

Betegy nets Innovation in Sports Betting at EGR Awards

On July 7th, 2021, Betegy, the leading sports data and automated content generation provider, has celebrated its first EGR B2B Award, having won in the Innovation in Sports Betting Software category.

The 2021 EGR B2B Awards, held last Thursday in London, take place in recognition of companies that have provided an outstanding contribution to the sports betting and gaming industries.

Marking the company as one of the industry's most exciting software suppliers, the judges were particularly impressed by Betegy's commercial performance and strong client references.

Testament to the progress made by the company in the sports betting space in recent months, following key partnerships with the likes of Parimatch and Sportsbet.io, Betegy's AI-powered automated content and data platform has proven itself as one-of-a-kind.

"It's a rare case to work with a tech partner that instead of giving you the product as is, but rather is ready to build and develop their tech directly with you. Betegy is just that kind of partner. I can't imagine such great progress and commercial success with any other company. Betegy and Parimatch have a great synergy, and we look forward to many more projects together." **Said Ivan Liashenko, CMO at Parimatch.**

Thanks to Betegy's tech, with one click of a button, its operator partners' marketing teams are now able to create innovative, personalised campaigns across channels and continents in a matter of seconds – rather than the usual timeframe of days to weeks.

Unique in what it is able to offer its clients, Betegy has been able to give its partners' creative teams the ability to completely transform their workload, as well as enabling operators to significantly increase the KPIs of marketing campaigns.

Commenting on the achievement, Alex Kornilov, CEO at Betegy, said: *"It is a huge honour to be recognised in the Innovation in Sports Betting Software category at the EGR Awards. Our system's innovative approach has enabled us to be the first in the industry to bring instant creation of data-driven visual content for all communication channels, including affiliate marketing, social media, PR, paid acquisition, SEO, TV production and retail.*

This is unprecedented in terms of the deep personalisation of visual marketing campaigns we're able to deliver, and this is where we truly make a difference – by being able to personalise campaigns to resonate with multiple audiences instantaneously.

I'm proud of all of our team's amazing work, and we look forward to another fantastic year ahead!"

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, Parimatch, Sportsbet.io, and Winners.net.