

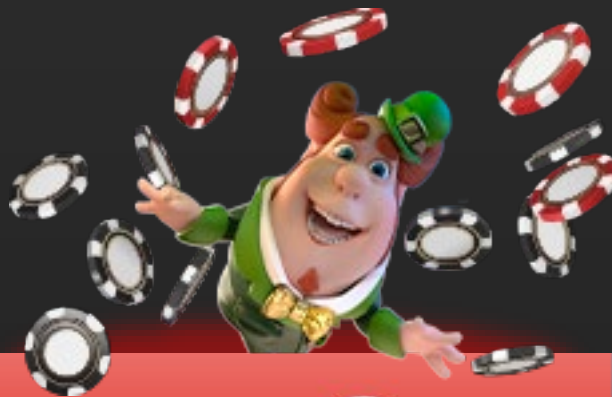


MARKETING AUTOMATION

# POINT OF DEPARTURE: CLV & ARPU KPIs



derby25



rød25

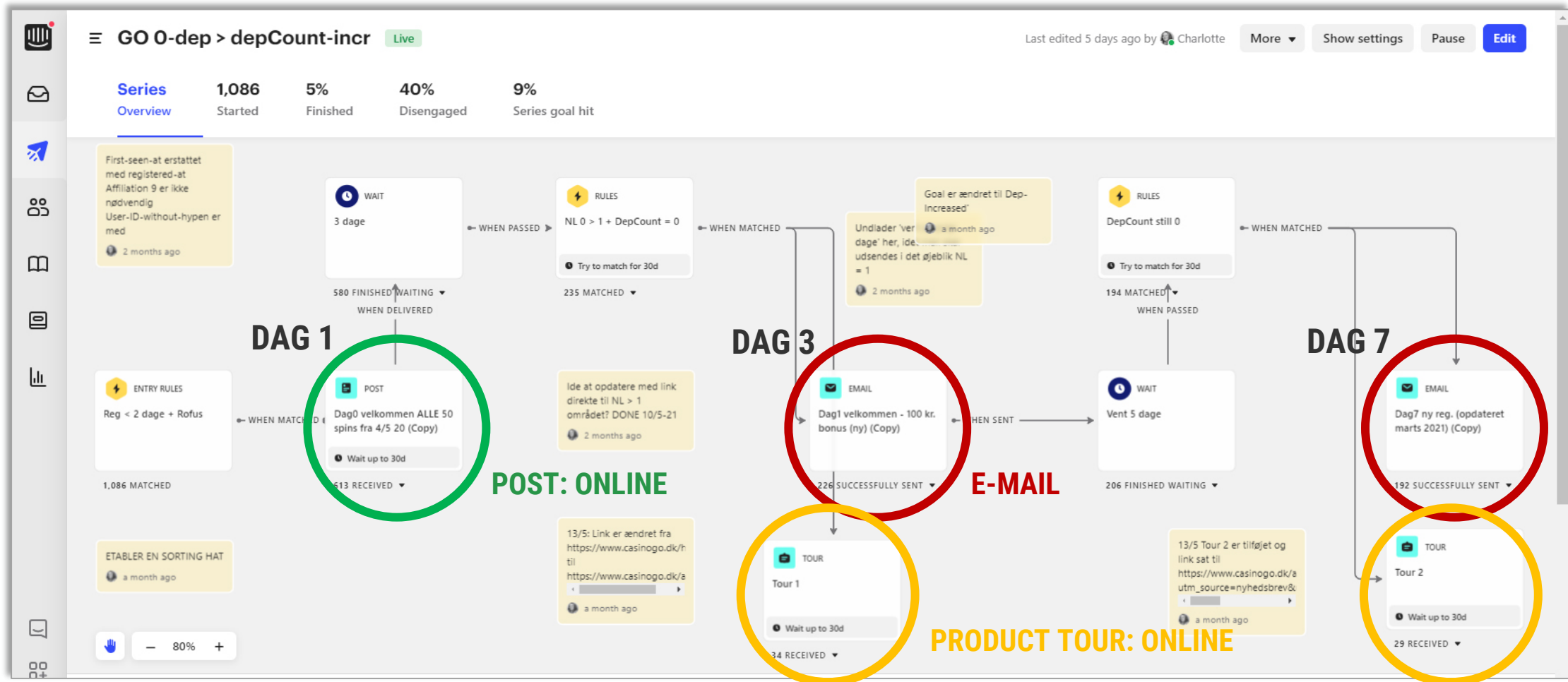


bet25



CASINO 60

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



# ONBOARDING GO CUSTOMERS – RESULTS SO FAR

**GO 0-dep > depCount-incr** Live

**Series Overview**

1,086	5%	40%	9%
Started	Finished	Disengaged	Series goal hit

First-seen-at erstattet med registered-at Affiliation 9 er ikke nødvendig User-ID-without-hypen er med 2 months ago

580 FINISHED WAITING WHEN DELIVERED

3 dage

Reg < 2 dage + Rofus

POST

Dag0 velkommen ALLE 50 spins fra 4/5 20 (Copy)

How are messages of this Series performing?

All Tours Emails Posts

Message	Sender	Sent	Message goal
Tour 2	Tim	29	28%
Tour 1	Tim	35	34%
Dag7 ny reg. (opdateret marts 2021) (Copy)	CasinoGo	192	11%
Dag1 velkommen - 100 kr. bonus (ny) (Copy)	CasinoGo	227	15%
Dag0 velkommen ALLE 50 spins fra 4/5 20 (Copy)	CasinoGo	613	70%

**Dag0 velkommen ALLE 50 spins fra 4/5 20 (Copy)**

Version 3 set live 6 days ago by Charlotte

Post Overview	613 Sent	86% Opened	2% Clicked	8% Reacted	2% Goal	1% Goal	70% Goal
---------------	----------	------------	------------	------------	---------	---------	----------

613 customers received this post.

CasinoGo Active

VELKOMMEN TIL CASINOGO

Hej <-> username

Velkommen til CasinoGo. Vi er glade for at have dig med på holdet!

