

# SECOND HALF TRADING STRATEGY



## Background

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Using our extensive database of football data and trading signals we have recently been conducting analysis on the performance of teams in the second of half of matches when the game is nil nil (0-0) at half time.

To conduct this analysis we segmented every match in our database where the score half time was 0-0. This gave us 1,000's upon 1,000's of games to potentially analysis. These games were taken from more than 50 leagues and competitions spread across all of the major leagues globally.

We then took a further subset of those games – a little over 4,000 – to make it manageable and allow us to conduct our analysis.

Once comfortable with our findings these 4,000 games were modelled using a Monte Carlo tool to randomise the data using 10,000 of thousands of iterations.

What proceeds over the next few pages is robust findings and what we believe is a solid and profitable second half trading strategy.

## Base Line

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First we took the outcome of all games in our subset that were 0-0 at half time, using no additional filters and looked at the number of second half goals and the final result to create our base line.

We found that;

- 75-76% of games would go on to have at least 1 goal
- 43% of games would go on to have at least 2 goals
- 18% of games would go on to have at least 3 goals

This was to be expected and fit into the generally known averages of second half goals.

We then took this data and turned the strike rates into implied odds to demonstrate the base line odds needed to break-even over a long enough period of time if matching the averages.

In other words, this gives us the benchmarks we need to know if a model or strategy can perform above the base line with a higher strike rate and improved odds.

Base Line: Second Half Goals when scores is 0-0 at Half Time

	Strike Rate	Implied Odds
<b>Over 0.5</b>	76%	1.31
<b>Over 1.5</b>	43%	2.31
<b>Over 2.5</b>	18%	5.41

## Analysis

With the base line arranged, we then looked at a variety of in-play factors to determine the optimal indicators for second half goals.

These include Shots (shts), Shots on Target (SoT), Corners (Cnr), Bookings and Possession, among others.

The factors that created the most interesting trend lines were, perhaps unsurprisingly, Shots on Target and Corners.

Sot / Cnr	Strike Rate	Implied Odds
SoT =0	78%	1.28
SoT =1	76%	1.32
SoT =2	72%	1.39
SoT =4	78%	1.28
SoT =>5	81%	1.23
SoT =>6	83%	1.20
SoT =>7	87%	1.15
Corners =>4	76%	1.32
Corners =>2	76%	1.32

We discarded Corners as although these can be an indicator of attacking play and approaching goals, in isolation they stick pretty closely the mean baseline.

With this mind, we focused our attentions on Shots on Target, namely games with either zero shots on target or those with 5+ at half time.

In those games, we are getting between 3 and 12 percentage points increase in the likelihood of goals, which is a fantastic margin for us to play with.

Lets look at that in a little more detail

SoT	Strike Rate	Implied Odds	Strike Rate	Implied Odds	Strike Rate	Implied Odds
	0.5 Goals		1.5 Goals		2.5 Goals	
SoT =0	78%	1.28	47%	2.15	20%	5.00
SoT =>5	81%	1.23	42%	2.36	21%	4.76
SoT =>6	83%	1.20	43%	2.34	22%	4.55
SoT =>7	87%	1.15	38%	2.65	22%	4.55

The odds available for each of the goal markets available at half time can vary quite a bit for a variety of factors, usually the match odds at the beginning of the game and particularly when there is a strong favourite.

That said, we can take a pretty reliable rule of thumb that the odds will usually be in these ranges:

0.5 goals = 1.40 – 1.55

1.5 goals = 2.90 – 3.20

2.5 goals = 5.00 – 10.00

So already we can see, simply based on the Live Odds, we can see that we are obtaining clear value against the True Odds based on our analysis above.

If you can get 1.50 on a 1.20 shot – then you are clearly getting monster value.

Of you are getting 9.00 on something that should be 5.00 – again, huge value is there for the taking.

A few more specific observations;

## **Zero Shots on Target**

Understandably, this has the lowest chance of 1 goal in our shortlist. However, it easily has the highest chance of 2+ goals and is comparable with the high shots games for 2.5+ goals.

In this instance, I would be looking to trade either 1.5 or 2.5 goals. You may lose slightly more than the other variables, but the payouts should be high and will more than compensate.

## **Shots on Target 5-7+**

The smallest subset is 7+ on target without goals so as attractive as it is, we'd be limiting ourselves too much by only focusing on that – simply, we'd be leaving money on the table.

We advise to identify games where there have been five (5) shots on target by half time, with no goals scored.

You can either simply bet on over 0.5 goals or, as I prefer to do, is trade the bigger goal markets.

## Timings

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One quick note on timings and when to get involved.

