



TOM HARGREAVES

CRM STRATEGY MANAGER
SKY BETTING & GAMING



CHARLIE SHARKETT

SENIOR CRM STRATEGY
SKY BETTING & GAMING

FlutterTM

sky 

sky sports


11

PRODUCTS

4M

CUSTOMERS

40

SPORTS

ACQUIRING

ACTIVATION

ENGAGING

ACTIVE

LAPSED

RE-ENGAGING

DESPITE THIS...

1:1 PERSONALISATION

FAVOURITE TEAM AT SCALE



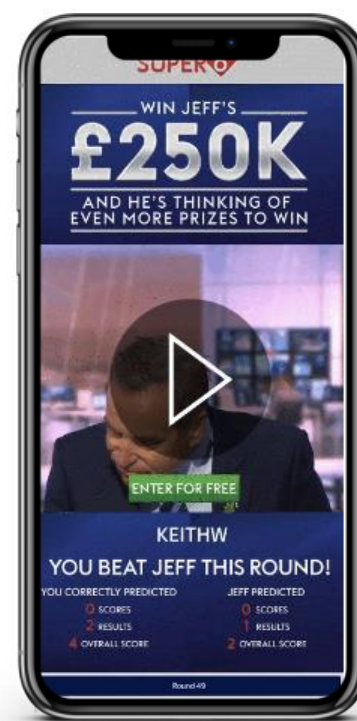