Vi håber, at du har fundet dine 50 spins på Wild Wild West, og at de har givet lidt til kistebunden 🍀

EMAIL

Dag1 velkommen - 100 kr. bonus (ny) (Copy)

226 SUCCESSFULLY SENT

WHEN SENT

WAIT

Vent 5 dage

194 MATCHED WHEN PASSED

206 FINISHED WAITING

EMAIL

Dag7 ny reg. (opdateret marts 2021) (Copy)

192 SUCCESSFULLY SENT

TOUR

Tour 1

Wait up to 30d

34 RECEIVED

TOUR

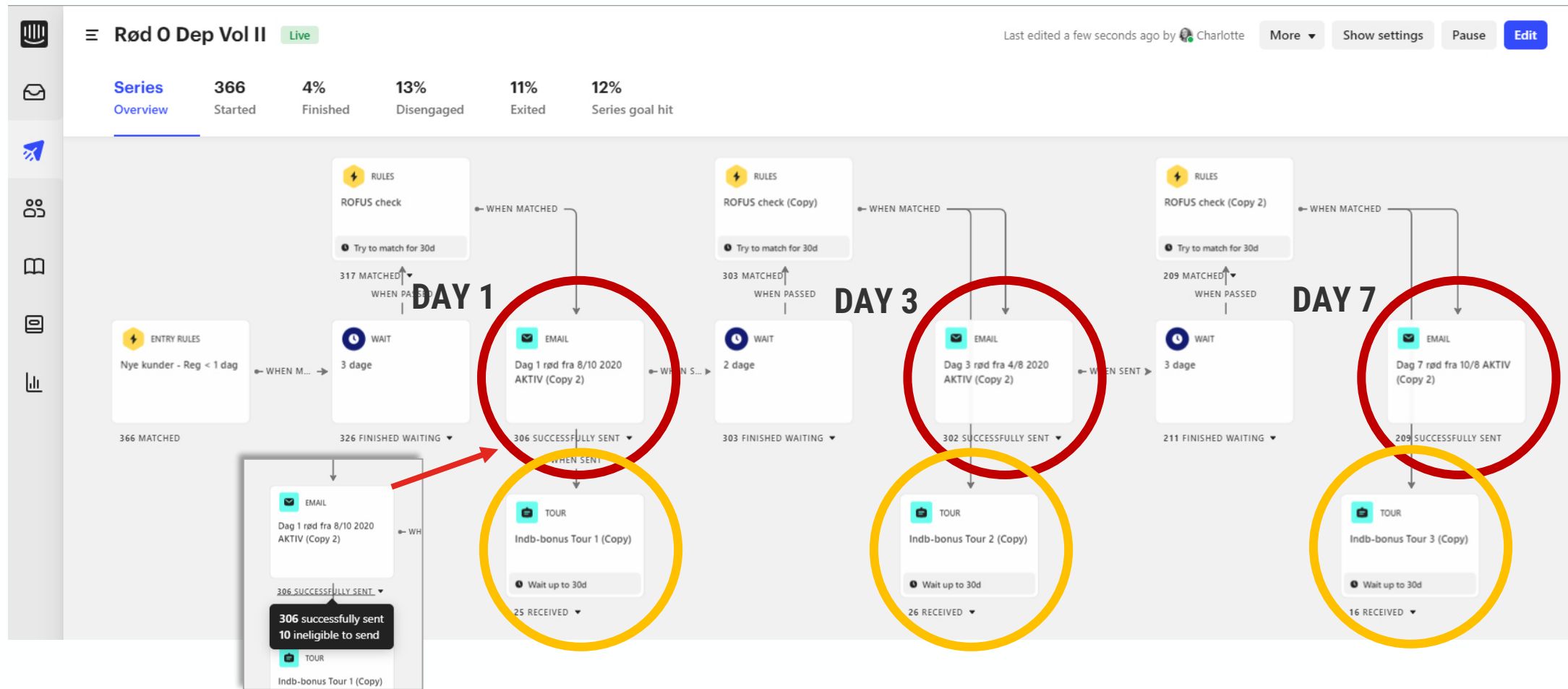
Tour 2

Wait up to 30d

29 RECEIVED

13/5 Tour 2 er tilføjet og link sat til https://www.casinogo.dk/a/utm\_source=nyhedsbrev&

# MOTIVATE NEW RØD25 USERS TO MAKE THEIR FIRST DEPOSIT – VIA A STRING OF E-MAILS & PRODUCT TOURS



# MOTIVATING NEW USERS TO MAKING THEIR FIRST DEPOSIT

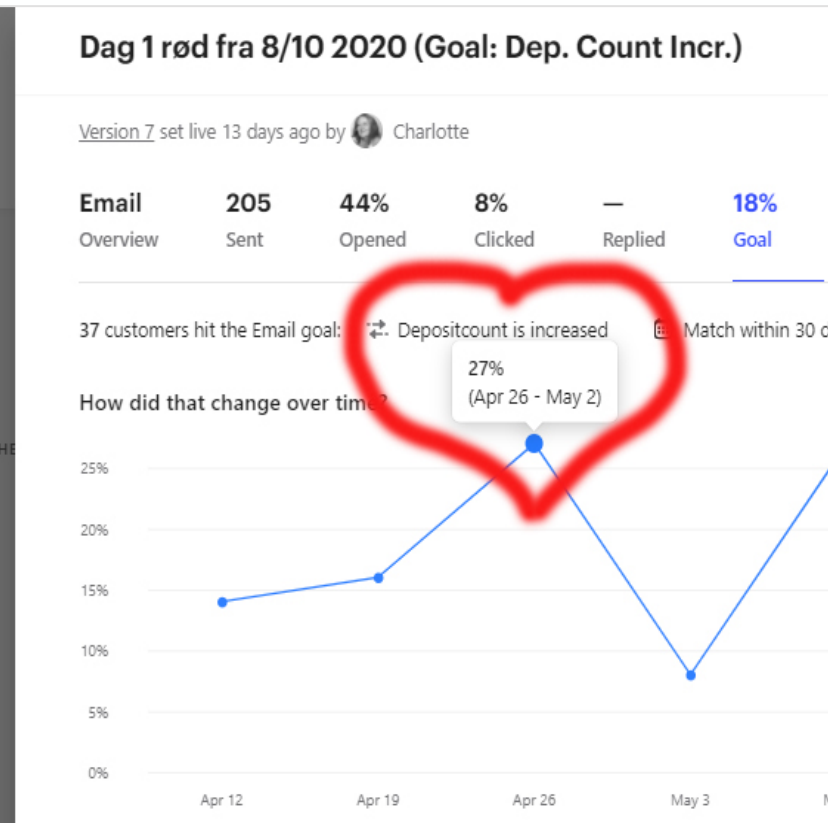
## RESULTS SO FAR

**Series Overview**

1 FINISHED WAITING | 205 SUCCESSFULLY SENT | 205 FINISHED WAITING | 190 SUCCESSFULLY SENT

**How are messages of this Series performing?**

Message	Sender	Sent	Message goal
Indb-bonus Tour 3	Tim	4	25%
Indb-bonus Tour 2	Tim	4	50%
Indb-bonus Tour 1	Tim	7	43%
Dag 3 rød fra 4/8 2020 (Dep. Count Incr.)	Red25	190	16%
Dag 1 rød fra 8/10 2020 (Goal: Dep. Cour	Red25	205	18%
Dag 7 rød fra 10/8 (Dep. Count Incr.) (Cc	Red25	175	11%





