Solitics

Double-digit improvement in engagement KPIs

Case Study
Codere

May 2021

About Codere

Codere, a multinational group dedicated to entertainment and leisure, is a leader in the private gaming sector, with four decades of experience and a presence in seven countries in Europe (Spain and Italy) and in Latin America (Argentina, Colombia, Mexico, Panama, Uruguay). Codere is the only Spanish company in the gaming sector that's listed on the stock market, carrying out its activities with total transparency, responsibility, and commitment to its clients, investors, employees, regulators, and other stakeholders.

THE CHALLENGE

Codere was unable to personalize it's customer engagements

Codere generated billions of raw data records, streaming from various casino and sports betting activities across different brands, regions, and legacy systems. The data was stored in nested object structures containing many duplications, making it almost impossible for any automation tool to work with.

Codere was looking to improve communication with end users and increase customer satisfaction and experience by leveraging their data. They also wanted to reduce manual operations and automate labor-intensive processes, such as bonus calculation and incentives.

Codere was already using a CRM marketing system that was connected to the aggregated data, but suffered from significant issues around data accuracy, response times, and rigidness.

After careful consideration and a six-month evaluation process, Codere chose Solitics to handle its entire range of marketing automation needs, managing end-to-end customer journeys on a single, centralized UI.

PROJECT GOALS

Fully integrated, clean, usable data for real time personalization

- Integrate raw data, clean it and make it usable for the CRM marketing team

- Integrate Playtech's IMS bonus engine and Codere's proprietary bonus engine into an automated, personalized bonusing tool

- Have a single, central UI to manage all customer communication, interactions, rewards, and bonuses, across all channels

- Enable real-time interactions for personalization and increased engagement

- Enable automatic calculation of personalized bonuses, based on customer behavior (50% of deposits, etc.)

- Get business analytics and visibility over marketing effectiveness and attribution, to optimize efforts and budget

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PLATFORM IMPLEMENTATION

Stage 1

Solitics connected to Codere's Data Warehouse, identified the different data structures, removed all duplication, and created a clean data layer from all of Codere's data. The usable data is always fresh and is updated in real time.

Stage 2

Solitics enabled the use of the clean data for all marketing activities. Codere uses Solitics' advanced capabilities and strategies for building elaborate customer journeys, and for automating personalized bonuses and rewards, powered by the integration and launch of both external and internal bonus engines.

Project implementation also included swift integration with external providers (email, SMS, push notifications, recorded voice calls, Facebook, pop-ups, and more).

MEASURABLE, TANGIBLE RESULTS

Personalization of every touchpoint

Once implemented, Codere's marketing team was able to fully leverage the now usable data via a flexible, centralized UI, which presented the relevant data to the team's marketers in a way that made it quick and easy for them to create elaborate, trigger-based personalized journeys.

- The ability to easily create effective, automated journeys and campaigns, and to optimize and personalize every touchpoint in the customer lifecycle, on various marketing channels

- The ability to easily analyze every aspect of their marketing effectiveness, and run elaborate analyses, inspecting billions of records within seconds

- Bonus automation across all of Codere's products

- Improved visibility of a single user interaction in real time

- Improved attribution capabilities, enabling campaign optimization

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CLEAR IMPACT

10% improvement
in player engagements, directly impacting financial results

60% reduction in operation time
Reduced effort and time invested in executing marketing campaigns, allowing them to execute more campaigns with the same resources

We chose Solitics after an extensive process that included a diligent review of other solutions in the market. We found that Solitics' ability to connect directly to the raw data is the only way to guaranty that our engagements with every customer are based on actual, always updated, real time data. This has proven itself both in the uplifts we saw in player engagement as well as in our ability to gain accurate data, so we could continuously improve, as we streamline every marketing effort.

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