Sky Bet

Betting on success

Advanced management and tracking in Adobe Social helps Sky Bet drive revenue through timely delivery of targeted high-impact social campaigns

Sky Betting and Gaming, part of BSkyB Group, is one of the leading betting and gaming companies in the United Kingdom. The company consists of four core brands—Sky Bet, Sky Vegas, Sky Poker, and Sky Bingo—and is part of the same group that powers the United Kingdom's leading multi-sports websites, Sporting Life. Customers can bet and play online or via a mobile platform with the company's Sky Bet, Sky Vegas, and Sky Bingo apps available for free download from the Apple iTunes App Store. This story focuses specifically on Sky Bet (skybet.com).

Sky Bet has effectively used all traditional digital marketing channels to drive new customer acquisitions and traffic to Skybet.com. Increasing competition and changing customer behaviors have prompted the company to elevate the use of social media as a vital component of its digital marketing and content strategy. Over the past year, Sky Bet has initiated several successful social media campaigns on Facebook and Twitter, with the goals of better engaging existing customers and attracting new ones.

To achieve its goals, Sky Bet wanted to adopt a solution that supported real-time social media measurement and streamline the evaluation of which types of social content drive conversion. The company also wanted to improve audience engagement while minimizing the cost and complexity of developing and delivering social media content.

Sky Bet selected Adobe Marketing Cloud solutions, including Adobe Social and Adobe Analytics, as the foundation for its social media activities. The integrated Adobe solutions enable Sky Bet to turn customer interactions into actionable insights by providing a powerful way to measure, report, and integrate data from web and social marketing initiatives.

Building effective customer bonds

Using Adobe Social integrated with analytics Sky Bet can identify and categorize social posts that are most effective at driving actions, such as likes, shares, comments, click-throughs, stakes, and new customer registrations to www.skybet.com.

Sky Bet also uses Adobe Social to streamline all moderation, publishing, and responding on its social properties, which saves time and enables the effective optimization of campaigns.

“We use the listening and moderation capabilities in Adobe Social so we can follow what people are saying about us—as well as to us—or in relation to specific events,” says Catherine Daniel, Head of Social Media at Sky Bet. “These insights allow us to enhance customer service across our social channels and guide our strategy and conversations.”

Sky Bet also identifies people talking about and thinking about betting or opening a new account. In turn, the company can engage customers and prospects with offers—a previously labor-intensive process before using Adobe Social.

“The Adobe tools have helped us from a logistical point of view too,” says Daniel. “For example the interaction data collected has been used to justify the need for additional resources and focus, particularly in social customer service.” The company also uses conversation monitoring to alert teams to technical issues before they have even been reported, which allows Sky Bet to identify and fix issues much more quickly.
Sky Bet uses Adobe Social to gain deeper insights into real-time conversations, helping to drive more relevant campaigns and exclusive offers.

“Initiating impactful campaigns

Data collected through Adobe Social has helped Sky Bet prove the value of engaging new Facebook and Twitter followers. Knowing which types of content drive conversion enables Sky Bet to optimize its posts more effectively, engage audiences better, and prompt customers to come back to the site to place additional bets.

“We’ve seen a big jump in our click-through rate and a big drop in the cost per new acquisition. Because Adobe Social has freed up a lot of our time, we’ve been able to focus more on content quality and eliminate content that doesn’t work for us.”

Catherine Daniel, Head of Social Media, Sky Bet

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