MARKETING AUTOMATION

# OPTIMIZING DATA STREAMS & STRATEGY



derby25



rød25



bet25



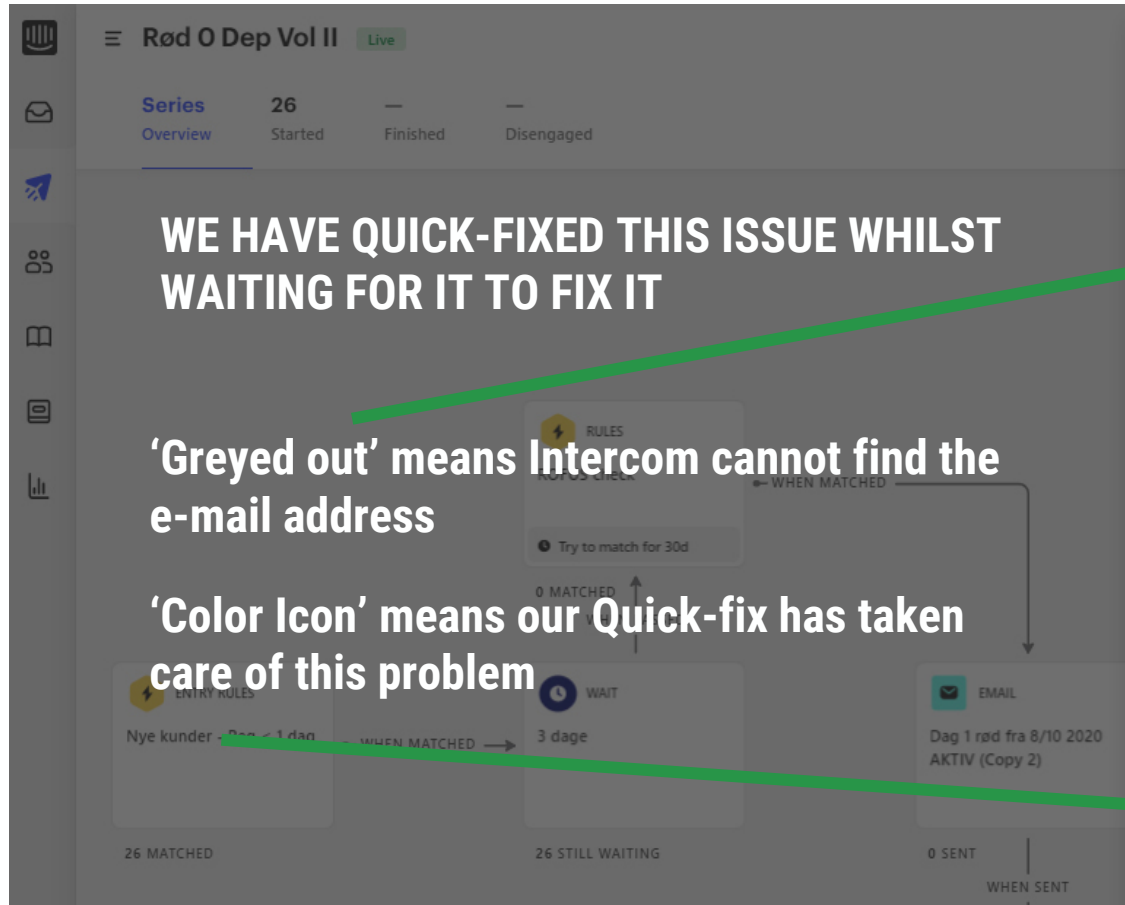
CASINO 60

# ONLY ABOUT 1/10 OF ALL NEW CUSTOMERS CAME EQUIPPED WITH AN E-MAIL ADDRESS

**WE HAVE QUICK-FIXED THIS ISSUE WHILST WAITING FOR IT TO FIX IT**

**'Greyed out' means Intercom cannot find the e-mail address**

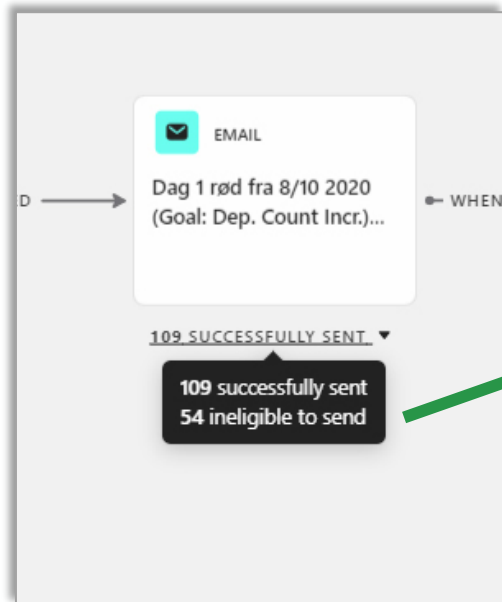
**'Color Icon' means our Quick-fix has taken care of this problem**



## Block stats for '3 dage'

User	Reached block at	Last processed at	Status	Expires at	Next processing time
nicolai	42 minutes ago	42 minutes ago	Active	in a month	in 3 days
Knud	42 minutes ago	42 minutes ago	Active	in a month	in 3 days
Birthe	13 hours ago	13 hours ago	Active	in a month	in 2 days
Astrid	15 hours ago	15 hours ago	Active	in a month	in 2 days
anette	17 hours ago	17 hours ago	Active	in a month	in 2 days
undefined	17 hours ago	17 hours ago	Active	in a month	in 2 days
simon	19 hours ago	19 hours ago	Active	in a month	in 2 days
Louise	19 hours ago	19 hours ago	Active	in a month	in 2 days
bent	19 hours ago	19 hours ago	Active	in a month	in 2 days
undefined	19 hours ago	19 hours ago	Active	in a month	in 2 days
Mikkel	19 hours ago	19 hours ago	Active	in a month	in 2 days
Simon Erik Høgaard	19 hours ago	19 hours ago	Active	in a month	in 2 days
Jacob	19 hours ago	19 hours ago	Active	in a month	in 2 days

