



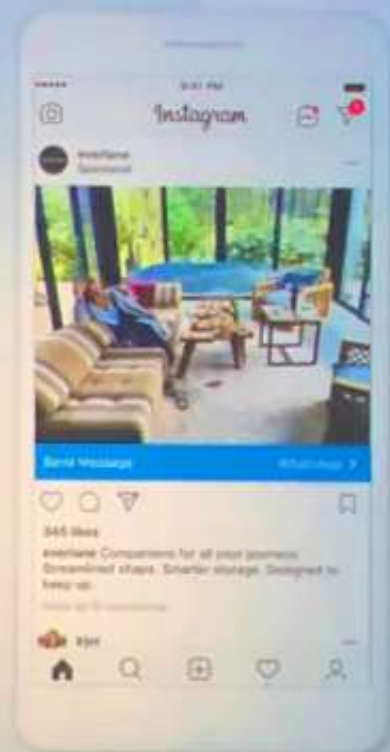
Images of what WhatsApp ads will look like show them taking up the entire screen of a smartphone



GET DISCOVERED



Ads that click to WhatsApp (FB)



Ads that click to WhatsApp (IG)



Status Ads (2020)



GAME 2

KEEPING YOUR CUSTOMER
ENGAGED WITH YOUR BRAND

Emanuel Peter Patrioli



Agenda

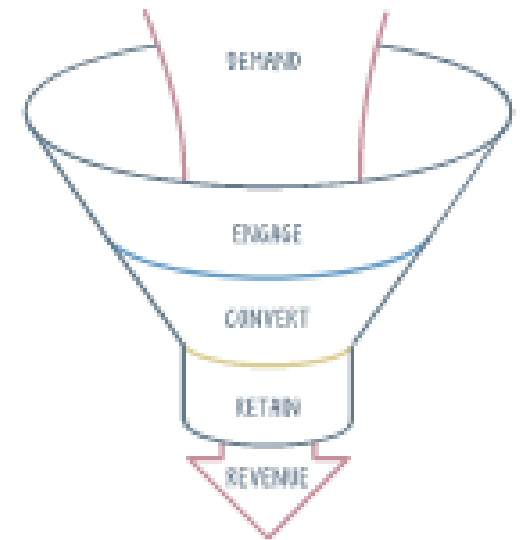
- What is CRM?
 - Definition and importance
 - Goals and KPIs
 - Customer Lifecycle
 - Achieving relevance
 - Segments and Personas
 - Timing and Context
 - Personalization
- The Game



Customer Relationship Management

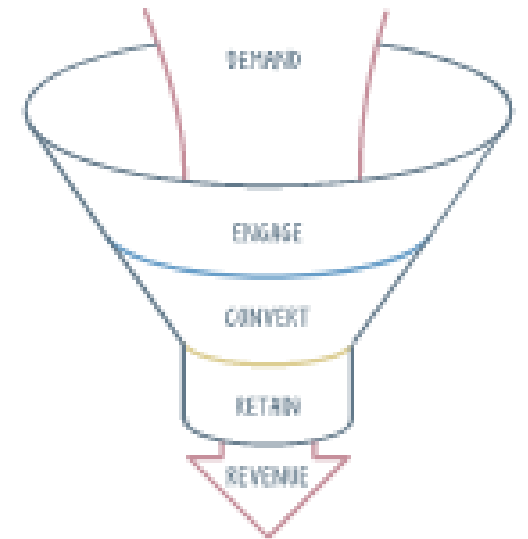
What is CRM?

- Customer Relationship Management (CRM) refers to practices, strategies and technologies used to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth



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CRM mission

**Increasing customers profitability
through relevant communications**

Why CRM?



It is 4–10 times less expensive to sell to repeat customers than it is to acquire new ones, and repeat customers generate up to 10 times as much revenue.

