

CASE STUDY REPORT

NetBet



xtremepush



“Xtremepush makes it easy for us to deliver our global, multi-language acquisition and retention campaigns. We work with many providers, and Xtremepush is amongst the very best. The entire team, from senior management to account management and technical support, is outstanding and they are invested in our continued success. The platform itself has a marketer-friendly UI, with new features consistently added to enhance performance.”

NetBet

Silvia Cristescu

Head of Product Marketing

About NetBet

Launched in 2001, NetBet is one of the best known brands in the sports betting and gaming industry. It serves a global customer base, across multiple territories, through a range of high-quality betting and gaming products, operating both a successful online casino and sportsbook.

In addition to its flagship NetBet.com website, available in 9 languages, it also has a number region-specific websites like NetBet.fr and NetBet.it

Objectives and use cases

NetBet began working with Xtremepush in 2016. The two companies have built a strong partnership that sees the Xtremepush platform used throughout the NetBet portfolio.

Originally beginning with web push, NetBet has significantly expanded the range of channels it uses through the platform to include SMS, app push and on-site inbox capabilities, executing truly multichannel player acquisition and retention campaigns.

This is a clear indication of both the ROI that has been achieved, and also the high stand of service and support provided.

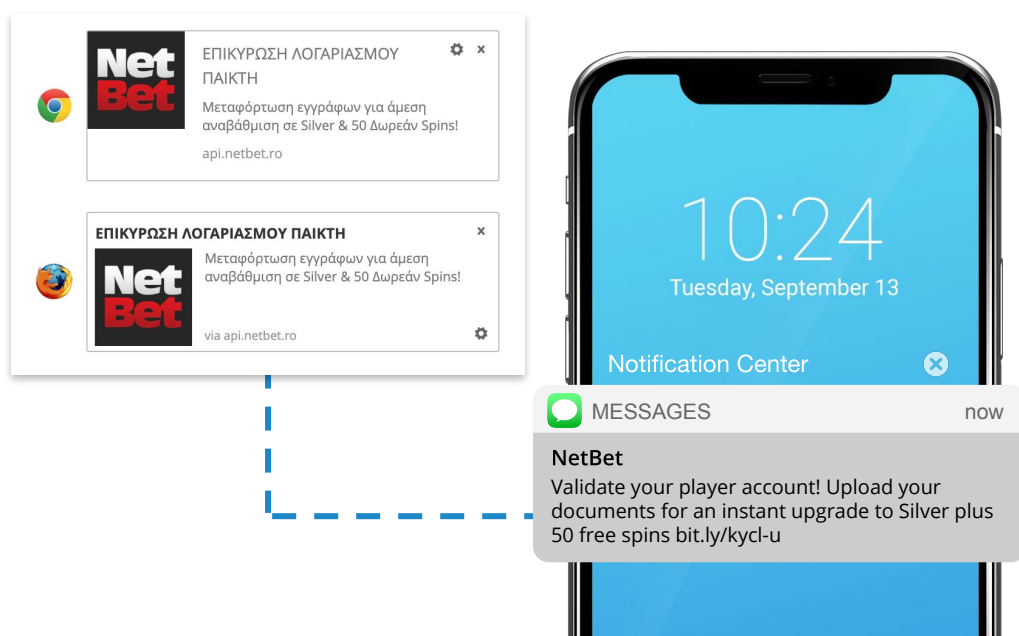
Acquisition campaigns

KYC and account registration

NetBet's preferred channel for this is SMS,

encouraging users to submit vital identification documents as part of its commitment to player security, and its fight against fraud. For NetBet, the security of its customers is paramount. NetBet has invested significantly in its anti-money laundering framework, and places its KYC obligations at the forefront of operations.

As part of these efforts, Xtremepush has been the perfect partner to help engage incomplete registrants and support NetBet in its operations. It is welcome to see a gaming company take their commitment so seriously, in a time where there are many challenges being faced. With heavy investment, continuous product improvements and a determination to fight fraud and money laundering, NetBet is truly a pioneer in the world of consumer protection.



