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profit through insight

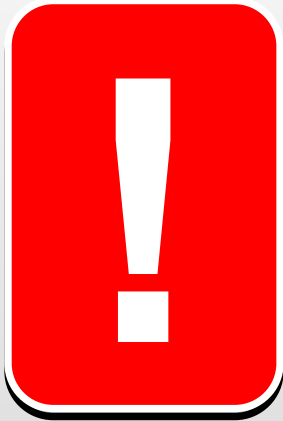


Creating an actionable view of customer behaviour to drive profitable decision making

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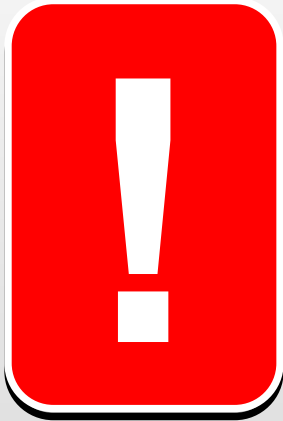
Shouldn't this be simple?



58% of UK consumers receive prospect communications from companies they already buy from

52% of UK consumers receive offers for products they already have

What's the problem?



Customer Behaviour changes rapidly

Market Conditions change

Scope creep leads to lengthy and costly projects

Post-investment change control is hard work

Building flexibility into the solution



Multiple acquisitions in quick succession creates need for single view of product holding

Enterprise analytics tools and CRM software already in place

Economic conditions mean that:

Marketing needs may change quickly

There could be further acquisitions



Event-based transactions, multiple markets and international customers with multiple accounts creates need for a dynamic view of behaviour

Improved view of customer activity will create previously unseen opportunity

Strict contact rules required to ensure customer engagement is not compromised

The customer view must be as recent as possible to ensure maximum relevance

Nationwide Building Society - Solution



Project Requirements

Regularly updated Single Customer View across 3 brands and associated 3rd party product providers

Provide access via the preferred toolset (in this case SAS and SmartFocus)

Enable one common team to access one common dataset using common data definitions

Solution

Secure feeds taken from all data sources

Bespoke, flexible matching rules bring account / customer records together

Data mapping exercise identified common data across sources

Data Standardisation

Defined Data structure for the SCV (Product, brand, customer, household, 3rd Party, etc)

Establish automated data transformation and load into the user interfaces (SAS / SmartFocus)

Provide a secure environment for hosted data and applications

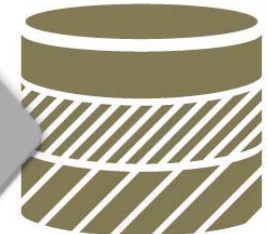
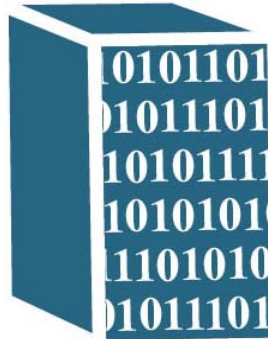
Infrastructure

3rd Party Datasets



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Secure Environment



Segmentation

SAS
Analytics

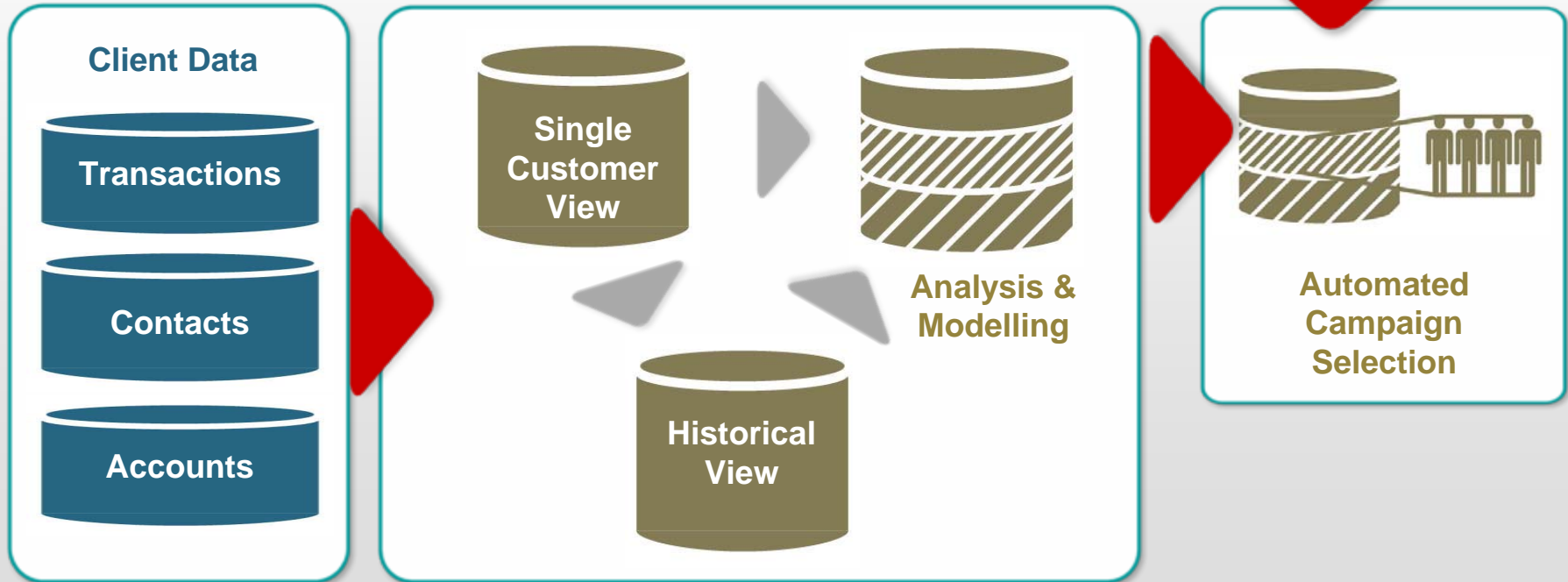
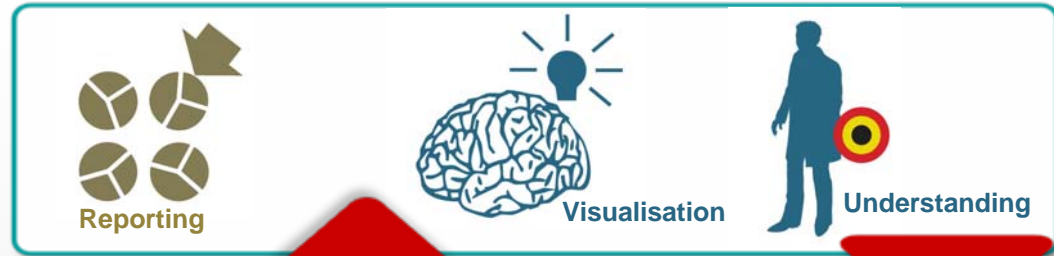
Smartfocus (Viper)
(Fastcounts, Analytics + Campaign Management)