Goals and KPIs

GOALS

- Reach
- Customer Engagement
- Profitability

KPIs

- Opt-in rate
- Opening rates, CTR (comms)
- Net Gaming Revenue (NGR) = Revenues – Winnings - Bonus

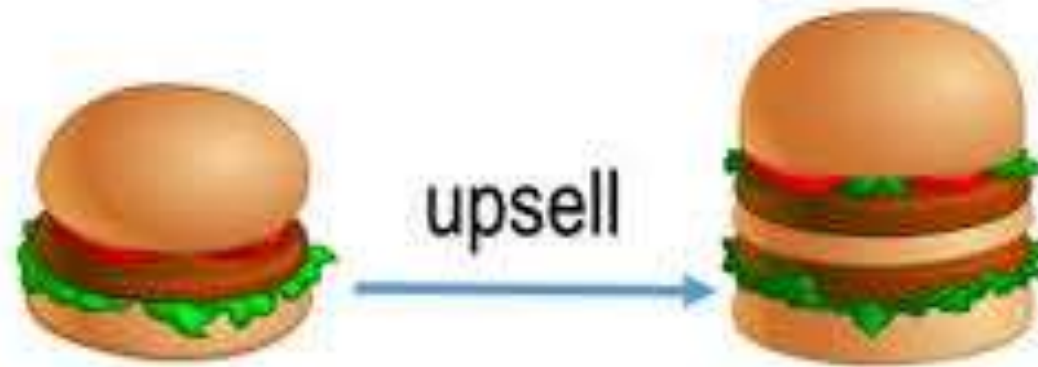


Customer Revenue Lifecycle

- Understanding the customer lifecycle is critical to achieve **relevant messaging**
- Different segments are targeted with different campaigns
- High value players have dedicated teams (VIP team)

