



Betegy and Parimatch sign global innovation partnership

Leading operator's B2C marketing systems to be fully automated with Betegy's next-gen content platform

3rd February 2021: Betegy, the leading sports data and content specialists, has signed a global innovation partnership with Parimatch, in a move that will see the operator harness Betegy's in-house technology to revolutionise its internal marketing processes.

Under the terms of the deal, Parimatch has deployed Betegy's proprietary automated content generation platform, which allows the operator to instantly generate high-quality, personalised marketing content and campaigns on a daily basis – bespoke to each of its customers.

Using the latest in machine learning algorithms, Betegy's in-house technology is able to turn complex sports data and odds from a variety of feeds into engaging graphics, animations, banners, widgets and texts with unprecedented speed and efficiency.

Initially set to provide for all of Parimatch's football-based betting across 15+ major leagues, the operator's marketing teams will now be able to generate and deploy banners, landing pages, videos and graphics in a matter of seconds.

The content is also automatically legislation-compliant, with updated graphics including kits, players, and logos where possible, ensuring Parimatch can deploy its marketing campaigns across its chosen markets without tailoring each of its campaigns on a regional scale.

Thanks to its deployment, Parimatch's marketing teams have already been able to transform their approach to work – with a 3-day turnaround time for an event-based campaign with 200+ banner formats now generated in just 120 seconds.

Commenting on the deal, **Alex Kornilov, Managing Director of Betegy** sees Parimatch's adoption of its revolutionary platform as a true game-changer for the operator, ensuring the brand will have a hugely significant first-mover advantage over its rivals for months to come.

He added: *"Our automated content and data platform is one-of-a-kind – and with one click of the button, Parimatch's marketing teams are now able to create innovative, personalised campaigns in a matter of seconds – rather than the usual timeframe of two or three days.*

"Tailored content is the key battleground within the betting and gaming industry and this innovation process initiated between Betegy and Parimatch is going to take personalisation to an entirely new level.

“We’re unique in what we’re able to offer our clients, and I am confident that as Parimatch adopts our product, we’re going to be able to radically transform the quality of their delivery – not only by giving them the ability to revolutionise their workload – but also by freeing up their teams to focus on the creative side of promotions and campaigns.”

Sergey Portnov, CEO at Parimatch added: *“Parimatch is an innovative betting operator that constantly integrates advanced technologies to improve user experience and enhance internal processes.*

“Thanks to the strong marketing, the Parimatch brand is becoming recognizable worldwide. Our partnership with Betegy will help us optimize marketing processes and enter new international markets.”

Founded in 2012, Betegy is the content partner of choice for a wealth of global tier-one sports tech, media, and gaming companies, including ESPN, Tipico, Ringier Axel Springer, Bwin, Yahoo Sports, Sportsbet.io, and Winners.net

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For more information on this press release, please contact enquiries@squareintheair.com

About Betegy

Betegy is an automated content generation/production system which turns complex sports data into engaging graphics, animations, banners, widgets, and texts.

Using machine learning algorithms, Betegy/system provides betting operators and media companies with analytics and data visualization by generating high-quality, personalized content.