

AVAILABLE NOW: NFL 2023/24 DRIVING CONVERSION WITH AI

Player PreGame Unique Markets

TOUCHDOWN SCORERS		FIRST	LAST
87	TRAVIS KELCE #87 TE Kansas City Chiefs	40%	13%
10	ISIAH PACHEO #10 RB Kansas City Chiefs	12%	12%
14	AMON-RA ST. BROWN #14 WR Detroit Lions	11%	9%
11	MARQUEZ VALDES-SCANTLING #11 WR Kansas City Chiefs	8%	8%
0	MARVIN JONES JR. #0 WR Detroit Lions	5%	6%
8	JOSH REYNOLDS #8 WR Detroit Lions	3%	3%

Whether you are providing streaming content, differentiated user experiences or just need to deliver higher conversion rates for betting or fantasy, these markets deliver. Generating all team and player predictions for a specific head to head, 14 days out all the way to kickoff. Unique events, such as who will make the first touchdown, field goal or sack.

Expected Value Betting

Receiving Yards		STAR RATING OVER		STAR RATING UNDER	
13	MIKE EVANS	★★★★★	01.95	65.5	★★★★★
16	TYLER LOCKETT	★★★★★	01.87	62.5	★★★★★
14	DK METCALF	★★★★★	01.85	56.5	★★★★★
14	CHRIS GODWIN	★★★★★	01.90	64.5	★★★★★
87	NOAH FANT	★★★★★	01.87	28.5	★★★★★
88	CADE OTTON	★★★★★	01.83	21.5	★★★★★
DRAFTKINGS					
16	TYLER LOCKETT	★★★★★	01.87	61.5	★★★★★
14	DK METCALF	★★★★★	01.83	56.5	★★★★★
87	NOAH FANT	★★★★★	01.87	27.5	★★★★★

Projecting the probability distribution for upcoming player statistics, the AI determines the expected value on market prop lines. Use it to build confidence in your users for prop betting as well as for fantasy players. The star-rating system provides an at-a-glance option for both mobile and desktop audiences.

The Player Effect Version 2.0

WIN/LOSS

Showing changes in roster in comparison with #2

TOP IMPACTED

TEE HIGGINS, IRV SMITH, MYLES GARRETT

Allow your end user to add or remove any player from the roster and replace with any player from the league, to predict the impact of that trade or injury on the upcoming game. Version 2.0 also projects who the 3 most impacted Defensive or Offensive players are from a statistical perspective. No one else on the market offers this proprietary insight!

Micromarkets

What will the result of the drive be?

- Touchdown 14%
- Field goal 11%
- Punt 53%
- Turnover 22%

Will the Steelers complete the next pass?

- Yes 38%
- No 62%

How many yards will the Steelers gain on the next pass?

- 0-5 62%
- 6-10 21%
- 11-20 14%
- 21+ 3%

Unique ingame markets are quickly becoming a must-have. Whether to heighten fan engagement or convert bettors, player-specific micromarkets are a key driver. Updating as the game progresses, micro projections reflect the impact of the most important game changes including injury, positional and all other performance inputs.