

# EURO 2020

## Report

Kambi



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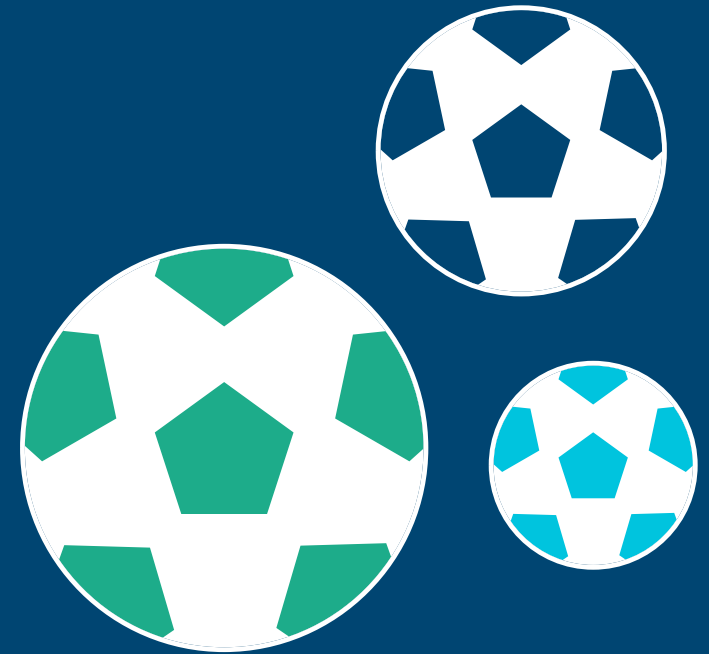
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# Executive summary

**Euro 2020 was one of the most exciting international tournaments in living memory, and this report looks to give you, our partner, the in-depth statistics and insights you need from the first kick of the group stages up to the penalty save from Gianluigi Donnarumma which sealed the title for Italy.**

The report lays out the outlook for football betting throughout the tournament, and we aim to provide an accurate, up-to-the-minute representation of your players, their betting activity and wider market trends.

The Kambi network has continued to grow since our last major tournament report on the World Cup 2018, with new partners joining and existing ones expanding their reach, meaning that we have a platform to provide you, our partner, with a detailed, in-depth analysis of sports bettors throughout Euro 2020.

In this report you will find an examination of how Kambi's Euro 2020 tournament product compared to other leading suppliers and operators in the sports betting market, with an analysis of the Kambi sportsbook and its competitors throughout each stage of the competition. We also take a look at how pre-match and live betting compared throughout the tournament, highlighting the importance of an engaging bet offer on penalty shootout scenarios.

Bet Builder's growth has been particularly noteworthy, and the report offers an evaluation of its rise, with 32% of Bet Builders placed during Euro 2020 containing two or more matches, while 40% of bettors who engaged with the Bet Builder placed four or more over the course of the tournament. Another key takeaway was how bettors, after a win, recycled their money, with their next stake size after a winning bet being an average of 1.5x higher than their original stake.

We would like to thank all of our partners for working closely with us throughout the tournament, and express our gratitude for your cooperation during what has been a huge summer of international sport. We hope this report offers you some interesting and valuable insights, and please reach out to your Partner Success Manager if you would like to discuss any of the findings in more detail.

# Key highlights

## Those who bet on outrights had...

- **2.9x** bets per bettor
- **1.6x** GGR per bettor
- Bet on **1.9x** as many matches

For games that went to E/T and penalties, **14%** of total bets taken were during the shootout

**15%** of group stage bettors placed a bet on every subsequent stage

**78%** of newcomers during the tournament had a Euro 2020 bet on their betslip

**40%** of customers who placed Bet Builder bets placed four or more over the tournament – with greater Bet Builder engagement indicating higher player value

Kambi produced the highest number of bet offers for outrights throughout the tournament

Romelu Lukaku took the highest number of player outright bets, but Cristiano Ronaldo drove the most turnover

On days with three games, evening fixtures had the tendency to attract the most bettors

Kambi led the way in outright offerings during extra time and penalty shootouts

## Volumes grew as the tournament progressed

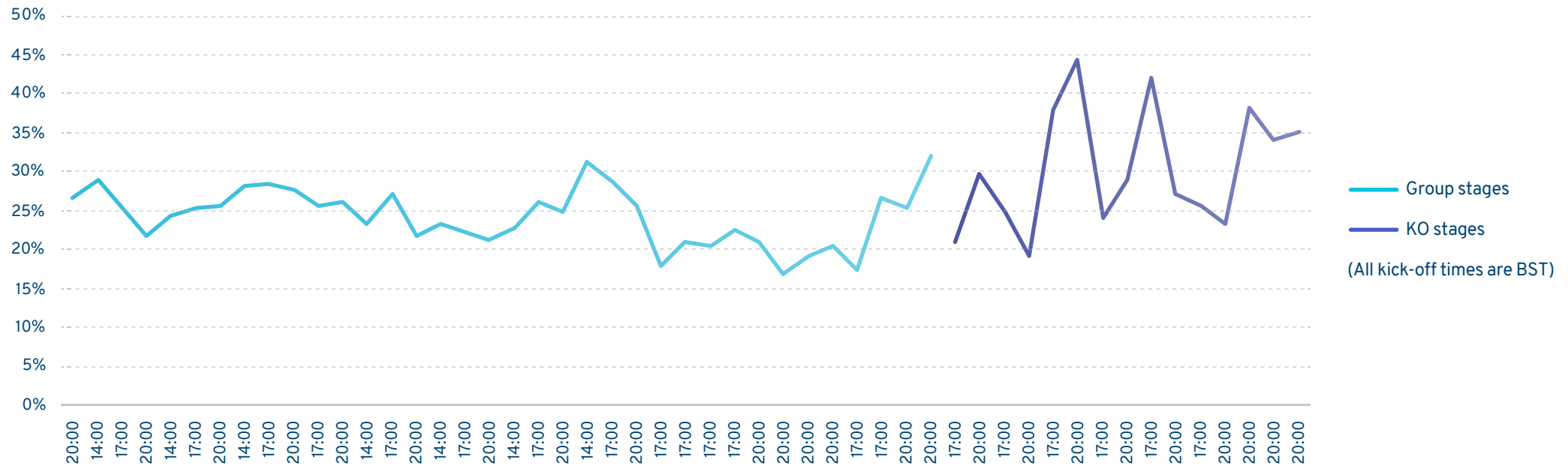
- The Euro 2020 tournament was a record summer tournament in terms of turnover, despite having fewer games than the 2018 World Cup
- After a slow start, bet volumes increased with the knockout stages having more than twice the number of bets as the group stage games
- Of the games that went to extra time, approximately 40% of live bets were placed during that time
- Kambi's Bet Builder drove more than 20% of all our partners Euro 2020 GGR (gross gaming revenue)