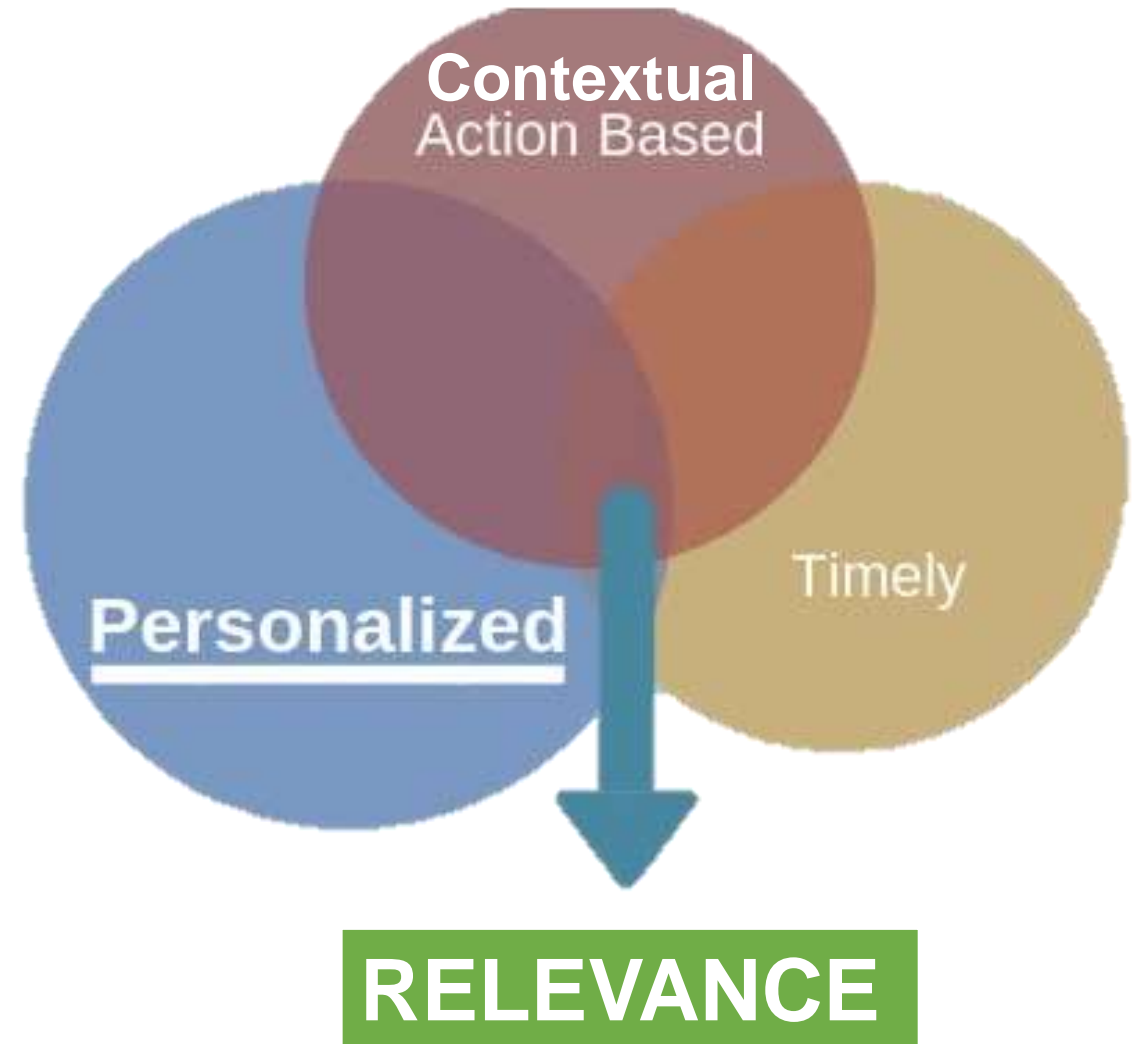


Xsell and Upsell



Achieving Relevance

Relevance can be achieved through **contextual**, **timely** and **personalized** messaging



Achieving Relevance – example 1

SHOP NOW

Check out these deals!



**Women's Lace-Up
Chambray Dress**
Now 25% off



**Girls' Ready
for Fun Dress**
Now 25% off

SHOP NOW

Still searching for Dresses? Check out these deals!



**Lace-Up
Chambray Dress**
Now 25% off



**Chambray
Trapeze Dress**
Now 25% off

Achieving Relevance – example 2



Shop New Arrivals

Our Latest Styles



Diana M Navy Blue Maxi Dress
\$44



Distressed Olive Fashion Sneakers
\$109



"Ready for the Party" Girls' Dress
\$25

VS



Your new favorite dresses.

Our Picks for You



Summer Essential: The Navy Maxi Dress
\$42



Floral Everywhere Mini Dress
\$39



Seeing Blue Striped Romper
\$54

Achieving Relevance

Relevance can also be achieved through
non-personalized content



SPURS



LIVERPOOL

ESTADIO METROPOLITANO

ILLINOIS  LOTTERY


\$1^{over} BILLION

Biggest Mega Millions Ever!



Play responsibly. Must be 18 or older to play.

Segments

Segments are:

groups of individuals on your customer base who are similar in specific ways relevant your marketing objectives, such as age, gender, interests and purchase behaviour.

When to use segments:

- To understand the statistical values and behaviours of each different type of user.
- When the broader picture is needed to create the plan

Segments - examples

Examples of customer segments would be:

- Men aged 18-25 on your customer base
- Customers who have bought product X in the last 3 months and have spent more than £500
- Customers who were active in the last 7 days

Key segments at Lottoland

Segments (Lifecycle)

New

VIP

Active

Reactivated

Churn

Depositor

Dormant

*Customer **churn** is when an existing customer, user, player, subscriber or any kind of return client stops doing business or ends the relationship with a company.*

Personas

Personas are:

- *a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.*

When to use personas:

- *To help construct your messaging.*
- *When advising members of your team on the motivations behind your users.*
- *When you are narrowing down the plan to create the communication and remembering that you are talking to a fellow human!*

Personas

Persona Name	Content they engage with	How active are they on the app
Fast Food Freddy	Discount food offers	2-3 times a week

Persona Name	Ideal Message
Fast Food Freddy	Hey Freddy you can have 5% off all orders before 6pm with your loyalty code XXX123

Personas



STEVE, 47

Who is he?