Application Layer



Client Environment

Betfair – Scalability and Flexibility



Turning behaviour into results

Results in first 12 months

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Millions of daily online transactions made available for selection inside 24 hours

Campaign selections governed by:
8 Lifestages
17 Product Segments
6 Value Tiers
10 Cross-Sell tiers
5 Channels
20 Different Languages

A potential 816,000 variations

Up to 800 Campaigns / month

Predicted 30% growth in Year on Year incremental revenue from activity



£400k cost savings

Project is self-funding



30% growth
in revenue
from activity

Betfair – 2 years on...

Data driven communication

A new Betfair customer signing up in Europe today will receive a printed welcome letter tailored to their personal requirements within 5 working days

Time-Critical communications produced within hours of activity – enabling targeted customer management offers and messages

WELCOME TO BETFAIR
THOMAS

Address Line 1
Address Line 2
Address Line 3
Address Line 4
Address Line 5
Address Line 6
Address Line 7

Username: <XXXXXXXXXXXX>

Dear XXXXXXXXXX,

Thank you for registering with Betfair. We're sure you'll enjoy the Betfair Casino experience.

FUND YOUR ACCOUNT NOW AND START WINNING!
Funding your account is easy, we accept most commonly used credit and debit cards. You can also choose to use Bank Transfer or a paysafecard!

Deposit from the casino homepage casino.betfair.com then click 'Deposit' (top right corner). This will take you to the 'Deposit/Funds' section in your 'My Account' pages. Once you have deposited your funds they will appear in your Main Betfair wallet.

Transfer money into your Betfair Casino account and you're ready to play!

£250 SIGN UP BONUS WITH CASINO DOWNLOAD*

Our new Download Casino offers 150 fantastic games. We'll equal your first deposit with a casino welcome bonus up to a maximum of £250!

Download our fantastic new Casino at casino.betfair.com and transfer a minimum of £10 real money into your Download Casino wallet. The amount of your first transfer will be matched 100% to a maximum of £250.

£50 SIGN UP BONUS WITH INSTANT PLAY CASINO*

Play our Main Lounge in the Instant Play Casino and we'll credit your account with a bonus of up to £50 to match your first deposit.

Transfer any amount over £10 into the Instant Play Casino. You'll receive your bonus funds into your Instant Play Casino account—it's that simple.

Terms and conditions apply go online for more details.

The Betfair Casino Team

*Bonuses only apply to customers who have not played/download/cashed or instant play casino.
*Calls are charged as if per minute from a landline. Calls from a mobile may vary, please check with your mobile network operator.
*Betfair is not the operator. Licenses are regulated under terms of the gaming licence issued.

REFER & EARN
Your Refer and Earn code is:
XXXXXXXXXX

Refer a friend to Betfair and you'll get £20 credited to your account for every friend who signs up with your referral code and wagers £150 within a year.

Start earning today, visit: www.referandearn.com
*Terms and conditions apply see online for more details.

HELPDESK

If the Casino Help section of our website can't answer your questions. Then call our 24 hour helpdesk team on

08 44 871 0000†

†Calls are charged as if per minute from a landline. Calls from a mobile may vary, please check with your mobile network operator.

CASINO FROM THE WORLD'S BIGGEST BETTING COMMUNITY

betfair
sports casino poker

Nationality drives language text

Primary activity on the exchange drives image selection

Frequency & Value drives offer selection

Profile and engagement drives letter text

Using customer behaviour to drive decision-making. Take-aways:

If you are starting from scratch – tactical implementation before strategic

It starts with the view – new insight presents new opportunity and will change your approach

Dynamics are critical – if you need to know what your customer is doing now then your view should reflect this. If selections and decisions are made monthly you don't need hourly updates.

Try before you buy – let your priorities, policies, processes and results guide your purchase decision – not the other way around

It is possible to create and implement the infrastructure and make it pay inside 12 months