NFL 2023–2024 Season Data vs. Optimove 2024–2025 NFL Wagering Intentions Report

Optimove Insights, the analytical and research arm of Optimove, compared data from 4,189,562 NFL bettors and 135,225,494 wagers from September 1, 2023, to the Super Bowl on February 15, 2024, to select responses from the *Optimove Insights: 2024–2025 Consumer (Player) Report on NFL Wagering Intentions*, which queried of 356 U.S. citizens who bet on NFL football. It was fielded before the start of the NFL season in August 2024. Respondents were ages 21-plus, and household incomes were $75,000-plus.

Insights:

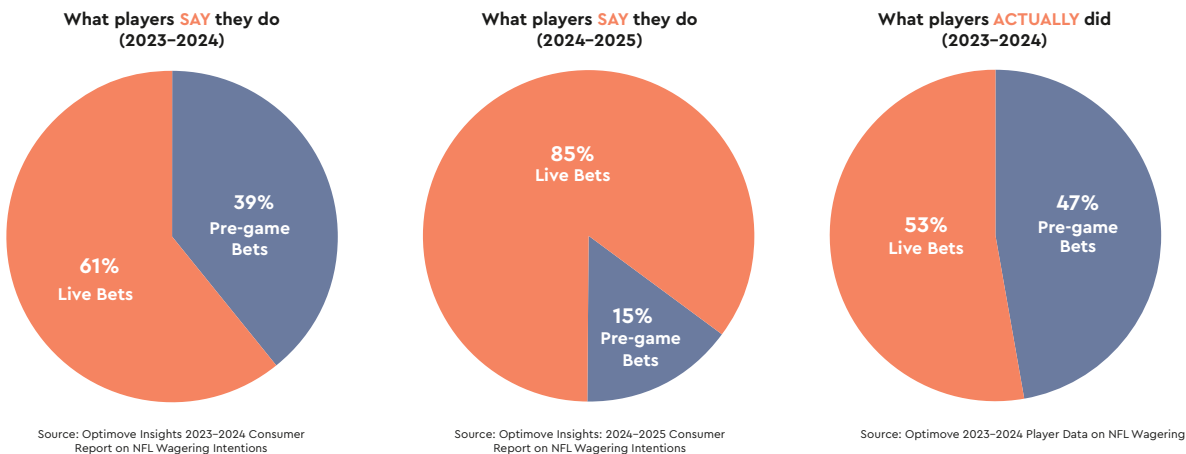## 1. Surge in Live Betting

Key insights:

The most significant insight from the survey and betting analysis is the anticipated increase in live betting for the 2024–25 NFL season:

- **85% of players** intend to place live bets in the upcoming season, compared to only 53% who engaged in live betting during 2023–24. Also, note that before the 2023-24 season, respondents to an Optimove Betting Intentions Survey revealed that 61% intended to place live bets.
- **Technology expectations:** Players will start to demand seamless, responsive live betting platforms with competitive odds and dynamic features to match the pace of the games.
- **Revenue potential:** Live betting offers multiple betting opportunities within a single game, driving higher engagement and turnover.

Recommendations for Sportsbook operators:

- **Prioritize live betting experiences:** Invest in platforms optimized for live betting, ensuring frictionless navigation, real-time updates, and competitive odds.
- **Promote live betting features:** Use targeted marketing strategies, such as "first live bet free" promotions or mid-game push notifications, to drive adoption.
- **Educate players:** Offer tutorials or guides on live betting to reduce barriers for pre-game bettors hesitant to explore this option.
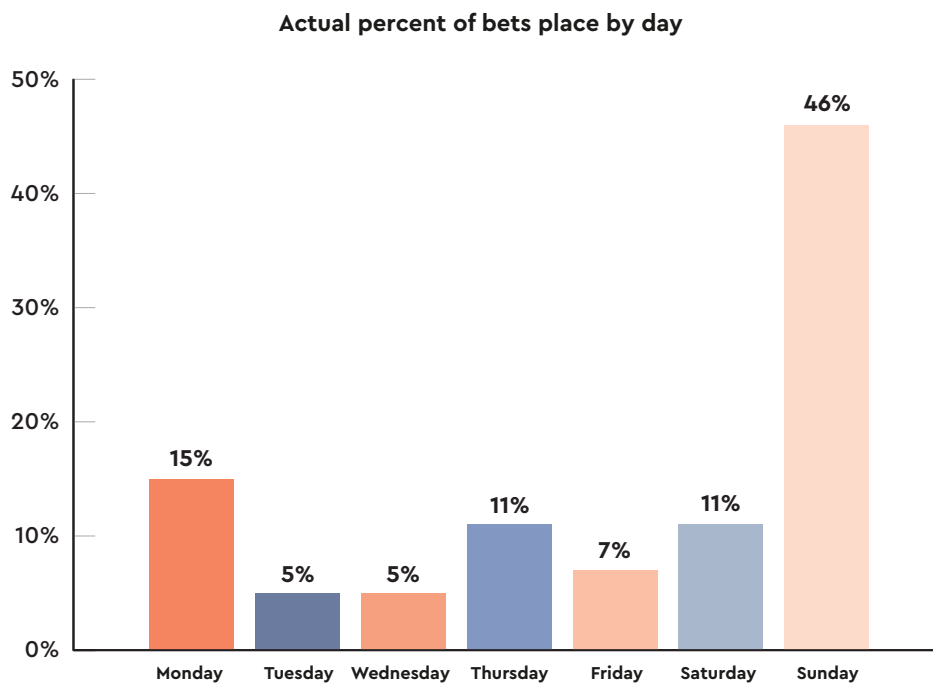
What players SAY they do (2023–2024)