# Pre-match vs live betting review

## Live betting throughout the tournament

Live bets during the knockout games saw 2.1x the amount of bets on average compared to the group games, with 8 of the 15 knockout games going to extra time in Euro 2020

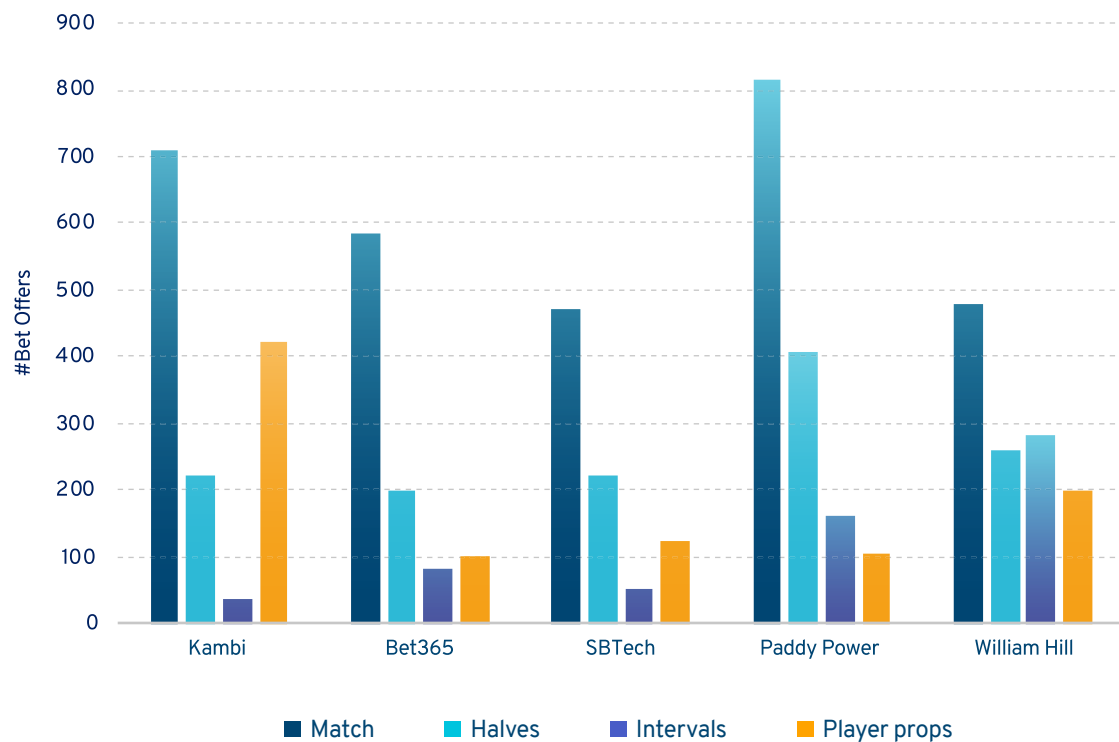
Percentage of Live bets per Groups vs KO stages Euro 2020



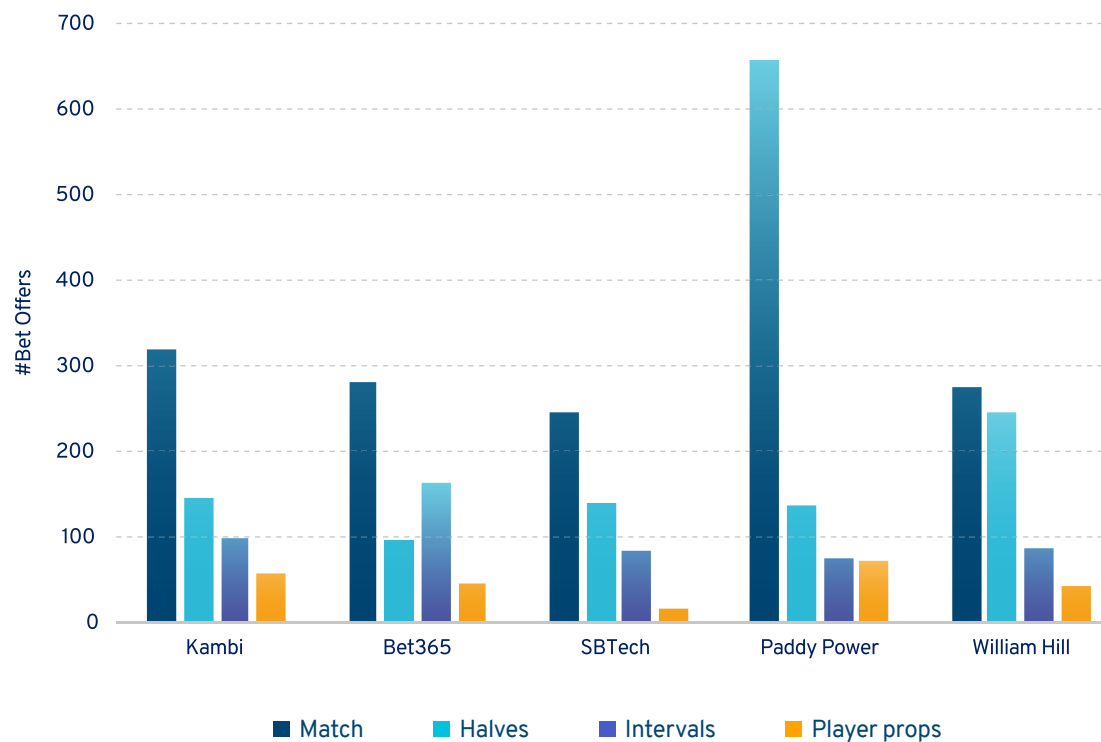
# Kambi held a competitive position in both pre-match and live, driven by the strength of its match offerings and player props

With sports fans becoming ever more stats literate, and metrics including ‘expected goals’ growing as part of the footballing conversation, stats betting on markets such as ‘shots on target’ is an increasingly key area where the menu of options for players is expanding. Kambi is continuing to invest here in markets made possible thanks to our supply of authoritative, reliable data through our data partners.

