



Ari Lewski Discusses The Importance of Branding for Betting Products in Unique Markets

Sportsbetting executive Ari Lewski discusses the importance of choosing the right branding to appeal to each betting market.

HAMMERSMITH, LONDON, UNITED KINGDOM, November 29, 2017 /EINPresswire.com/ -- The Nordic Sportsbook Coolbet just picked Digital Sports Tech's Player Props product that lets users create and customise their own bets on player statistical performances. [Ari Lewski](#), executive director of Digital Sports Tech, commended Coolbet for their effort to differentiate their offering from other operators. Coolbet's new product is called as "Build Your Bet," a branding that will help their users identify the product's unique and innovative function.

"We are impressed with the way Coolbet uses positioning and branding to execute a strategy for targeting the next generation of customers," said Lewski. He noted that the Player Props and Quick Pick Accumulators are a great fit for the user segment Coolbet is appealing to with the products' branding. "We are confident these products will greatly assist in both these initiatives."

Digital Sports Tech worked directly with Coolbet to assure Build Your Bet is fully equipped with all the features, options, and statistics that matter most to sports fans in the Nordic market. The result is a targeted product that allows players to customize performance or proposition bets on any statistic across all major sports and sporting leagues.

Coolbet chief operating officer Andres Karlsen knew the customization offered in Build Your Bet would appeal to Coolbet users. "Our customers are much more statistics-driven than a few years ago," he said. Karlsen's commitment to following the lead of his customers is exactly the approach Lewski advises DST partners to take.

"Customization and personalization are vital for the modern day sportsbook," said Lewski. For this reason, DST is continually updating the Player Props product with additional bet types, sports, and features. For Lewski and DST, launching the custom Build Your Bet product in the Nordics was a "landmark moment." The fact that it has already been so well received by Coolbet's users proves the product's offering has broad appeal for operators around the world.

Lewski had a hunch the user experience offered by DST products, which allows users to build their own bets, might appeal to Coolbet users. The market is renown for its focus on innovation. Coolbet users have helped shape the sports book into a completely unique operator in the global market. CalvinAyre called Coolbet the "most transparent sportsbook in the world," and praised them for building their own platform at a time when all their competitors are using white label solutions.

However, operators don't have to reinvent the wheel to establish a unique offering, said Lewski. With Player Props operators can expand into countless unique markets without expending any extra trading manpower. The products offer millions of possible bet combinations in each sport, enabling each user to find the personalized bet they seek.

About Ari Lewski

Ari Lewski is an igaming executive with more than five years of expertise in the sports betting industry. He is a founder and Executive Director of Digital Sports Tech.

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