3radical

DATA DEEP DIVE:

INSIGHTS FOR GAMING MARKETERS

In 2020, the global online gambling market size reached $66.7 billion U.S. and it is set to exceed $92 billion U.S. by 2023. The most popular types of online gambling are currency, sports betting, and fantasy sports, attracting a diverse and motivated audience. With such aggressive market growth and ever-present competition, how gaming marketers attract, engage, and retain users is critical.

We analyzed multiple gambling clients who engage with players in several ways to gain a deeper understanding of their players' relationships with their products. This paper takes a look into the insights discovered from the data from the activity of players who are given access to daily free games (DFG)designed to drive repeat engagement and long-term retention.

The DFG experiences were designed to drive repeat engagement and long-term retention. By combining this behavioral with live wagering activity, we were able to look at consumers through the additional lens of brand engagement which created a more focused audience segmentation strategy.

THE ANALYSIS

Our primary objective was to understand the relationship between player engagement with the game and their subsequent wagering activity. There are many statistical and non-statistical approaches for such an analysis. We settled on an enhanced segmentation grid. (see below image) First, we placed consumers in one of four buckets based on their engagement activity; the lowest for those with no activity, the highest for those with the most. Similarly, we established five buckets based on the level of player gaming activity.

Finally, we constructed the framework by crossing the two sets of buckets to form twenty unique segments – the level of engagement defined the rows, and the level of gaming defined the columns.

We combined the 20 segments to create eight ranks to more readily classify players with high engagement and high wagering activity from those with little. The template below is a visual representation of the framework.

		WAGERING SEGMENT				
		Occasional	Infrequent	Frequent	Power	Extreme
ENGAGEMENT SEGMENT	Heavy	Rank 6	Rank 6	Rank 3	Rank 3	Rank 1
	Frequent	Rank 6	Rank 6	Rank 4	Rank 4	Rank 1
	Limited	Rank 5	Rank 5	Rank 5	Rank 5	Rank 2
	Non-Engaged	Rank 8	Rank 8	Rank 8	Rank 8	Rank 8

OUR FINDINGS

Here are the top five key findings from the analysis. The use of a segmentation grid framework made it very straightforward to marry each with specific marketing activity.

1

20% of players fell into the group with the most wagering activity and the highest level of engagement with the daily free games. (Rank 1)

Marketing Implication: This group represents loyal players. They require frequent attention through communications, incentives, and other marketing activities, to ensure they remain engaged and actively wagering with the online gaming operator. Consider learning more about this audience to enhance the personalization of the player's experience.

2

8% of players were in the Heavy engagement segment and the Frequent or Power wagering segments. (Rank 3)

Marketing Implication: These players are heavily engaged, which suggests something is holding them back from wagering. Incentives may help to increase wagering and move these individuals into the Extreme wagering segment. Consider a marketing strategy that gets to the heart of these individuals - an Earned Data approach could help to understand this segment further.

3

1% of consumers are in the Extreme wagering segment but only in the Limited engagement segment. (Rank 2)

Marketing Implication: This group, although small, is comprised of high-value players. Apply "at-risk" strategies to mitigate attrition and consider tactics to increase engagement. This segment of players is likely to attrite without immediate rectification.

4

4% of consumers fell into the top two engagement segments, but the bottom two wagering segments (Rank 6)

Marketing Implication: This group offers the most significant opportunity to convert into higher transactional segments. These players are engaging with the game regularly yet, for some reason, are not transacting. You might have a question around this - why? Ask for information regarding motivations in exchange for incentives, such as additional free games or extra turns, to earn the data needed to personalize both the future experiences when wagering, and the marketing strategies used to engage this players.

5

13% of players fall into the Limited engagement segment and either the Occasional or Infrequent wagering segment. (Rank 7)

Marketing Implication: These are individuals who are neither engaging with the game nor wagering. Minimize ad spend as this group has minimal wagering potential. Without knowing more about this group, it will be difficult to move them into a higher activity rank.

FINAL COMMENTS

Applying the implications of these key findings would make an immediate impact, enabling online gaming operators to make more accurate marketing and advertising decisions. For example, we can see where it makes sense to invest time and money to push mid-level players into the higher wagering and higher engagement segments. Additionally, the analysis reveals where not to invest in advertising and where the addition of Earned Data - data collected directly from players and with their implicit consent - may help further define marketing strategies.

ABOUT
3radical

3radical is a consumer data acquisition and audience engagement solutions provider. We help organizations listen to their consumers and adapt experiences accordingly by giving them the ability to earn consented data directly from their audience. Critically, this fosters humanized interactions through choice-driven journeys provided by 3radical's gamification software.

We use game science and comprehensive strategic services to shape and support the customer experience by creating a fair value exchange delivered directly to each recipient and optimized by data and real-time decisioning. Every progressive exchange results in consented, Earned Data provided by the consumer in a transparent, motivating, and mutually beneficial environment, enticing consumers to share and engage more. 3radical operates globally through North America, the U.K., and Asia Pac and services major brands across various industries.

Contact us to learn more, or book an informal chat about supporting your engagement strategy with targeted experiences to identified your best audience segments

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