Pre-match bet distribution for Euro 2020



Live bet distribution for Euro 2020

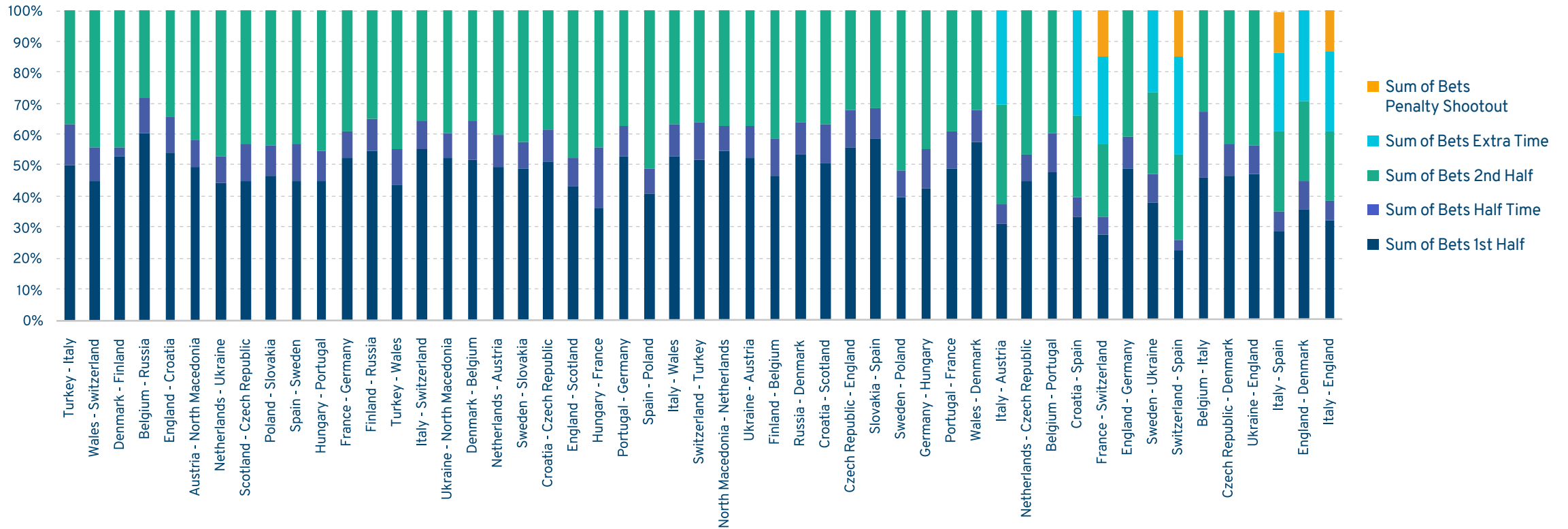


# Distribution of live bets during game period

Games that went to penalties saw a greater percentage of bets taken during extra time than in the first or second halves. On average, 14% of bets taken when the game went the distance, occurred during penalty shootouts

Kambi's instant offering on penalties was the first to offer bettors the ability to bet not just on whether a penalty would be missed, but how it would be missed, be that striking the woodwork, being saved or missing the goal entirely. The rate of engagement displayed with this market when games ended in a shootout underlined the importance of a sophisticated way for bettors to meaningfully engage with every aspect of the match from the first to last whistle.

Percentage of Live bets per Groups vs KO stages Euro 2020



# The rise and rise of Bet Builder

## 36% of Bet Builders combined two or more Euro matches

While the majority of Bet Builders were placed on a single fixture, a significant percentage contained two or more matches. Players are increasingly displaying a preference for 'odds-on-demand' and Euro 2020 demonstrated that removing barriers that exist in combining bets across events is key to retaining them. This was the first time Kambi had offered in-event combinations and player props at a major international football tournament. The Bet Builder significantly expands the options at your players' fingertips and has the capacity to drive enhanced revenues, underlined by the fact that partners who offered Bet Builder during EURO 2020 saw 3.1x GGR per bettor.

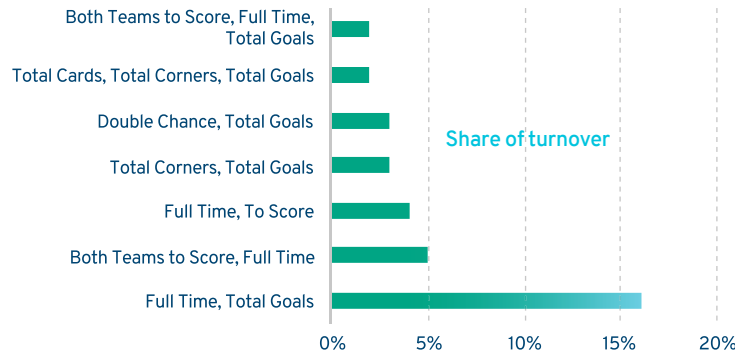
### Percentage of Live bets: group stages vs the KO stages