- CEO of large financial company worth € 85 million.
- Has been in this role for ten years.
- He is an innovator and isn't afraid to take risks.
- He likes to communicate via email or face-to-face. He is on LinkedIn and Twitter.
- He reads financial and economic publications and attends financial conferences.

BRIGHTSPARK Consulting

PERSONA PROFILE

How he finds us

- He was referred onto by someone he trusts.
- He comes to the website at the beginning of his buying journey.
- He isn't interested in using the information on the site beyond research.

Pain points

- The size of the service team is very important to him.
- There are five other people involved in the buying decision.
- He wants a competitive price with strong experience.

What he wants to know

- Latest projects
- Expertise
- He is looking for a partner-led approach
- Testimonials
- Awards

What he doesn't want

- He doesn't want to pay large fees. Value for money is important.

Why he buys from us?

Price and Expertise

SERVICE TEAMS



JOSH HUTCHINS

"The book is way better than the movie."

Age: 26
Location: Boston, Massachusetts
Occupation: Software Engineer
Income: More than \$85k
Status: Single

By day, Josh is a software engineer. In his spare time he enjoys **diving into a good book** or **enjoying the occasional beer with his buddies**. He's not one for the outdoors, but you'll likely find him posted up in a cafe.

GOALS

- Discovering new books and authors to read
- Finding unique stories

PERSONALITY TRAITS

Passionate ☐

Motivational ☐

Introverted ☐

Learning ☐

FRUSTRATIONS

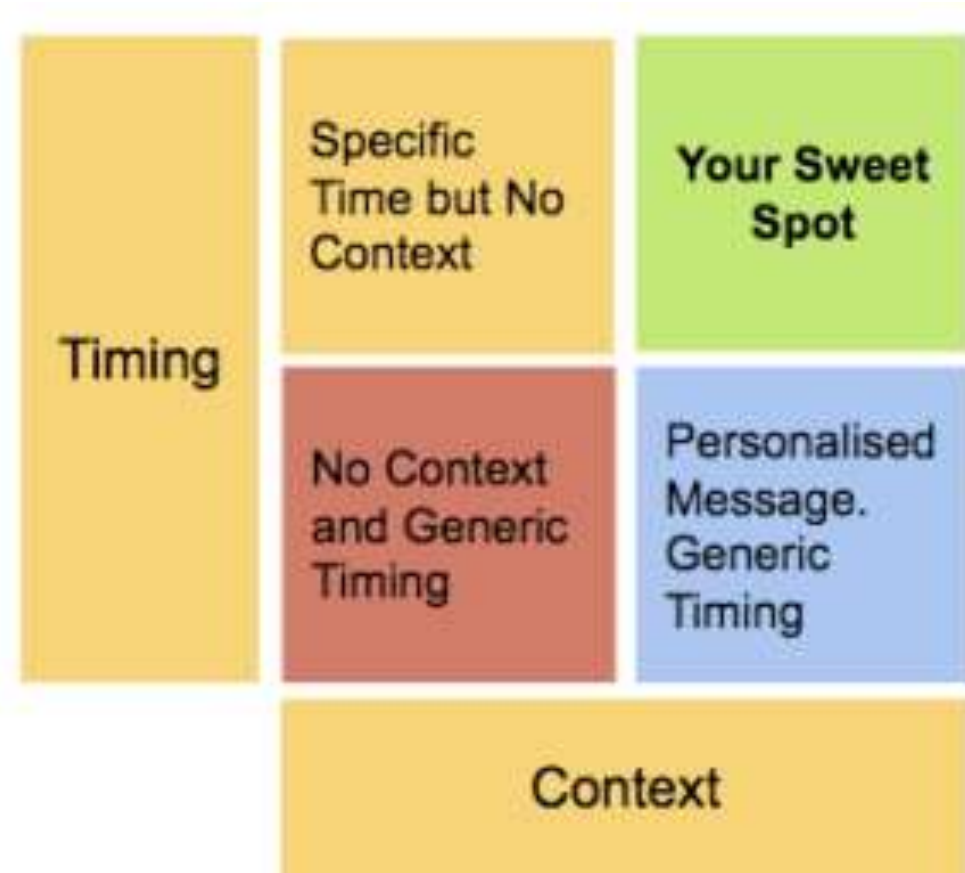
- Finding space for new book
- Keeping track of different series

