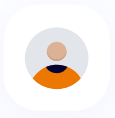


# Staying in the Game

Messaging led to a double-digit increase in return players



## About the Customer

Our customer was a gaming company that ran a sports book.



## Challenge

A sports book wanted to improve their customer communications to improve customer loyalty. In the initial stage customers were alerted when games were starting, to remind them to place their bets before the game started.





## Solution

MessageWhiz proposed an SMS solution which would use triggers and database information to promote relevant betting opportunities.

The sport book's database would determine which customers were most likely to bet on a specific sporting event. The database set off a trigger fifteen minutes before game time, reminding recipients that the game was about to start, and including the odds or line for the game.

Consumers could click the personalized link that was included in the message, and open a page that included their account information and the games they were interested in.



## Results

During the first two months of the program, the sports book saw a double-digit increase in the number of inactive players return to their site and place bets.

The sports book is in the process of adding additional triggers into its mechanism, so it can alert players of prop bets, last minute changes to the odds or betting line, and of injuries that could impact the results of a game.

It's also considering adding notifications following an event to notify players when they have placed a winning bet.



## About MessageWhiz

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.