

Andre Orengo

The Complex Language and Marketing of Sportsbooks

Have you ever noticed how sports betting seems to be more socially acceptable than other forms of gambling? It's as if the risks and potential consequences associated with gambling disappear when it's about sports. At the heart of the sports gambling debate lies a fundamental question: is sports betting purely a game of chance, or does it require a certain level of skill and expertise? Some will argue that sports gambling is no different from other forms of gambling and that it is all pure dumb luck, while others argue that knowledge of the sport, careful data analysis, and strategic decision-making can help tilt the odds in your favor. Although there is no clear answer to this question, sportsbooks use various tactics to make you feel like you have control over the results of your bets. The language they use in their marketing techniques can persuade the public that sports gambling can be profitable if you put in the work. Despite its risks and addictive nature, sports gambling has become increasingly popular in our society. Due to the unique marketing techniques of sportsbooks, and the idea that it requires skill and knowledge to succeed, sports betting seems to be seen in a different light than other forms of gambling.

How exactly is sports gambling seen in a different light than other forms of gambling? Many feel as if there is a different type of subjectivity to how people see sports gambling. Active Draft Kings user, Dylan Pacetti thinks so. He said, "I think it's put in a very different type of spotlight. There isn't that negative connotation that other forms of gambling seem to have. I think it comes back to how normal it is in society and the amount of advertising you see done for it. You see famous celebrities and such promoting it and it just makes it feel different. You

don't see this type of promotion for I don't know blackjack for instance." (Pacetti, Interview, April 1st, 2023.) With sports gambling dominating the sports world, it is easy to understand why there hasn't been as much backlash. It is so new in a society that people haven't seen the negatives come to fruition yet. Sportsbooks spend millions on advertisements to lure customers in. Let's look at some of the major sportsbooks around the United States.

It is almost mind-boggling how much money sportsbooks spend on advertising. It is almost impossible to watch any game without seeing something that points you to the casino or mobile app. The core four of sportsbooks in America are DraftKings, FanDuel, Caesars, and BetMGM. To put in perspective just how much they spend, for the first week of the 2022 NFL season FanDuel spent 13.8 million, DraftKings spent 5.4 million, BetMGM spent 2.6 million, and Caesars spent 2.2 million. These are insane amounts of money to spend just in the first week of a new season. One of the most popular ways sportsbooks expose themselves to potential customers is to sign deals with sports teams. Sports teams agree to display these sportsbook logos in their arenas, stadiums, and scoreboards. Besides these deals between sports teams and sportsbooks, a lot of the marketing dollars are spent T.V, Digital, and radio ads. The question then becomes what happens once the customer finally caves and signs up for one of these sportsbooks?

Off the bat, they are bombarded with different types of promotions and indicating how easy it is to win money. While an experienced gambler has seen these techniques over and over again, a new customer may be shocked at the perception of how easy it is to make money. One of the most common types of promotion a new customer will see is the signup bonus. These bonuses can take form in a bunch of different ways such as free bets, deposit matches, or risk-

free bets. These bonuses most of the time can be worth a lot of money as to encourage you to choose their sportsbook over another. The question is though, what do these offers mean? On the surface, these promotions seem like a very easy way to make money, but there are a bunch of terms and conditions that go along with these promotions. Many of these sportsbooks offer a percentage match for what you deposit, not the whole thing. A news site, *Yardbarker* explains how DraftKings deposit match works. "DraftKings Sportsbook offers new customers a deposit match bonus of up to \$1,000. DraftKings will match your deposit at a 20% rate, meaning if you deposit \$200, you will receive a deposit bonus of \$40. If you want to claim the maximum allowable \$1,000 bonus, you will need to deposit \$5,000. DraftKings' wagering requirements are 25x. For every \$25 you bet at DraftKings Sportsbook, \$1 of the bonus will become available for withdrawal. For example, a \$5,000 deposit will require \$25,000 of betting at DraftKings to withdraw the \$1,000 deposit bonus. You must meet this requirement within the first 90 days of activating the bonus, or you will become ineligible to withdraw any additional bonus funds." Each sportsbook is different in how they match your deposit, but it is important to read all the terms and conditions that come along with these promotions as you may find yourself being short of what you initially expected.

