

MARKETING AUTOMATION

POINT OF DEPARTURE: CLV & ARPU KPIs



derby25



rod25

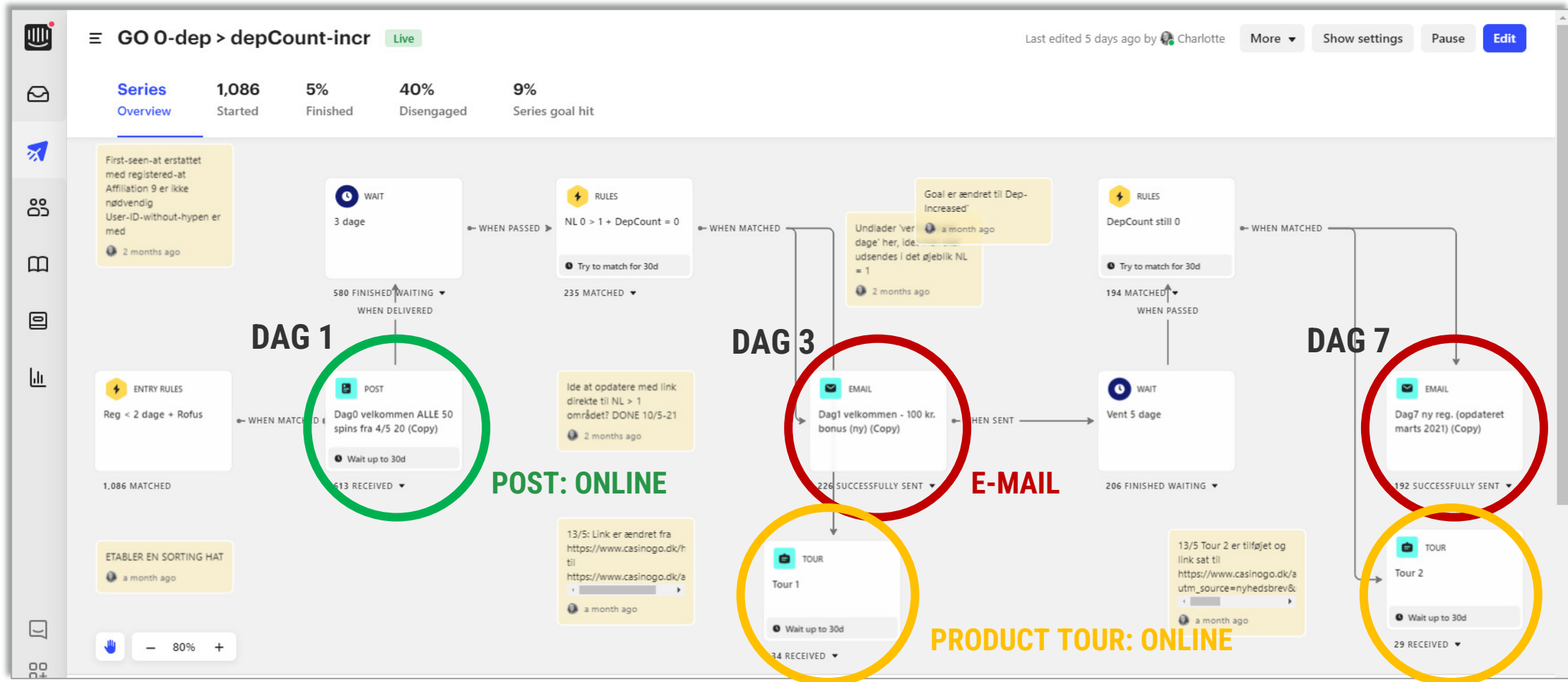


bet25



CASINO GO

ONBOARDING GO CUSTOMERS – THROUGH A MIX OF **E-MAILS**, **POSTS** & **PRODUCT TOURS**



MARKETING AUTOMATION

OPTIMIZING DATA STREAMS & STRATEGY



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STREAM LINING DATA FLOWS – eMAIL ADDRESSES MUST ENTER INTERCOM THE RIGHT WAY FX

D → [EMAIL] ← WHEN

Dag 1 rød fra 8/10 2020
(Goal: Dep. Count Incr.)...

