

LuckyFish Games

Scaling Customer Retention Operations, Intelligently

THE CHALLENGES

- To scale and automate player marketing operations
- To target players using advanced, granular segmentations
- Systematic approach to optimizing player marketing campaigns

THE BENEFITS

With Optimove, LuckyFish automates personalized campaigns to over 100 individual “player personas”, resulting in:

- **+20%** player future value
- **+65%** conversion rates
- **+15%** paying players
- **+40%** in player payments

THE COMPANY

LuckyFish Games delivers a new genre of soft casino games, specifically tailored to the world of social networks. The company’s high-end social gaming portal allows users to enjoy the variety of creative and unique games while experiencing social benefits.

THE CHALLENGE

Following an influx of venture capital, LuckyFish was able to dramatically accelerate the growth of its player base. Because the company is strongly focused on communicating with each player in the most relevant and effective ways possible, this rapid growth created the urgent need for scaling and automating their player marketing operations.

The company’s player marketing team had already been doing basic customer segmentation (for example, based on last login and payment behavior) and communicating with customers via a number of different channels (including email, push notifications and Facebook Custom Audiences). However, they were doing all of the data analysis and campaign execution manually, by generating player segment lists and exporting them to the marketing execution platforms.

The company needed an efficient way to scale and automate the operation, along with much more sophisticated customer segmentations, better measurements of campaign effectiveness and systematic methods to optimize the campaigns and maximize the ROI of every channel.

THE OPTIMOVE SOLUTION

“Optimove helps us to understand our players, their interests and their preferences like never before,” said Lee Cohen, VP Marketing at LuckyFish Games. “The result is that we communicate with all of our players using the right messages via the right channels with the right timing, which has improved all of our key player metrics.”



Optimove segments the entire LuckyFish customer database every night, using granular segmentation based on dozens of behavioral and predictive dimensions. The software makes it easy for the company's marketing team to target over 100 individual "player personas" with highly-focused messaging, all within a user-friendly, calendar-based interface. The system then automatically executes single- and multi-channel campaigns at scheduled times, with no further manual effort.

By using test and control groups to accurately determine the impact of each campaign, and generating automated suggestions for more granular target personas, the software provides LuckyFish marketers with the data-driven guidance they need to continually refine and improve their campaign messaging.

Optimove has helped the marketing team to push players to higher-value personas, based on the software's value-based segmentation (historical and predictive). This has dramatically increased conversions of free players to paying players, reduced churn and increased overall player lifetime value. With Optimove, the company has also increased the ROI of paid marketing channels, resulting in better budget allocations.

“Optimove has enabled us to dramatically increase the scale and effectiveness of our player marketing operations through intelligent, data-driven campaign planning and automation.”

Lee Cohen, VP Marketing

BENEFITS BY THE NUMBERS

Since implementing Optimove, the LuckyFish Games marketing team has achieved near-100% player coverage via 1,800+ personalized campaigns per month to 100+ distinct customer personas. The results of this highly-focused marketing system are impressive:

- Increase of over 20% in average player future value
- Increase of over 65% in conversion rates
- Increase of over 15% in the number of paying players
- Increase of nearly 40% in player payments
- Decrease of nearly 5% in player churn rate



To learn more about Optimove and how it can benefit your business, visit www.optimove.com