39% Pre-game Bets

61% Live Bets

Source: Optimove Insights 2023–2024 Consumer Report on NFL Wagering Intentions

What players SAY they do (2024–2025)

85% Live Bets

15% Pre-game Bets

Source: Optimove Insights: 2024–2025 Consumer Report on NFL Wagering Intentions

What players ACTUALLY did (2023–2024)

47% Pre-game Bets

53% Live Bets

Source: Optimove 2023–2024 Player Data on NFL Wagering

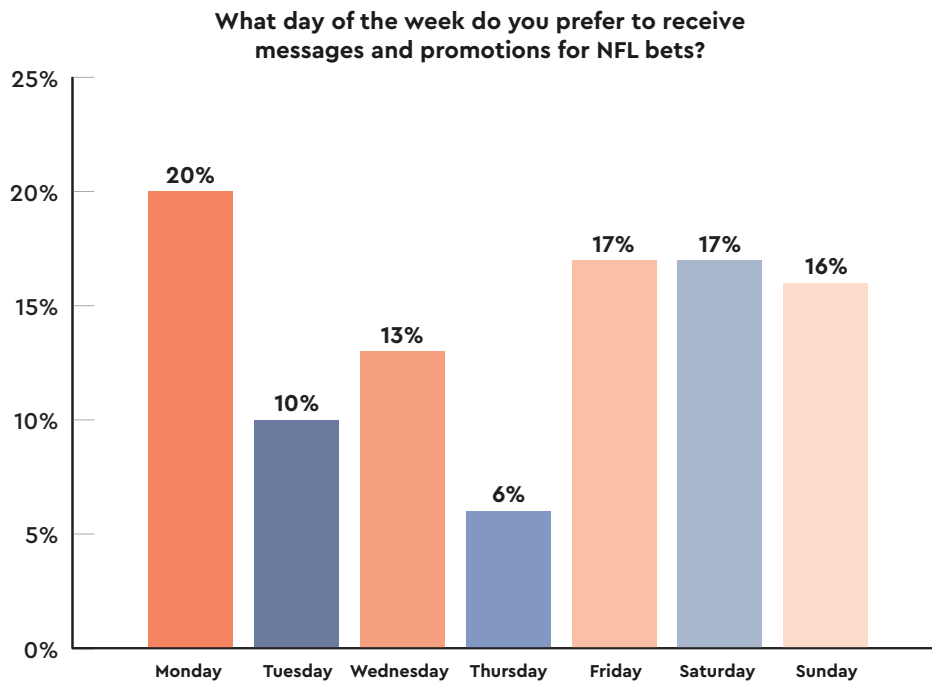## 2. Timing of Promotions vs. Betting Behavior

Key insights:

- As expected, most bets occur are made on Sundays, coinciding with the bulk of NFL games.
- Players prefer earlier promotions, and the anticipated rise in live betting suggests evolving preferences.

Recommendations for Sportsbook operators:

- Use predictive analytics to identify high-potential live bettors.
- Early-week promotions, like teaser campaigns, can help bettors plan wagers ahead of Sunday games and may drive increased midweek betting activity, particularly for Thursday Night Football.
- Deploy post-game recap campaigns to sustain engagement and build anticipation for the next week.

