

PayPerHead® Sportsbook Software Helps Online Bookies Stay in Business



Pay Per Head Bookie Software

Is COVID-19 Crushing Your Game?

We've Got You: **No Sports = No Fees***

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- NO DEPOSIT Required.
- Offer Good Until Major U.S. Sports Return + 2 Weeks.
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- Unique Agent Payment Solution. STAY SAFE: Pay & Collect Online!

San Jose, Costa Rica, 2020-May-12 — /EPR Network/ — Major U.S. Sportsbooks saw betting numbers cut in half year over year in March 2020, as the coronavirus pandemic swept the nation, putting a stop to major events, including sports.

Normally one of the busiest months in the betting industry, the American Gaming Association estimates that profits for the brick and mortar gambling hubs have taken a financial hit of approximately 60% overall, and well over 500,000 workers have been affected.

Joe Asher, CEO of William Hill U.S., which operates sportsbooks in Nevada, New Jersey, and several other states told ESPN, "I do not see a scenario where [the pandemic] goes on sort of too long and somehow the industry withers away... The fundamentals of the sports betting business are pretty strong."

PayPerHead and the Sportsbook owners that partner with them understand that the single most important fundamental of sports betting is entertainment. In response, they have become increasingly creative in providing their customers with the gambling entertainment their players crave.

The upside is, independent bookmakers are discovering that their clients who normally only wager on sports are becoming more and more engaged in digital offerings such as iRacing, eSports, casino gaming, and simulated sports. Essentially, this pandemic is creating a whole new kind of bettor.

Nate Johnson, Product Manager at PayPerHead® said, "Gone are the days that sports bettors will go into hibernation the day after Superbowl. This [coronavirus pandemic] has been rough, but it's also got a silver lining. Our agents are turning their players into horse bettors, eSports enthusiasts, iRacing bettors, sim sports fans, and casino gamers. Those bettors won't just walk away from all that when sports start up again; now they'll be cross-platform players."

Indeed, it seems clear that independent online gaming is growing exponentially in the face of the pandemic, and existing bookies and new agents alike are discovering that they can have a viable and lucrative home business by using a turnkey sportsbook operating system like that [offered by PayPerHead](#).

In fact, many new bookmakers who may have hesitated to get into the business before are getting started now, and "doing quite well," according to Johnson.

PayPerHead made [an unprecedented move in response to the pandemic](#), offering its software services free of charge until major U.S. sports return. Says Johnson of [PayPerHead's offering](#), "It's a pretty good start-up opportunity for a new agent; you can't beat free. Bookies can test the waters and get their new business off the ground. With no deposit required and free access to all the prime features of the system, new agents can just concentrate on building their player base and making money, without any of the overhead costs normally associated with starting an online sportsbook "

About PayPerHead:

[PayPerHead](#), founded in 1997, is the industry's leading per head online bookie software, providing user-friendly tools and unmatched customer service to independent bookmakers around the world.

For more information visit <https://payperhead.com> or contact:
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Logo:



PayPerHead logo

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