

DATA DRIVEN CUSTOMER ENGAGEMENT

3radical

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

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

Alistair Boston-Smith
CSO, Bede Gaming

CAPTURE THEIR ATTENTION

INITIAL ENGAGEMENT

OFFER VALUE EXCHANGE IN
RETURN FOR REPEAT ENGAGEMENT

GRADUALLY BUILD DATA
PROFILES OF YOUR AUDIENCE

USE DATA TO BUILD
AUDIENCE INSIGHTS

REMARKET AND PERSONALISE
OFFERINGS TO BUILD LOYALTY

ENCOURAGE SOCIAL SHARING

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 3radical

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.

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