# STREAM LINING DATA FLOWS – IN THIS CASE FOR EXAMPLE, eMAIL ADDRESSES MUST ENTER INTERCOM THE RIGHT WAY



### 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

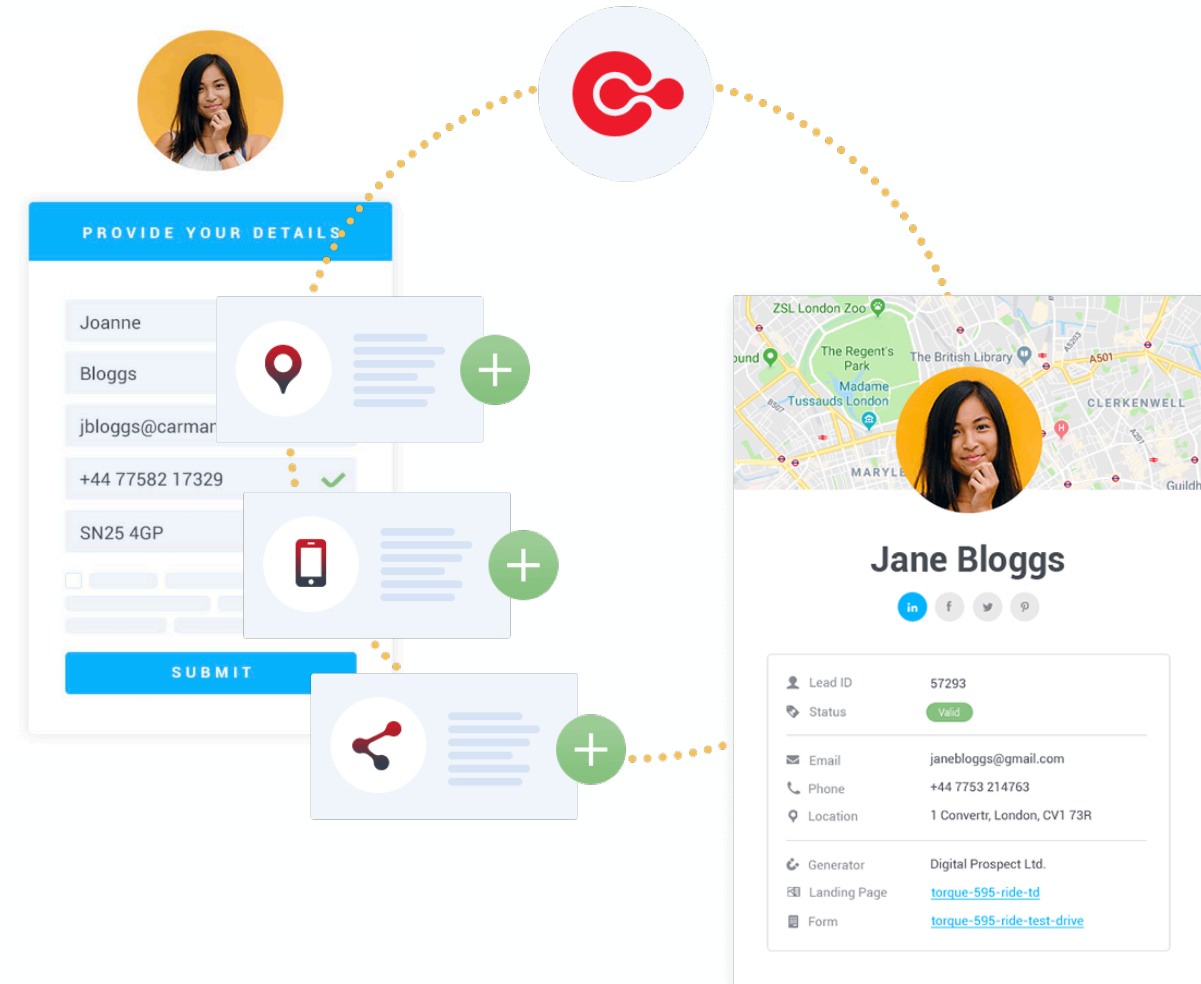
Discover new ways to drive value in your business. Earn more from your raw data with insights that close sales and accelerate marketing automation.

## 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



derby25



rød25

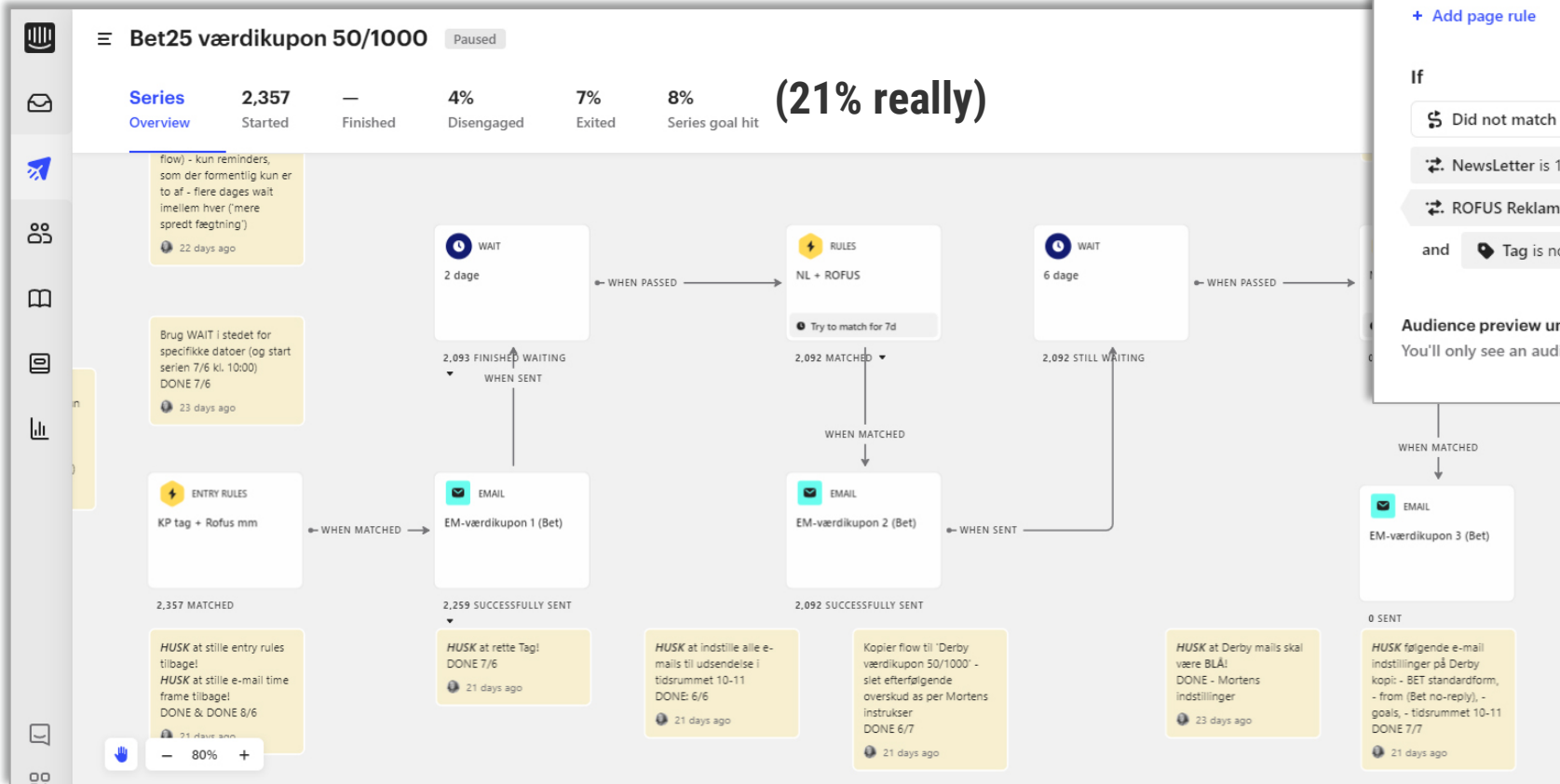


bet25



CASINO GO

# REACTIVATING BET25 CUSTOMERS – ADVANCED TAGGING WITH VOUCHERS



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

KP Kasper Poulsen (KP)  
Til 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, Espen 60

