DATA DRIVEN CUSTOMER ENGAGEMENT





Bella Italia customers are really enjoying Santa Run. They're having fun, engaging with the brand and we're finding out more about them along the way.

Melanie Mack Head of Digital, Casual Dining Group



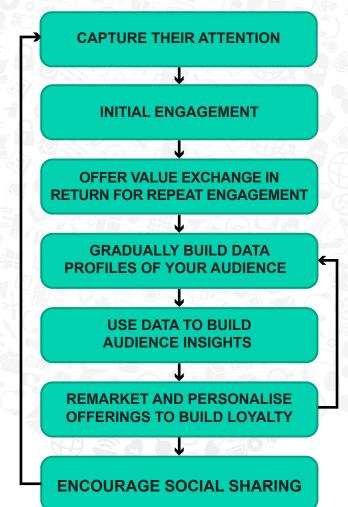
We cut through the marketing noise and generated a two-way relationship with key consumers using 3radical.

Daniel Chia
Marketing Communications Manager,
Dell, Singapore

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With rich, real time data, operators can compare and analyse player behaviour versus historic norms and expectation.

Alistair Boston-Smith CSO, Bede Gaming





Our executives were so interested that some of them actually completed the training. Our bankers gave us feedback that it was really engaging and helpful, and that the whole experience was just so different from anything else done before.

Claire Righetti Head of Digital Adoption National Australia Bank



It has been incredibly successful; we got data acquisition and drove customers into store.

Jo Fawcett
Digital Director & Marketing Director
Azzuri Group



Just getting someone on your database and then constantly smashing them with offers is not a particularly smart use of data, is it?

> Simon Collins MD, News UK

ENGAGEMENT + DATA = MORE ENGAGEMENT

Zizzi's board game resulted in



27,000 quiz completions and



22,000 new marketing prospects identified

Bella Italia awarded over



9,500 prizes

which increased customer retention and in store visits.

Foxy Bingo saw a



30% increase in daily active wagering player volumes



60% of customers engaged on five or more days

A **leading global Bank's** digital transformation employee awareness campaign saw an



88% completion rate of the training

77 point increase in Banker confidence



Foxy Bingo reported that every player that played in month one also played in month two

Bella Italia collected



6,000+ additional pieces of self-reported data on their customers

ABOUT 3 radical

3radical allows individuals to interact with organisations on their own terms. Voco's real-time decisioning engine is able to combine game science theory, data accumulated from billions of interactions, and real-time self-reported data, resulting in the optimum blend of interactive content, rewards incentives and channel for each engagement. The self-reported data is willingly and transparently provided in return for a value exchange, and can be used to improve the relationship of the individual with the organisation across all channels, and by informing product and service development.

info@3radical.com

www.3radical.com

in linkedin.com/company/3radical