109 SUCCESSFULLY SENT

109 successfully sent
54 ineligible to send

Details

NA Nathia [redacted]

User

11:14AM in Hvidovre, Denmark

Owner No owner

@ Email Unknown **RIGHT column**

User id 607b3bd2d1026ac792a7bc2f

See less Edit

em

Last opened email Unknown

Last clicked on link in e... Unknown

Unsubscribed from emails false

Marked email as spam false

Email Unknown **WRONG column**

Email Nathialamseben@[redacted].com

ORDER IN THE BAG (CONVERSION) OR DATA ENRICHMENT – MARKETING AUTOMATION IS A DOUBLE EDGED SWORD



Unlock More Value

Discover new ways to drive value in your business. Earn more from your raw data with insights that close sales and accelerate marketing automation.



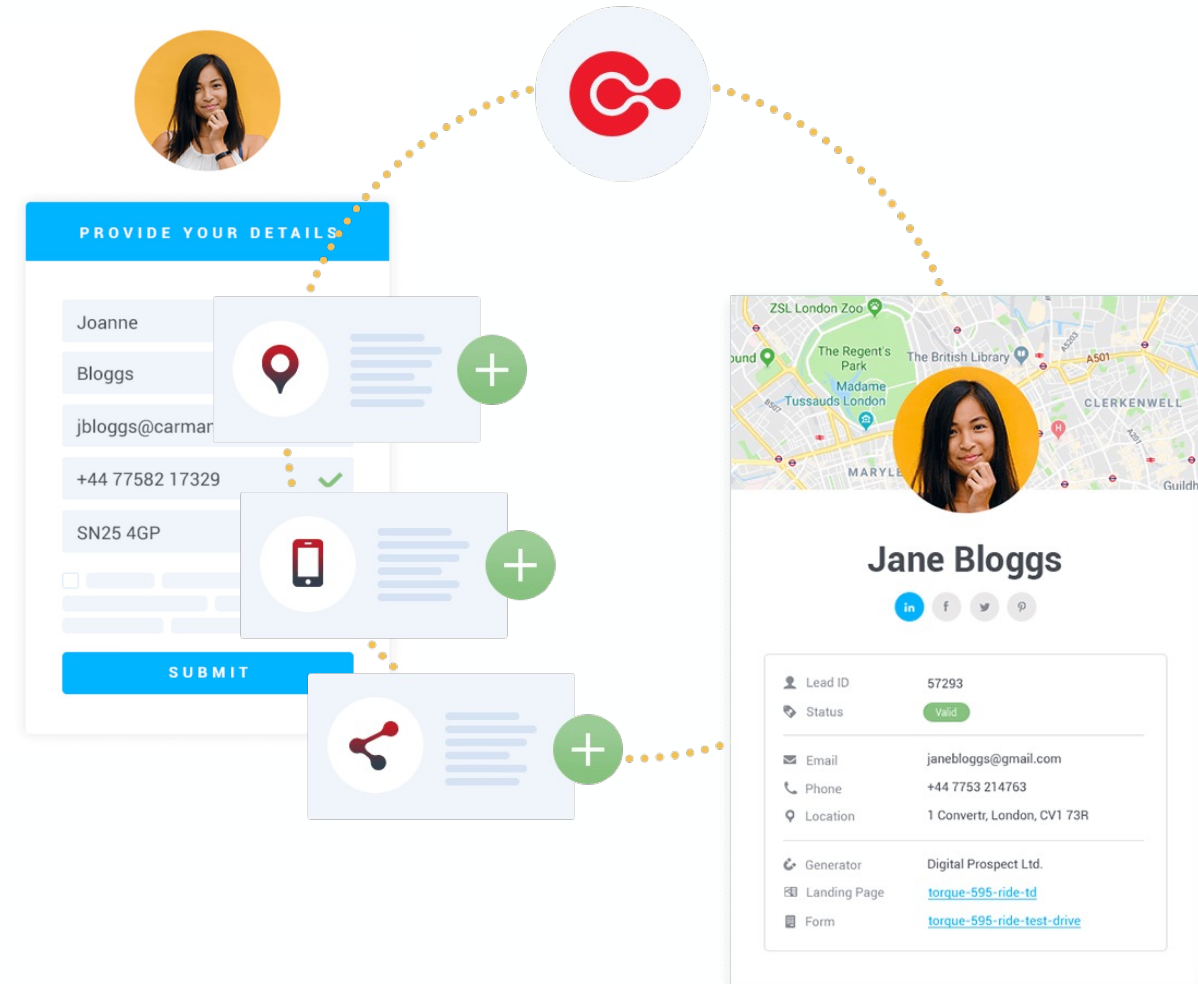
Limitless Insights

With Converter you get automated access to over 300 data sets and counting - so you can append even the most niche information.



Data That Stays Accurate

Use Converter's self-cleansing system to safeguard every profile and ensure key information is always up-to-date.



MARKETING AUTOMATION

SUPPORTING CAMPAIGN ACTIVITIES



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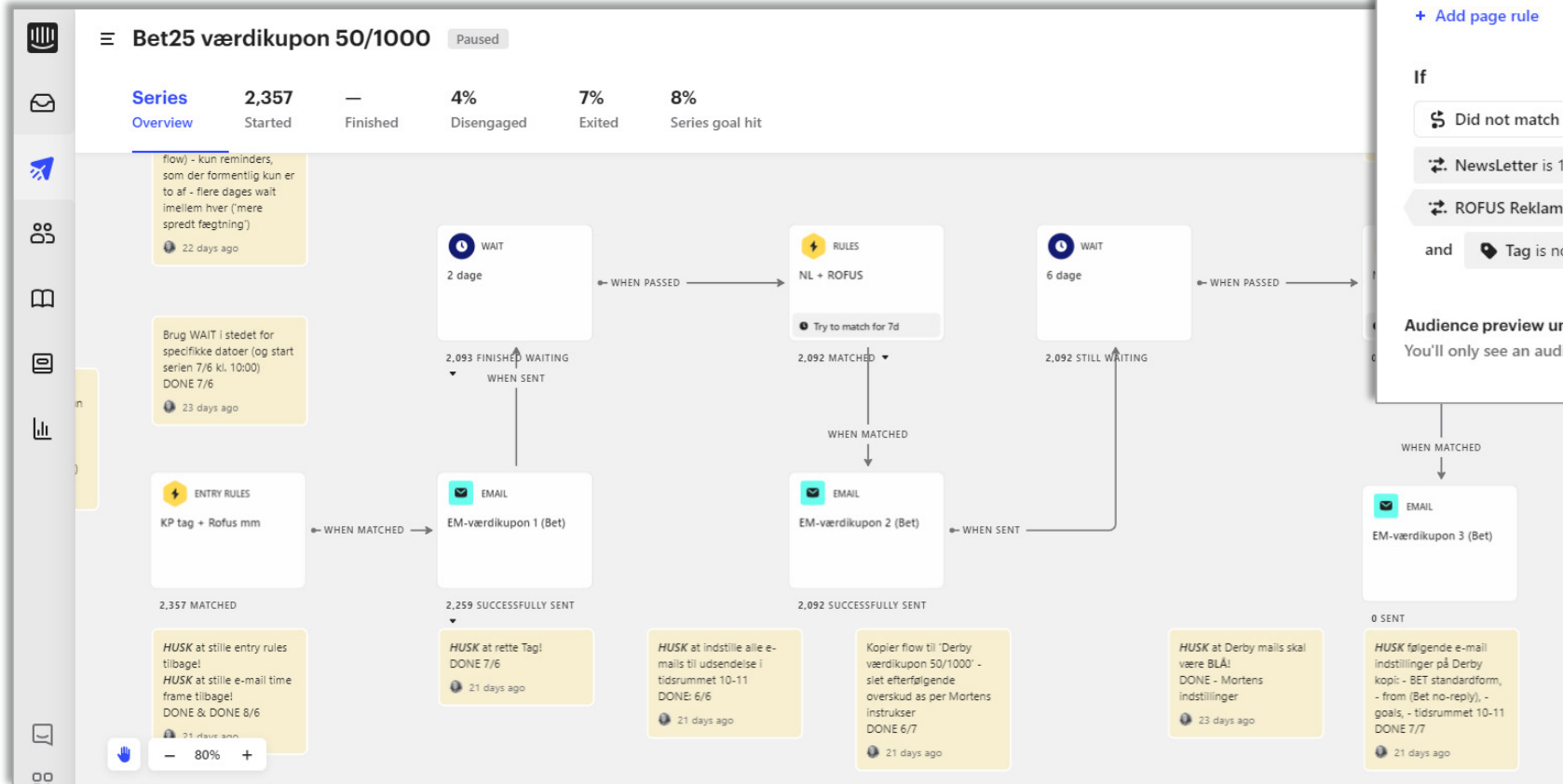


