

Head to Head - H2H (BETS)

H2H product shows the most comprehensive and detail betting related "head to head" stats which covers different betting markets in one easily compared view.

The insight for creating H2H as a separate product was related to our Statistics Centre's and its most visited page - H2H. This kind of statistics/data is very interesting for punters when placing a bet. Our new H2H product is structured to show the most relevant h2h stats perfectly packed in a widget structure in order to be placed and opened directly on the Listing/Home or Match Page, so punter doesn't need to leave the page when placing a bet. Currently, a lot of bookies are linking Statistics Centre's H2H page to their page to show this specific data and when punter click on the link/icon, it opens in the different window, so punter basically leaves the page where odds are listed.

With H2H product, punter doesn't need to leave the page when searching for more h2h stats, he can find and consume the most relevant betting related h2h stats on the very page right next to the bookmaker's odds.

In that way, a bite sized info is constantly within reach. Further and in detail betting information can be provided through the link option to Statistic Centre, where H2H product can serve as an entry point.

New H2H is suitable for both, pre-match and in-play. During the live match, beside updated Scoreboard and win Probability stats, Form stats is showing different data in order to be more suitable for live betting.

H2H USPs

- Compact widget structure enables a great flexibility for website placement
- Shows detailed H2H stats placed and opened directly on the match page
- Suitable for both, pre-match and in-play, by showing updated and additional stats during live
- Possibility of linking to Statistics Centre for in depth sports analysis
- Simple Plug & Play integration with flexible styling and integration possibilities
- Fully responsive, with separate mobile specific layout (providing more space for odds on mobile devices)

DEMO LINKS

[Head to Head Demo Page](#)

[BORG Page](#)

This page simulates bookmaker's page, where you can see possible H2H integration in simulated environment, alongside with other BET unit products.

MOCK-UP LINKS

[H2H Desktop integration mock up](#)

[H2H Mobile integration mock up](#)

[H2H - Client Integration mock up](#)

PRODUCT DOCUMENTATION

[H2H - Standalone Integration](#)

[H2H - Button Integration](#)

[VIDEO - How to setup BET products](#)

PAGE POSITION

Preferably, H2H should be placed on the Home/Listing page - where all sports/games are listed with approx. 3 most popular markets. In that case H2H button should be placed next to the odds.

Some clients may prefer to place it on the Match page as well, both pre- match and live. In that case we suggest to place it within the scoreboard box, since for the Match page, both pre-match and live, the most suitable product next to the odds would be Bet Assist.

INTEGRATION

A simple to use and easy *plug and play* integration, where we provide a code, created with modern web technologies including HTML, CSS, and JavaScript, to be embedded anywhere within the bookmakers' page.

POSSIBLE INTEGRATION LAYOUTS

DESKTOP OVERLAY WIDE

DESKTOP OVERLAY NARROW

DESKTOP INLINE

MOBILE INLINE

[Back to top](#)