Boylesports, winning through marketing.

Top Irish bookmaker masters cross-channel marketing and personalized customer communications with Adobe Campaign.

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Eimear Dowling, head of CRM, Boylesports

RESULTS

66% INCREASE

LARGER AUDIENCES
Boosted monthly campaign email delivery by more than 66% with fewer resources and achieved more targeted and effective SMS message delivery

ONE VIEW
Consolidated siloed information across groups into single customer profiles to orchestrate more personalized customer marketing campaigns

IMPRESSIVE RETURNS
Increased email open rates 2%, boosted retention rates 3% month-over-month, and improved click-throughs 0.2%

2% INCREASE

IMPROVED CROSS-SELL
Achieved 2% increase in customers using multiple gaming services, supporting critical key performance indicator
Boylesports
Established in 1989
Employees: 1,700
Dundalk, Ireland
www.boylesports.com

Multichannel, manual work
Boylesports customers enjoy many entertainment and betting options, from sports wagering and casino games to poker and bingo. Ireland’s largest independent bookmaker, Boylesports has a long history of serving customers in the United Kingdom and Ireland through 200 retail stores, as well as via online, mobile, and phone betting options.

The company relies extensively on cross-channel marketing and the ability to orchestrate relevant outbound communications to improve retention rates and increase the lifetime value of every customer. To meet its marketing goals, the company’s customer relationship management (CRM) team needs to know all about customers: when they join, the products they use, which offers they respond to, their preferred methods of communication, and more.

The primary advantage of gaining more complete views of each customer is empowering marketers to deliver personalized campaigns across channels, including email, SMS, the website, social media, the company’s call center, and in retail stores. Until recently, however, the ability to offer customers more targeted experiences regardless of how they engaged with Boylesports was hindered because the company relied on different systems for tracking customer data captured in each channel.

“We had marketing systems for email, SMS, the website, our stores, and for specific apps, which created many challenges,” says Eimear Dowling, head of CRM for Boylesports. “We didn’t have a unified view into customer interactions and how they responded to our offers. To view even some of this information we had to repeatedly log in to several systems. We also had to constantly upload and clean data from our data warehouse to get it into marketing systems. The whole process was time-consuming and couldn’t scale to support our goals.”

Enabling targeted, cross-channel marketing
Boylesports began looking for a solution to improve marketing productivity by enabling automated, cross-channel marketing campaigns. The CRM team wanted to aggregate data from all customer touch points into a single system that would offer a full profile of each customer.

Based on information such as responses to offers, customer value, preferred methods of interaction, and other criteria, marketers would be able to personalize every customer communication. In addition to enhancing the CRM team efforts, the company wanted to use a web app to share the integrated customer insights with call-center service staff handling in-bound and outbound calls.
We are achieving excellent levels of personalization.

Eimear Dowling, head of CRM, Boylesports

To support Boylesports’ ambitious goals, any cross-channel marketing solution considered would need to work smoothly with the company’s data warehouse, which would update the solution daily with the latest customer information. Automated querying and targeting capabilities were also critical to helping Boylesports reach more customers. In addition, the solution had to integrate with social platforms, such as Facebook, and existing systems for tasks such as mass distribution of email and SMS messages.

After an extensive evaluation, Boylesports selected Adobe Campaign for its ability to aggregate and present integrated, cross-channel customer profiles in one interface. The Adobe solution also offered workflow capabilities for streamlined querying and targeting, and the ability to easily deliver targeted, multichannel communications and report on the results.

‘Adobe Campaign had by far the far the richest capabilities for managing all of our campaign elements,’ says Dowling. ‘The workflows of the solution also offer a visual and simple way of setting up queries, segments, targeting, and overall campaign management. Workflows are one of the main reasons we chose Adobe Campaign.’

Coordinated, informed communications

Working with Adobe, Boylesports had Adobe Campaign up and running onsite in just a few months, ready for the start of the 2014 FIFA World Cup. Rather than using multiple channel vendors, Boylesports now uses the capabilities within Adobe Campaign to send emails and push notifications—in addition to integrating with its existing SMS distribution platform, website inbox, customer call center app, and social media channels, such as Facebook.

