

LONDRES
POUR 48H

Betclik

Frictionless user experiences led to gains in productivity

One year after partnering with Emarsys:

+80%

Time gained from creating campaigns (was 2 days now 2 hours)

4x

Faster delivery of push messages

100%

Automated journeys that integrate personalized, real-time push notifications



“ Emarsys differentiated itself because it was one tool that did everything: the truly integrated omnichannel aspect, the marketing automation, and its advanced capabilities in terms of reporting. Email, SMS, Push... everything communicates well and easily. It was facilitated by the user-friendly approach of the solution. Additionally, we needed an open and scalable solution that could partner with our internal ecosystem, which the platform could easily integrate into.”

— Jean-Baptiste Chappelleaubos, Customer Engagement Solutions Manager at Betclik

The Business

The Betclik Group is an international online gambling company with five brands and four products operating across 15+ countries in 10 languages. The Betclik brand is the flagship brand of the group with 9 million clients and is number one in sports betting in France and Portugal. It is a mobile-only lifestyle brand as 95% of the activity occurs on mobile devices.

The Outcome

Deliver a frictionless experience to engage and re-engage app users through becoming frictionless internally in business processes and technology ecosystems.

The Challenge

- Betclik has the complexity of operating multiple brands, multiple products, and following multiple regulations. Creating an account on Betclik will be different across all countries, and may require bank details, proof of identity, and validating the account via Direct Mail. The onboarding must be mobile-only and tailored to each environment and country.
- Betclik offers around 180 separate bets per each game (soccer, tennis, basketball, etc.), with odds that evolve every second. This required scaling personalization and adapting in seconds to the correct bet for the correct player.
- As 95% of Betclik activity happens on a mobile device, the customer engagement solution had to be simple and seamless for mobile-only users, and accomplished in real-time due to the time-sensitive nature of the business.

The Solution

With Emarsys, Betclik engages in the most relevant moment with a customer loyalty program that rewards customers when they win, provides in-the-moment information of the sport's game, and a custom message with an invite if they lose.

- Using the Emarsys SDK, Betclik gained behavioral and purchase data to better understand the journey of mobile customers. They were able to leverage push notification to deliver highly personalized, real-time engagements that recommended bets based on the player's type, and called out their user name for maximum impact. "We have integrated push to onboarding programs, as reminders are better served through notifications as they are more frequently opened and engaged with than emails for us." – Jean-Baptiste
- Betclik now has a full client view of all of his/her devices. This data allows highly specific segmentations that combine advanced purchase criteria and mobile behavior criteria.
- Betclik can interact in real-time, at scale, and can automate journeys built on advanced decision nodes (combined from audience criteria) to send personalized messages to their entire audience (millions of contacts) within 3 minutes. The platform empowers 60 users across regions, brands, and products to create segments and content using the Emarsys platform.

