

# UK Online Gambling Intelligence Report, Jan – Dec 2011

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## Abstracts

### What will you get from this report?

A who's who in online gambling.

Over 50 individual pieces of key insights.

Over 50 individual pieces of statistical interpretation.

Analysis of the top 100 online gambling operators across the main gambling verticals of sportsbook, bingo, casino and poker.

An interpretation of the top gambling search and social media strategies.

### What questions do we answer?

Who are the market leaders?

Which keywords are driving market visibility?

What are online gambling operators doing to achieve maximum market share?

What social media methods are online gambling operators using to engage customers?

## Top insights

888 is dominant in both casino and poker. This has been achieved with the implementation of an aggressive strategy across both organic and paid search.

This approach also underpins Cheeky Bingo and Tombola's success within the bingo vertical, as well as explaining why Paddy Power has the leading search strategy within betting.

Operators like William Hill, Pokerstars and Party Poker rely heavily on PPC. There is evidence to suggest that this may be partly due to the historical impact of Google algorithm updates such as Caffeine on their organic listings.

Despite their success 888 has an imbalance within their search marketing strategy. While they are investing heavily in traditional search marketing they have yet to replicate the same success within social media.

Very few online gambling operators are utilising social media to develop a two way dialogue that stimulates integration and engagement. However, one of the exceptions to the rule is Paddy Power who has been the most successful in finding the balance between the level of customer touch points across all the major social platforms as well as having a solid volume and quality of interaction.

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