



### Sporting Index Automates More than 20 Highly-personalized Customer Marketing Campaigns Every Day

#### THE CHALLENGES

- Customer marketing personalization
- Marketing automation & scalability
- Single customer view

#### THE BENEFITS

With Optimove, Sporting Index now enjoys efficient and effective automated processes for highly-personalized, multi-channel customer marketing. Results include:

- 9% increase in average customer LTV
- 80% customer marketing coverage
- 13% increase in email open rates
- 28% increase in email click rates

#### THE COMPANY

Sporting Index is the leader in sports spread betting, with more than 80% global market share. The privately-held company, founded in 1992, now employs more than 220 people in its consumer-facing Sporting Index brand and its B2B Sporting Solutions brand.

More than 60,000 clients from 90 countries transact 24/7 via Sporting Index's websites, mobile phone applications and voice telephony service. The company's success is largely due to its world-class trading, modelling and liability management capabilities, combined with the latest technologies.

#### THREE KEY CHALLENGES

1. Customer Marketing Personalization – Sporting Index wanted to significantly increase the degree of personalization in their customer-facing marketing campaigns.
2. Marketing Automation – Much of the company's customer marketing operations were being performed manually, which limited scalability. The team was seeking a customer marketing and retention automation solution to dramatically expand the scope of its marketing operations.
3. Single customer view – Sporting Index wanted to cleanse and combine all their customer data into a single "source of truth" so that it would be easier for marketers to understand their customers and deliver the most attractive marketing messages for each individual customer.

#### THE OPTIMOVE SOLUTION

The Sporting Index team selected the Optimove retention automation platform to address all three of its key challenges. Using Optimove, Sporting Index's marketing team was able to implement:

- Highly-personalized marketing campaigns, sent to hundreds of distinct customer-persona-based target groups. The software segments the entire customer database every day based on customer lifecycle stage, recent behaviors and response (or lack thereof) to recent marketing campaigns.
- Automatic execution of more than 20 highly-targeted customer marketing campaigns, to more than 3,300 customers, every day.
- Effortless multi-channel marketing campaign execution via email (Silverpop), SMS (TextLocal) and dynamic website personalization.



## THE BENEFITS

- Sporting Index replaced manual customer marketing processes with efficient and effective automated processes, allowing the marketing team to design and test many more campaigns, which are delivered to many more customers.
- Multi-channel customer marketing has become a standard part of the company's marketing approach.
- The marketing team is leveraging their new "single source of truth" view of their customers for more powerful customer analysis, leading to more effective customer marketing.

## THE RESULTS

- 9% increase in average customer LTV
- 80% customer marketing coverage
- 28.5% increase in email click rates
- 13% increase in email open rates



To learn more about Optimove  
and how it can benefit your business, visit

[www.optimove.com](http://www.optimove.com)

email [info@optimove.com](mailto:info@optimove.com)

or call +1-888-235-5604