In addition to sign-up bonuses, sportsbooks also use ongoing promotions to retain existing customers. These types of promotions include, reload bonuses, cashback offers, or free bets. Reload bonuses work in the sense that for each deposit you make into your account, the sportsbooks may give you a certain amount in terms of free bets or site credits. Cashback offers provide a percentage of the customer's losses back to them in the form of site credits or bonus funds. Free bets are offered to customers who have met certain criteria. This could include

placing a certain number of bets in a specified time range. The question then becomes what is that criteria? How do I know once I have reached the point for a free bet? According to promotion specialist, Brett Sulema, each better is put into different categories based on how much they wager. He said “Each person is placed into what we call buckets. For example, if we are examining someone on a three-month basis, however much they bet per week in that three-month period will determine what type of offer they get. A person betting 500 dollars a week is going to get a very different promotion offer than someone betting 10 dollars a week. On the low end of someone betting 10 dollars a week, they will receive a promotional offer of bet a certain amount and get 10 dollars back.” (Sulema, Interview, March 30th, 2023.)

sportsbooks are smart. They know exactly what to say and how to say it to keep the customer hooked. Is a “free bet” really free? Sure, they might offer you some extra money, but not before you have already spent a fortune on the book already. Our minds are wired to see free bets and instantly think it’s a good thing for us, but is a free \$25 bet worth the thousands you may have already lost? This notion is true for a lot of the terminology we see sportsbooks using. They make it seem as if we are gaining and they are losing when in reality, the house always wins.

These free bets aren’t only for clients spending a lot of money, but for those who may have taken time away from gambling altogether. Once you sign up for a sportsbook you are automatically put on an email list that will continue to pile up with different offers and promotions until you finally get one that makes you jump back into the cycle. When asked about these offers, Sulema said, “We will look for groups of people that haven’t bet in a while and send them promotional offers based on what they were worth when they were betting

with us. We will use that same bucket strategy to keep people coming back for more.” (Sulema, Interview, March 30th, 2023.) In a society where sports gambling addiction is oftentimes overlooked, the normalization and constant usage of the term free bet can be extremely detrimental to those seeking to get better. If people with sports gambling addictions keep getting bombarded with promotions for free bets, all it takes is one quick lapse of judgment and your back to the same bad habits you were trying to break.

As we have seen already words play a massive part in the sports gambling world. Something that is oftentimes overlooked is word of mouth. Using current customers to convince new customers to sign up based on monetary value is a huge reason sports gambling has become so big in this country. A lot of these books will have invite sign-up bonuses. What that means is they will give you a link to use and whoever signs up using your code will both receive money to be able to bet. For example, FanDuel will give you and your friend \$50 dollars in sportsbook credit to bet on any game. Keep in mind, this is sportsbook credit, not real money. Obviously, you can’t just sign up and take the money out of your account. The hope is that once you use that bet, you become hooked on the adrenaline of either winning or losing.

Sportsbooks also offer promotions that are tied to specific events or games. These tend to happen for highly anticipated games that sportsbooks know will attract a high level of involvement. They will use boost odds by a certain percentage so let's say the original bet was \$50 to win \$100, they will give a 50 percent odds boost, meaning you would gamble \$50 to win \$150. You may ask yourself why sportsbooks would offer these odds if they were going to lose way more money. Well, the answer is simple, it’s because it works. Ian Corry, A DraftKings user, had this to say regarding the odds boost. “It’s the best way to gamble for sure. If I see a game I

normally wouldn't bet on has an odds boost I end up betting on it. It literally just increases your odds on a bet significantly, like anywhere from 20 percent to sometimes like 100 percent. Even if I was to wager like ten bucks on something and I had a 50 percent odds boost, it would be like saving yourself 5 dollars." (Corry, Interview, April 2nd, 2023.)