Bettors who placed a first Bet Builder often returned to place another

**40%**  
of Bet Builder bettors placed four or more over the course of the tournament

### Top Bet Builder bets Where did the Bet Builder money go?



For Euro 2020, partners who offered Bet Builder had



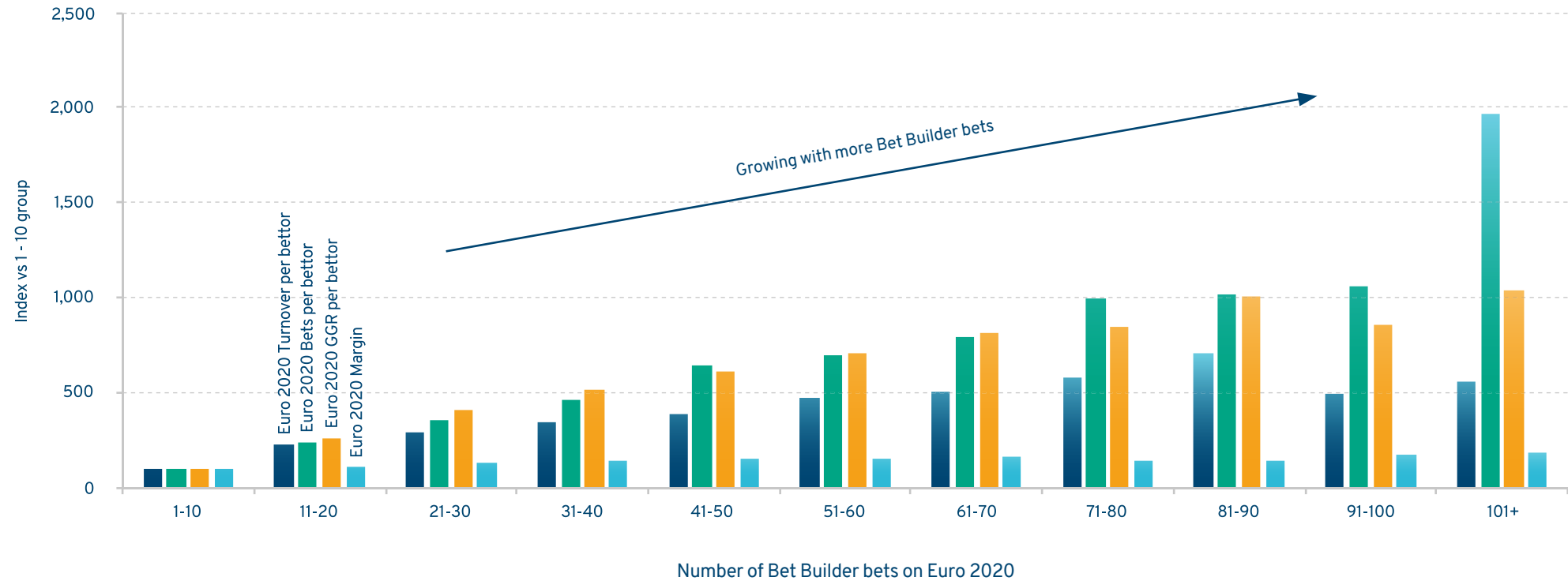
### Bet Builder to Live conversion

Matches later in the tournament displayed higher conversions from Bet Builder to live betting. France vs Switzerland, Italy vs Spain and England vs Italy were prime examples of this and had the highest conversion, an average of 33%.

# Greater Bet Builder engagement resulted in a more valuable Euro bettor

Bettors with more Euros Bet Builders had a generally higher Euro turnover, bets, GGR and margin

Euro 2020 bettor averages split by number of Bet Builder bets, indexed vs low BB engagement group



# Bettors after win recycle money

## Majority of bettors reinvest their winnings during the rest of the tournament

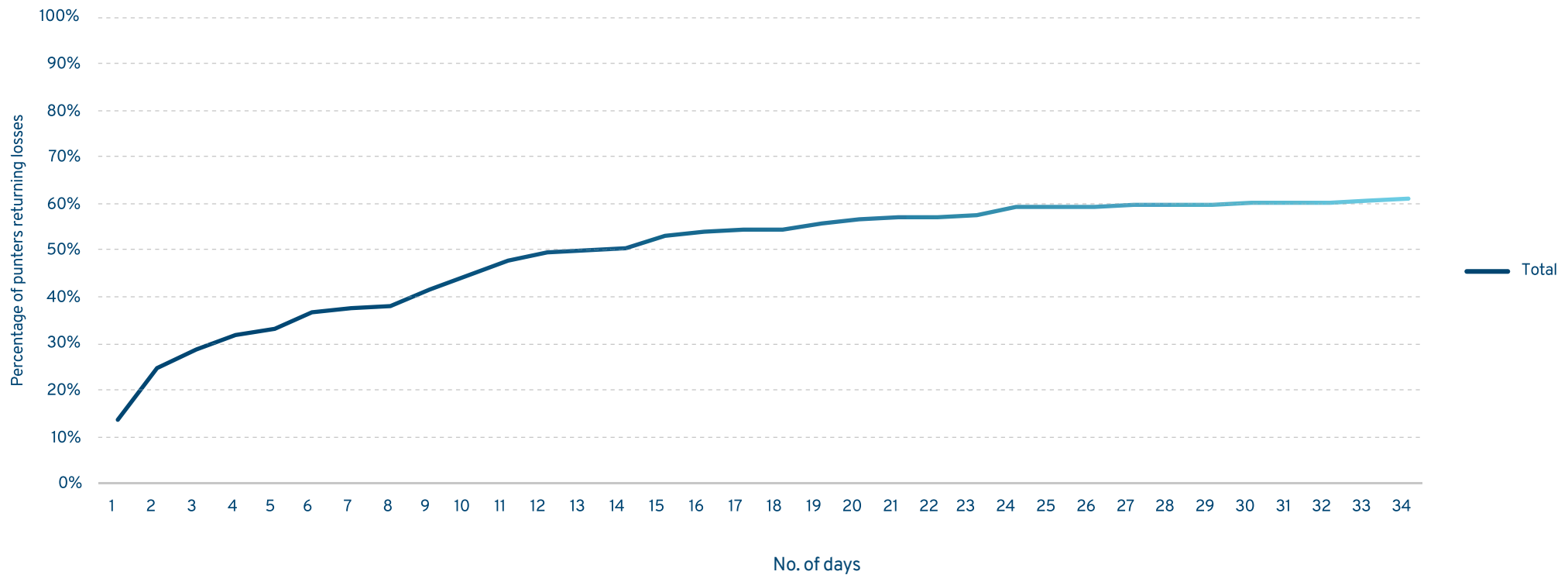
Belgium's comeback 2-1 victory over Denmark was one of the costliest days across the Kambi network during the Euro tournament. However, a losing day needn't be a bad thing, with the money lost to players likely to be recycled in the near future. The graph to the right is a representation of the net profit and loss of the subsection of players that won money on the Belgium-Denmark game, illustrating how, throughout the days that followed, players reinvested that cash to eventually show a net profit across the Kambi network. Diving deeper into the data, we can also see that bettors increased stake size by 1.5x straight after a winning bet.



# Gross amount of winning bettors during Euro 2020

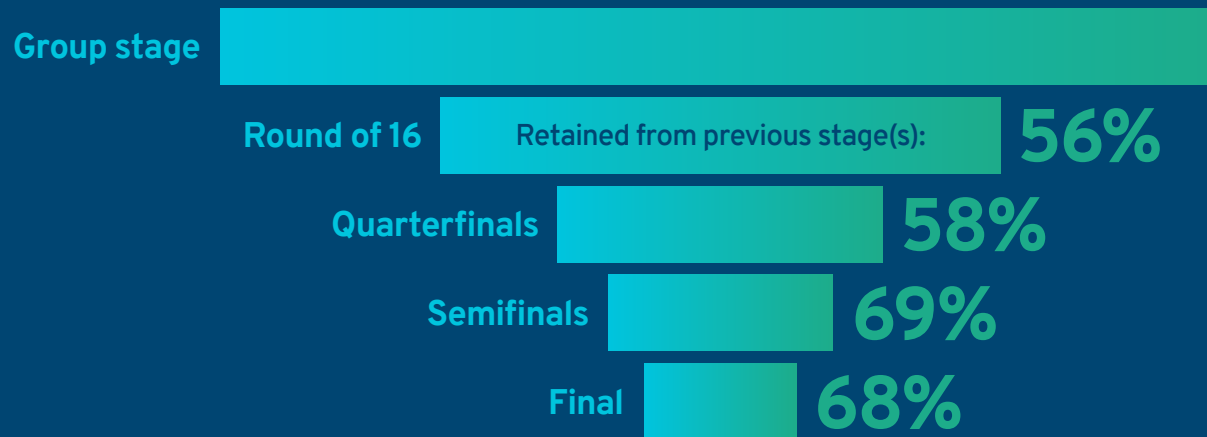
50% of bettors gave back their winnings in the space of 2 weeks. Of the bettors who won, 38% kept their winnings.

