

BETTING METRICS: BET TRACKING SOFTWARE & HOW IT CAN HELP YOU

MARTIN OF BETTING METRICS

<https://www.bettingmetrics.com/>

Hello, my name is Martin and I am the co-founder of [Bettingmetrics](#) and I want to outline a special partnership deal we have with the [Smart Betting Club](#) and how our service can help you track the performance of your bets and the tipsters you follow.

After all, one of the key qualities that many professional and winning punters have in common is the keeping of detailed records and Bettingmetrics is here to help with that.

As part of our partnership all Smart Betting Club members can enjoy a 20% discount from the monthly Bettingmetrics subscription and a 25% discount on the annual Bettingmetrics subscription.

To claim the discount please use the "SBC – 18" code on Bettingmetrics [check out page](#) as shown below.

Payment



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Details Summary

Before I begin, I would like to say huge thanks to Pete at the Smart Betting Club and his willingness to collaborate with us. Already through the SBC website you can find details on several excellent tipsters that can help you make money betting – each of which you can track via Bettingmetrics.

Allow me therefore to introduce you further to the Bettingmetrics bet tracker and its analytics capabilities so you can make more informed decisions when managing your betting portfolio. To start I would like to underline the main mission of Bettingmetrics which is to bring all your betting activities under one roof and enable you to make the most of your data.

From reading news and statistics, comparing odds, placing and tracking bets, to analysing your historical results and optimising your bankroll strategies. We trust in data and are confident your personal data is the hidden key to long term consistent profits.

Better Than Excel

To stay on top of your sports betting activities, the first thing you should do is aggregate your data into one place.

Obviously, you can use excel for that purpose, but we trust that in the 21st century, your time is a precious commodity and benefit from a product that is specifically tailored to your needs. Therefore, we have developed the [Bettingmetrics bet tracker](#), which is semi-automated and saves you a significant amount of time when tracking your bets.

That is happening thanks to technology. We rely on various API feeds that enable us to auto settle your bets and auto suggest the events you want to track based on a few letters you type. That is not only time saving but also increases the accuracy of your data as it decreases the possibility of human or formula errors which are quite common when tracking with excel.

Sync Your Betfair Account With Us

In addition, you can sync your Betfair exchange account with Bettingmetrics and retrieve all your historical results automatically. This can be done daily. We are now working on developing the same functionality with Pinnacle Sports and the Matchbook exchange. Once you sync your Betfair exchange account you can also place bets straight from Bettingmetrics so there is no need to switch tabs anymore.

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Add Bet

☐ In-Play
☐ Lay bet
☐ Arbitrage
☐ Multiple
☐ Free bet

Import Betting History

Import Betfair Bets

Search...

Reset

Date	Event	Bet Type	Selection	Bookie	Stake	Odds	Start Price	Outcome
08 Oct 2018	Cerro Porteno v Palmeiras	Over/Under 2.5 Goals	under 2.5 Goals	bet 365	£25.00	1.47	0.00	£11.75
08 Oct 2018	Cerro Porteno v Palmeiras	Over/Under 2.5 Goals	under 2.5 Goals	P	£20.00	1.48	0.00	£9.60
08 Oct 2018	Cerro Porteno v Palmeiras	Over/Under 2.5 Goals	under 2.5 Goals	bet 365	£10.00	1.48	0.00	£4.80
08 Oct 2018	Atl Tucuman v Atl Nacional (Col)	Over/Under 2.5 Goals	under 2.5 Goals	P	£25.00	1.42	0.00	£10.50
08 Oct 2018	Atl Tucuman v Atl Nacional (Col)	Over/Under 2.5 Goals	under 2.5 Goals	HILL	£21.00	1.64	0.00	£-13.44
08 Oct 2018	Racing Club v River Plate	Over/Under 2.5 Goals	under 2.5 Goals	bet 365	£15.00	1.62	0.00	£9.30
08 Oct 2018	Racing Club v River Plate	Over/Under 2.5 Goals	under 2.5 Goals	L	£20.00	1.62	0.00	£12.40
08 Oct 2018	Racing Club v River Plate	Over/Under 2.5 Goals	under 2.5 Goals	bet 365	£10.00	1.62	0.00	£6.20
08 Oct 2018	Racing Club v River Plate	Over/Under 2.5 Goals	under 2.5 Goals	P	£20.00	1.60	0.00	£-12.00
08 Oct 2018	Racing Club v River Plate	Over/Under 2.5 Goals	under 2.5 Goals	bet 365	£15.00	1.55	0.00	£-8.25

Bettingmetrics - Bet Tracker

Track All Bet Types and Outcomes

Our bet tracker will also allow you to track **in-play, lay, free, arbitrage and multiple bets**. For each of these bet types we will settle automatically the outcome for you and calculate the profit and loss figures. The Bettingmetrics bet tracker allows you to track cashed out, half won, half lost and pushed bets as well as the regular full stake win and lose results.