PREFERRED BRANDS AND INFLUENCERS

amazon goodreads 

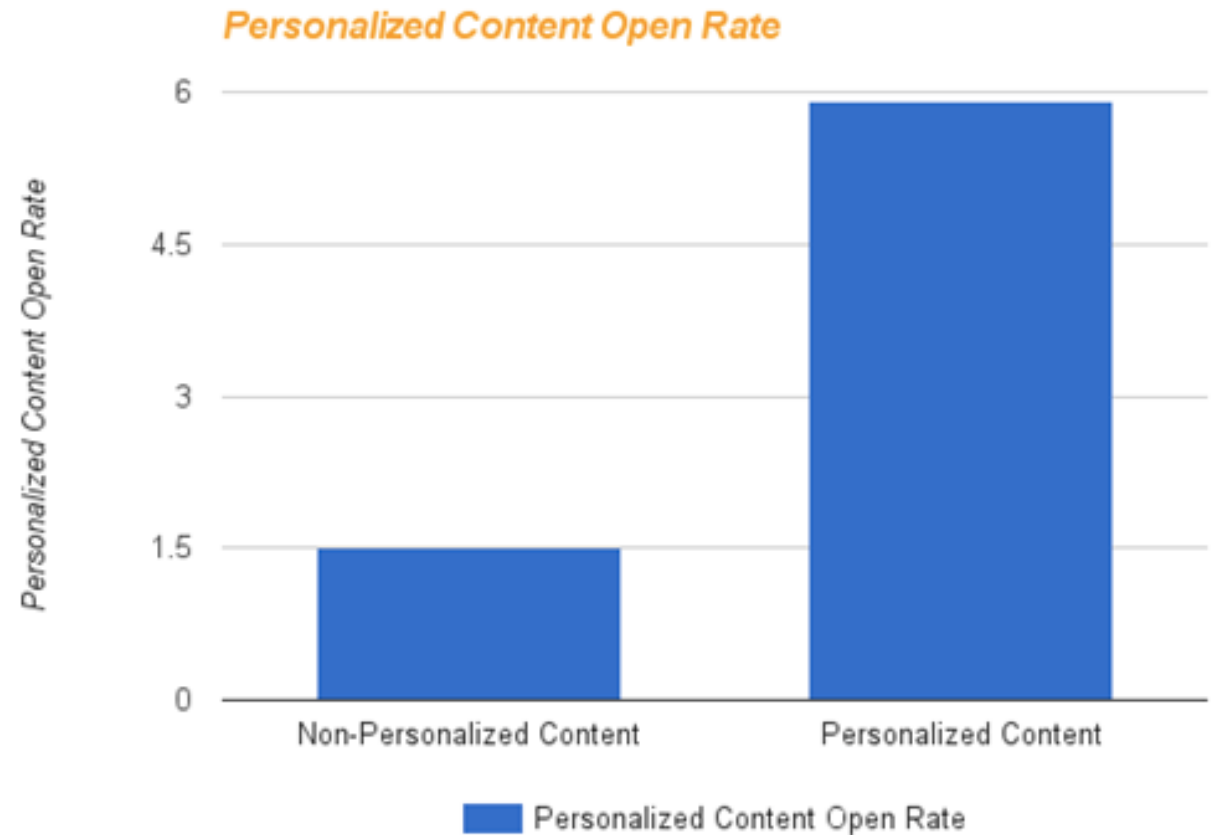
Timing and context are critical

- Timing and content go hand in hand.
- If the users receive a generic message even at an appropriate time, they are more likely to dismiss it.