Percentage of bettors who paid back their winnings



# Customer retention trends

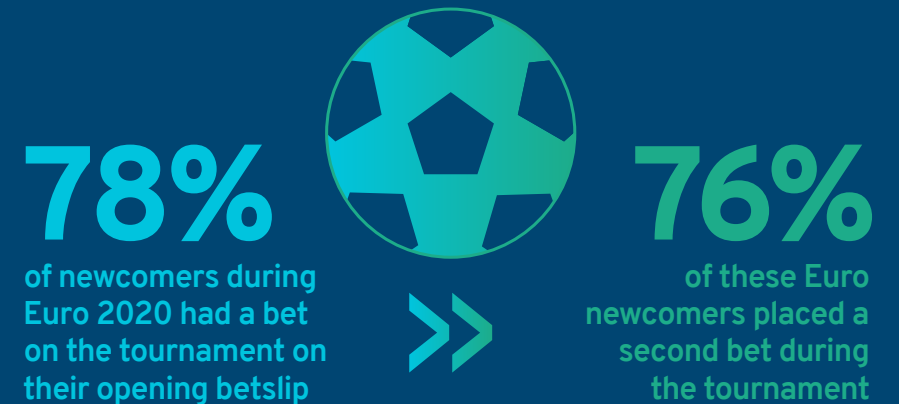
15% of group stage bettors went on to bet on each subsequent stage



53% of player prop bettors returned to place another bet



Euro newcomers were just as likely to return to place bets as non-Euro newcomers



# Part 1: Pre-tournament

## Kambi had the highest number of Outright offers during Group Stage

- Kambi produced the highest number of offers because of its unique offerings across all markets, with real distance from SBTech and bet365
- Kambi offered the highest number of player selections per player prop

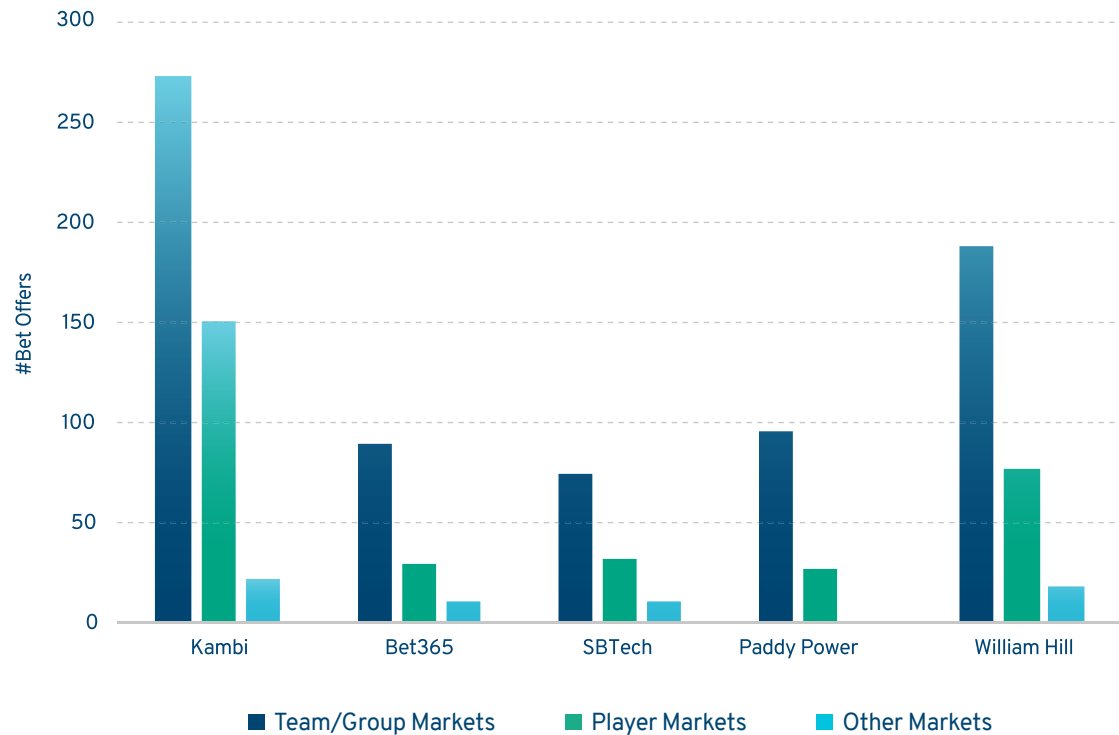
For Euro 2020, bettors who bet on outrights have

Placed **2.9** bets per bettor

Had **1.6x** GGR per bettor

Placed a bet on **1.9** matches

Outrights bet distribution for Euro 2020  
(group stage)