1:1 SCRATCH OFF



SUPER 6 STREAKS



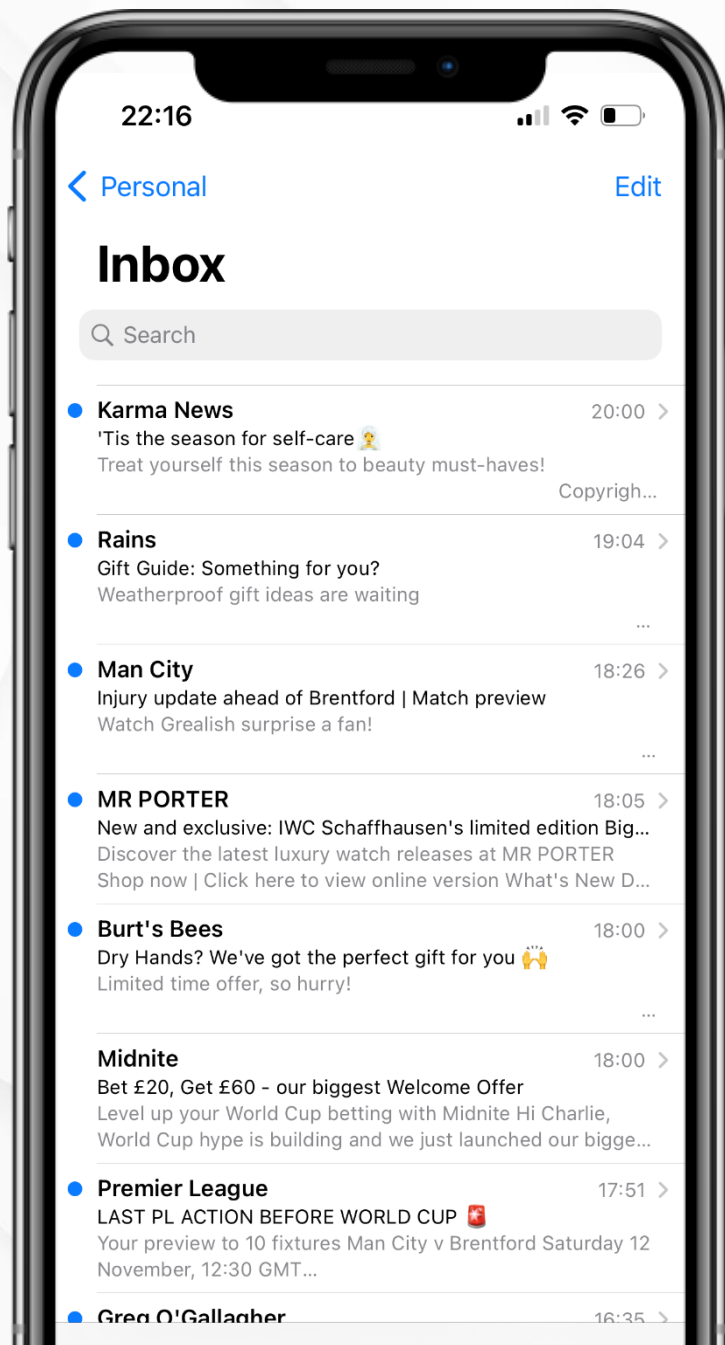
VALUE STATEMENT



GAMING PROGRESS BARS



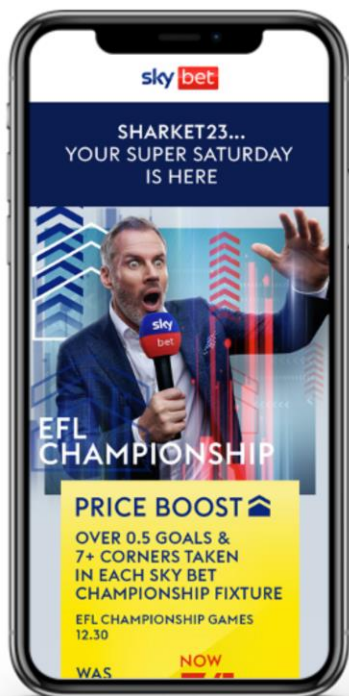
HOW CAN WE TAKE OWNERSHIP
OF OUR CHANNEL TO **CONSISTENTLY**
DELIVER 1ST CLASS CUSTOMER
EXPERIENCES?



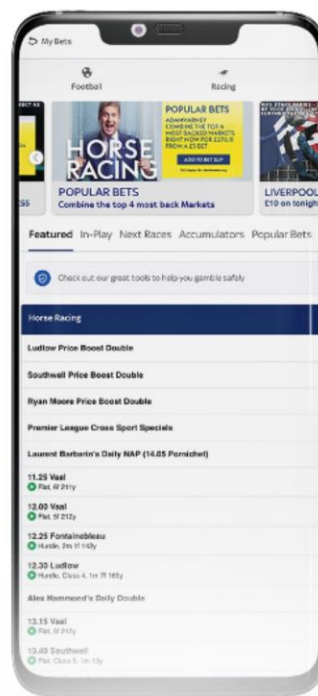
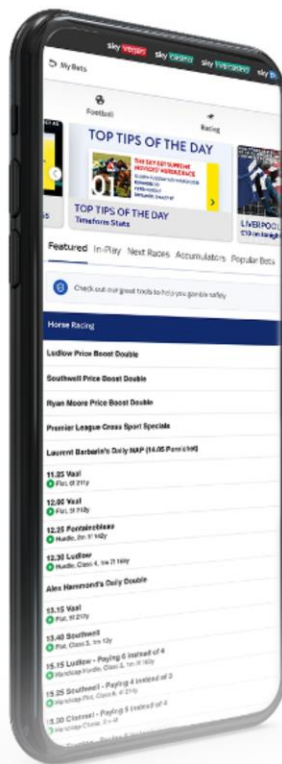
Crm is
more
than this