Actual percent of bets place by day

Day	Percent
Monday	15%
Tuesday	5%
Wednesday	5%
Thursday	11%
Friday	7%
Saturday	11%
Sunday	46%

Source: Optimove 2023–2024 Player Data on NFL Wagering

**What day of the week do you prefer to receive
messages and promotions for NFL bets?**

Source: Optimove Insights: 2024–2025 Consumer Report on NFL Wagering Intentions
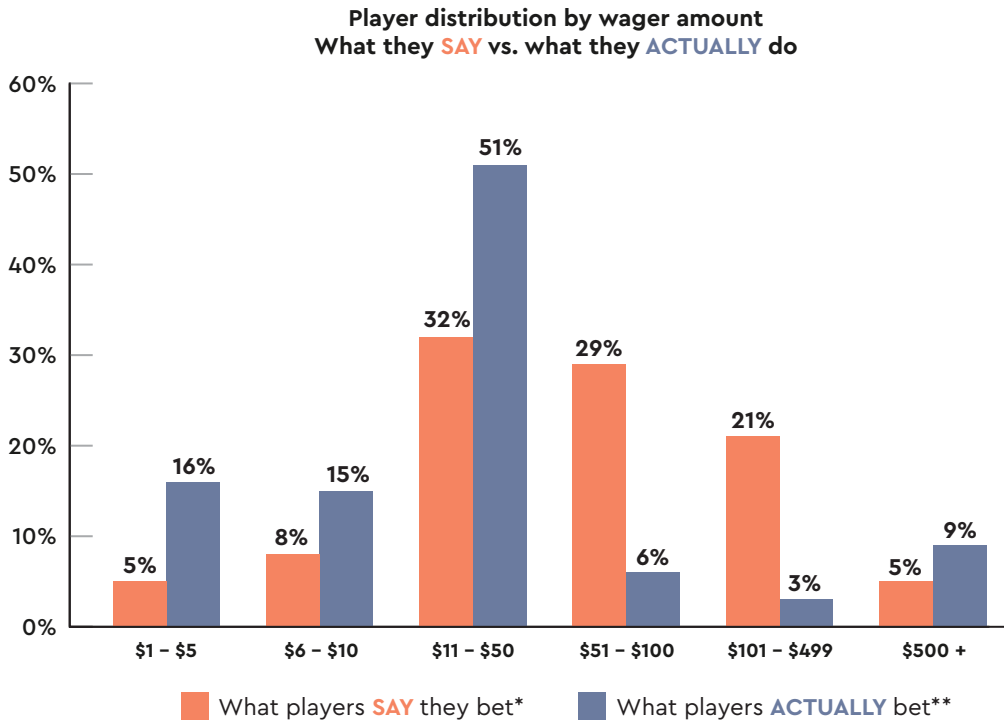
3. Discrepancy in Average Bet Amounts

Key insights:

- 51% of actual bets during the 2023–24 season were between $11-$50, yet only 32% of surveyed players anticipated wagering within this range for 2024–25.
- The mismatch highlights a potential underestimation of actual betting behavior or an intended shift in spending patterns.

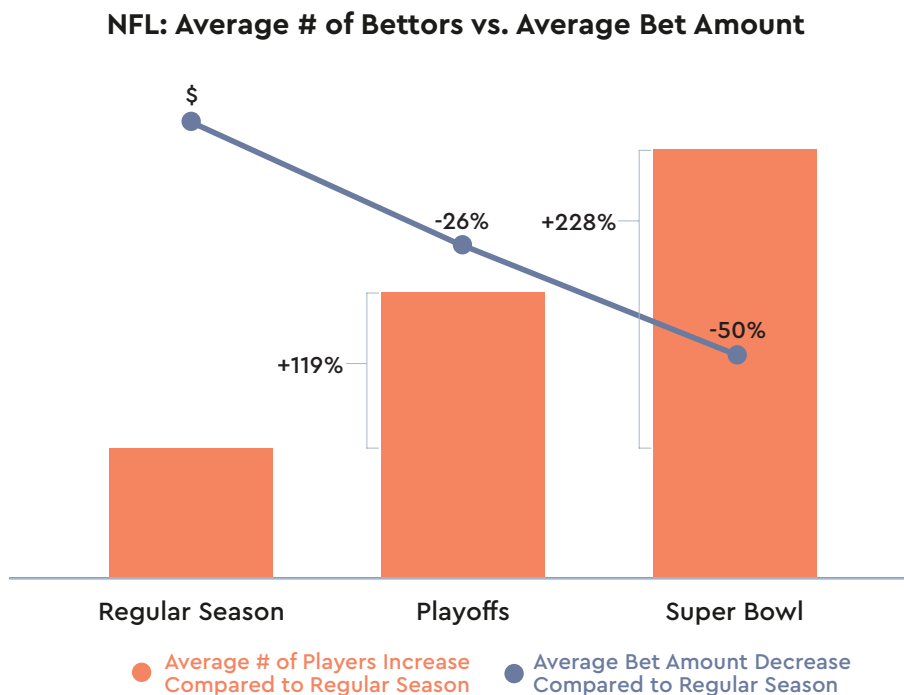### *Recommendations for Sportsbook operators:*

