

THE GAME WITHIN THE GAME

YOUR EXPERT GUIDE TO
PROFITING FROM BOOKIE PROMOS



**BONUS
MONEY**

 **betfair** EXCHANGE

INTRODUCTION

Betfair Australia and Bonus Money proudly team up to give you the expert guide to arbing bookie promotions.

This opportunity exists because corporate bookmakers are locked in a marketing arms race. Using the exact same strategy, they are trying to lure customers with bonus bets, reactivation offers and odds boosts. You'd be familiar with the bookie promotions. You can't escape them.

And we don't have a problem with it. In fact, we love taking advantage of these offers. It's called promo arbing, or matched betting.

In this eBook we're going to show you the two main promo arbing opportunities and how to do them. Step by step. Plus, once you've mastered the basics, we'll share some next level resources.

Please enjoy our ultimate Promo Arbing eBook.

Gamble Responsibly.

1. SIGN UP BONUSES

The first glaring opportunity is free bet offers for signing up. Most promo arbers take advantage of the bookmaker competition and open accounts at every major operator.

DEPOSIT \$20 START BETTING WITH \$120*	DEPOSIT \$500 START BETTING WITH \$1000*	1ST BET MATCHED UP TO \$600*	DEPOSIT \$250 START BETTING WITH \$550*	DEPOSIT \$50 START BETTING WITH \$250*
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Offers correct at 12pm on 12/11/18. Bigbonusbets.com.au

You can get generous incentives from affiliate sites such as:

- [Punters](#)
- [Racenet](#)
- [Big Bonus Bets](#)

Once you're armed with bonus bets, you can potentially turn them into real cash. Just follow this step by step process.

1. SIGN UP BONUSES

5 STEP PROCESS

Step 1: Find fixed price odds on the bookie, that closely match Betfair.

In the below example we found Rory McIlroy at the 2018 DP World Tour Championship.

DP World Tour Championship
DP World Tour Championship - Outright Betting ▾
Thursday 15/11/18 15:00

^ **Outright Betting**

Each Way terms: 5 places, 1/4 odds

Rory McIlroy 10.00

Odds correct at 2pm on 13/11/18. Sportsbet.com.au

★ **DP World Tour Championship - Winner**

Winner | Each Way - Fi... | More ▾

Going In-Play

102.2% **Back all** **Lay**

Rory McIlroy	9.4 \$1793	9.6 \$1883	9.8 \$860	10.5 \$2095
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Odds correct at 2pm on 13/11/18. Betfair.com.au

1. SIGN UP BONUSES

Step 2: Use a [Matched Betting Calculator](#) to determine your betting stakes

Using the "Stake Not Returned" option, calculate a \$300 free bet on Rory McIlroy at \$10.

The screenshot shows a web-based calculator interface. At the top, a dropdown menu is set to "Bonus bet SNR (Stake Not Returned)". Below this, there are four input fields: "Bet stake (\$)" with the value 300, "Back odds:" with the value 10, "Lay odds:" with the value 10.5, and "Lay commission (%)" with the value 5.00. At the bottom, a table summarizes the results:

At odds of 10.5 you should lay	\$258.37
The liability on this bet is	\$2454.55
Overall position if win	\$245.45
Overall position if lose	\$245.45

Odds correct at 2pm on 13/11/18. Betfair.com.au

Step 3: Use your bonus bet at the bookmaker

Following the instructions, place your \$300 free bet at Sportsbet.

Step 4: Lay the same option on Betfair

At Lay odds of \$10.5, that means Laying \$258.37 for a liability of \$2,454.55.