You can add notes to the bets you are tracking so you can analyse the reasons behind making these bets. Also, you can track your bets in your preferred odds format – currently we support fractional and decimal odds.

Your Data Is Safe & Accessible From All Devices

We are working around the clock to protect your data by adopting the most advanced technology data protection strategies and concepts. We will never share your data with third parties. Furthermore, your data is backed daily so by using Bettingmetrics there is no reason to worry that you might lose your work.

The Bettingmetrics bet tracker is mobile and tablet friendly, so you can always get the work done, whatever device you are using.

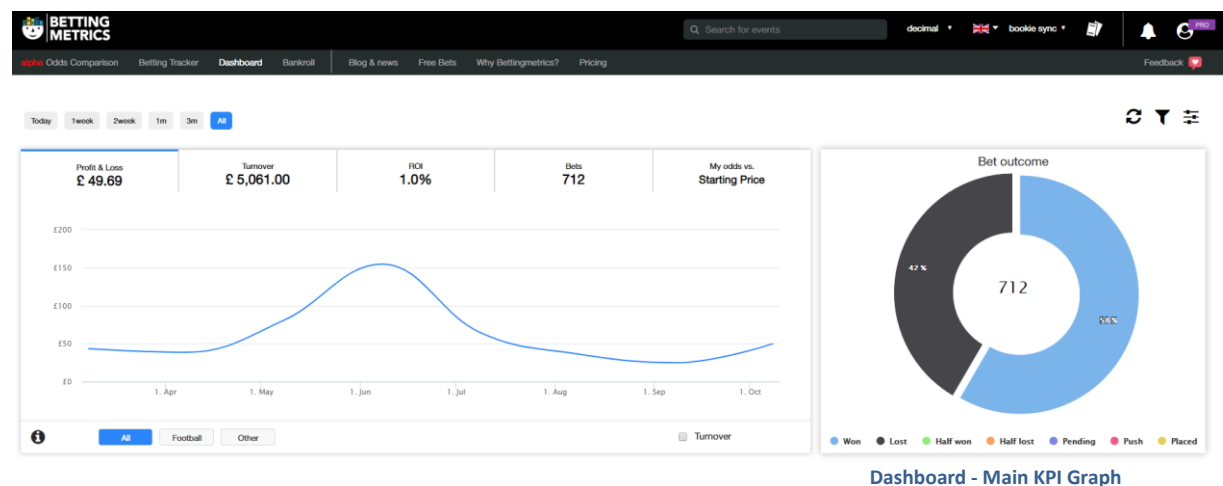
Analyse Your Data With Advanced Analytical Tools

All of this functionality comes with an outstanding and easy to use interface and 24/7 customer support that will help you to optimise your processes. Finally, the Bettingmetrics bet tracker supports the importing of custom excel spreadsheet. So, if you are keen to change from excel to Bettingmetrics it is easy and it will take you no more than 10 – 15 minutes of manual work.

The real value of any data generated is in the analysis as when information is not analysed it is worthless.

Therefore, we developed advanced analytical features that enable punters to quickly analyse their historical results, identify trends and improve their betting results.

