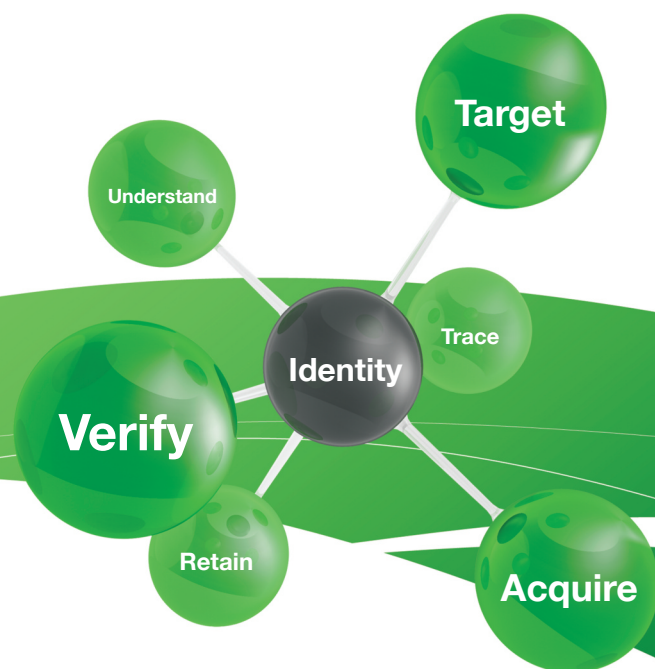


# Marketing Services in the Gaming Sector

## Product Sheet



The most successful organisations recognise the value of understanding your individual identity – who you are, what you need and what you like. GB Group combines this concept of identity with technology to create an environment of trust, so that organisations can connect, communicate and transact with consumers safely, responsibly and profitably.

By using GB Group's Identity based Marketing Services, online gaming operators are able to make the most of the verified data held on each player to maximise response rates, drive revenue, increase player lifetime value and profitability.

### Why work with GB Group?

You probably know GB Group already as the market leading provider of Identity Management services for international age/ ID verification and fraud management solutions. We provide these tools to over 60% of online gaming companies, including PartyGaming, Betfair, Skybet, Virgin Games, Probability, Littlewoods Gaming, Million-2-1 and 12Bet.

But did you know our Identity Management services extend far beyond this customer on-boarding process? GB Group provides Identity Based Marketing Services, with which online gaming operators are able to make the most of the verified data held on each player to *maximise response rates, drive revenue and increase player lifetime value*.

The nature of your business means you collect highly verified player details at the time of registration – data quality other businesses can only dream of. Now think of the power of linking your on-boarding processes with automated contact strategies designed to maximise customer engagement during the first crucial days of the player relationship. Then add the benefit of effective retention strategies on Life Time Value (LTV) from 60 – 90 – 120+ day programmes.

**Why GB Group?** Because we are experts at designing, implementing and fine tuning automated contact strategies. Our expertise is based on four years experience of implementing this approach in travel &

leisure, retail and financial services. We are able to take everything you know about your players' identities – and build the contact strategies based on their likes, preferences and interests. By doing so, we make marketing relevant to your target audience. This increases their engagement with your brand, which in turn builds trust – a fundamental element of your success as a provider of online gaming services.



## GB Group's Marketing Services and Solutions

### Know Your Players Inside Out – The Single Player View



#### **Used for:**

- **The foundation for all marketing communication.** By having a rock solid customer database platform, you know your marketing communications are built on solid foundations
- **Detailed data insight and management.** Using already collated behavioural data to maximise your players' share of wallet, player lifetime value and profitability
- **Building segmentation models** on your players and prospects to improve campaign response rates, retention, ROI and customer experience

The marketing database isn't at the exciting end of player engagement – but it is probably the most crucial (and frequently overlooked) element of your player management programme. Think of the Single Player View as the foundations for everything else – it is crucial. Get it wrong and everything else you build on top will be flawed in some way, compromising the returns you get from your marketing spend.

Get it right and you have the best possible platform to drive your marketing activity across all channels. With over 13 years experience of building Single Customer Views across a wide range of sectors (including online gaming), our abilities are second to none.

Once the foundations are in place, we are then able to build your “player insight platform”. This uses Alterian's integrated suite of marketing automation software to help you first build a detailed understanding of players, and then act on that understanding. The analysis is used to feed the sophisticated campaign management processes, with campaigns being issued by mail, email, via your web site and to mobile phones. Digital campaigns can be measured in real time, so that you can assess what is working and what isn't. This helps fine tune activity, to make sure your ROI is maximised.

Overall, with our Single Player view Solution (SPV), you can:

- Anticipate and track the complete player journey
- Track customers' playing patterns accurately
- Understand the current and potential value of any player
- Understand what drives your player to purchase
- Increase cross-sell/up-sell opportunities
- Make an accurate assessment about which campaigns work and why
- Develop sophisticated retention and acquisition strategies

### Benefits

- **Reduce churn and increase LTV**, through detailed player insight and better communications
- **More effective acquisition strategies and therefore reducing the Cost per Acquisition (CPA)** as a proportion of income
- **Gain £58 per £1 total spend\*** on direct and digital marketing

## GB Group's Campaign Management & Automated Contact Strategy



### **Used for:**

- **Creation of automated and trigger-based contact strategies** to drive increased player value and profitability, and to encourage players to choose your products over the ones from the competition
- **Increase player engagement** with your brands and games, increasing player loyalty and LTV

It is now widely accepted that the responses from generic mass communication are on the decrease. We are all individuals and respond better to being treated in a way that is personalised as in, "talk to me about things I am interested in and I will listen".

Our already explained Single Player View provides the understanding needed to deliver personalised communications. However, setting up and delivering such communications to a large player base is time consuming and resource intensive. Our campaign management platform builds on the Single Player View to make both planned and trigger-based communications quick and easy to publish. Planned activities such as newsletters, global offers and brand communications can be set up in a matter of minutes, with customer responses automatically feeding into the database. Seamless integration with the analysis component means more complex, segmented campaigns can be set up with minimal time, resource and cost.

Our automated contact strategies complement the scheduled activity by expecting programmed responses to specific player triggers and events. For instance, a player suddenly switching to a new game or sport can be emailed a "hints and tips" guide to getting the most from your platform – increasing player engagement and loyalty.

Using traditional approaches, this would require levels of resource and cost that would be cost prohibitive. Our automated contact strategies allow these communications to be set up, run and monitored without the need for intervention from your marketing team. Where the reports indicate an element of the automated strategies are under-performing, they can be fine tuned and monitored to bring performance back in line – maintaining and increasing marketing ROI.

## Benefits

- Opportunity to interact with customers or prospects when they're **most likely to be responsive to you**, avoiding players choosing the competition's products over yours
- An **instant view of the performance of any individual campaign** and the ability to make changes to it while it is rolling out, to maximise every opportunity

## About GB Group

GB Group has three complementary identity management offerings:

- **Identity Verification** - combating ID fraud, money laundering and under-age gambling
- **Identity Capture, Maintenance and Tracing** - providing accurate and up-to-date customer information for your contact strategy
- **Identity based Marketing** - understanding, targeting and retaining profitable customers

This enables our clients to make informed business decisions based on a thorough knowledge of consumer identity and behaviour, leading to more effective communication and interaction with the customer.

**GB Group - because identity matters™**

GB Group is proud to provide over 60% of online gaming companies with its award winning electronic ID Verification solutions, including:

PARTY GAMING



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\* Results based on the experience of one of GB Group's clients.