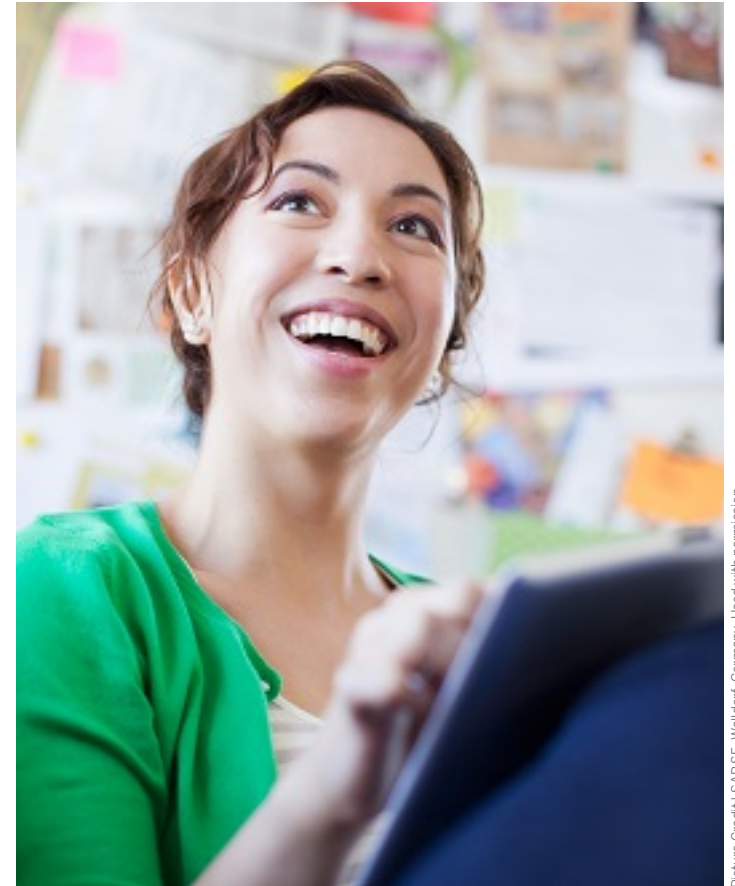


Tipp24: Quadrupling Marketing Campaign Performance with the SAP® InfiniteInsight® Solution

Hitting the lottery jackpot is a lifetime dream for millions of people across Europe. Yet, during a busy week, people can't always find the time to place bets in a local lottery outlet. By providing lotto players with secure online access to various popular lotteries, Tipp24.com, one of Europe's leading licensed lottery intermediaries, makes sure they never miss a chance at the big win.

To understand its customers better and to improve the accuracy of marketing activities, Tipp24.com turned to predictive analytics. Using the SAP® InfiniteInsight® solution for predictive modeling, the company was able to improve its targeting accuracy by 300%. That means introducing the right game to the right player and hopefully making dreams come true.



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Executive overview

Company

Tipp24.com

Headquarters

London

Industry

Sports and entertainment

Products and Services

Online lotteries

Web Site

www.tipp24.com

BUSINESS TRANSFORMATION

Top objectives

- Better understand the customer lifecycle to nurture high-value customers, increase up-sell and cross-sell opportunities, and reduce churn
- Gather detailed customer behavior data to optimize marketing campaigns
- Enable efficient predictive modeling across all marketing activities and customer channels

Why the SAP® InfitelInsight® solution

- Better performance and scalability when compared to SAS software and SPSS software from IBM
- Ability to identify customer behavior patterns to improve satisfaction
- Ability to predict which customers are at risk of becoming inactive and which inactive customers are likely to become active again

Key benefits

- Optimizes campaigns and the customer lifecycle across multiple channels, including telephone, direct mail, and e-mail
- Enables proactive relationship management with existing and potential high-value customers
- Reduces churn and increases overall customer lifetime value

“In our first year using SAP InfitelInsight, we realized a 300% uplift in targeting accuracy.”

Pankaj Arora, Senior Analytics Consultant, Tipp24.com

TOP BENEFITS ACHIEVED

300%

Improvement in targeting accuracy, including identifying likely players for weekly, monthly, or permanent tickets for specific lotteries

25%

Reduction in target audience size for any individual campaign, thanks to more-precise analytics

90%

Less time to build and deploy predictive models (from weeks to days), increasing the productivity of the analytics team

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