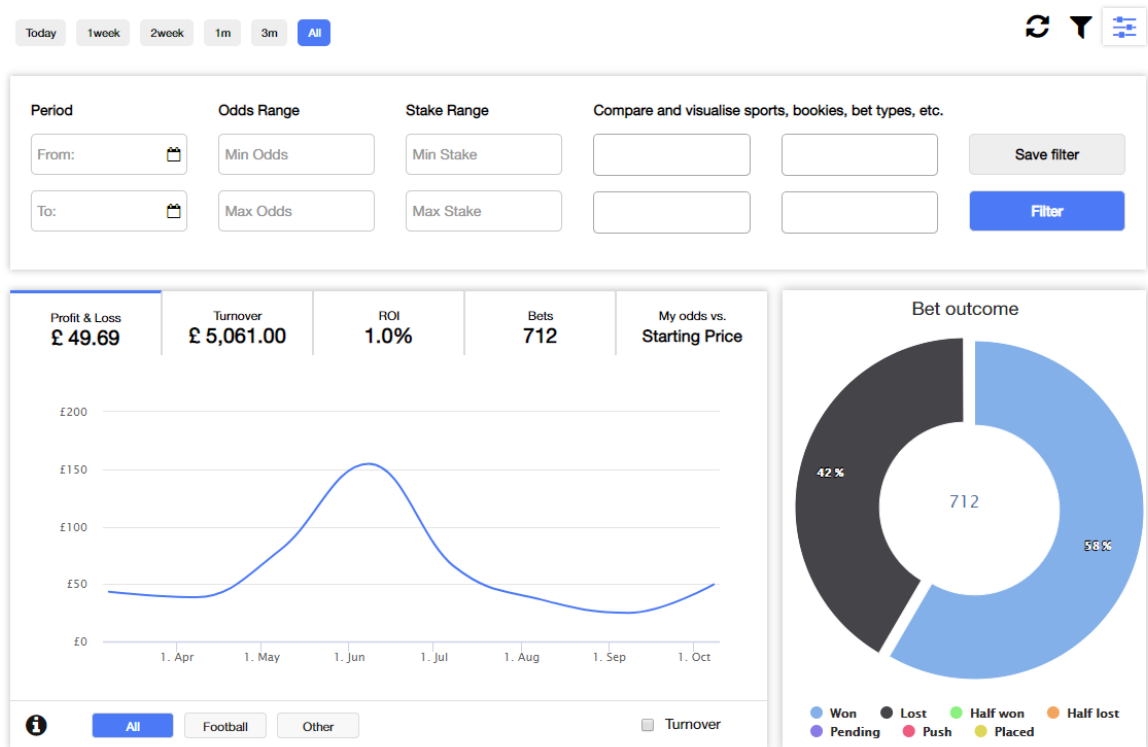
In the [Bettingmetrics dashboard](#) you will find a snapshot of your portfolio performance – you will see key information such as: Profit and Loss, Turnover, Return on Investment (ROI), Amount of Bets placed and ability to compare your odds versus the starting price of the bets you tracked. Currently you must manually input the closing line odds for each bet but in the very foreseeable future we will automatically do that for each selection you have.



Use Quick and Advanced Filters For Deeper Analysis

There are quick filters (sport type, time range etc.) you can use in order to obtain more detailed information about your performance.

Just above the major Key Performance Indicator (KPI) table we have positioned advanced filters that enable you to analyse your data in detail. You can graphically and numerically analyse sports, bookie, odds, stakes, and tipster and bet type performance. Furthermore, you can save different filters and apply them whenever you have the need.

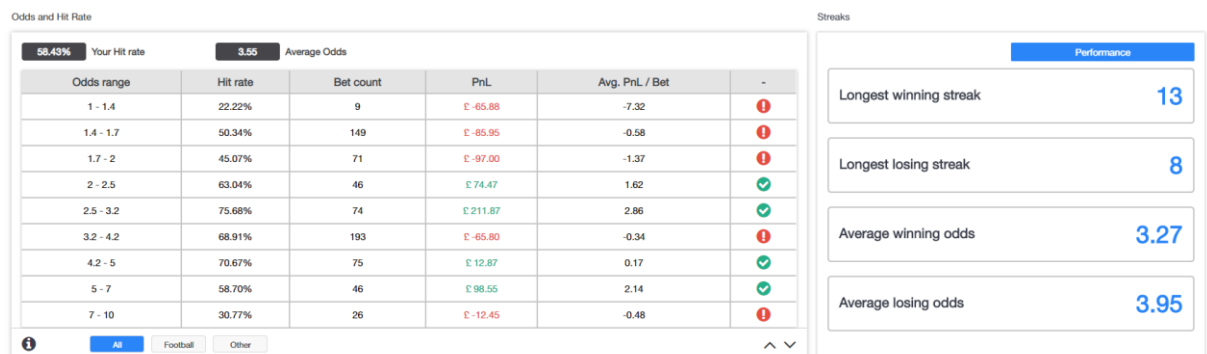


Dashboard - Quick & Advanced Filters

When you are analysing your performance, you can click on the graph and see a snapshot of the bets that caused either a spike or a drop in the graph. We also allow you to combine two types of graphs such as profit and loss with turnover (there are other options available as well). As part of the Bettingmetrics key performance indicator dashboard you can see the outcome of all your bets in a percentage pie chart.

Analyse Streaks, Odds and Hit Rate

Just under the KPI dashboard we provide you with the capability to see which odds ranges are the most profitable to you, your average odds and strike-rates. You can use this to help improve your betting performance and question whether one strategy gives you value or not.



Dashboard - Odds and Streaks

Next to this information we have positioned key information for your betting portfolio. With one click you can see your longest winning and losing streaks alongside your average winning and

losing odds. In case you have provide Bettingmetrics with all the information asked when opening your account, you will also be able to see how much commission you have paid to exchanges as well as the monthly fees you have paid for tipsters.