Sportsbooks notice often if they promote odds boosts on certain games, they will see a massive spike in bets for that particular region that the game is being played. While this helps the sportsbooks, they are not actively doing it on purpose. On the topic, Sulema said, "Let's say for example we oversee promotions for a Raptors Heat game that is happening in Canada. I can't make a promotion that will skew the bets to one side, so I can't offer a promotion that says bet the Raptors get a \$5 free bet. But for the most part, it doesn't matter because we will still see a majority of that region placing bets on the hometown team. It evens out on its own." (Sulema, Interview, March 30th, 2023.)

Gamblers themselves are often aware of these marketing tactics implemented by sportsbooks. For most of them though, it rarely changes their thought process when placing bets. Dylan Pacetti had this to say about the marketing he's seen from sportsbooks, "It's everywhere. You can't watch a game nowadays without seeing either a commercial or just regular placement ads around the stadium. I even see massive billboards for it when I'm driving around." (Pacetti, Interview, April 1st, 2023.) For Pacetti, it may not affect his thought process around betting but for many, it can. The constant visuals of these ads for sportsbook companies can lead many to ask themselves to try it out. In a society dominated by following others, if all your friends are participating in something, it is common to want to do the same. These sportsbooks want to keep the pressure on you by placing their company everywhere you go.

And by everywhere, I mean everywhere. As I was doing some base research, I found myself clicking on many websites that had to do with gambling. I kept getting bombarded with popups for massive sportsbook promotions. On one website “Bestodds.com” the first thing that popped up was this picture displaying different promotions each site had to offer.

	DRAFTKINGS SPORTSBOOK BET \$5 ON NFL & GET \$150 IN BONUS BETS!	CLAIM OFFER
	FANDUEL SPORTSBOOK NO SWEAT FIRST BET UP TO \$1,000!	CLAIM OFFER
	CAESARS SPORTSBOOK GET UP TO \$1,250 ON CAESARS FOR ANY NFL GAME	CLAIM OFFER
	BETMG M SPORTSBOOK FIRST NFL BET OFFER: UP TO \$1,000 PAID BACK	CLAIM OFFER

It is confusing, to say the least trying to make sense of the language used here by these companies. If I was to click one of these links, would I truly be getting what is offered to me? Or would I just be another person in the system at that point sacrificing myself to the unrelenting emails that will surely follow?

Once you're on the website it can be very tricky to navigate your way around it. According to Ian Corry, “What they do best is promoting the parlays up top. They lure you in with these already-made parlays that have a very slim chance of hitting, but a massive payout if you do.” (Corry, Interview, April 2nd, 2023.) Corry is not alone in this as many people who gamble know parlays are the riskiest way to bet, but the most appealing simply because of the money that can be earned. In sports gambling, parlying involves combining two or more individual bets into one bigger one. The payout is indeed much larger because you need each individual bet to hit, and the odds become much worse that way.

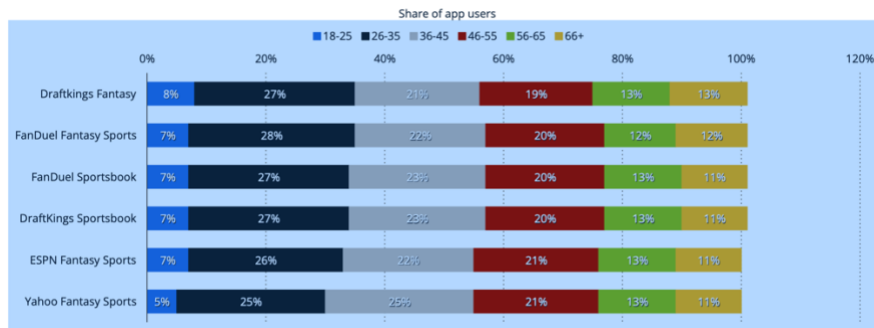
We live in a society today that is dominated by social media and the same goes for sports gambling. Popular Instagram sight, *br_betting*, is known for posting these outrageous parlays that win hundreds of thousands of dollars. While this is incredibly rare and unrealistic, to a naïve brain it implants the idea that anyone could do this so why not me?