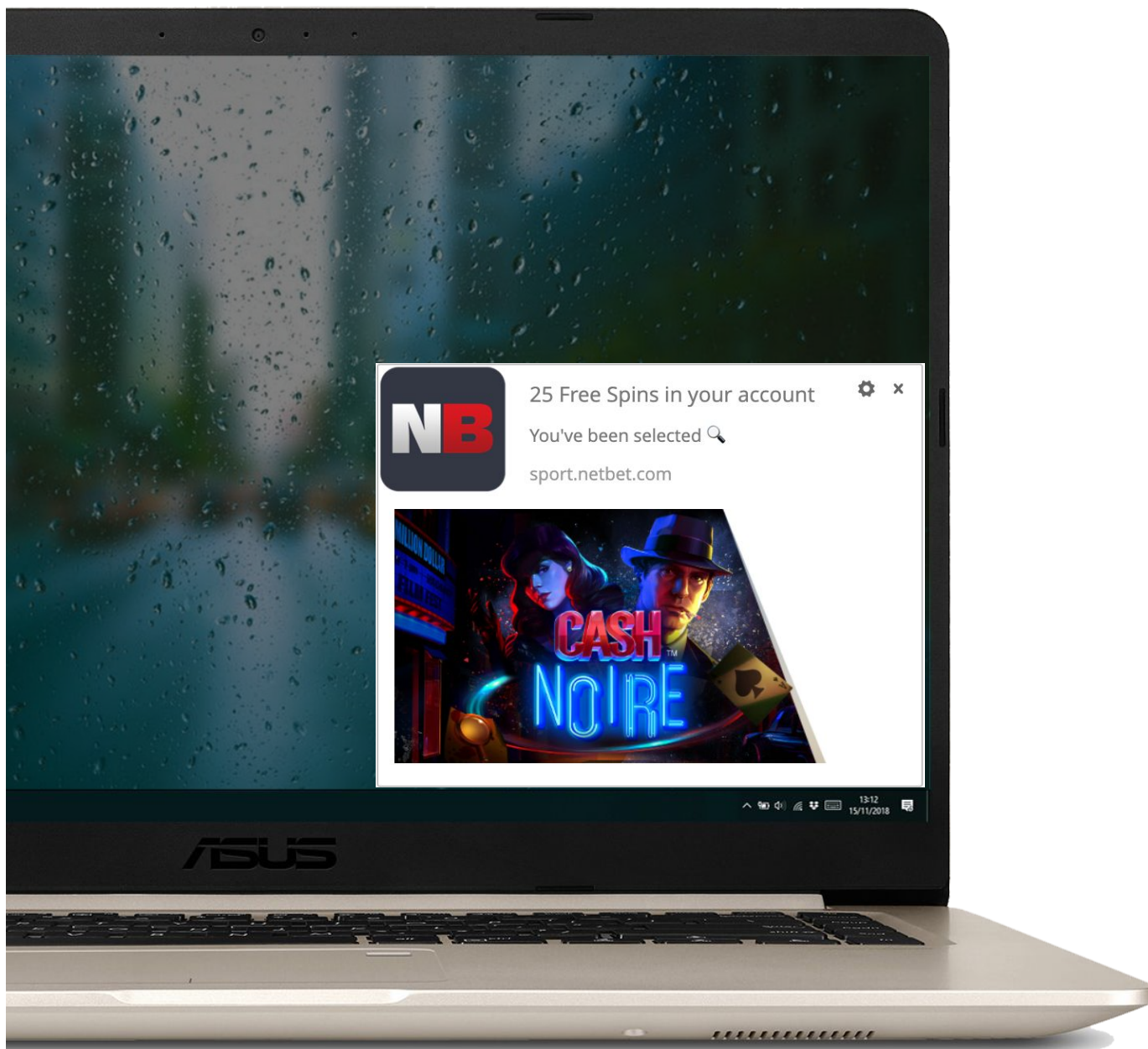
Bet and play stimulation

With such a wide variety of markets available through its sportsbook, and a plethora of games offered in its online casino, NetBet has no shortage of content to communicate to its players.

The Xtremepush platform supports rich push notifications, meaning NetBet can entice these players back on-site and in-app with eye-catching and highly-visual campaigns. And of course, campaigns are personalised to promote each player's preferred game or sport.

Cross-sell

A common objective for many sportsbooks is to cross-sell casino games and increase wallet share. NetBet enjoys consistent success in this, with frequent cross-sell campaigns delivered to players who have shown interest in games and have a propensity to play.





