

BetMGM Case Study

TRIBAL⁷
SCALE

Sports betting – an opportunity to make sports more engaging than ever

BetMGM is a partnership between MGM Resorts International and Entain Holdings that is revolutionizing the sports betting and online gaming space in the United States. BetMGM is the exclusive sports betting of MGM both online and in MGM casinos nationwide. BetMGM makes sports and gaming unforgettable through its use of technology and branding.



Challenge

BetMGM partnered with TribalScale to deliver their grand version for their application as we were able to prove and provide rapid and validated prototyped that executed on their business metrics through and through. We spearheaded the following problems:

- + Negative user sentiment in the app store
- + The current user interface does not communicate BetMGM's brand and values
- + The current user interface does not put attention on their casino business which is very profitable for them
- + High churn rate
- + Inefficient user experience
- + Small market share

KEY RESULTS



Increased conversion and retention



Improved information architecture and experience



Increased user sentiment

Solution

TribalScale took an iterative approach for BetMGM's application redesign. Driving brand awareness, increasing conversion, and improving the application's user experience were tenets in our engagement strategy with BetMGM.

- + **COMPETITIVE ANALYSIS:** To go above and beyond competitors, we first had to understand what it was people enjoyed when it came to using alternatives to BetMGM. Part of the experience that users loved so much on alternatives, was how easy it was to complete a flow of: finding a game, and placing their bet. We leveraged qualitative research to understand how competitors set up their user interface to drive conversion.
- + **HIGH-FIDELITY WIREFRAMING:** As BetMGM was new to the space, ensuring consistency between sports betting and the casino experience was of paramount importance for the engagement. As the casino-end of the business for BetMGM was important too, our designs were iterative and we utilized card sorting, and usability testing to ensure content for the casino experience was still: navigable, findable, intuitive, and delightful.
- + **USABILITY TESTING:** Each iteration followed up onto a usability test where we had users test out crucial tasks. We had improved the application's sentiment from a first view and had decreased original time-on-task for each flow.

METHODOLOGIES

- + Competitive Analysis
- + Card Sorting
- + Usability Testing
- + Wireframes



Outcome

Our work with BetMGM has catapulted BetMGM to be a worthy and dominant opponent in the sports betting space of entertainment. BetMGM has since gained billions of dollars in market cap, and even appointing brand ambassadors to drive brand awareness for the company.

TribalScale has further fortified its position in entertainment, specifically sports betting, and has caught the attention of new and upcoming players in the space. We continue to provide leading solutions in the entertainment industry.

“ COVID has disrupted the new betting industry, negatively. Managers have recognized that venues may not have fans and thankfully both government and companies know this is a reality. Businesses have been quick to capture the magic of digital sports betting, proving that there is market share for everyone.



AURÉLIA RAO

Product Manager @ TribalScale

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TribalScale is a global innovation firm that helps enterprises adapt and thrive in the digital era. We have years of experience in digital strategy, design, and multi-platform engineering and through agile practices, we transform teams, build best-in-class digital products, and create disruptive startups.

Whether we're righting the ship for another company or creating a fresh end-to-end solution, we innovate for a better tomorrow.

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