

## CASE STUDY

## Foxy Bingo



3radical Voco enables Foxy Bingo to dramatically increase daily player volumes at the same time as reducing the use of financial incentives to attract and retain players.

Foxy Bingo knew that their audience liked engaging with online games, but could the same game-based techniques be applied to marketing to increase active users, drive revenue and gather first-party data.

In this case study find out how 3radical's 'Voco' platform has been successfully used to add innovative 'repeat play' mechanics into the Foxy Bingo website increasing daily activities by 30% and driving increased revenue as a result.



## THE CHALLENGE

Online gaming is highly competitive space where numerous brands compete for player attention and share of wallet. Under these testing conditions companies find it increasingly difficult to cut through the noise and make their brand stand out from the crowd without relying on ever increasing (and potentially taxed) 'free money' bonuses.

When Foxy Bingo approached 3radical they had already started testing 'gamifying' marketing activities and knew that it led to higher levels of interaction.

However, each gamified campaign was being developed in-house which was a time-consuming and costly process that often resulted in relatively

simple 'single interaction' mechanics that could not be easily reused.

Was there an alternative way that Foxy Bingo could create more elaborate and immersive experiences that required consumers to engage repeatedly and could such an experience drive other positive outcomes.

Just as importantly, could players be motivated to engage with experiences through the use of prize draws and Foxy Bingo branded merchandise instead of relying solely on financial rewards?



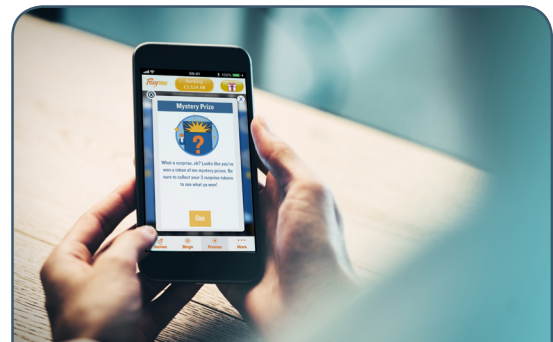
## THE SOLUTION

Using the Voco platform, Foxy Bingo have embedded an entertaining board game into their website and players are encouraged to return daily. Players receive one roll of the dice each day which they use to move around a board to collect sets of tokens.

Completing a set of tokens unlocks a range of prizes, including prize draw entries, Foxy Bingo merchandise and other rewards. When players exhaust their daily dice roll they are presented with the chance to earn extra dice rolls by completing further positive brand tasks, such as wagering additional amounts on the site or by completing customer insight surveys.

Real time activity on the Foxy Bingo website drives associated rewards and content in Voco, made available to each individual player.

Using the 3radical platform Foxy Bingo can alter the experience on demand to add a host of other games and interactive tactics, such as incentivised social sharing.



**“ We have seen a 30% increase in average daily players, increased revenue and great depth of engagement by integrating immersive experiences created by 3radical Voco into the Foxy Bingo website. ”**

Kim Eaglestone, Manager - Bingo at GVC Group



## THE BENEFITS

### Awareness

Since its launch the board game has been played by the majority of customers visiting the website, making it an integral part of the Foxy Bingo experience.



### Insight

During the first month thousands of customers have completed the 'How Foxy are You?' survey, capturing valuable, first-party customer preference data that Foxy Bingo can use for both analysis and re-targeting purposes.



### Engagement

More importantly, the requirement for players to repeatedly engage with the game to maximize their chances of winning has had a direct impact on overall player volumes. Average **unique** daily players have **increased 30%** since Voco was implemented.



### Sales

By both increasing daily player volumes and incentivising consumers to undertake 'stretch spend' tasks, the game has had a direct and positive impact on Foxy Bingo's revenue.



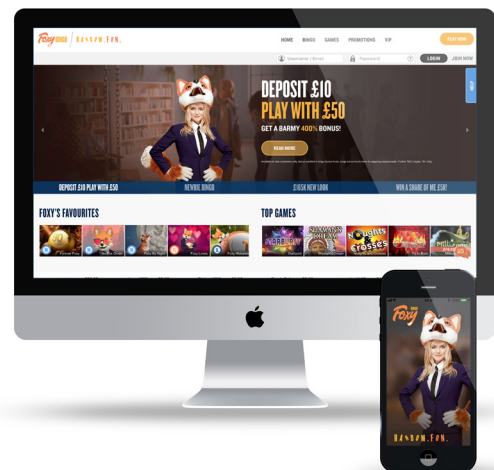
CHALLENGE	SOLUTION
Driving repeat engagement	The board game mechanic requires consumers to engage on a daily basis to maximise chances of winning, directly boosting daily traffic to the Foxy Bingo site.
Increasing play frequency	Consumers earn additional dice rolls by meeting specific wagering thresholds on the site.
Rewarding more than just play	Players are also rewarded with additional dice rolls for completing activities such as the 'How Foxy are You?' survey.
Reducing reliance on 'free money'	By using prize draws and Foxy Bingo branded merchandise the company is able to reduce their reliance on purely financial incentives to attract and retain customers.

## About Foxy Bingo

Since launching in 2005 Foxy Bingo has become one of the UK's largest and most successful online gaming destinations. Currently Hollywood a-lister Heather Graham is the face of Foxy Bingo, appearing in a series of witty and popular television ads.

Foxy Bingo is part of FTSE 250 listed GVC Holdings. GVC operate 15 offices across four continents and has a diverse portfolio of gaming brands including BWIN, Party Poker and Sportingbet.

GVC regularly scoop the top industry rewards and most recently have been voted EGR 'Operator of the Year 2017' in both the 'best poker' and 'best casino' categories.



## ABOUT 3radical

Organisations today are increasingly competing on the experience they deliver to their customers.

To win, they must find new ways of engaging:

- their employees - giving them the information, tools and networks they need to be engaged and effective
- their consumers - getting and keeping their attention over time

3radical has developed a software platform, Voco, which comes with a set of built-in best practices to promote relevant behaviours and achieve exceptional engagement with these audiences.

Voco enables business users to create personalised and interactive experiences in a real-time environment by delivering informative, relevant, and interesting content using a cross-channel approach via existing digital channels such as web, email, mobile app, social and chat.

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