Take a look at that recent Instagram post by BR_Betting. These are the types of posts you see on a regular basis from extremely lucky individuals. What these types of accounts do so well is highlight the massive wins, but never post about the horrible losses. No better will win every bet, and as a society, it is important to vocalize the values you learn in losing. The language used in this post highlights the positives of sports gambling, and a lot of the comments reflect that as well. Many ask these accounts to post these before the games or ask themselves why not me? You even see some hinting that they will keep gambling until they can hit something like this. While it is unrealistic that anybody hits bets like these, accounts such as these only promote the good signs of betting, not the bad.

The harm done by using these types of graphics and language is the type of crowd that it attracts. As we know by now, you must be 21 years or over to gamble legally in the United

States. You cannot legally sign up for a sportsbook unless you are of that legal age, but many are still fearful that sports gambling has become very common for our youth.



This report is from *Statista* and it compiles the age demographic of sports gambling users by sportsbooks. As you can tell the 18-25 is quite small, but some think those numbers may be skewed because of the way youths gamble on sports. Ian Corry said, “I think it’s a point of worry how many younger kids gamble. I mean sure you must be 21 to gamble but there are ways around that, you can use a VPN, and you can have someone older place the bet for you. You see these kids on Tik Tok who are maybe 16-17 talking about the bets they are making, and it is super weird to see.” (Corry, Interview, April 2nd, 2023.) There are many laws in place that hinder the sportsbooks' ability to promote to an audience under the age of 21. For example, according to the *American Gaming Association*, “Sports wagering advertising and marketing should be placed in broadcast, cable, radio, print or digital communications (e.g., social media, SMS, websites, streaming) only where at least 73.6 percent of the audience is reasonably expected to be 21 years or older (determined by using reliable, up-to-date audience composition data).” (AGA, 2023.) While there are clear metrics and data measured to make sure that happens I find it hard to believe a lot of the content does not slip through the cracks. In the Superbowl for instance it is likely the average viewer age was over 21, but that does

mean there aren't millions of kids watching, and being influenced by these sportsbooks to bet, especially if they see their favorite celebrity advertising it.

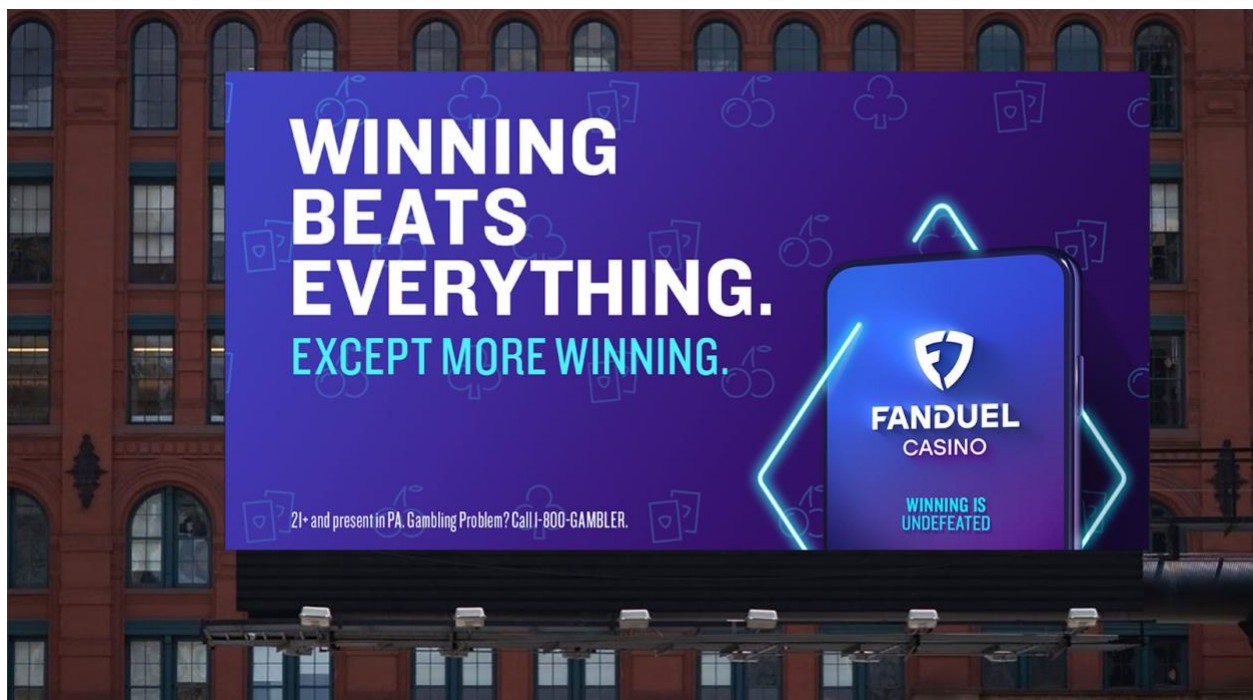
These new rules put in place sparked a massive debate about how sportsbooks market to college kids, some of whom may be over 21, but the majority, are not. There have been laws put into place that restrict partnership deals between major sportsbooks and universities, but before this came into effect there were known instances of partnership agreements between the two.

