taglab

betfair sporting calendar

Taglab developed a sophisticated online sporting calendar targeting Betfair's registered users. The calendar, featuring hundreds of sporting events, is maintained using our Taglab Publisher 2 content management system. Functionality includes the ability to import events into Outlook, TV listing information and deep-links into Betfair's markets.

the brief

When Betfair launched in 2000, they were the world's first online betting exchange. Since then, they've grown rapidly, and today they have 95,000 active users. Each year, Betfair would mail these users a branded diary. As their membership grew, this tradition became increasingly expensive. The time had come to consider an alternative approach.

insight

Betfair's audience is sophisticated and technology literate – the type of people who are far more likely to manage their appointment calendar electronically, rather than by using a paper-based diary. Therefore, replacing the diary with an electronic alternative that integrates with Outlook would not only cut costs for Betfair, but would also be of greater value to their users.

solution

Using the latest AJAX web development techniques, Taglab developed as sophisticated event diary application, bespoke for Betfair, combining an attractive user interface with advanced functionality. Users can customise their diary to display only their preferred sports. Clicking on an event reveals a popup window with further information, TV broadcast details and deep-links to Betfair markets. Individual events, or entire customised calendars can be downloaded for import into Microsoft Outlook or Apple iCal. The site is updated using our Taglab Publisher 2 content management system.

results

The service has proved to be very popular with Betfair users, generating thousands of repeat visits within the first few days of launch. Over 10% of visitors go on to use the Outlook download functionality. The service, originally conceived as a benefit to existing users, is also becoming an acquisition tool, as it is beginning to generate significant traffic from search engines.

To find out more about Taglab, and our web design and build services,
call **0207 183 3600** or visit **www.taglab.com**