Personalization is key

- There are numerous ways to add personalization to your message incorporating custom image, personalized message, a past action that user took, a thank you note, etc

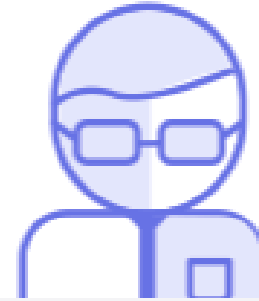


What is Personalization?



From a Customer's perspective

- Contextual
- Timely
- Relevant messaging



From a Marketer's perspective

- Segmented
- Triggered
- Individualized campaigns

CRM tool view

Delivery

Choose a Type



Scheduled Delivery

Send at designated times



Action-Based Delivery

Send when users perform actions



Action-Based Scheduling Options

Send This Campaign To

New Trigger Action



Select Trigger Type...

Make Purchase

Start Session

Perform Custom Event

Perform Conversion Event

Add an Email Address

Interact With Campaign

Interact With Card

Enter a Location

Perform Exception Event For Campaign

Interact With Canvas Step

Add Trigger

Schedule Delay

Once trigger event criteria are met, send this campaign **immediately**

Tactical and Recurring campaigns

- **Tactical** campaigns aim to leverage important events which can draw the attention of most customers
- **Examples:** record jackpot, match of the week, Black Friday promotion...
- **Recurring** campaigns are automated campaigns based on the customer's lifecycle
- **Examples:** onboarding, activation, churn prevention, re-activation



Examples - tactical campaigns



\$22Million
SATURDAY LOTTO
SUPERDRAW



\$22 million

Hi Mark

How good is the \$21m Saturday Lotto Superdraw? Oh wait, that's right, it's not \$21m at Lottoland, it's \$22m! When each game is only 70c, it really is hard to ignore.


Here is your Superdraw offer:

GET 40% OFF SATURDAY LOTTO SUPERDRAW GAMES!


CLAIM HERE

The Saturday Lotto Superdraw closes at 7:30pm AEST.

This offer will expire! Maximum one redemption of each offer per client.



BIGGER IS BETTER!



\$485 million*

Hi Mark,

Bigger is better eh?

WRONG!....

