

Vermont: Super Bowl Market Performance

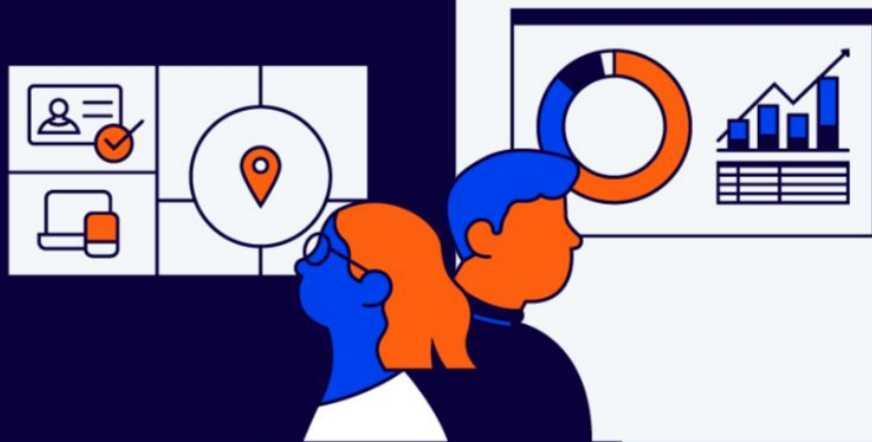
February 11, 2024 12:00am EST -
February 12, 2024 12:00am EST