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CASINO GO

REACTIVATING BET25 CUSTOMERS – ADVANCED TAGGING WITH VOUCHERS



NL + ROFUS (Copy) Cancel Save rules

When **new**

+ Add event rule

Where

+ Add page rule

If

Did not match Series exit rules and Completed '6 dage'

NewsLetter is 1 and ROFUS Reklame is false or

ROFUS Reklame is unknown and Unsubscribed from Emails is false +

and Tag is not 160621-Bet25-har-taget-voucher + Hide filters + Add a rule

Audience preview unavailable
 You'll only see an audience preview on entry rules blocks. [Learn more](#)

TAGS som ikke skal have voucher via de to flows (series)

KP Kasper Poulsen (KP)
 Tili Charlotte Frank (CF)

Hej

Bet25 TAG: 160621-Bet25-har-taget-voucher

Derby25 TAG: 170621-Brugte-voucher-derby25-flow

Venlig hilsen / Best regards

Kasper Poulsen
 CRM Manager, Derby25 & Bet25
 kp@25syv.dk | +45 53637453

Derby 25 Bet 25 Derby 25 Copenhagen 60

Danmarks sjoveste spilfamilie

25syv A/S
 Mariane Thomsens Gade 2F, 2. | 8000 Aarhus C
 25syv.dk | CVR 30897765

MARKETING AUTOMATION

MISSION: PERMISSION & GDPR



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rød25



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CASINO GO

MISSION: PERMISSION (BET) – MOTIVATING ACTIVE BET CUSTOMERS TO OPT-IN

Mission: Permission Bet25 10/maj Live

Series **172** **8%** **1%**
 Overview Started Finished Disengaged

umiddelbart inden launch? risk > 0.99? Done! 10/maj 9 days ago

Active Non-Permission 10/maj-21

When: Live

Where:

- Current page URL is https://www.bet25.dk/ or
- Current page URL is https://www.bet25.dk/nyhedsbrev/ or
- Current page URL is https://www.bet25.dk/nyhedsbrev/ or
- Current page URL is https://www.bet25.dk/nyhedsbrev/ or
- Current page URL is https://www.bet25.dk/nyhedsbrev/ or
- Current page URL contains bet25.dk

ROFUS Retname is false and Unsubscribed from Emails is false and User status is open or User status is temp and User status is unknown and Newsletter is 0 and Tag is 100521-Bet25-Mission-Permission-50kr-...