Danmarks sjoveste spilfamilie

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



MARKETING AUTOMATION

# MISSION: PERMISSION & GDPR



derby25



rød25



bet25



CASINO GO

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

The screenshot displays a marketing automation campaign interface for "Mission: Permission Bet25 10/maj". The campaign is currently "Live" and has 172 started, 8% finished, and 1% disengaged. The campaign flow consists of four steps:

- ENTRY RULES:** "Aktive Non-Permission 10/maj-21" (172 MATCHED). A yellow circle highlights this step. A note above it asks: "umiddelbart inden launch? risk > 0.99? Done! 10/maj" (9 days ago).
- POST:** "Besøg Nyhedsbrevsområdet..." (172 RECEIVED). A green circle highlights this step. A note above it asks: "Overvej, om det kan være svært at læse den hvide skrift på den gule CTA-knap? @Tim kan det rettes?" (2 months ago).
- RULES:** "Nyhedsbrev nu 1" (14 MATCHED). A note above it says: "Done: RET ODDS 1.95 >> 1.5 i både Post og Voucher mail (fordi det er, hvad der står på udbetalingssiden)" (2 months ago).
- EMAIL:** "Voucher sendes (Copy)" (14 SUCCESSFULLY SENT). A red circle highlights this step. A note above it says: "Done: Måske det kan ændres til '50 kr. værdikupon'. Det synes jeg på en måde er mere retvisende for indholdet" (2 months ago).

Transitions between steps are labeled: "WHEN MATCHED" between Entry Rules and Post, "WHEN DELIVERED" between Post and Rules, and "WHEN MATCHED" between Rules and Email. The interface also includes a sidebar with navigation icons, a top bar with "More", "Show settings", "Pause", and "Edit" buttons, and a bottom section for performance analysis.

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

AND

- ROFUS Retikeme is unknown
- ROFUS Retikeme is false
- Unsubscribed from Emails is false
- User status is open
- User status is temp
- User status is unknown
- Newsletter is 0
- 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 Røderbald Østet Kofsted	4 year ago	Just now	1	Unknown
Morten Bille	3 months ago	In the last 10 mins	1	Unknown
Madsen Bille	2 months ago	In the last 10 mins	1	Unknown

**POST**

Besøg Nyhedsbrevsområdet...

Wait up to 30d

172 RECEIVED

**bet25**

**Tak for din tilmelding!**

Hej **First name**

Tak for din tilmelding til vores nyhedsbrev!

Du kan fremover glæde dig til at modtage indhold om spændende odds, ekstra bet-tilbud og generel information, når der kommer nye features!

Som lovet kvitterer vi for din tilmelding ved at sende dig en værdikupon på 50 kr. til Bet25.

**SÅDAN INDLØSER DU DIN VÆRDIKUPON**

- 1) Log ind på Bet25
- 2) Klik på dit brugernavn i øverste højre hjørne og gå til menuen 'Voucher'
- 3) Indtast **voucher\_nummer** ved nummer
- 4) Indtast **voucher\_kode** ved kode
- 5) Tryk 'Indlæs voucher', og du har nu 50 kr. på din konto

Din værdikupon skal indløses senest d. 31/07/2021. Værdikuponen er kun gyldig for dig. Værdikuponens beløb skal omsættes én gang til min. odds 1.5, før du kan udbetale pengene (= 50 kr.). Hvis værdikuponens omsætningskrav ikke er mødt 60 dage efter tildeling, fjernes værdikuponens beløb fra din konto. Værdikuponen kan kun omsættes på Bet25.