Today, compiled customer data is fed every morning from the company’s data warehouse into Adobe Campaign. Once the aggregated data is in Campaign, the CRM team can query the information to define segments and design campaigns to map to specific marketing strategies and customer journeys. Staff can then reuse queries to support communications across new channels to save time and effort.

“We are achieving excellent levels of personalization,” explains Dowling. For instance, Adobe Campaign helps the team tailor customer communications based on a person's recent gaming activities, whether or not s/he clicked on a promotion, and other actions. During each step, the Adobe solution can trigger the next logical step, such as retargeting a customer with another offer via email, phone, or SMS for higher-value activities.

Boylesports also uses the survey functionality within Adobe Campaign to capture customers’ explicit interests. Having built the Boylesports preference center within Adobe Campaign, all the data now resides in a central place, enabling the company to leverage this data to tailor communications based on customer preferences.
“With unified insight into customers and automation across channels, we’ve nearly tripled our marketing output and are delivering more targeted communications with better returns.”

Eimear Dowling, head of CRM, Boylesports

The Boylesports team can also log offline interactions with customers at live hospitality events in Adobe Campaign, consolidating the data into one view and enabling them to retarget customers post event.

The flexibility and automation in Adobe Campaign lets Boylesports marketers deliver digital experiences based on real-time insights. For instance, if an active customer is seeking new services or an individual’s usage starts to wane, then Boylesports can quickly identify the trends and send relevant offers to keep each type of customer engaged. If a person makes a deposit, then the company can promote another activity to get the customer interested in using more services. Push notifications can also be sent automatically to alert people about events that might be of immediate interest to them.

Adobe Campaign has proved invaluable in helping company marketers identify high-value customers who could be contacted by phone or who might benefit from receiving SMS messages. At the same time, customer service representatives in the call center are using the intuitive web app supported by Campaign to follow up with customers about offers they might like. The web app also makes it easy to provide personalized services during in-bound calls, since all customer data appears clearly on screen.

**High-impact, cross-channel marketing**

Since implementing the Adobe solution, Boylesports is targeting more than double the number of customers with email messages each month, and although the higher volume would typically drive down response-rate percentages, the opposite is true. In only seven months after adopting Adobe Campaign, email open rates increased 2%, retention rates grew 3% month-over-month, and clickthrough rates improved 0.2%. The number of customers using multiple products—an important KPI—has also grown 2%.

Marketing productivity is up significantly as well because information driving customer communication is consolidated into a central location and all communications—emails, SMS, in-bound and outbound calls, and website and social media engagement—emanate from Adobe Campaign. “With unified insight into customers and automation across channels, we’ve nearly tripled our marketing output and are delivering more targeted communications with better returns,” says Dowling.

**A winning formula**

The ease of coordinating marketing activities across channels has directly impacted customer engagement and marketing effectiveness. For instance, Adobe Campaign can help automate Boylesports processes such as calculating loyalty points and assessing customer value. It also facilitates marketing via social channels through integration with Facebook—a popular place for customers to swap gaming stories and experiences. As opportunities arise, the CRM team can then craft and deliver relevant messages to reach people in social communities.
Adobe Customer Story

"Adobe Campaign has dramatically increased our output as a marketing team, while improving our returns.”

Eimear Dowling, head of CRM, Boylesports

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign solution. Capabilities used include:
  - Campaign management
  - Visual cross-channel orchestration
  - Integrated customer profile

For the Boylesports team, future plans include further coordinating customers’ online and in-store interactions. Eventually, retail store managers will also have access to the same call-center service web app to support delivering more targeted in-store offers. In addition, customers will be able to complete surveys in-store, providing Boylesports with another direct avenue for capturing the latest customer preferences.

"Adobe Campaign has dramatically increased our output as a marketing team, while improving our returns," says Dowling. "We anticipate an even greater ROI as we use Adobe Campaign to touch more channels and more customers with highly targeted communications.”