According to an ESPN article, "Caesars and Louisiana State University had a partnership that led to the university sending emails to students—including some who were too young to legally bet—encouraging them to 'place your first bet and earn your first bonus.' (ESPN, 2023.) This is not the only instance of this happening. According to that same ESPN article, "The University of Colorado Boulder's 2020 deal with sportsbook PointsBet included a \$30 referral bonus every time someone signed up on PointsBet with the university's promo code and placed a bet." (ESPN, 2023.) While these promotions are no longer in place, it is clear that sportsbooks had no real worry about who was gambling on their sites, as long as they made money.

Despite the age concerns many younger adults find themselves betting as it feels as if they are part of a community. DraftKings has figured out a way to unite the people in terms of taking bets. During the football season, they tested out a strategy of putting a common parlay that many people had taken at the very top of the book to entice others to take the same thing. Dylan Pacetti had this to say about it, "You know you log in and the first thing you see is this parlay with a fire sign next to it and the number of people that have taken it so far and you start to ask yourself well what do they know? Like why is it so good? And I will find myself taking

them oftentimes with little to zero return on the money I put down on it.” (Pacetti, Interview, April 1st, 2023.) If we know that parlays don’t pay out as well, and it is clear sportsbooks market them aggressively to the public, why does the public keep taking them? Well according to Dylan, he has a very simple reason why he does it, “I think straight betting is very boring. If I’m going to gamble, I want to make money off it. To me putting down a straight bet that is \$25 to win \$15 that is simply not worth my time. I also think parlays just add a certain level of excitement to the whole ordeal, I find myself getting way more into it because so many different things must hit for me to be able to win money.” (Pacetti, Interview, April 1st, 2023.)

At the end of the day, it circles back to the language used and implemented in the ad campaigns run by sportsbooks. We see these billboards up everywhere with little slogans trying to trick our brains into thinking how easy it is to make money while gambling on sports.



This is an average FanDuel billboard that millions will see on their daily commute. Winning.

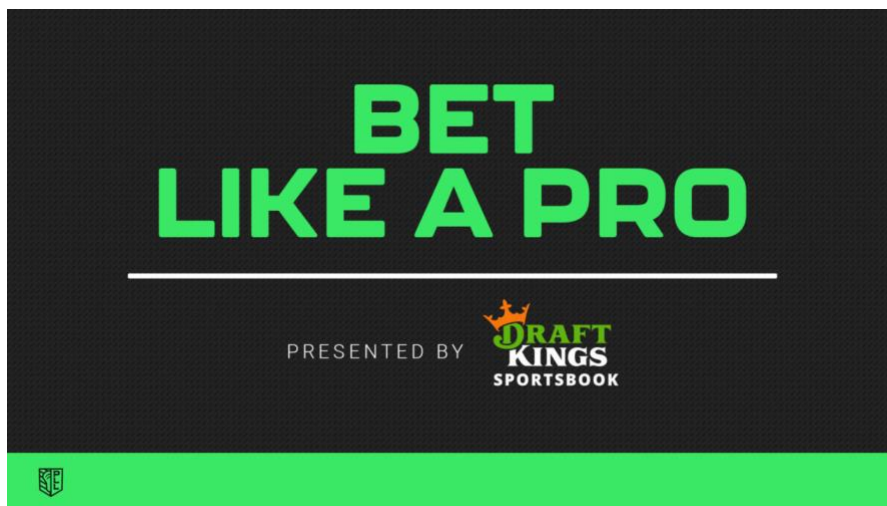
Winning is the key term here, not gambling, not risking, winning. We see these patterns across