273,863
Transactions

27,016
Unique Devices

26,813
Unique Users



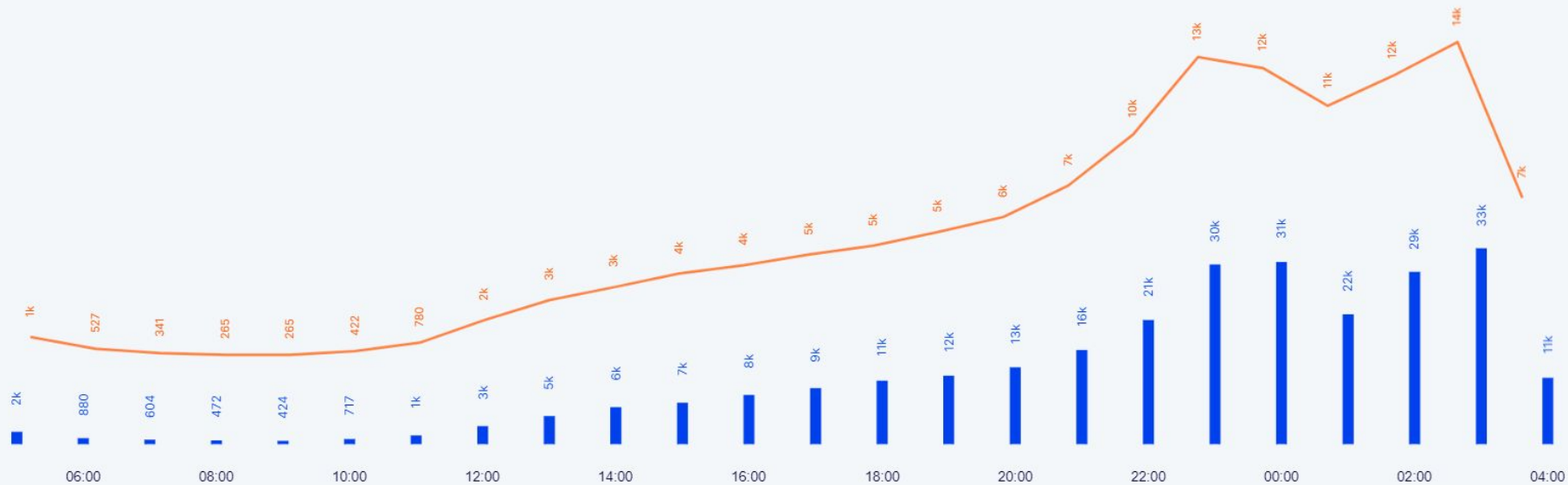
Vermont Overview

Period: Feb 11 - Feb 12



● Transactions

● Users



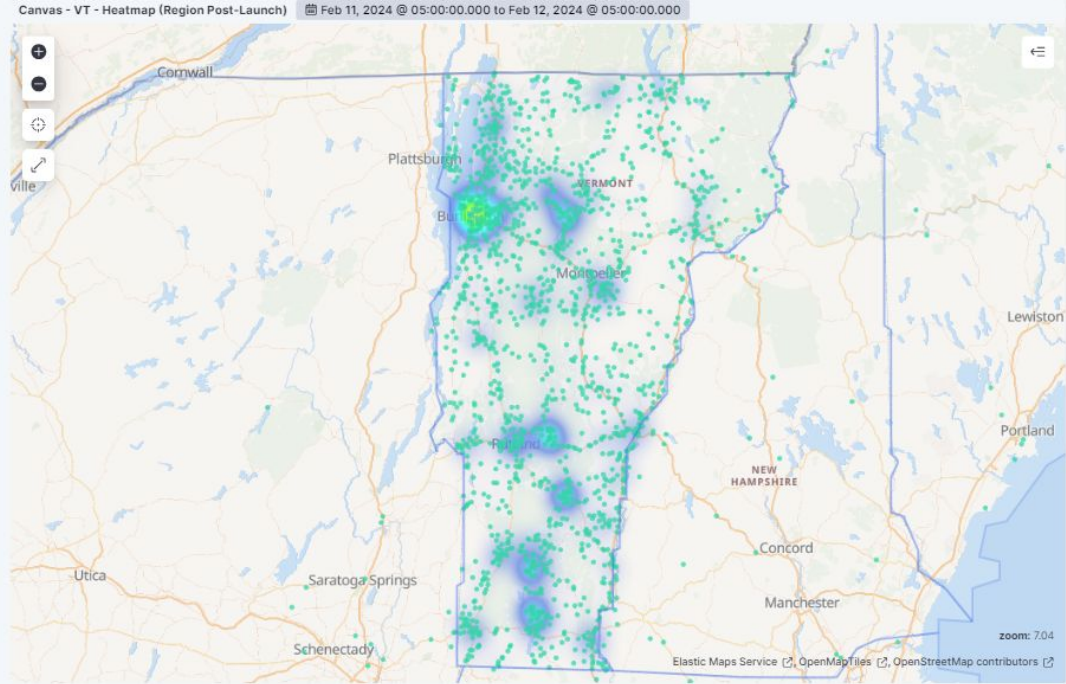
The time interval in the chart is 24 hours

Traffic review

From **February 11** to **February 12** there were nearly **273.9k** transactions from about **27k** unique users and nearly **27k** unique devices



City	New Users	New Users%
BURLINGTON	498	6.39%
KILLINGTON	353	4.53%
STOWE	337	4.32%
SOUTH BURLINGTON	255	3.27%
DOVER	245	3.14%
COLCHESTER	244	3.13%
LUDLOW	224	2.87%
ESSEX	202	2.59%
STRATTON	181	2.32%
RUTLAND CITY	142	1.82%
WILMINGTON	125	1.60%
SAINT ALBANS	120	1.54%
WINHALL	120	1.54%
MILTON	117	1.50%
WILLISTON	114	1.46%
HARTFORD	102	1.31%
WINOOSKI	100	1.28%
BRATTLEBORO	99	1.27%



