



## Sportsbook App Fans Can Bet on the Latest Sports Selections

### William Hill's Objectives

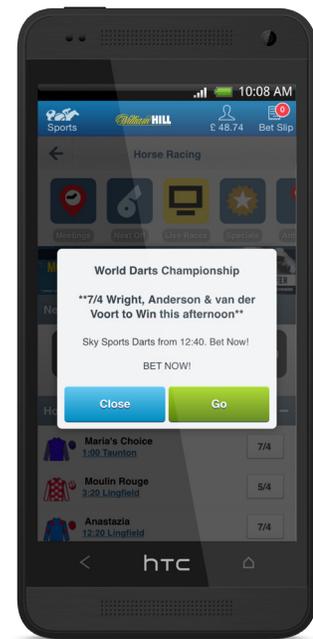
- Provide the best possible betting experience for customers across different devices
- Drive revenue through targeted, automated push notifications
- Track key events with analytics and optimize content with A/B testing

William Hill is the largest bookmaker in the United Kingdom, with more than 2,400 licensed betting shops across the country and a variety of apps, including its Sportsbook app. Though push notifications, the brand seeks to improve the betting experience.

The brand uses apps in addition to SMS, web and email channels to provide the best possible experience for customers regardless of device or location. Push notifications are key to the company's strategy by making the betting experience more immediate.

William Hill uses location-based push notifications to send targeted betting opportunities such as a free bet based on where a customer is located. These types of push notifications are often sent using segmentation tags and location profiles.

Urban Airship's push notifications used with analytics and A/B testing is vital to app functionality for the bookmaker. "The analytics help us track key events through the app, such as deposits and registrations, while A/B testing has helped us shape content," said Alex Rutherford, Head of



*William Hill uses automated, targeted push notifications to deliver offers to users. Its apps use location for ultimate relevance.*

### RESULTS

↑ 2.5m

The Sportsbook app has garnered 2.5 million downloads since 2012.

↑ 400%

Greater engagement with location-targeted push notifications vs. non-location targeted notifications.

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*“Urban Airship is key to making the betting experience more enjoyable. The ability to send targeted, automated push notifications and track message effectiveness with analytics and A/B testing is a valuable tool for our apps.”*

*Alex Rutherford,  
Head of Mobile Sportsbook, William Hill*

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Mobile Sportsbook at William Hill. “With A/B testing, we can discover which copy works best – there’s no longer a need for lengthy discussions about how to word things, because we know what will be the most successful,” Rutherford said.

Highly targeted push notifications, location-based technology and analytics have helped the bookmaker continue to grow its user base and drive increased revenue. The Sportsbook app has seen more than 2.5 million downloads since 2012. William Hill views this download volume as a win, while also tracking uninstalls.

“Our push notification strategy is to not overwhelm the customer, but ensure at all times that every message they receive is absolutely relevant,” Rutherford said. “Push notification is an exciting tool to use, and we want to make sure it doesn’t go the way of email and SMS, which is commonly ignored,” he said.

The company also tends to send push notifications

around the time users are likely already in the app.

In addition to their current mobile engagement strategy, William Hill is looking to add interactive buttons to its iOS push notifications to give users more flexibility in how they wish to respond to messages. The brand has also experimented with beacons.

William Hill credits the success of its mobile messaging to the ease of integration and learning best practices early on. “The SDK has been very easy to integrate with, and any custom development we’ve needed from Urban Airship is always done on time – which is quite rare to see,” Rutherford said.

“We didn’t jump in feet first with mobile messaging; we did a lot of research. Urban Airship’s thought-leadership pieces have been infinitely valuable in helping to shape our mobile engagement strategy.”