The business of winning.

Eurobet increases revenue through improved customer engagement.

EUROBET

"Adobe Experience Cloud enables us to be wherever our customers are and to create the best possible experience for each of them."

Alexis Grigoriadis, Online Marketing Director, Eurobet

SOLUTION

Adobe Experience Cloud including the Adobe Campaign and Adobe Target solutions within Adobe Marketing Cloud, and the Adobe Analytics Solution within Adobe Analytics Cloud

Adobe Professional Services

RESULTS

20% IMPROVEMENT in campaign conversions

GAINS position in multiple markets

Increases **SATISFACTION** while reducing churn

COMPANYWIDE visibility into customer trends

Eurobet Italia

Established in 2006

Employees: 250

Rome, Italy

www.eurobet.it

CHALLENGES

· Better connect with customers through personalized conversations

· Improve visibility into customer behaviors and preferences

· Drive site and campaign improvements through data-driven strategies

"Adobe had the right mix of capabilities, expertise, and vision to help to greatly improve customer attribution, retention, and cross-sell opportunities."

Alexis Grigoriadis, Online Marketing Director, Eurobet

Attracting the action

Whether on the field, racetrack, or casino floor, raising the stakes can also mean raising the excitement. When fans do not have tickets to the big game or time to attend in person, they reach for their desktops, laptops, tablets, and mobile devices to place their bets. Across online gaming and betting, the market now exceeds more than $1 billion annually, and companies of all sizes are trying to jump into the action.

Part of Ladbrokes Coral, Eurobet has emerged in the Italian market as one of the leading and most-trusted brands. The company has achieved this by leveraging the power of its parent company, while maintaining an independent spirit and structure. Eurobet has been operating online in Italy since 2006—when online gaming was first allowed—as well as through more than 850 outlets, positioning the company as a well-recognized innovator in European gaming.

With a wide-ranging offering of games, from sports and off-track betting to casino-style games, Eurobet has something for every level and style of play. In 2013, Eurobet decided to amplify that message and use digital marketing solutions to attract and engage customers. At the same time, it wanted to increase customer retention, cross-selling ratio, and conversion across online and offline channels.

"We have always offered bets and games for every type of customer, but we needed to dive deeper into exactly who our customers are to increase customer engagement," says Alexis Grigoriadis, Online Marketing Director at Eurobet. "We needed to better understand our customers' journeys to unlock the true potential of every channel."

After evaluating several solutions and attending digital marketing conferences, Eurobet chose Adobe Experience Cloud to launch its new site and deliver targeted customer experiences. "It took us several months not only to look at solutions, but also to evaluate our own digital marketing strategies," says Grigoriadis. "Adobe had the right mix of capabilities, expertise, and vision to help to greatly improve customer attribution, retention, and cross-sell opportunities."

A winning combination

Choosing Adobe Experience Cloud, including Adobe Marketing Cloud and Adobe Analytics Cloud, as well as tapping into expertise from Adobe Professional Services, Eurobet knew it was on track to creating customer-centric experiences. The vision included multi-channel campaigns to reach customers online, via a mobile app, and in its brick-and-mortar shops. "Adobe Experience Cloud enables us to be wherever our customers are and to create the best experience possible for each of them," says Grigoriadis.

"Adobe Analytics provides each audience the exact information they need, enabling users to self-serve and digital marketers to focus on strategic challenges."

"Freeware marketing products only gave us a basic understanding of our customers. Adobe Analytics Cloud enabled us to achieve more actionable insights to boost revenues and reduce our costs."

Alexis Grigoriadis, Online Marketing Director, Eurobet

To improve visibility into customer preferences, Eurobet uses Adobe Analytics Cloud including Adobe Analytics Premium to see in real-time exactly what is or is not working. Digital marketers can also customize dashboards for each of its internal audiences, extracting the most relevant details for each department, role, or user.

