

Advantage

A Turn-Key Solution for Wagering Operators



FAQs

Do I need to enter multiple agreements to contract various racing regions?

In most cases you will be able to contract through PABS in a master agreement that requires multiple signatures to satisfy partner agreements.

How much racing is available and from where?

See coverage table

What are typical margins/profitability of racing products compared to sports like soccer?

Typically, in the region of 8-14% is considered the norm however this varies broadly depending on factors such as the region where racing is taking place and the region where bets are being placed. A general rule of thumb is that domestic content attracts a greater volume of wagering in local markets but is less profitable per race than international content owing to greater knowledge.

Using Advantage, we can change several factors to make your book more or less competitive, depending on your risk appetite.

What sets Advantage apart from the competition?

With Advantage customers are benefiting from a best in class pairing of Betmakers trading technology established in market in 2018 and PABS rights partnerships and wagering enhancing products such as tipping selections, expert comments and insights, stats and visualisations. Advantage is the only full stack racebook solution offering a consistent racing experience spanning 250,000 races globally.

How long does Advantage take to integrate?

A nominal integration period is around 8-weeks although this can be faster, or slower, depending on various factors such as availability of your own technical resources and any unique functionality such as bespoke reporting.

Is streaming available?

See coverage table

Does Advantage integrate with my existing wallet and sportsbook solution?

Yes. Advantage works in much the same way as a casino game provided by a third party. We integrate with your existing wallet solution for wagering and player reporting.

The Advantage customer front end is deployed on your platform either as a hosted iframe or via our API integration.

Is Advantage a PABS product?

Advantage is powered jointly by PABS data and insights and BetMakers technology.

Contracting with us for Advantage means that you gain the backing and experience of both partners.

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Coverage Table

Region of Operation	Content Region	Data/Trading (Y/N)	Streaming (Y/N)
UK, Ireland, South Africa	UK	Yes	Yes
	Ireland	Yes	Yes
	South Africa	Yes	Yes
	France	Yes	Yes
	German, Italian	Yes	Yes
	Nordics (Sweden, Denmark, Norway)	Yes	Yes
	US & Canada	Yes	Yes
	Latam (Chile, Brazil, Argentina)	Yes	Yes
	India, Japan, Korea & Malaysia	Yes	No
	Australia & New Zealand	Yes	Yes
Turkey, Morocco, Philippines, Brazil, Argentina, Germany	UK	Yes	Yes
	Ireland	Yes	Yes
	South Africa	Yes	Yes
	France	No	No
	German, Italian	Yes	Yes
	Nordics (Sweden, Denmark, Norway)	Yes	Yes
	US & Canada	Yes	Yes
	Latam (Chile, Brazil, Argentina)	Yes	Yes
	India, Japan, Korea & Malaysia	Yes	No
	Australia & New Zealand	Yes	Yes