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## **Unibet Group trusts the voice of the customer to stay ahead of the fierce competition**

Today the online gambling market is a jungle and Unibet Group is one of the true pioneer's in the online gambling industry. From having started the first Unibet company in 1997, paving the way for many followers, Unibet Group is now a multi-awarded European top player with a highly digitalised online platform.

Growing quickly in a highly competitive landscape, where a vast variety of world renowned brands are competing for shares of the growing market, Unibet and Maria Casino turned to the Swedish technology focused research and data science company Nepa to help them optimize their future brand position and secure larger shares of the growing market.

- As a truly digital and technology focused company, we use large amounts of data in order to ensure a customer centric organisation. Being able to structure, summarise and analyse the data is crucial for making good business decisions, says Ebba Ljungerud, Chief Commercial Officer at Unibet Group. Nepa has, since our collaboration started in 2007, proven to be a strong partner in making use of our data and positioning our Unibet and Maria Casino brands on this extremely competitive market, Ebba continues.

The gambling industry is very user-oriented and has no shortage of consumer data. That also applies for Unibet with their customer-centric concepts. However, Unibet Group sees great potential in digging deeper into this global data and in

combining multiple sorts of insights. And that's where Nepa offer unique solutions and skill.

- We aim to help Unibet Group create an even sharper basis for their decision-making by further deepening the understanding of and clarify the underlying causes of their consumer's needs and wishes, says Katarina Slotte, Head of Media and Entertainment at Nepa. The more ways Unibet Group are able to utilise these insights, and the more people in their organisation who have access to the them, the bigger the impact on the overall business performance, Katarina concludes.

Customer centric business development is becoming less trend and more "default" in many industries. But there is a large span between how the companies are utilising these opportunities. Real time insights definitely help companies to make fast tactical moves that support sales- and marketing activities. But the future winners realise that the same insights also offer huge potential when forming long term business strategies.

## About Unibet

Please visit [unibetgroupplc.com](http://unibetgroupplc.com), [unibet.com](http://unibet.com) and [mariacasino.com](http://mariacasino.com) for more information.

## About Nepa

Nepa is a company at the crossroads of research, consulting and IT. We use technology and industry expertise to develop innovative and efficient research solutions that go beyond insights and enable action. By combining survey data, behavioral data and business data, we help our clients become truly customer centric by tying what consumers say to what they actually do. Connecting the dots between data sets transforms the voice of the consumer into a concrete tool for decision-making with real financial impact. We call it the ActionHub®.

Headquartered in Stockholm, we have ongoing assignments in 50+ countries across five continents. We are 200+ employees with local presence in China, Denmark, Finland, India, Norway, Singapore, Sweden, UK and US.

For information, please visit [www.nepa.com](http://www.nepa.com) or contact our EVP & CFO P-O Westerlund, [p-o.westerlund@nepa.com](mailto:p-o.westerlund@nepa.com), +46 706 404 824.