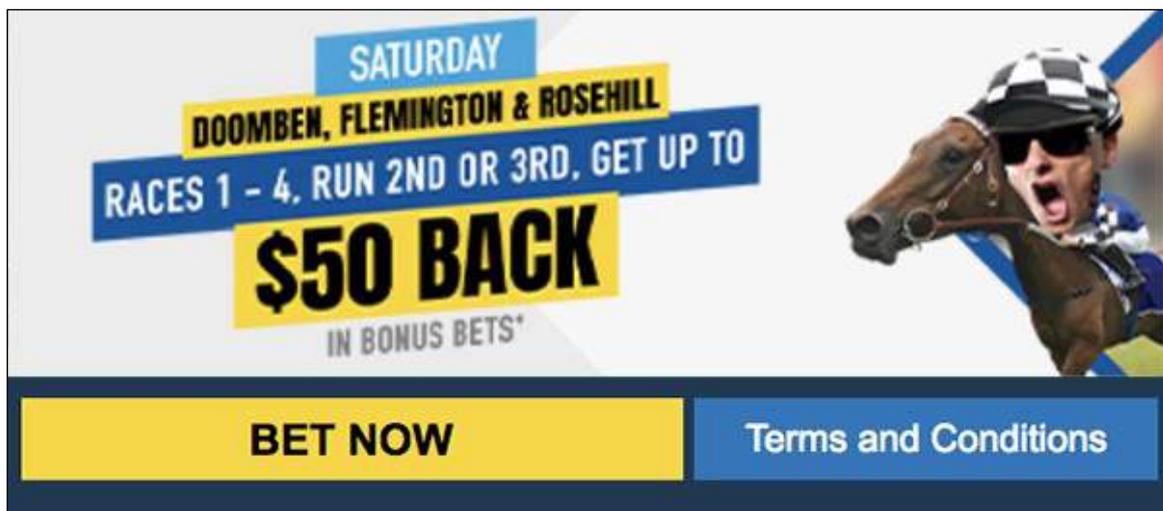
Step 5: Determine your result

Regardless of Rory McIlroy's performance, you would win \$245.45.

2. MONEY BACK FOR SECOND AND THIRD

The second glaring opportunity, and a common weekly promotion at bookmakers, is when your horse comes second or third. The offers vary slightly from bookmaker to bookmaker as some offer cash returns and others offer bonus bets. However, the strategy is largely the same.

You back a horse with the bookie promotion and lay it on Betfair. This means for very little outlay you have the possibility of gaining either cash back or a bonus bet.



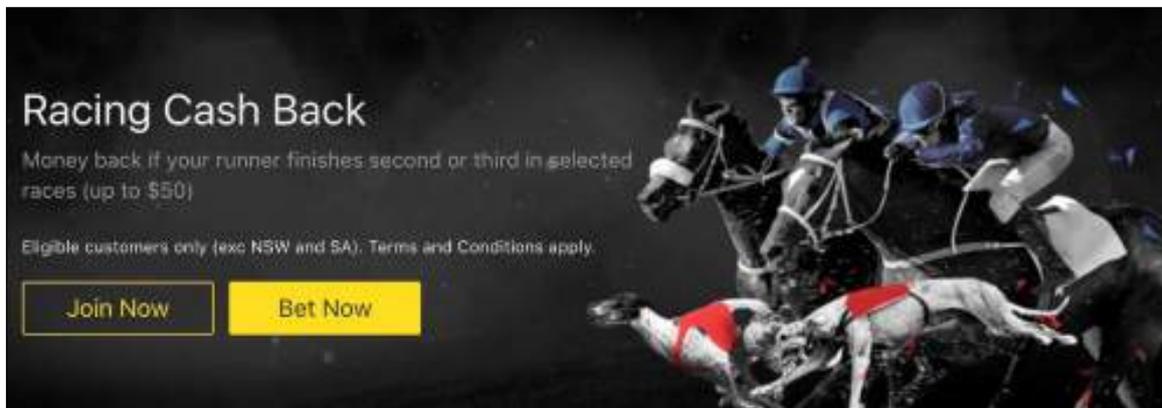
A promotional banner for a horse racing promotion. The banner features a jockey riding a brown horse on the right side. The text on the banner reads: "SATURDAY DOOMBEN, FLEMINGTON & ROSEHILL RACES 1 - 4. RUN 2ND OR 3RD. GET UP TO \$50 BACK IN BONUS BETS*". At the bottom of the banner, there are two buttons: "BET NOW" on a yellow background and "Terms and Conditions" on a blue background.

2. MONEY BACK FOR SECOND AND THIRD

5 STEP PROCESS

Step 1: Find a race that offers a horse racing promotion

For example, on Wednesday 26th September 2018 Bet365 had an offer on both race 7 and 8 at Flemington where if your horse comes second or third you get your cash back up to \$50.



Step 2: Find a horse who's odds closely matches the 'lay odds' at Betfair

This is best done in the 10 minutes leading up to the race as this is when there will be most liquidity in the Betfair Market.

You can scan between the bookie and Betfair to see which horses' odds closely match.

TAB No (Barrier)	Horse Trainer/Jockey	Form	Total Win	Total Place	SOP Place	Fixed Win	Fixed Place
1 (14)	Tiesto Matthew Elliotts & Simon Zahra / Da...	32x000	44.80	9.70	31.00	34.00	7.00
2 (10)	Approach Discreet Darren Weir / John Allen	1114	3.90	1.80	3.70	3.80	1.73
3 (8)	Fun Fact G Waterhouse & A Bott / Dwayne Du...	171413	6.10	2.00	5.00	5.00	1.91
4 (7)	Just Rolling Tony Murray / Luke Currie	115	29.60	5.90	20.00	26.00	5.50
5 (16)	Immelmann Matt Laura / Damien Thornton	9513	61.00	14.80	71.00	101.00	21.00
6 (13)	Leatherhead Jonty Cummings / Craig Williams	21425	9.50	2.40	10.00	11.00	3.20
7 (15)	Merchant Of Venice Jason Warner / Ben Melham	11	4.60	2.10	4.20	4.60	1.83
8 (12)	Nero Chin Chin D & B Hayes & T Dabernig / Ragan B...	429529	59.90	10.40	61.00	71.00	13.00
9 (17)	Savoie Darren Weir / Dean Yendall	5321	11.60	4.60	5.00	3.80	1.73
10 (6)	Sollevare Matt Cumau / Bob Allen	715	51.80	8.80	31.00	34.00	7.00
11 (2)	Sydney Blue G Waterhouse & A Bott / Stephen Ba...	510	36.20	7.50	41.00	41.00	6.50
12 (12)	Tolemac Francis Flanagan / Michael Dee	1	17.40	6.10	11.00	11.00	3.20
13 (4)	Wham Michael Moroney / Jordan Chisn...	6716	71.30	12.20	71.00	81.00	17.00