**INDLØS VÆRDIKUPON**

**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

# 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

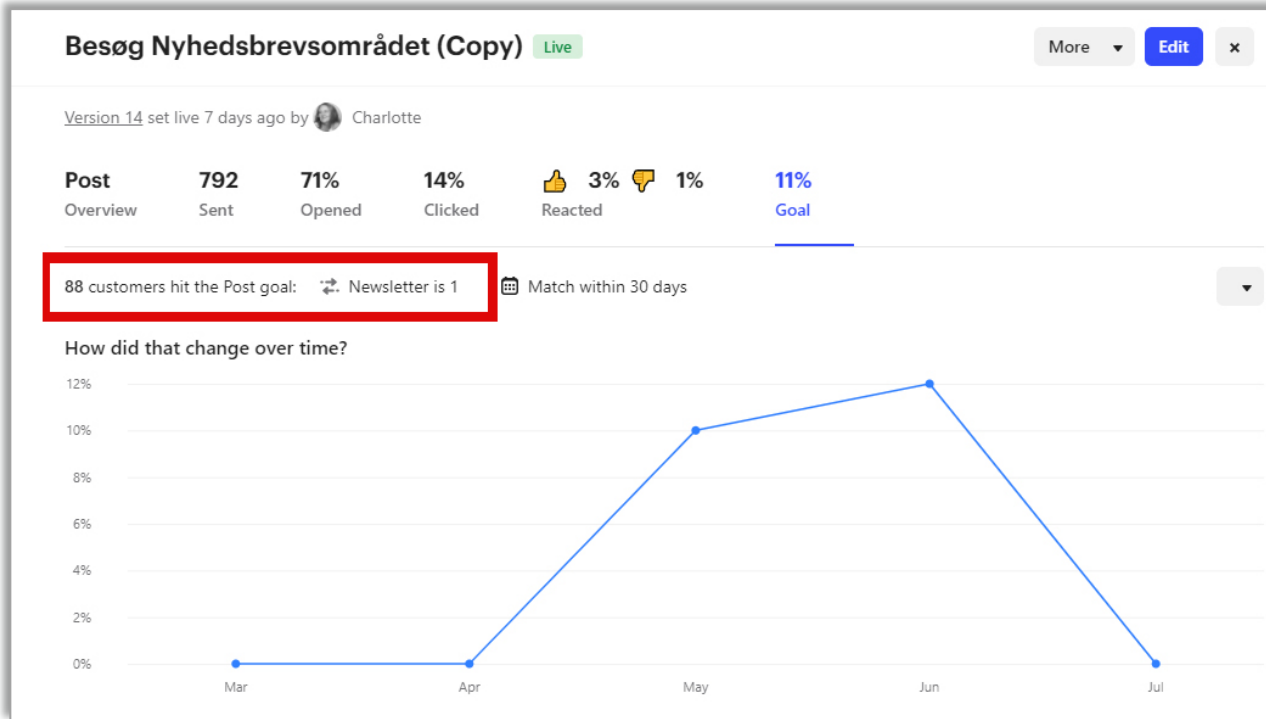
Sender Sent Message goal

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%

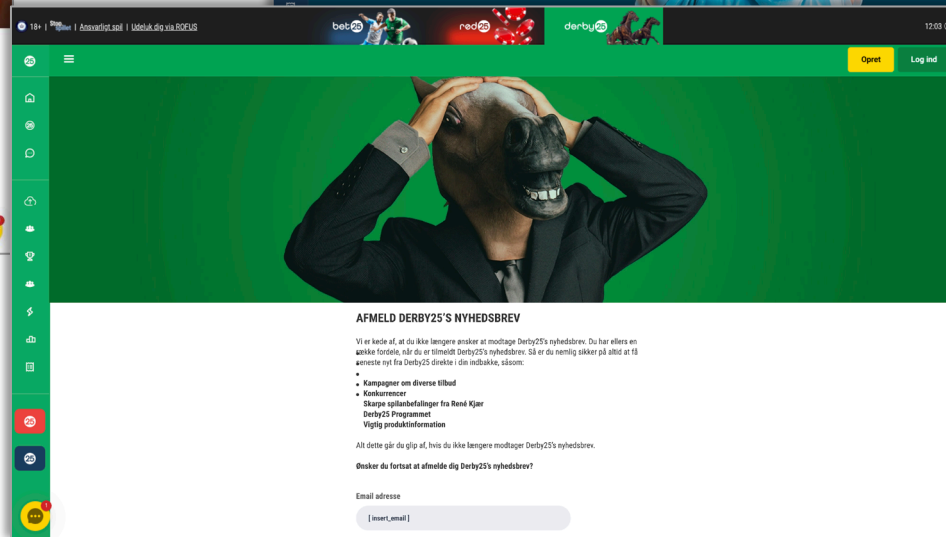
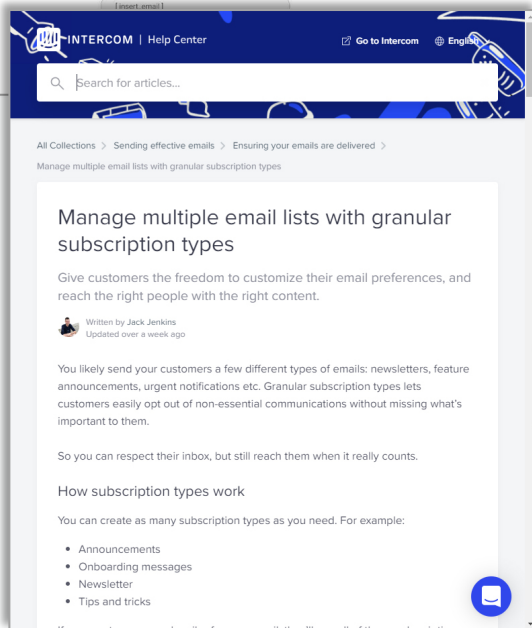
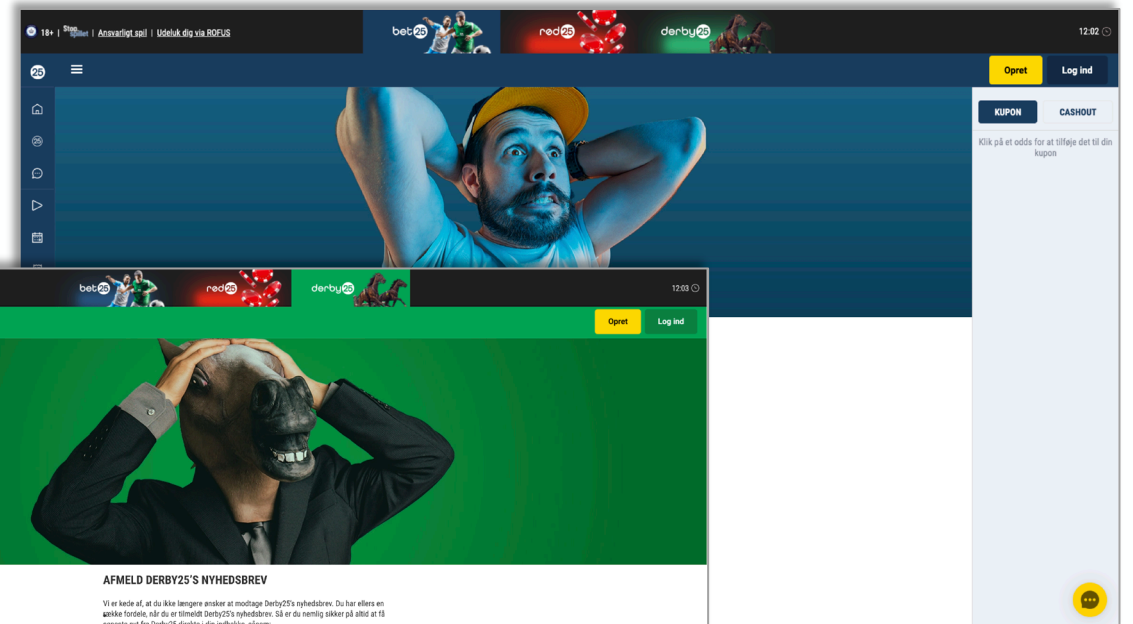
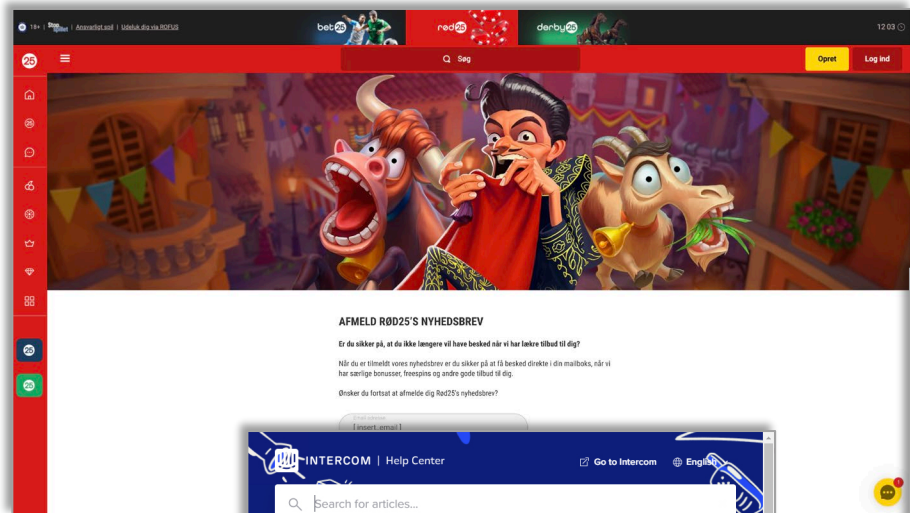
# HOW MANY OPTED-OUT IMMEDIATELY AFTER RECEIVING THEIR VOUCHER? **IN THIS CASE THE ANSWER IS: 2**