New Users Heatmap

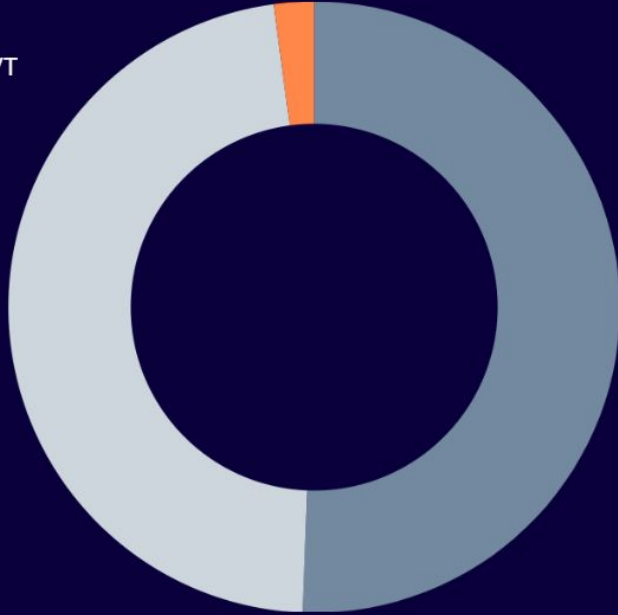
Period: Feb 11 - Feb 12

5.4K new users for the reporting period





- DraftKings SB VT
- Fanuel SB VT
- Fanatics Sportsbook VT



DraftKings SB VT	50.60%
Fanduel SB VT	47.28%
Fanatics Sportsbook VT	2.12%

Operators Market Share

By Unique Users

Period: Feb 11 - Feb 12

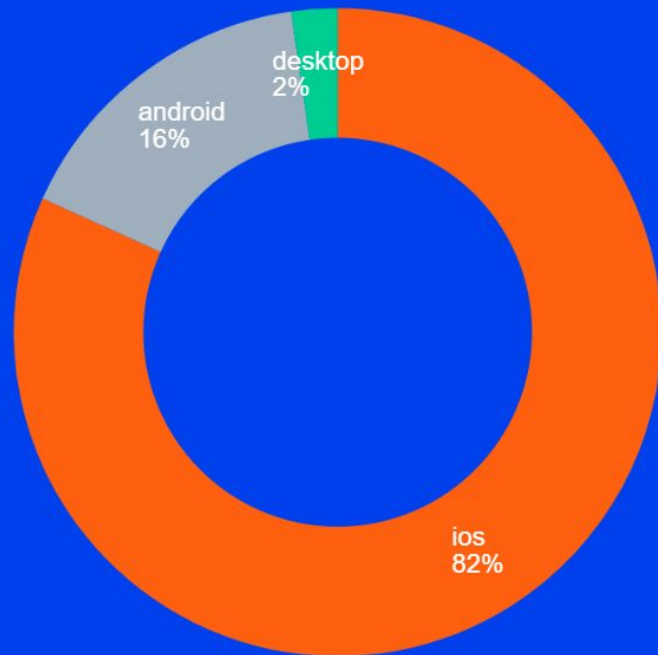
This metric shows the percentage of unique users for the single operator in the region compared to the number of users of all operators in the region.



Solution Breakdown

Period: Feb 11 - Feb 12

- ~ 224k transactions from iOS solution
- ~ 44k transactions from Android solution
- ~ 6k transactions from Plugin solution





General Pass Rate



Pass Rate Solution Breakdown

operator_name	android	ios	plugin	gdk
DRAFTKINGS SB VT	98.00%	98.93%	92.27%	
FANATICS SPORTSBOOK VT	84.00%	87.64%		
FANDUEL SB VT	95.55%	96.88%	85.73%	

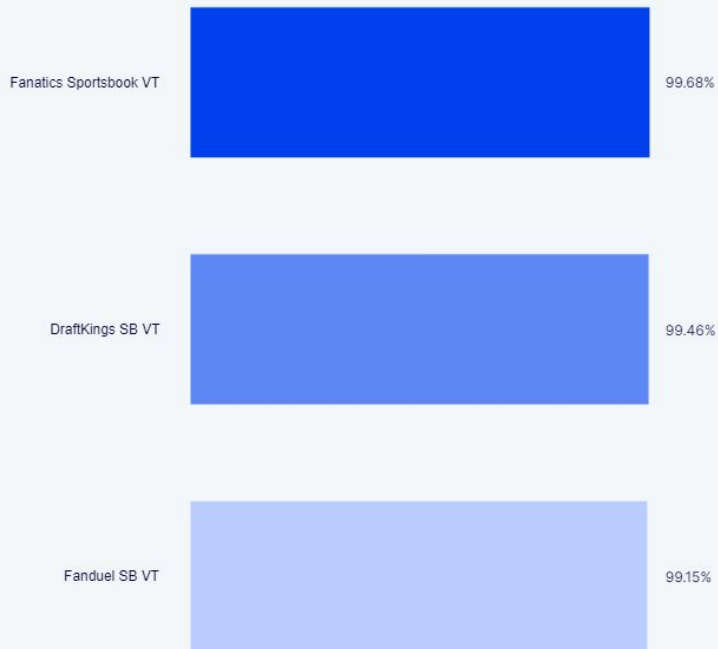
Pass Rate

Period: Feb 11 - Feb 12

Pass rate metric shows the proportion of passed transactions to the total number of transactions



General Pass Rate



Pass Rate Solution Breakdown

operator_name	android	ios	plugin	gdk
DRAFTKINGS SB VT	99.09%	99.63%	95.58%	
FANATICS SPORTSBOOK VT	99.91%	99.61%		
FANDUEL SB VT	99.10%	99.50%	86.23%	

