

BETAMERICA

BetAmerica Uses Optimove to Drive Growth through its Existing Player Base

THE CHALLENGES

- Executing more frequent, more targeted and more personalized communication with players
- Tracking important player behavior KPIs on a daily basis

THE BENEFITS

Deploying Optimove helped change BetAmerica's entire paradigm of how the company offers incentives to its players. Results include:

- 90% customer marketing coverage
- 47% increase in conversion rate
- 26% increase in the average number of unique monthly depositors
- 52% increase in total amount of monthly deposits
- 31% increase in total amount of monthly wagers

THE COMPANY

BetAmerica is the largest, fully licensed and regulated horseracing, greyhound racing and fantasy sports betting website based in the United States. Initially launched in 2008, BetAmerica now covers more than 200 major horse racetracks around the world and the 18 largest greyhound racetracks in North America. The site also offers real-money fantasy sports betting on NBA, MLB, NFL and NCAA football games.

THE CHALLENGE

BetAmerica's management wanted to execute more frequent, more targeted and more personalized communication with their players. Before implementing Optimove's daily customer segmentation and dynamic targeting, BetAmerica was sending out one incentive offer a month to their entire player base. Because a third-party agency was involved in developing and sending the campaigns, the process of getting a campaign sent out took days or weeks. The company wanted to be able to target many individual customer segments, quickly and easily.

A second challenge facing management was to track their most important player behavior KPIs on a daily basis. Because these KPIs are derived from numerous data points across a number of disparate systems, the company had no efficient way to calculate the KPIs for every player, every day.

THE OPTIMOVE SOLUTION

Deploying Optimove helped change BetAmerica's entire paradigm of how the company offers incentives to its players. Instead of one large incentive offer per month, the company now uses Optimove to send out over 800 ultra-targeted campaigns to more than 50 distinct "target groups," every month. And this number is growing steadily as the company continuously fine-tunes its customer targeting.

More than 90% of the company's customer base is already receiving personalized incentives based on various levels of segmentation.

The marketers are also leveraging this high campaign frequency to be



able to test, optimize and iterate much more effectively, resulting in a steady increase in the measurable financial uplift of each campaign. Additionally, instead of spending days or weeks to set up individual or recurring campaigns (to large groups of customers or to a very specific segment), it now takes less than 20 minutes to do so.

In terms of tracking KPIs: with Optimove's single customer view data warehouse, BetAmerica management now has complete visibility into their most important player behavior KPIs, calculated on a daily basis. Marketers can easily segment customer behavior metrics by bet type, race/game type, player type and even by individual players.

This enhanced visibility, along with Optimove's predictive analytics, also helps BetAmerica's marketers create more targeted, and more effective customer retention campaigns.

For example, the marketing team discovered small groups of players (such as Greyhound/harness players) who actually represent their most valuable players, although they were not previously treating them any differently.

“Optimove makes it fast and easy to segment our customers and execute relevant campaigns to each group. This persona-based targeting has dramatically increased the impact of our customer marketing campaigns.”

—Peter Laverick,
Director of Marketing

BENEFITS BY THE NUMBERS

Since implementing Optimove, BetAmerica has observed the following KPI improvements:

- Increase of 47% in conversion rate (from registered user to depositor)
- Increase of 26% in the average number of unique monthly depositors
- Increase of 52% in total amount of monthly deposits
- Increase of 31% in total amount of monthly wagers



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and how it can benefit your business,
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