risks**

WORK CITED



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THANK YOU

FANDUEL

APPENDIX - INFLUNCER BUDGET

- **Target Audience**
 - Age, gender, race
- **Influencer Tier (Impact/WRAC)**
 - Micro (best engagement)
 - Macro
- **Platform Choice**
 - Instagram, TikTok, Youtube
- **Content Type**
- **Engagement & Reach Metrics**
 - New Parlay users
 - Increased number of Parlays placed
 - Impressions