172 MATCHED

5,609 people are in your audience right now

Name	Signed up	Last seen	Affiliation	Last seen on Android
Sune Rasmussen	3 year ago	Just now	1	Unknown
Morten Bille	3 months ago	In the last 10 mins	1	Unknown
Thyagaraj...	2 months ago	In the last 10 mins	1	Unknown

How are messages... All Emails Posts

POST
 Besøg Nyhedsbrevsområdet...
 Wait up to 30d
 172 RECEIVED

WHEN DELIVERED

EMAIL
 Voucher sendes (Copy)
 14 SUCCESSFULLY SENT

Done: Måske det kan ændres til '50 kr. værdikupon'. Det synes jeg på en måde er mere retvisende for indholdet 2 months ago

Besøg Nyhedsbrevsområdet (Copy)

50 kroner TILMELD DIG VORES NYHEDSBREV

bet25

Stop Spillet 18+ | Spil ansvarligt | Udeluk dig via ROFUS

bet25

derby25 bet25 rød25

Das ist genial!

Vikar og leder | 18+ | StopSpillet.dk | ROFUS.nu

En konto - tre spillemuligheder

Hej Charlotte,
 Vidste du, at du automatisk har login til alle vore tre spilleprodukter

En konto - tre spillemuligheder - Meddelelse (HTML)

Meddelelse Hjælp Acrobat Fortæl mig, hvad du vil foretage dig

En konto - tre spillemuligheder

Bet25 <no-reply@bet25.dk>
 Til Charlotte Frank (CF)

oversat med Google

27-05-2021 11:41

more Show settings Pause Edit

MISSION: PERMISSION (BET) – OPT-IN, PLEASE

RESULTS SO FAR

Mission: Permission Bet25 10/maj Live

Series 172 **8%** **1%**
 Overview Started Finished Disengaged

umiddelbart inden launch? risk > 0.99? Done! 10/maj 9 days ago

Overvej, om det kan være svært at læse den hvide skrift på den gule CTA-knap? @Tim kan det rettes? 2 months ago

ENTRY RULES
 Aktive Non-Permission 10/maj-21

← WHEN MATCHED →

POST
 Besøg Nyhedsbrevsområdet...
 Wait up to 30d

← WHEN DELIVERED →

172 MATCHED 172 RECEIVED

Voucher sendes (Copy) Live More Edit

Version 10 set live 6 days ago by Charlotte

Email 84 **67%** **19%** — **77%** **1%**
 Overview Sent Opened Clicked Replied Goal Issues

65 customers hit the Email goal: Sbsalescount is increased Match within 30 days

How did that change over time?