Name	When it was hit	Newsletter
Casper	1 month ago	1
Pelle	1 month ago	0
Esben	1 month ago	1
Frederik	1 month ago	1
Martin	1 month ago	1
Kevin	1 month ago	1
Waqas	1 month ago	1
Rolf	2 months ago	1
Oliver	2 months ago	1
Martin	2 months ago	1
Robert	2 months ago	1
Joshua	2 months ago	0
Mads	2 months ago	1
eigil	2 months ago	1
Kenneth	2 months ago	1
Thomas	2 months ago	1
Thomas	2 months ago	1



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





MARKETING AUTOMATION

# OPTIMIZING INTERNAL PROCESSES



derby25



rød25

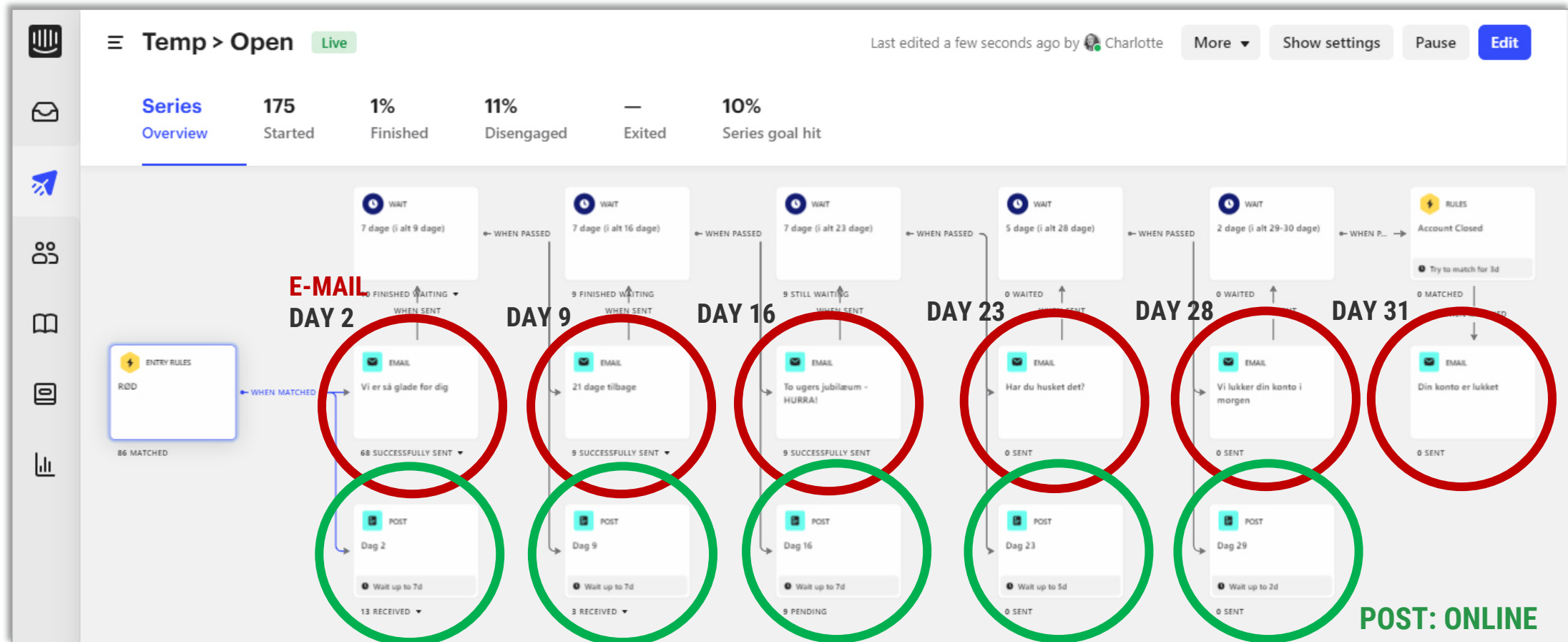


bet25



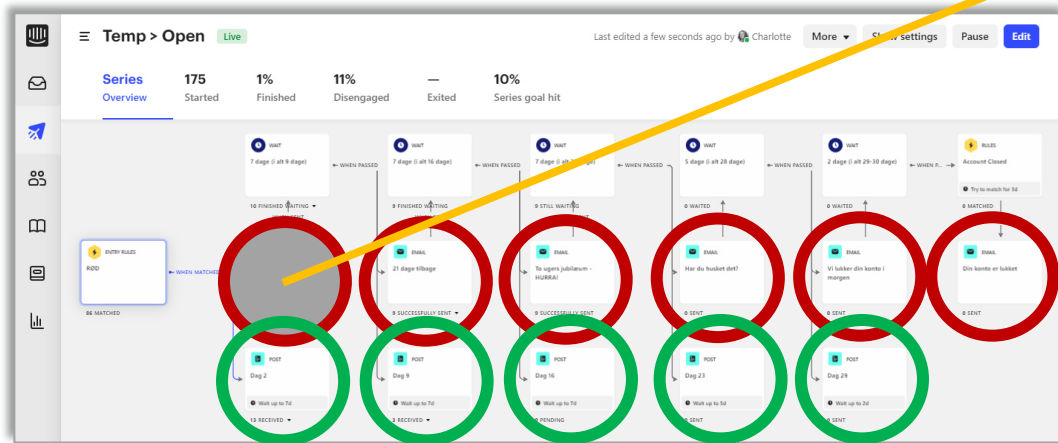
CASINO 60

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



# RESULTS SO FAR

## 2 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 @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...

External profiles

Message to Dennis

Henrik replied and closed this conve... 3d ago . Seen

Dokumentation af ID til verifikation af konto

Dokumentation af ID til verifikation af konto Sendt...

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.

Det ør du nemmest ved at

Reply by Email Note

# UPCOMING PROJECTS: WELCOME E-MAILS PPADMIN > INTERCOM

The image shows a screenshot of an email marketing platform interface. On the left, a sidebar contains navigation icons for home, mail, campaigns, contacts, books, reports, and settings. The main area is titled "Velkomstbreve" (Welcome emails) and is in "Draft" mode. It displays a series of workflow steps: "Entry Rules" leading to "Velkomstmail Rød", "Empty rules" leading to "Velkomstmail Bet", and "Empty rules" leading to "Velkomstmail Derby".