OMNI-CHANNEL & SCALE

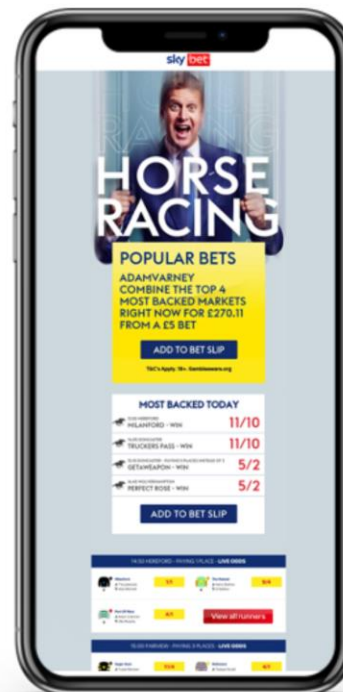
CSV POWERED MARKETING



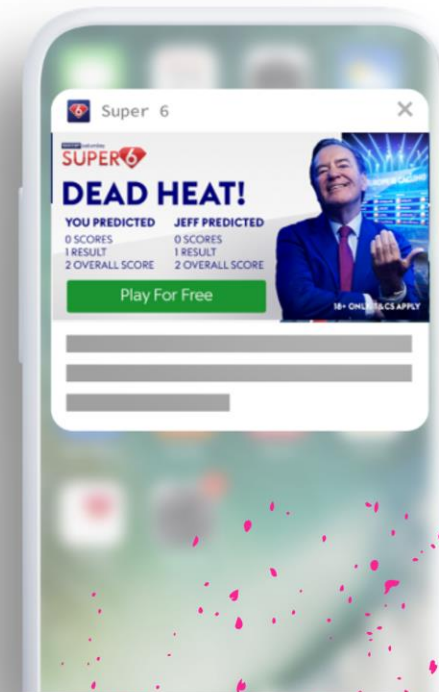
ONSITE & IN-APP



OFFER RECOMMENDERS



PERSONALISED PUSH NOTIFICATION



CUSTOMER INSIGHT

segmentation

TARGETING

BRAND

PRODUCT



OUR KEY FOCUSES



SOLVE BUSINESS PROBLEMS



ENHANCE THE BRAND
EXPERIENCE



MVP PRODUCT WORK

soccer saturday

SUPER 6

A Case Study



CRM CAMPAIGN **WINNER**

Where we were 2018



WIN JEFF'S
£250,000
THIS SEASON IT'S PERSONAL

PLAY FOR FREE

18+ T&C APPLY

Latest promotion from Sky Bet



GROUP BETS

PUT YOUR HEADS TOGETHER
AND BUILD SHARED ACCAS
EXCLUSIVELY WITH SKY BET

sky bet
BETTING, BETTER

MARKET RESTRICTIONS. ELIGIBILITY RESTRICTIONS APPLY. FURTHER T&CS APPLY.

How can we
create *more* reasons For
our customers *to play*?



HOW HAVE WE ACHIEVED THIS?



API POWERED AUTOMATIONS TO DELIVER CONTENT AT SCALE.



ACTIVATED OUR DATA TO LAND SCALED 1:1 PERSONALISATION.



CREATED GAMIFIED CRM JOURNEYS TO MVP FOR PRODUCT FEATURES.



DELIVERED THIS ACROSS EMAIL, PUSH NOTIFICATION & WEB/APP.



MORE CLICKS, MORE VALUE.

CRM Channel *Breakdown*



Automated E-mail



150 message variants prioritised



API driven content



Fully automated via MOVABLE INK & our ESP

soccer saturday
SUPER 6

MELLIE67
3 IN A ROW

What a performance... three Super 6 rounds in a row! It's impressive, but can you keep the run going with a fourth? Enter for free here before the deadline.

WIN £1MILLION

Play for free

ROUND CLOSING IN

| | | |
|-------------|--------------|----------------|
| 03 | 02 | 41 |
| DAYS | HOURS | MINUTES |

MELLIE67
IT'S A HAT-TRICK!

SUPER6 STAT SHARE

soccer saturday
SUPER 6

MTHORNE07971
WHAT A FINISH

Did you know your last streak of entries in the 19-20 campaign was also your longest! You scored 196 points over 35 consecutive rounds between 30/12/19 and 25/07/20. You've already entered tomorrow's £1 million round, how far could this streak go?

WIN £1MILLION

Play for free

ROUND CLOSING

19/09/2020 3PM

UPCOMING GAMES

MTHORNE07971
UNBELIEVABLE, JEFF!

REMINDE YOUR FRIENDS

YOU VERSUS YOURSELF

OVER 50 CUSTOMER SEGMENTS...

Using transactional and intra-day data, the journey has 50 customer segments which are then prioritised based on best message.



soccer saturday
SUPER 6

WILLSTOREY75
WHAT A FINISH
30 rounds in a row and 223 points! That's a great streak, so make sure you enter our £250,000 round to continue the journey, it's completely FREE to enter here.

WIN £250K
Play for free

YOUR SEASON SCORE TRACKER

| Bronze | Silver | Gold | Platinum | Unbelievable |
|--------|--------|---------|----------|--------------|
| 25 PTS | 50 PTS | 100 PTS | 250 PTS | 400 PTS |

223 WILLSTOREY75, you are in the **gold club!** You are only **27** points away from the **platinum** club. You scored **0** points in the last round. Will you enter our latest round & move up your points tracker?

ROUND CLOSING IN

| 1 | 2 | 32 |
|------|-------|---------|
| DAYS | HOURS | MINUTES |

UNBELIEVABLE, JEFF!

SUPER6 STAT SHARE
Unbelievable, you're on a streak! Share with friends and family

SUPER 6 ENTRY STREAK OF 30 SCORING 223 POINTS
Play for free

User ID: WILLSTOREY75. For security all emails from Sky Games will include your user ID. Please click [here](#) for the Web version.

soccer saturday
SUPER 6

SPUD693
GET BACK ON THE BUS!
Your last entry streak came to an end on 20/03/2020 after 3 rounds. But we think you're an good a time as any to start a new one. We have a £250,000 round - enter for free here.