80%
60%
40%
20%
0%

Mar Apr May Jun

Try to match for 30d

14 MATCHED 14 SUCCESSFULLY SENT

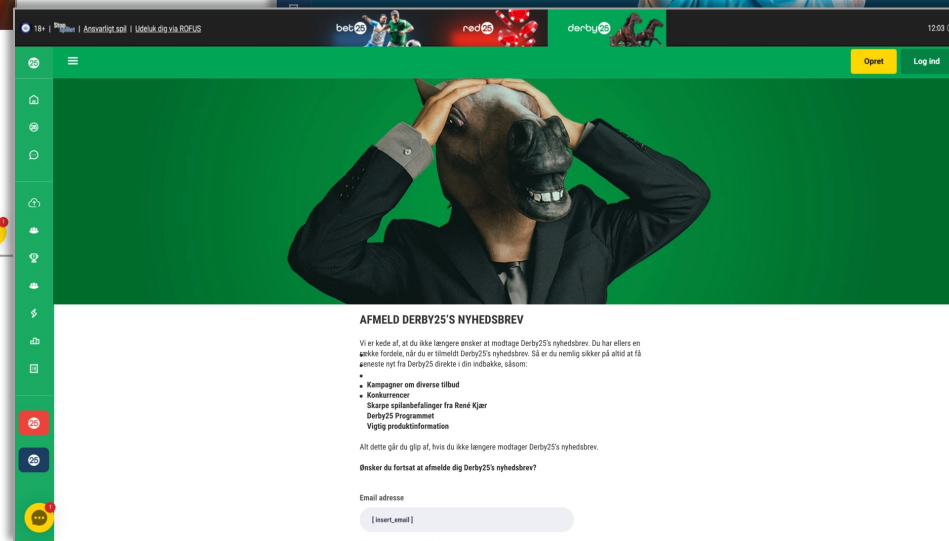