multiple sportsbook companies and multiple different lines of ads. The idea of winning is so glorious to people that they forget about the risks that come along with it. Experienced gamblers might chuckle at this ad and realize just how different reality is, but to someone who has never gambled before, the reaction is different. I showed this picture to a friend of mine who has never gambled before. Ethan Cole said, “It makes it seem very easy, and it's honestly somewhat motivational. If I saw this every day on my way to work or something it might make me want to make an account to see what happens.” (Cole, Interview, April 3rd, 2023.) These types of ads and billboards are littered around the country dropping hints into your mind of just how easy it can be to make money gambling. The language used is uplifting, and motivational, and convinces you to sign up now.

Is sports gambling really gambling or is it a skill that can easily result in a profit? Well, sportsbooks want you to believe that it is a skill. They want you to think there are professional gamblers out and that you can be just like them. “professional” sports gamblers litter our social media with highlights from their wins that show that if they can do it, you can too. What they don’t show you are their losses, which are many. You find these people self-representing themselves as professionals who sell their sports picks to people who pay them a monthly fee. Imagine that for a second. There are people out there that will pay others to give them picks. But what do they know that you don’t? Are they out there playing in the games? Will they have a direct impact on the result? The answer is no. Sure they might put in more hours of research but at the end of the day in sports, anything can happen. DraftKings user Antonio Chousa voiced his opinion on the matter, saying, “There is nothing skill based about sports gambling. Sure, you can do as much research as you want and look at trends and such but that doesn’t

take skill anyone can do that. But at the end of the day, it doesn't matter on any given day anything can happen, I mean look at the 2007 Patriots, do you think anyone bet on them to lose? And even if you did you had no idea of knowing that would happen, it's luck." (Chousa, Interview, April 2nd, 2023.)

While this may be the opinion of many, others disagree. Professional sportsbooks are among those who have different opinions. They market and hint at the fact that there are professionals out there who can easily win money, and if you follow along the path, you can too. The language they use is very clear cut and obvious as if to say we don't have to hide our message behind other words, we want to show the world who we are at face value. Take a look at this DraftKings advertisement from a couple of years back.



If people think that they can turn gambling into a profession it will just encourage them to keep spending the money on the sportsbooks in turn creating way more revenue and a much larger clientele. It's not only sportsbooks that encourage this type of behavior, but you can also find thousands and thousands of articles that tell you how to become a professional sports gambler just for the increase in clicks they know will come. Online publication site *Auracrave* posted an

article describing how these so-called professionals became that. They said, “The reality is that even the best in the business face significant losses. Smart bettors exploit small edges through large bets. They put long hours into their art and slowly increase their bankroll while working on their handicapping skills. This way, they won’t lose too much money along the way.” The fact of the matter is while these tips and tricks might help you make some money, the house will always win. Hours and hours of research on a team will not depict the outcome of a game.

What is FOMO? It directly translates to the “fear of missing out.” This notion has become huge in the sports gambling world. You don’t want to be the person who misses out on a big bet that all your friends placed that won a bunch of money. If you place it'll place it.” This is a common term that is thrown around in friend groups when it relates to sports gambling. As we already saw, sportsbooks love the marketing and rhetoric of word of mouth. Whether it be to entice people to sign up, or in this case place a bet in general. Draft Kings user, Dylan Pacetti said “There have been numerous times the group chat will be talking about certain bets and games and without even thinking ill place a bet with them, just to feel involved in the action. You don’t want to be left out you know? You don’t want to miss out on sweating the game out with your friends. Sometimes I don’t even watch the games it's just a thrill to do with your friends.” (Pacetti, Interview, April 1st, 2023.) There’s a different sort of rush you get when you win something, but the rush of winning something with your friends is a hundred times more satisfying.