Odds correct at 2pm on 26/09/18. www.bet365.com.au

2. MONEY BACK FOR SECOND AND THIRD

13 selections		102.5%		Back all	Lay all	98.4%	
1	Tiesto Damian Lane	44 \$200	60 \$13	65 \$13	75 \$6	80 \$60	95 \$14
2	Approach Discreet J Allen	4.2 \$383	4.3 \$179	4.4 \$48	4.5 \$93	4.6 \$291	4.7 \$261
3	Fun Fact Dwayne Dunn	5.8 \$97	5.9 \$62	6 \$80	6.2 \$156	6.4 \$258	6.6 \$98
4	Just Rolling Luke Currie	32 \$15	34 \$26	36 \$7	38 \$44	40 \$53	44 \$7
5	Immelmann Damian Thornton	90 \$18	100 \$18	110 \$8	120 \$113	180 \$12	200 \$5
6	Leatherhead Craig Williams	9.8 \$18	10 \$95	10.5 \$7	11 \$49	11.5 \$17	12 \$59
7	Merchant Of Venice Ben Melham	5.2 \$99	5.3 \$108	5.4 \$127	5.6 \$377	5.7 \$74	5.8 \$43
8	Nero Chin Chin Regan Bayliss	75 \$14	110 \$8	120 \$16	180 \$6	200 \$10	210 \$10
9	Savoie Dean Yendall	4.6 \$220	4.7 \$141	4.8 \$83	4.9 \$766	5 \$134	5.1 \$22
10	Sollevere Ben Allen	50 \$21	55 \$16	60 \$33	70 \$27	75 \$5	80 \$349
11	Sydney Blue Stephen Baster	50 \$25	55 \$13	60 \$8	70 \$342	75 \$21	80 \$146
12	Tolemac Michael Dee	25 \$7	26 \$53	27 \$21	28 \$6	29 \$5	30 \$5
13	Wham Jordan Childs	80 \$28	85 \$5	90 \$5	110 \$7	120 \$149	130 \$15
14	Alessandro						

Odds from Betfair on Wednesday 26/09/18

Step 3: Back your horse at the bookmaker

Back your selected horse at the bookmaker. We would recommend always placing your back bet before placing your lay bet. This is because although the odds at Betfair move quickly, generally speaking, bookmaker odds move in greater increments.

Step 4: Lay your horse on Betfair so that no matter where your horse comes you have an equal return.

You can approach this in a couple of ways. You can use a [matched betting calculator](#) to work out the amount you would need to lay to gain an equal profit.

Unless the odds are higher at the bookmaker (which is unlikely) then you are going to have a small loss of placing this bet. It's good to aim for less than a \$5 loss. As will be shown below you are gaining a large mathematical advantage by placing this bet.

Step 5: Wait for the race to end

If the horse doesn't win but comes in the specified place for the bonus trigger, then you've either got cash back or a bonus bet.

CONCLUSION

Promo arbing, or matched betting, lets you take advantage of bookie promotions. There's a genuine opportunity to make maximum profit with minimum risk.

We've shown you how to use sign up offers to their full potential and given you a strategy for the popular second/third horse racing offers. With these tactics, you should be able to get a head start on your betting balance.

If you're eager to learn more about promo arbing, you should check out the bonus material on the next page. Plus, keep an eye on your inbox as we've got more resources to help you master the most current promotions.

BONUS

Hopefully you've got some great insight from the techniques above. There is enough information here for you to arbitrage bookie promos already. However, if you're ready to master this betting strategy, we have the resources to help you.

Firstly, check out our co-author, [Bonus Money](#). Their sophisticated resources include:

- [Matcha](#), a Chrome Extension that does the matched betting maths for you, with live odds
- A free [Facebook Group](#), where you can learn from their community
- A [Matched Betting Calculator](#)

Similarly, Betfair have a whole [Mini Hub](#) dedicated to arbing promotions.