

# Raising the Stakes

## TRANSACTIS CREATES A SINGLE CUSTOMER VIEW FOR BETFAIR

**ESTABLISHED IN 2000, BETFAIR IS NOW THE WORLD'S LARGEST ONLINE BETTING EXCHANGE, HANDLING OVER 5 MILLION BETS EVERY DAY FROM A CUSTOMER BASE OF OVER 1 MILLION.**

They used three primary channels of communication with their customers; telephone, email and direct mail. No matter which channel they used, every campaign had to go through their data warehouse team, typically taking between 3 and 5 weeks to set up. For a direct mail campaign, Betfair would have to extract the data, make selections and exclusions, then send the data to a bureau for cleansing. Not only was this time-consuming and inflexible from a marketing point of view, it would also incur a £2000-£3000 cost each time.

Betfair wanted a better view of their customers as they were missing valuable marketing opportunities, and having trouble identifying individual customers with multiple accounts. They also wanted a database that could be cleansed, enhanced and updated rapidly to enable better customer analytics as well as faster execution of campaigns.

Using behavioural, historical and transactional feeds, Transactis built a Single Customer View database that updated daily, meaning the data was never more than 24 hours old, and the marketing team had access to the previous days behaviour every morning. Additionally, the database included automatic cleansing capabilities alongside data profile enhancement, so the customer base could be more accurately profiled. The database also meant that selections and exclusions could be easily carried out based on fresh, detailed behavioural and transactional data. Campaigns are now deployed in a managed environment enabling execution, tracking and adherence to right-time, right-channel contact strategies. The project was completed on time and within budget, and Betfair were able to realise the benefits immediately.

- A significant increase in campaigns being executed - Betfair have gone from running 5 campaigns a month to up to 500
- Faster campaign turnaround – instead of 3-5 weeks, campaigns across multiple channels can now be delivered within 48 hours
- A unified view of customers and customer accounts – by identifying customer accounts belonging to one individual, Betfair can ensure they are contacting individual customers. This has resulted in increased customer satisfaction and a reduction in calls made to customer services
- Full CRM support – Transactis support the CRM team with campaign testing, learning and refining, ensuring continuous improvement of data and processes
- Extra analytical resource – Transactis provide proactive supplementary analysis resource which contributes innovative ideas for additional campaigns
- Fraud prevention benefits – a single view of all customers has enabled the fraud team to identify customers who were abusing the service with multiple accounts and identities
- A huge cost saving – the project has more than paid for itself in less than a year.

Transactis has built a bespoke, online portal designed to enable marketers to access, understand and analyse the customer data within the SCV autonomously, and Betfair are now hitting their marketing targets and ready for sustained and innovative campaign activity.