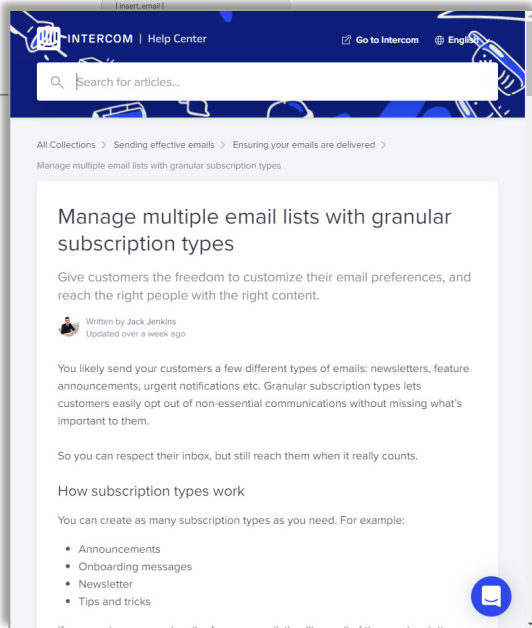
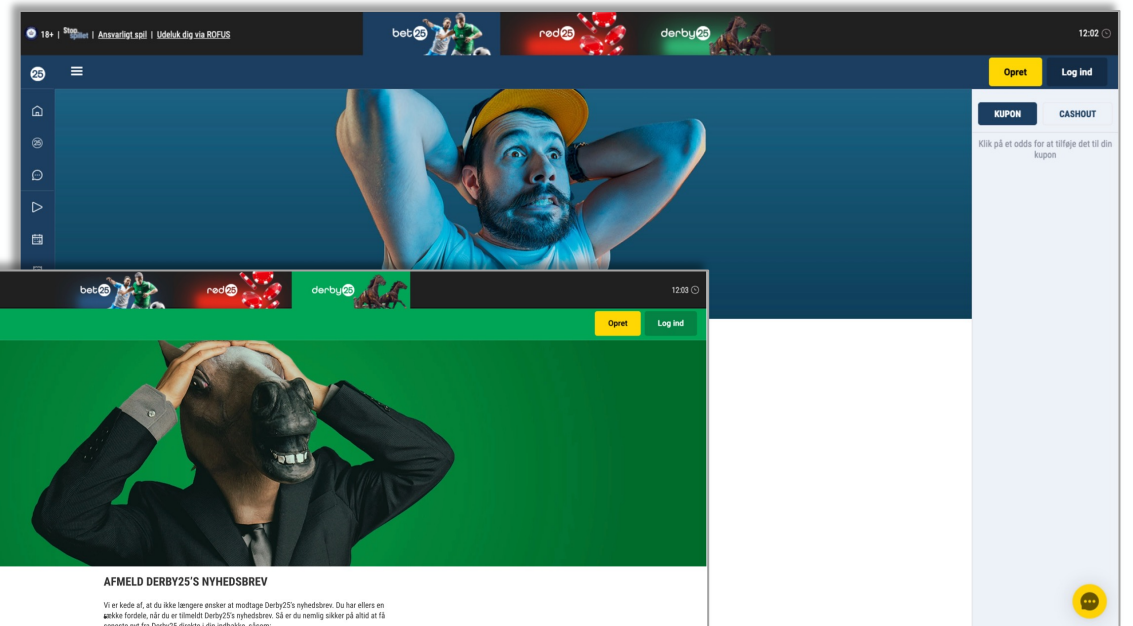
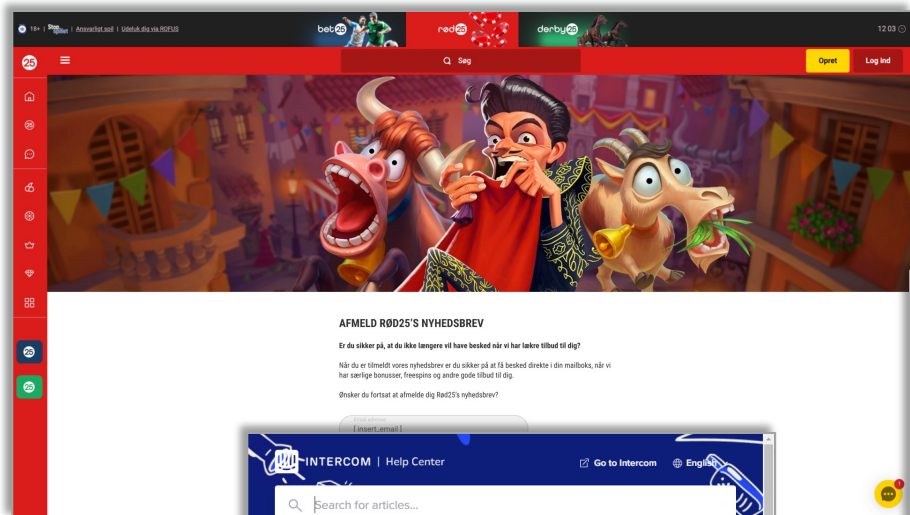
Sender	Sent	Message goal

