



## Live odds in email, nailed it!

PokerStars' objective for 2018 was to feature live odds across emails for all sports including football, horse racing and the NFL. It was imperative that the odds featured in the email always matched those on site - at every single open. Last year, PokerStars sent hundreds of campaigns featuring live odds using their site APIs and Kickdynamic. They nailed it!



*"I've loved working with PokerStars. The fast-paced world of gambling is perfect for live content. A particular highlight for me was the Football World Cup - two emails sent each day, live odds for multiple matches and different creatives after each match were completed in each email. An industry-first and a great project to be a part of!"*

Jordan Sawyer, PokerStars Account Manager, Kickdynamic

