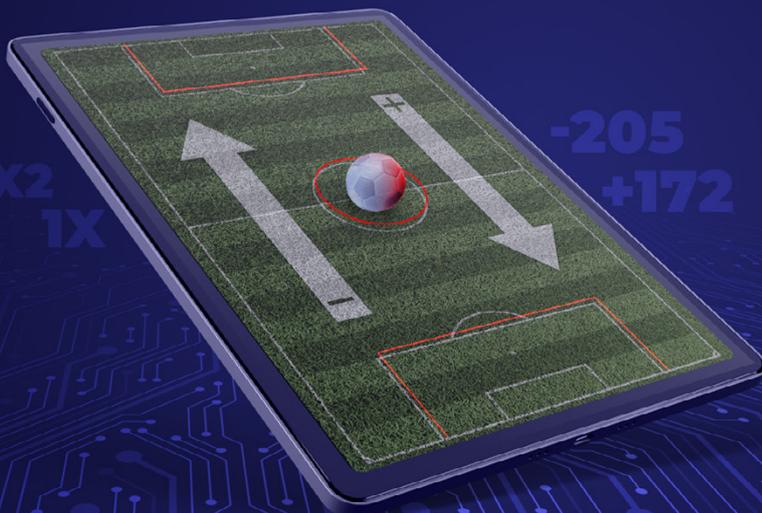


ALPHA ODDS



Increase your profits with personalised pricing

Say goodbye to market-neutral prices. With our AI-driven Alpha Odds you get enhanced and bespoke odds for both pre-match and live. All based on certain factors, such as your own real-time liquidity, and up-to-the-minute market and event information.

This allows you to run dynamic and flexible trading strategies that are perfectly aligned with your business objectives and regional conditions.

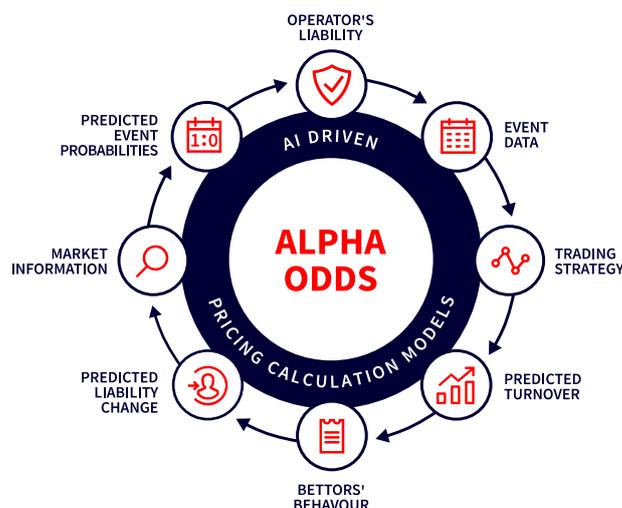
How it works

Using powerful AI, Alpha Odds combines personalised information – like your current and predicted liquidity situation, ticket data, customer behaviour, event ratings, and pre-match and live data – with its own predictions.

It then adds in market and competitor information, and processes it all in real time. The result? Tailored odds that work perfectly with your trading strategies.

The benefits

- 1X2** Boost your turnover while increasing your profits
- AI** Offer the most accurate odds, based on AI technology
- 📈** Run your own dynamic trading strategies
- 213** Always be first to market with your own odds
- 🛡️** Reduce risks with an automatically balanced sportsbook



What that means for you

Your odds line up directly with your sportsbook liabilities, rather than with the wider industry. That gets you even more accurate prices. So you can increase your turnover while maintaining – or even improving – profit margins. This allows you to run dynamic and flexible trading strategies that are perfectly aligned with your business objectives and regional conditions.

Alpha Odds in action

Alpha Odds is the best way to maximise your trading efficiency, helping you hit the expected margin for every bet.

Alpha Odds - Cumulative Efficiency and Efficiency Difference



In our analysis of live soccer we calculated the margins on actual Profit and Loss / Turnover, and the efficiency on expected Profit and Loss / Turnover. Alpha Odds has achieved a higher cumulative efficiency than standard Live Odds, resulting in an overall cumulative uplift of 8 percentage points over the course of six months.