The right panel shows the draft email "Velkomstmail Bet". It includes a status "Version 1 waiting to be set live" and an "Edit" button. The email content is displayed in a preview window, showing the header "Bet25 <no-reply@bet25.dk>" dated "May 31, 2021". The body of the email features the "Stop spillet" logo, a responsible gaming warning "18+ | Spil ansvarligt | Udeluk dig via ROFUS", the "bet25" logo, and personalized text: "Hej < First name >". The main text reads: "Vi er glade for at du har valgt at oprette dig som kunde hos os og glæder os til at kunne tilbyde dig det bedste udvalg på dansk og international sport." Below this, it states: "Dit brugernavn er < username > og skal bruges første gang du logger på Bet25 fra en mobil-løsning. Herefter vil det være muligt at benytte touch- og PIN login. På websitet skal du benytte NemID."



MARKETING AUTOMATION

# SUPPORTING BRAND STRATEGY



derby25



rød25



bet25



CASINO GO

# UPCOMING PROJECT: NET PROMO **TOP** SCORES > TRUSTPILOT.COM

The image displays a marketing automation tool interface. On the left, a workflow is visible with three entry rules: 'Derby', 'Rød', and 'Bet25'. Each rule is linked to a 'POST' action: 'Link til Derby Trust', 'Link til Rød Trust', and 'Link til Bet25 Trust'. The 'Bet25' rule includes a 'Wait up to 30d' delay and a 'WHEN DELIVERED' trigger. A 'WHEN NOT ONLINE AFTER 30d' trigger is also present. A 'Where' filter is applied to the 'Bet25' rule, including conditions like 'ROFUS RefName is unknown' and 'User status is open'. A 'When' filter is also applied, including 'Last seen less than 10 days ago' and 'Affiliation is 1'. A 'Format' dropdown is set to 'Large'. A 'Reply type' dropdown is set to 'Text'. A 'Sent as' dropdown is set to 'Snippet'. A 'Show first on' dropdown is set to 'Web'. A 'Goal' is defined as 'Completed\_form\_url is https://dk.trustpilot.com/evaluate...' with a 'Match within 30 days' condition. On the right, a message configuration panel for 'Link til Bet25 Trust' is shown. It includes a 'Content' section with a 'Run a new test' button. The 'From' field is set to 'Bet25'. The 'Assign replies to' field is set to 'Bet25'. The 'Format' dropdown is set to 'Large'. The 'Reply type' dropdown is set to 'Text'. The 'Sent as' dropdown is set to 'Snippet'. The 'Show first on' dropdown is set to 'Web'. A preview of the message content is shown, including a link to 'https://dk.trustpilot.com/evaluate/bet25...' and a text message: 'godt om eller noget der nager dig, så del gerne din oplevelse med andre på Trustpilot - vi tager det sure med det søde ;)'. A 'Write a reply...' input field is also visible. The 'Goal' section at the bottom of the message configuration panel shows 'Completed\_form\_url is https://dk.trustpilot.com/evaluate...' and 'Match within 30 days'.

# UPCOMING PROJECTS: PROGRAMMATIC · SoMe · PUSH · SMS ...

PROGRAMMATIC DIRECT

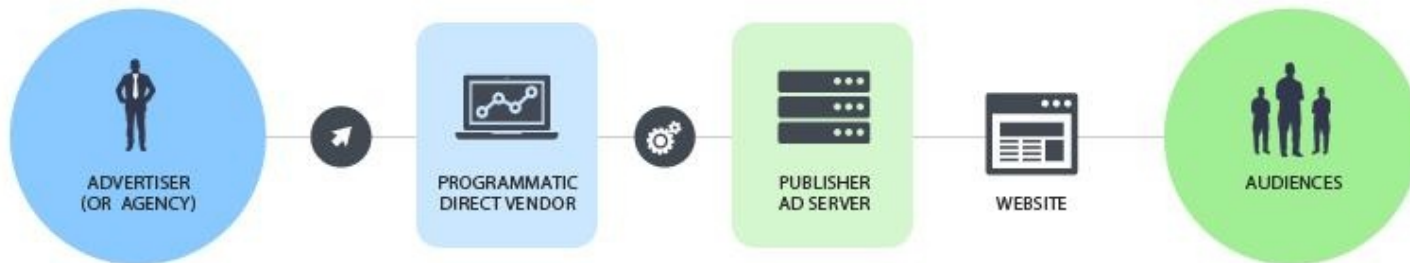
**SAKARI** Features Integrations Pricing Resources Login [Start Free Trial](#)

OUR SERVICE

## Intercom SMS Integration

Simple two-way SMS conversations directly from your Intercom inbox.

- Two-Way Conversations**  
Send and receive text messages with your contacts directly from Intercom.
- Custom Views**  
Create individual SMS conversation views for your team members.
- Automated SMS Tags**  
With automatic SMS tagging, easily distinguish your texting conversations.
- Easy Setup**  
Link your Intercom. Sakari in less than a minute.



**Facebook**

Easily reply to Facebook messages from your inbox

Built by Intercom ✓ Free

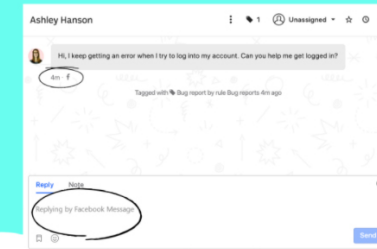
Route private messages from Facebook to your Intercom inbox — keeping all of your customer communications in one place and enabling you to respond faster to your leads and users. With the Facebook app, you can read, manage and respond to all private messages right from your inbox. No more switching tabs or managing multiple queues.

Facebook messages can be routed directly to your Unassigned inbox, or you can automatically assign them to the right team or teammate using assignment rules. Plus, anyone who messages you will be added to Intercom as a lead or user, making it easy to track all of your conversations and customer data in one place and giving you a clear picture of your customer base.

[Learn more here.](#)

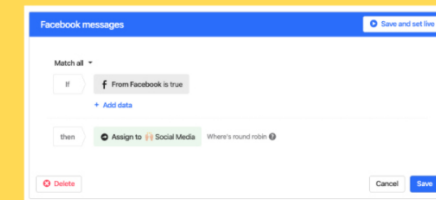
## Route messages to your inbox

Read, manage and respond to Facebook messages from your Intercom inbox



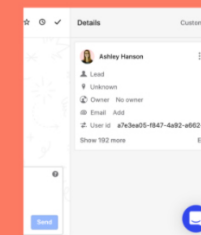
## Auto-assign messages

Respond faster by assigning messages to the right team or teammate



## Add customers to Intercom

Easily track all of your conversations and customer data in one place.







MARKETING AUTOMATION

# GOOD NEWS: INTERCOM BILL REDUCED BY 25%



derby25



rød25



bet25



CASINO 60