Two bookmakers can advertise a €10 free bet and still give you very different offers. One may issue a token that expires in seven days and must be used at minimum odds of 2.0; the other may give you a month to use it, but require a qualifying deposit and several bets first.

To compare free bet offers properly, look beyond the headline amount. Check what you must do to qualify, how the bet is credited, whether the original stake is returned, the minimum odds, any rollover, and the expiry date. Those details determine how usable the offer is and what it could realistically return.

Start by checking what "€10 free bet" means

A free bet is not usually €10 in cash. It is commonly credited as a betting token, which you can stake on a qualifying selection. If the bet wins, the bookmaker normally pays winnings only: the token's stake is not returned. If the bet loses, the token is generally used up. The exact terms can vary, so read the promotion rules rather than relying on the headline.

For example, suppose you place a €10 free-bet token on a selection at decimal odds of 4.0. If it wins, the return is usually €30: the €10 stake is excluded, leaving €10 × (4.0 − 1). If you had placed €10 cash at the same odds, the total return would usually be €40, including your stake. That difference is why a €10 token is not equivalent to €10 in cash.

Some offers credit the token automatically; others require you to claim it manually through the app or promotions page. A token might also have restrictions on the sports or markets you can select. Check these before treating the advertised amount as available to use.

Compare the qualifying steps, not just the token

Matched deposit offers

A matched deposit offer typically requires you to deposit a specified amount and place one or more qualifying bets. The bookmaker may then award a free bet, or a set of free bets, up to a stated maximum. The qualifying bet is usually a cash wager, and it may need to meet minimum odds or other conditions.

For example, an offer might say: deposit €10, place a €10 qualifying bet at odds of 2.0 or higher, and receive a €10 token. You have risked €10 of your own money to qualify, and that first bet can lose. Compare the complete requirement with the reward; do not judge the deal only by the €10 token.

No-deposit offers

A no-deposit offer may provide a token without requiring an initial deposit, but it is not automatically the better option. It might require account verification, a manual claim, a qualifying wager, or use on selected markets. It may also have a shorter expiry or stricter odds rules.

Check whether "no deposit" truly means no cash wager is required to unlock the token. If a qualifying bet is needed, find out whether it must be placed with cash and whether that stake is returned if it wins. The conditions can materially change the value of the offer.

Use a like-for-like comparison

Before opting in, put the main terms side by side. If a condition is unclear, ask the bookmaker's customer support team or choose an offer with clearer wording. For comparison, focus on what you need to do and what happens to both your qualifying stake and your token.

Term Offer A Offer B Advertised amount €10 token €10 token How it is unlocked Deposit and qualifying bet Manual claim after account verification Minimum odds 2.0 on qualifying bet and token use 3.0 on token use Expiry Seven days from issue Thirty days from issue Stake returned? No, on the free bet No, on the free bet Rollover One qualifying wager No additional rollover stated; check qualifying conditions

This table is illustrative, not a description of any specific bookmaker's current promotion. Always use the terms displayed for the offer you are considering.

Understand rollover and qualifying bets

"Rollover" generally describes how many times a deposit, bonus, or winnings must be wagered before funds can be withdrawn. But bookmakers do not always use the word in the same way. Some offers have no rollover on the token winnings, while still requiring a qualifying cash bet to unlock the token. Others apply wagering requirements to a deposit bonus or to winnings from a promotion.

Do not accept vague wording such as "wagering may apply" as a complete explanation. Look for the amount to be wagered, the odds threshold, eligible markets, time limit, and whether the requirement applies to the deposit, bonus, winnings, or all three. If those details are not clear in the full terms, the offer is sportsnewsireland difficult to compare fairly.

Rollover vs no rollover

When comparing rollover vs no rollover, ask what has to happen before you can withdraw any cash balance. "No rollover" can be attractive, but it does not necessarily mean there are no conditions: a qualifying bet, minimum odds, or token expiry may still apply. Conversely, a rollover requirement can make a headline bonus less useful if it forces you to place more bets than you intended.

For example, a €10 token with no further wagering requirement may be easier to understand than a €10 bonus that requires €50 of eligible bets at specified odds. The latter may still suit some customers, but its value depends on whether you would have placed those bets anyway and whether the rules are clear.