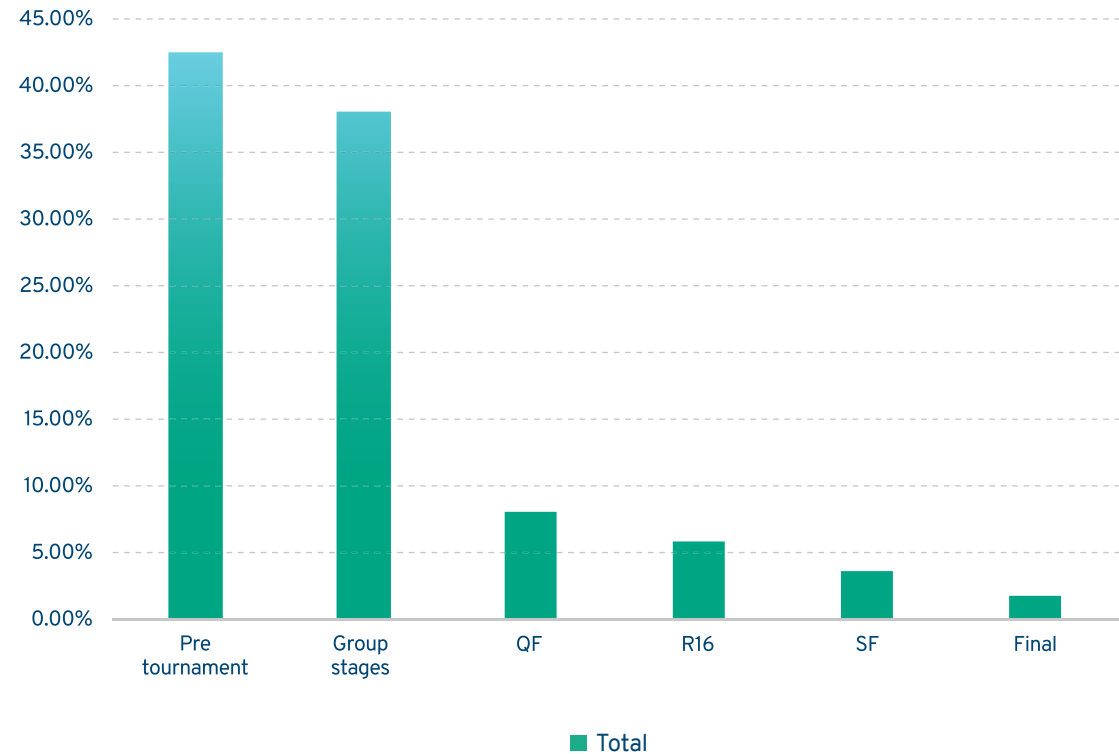
**44%** of bettors converted to betting on the group stages after placing an outright bet

## Outrights

Outrights still played a key part of the sportsbook in the group stages, seeing 38% of outright betting, compared to 19% for KO stages

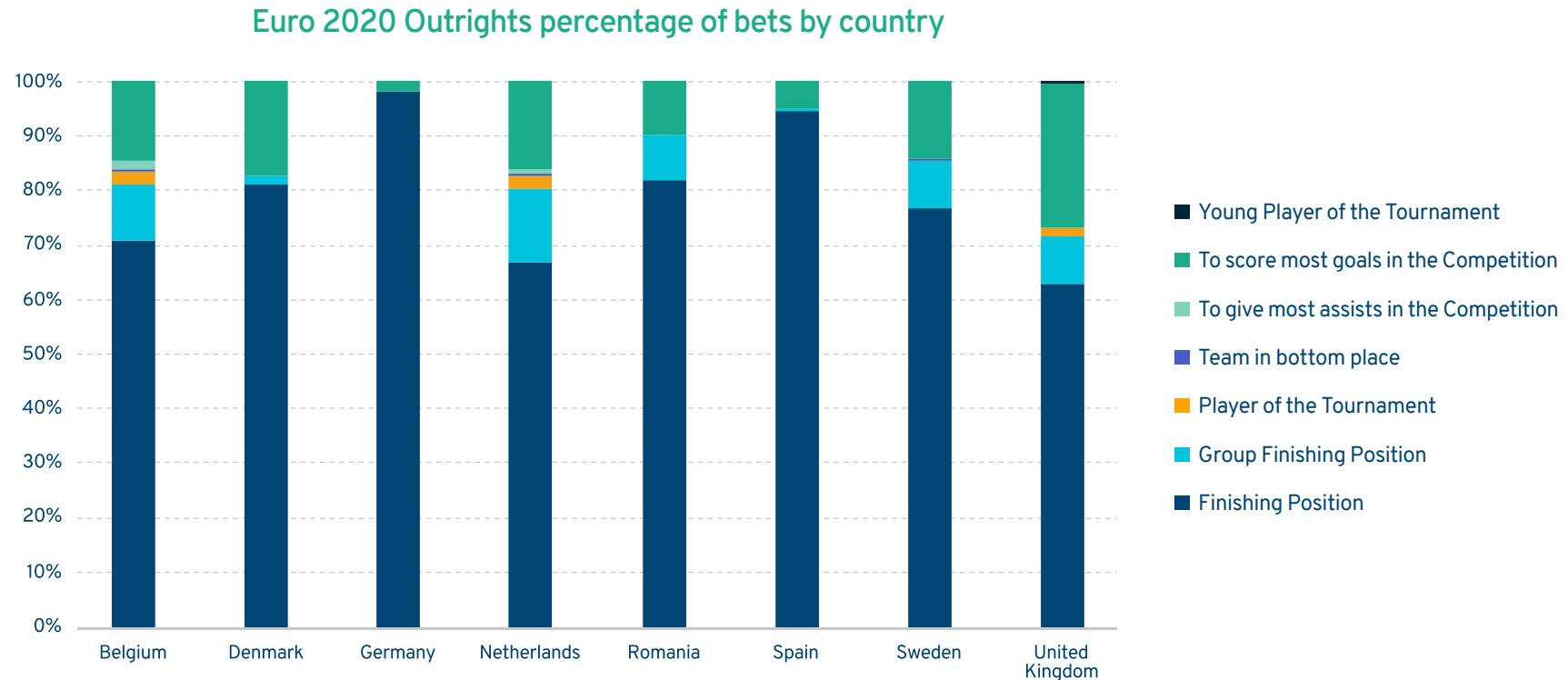
**43%** of outright bets are taken pre-tournament