WIN £1 MILLION
Play for free

ROUND CLOSING IN

| 03 | 02 | 39 |
|------|-------|---------|
| DAYS | HOURS | MINUTES |

YOU CAN DO THIS!

SUPER6 STAT SHARE
Share your stats with friends and family

| | Average Round Score | Best Score | Best Entry Streak this Season |
|---------|---------------------|------------|-------------------------------|
| JEFF | 8 | 17 | 66 |
| SPUD693 | 6.2 | 14 | 8 |

SHARE USING THE BUTTONS BELOW

Play for free

User ID: SPUD693. For security all emails from Sky Games will include your user ID. Please click [here](#) for the Web version.



You versus
Jeff stelling

Personalised emails
From the man himself.

soccer saturday
SUPER 6

WIN JEFF'S
£250K
AND HE'S THINKING OF
EVEN MORE PRIZES TO WIN

ENTER FOR FREE

KEITHW

YOU BEAT JEFF THIS ROUND!

YOU CORRECTLY PREDICTED













- SCORES
- RESULTS
- OVERALL SCORE

JEFF PREDICTED

- SCORES
- RESULTS
- OVERALL SCORE

Round 49

Entries by 7:45pm, Tuesday 10th March 2020

| | | | |
|---|---|--|---|
|  Birmingham City |  Tottenham Hotspur |  Valencia |  Atletico Madrid |
|  Preston North End |  Preston North End |  Bristol Rovers |  Sunderland |
|  Burton Albion |  Burton Albion |  Blackpool |  Tranmere Rovers |

Play For Free

DID YOU BEAT THE PUNDITS LAST WEEK?

| Pundit Name | Results | Score | Points |
|------------------|---------|-------|--------|
| Phil Thompson | 2 | 2 | 16 |
| Mark Leese | 2 | 1 | 9 |
| Charlie Nicholas | 2 | 1 | 9 |
| Jeff Wainwright | 2 | 0 | 4 |
| Jeff Wainwright | 1 | 0 | 2 |
| Chris Jones | 0 | 0 | 0 |

Help

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WIN JEFF'S
£250K
AND HE'S THINKING OF
EVEN MORE PRIZES TO WIN

ENTER FOR FREE

READO8

THIS ROUND WAS A DRAW

YOU CORRECTLY PREDICTED













- SCORES
- RESULTS
- OVERALL SCORE

JEFF PREDICTED

- SCORES
- RESULTS
- OVERALL SCORE

Round 49

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YOU VERSUS YOUR FRIENDS...

Using Movable Ink, we compile customer data to build bespoke leader-boards for customers and their friends. Message prioritisation drives competitive headlines...

Can YOU go ahead of your friend in the next round?

CHARLIESHARKETT
YOU'VE GONE TOP OF THE LEAGUE!
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.
WIN £250K
Play for free

SUPER LEAGUE

CRMCOMMSLALIGA

YOUR POSITION

1

SCORES

22

RESULTS

58

POINTS

226

| | Results | Scores | Points | |
|----|------------------|--------|--------|-----|
| 1 | Charlie Sharkett | 58 | 22 | 226 |
| 2 | Darren Fisher | 44 | 27 | 222 |
| 3 | Tom Hargreaves | 54 | 23 | 218 |
| 4 | Jeff Mitchell | 59 | 21 | 200 |
| 5 | Harshad Patel | 58 | 21 | 198 |
| 6 | Jake Keeble | 57 | 18 | 195 |
| 7 | Harvey Hennah | 63 | 18 | 187 |
| 8 | Brad Humphries | 45 | 16 | 165 |
| 9 | Dan Clarke | 38 | 14 | 160 |
| 10 | Derv McCumiskey | 35 | 12 | 154 |

Play for free

YOUR BEST ROUND
YOU ENTERED ON
2ND OCTOBER 2020
CORRECT SCORES PREDICTED
12
AMOUNT OF CORRECT RESULTS
8
Play for free

2 YOUR LEAGUE POSITION
COULD YOU TAKE HANNAH'S WINNING SPOT AT THE TOP
ENTER NOW

HEAD TO HEAD WITH JEFF
YOUR RESULTS
YOU LOST
000 000
YOU JEFF
ENTER NOW

3-2 4-1

WIN £250,000
Mr Sample
It's time to
predict
correct scores
ENTER NOW

SOCIAL *PROOFING*

REMIND YOUR FRIENDS
& FAMILY TO ENTER



THIS WEEKEND!

