

# CASE STUDY REPORT



**BLUEBAT GAMES**

A GREENTUBE | NOVOMATIC COMPANY



xtremepush



*“The Xtremepush platform has helped BlueBat to deliver a 15% increase in Average Revenue per Daily Active User and an average increase of 5% in the number of Daily Active Users through relevant, personalised customer engagement”.*



**Kira Shafran**

Director of Managed Services, BlueBat

# About BlueBat Games

BlueBat Games, a subsidiary of Greentube Novomatic Interactive, is one of the most widely respected brands in the social casino industry. It provides best-in-class, white-label social casino solutions for some of the biggest ground-based casinos in the world. BlueBat Games helps casinos to reach and entertain players beyond their physical locations with high-quality social gaming content. Its list of clients includes Hard Rock and Foxwoods.

## Why did BlueBat choose Xtremepush?

BlueBat works with high-calibre casinos, whose players expect a quality online experience. As a result, BlueBat is only willing to partner with the leading technology and service providers. It began working with Xtremepush in 2017, with the goal of enhancing its multichannel engagement strategy. It currently uses the Xtremepush platform for both web push and mobile app push notifications, with a view to migrating its email campaigns to the platform in the near future.

When selecting a vendor to improve player communications, the team at BlueBat had three priorities; **1) reliability 2) ease of use and 3) flexible APIs.**

One of the biggest concerns for many online brands is ensuring that campaigns are delivered to the intended audience, either in real-time or as part of a scheduled send. Unfortunately, not all providers are able to guarantee this consistently.



*"We have experienced providers that proved to be unreliable. They had regular and prolonged outages where we couldn't use the software or the campaigns we built simply weren't sent. Xtremepush is completely reliable and we know that the messages we create will be delivered, as expected and to the right players".*

**- Kira Shafran, Director of Managed Services**

As BlueBat works with many different casino brands, each of them sending multiple campaigns throughout the day, its team was looking for a platform that was easy to use, allowed them to have a unique project for each casino, and supported templates.

For Meng Lao, a Senior Live Ops Specialist at BlueBat games, who uses the platform on a daily basis, the marketer-friendly UI is highly important. This allows him to *"create a huge volume of new campaigns every day for each of our social casino brands, saving a lot of time in the process"*.

In terms of both data management and operational efficiency, the fact that Xtremepush enables BlueBat to have a separate project on the platform for each of the brands they work with is vital. As Meng Lao points out, *"we need to keep every casino and its data separate. So having a dedicated project for each of them has been crucial for us"*.



*“Xtremepush takes in player and event data from our core social casino solution to support personalised communications, whether that’s time-sensitive promotions or giveaways. It also allows us to extract campaign data for analysis through our BI tools”.*



**Kira Shafran**

Director of Managed Services, BlueBat

# Driving engagement with app and web push notifications

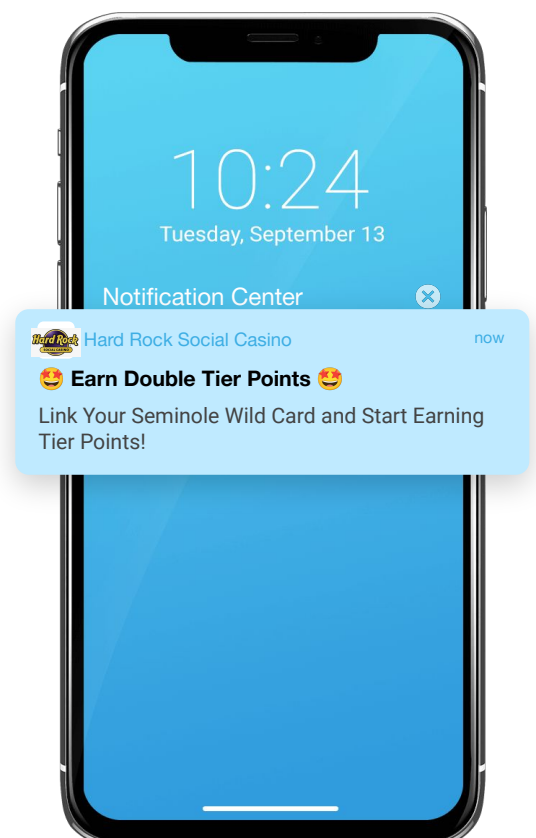
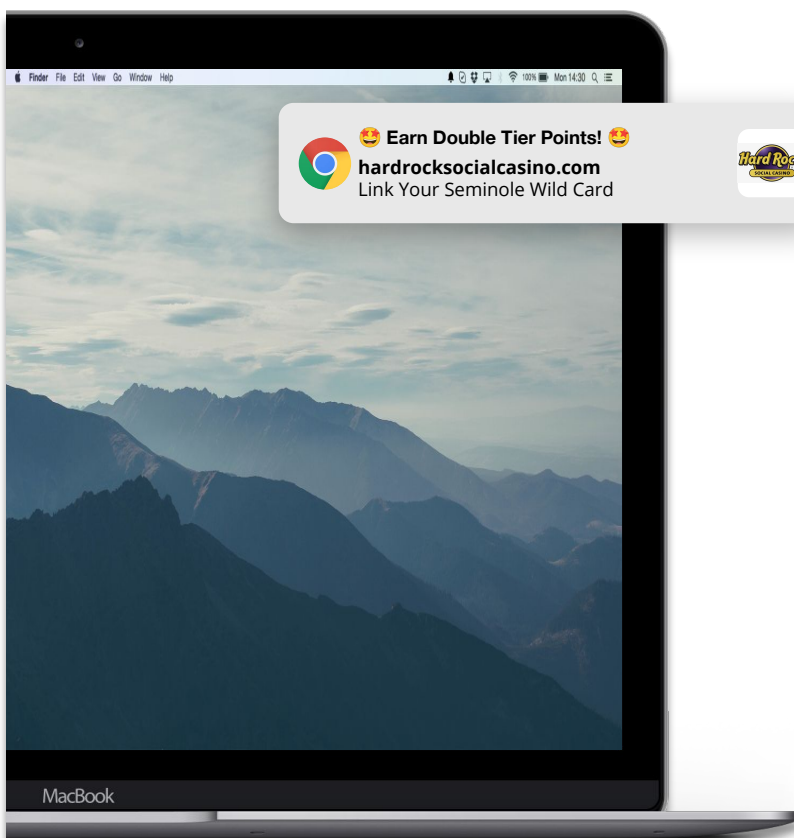
App and web push notifications play a pivotal role in BlueBat's player engagement strategy and have helped its team to widen their reach and significantly increase the volume of players enjoying the social casino products offered.