Percentage of Outright bets by stage



# Euro 2020 Outrights

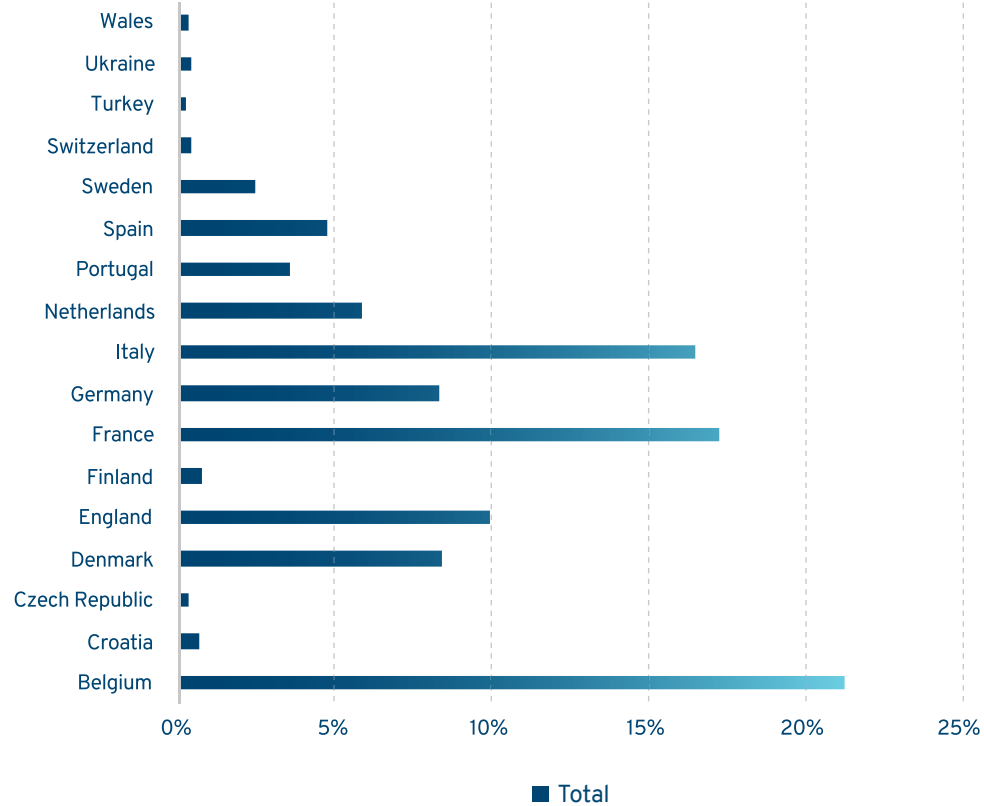
Bettors preferred team-related markets (71% Finishing Position) over player related markets such as Top Goalscorer (17%)



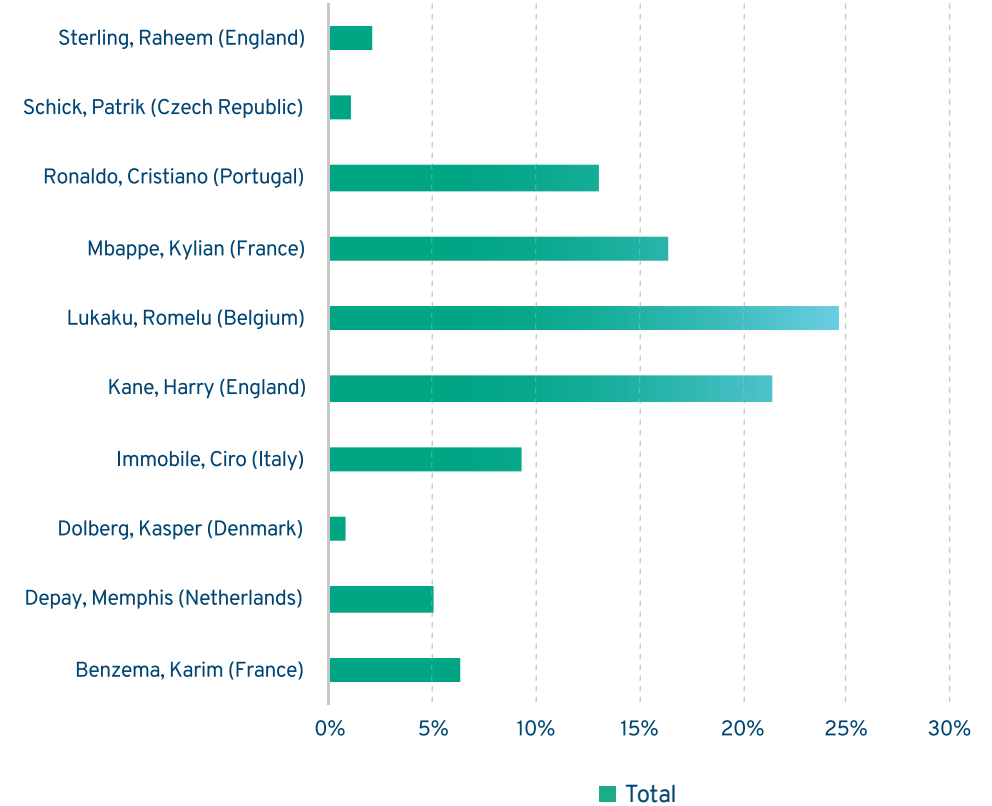
# Most popular teams and players in the Euros Outright markets

Belgium and Lukaku led the way

Percentage of bets on Finishing Position



Percentage of bets on Top Goalscorer



# Part 2:

## The group stage

Belgium was the most popular team during the group stages.

During the group stage, 40% of bettors placed a bet on all three available matches in a day.

Denmark vs Belgium was the most popular match in the group stage. This was a big game for the Danes, going up against one of the tournament favourites and Belgium bettors, in a show of patriotism, were betting heavily on their national team. Denmark's early lead resulted in a surge of bets before the Belgium team managed to turn the match around in the second half, going on to win 2-1.

### Patriotic bettors

Countries showcasing patriotism, where turnover per match, bets per match and bettors per match were highest on their national team

Belgium

Germany

Denmark

Spain

England

Italy

Sweden

US bettors preferred to place bets on the top-rated teams: France, Germany, Portugal and Belgium

**Romelu Lukaku was the most popular for player props during the group stage**

	Turnover	Bets	Bettors
<b>1</b>	Romelu Lukaku	Romelu Lukaku	Romelu Lukaku
<b>2</b>	Kylian Mbappé	Kylian Mbappé	Kylian Mbappé
<b>3</b>	Cristiano Ronaldo	Cristiano Ronaldo	Cristiano Ronaldo

**Memphis Depay was top for stats-related bets during the group stage**

	Turnover	Bets	Bettors
<b>1</b>	Memphis Depay	Memphis Depay	Memphis Depay
<b>2</b>	Harry Kane	Harry Kane	Harry Kane
<b>3</b>	Burak Yilmaz	Burak Yilmaz	Burak Yilmaz