SHARE USING THE BUTTONS BELOW



Play for free

SUPER6 STAT SHARE

You beat your entry streak from last season!
Share with friends and family

SUPER 6 ENTRY STREAK OF

66

SCORING

468 POINTS

SHARE USING THE BUTTONS BELOW



Play for free

SUPER6 STAT SHARE

Share your stats with friends and family

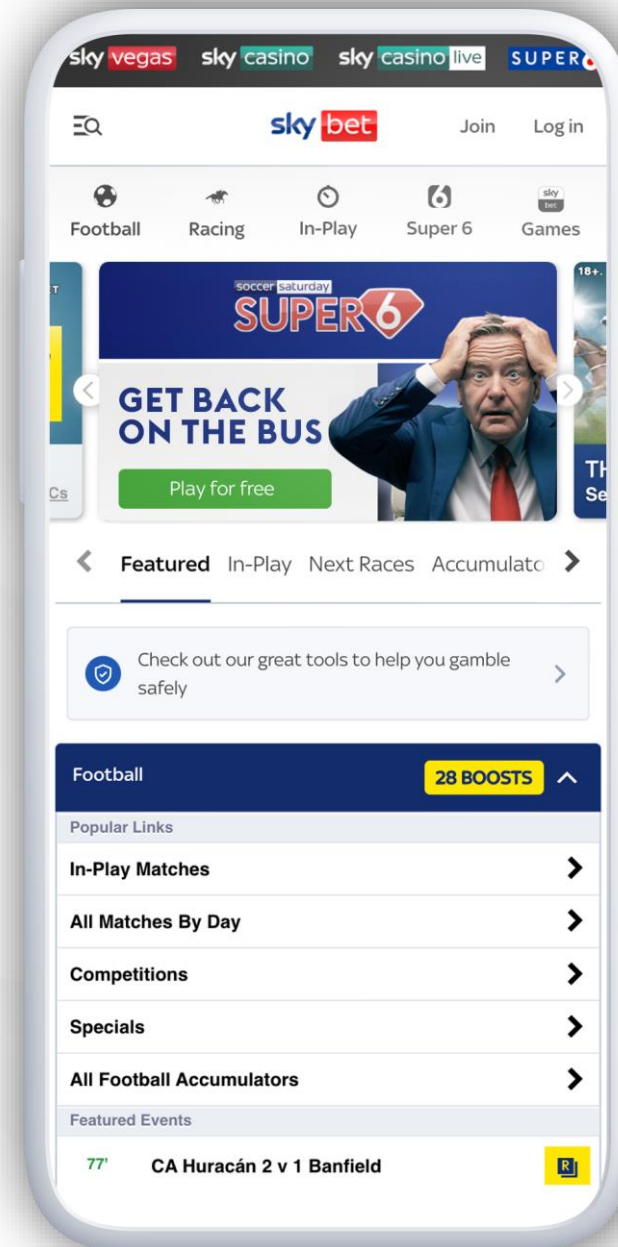
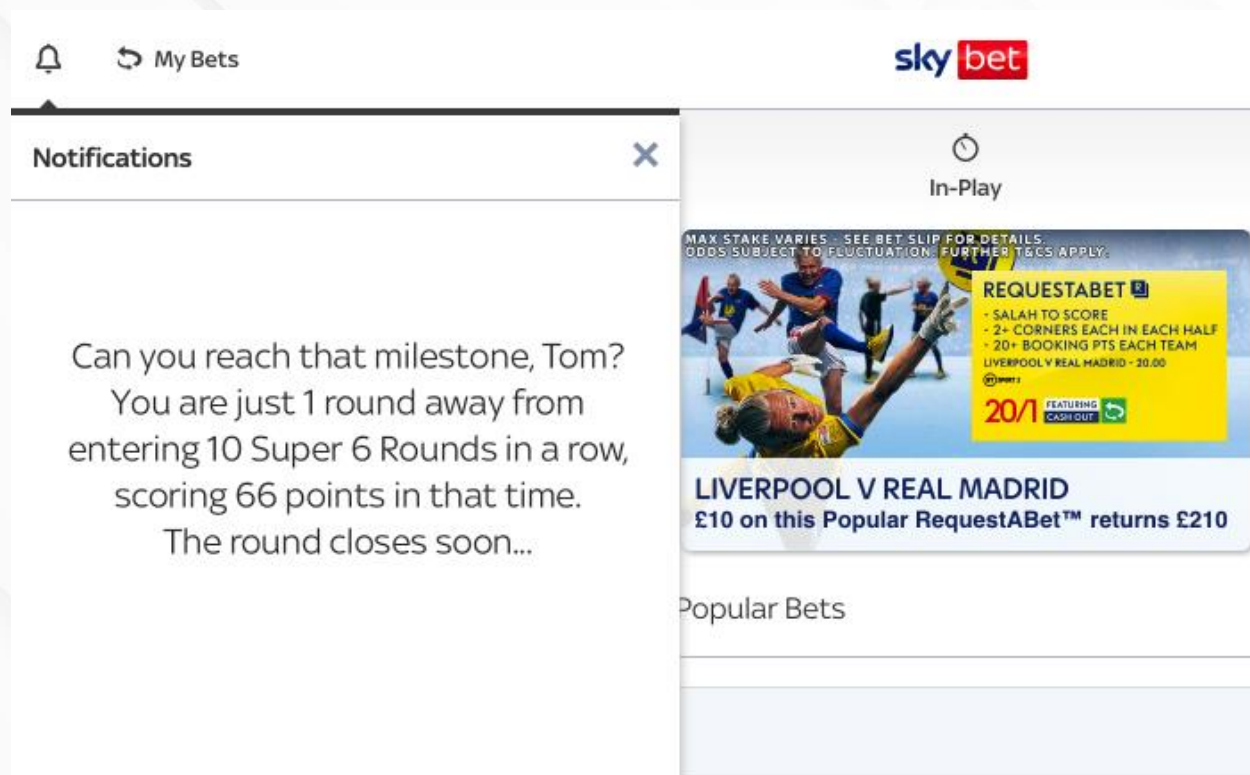
| | Average Round Score | Best Score | Best Entry Streak this Season |
|---------|---------------------------|---------------|-------------------------------------|
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SHARE USING THE BUTTONS BELOW