“The wide range of features and the advanced functionality available on the Xtremepush platform is incredible. The fact that their solution integrates seamlessly within our ecosystem is another huge benefit. Their real-time messaging capabilities allow us to connect with our customers at the ideal moment and consistently help to drive great results. And having web and mobile push notifications, SMS and on-site engagement channels all in one place means we can deliver relevant, multichannel campaigns with a small, skilled team”.

NetBet

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Key features for NetBet

Segmentation

Intelligent, dynamic segmentation is at the core of NetBet's personalised engagement strategy.

NetBet combines multiple data points and player attributes to create micro-segments for pinpoint targeting throughout their players' life cycle.

Examples of the types of criteria used include present life cycle stage, loyalty tier, favourite sports, preferred casino games, frequency and recency of activity and so on.

At present, NetBet uses Xtremepush to reach approximately 150 micro-segments across 900 campaigns every day, nudging players through the registration process, stimulating bet activity and increasing wallet-share.

Multi-language campaigns

Central to everything it does is the number of different languages used to communicate

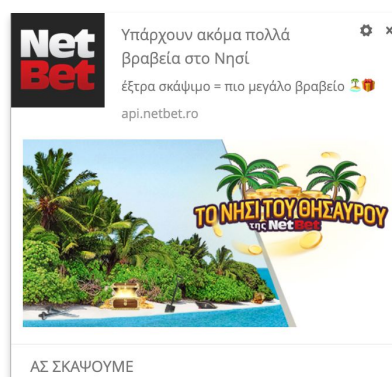
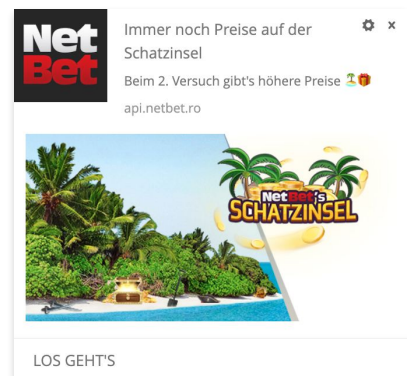
with NetBet's worldwide player base.

Campaigns within the NetBet.com brand, for example, are currently run in English, Romanian, Greek, Finnish, German, Mexican Spanish, Brazilian Portuguese and Japanese.

Easy project management

In territories where NetBet has a country-specific brand, like NetBet UK and NetBet Romania, the architecture of the Xtremepush platform allows its team to completely segregate player data and campaigns related to only that brand.

This is important for a couple of reasons. Firstly, from a compliance perspective, NetBet can clearly demarcate what it is doing in each territory. Secondly, it allows the team to create locally-relevant campaigns that focus on popular national sports competitions and teams.



The Results

- 280% increase in player activation for Casino Cashback campaign using web push & SMS.
- Throughout 2020, NetBet has achieved an outstanding web push click rate of 5.4%, well in excess of the channel average for other suppliers (estimated as low as 1%).



Achieved an outstanding web push click rate of 5.4%



280% increase in player activation



“Xtremepush’s push capabilities are hugely important to us. As a channel, it gets you closer to the customer than others. And the personalisation and scheduling functionality available within the Xtremepush solution lets us cut through the clutter and deliver messages at the right time. Whether it’s a one-off campaign or part of an automated journey based on the user’s interests and activity, push consistently delivers strong results”

Silvia Cristescu, Head of Product Marketing, NetBet

About the Xtremepush platform

Xtremepush is the complete customer engagement, personalisation and data platform, purpose-built for multichannel marketing. We empower brands to drive revenue and create better customer experiences across email, mobile app, web browser, SMS and social messengers.

We offer a full suite of features, from enterprise-grade analytics and cutting-edge automation to real-time delivery and personalisation. Create detailed customer segments to ensure that every message you send is relevant and adds value to the individual user's experience.

We are also strategic partners, working with you to enhance your digital strategy across each of your channels. We are committed to helping you and your team achieve your business goals.

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INTERACTIVE

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CASINO

OREGON
LOTTERY™

NEKTAN
GLOBAL GAMING PLATFORM

Arizona
Lottery



MANSION
CASINO

Genesis
your game plan

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[Schedule a demo of the Xtremepush platform](#)

or contact us at info@xtremepush.com