How are messages of this Series performing?

All Emails Posts

Message	Sender	Sent	Message goal
Voucher sendes (Copy)	@ Bet25	84	77%
Besøg Nyhedsbrevsområdet (Copy)	🏠 Bet25	784	11%

UPCOMING PROJECT: BRAND SPECIFIC OPT-OUT PAGES INTEGRATED WITH INTERCOM



MARKETING AUTOMATION

OPTIMIZING INTERNAL PROCESSES



derby25



rød25

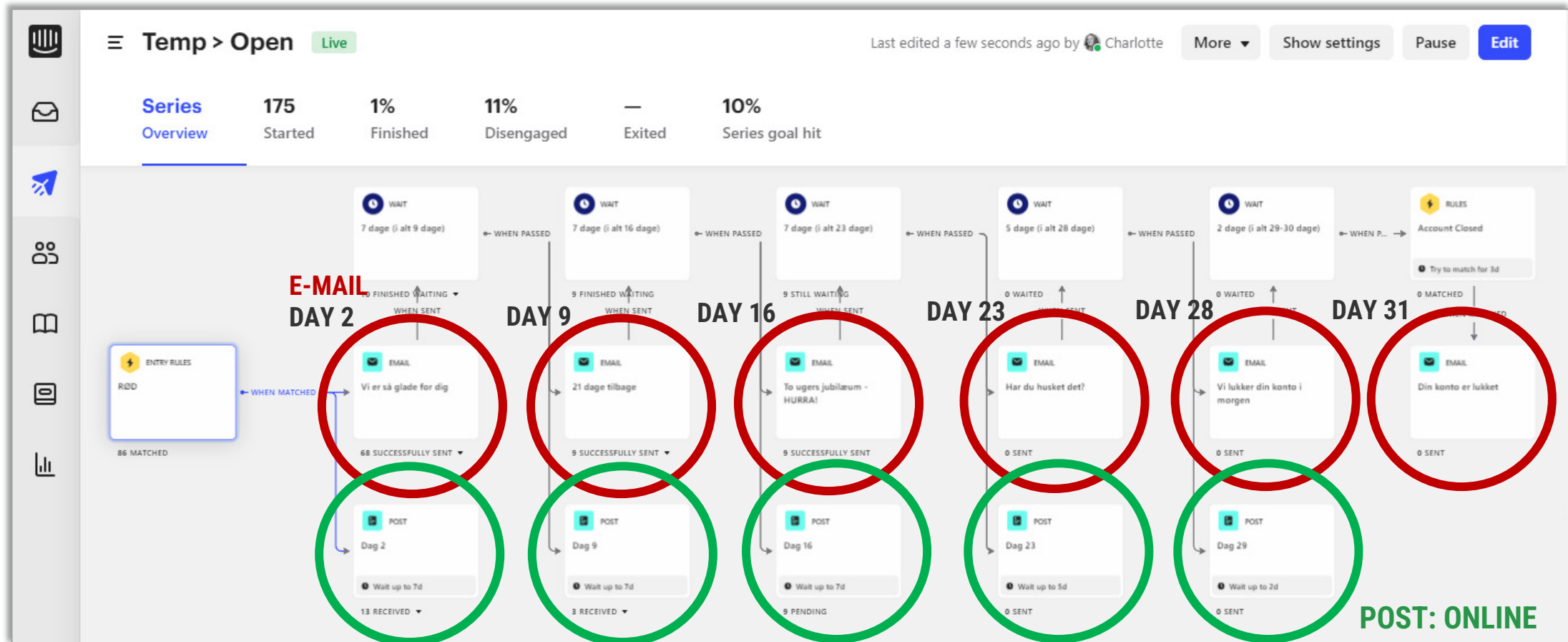


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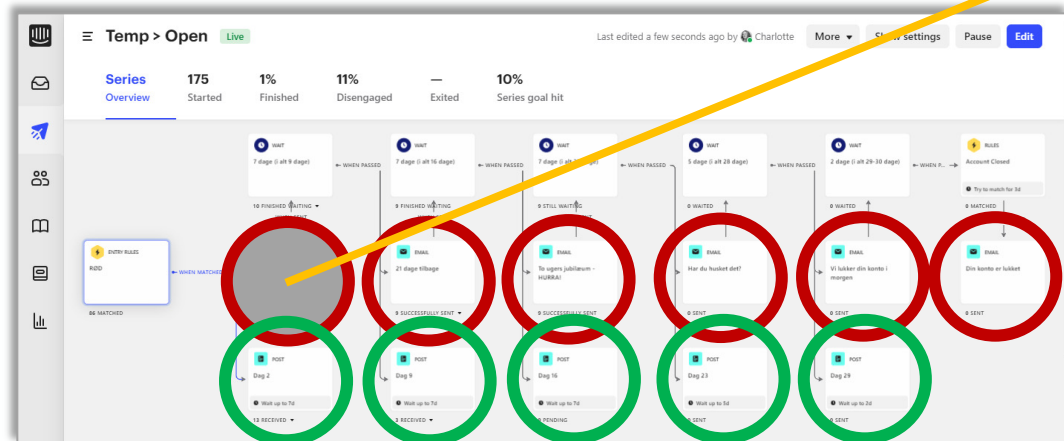
CASINO GO

WELCOMING NEW CUSTOMERS + ORG OPTIMIZATION: USER STATUS **TEMP** > USER STATUS **OPEN**



RESULTS SO FAR

3 WEEKS IN: 11% AND COUNTING



DB Dennis User

Copenhagen, Denmark 9:22AM No owner

User status open

Username MO

Userid Unknown

User notes

Add a note

Qualification

- ✓ Name Dennis
- ✓ Email [redacted]@y...
- ✓ Username

Settings

Recent page views

- 1h Bet25.dk - Odds og...
- 2d Bet25.dk - Spil dans...
- 2d Bet25.dk - Spil dans...
- 3d Bet25.dk - Odds og...
- 3d Bet25.dk - Opret en...

Message to Dennis

Vi er så glade for dig

Hej Dennis,

Velkommen til Bet25!

Vi håber du får mange glade stunder i vores univers 😊 Husk at bekræfte din konto hos os senest 30 dage efter at du har registreret dig.

MARKETING AUTOMATION

GOOD NEWS: INTERCOM BILL REDUCED BY 25%



derby25



rod25



bet25



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