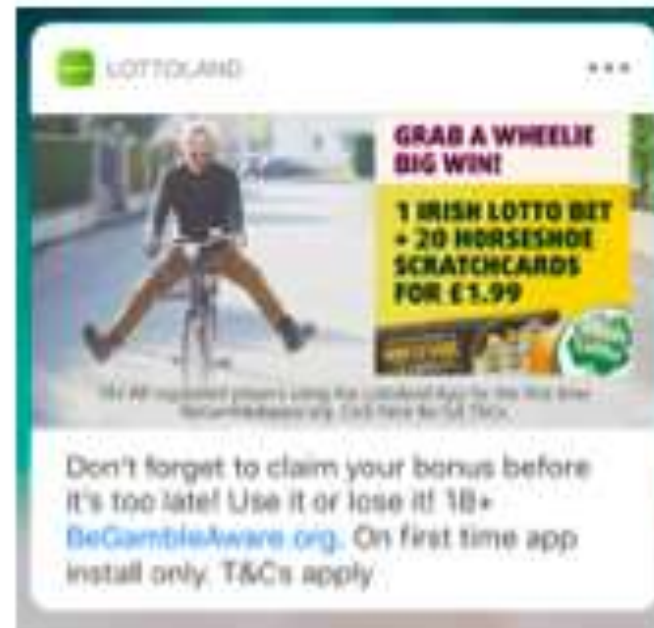
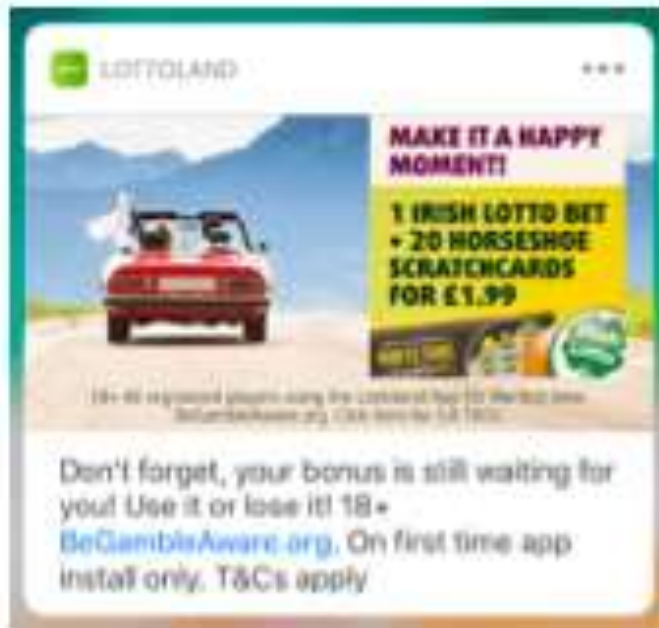
FREE is better!!

Even though the US Power Special Jackpot is at a staggering \$485m* we are still giving you a bonkers FREE chance to win!

CLAIM FREE BET

Maximum 1 redemption per customer. This offer will expire.

Examples – recurring campaigns



Day 0

Day 1

Day 3

Key campaigns categories at Lottoland

Campaigns (Goals)

XSELL

UPSELL

REACTIVATION

RISK OF CHURN

RETENTION

ONBOARDING

The Omnichannel challenge

Multichannel



All channels available to the consumer...
... but not themselves integrated.

VS

Omnichannel



All channels available to the consumer...
... and are connected.

Guidelines

1. Design the onboarding campaigns for your Brand.

1. Choose one or more channels (Email, Interstitial, SMS, Push notifications)
2. Would it be scheduled or trigger-based? (Examples: schedule: daily campaign, one day after the install at 5 pm, trigger: 5 minutes after the registration)
3. Can you think of the message and the call-to-action? (CTA examples: BET HERE, DEPOSIT NOW)
4. How would you measure the success of the campaign? (KPIs? Achieving a milestone in the user lifecycle?)

2. Identify the key tactical campaigns to maximize customer engagement

1. What would be the drivers of your tactical campaigns? (Examples: special event, new products/games, seasonal)
2. Try to design them

Expected output

1. Onboarding journey:

1. How many campaigns would you set up to ease the customer onboarding? With what frequency?
2. At campaign level:
 1. Set KPIs (Goal is Onboarding) – (e.g: Opening rate? CTR? NGR? A milestone in the customer lifecycle?)
 2. Define the trigger OR schedule
 3. Select a channel or a combination of them (Email, Push notifications, SMS)
 4. Define the core message and CTA

2. Tactical campaigns

1. List the events you would leverage to build your tactical campaigns
2. At campaign level
 1. Set Goals and KPIs
 2. Identify your target segments and (OPTIONAL) define one or more relevant personas
 3. Select the channel
 4. Define the core message and CTA
 5. Would you use an offer? What kind of offer? (Example: 20% off on your bet)

Specs and examples

- **SMS:** 160 Characters (standard)
- **Push Notifications:** 100 Characters max (ideally less than 25), can feature an image, by default includes the app icon



Interstitial - examples

A piece of content inserted into another user flow, either within an app or a website, typically as a popup or banner.