Check the odds rules and their effect on your choice

Minimum odds rules set the lowest price at which a qualifying bet or free-bet token can be used. An offer requiring odds of 3.0 gives you fewer eligible selections than one requiring odds of 2.0. You should not choose a bet simply to meet a promotion's threshold if it is not a bet you would otherwise consider.

Odds also affect the potential payout of a free bet because the stake is not returned. Using a €10 token:

- At odds of 2.0, a winning token produces €10 in winnings.
- At odds of 3.0, it produces €20 in winnings.
- At odds of 4.0, it produces €30 in winnings.



Those figures show the return if the selection wins, not a guaranteed value or a recommendation to seek higher odds. A longer-priced selection may be less likely to win. Compare the restrictions and use a bet that fits your own approach, rather than chasing a larger theoretical payout.

Money-back specials: identify the refund trigger

A money-back special is different from an ordinary free bet. It may refund a qualifying losing stake as a token, cash, or a free-bet credit, but only if the stated conditions are met. The refund is not necessarily paid for every losing bet.

Read the trigger carefully. A promotion might apply only if your selection loses by one goal, finishes second, or meets another specific condition. It may be limited to a named event, market, or maximum stake. The terms should also say whether the refund is cash or a token, when it is credited, and how long it remains valid.

For example, “money back if your team loses” could sound broad, but the detailed terms might restrict it to a single pre-match market and cap the refund at €10. If the refund is a token, the stake may again not be returned on a winning bet. Compare the value and restrictions of that token with a straightforward €10 free bet before deciding which offer suits you better.



Expiry and odds comparison: check the calendar

Expiry can make an otherwise generous offer impractical. Establish when the clock starts: on sign-up, on opting in, when a qualifying bet settles, or when the token is credited. Then check the exact deadline and time zone, and whether the token must be placed or settled before expiry.

Match the expiry window against the actual fixture schedule. If a token expires in seven days, check whether there are suitable events and markets available during that period, including the time needed for your qualifying bet to settle. A postponed match or a market that is temporarily unavailable could leave you with less time than expected. Do not assume that a weekend fixture falls within the deadline just because you saw the offer earlier in the week.

By contrast, a 30-day token may offer more choice, but only if you remember to claim and use it before the stated deadline. Note the expiry date when the token appears in your account and check whether the bookmaker sends reminders; do not rely on a reminder arriving.

A practical way to decide between two offers

1. **Confirm the reward.** Is it a token, cash, or a refund? If it is a token, assume the stake is not returned unless the terms explicitly say otherwise.
2. **List the qualifying steps.** Include deposits, cash bets, minimum odds, opt-in buttons, verification, and any manual claim.
3. **Check the full wagering rules.** Look for rollover amount, eligible bets, withdrawal conditions, and which funds the rules apply to.
4. **Compare the odds restrictions.** Ask whether you can use the token on a market you would ordinarily choose, rather than forcing a bet to satisfy the terms.
5. **Verify the expiry.** Check the start point, deadline, and fixture schedule while there is enough time to use the token sensibly.

6. **Read the exclusions.** Check stake limits, excluded sports or markets, cash-out rules, and whether combining the offer with another promotion is prohibited.

Which €10 offer is better?

Suppose Offer A gives a €10 token after a €10 qualifying bet, requires minimum odds of 2.0, and expires in seven days. Offer B gives the same token after a manual claim, requires minimum odds of 3.0, and expires in 30 days. If Offer B has no cash qualifying bet and its claim process is straightforward, it may be easier to use. But if its terms impose another requirement not shown in the headline, that could change the comparison.

Neither offer is automatically worth taking. Consider the money you must risk to qualify, the token's restrictions, the time available, and the possible payout after the stake is excluded. A higher advertised value or longer expiry does not compensate for unclear conditions.

The bottom line

To compare free bet offers with the same face value, compare the terms that sit behind the number: how the token is credited and claimed, what you must do to unlock it, whether the stake is returned, any rollover, minimum odds, and expiry. Check money-back specials for the exact refund trigger and whether the refund is cash or another token.

Use the full promotion terms, check the expiry against real fixture dates, and avoid staking more than you intended just to qualify. In Ireland, stick to properly licensed bookmakers and treat promotions as betting offers with conditions—not as free money.