

Gambling Guide

Build lasting relationships
through instant communication



Mobile messaging that gets results

With more than 79 million mobile phone users in the UK alone, the rise of mobile and subsequent technology is transforming the way users are interacting with gaming and gambling retailers. Our research shows that more than 4 million of those smartphone users are choosing to use their mobile device to game or gamble, rather than in-store or using a desktop.

Unlike like any other channel, mobile offers the real-time functionality of in-play, something that all gaming operators can capitalise on through SMS.

With 90% of messages being read within 3 minutes, gambling and gaming retailers are able to target specific groups of consumers with the latest odds and tailored discounts to offer consumers the best value and service, in turn enhancing customer retention and loyalty.

Textlocal is well placed to create a bespoke, cost-effective solution. With SMS you can naturally build lasting relationships through instant communication.

98%

of text messages
are read*

90%

of text messages
are read within 3
minutes of being
received*

89%

of businesses that
use SMS say it's
effective**



"Chelsea to score first in 2nd half?
8/3 place bet now"



"Your balance as of
3pm 27/07/2017
is £8.56."



How can SMS help you?



Confirm payments

Give players peace of mind that their in-app purchase is complete or the payment for their bet on the latest odds has been accepted.



Authenticate your player's accounts

SMS offers online retailers security whilst providing customers with convenience and efficiency. Simply send a unique pin or code using the Messenger platform, giving customers the ability to complete the authentication process using just one device.



Send discounts and promotions

Encourage in-play purchases with scheduled offers using our bespoke voucher tool, helping to create personalised discounts that can be saved to the user's mobile device and redeemed in-store or online.



Gather user data and feedback

Run mobile surveys to capture additional details and feedback that can be used to create a more streamlined experience for your customers. Unlike other SMS surveys, our tool allows you to use your own branding, dynamic drop-down boxes, star ratings and even apply logic to skip questions based on responses.



Encourage customer retention

SMS is one of the most effective ways to encourage customer retention. Once a user has opted in, share targeted messages to match interests and/ or location with individuals or larger groups during engagement, strengthening the relationship.



Re-target dormant customers

Use SMS to segment and target your dormant customers, strategically sending them specific offers and exclusive pre-order opportunities.

Creating Success with SMS

We support some of the industry's leading gambling and gaming operators and to highlight how successful SMS has proven for them and so many others here are a few use case examples to give you a better idea of the possibilities of SMS as a channel.

Campaign:

Twice a year, one of our clients within the industry runs an SMS ticket giveaway for a key horse racing event. A Keyword is set up on a Short Code which is then advertised on screens in retail stores, encouraging customers to text in and win.

Performance:

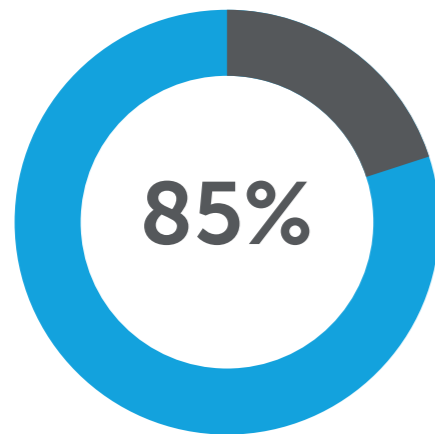
Winners were selected on a first come, first served basis. While tickets were still available, customers would receive a Congratulations auto-response, once the limit was reached customers would instead receive a "Sorry you're unsuccessful" auto-response. The SMS ticket was sent a few days before the event and a reminder SMS was sent the day before.

Design:

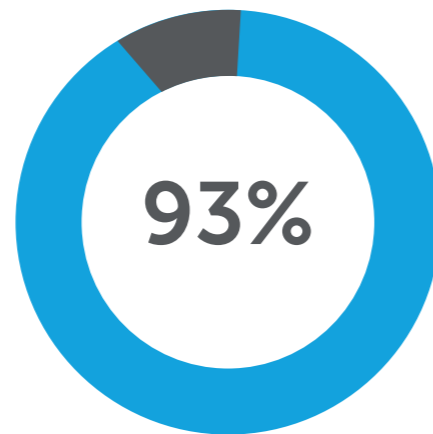
This campaign was launched through the Bureau service, the team created bespoke tickets which featured barcodes provided by the racecourse and an imbedded link to the client's T&Cs page. The fully managed service included creation of auto-responses, ticket sends and reporting.

Enjoy unrivalled reach

Within the gaming and gambling industry, it's vital to consider all communication channels in order to encourage loyalty and engage new customers. Adopting mobile messaging incentives is a highly effective way to generate revenue and improve member retention, meaning you can quickly realise the value; especially as the number of online and mobile users is growing exponentially.



