Native Sportsbook Solutions Drives Future-Forward and Cost-Effective Engagement Solutions with Quarter4's Artificial Intelligence

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Native Sportsbook Solutions, the only Native American-owned sportsbook provider and operator that focuses on developing top-tier and profitable sportsbooks, today has announced it has selected Quarter4, an AI-powered sports and betting data engagement platform, to propel its goal of delivering the most innovative and profit-enabling solutions for sportsbooks.

"We believe that engagement and retention are key drivers for sportsbook success. The interaction between users and the betting opportunities need to be unique and curated to prompt action. Quarter4 delivers some of the most unique and automated content and data solutions for our platform," said Thomas Gilanyi, co-founder of Native Sportsbook Solutions.

Quarter4 generates content and curated data via a validated, deep learning neural network. The system generates a predictive data point for every player and team in select college or professional sports. With up to 3 million probabilities produced daily, and updated no less than every 15 minutes, the non-biased insights deliver an intimate viewpoint for the bettor or fan. No-code widgets, in-game and pregame probabilities and a robust API reduce development costs and time-to-market for its B2B clients.

"Native Sportsbook Solutions has a requirement to deliver quality solutions that focus on profitability for Tribes. This means that bettor engagement and retention are a prime focal point," said Danijela Covic, co-founder and CSO of Quarter4. "Our seamless integration, tech-first approach and robust product offering is a perfect fit for this operator and their customers."

Cost, efficiency, engagement and retention are very important to Native Sportsbook Solutions. Tribal sovereignty is the ultimate goal through providing solutions that drive higher profits. Quarter4 is built to answer all of these operator requirements.

"Cost-saving engagement and retention strategies are top-of-list for all of our customers. Automated technologies propelling these strategies will remain of utmost importance to us as we deploy our solutions," recaps Thomas Gilanyi. "Through the integration of automation and AI, along with re-thinking vendor contracts and in-house

technology, we are able to cut operator costs by up to 50%. The savings go right back to the Tribes."

About Native Sportsbook Solutions

Founded in 2020, **Native Sportsbook Solutions** is the only Native American-owned sportsbook provider and operator with a focus on developing top tier, profitable sportsbooks by providing the lowest fees & lowest revenue share in the industry. Their approach is innovative sportsbook solutions and innovative sports betting infrastructures that lower sportsbook operating costs.

About Quarter4

 Quarter4's Artificial Intelligence technology delivers over 3 million predictions a day. Proprietary insights, related to team and player performance, are available via multiple delivery methods. Sportsbooks, data providers, media agencies and affiliates are empowered with predictive analysis that is unique, personalized and non-biased. The data for pregame and in-game predictions is available via robust API, custom dashboard and most recently, via embeddable products such as brackets, player effect and injury impact simulators as well as seasonal and seeding probability widgets.

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Tags

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BETTING DATA