While these types of things are commonplace between friendships, major Instagram accounts push these notions as well. Recently *br_betting*, posted about a group of 12 friends that all gave one game to bet on and they ended up parlaying each of those games. Guess

what? It hit. They each won thousands of dollars. I can guarantee multiple friend groups asked themselves, why couldn't this be us? I know this because my friend group said the same damn thing. As for many friend groups who tried this, it didn't work. We all lost money, but the rush and excitement beforehand were like no other, not being a part of it would have felt like I was being left out.

There is a constant reminder when attending sporting events about the lure of betting on the game. They implant the seed in your mind hours before you even arrive that wouldn't this game be more fun if you had money on it? Ian Corry said, "Since I started betting, any game I have gone to I gamble on. It just makes it so much better to watch." (Corry, Interview, April 2nd, 2023.) We live in a society where the game itself isn't enough, we need to have our own personal gains for it to be enjoyable. Look at this DraftKings ad that encompasses that train of thought.



It is almost second nature at this point to many gamblers to throw money on the game when it attendance. Antonio Chousa said, “It is almost second nature at this point when I go to a game. I pay for the tickets, food, and drinks, and I throw money into the results of the game. If I win hey maybe all that money, I already spent I get back, if not well then tough onto the next.” (Chousa, Interview, April 2nd, 2023.)

Sports gambling has a language of its own when you really investigate it. Speaking in those terms will leave a nongambler confused about what they may have just heard. It’s as if you are part of a selective club with its own verbiage. One of those terms is “chasing a loss.” What it means exactly is that if you lose a bet, you place another bet to try and win your money back, a technique that rarely wins. We see both society and sportsbooks push people to place that next bet to win their money back. While sportsbooks use an array of terms such as “free bet”, and “cashback” to get people back on the wagon, society is much more direct and to the point. We see oftentimes people joke that “99 percent of gamblers quit before their big win.” While it is a known joke, many people take this idea to heart. Chasing losses is the easiest way to find yourself in a hole. Ian Corry said this about chasing losses, “During the 2020 Euros I could not hit a bet. I found myself losing money that I was not meant to gamble away. I would lose a bet, and then the next day all my friends would say oh like this one has to hit it will win for sure. And sure enough, it didn’t win. I found myself down eleven thousand dollars in three weeks.” (Corry, Interview, April 2nd, 2023.) Why would a smart sensible young adult find himself down that much money in that short amount of time? Did he have knowledge that led him to believe the next game would be different? Was it a skill he had? Was it the FOMO of missing

out on betting with your friends? Was it possibly an addiction that he was unaware of because of how society views sports betting in comparison to other types of gambling?

The idea of FOMO rings true even with people we may not know. For example, we look at celebrities' lives most of the time and envy what they are doing and even who they are. We buy products all the time for no reason other than the fact that our favorite celebrity endorses it. They say something and we instantly take it as the truth. Celebrities endorsing sports gambling has become an extremely lucrative business for both the sportsbooks and the celebrities themselves. Most recently, famous retired athlete Rob Gronkowski signed a partnership deal with Fanduel right ahead of the Superbowl. This made Fanduel and Gronkowski a whole lot of money as seemingly many people signed up right after the ads were shown. Dr. Rhys Branman published an article in her own cosmetic surgery blog that said, "Humans are hardwired to trust what celebrities have to say. Specifically, classical conditioning leads us to transfer positive feelings we have about a person's success in one area to all areas." (Branman, 2022)



DRAFT KINGS
An Official Sports Betting Partner of the NFL

NEW CUSTOMERS
BET \$5 TO GET \$200
IN FREE BETS INSTANTLY.