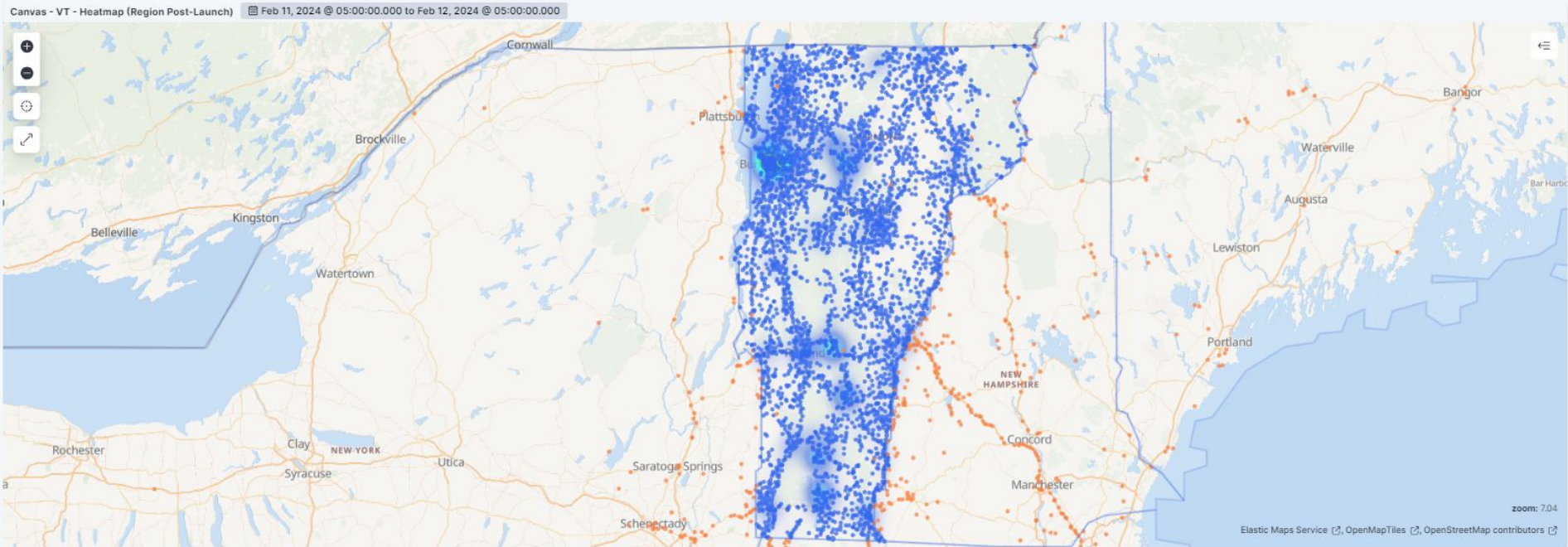
Pass Rate w/o Boundary Errors

Period: Feb 11 - Feb 12

Pass rate excluding failures from users who are outside the permitted area or too close to the border

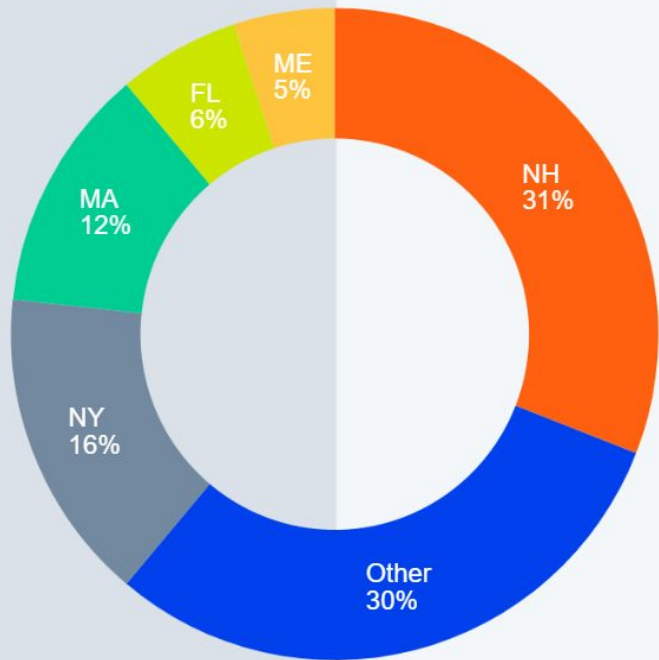
● Pass Transactions

● Failed Transactions



Pass/Failed Transactions Map

Period: Feb 11 - Feb 12



✓ Lebanon, NH

✓ Keene, NH

✓ Boston, MA

✓ Montreal, QC

✓ Haverhill, NH

✓ Scarborough, ME

✓ Claremont, NH

✓ Hinsdale, NH

✓ Hanover, NH

✓ Washington, DC

Playing Attempt From Other States

Period: Feb 11 - Feb 12