"One of the biggest differences is how our internal communications have improved," says Grigoriadis. "Adobe Analytics provides each audience the exact information they need, enabling users to self-serve and digital marketers to focus on strategic challenges."

Additionally, digital marketers use integrations with Adobe Analytics to target customer segments according to interests or to promote a game that they may not have already played.

In partnership with Adobe Professional Services and using Adobe Analytics, Eurobet also helped to develop custom dashboards focused on the company's most relevant KPIs—customer churn, cross selling, and first-touch/last-touch attribution. Using these tools, Eurobet marketers always have visualizations in front of them as they make updates to the site, create cross-channel campaigns, and test new betting offers. Most importantly, the company has taken greater ownership over its data and brought these capabilities back in-house after a period of outsourcing.

"Freeware marketing products only gave us a basic understanding of our customers," says Grigoriadis. "Adobe Analytics Cloud enabled us to achieve more actionable insights to boost revenues and reduce our costs."

Hedging marketing bets

To complement insights gained with Adobe Analytics, Eurobet uses the Adobe Target solution within Adobe Marketing Cloud to test and implement site improvements. At each phase of the customer journey, Eurobet runs tests with different copy, creative, new promotions, and layouts that encourage conversion. "Adobe Marketing Cloud enables us to try new experiences and games that we think will either drive clicks, cross-selling, or boost bets with limited risk to the business," says Grigoriadis. "It has transformed our business; digital marketing used to be driven by hunches, now it is truly data-driven."

Eurobet also uses the Adobe Campaign solution within Adobe Marketing Cloud to create a unique dialogue with customers. At each relevant phase of the customer journey, the company sends targeted communications to customers. For example, when customers register or make their first deposit, Eurobet sends messages around incentives or next-best actions.

SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Marketing Cloud

- Adobe Campaign
  - Campaign Management
  - Visual Cross-channel Orchestration
  - Integrated Customer Profile
  - Personalized Targeting
- Adobe Target
  - Automated Personalization
  - Rules-based Targeting
  - A/B Testing
  - Multivariate Testing
- Adobe Experience Manager
  - Sites
  - Assets

Adobe Analytics Cloud

- Adobe Analytics
  - Marketing Reports and Analytics

Adobe Professional Services

For more information
www.adobe.com/solutions/digital-marketing.html

www.adobe.com/marketing-cloud/service-support/ professional-consulting-training.html

As new promotions become available, Eurobet targets customers with personalized emails or in-app messages. "Rather than sending out a blast message to all of our customers, we spend our time communicating with each segment in meaningful ways," says Grigoriadis. "Adobe Marketing Cloud helps us create thoughtful conversations with customers, for everyone's benefit. As a result, our customers are more loyal and engage with us more frequently, whether or not they're betting."

As soon as those improvements were implemented, Eurobet saw a positive impact. Overall, Eurobet has reduced churn by up to 3%, while seeing up to a 20% boost to cross-sell and upsell campaigns.

Most notably, when the company's new site launched in 2014, Eurobet was ranked sixth in its market in terms of volume for sports betting—now it is ranked second. The company has also increased its position in casino games.

"Adobe Experience Cloud has been critical to our year-over-year improvements," says Grigoriadis. "We're confident that if we stick to a data-driven approach and follow best practices from Adobe Professional Services we can gain a bigger share of the market. We will have the best chance to succeed."

A consistent strategy

Sticking to its strategy built around Adobe Marketing Cloud, Eurobet's next enhancements will be launched using Adobe Experience Manager. Rather than republishing pages with every site iteration, the company plans to use modular templates in Experience Manager to deliver a steady stream of new content to customers online and via cross-channel campaigns. On the backend, digital marketers and content authors can initiate changes faster, creating content that aligns with the brand and that appeals to customers.

"Whether we are creating new experiences or engaging directly with customers, Adobe Experience Cloud has the powerful solutions we need to make the biggest impact," says Grigoriadis.