For zero shots on target, we obviously need to wait until half time before confirming the opportunity.

However, with the 5+ shots – we can actually get in earlier if we so wish.

For example, if the first half has reached the final 10 minutes and Shots on Target are 5 and there are still no goals. It can be pretty safe to make the following assumption.

No goals – it qualify as a second half trade for us

A goal is scored

So we can get in earlier because it will be a viable trade or a goal will be scored – either way that's what we want.

In this instance, you may look to do a small stakes bet on First Half 0.5 goals or a lay of half time 0-0, which will be odds on by this point.

# Staking

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We have three options on how we take advantage of these profitable opportunities.

## 1. **Straight bet**

If a game qualifies then you can simply place a bet on Over 0.5 goals and let it run. You will win, on average, 80%+ of the time.

You can of course, bet on over 1.5 or over 2.5 – both offer clear value. This will just reduce your strike rate and increase losing runs but will still clearly be profitable.

## 2. **Straight Trade**

Choose your entry point – over 1.5 or over 2.5 goals

Or you can split your stakes across both.

Then when the first goal is scored either trade out for a equal profit or trade out your liability and hope for another goal or two to give you a bigger return.

You'll see on my examples later in this guide how I decide this based on the game metrics.



### 3. **Split stake trade**

Similar to option 2, but we split our stake by 4 and we place the first stake at half time. The second after 55 minutes, the third around 65-70 minutes, and the final part at 80 minutes, if the game remains 0-0 at this point.

If you get a later goal then the payouts can be higher but depending on when the goal is scored, you may not be able to trade out – particularly, on the over 2.5 goals market.

An alternative to this is to look to trade the Over 1.5 market with 50% of your stake (Half time and 55 minutes) and at that point, switch the second 50% to the over 0.5 goals market, which should allow you to get scratch with just one goal.

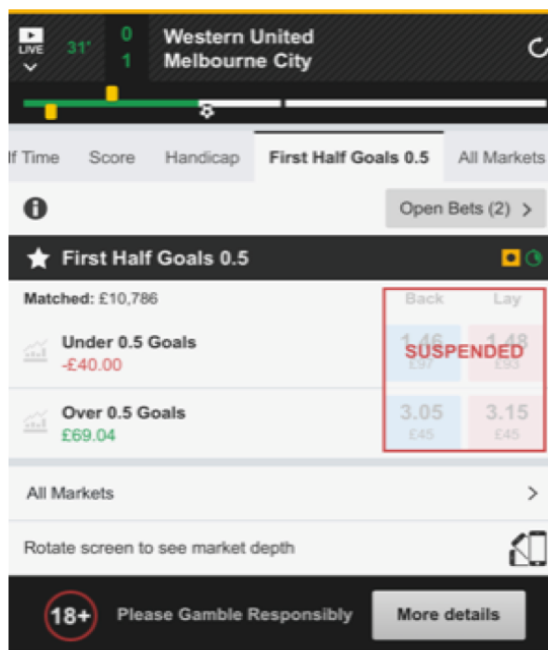
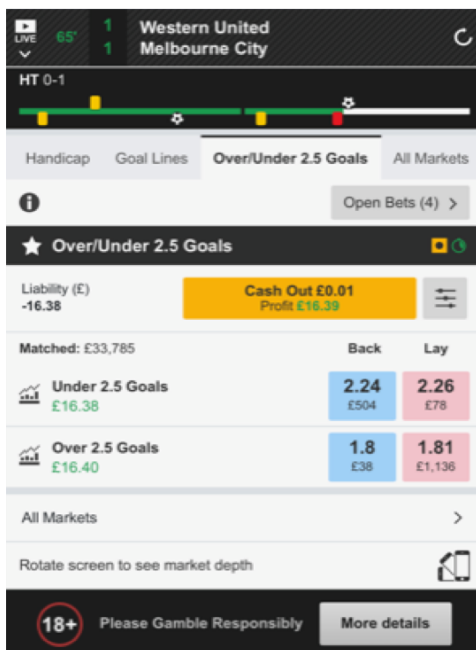
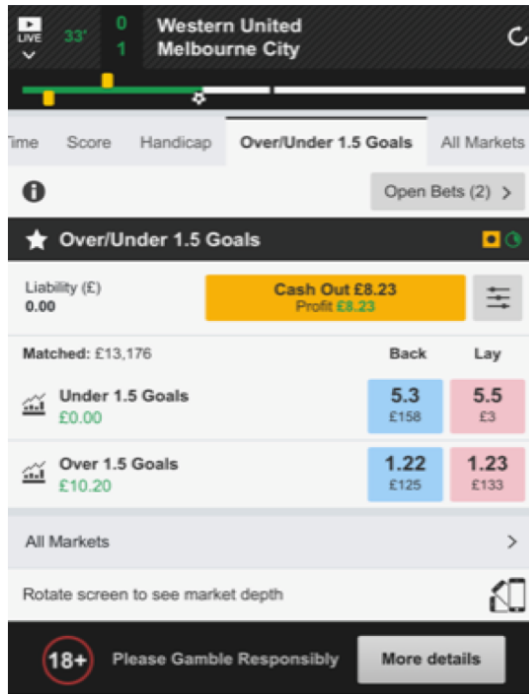
# Staking



