# SPORTSBOOK
## Directed emails with live odds

funstage

## GOAL

Funstage wanted to offer a better experience to their customers when it comes to sports betting. How could they hand-deliver always up-to-date odds to customers who desired it?

## SOLUTION

Adssets made it possible for Funstage to create 'ads' with live odds as usual in ACM, but instead of using the script tag on a target site they used it in their email client. Once an email was delivered, a 'static image' of the current odds were displayed in the email. This image was updated in real-time, so even if the customer would check the email 10 minutes later the odds would be up-to-date.

## QUOTE

"The main goal of our campaign with real time synced odds, is to keep the user always up-to-date in the quickly changing world of sports betting. We want to offer our users the best betting experience and this campaign is one of the ingredients to achieve that. The other ingredient being able to easily manage the campaign through ACM. For us, the process of setting the campaign to actually seeing live odds in our emails, takes minutes which saves us both time and money!" - **Andreas Marinovic**, AdOps Manager, **Funstage**

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