



Betting destination goes on the offensive to win new fans

Major sports betting provider competes in new markets using direct mail

GOAL

A major destination for sports fans was ready to expand. Online sports betting was recently approved by a new state, so all major online gambling providers would be reaching out to a similar ideal target. Essentially the starter pistol had fired, and the race was on! To dominate in the ultra-competitive field, the message needed to target the right audience, be the first to arrive, and drive meaningful action like placing bets.

As with any regulated industry, they also needed to be careful to only reach consumers of age, and that have not faced gambling related addictions in the past.



28%

lift over control in campaign response



25%

lift over control in users placing bets



40%

lower cost per acquisition for model's top 3 deciles compared with the general target

SOLUTION

Legislation supporting sports betting is not a slam dunk, so marketing teams need to prepare for a number of scenarios. Campaigns need to be ready to go with little warning to be that first touch. The Speedeon team helped make sure every aspect of the mailing program would be ready to execute in as few days as possible.

A multi-touch mailing strategy was applied to first reach a broad audience, followed by only members of higher deciles in a model. Existing users of complimentary products, within the state, served as the seed for a lookalike model.

IMPACT

The state launch was a success and achieved multiple key performance objectives reaching new users in a way that drove action. The first touch delivered significant lift over control groups, in both initial responses and even bets placed. Results were multiplied by mailing only the top deciles of the lookalike model for the second touch.

The sports destination secured a leadership position in this new state and brought home an enthusiastic new fanbase. Partnering with Speedeon's strategic marketing services team allows this team to focus on what they do best, while reaching new hopeful sports fans.

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