



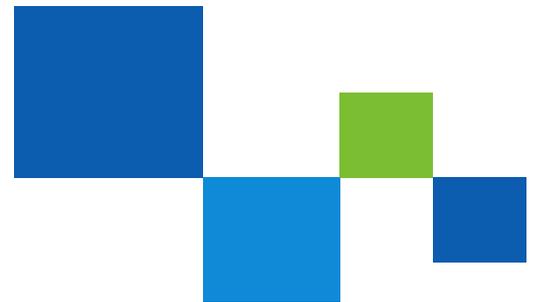
Real Time Campaign Performance for Online Sports Betting

BizAcuity



About the Client

The client is a leading multi-channel bookmaking and gaming company. They lead the field and shape the future of responsible bookmaking and gaming.



Summary

As per a Gartner Report “The global sports betting market is estimated to be worth around \$400 billion per year”. Now a days in-play betting is most important in sports betting, in which players bet on events occurring during the game. Some examples include free throws in basketball, penalty kicks in football and foul balls in baseball are all available for bets.

Client CRM team wanted to improve their campaign target and offering and at the same time improve customer satisfaction levels by ensuring quicker credits to customer account. They also wanted to measure campaign performance in near real time. This helped client to increase revenue, gain deeper insights into campaign effectiveness and improve customer satisfaction by quick credits.

The Challenge

- ✓ To enable a smaller core data set to be made available in real time, running in smaller feeds parallel to the long running batch data extraction.
- ✓ Make this data consumable by the CRM team in the form of intuitive dashboards.

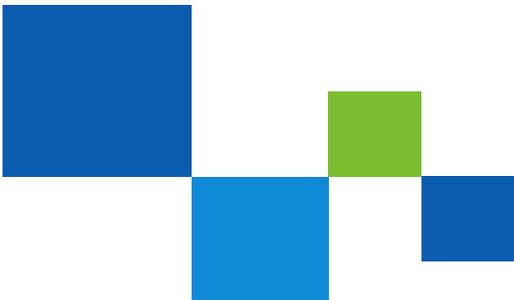
The Approach

A structured framework was developed comprising of the followings:

- ✓ Need of bypassing the long running enterprise ETL- DW process.
- ✓ Device a technique to fetch compact datasets in smaller chunks with regular frequency (15 min) and populate into a data mart.
- ✓ A cube was developed and scheduled to refresh every 15 min.
- ✓ On top of the cube, report and dashboard has been developed which gets refreshed every 15 min and published to a common SharePoint.

The Outcome

- ✓ Real time CRM data availability.
- ✓ Real time campaign performance assessment.
- ✓ Quick identification of inactive player.
- ✓ Better targeting and improved customer journey.
- ✓ Analysis of campaign, positive impact on revenue.



Do you want to empower your decision makers?

Contact us at sales@bizacuity.com
US: + 1 470 602 7500 /
Tel: + 91 40 43111808