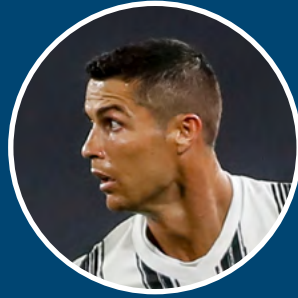
1

Romelu Lukaku



2

Kylian Mbappé



3

Cristiano Ronaldo

Attracted the most player-related bets during the group matches



1

Memphis Depay



2

Harry Kane



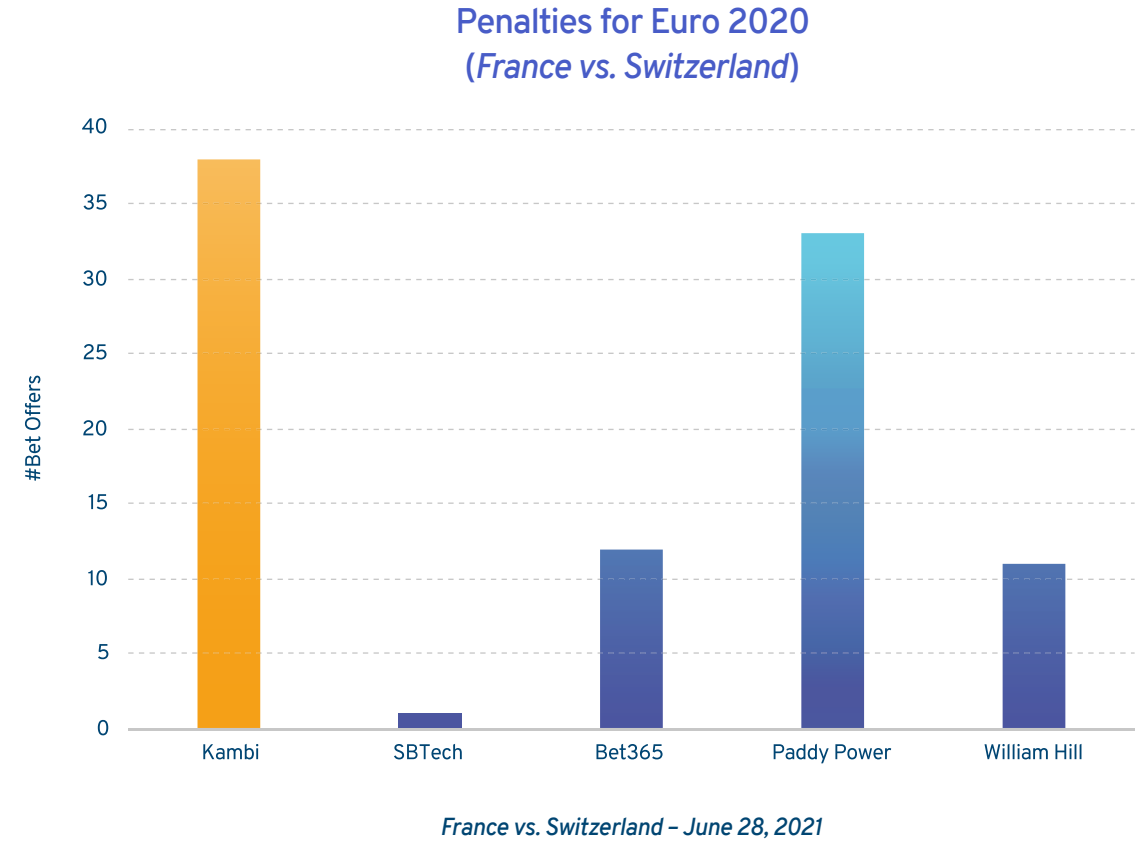
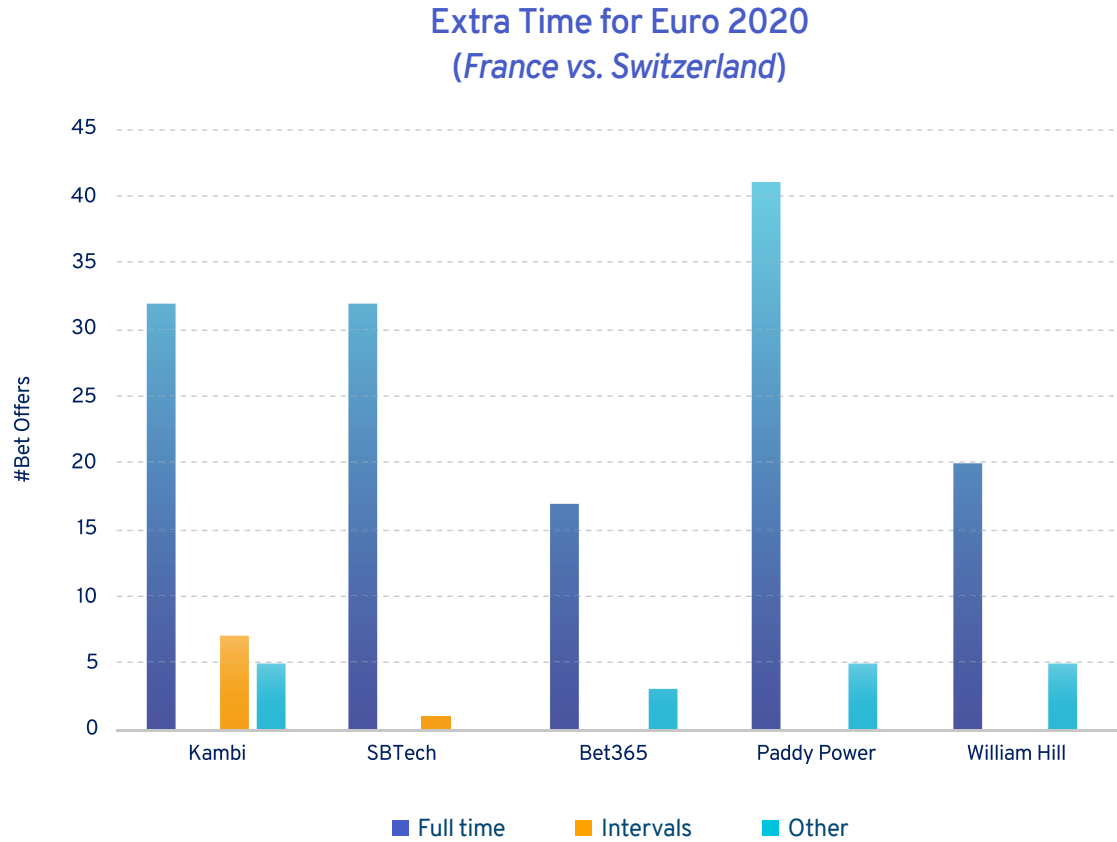
3

Burak Yilmaz

Attracted the most stats-related bets during the group stage

# Part 3: The knockout stage

Largely driven by full-time offers, Kambi led the Extra Time and Penalties offerings



# The final

## Euro 2020 final bet volume

Most spikes in betting volume came after goals. There was a second surge in bets towards the end of the 90 minutes, going into extra time.