Of UK adults own smartphones



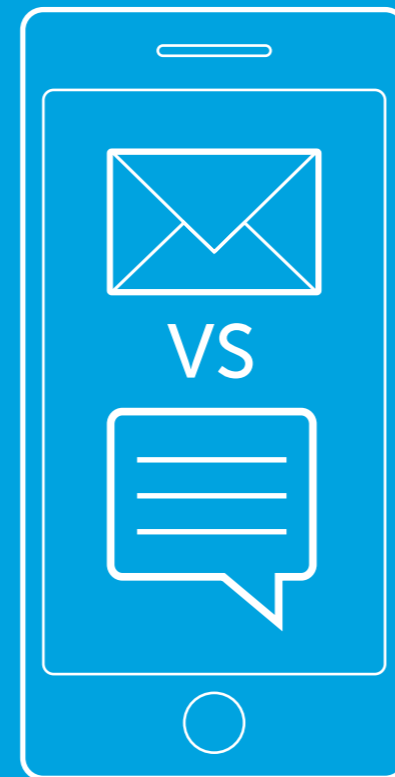
Of UK adults own SMS capable mobile phones

That leaves more than 30% of consumers unreachable through web-dependent messaging services such as email, Facebook Messenger or WhatsApp. While Facebook has circa 30 million users and has worked as an advertising platform for some businesses, there are other elements to consider. But what is overlooked, or perhaps unknown to businesses, is the fact that 91% of UK Facebook users view the medium as a non-marketing channel and do not want to receive branded communications on their feeds.



Email vs. SMS

	Email	SMS
Up to 5 per week	19%	62%
6-10 per week	18%	16%
11-20 per week	11%	17%
21-50 per week	7%	30%
> 51 per week	18%	2%



Email remains a popular channel for businesses, attracted by its low cost, but it is the bigger picture that businesses often overlook or are unaware of. The volume of businesses using email is astronomical, making the marketing platform extremely cluttered. Email providers such as Google and Microsoft now provide advanced solutions that automatically segment or hide marketing and communications emails before users see them.

When emails do manage to penetrate the filters and firewalls, they have a peak open rate of 22%. While this exceeds the campaign performance stats associated with Facebook, email also remains in the shadow of text when it comes down to performance and response rates.

SMS marketing campaigns are a wonderful opportunity to instantly keep your customers in the loop. Update your customers on new product releases, upcoming events, exclusive offers and suggested odds by sending an SMS with a trackable link to a page on your website or a PDF.

Connect your application with our SMS integrations



The seamless API based integration combines the personalisation and industry-leading features of Textlocal's Messenger platform with the customer profiling of Optimove to generate more successful, pre-planned marketing campaigns without the need for two separate systems.

Once integrated, the platform tells Messenger to send a specific SMS template to your selection of Optimove contact IDs at a chosen time and date.

API

Connect the Textlocal online platform to your everyday business applications to send and receive SMS, and capture information sent through your normal business processes.

Select from a range of integrations; from quick, templated application connections using Zapier, an online tool that allows you to do this with just a few clicks, through to bespoke platform integrations.

We've made our API available free of charge for you to easily connect to. What's more, our SMS API can personalise messages, receive delivery receipts, schedule messages and transfer results from mobile forms and surveys into your app. Our SMS gateway also enables you to send vouchers and loyalty cards via SMS. Using your free API key, you can get the latest messages from one or more inboxes.

Google AdWords' Click to Message

This new message extension allows you to include a text messaging option on your mobile ads, so your members can send enquiries on the go via SMS. Setting up automated text messages with this extension can also reduce the time your staff spend answering calls and putting irate members on hold.

Excel to SMS

Send text messages directly from your Excel spreadsheet without the need to export or reformat any data for our SMS online platform.

Email to SMS

Send bulk text messages from your email client such as Outlook or Gmail, using Email to SMS.

What's included in the Bureau service?

If you're short on resources or don't have the time, or are simply looking for some inspiration, our in-house team of experts can deliver compelling and inspiring mobile journeys that are true to your brand and company values with our Bureau service.



Campaign Management

Optimise the success of your campaigns with SMS best practices, A/B testing, pilot sends, member segmentation and other campaign management methodologies.



Dedicated Account Management

Connect to the wider Textlocal resources, and benefit from a single point of contact with the support of your proactive, dedicated account manager.



Bulk Sending

Instantly distribute thousands of personalised, tailored messages, that members can engage with and redeem whenever it's convenient.



Design Support

Using your branding and marketing direction, the Bureau team can produce all you need to make your SMS sends successful from content creation to branded ticketing and templates.



Brand

Maintain your brand and organisational profile across all channels by using your own colours, images, and content in your mobile messaging.



Personalisation

Personalise messages with relevant content, information or offers to capture members' attention.



Redemption

Track memberships, vouchers and loyalty card redemption in your own systems, using barcodes and QR codes that can be scanned at your POS or other systems.



Quantifiable results

Gain valuable insight into your recipients' activity with comprehensive reporting, including message delivery statuses, member responses and engagement.

Industry leaders for over 10 years

Textlocal is a leading provider of cloud-based mobile messaging services to businesses. Since 2005, over 165,000 users have sent more than one billion SMS using Textlocal's platform. Textlocal has been listed as a Media Momentum Top 20 fastest growing digital agency for consecutive years, awarded a DMA Honours for innovation, as well as obtaining a place in the Deloitte Technology Fast 50 and Sunday Times Tech Track 100.

We support organisations and member groups across the UK and Europe, from local gyms to large sports and fitness software providers.

To find out more, give our team a call on 01244 432 801.

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