

Bookmaker:

Analysis of Twitter Followers and Activity

Dan Barnett
Director Of Analytics
Analysis Marketing Ltd

www.analysismarketing.com

AnalysisMarketing 
Get More From Your Data

Betting and Twitter

Social Media is becoming an increasingly important part of a companies Marketing Mix, in this study we look at the relative Twitter accounts of a number of betting related organisations.

With the increasing 'second screen' activity (e.g., watching sport on TV also Tweeting/Interacting with a Smartphone/iPad etc.), Twitter is well placed to attract the impulse bet that might normally be catered for by traditional TV advertising.

Some of the key results of the results include:

- There are over ¼ million Twitter accounts following one or more of the main Bookmaker Twitter accounts.
- Paddy Power the most followed by some distance, partly due to its 'lad' style approach which fits in well with its brand
- For most of the accounts, any single tweet may only get a single digit response, don't be afraid to repeat yourself. Twitter is fast moving and if someone isn't on twitter in the few minutes after your tweet, chances are they won't see it.

Note: Twitter volumes relate to the number of followers as of the weekend commencing Fri 9th Nov 2012.

Why Twitter is different

Unlike other sites such as Facebook, Twitter is an open platform which means it's possible to:

- ***Follow the tweets of anybody***
- ***See who they are following***
- ***See who is following them***

This means it is possible to make a judgement (along with the quality of their output) as to who is worth following and who is less influential and also the overlap between different accounts.

There are a number of sites available where you can analyse followers following a particular account but we have taken this a step further to be able to take this information offline to be able to do more with it.

Twitter: A blessing and a curse

Although Twitter can be a relatively low cost way of getting your message across, a lot of the time the greatest activity can come about when things go wrong or look unfavourable.

An example of this is with Rafa Benitez joining Chelsea, technically he is not the permanent manager so the market is still open. A number of bookies decided to pay up on anyone backing him and also leave other bets open for when there is a permanent manager. William Hill however dragged their heels and although their position was perfectly valid were made to look awkward compared to a lot of their competitors.

 **William Hill Online** @williamhillNews 21 Nov
All bets taken on the market ARE STILL OPEN. Once Chelsea announce their permanent manager in the summer, the market will be settled.

 **William Hill Online** @williamhillNews 22 Nov
William Hill settle on Rafa as Chelsea boss: William Hill will now be settling the market for 'Next Permanent ... bit.ly/10jWhNM

- Often a bookie will have to make a judgement between their position legally and what makes good PR. The speed of Twitter can easily multiply the impact of any decision

Who We've analysed

We've looked at the Twitter follower activity of a range of accounts as of the Weekend commencing Fri 9th Nov:

Account	Followers
@PaddyPower	94,786
@SkyBet	60,221
@BetfairSports	49,724
@Coral	45,267
@WilliamHillNews	37,212
@Ladbrokes	32,173
@Bet365	23,410
@Oddschecker	17,505
@BlueSq	14,877
@SportingBet_com	12,798
@StanJames	6,139
@BetVictorFans	2,569

Overall, there were a total of 268,095 accounts following one or more of the accounts listed

Profile of those following: Number following them

By pooling all followers of any of the accounts together, it's possible to build a summary of those following these accounts, the table below shows number following accounts that follow 1 or more of the betting accounts in the analysis.

Number followed by	Followers	% Followers
<10	47,960	18%
10-49	105,475	39%
50-99	48,411	18%
100-499	53,048	20%
500-999	6,038	2%
1,000+	<u>7,163</u>	3%
Total	268,095	

- 18% of those following any of the Betting accounts are followed by Under 10 accounts
- 75% of those following any of the accounts in the analysis are themselves followed by under 100 people

Note: Figures for Twitter Follower/Following Volumes come via FriendorFollow.com and there are instances of over/under reporting of volumes due to Twitter API issues



Profile of those following: Number they follow

Overall, people tend to follow several times more people than follow them, the median number who follow them is 38, compared to them following 165.