Play for free

Onsite/App Placements



Record Commercials

44%+

Highest number of Super 6 entries from CRM vs control EVER.

Retention

20%+

Increase in customers playing every round available to them

Engagement

34%+

Uplift in CTO, amounting to 80,000 additional customers hitting site per communication.

My PERFORMANCE Hub



ROUNDS STREAK

Congratulations on entering the latest round. Keep it up!

[VIEW CURRENT ROUND](#)

Current Streak

2

Total Streak Points

4

Average Points
P/Rnd

6.3

Total Rounds
Entered

6

Longest Streak

4

Leaderboard Pos
Top %

40%

Last Round



Last 5 Rounds Performance



SUBSCRIBER EXCLUSIVITY

Increasing marketing subscription, loyalty & retention

huge incremental business impact.

MORE ACTIVE. MORE
VALUABLE.

How can we create **more reasons** for our customers to play our products?



NEW BRAND DIRECTION 'BECOME A SUBSCRIBER'

LAUNCHED MARKETING SUBSCRIBER BOOSTS

CUSTOMER RESEARCH
INCOMING

Customer research ready to be sent to email-engaged customers to understand perception of value on our new subscriber series. What do the customers want next?

Across 9 weeks of testing with
our football customers...

AVG OPEN RATE COMPARISONS

45%

EXCLUSIVE

32%

BAU

CLICK RATE %'S

3X HIGHER

EXCLUSIVE

BAU

AVG ACTIVE % UPLIFT

67% INCREASE

CHURN REDUCTION

EXCLUSIVE

BAU

AVG MARGIN UPLIFT % PER SEND
ACROSS 48 HOURS

19% INCREASE

MORE VOLUME AND MORE MARGIN

EXCLUSIVE

BAU

SCALING

- EXCLUSIVITY AS A R.T.B
- CRM AS A LOYALTY PROGRAMME
- SURPRISE & DELIGHT



giving our customers a choice



- An industry first
- **COMMERCIALLY FOCUSED**
- A crm exclusive
- Potential product feature

2023

CRM STRATEGY

OUR FOUR PILLARS.

EMPOWERMENT & INNOVATION.

Question the status quo, push the boundaries & deliver industry-first innovation. This is our mentality.

CUSTOMER LOYALTY & RETENTION.

Deliver genuine customer loyalty. Understand customer life-stages and deliver strategies built on customer value, opportunity & churn - for big business impact!



1ST CLASS CUSTOMER EXPERIENCES.

Best in class CRM experiences, targeted, relevant & truly 1:1 across all our channels from email to onsite.

MARTECH DRIVES THE FUTURE.

Never batch & blast, always relevant and real-time. Evolve our customer marketing as our marketing stack evolves too.

Empowerment.

thanks



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