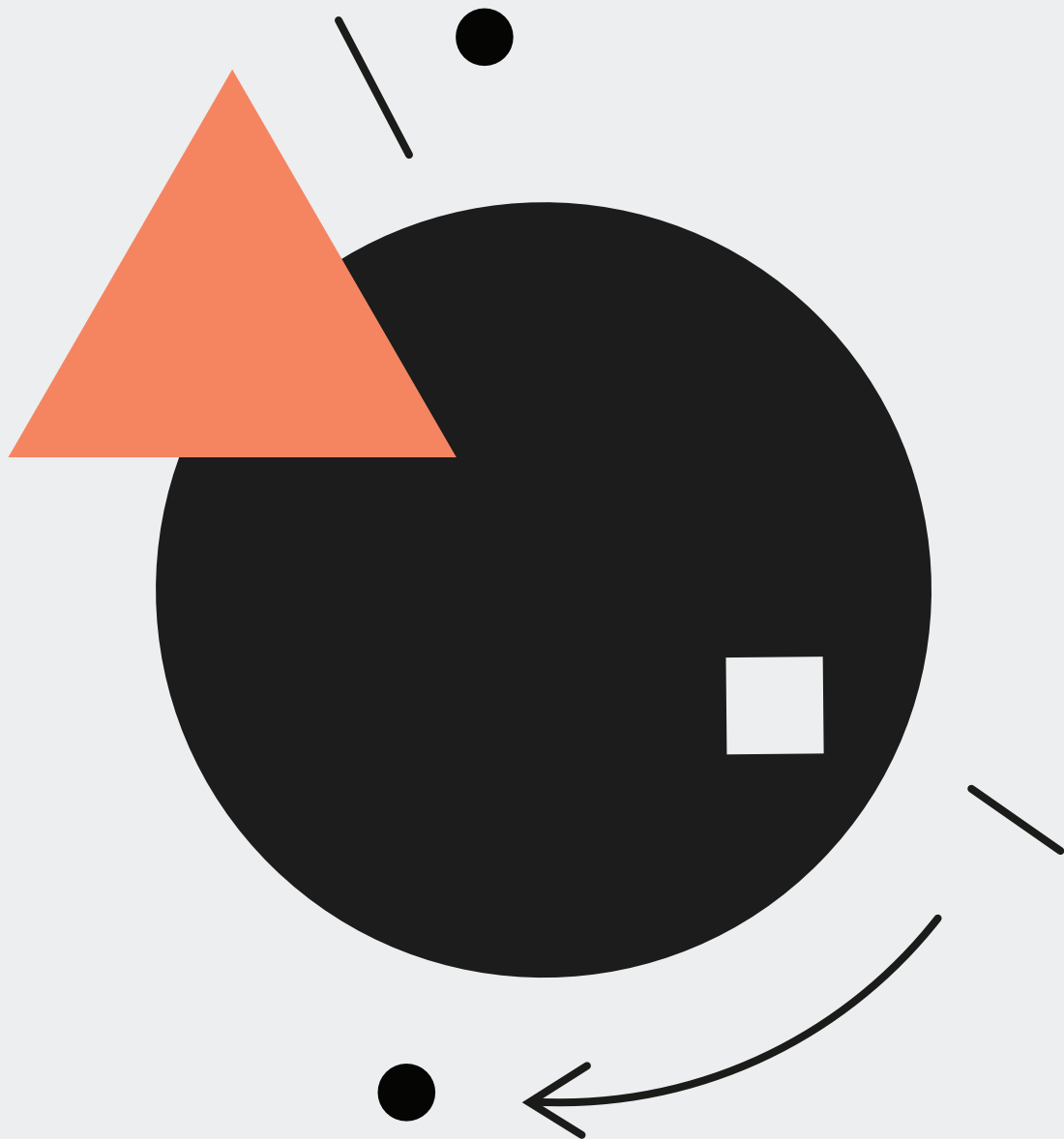**Case Study**

Σntain

How **Entain** Built a Hyper-Personalized, Enterprise-Wide CRM Machine

The Challenge

Large-scale, hyper-personalized, multi-channel player communications

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Player marketing operations coordinated across various brands and regions

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High marketing agility with short ideation-to-execution cycles

The Benefits

16% increase in average deposit amount

81% increase in average casino bet amount

39% increase in customer average future value

16% decrease in player churn

The Company

Entain is an international gambling and betting operator that develops and operates its own proprietary technology platforms. Entain owns some of the gaming industry's leading brands, including sports betting brands bwin, Sportingbet, Coral and Ladbrokes, and gaming brands, such as PartyCasino, partypoker, MGM, Gala and Foxy Bingo. Entain generates more than £3 billion of revenues annually, with a workforce of 28,000 employees and contractors, in offices and betting outlets on five continents.

The Challenge

Entain was looking for a solution that would enable them to effectively communicate with their sports betting players, at a very large scale. A key objective was to be able to create and deliver relevant, timing-optimized communications that are coordinated across multiple channels and brands, taking into consideration individual player styles/behaviors, different brands and varying regulatory requirements.

In addition, the company's marketers wanted to dramatically shorten ideation-to-execution cycles and to increase the overall agility of player marketing operations.

The Optimove Solution

Flexible and Dynamic Targeting

As Entain's marketers began using Optimove, they were quickly enamored with how easy it was to use the bespoke customer model supplied with the software to address their particular needs. A prime example was how quickly the marketers were able to define – using the friendly user interface – hyper-segmented target groups of players, by combining:

- Lifecycle stage
- Preferred device
- Game and betting-style preferences
- Recent gameplay experience
- Bonus usage patterns
- Predicted factors (e.g., future value, risk of churn)
- Customer service interactions

Optimove automatically applies the various criteria that define each segment to create, on a daily basis, the different target groups slated to receive specific messages. This dynamic segment-based approach instantly reduced ideation-to-execution cycles and enabled the marketers to deliver hundreds of personalized, highly relevant communications to many different customer segments.

"Optimove's software and services have proved to be exactly what we needed to scale up our multi-brand player marketing operation and, at the same time, to turn our marketing teams into successful test-and-optimize CRM machines."

— Claus Hansen, Director of CRM, Roar Digital (a joint venture between MGM and Entain)

Successful Strategy Replication

In the second phase, Entain's marketers focused on adopting successful strategies from their EU brands to their US brands. Examples included:

- Increasing the percentage of one-time depositors who become multi-time depositors, using personalized, multi-phase onboarding communication streams
- Proactively preventing churn though a combination of predictive analytics and realtime, event/scenario-triggered player communications
- Improving long-term player loyalty via experience-based targeting and messaging, with a focus on win/loss ratio segmentations

Advanced Measurement Techniques

Entain's marketers credit Optimove's sophisticated measurement methodologies with their ability to accurately gauge the effectiveness of their every effort, in order to continuously improve and optimize performance. Some of the most valuable techniques baked into the Optimove software are:

- Associating success KPIs to specific segments or lifecycle stages – because different player groups behave differently and average KPIs hide a lot of important information

- Automatic test/control group assignment and response analysis – because there is no more accurate way to determine the true impact of marketing activities

- Multivariant testing with rapid adjustment iterations – because the only way to optimize campaign performance is to test, test, test

Benefits by the Numbers

By adopting Optimove's software, and implementing the guidance and recommendations provided by Optimove's experts, Entain has observed significant improvements in key player metrics, including

- **16% increase** in average deposit amount
- **81% increase** in average casino bet amount
- **39% increase** in customer average future value
- **16% decrease** in player churn