

CORAL

Why SMS?

Mobile has presented Sportsbook providers with the opportunity to create personal, instant two way engagement at anytime, anywhere. The mobile has become the number one device to communicate with as more consumers respond more via mobile, as it provides access to betting before, during and post event whilst they are on the move.

Whilst email does provide attractive rich content it has its barriers, such as instant access. Many betting providers have found that users are not receiving emails whilst at events or on the move, removing the opportunity for 'live' betting, where as SMS does.

We have found that users betting on all day events such as Horse Racing or Golf Tournaments respond more via mobile, especially instant 'in the moment' communications that are context specific.

Those that are not at the live events are at work, at other events or do not have time to open email or visit the website – the communication needs to be time specific and often requires a timely response.

Steve Talbot – Head of CRM

If you know your audience then SMS performs better than email. Those that are interested in specific events can be targeted with specific campaigns such as 'bet in play' during the tournament, match or event.



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We have found that if take up is not as effective before an event then offerings such as an 'Accumulator' during an event see significantly higher engagement and up take rates when promoted via SMS, as users are caught in the moment. It is an instant straight forward process.

Our aim is not to be intrusive during live events but to provide our customers with value, this has resulted in increased engagement, for example we have seen a 20% lift of golf campaigns using SMS during event.

Steve Talbot – Head of CRM

So how do coral use SMS?

We use automation via FTP to deliver messages throughout our 'welcome customer journey' from sign up through to regular use. SMS works well for automation as it is instant and the majority of users are using mobile, so therefore they are more engaged via SMS than email. We always follow up via email. We also aim to communicate via channels to suit our customer's preference.

What benefits do you see from using tracking?

Tracking provides Coral with the ability to understand behaviour, so that we can re target certain users. We also track the dates and times that our campaigns are most successful to amend future campaigns for a better ROI.

How do the Dynmark team help you?

Dynmark have always provided us with a great service and well managed account. The platform is reliable and fast, the team respond to any issues, always providing assistance.