This was an easy one as I was watching the game and it looked very unlikely to be 0-0 at half time, let alone full time.

So I went in on three markets – first half 0.5, over 1.5 and 2.5

The first goal came soon after and I trade out my position on the 1.5 and 2.5 markets and watched the second half relaxed as the goals rolled in.



Quickly after that I spotted a second opportunity in China where Jiangsu were strong favourites.

There had been plenty of shots on target at this point but also a red card.



With the red card in mind, I played it a little more cautious and avoided the first half market and went straight in on over 1.5 and over 2.5.

The goal came early in the second half and I decided to green-up at this point, which I believe was the right move. There did end up being a second goal but that was not until injury time.

As you can see, more stress free profits.

**Jiangsu Suning**  
**Shandong Luneng**

HT 0-0

Liability (£) 0.00 **Cash Out £0.00** Profit £0.00

Matched: £8,968

	Back	Lay
<b>Under 1.5 Goals</b> £4.38	<b>5</b> £99	<b>5.3</b> £42
<b>Over 1.5 Goals</b> £4.38	<b>1.23</b> £458	<b>1.25</b> £397

All Markets >

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**Jiangsu Suning**  
**Shandong Luneng**

HT 0-0

Handicap Goal Lines **Over/Under 2.5 Goals** All Markets

Open Bets (4) >

**Over/Under 2.5 Goals**

Liability (£) 0.00 **Cash Out £0.00** Profit £0.00

Matched: £8,888

	Back	Lay
<b>Under 2.5 Goals</b> £19.29	<b>1.97</b> £13	<b>2.04</b> £1,507
<b>Over 2.5 Goals</b> £19.28	<b>1.96</b> £3,046	<b>2.04</b> £103

All Markets >

Rotate screen to see market depth

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## How to find the trades

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This is not a high volume trading scenario as many games will not qualify but there are still around 100-150 opportunities each month, on average, where these scenarios apply.

It would be impossible to catch all of these because the games could be taking place at any time, all around the globe.

Don't worry about those games or ones you missed. If you are not awake or not able to trade then they were never an opportunity in the first place.

But if you can catch say 10 of these a month and win 7,8,9 of those then you'll be making a very nice side profit.

I'll show you now a useful way to manage this process with very little effort on your part – it just requires a little bit organisation to make it work.

**Step 1** – Install SofaScores App on your phone

**Step 2** – Go to the app and select Matches

**Step 3** – Click on Live

This will then give you a list of all the games that are currently in-play. You can quickly scroll through this list and add any games that may be of interest to your Favourites.

At the bottom of that list, you'll see an option to display 'Upcoming Games'

**Step 4 – Click on Upcoming Games**

**Step 5 – Repeat Step 3 and add any potential games to your favourites. I usually look about six hours ahead**

Once you have done this, you can simply use their notifications feature to monitor the games easily without interrupting whatever it is you are doing.

If a first half goal is scored, I'll wait a couple of minutes (Thank you VAR) to make sure it counts. If so, I remove it from favourites. This keeps this list manageable and notifications at an acceptable level.

If a match reaches half time or is approaching half time, I'll check the first half stats and if it qualifies then away we go. If it reaches half time and does not qualify, it is again removed and forgotten about.

(Side tip – if when you check the game and you see now in-play stats, remove the game as well).

And that's it – I found doing it this way, I can go about my daily business and still catch most games without really any hard effort from me to do so.

Remember, you don't have to find every game. You may in fact decide you are only going to monitor games at certain times of the week. It could be, say, between 6pm and 10pm during the week, or just on Tuesday and Wednesday.

Whenever you decide to do it, you will find opportunities most days. But don't force, if no game qualifies, move on to the next day.

Hope you enjoy and have great success with this second half trading strategy

All the best

*Jon Roberts*

Jon and the Football Advisor Team



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*<http://www.gamcare.org.uk/>*

*<http://www.gambleaware.co.uk/>*

*<http://www.gamblingtherapy.org/>*

*<http://www.gamblersanonymous.org.uk/>*