Number followed by	Followers	% Followers
<10	5,179	2%
10-49	33,504	12%
50-99	46,522	17%
100-499	140,971	53%
500-999	26,162	10%
1,000+	15,757	6%
Total	268,095	

- Numbers following and followed by as well as time since joining Twitter can be put together to build a segmentation of any Twitter follower base

Note: Figures for Twitter Follower/Following Volumes come via FriendorFollow.com and there are instances of over/under reporting of volumes due to Twitter API issues



Profile of those following: Twitter Segments

Below is a basic segmentation of those following one or more of the betting accounts, bespoke segmentations could be built according to the needs of any analysis e.g., finding high volume tweeters who are long established with a follower/following ratio over 10

Segment	Accounts	Definition
Twitter Leader	84	Over 200k Followers
Major Player	116	Over 50k Followers and more than twice as many followers as friends
Big Player, Big Follower	207	Other accounts with over 50k Followers
Twitter Busy	1,329	Over 10k Followers
Medium Scale Influencer	1,708	Over 1k Followers and More than Twice as many followers as friends
Medium Follower and Followed	3,712	Other Over 1k Followers
Testing The Water	58,527	101-1,000 Followers
New	59,448	Joined in 2012
Few Followers	<u>142,964</u>	None of the above Segments
Total	268,095	

Top Followers

Within the overall follower base, there are a number of notable accounts of interest that have followings far bigger than any of the bookmakers themselves, some of whom are already employed by the bookmakers for promotions/articles:

- @radioleary: Dermot O'Leary 1.2m followers (follows Paddy Power)
- @RobbieSavage8: 947k followers (follows William Hill)
- @chris_kammy: 737k followers (follows Ladbrokes)
- @OfficiallyGT: Georgie Thompson 574k followers (follows Sky Bet & Paddy Power)
- @MirrorFootball: 199k followers (follows Betfair)

Identifying and interacting with influential followers of your (or competitors) accounts can be a relatively easy way of expanding your reach.

Followers Profile by Account

Overall, people follow around 4 times as many people as follow them

Account	Followers	Median Number They Follow	Median Number who follow them	% Joined Twitter in 2012	% of Accounts with 1k+ Followers
@PaddyPower	94,786	163	39	22%	2.0%
@SkyBet	60,221	183	44	19%	1.5%
@BetfairSports	49,724	155	41	28%	3.1%
@Coral	45,267	184	41	29%	4.3%
@WilliamHillNews	37,212	193	47	17%	2.9%
@Ladbrokes	32,173	167	39	29%	2.0%
@Bet365	23,410	163	36	31%	2.1%
@Oddschecker	17,505	188	46	20%	3.1%
@BlueSq	14,877	187	46	29%	5.3%
@SportingBet_com	12,798	223	54	18%	3.5%
@StanJames	6,139	204	52	22%	5.9%
@BetVictorFans	2,569	167	40	31%	5.8%

- There are some big differences between accounts in terms of the proportion of their followers that are 'new' to Twitter
- In terms of being followed by 'big' accounts key is having those who are likely to retweet your activity e.g., Hootsuite may have 3.8m followers but won't retweet your content

Example of Interaction

The example below looks at the crossover between 3 of the more traditional bookies, but the principle could be extended to any other the other accounts (or any Twitter account)

Coral	Ladbrokes	William Hill	Accounts
Coral			33,852
		William Hill	27,215
	Ladbrokes		19,401
Coral	Ladbrokes		5,621
	Ladbrokes	William Hill	4,203
Coral	Ladbrokes	William Hill	2,948
Coral		William Hill	2,846
1+ of the other Betting Accounts but None of Coral / Ladbrokes / William Hill			172,009

- Just under 3k accounts follow all three of these Twitter accounts
- Despite Coral having the most followers of these three, greater crossover between Ladbrokes and William Hill possibly due to Coral going more down the Paddy Power 'entertainment' route as well as just odds related tweets

Interaction Between Accounts

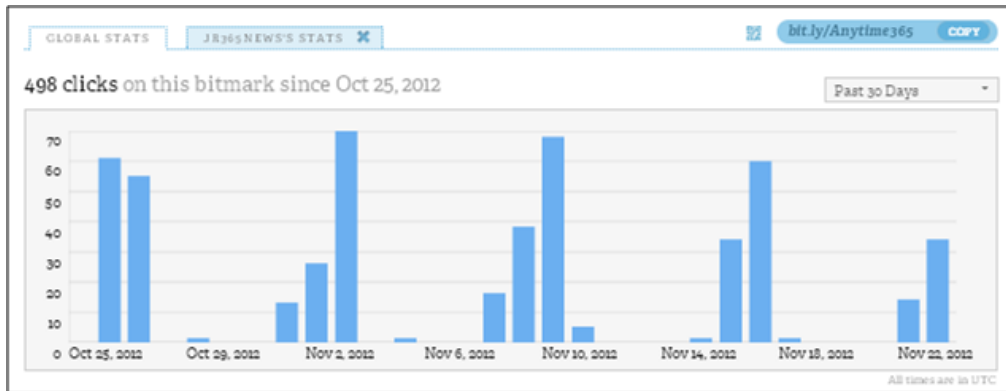
Over $\frac{3}{4}$ of those who follow any of the 12 follow only one of the accounts