- Implement tiered promotions tailored to different betting ranges, from beginner-friendly incentives to high-stakes rewards for larger bets.
- Use behavioral data to segment players and deliver targeted offers aligned with their wagering habits.

Player distribution by wager amount
What they SAY vs. what they ACTUALLY do

What players **SAY** they bet*   What players **ACTUALLY** bet**

*Source: Optimove Insights: 2024–2025 Consumer Report on NFL Wagering Intentions
**Source: Optimove 2023–2024 Player Data on NFL Wagering

Final Note: Super Bowl Brings More Bettors, But Lower Average Bet Amount

In comparing the average number of Bettors vs. the Bet Amount, In 2024, the Super Bowl had 228% more bettors than the regular season, yet the average bet amount was half the regular season average.

NFL: Average # of Bettors vs. Average Bet Amount

● Average # of Players Increase   ● Average Bet Amount Decrease
Compared to Regular Season   Compared to Regular Season

Source: Optimove Insights Consolidated Sportsbook Player Data

Conclusion

The 2024–25 NFL season is poised to redefine the sports betting landscape, primarily driven by the anticipated surge in live betting. With **85% of players planning to engage in live betting**, compared to 53% last season, sportsbooks must prioritize strategies that meet these evolving preferences. Live betting's dynamic nature not only enhances player engagement but also provides multiple revenue opportunities during a single game.

Beyond live betting, insights reveal critical shifts in player behaviors and expectations:

- **Timing of promotions:** Players prefer receiving promotions earlier in the week, while most betting activity occurs on Sundays. This calls for early-week promotional strategies to drive pre-game engagement and midweek interest in games like Thursday Night Football.
- **Betting patterns:** The discrepancy between survey intentions and actual betting data highlights the need for targeted messaging and tiered promotions to cater to varying player preferences and bet sizes.

To capitalize on these insights, sportsbooks must:

1. **Optimize live betting platforms:** Deliver seamless, real-time interfaces with competitive odds and dynamic features.
2. **Align promotions with behavior:** Use predictive analytics to launch campaigns tailored to player habits, such as early-week teasers and post-game recaps.
3. **Enhance personalization:** Leverage behavioral data to segment players and offer customized incentives, ensuring relevance and engagement.

The Super Bowl also presents a one-time opportunity: while attracting significantly more bettors (+228% compared to the regular season), the average bet amount drops to half. This underlines the need for tailored promotions that balance high volume with strategic incentives.

By implementing these strategies, sportsbooks can bridge the gap between player intentions and behaviors, ensuring they not only meet but exceed the expectations of a rapidly evolving audience. The 2024–25 NFL season offers an unprecedented opportunity to innovate and lead in the competitive world of sports betting.

About Optimove

Optimove is the first Customer-Led Marketing Platform. Its solutions ensure that marketing always starts with the customer instead of a campaign or product. Customer-led marketing has been proven to deliver brands an average increase of 33% in customer lifetime value.

Recognized as the Visionary Leader in Gartner's 2024 Magic Quadrant for Multichannel Marketing Hubs, Optimove also continues as a global leader in journey orchestration in Gartner's companion Critical Capabilities report.

Being a visionary leader is a hallmark of Optimove. It was the first CRM Marketing Platform to natively embed AI with the ability to predict customer migrations between lifecycle stages in 2012. Today, its comprehensive AI-powered suite is at the leading edge of empowering marketers to optimize workflows from Insight to Creation and through Orchestration.

Optimove provides industry-specific and use-case solutions for leading consumer brands globally. For more information, go to Optimove.com

About Optimove Insights

Optimove Insights is the analytical and research arm of Optimove, dedicated to providing valuable industry insights and data-driven research to empower B2C businesses.