



Large-Scale, Multi-Brand CRM Automation

The Challenges

- Centralize and automate the management of multi-client, multi-channel CRM operations
- Reduce incidences of non-profitable player messaging
- Reduce player over-exposure to messaging

The Benefits

- 12% uplift in monthly deposits
- 99% customer coverage
- 96% of all campaigns are automated

The Company

Founded in 2006, London-based Spacebar Media is a provider of bespoke solutions for select clients within the online space. The company's services include game and software development, digital marketing solutions, affiliate management and customer retention management. With over 50 employees, Spacebar Media caters to an international portfolio of clients.

The Challenge

Spacebar Media sought to improve the way they manage player marketing on behalf of their clients, making it more coordinated and repeatable. Serving many clients by communicating with many players via multiple channels posed significant management challenges and operational issues.

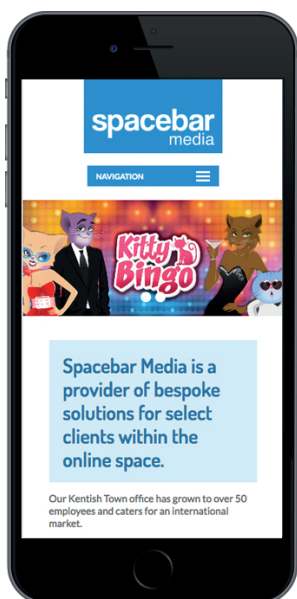
Specifically, the company wanted a single system to handle all campaign scheduling and to manage all delivery execution systems from one place. Further, they wanted to reduce the incidence of sending non-relevant or non-profitable offers to players. They also wanted to ensure that no individual player is over-exposed to marketing messaging. Spacebar Media wanted to streamline its retention activity and graduate into an agile, multi-channel, measurable solution.

The Optimove Solution

Spacebar Media uses a single instance of Optimove to manage all online player marketing and retention for a variety of online brands. 96% of all player campaigns are scheduled for automatic execution from a single interface, supporting SMS, email and call center.

The company uses Optimove's dynamic granular persona and segmentation financial uplift optimization capabilities to ensure that every player receives the right offers via the right channels at the right times.

The system's automatic targeting prioritization ensures that players receive only the most relevant communications without overlap or over-exposure that might lead to messaging fatigue.



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— Rowan Jacobson, Director

Spacebar Media now uses Optimove's Customer Marketing Cloud to communicate with 99% of its clients' players every month, via 340 distinct customer personas. 327 of these groups contain fewer than 500 player IDs at any given time, ensuring that each player receives only the most relevant and appealing communications.

Less than a year after implementing Optimove, the Spacebar Media team has taken its retention efforts into a new level, and the KPIs speak for themselves: the company has seen a 12% uplift in deposits across its complete client base. “Optimove makes it easy for us to effectively communicate with each individual player via all available channels,” says Rowan Jacobson, Spacebar Media's Director. “The impressive results speak for themselves!”

Benefits by the Numbers

- 12% uplift in monthly deposits
- 99% customer coverage
- 96% of all campaigns are automated