Number of the Analysed Betting Accounts Followed	Accounts	% Accounts
1	201,503	75.2%
2	39,051	14.6%
3	13,670	5.1%
4	6,005	2.2%
5	2,939	1.1%
6	1,803	0.7%
7	1,086	0.4%
8	723	0.3%
9	535	0.2%
10	374	0.1%
11	280	0.1%
12	126	0.05%

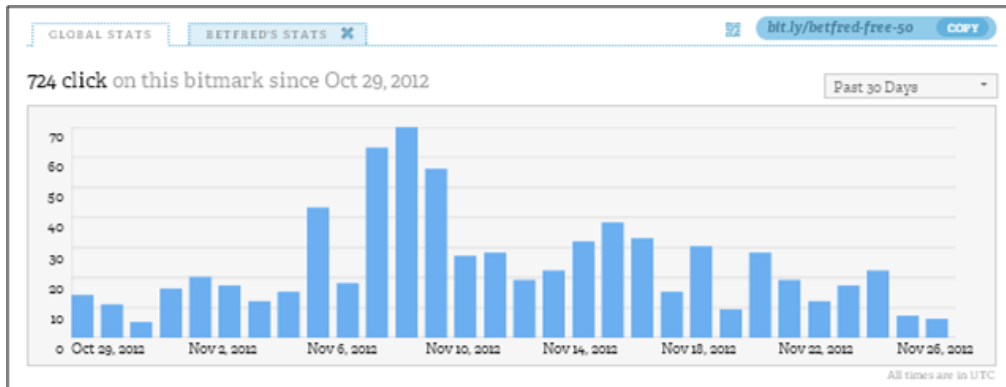
- 27k accounts follow 3 or more of the 12 accounts with under 8k following 5 or more
- The challenge for brands in a market where there is relatively little price differential between the major players, is to be able to encourage someone to open an account with them
- Most obvious way to do that is with Free Bet offers, some of the response to which can be tracked with Twitter.

Tracking Twitter Activity

As well as Twitter follower details being open, a lot of the time it is possible to track responses to any accounts Tweets. e.g., Where the tweet is shortened using Bit.ly or Ow.ly (Hootsuite).



Bet365s Anytime Outsider promotion with around 120 clicks a week



Betfred's Free £50 bet as advertised on their Twitter bio generating approx 25 clicks a day. Not all will be via Twitter if the same bit.ly link is used elsewhere. Wherever possible unique codes should be created.

How to make more of Twitter

- Make better use of celebrity/expert tweeters who tweet for the firms e.g., Lee Dixon for Betfair only tweeted once about his column last weekend (although they promoted it themselves 3 times- Fri eve, Sat 10am/12am).
- If the account is tweeting a lot then don't be afraid to promote article/markets multiple times, especially if taking a different angle each time.
- As Twitter is open, it's possible to identify response to competitors activity and learn from their activity as well as your own both in terms of followers and click-throughs.
- If content isn't good enough to get retweeted, your follower base is unlikely to grow. The approach of some of the bigger accounts is 'Come for the jokes, stay for the great odds'.
- Test consistently with regards to frequency, content, tone, promotion. A lot of the time, you'll have a good understanding of the response within around 15 minutes, this gives a massive opportunity (if conducted properly) to optimise your activity in a relatively short space of time.

Next Steps

- It's not all about follower numbers, a couple of parody Mario Balotelli accounts for example have several hundred thousand followers, it doesn't mean much unless it can be monetised.
- Retweets (to spread the word) and click throughs (and hopefully actual betting activity) are important metrics not just top level follower volumes.
- Twitter isn't the be all and end all of marketing but part of the overall mix, next stage will be to compare the relative activity from a range of bookmakers as to how they interact with the users (email/text/use of offers).

About Analysis Marketing

Analysis Marketing provide a range of services focused around helping you to: 'Get More From Your Data', these include:

- Data Analysis – Segmentation, Response Modelling, Campaign Analysis
- Surveys (Both Online and Offline)
- Database Design and Build
- Production and Automation of Management Information (Dashboards/KPIs)
- List Buying
- Data Cleaning (Deduplication, MPS/TPS screening)

For more information visit our website at: www.analysismarketing.com or our blog at blog.analysismarketing.com