Analyse Your Betting History By Betting League, Bet Type

An Interesting area in the Bettingmetrics dashboard is the statistics table that allows you to dig down into your betting history and find unique insight. For example, you can use this to analyse performance by league or bet type. Simply use the drop-down filters and chose what you want to analyse.

Once selected you will see profit for all your leagues and commissions where you placed bets, ROI, total bets placed, hit rate and average odds at glance. The best part is you do not need any technical knowledge to execute any of the operations mentioned above.

Statistics

Bookmaker	Turnover	Profit	ROI	Total bets	Won	Hit Rate	Avg Odds
William Hill	£ 212.00	£ 33.77	15.93%	59	38	64.4%	4.47
bet365	£ 114.00	£ 26.65	23.38%	28	18	64.3%	4.79
Ladbrokes	£ 675.00	£ 25.03	3.71%	157	95	60.5%	3.98
Coral	£ 72.00	£ 7.14	9.92%	20	14	70.0%	3.77
Pinnacle	£ 828.00	£ -15.03	-1.82%	91	51	56.0%	3.55
Betfair exchange	£ 3,160.00	£ -27.87	-0.88%	357	200	56.0%	3.10

[Dashboard - Statistics](#)

Automated Analysis is Coming

Some other positive stuff we are working on. We are currently developing something that we trust will be appreciated by many of our users. We call it “Mastermetrics”, which is an artificial intelligence algorithm that will be analysing your data for you and coming up with ideas and suggestions how to improve your betting results based on your own historical data. In other words, we will remove the manual effort as well as the subjectivism of the analysis and focus on the numbers.

Manage Your Bookmakers and Tipster With Our Bankroll Tool

Both tracking and analysing your betting history is important. However, controlling your bankroll is also important. This is why we worked on delivering an easy to use but efficient bankroll tools. With Bettingmetrics bankroll tools you can stay on the top of your betting finances.

The [Bettingmetrics bankroll](#) feature allows you to see all your balances with each bookmaker or exchange you are using.

We realise that it is important to know your balance in each bookmaker, so you are never surprised by the lack of funds. If you use Bettingmetrics to track your bets we will automatically update the balance available in each bookie you are using. In case you have added or withdrawn funds from your accounts you can update that info in your bankroll tool.

BETTING METRICS

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Bookmakers Tipsters

Stay on the top of your bookmakers accounts balance.
Here you can transfer, deposit and withdraw funds from your bookmakers in an easy and straightforward way.

Total balance: **£68.96**

+ Add bookmaker

or

Transfer

Withdraw

Deposit

Bookmaker	Balance	% of Bank	Commission	Open Bets	Option
bet365	£13.80	20.0%	0.00%	£0.00	Delete
betfair	£12.00	17.4%	0.00%	£0.00	Delete
CORAL	£1.00	1.5%	0.00%	£0.00	Delete
Ladbrokes	£13.40	19.4%	0.00%	£0.00	Delete
PINNACLE	£41.20	59.7%	0.00%	£0.00	Delete
Betfred HILL	£-12.44	-18.0%	0.00%	£0.00	Delete

*If you want to set commission for exchanges, simply click on the commission field above and adjust the percentage.

Bankroll - Bookmakers Management

We are aware that many punters are following tipsters, so you can also track this information in the Bettingmetrics bankroll area, with the ability to add as many tipsters as you like. You can add some specific notes to the tipsters you are tracking, for example why you chosen him and what are your long-term expectations from this tipster. Bettingmetrics allows you to track the amount you pay for their services, thereby helping you track the actual return on their services.

Bettingmetrics will automatically calculate the risk per bet for each tipster you are following so you can stay in control of your betting finances and avoid emotional decisions. As part of our goal to deliver an outstanding service you can choose how to see performance results per tipster in units (points profit) or normal currency.

Final Words

In this article I have underlined the key features that should help you save time and make more informed and data driven decisions.

There are many other areas of Bettingmetrics that you will find interactive and useful. Our blog is updated on a regular basis and we provide different type of content such as betting previews and informative articles that help punters to be knowledgeable and fully understand the betting industry.

Based on the feedback we received from our users we are now adding an [odds comparison](#) to Bettingmetrics with an alpha version already on site. Our strong focus is the speed with which we update the odds as well as in-play events.

With this action we aim to enable you to place your bets with the highest possible odds and maximise the return on your investment. Further all bets placed via Bettingmetrics odds comparison will be automatically added to your bet tracker so 100% automation and accuracy will be reached in near future.

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