Gambling Problem?
Call (877-8-HOPENY) or text HOPENY (467369).

If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537) (IL/IN/MI/NY/PA/WV/WY), 1-800-NEXT STEP (AZ), 1-800-522-4700 (CO/NH), 888-789-7773/visit ccpg.org/chat (CT), 1-800-BETS OFF (IA), 1-877-770-STOP (7867) (LA), visit OPGR.org (OR), call/text TN REDLINE 1-800-889-9789 (TN), or 1-888-532-3500 (VA), 21+ (18+ NH/WY). Physically present in AZ/CO/CT/IL/IN/IA/LA/MI/NH/NJ/NY/OR/PA/TN/VA/WV/WY only. Min. \$5 deposit. Deposit bonus requires 25x play-thru. Bonus issued as site credits. Eligibility restrictions apply. See draftkings.com/sportsbook and should be draftkings.com/footballterms.

Kevin Hart is incredibly famous and successful in his acting career. He has millions of followers and fans around the world and DraftKings knows that. Whether you're contemplating if you want to gamble, or if you're between different sportsbooks to use, you will have this image of Kevin Hart promoting DraftKings on your mind. Subconsciously as a fan of Kevin Hart, you might find yourself using this site because of the correlation between the two.

The sports gambling industry is growing fast. The sports betting market is expected to reach eight billion dollars by 2025. While it is very easy to dismiss sports betting as harmless fun, the reality is that it can lead to addiction, financial ruin, and other negative consequences. It is vital to remember that the language used in these marketing techniques is designed to hook people into the thrill of gambling. Even if you are a firm believer that anyone can succeed in the sports gambling world by having knowledge of sports and learning the skills behind gambling, it is wise to acknowledge the risks involved so we can work towards a society where people can enjoy sports betting without jeopardizing their well-being. At the end of the day, it

really comes down to each person making informed choices about their gambling habits and seeking help if needed.

Work Cited

ESPN. (2021, August 3). New marketing code to prohibit college betting partnerships.

https://www.espn.com/chalk/story/_/id/35979587/new-marketing-code-prohibit-college-betting-partnerships

American Gaming Association. (2019). Responsible marketing code for sports wagering.

<https://www.americangaming.org/responsible-marketing-code-for-sports-wagering/>

Little Rock Cosmetic Surgery Center. (2019, June 24). Why our brains are wired to follow celebrity medical advice and why you shouldn't listen. Little Rock Cosmetic Surgery Center Blog.

<https://www.littlerockcosmeticsurgery.com/blog/why-our-brains-are-wired-to-follow-celebrity-medical-advice-and-why-you-shouldnt-listen/>

Aural Crave. (2022, February 7). A glimpse in the lives of professional sports bettors. Aural

Crave. <https://auralcraive.com/en/2022/02/07/a-glimpse-in-the-lives-of-professional-sports-bettors/>

Bestodds. (n.d.). Referral bonus: How to claim the bonus. Bestodds.

<https://www.bestodds.com/bets/referral-bonus/>

Chen, K. (2022, January 20). DraftKings and FanDuel remain the most-used sports betting

brands. Morning Consult. <https://morningconsult.com/2022/01/20/sports-betting-brands-usage-fanduel-draftkings/>

Bailey, P. (2021, October 25). How much do sportsbooks spend on marketing and will it lead them to profit? iGaming Business. <https://igamingbusiness.com/marketing-affiliates/how-much-do-sportsbooks-spend-on-marketing-and-will-it-lead-them-to-profit/>

Statista. (2022). Sports betting industry in the U.S. – statistics & facts. Retrieved April 5, 2023, from <https://www.statista.com/study/78763/sports-betting-industry-in-the-us/>

Sulema, B. (2023, March 30th). Interviewed by Orengo, A.

Corry, I. (2023, April 2nd). Interviewed by Orengo, A.

Chousa, A. (2023, April 2nd). Interviewed by Orengo, A.

Pacetti, D. (2023, April 1st). Interviewed by Orengo, A.

Cole, E. (2023, April 3rd). Interviewed by Orengo, A.