*"Push notifications are a top priority for us, and an important channel for connecting with our players and encouraging them back on-site and into the mobile apps where they can enjoy our games".*

**- Meng Lao, Senior LiveOps Specialist**

On a day to day basis, the ability to preview push campaigns and see how they will appear on the various devices and operating systems is highly important for Meng Lao. The in-depth analytics provided on each campaign is another essential aspect of why BlueBat enjoys working with Xtremepush.





*“Our goal is to drive player engagement on behalf of the casinos we work with. It’s vital that we have clear visibility on how each campaign performs and the impact it has. This is exactly what Xtremepush gives us, for all of the brands in our portfolio”.*



**Meng Lao**

Senior LiveOps Specialist, BlueBat



## Optimisation with A/B testing

BlueBat's team frequently uses the A/B testing capabilities of the Xtremepush platform, allowing them to compare the efficacy of different approaches and messaging. This has allowed the team to build out a list of the most effective keywords when promoting different types of games.

Through regular testing of campaign copy across each of the brands it works with, BlueBat has been able to identify which types of content resonate most strongly with the various audiences.

This has been particularly important for optimising push notification campaigns, which have a limited character count available to use.



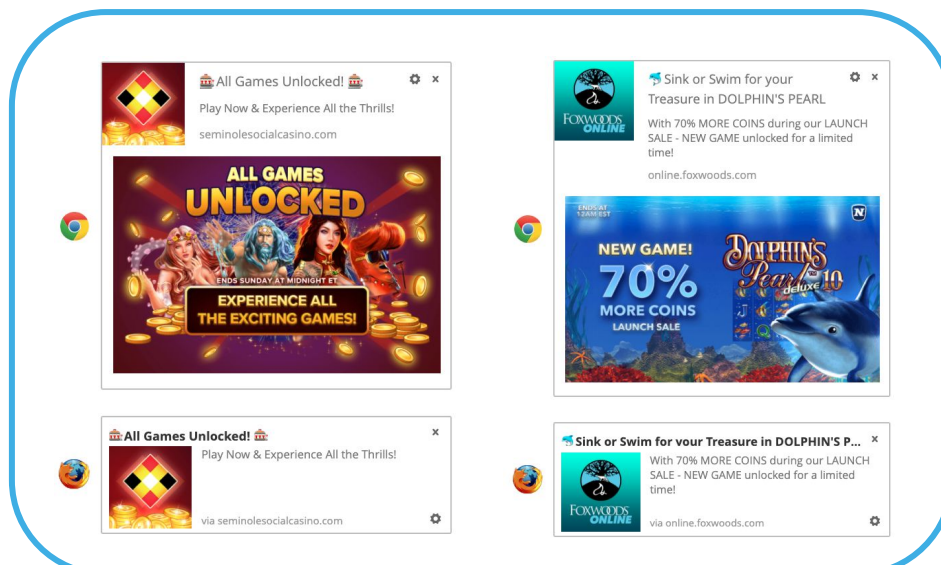
*"We have seen significant improvements in player engagement since we started optimising our copy through A/B testing. It has been a crucial tool for us in our effort to engage players through our promotional campaigns".*

**- Meng Lao, Senior LiveOps Specialist**

## Tailored experiences through segmentation

BlueBat segments its various audiences on the basis of a player's recent activity level, allowing it to tailor specific campaigns and offers for new users, active users and dormant users.

The Xtremepush platform ensures that each player receives the right campaign at the right time. "Typically, you only ever have a small window of time to get the player's attention and engage them. Xtremepush gives us that ability to connect in the moment with the relevant message and have success", says Kira Shafran, Bluebat's Director of Managed Services.



## Service and support

Having partnered with Xtremepush since 2017, the team at BlueBat Games is highly satisfied with, and complimentary of, the standard of service and support it receives.

From the day-to-day answering of questions, to more long-term integrations and projects, BlueBat knows it can rely on Xtremepush to deliver. For Meng Lao, this reliability is crucial, and is one of the key elements he looks for in a service provider. "I have always found the customer support team at Xtremepush to be really helpful when it comes to providing the right answers to my questions or issues. I'm certainly satisfied with the service we receive", he says.

For Kira Shafran, the recent decision to migrate to a new CRM system was a key business objective, but one with potentially disruptive consequences. Xtremepush worked closely with BlueBat to ensure that the process was as smooth as possible, with minimal disruption to customer engagement campaigns.



*"We recently moved from our old CRM system to a new one, which has been a huge change. Xtremepush were brilliant throughout this process, and have been able seamlessly integrate with the new system. This has allowed us to make massive improvements to the player experiences we provide".*

**-Kira Shafran, Director of Managed Services**

## Results

Naturally, BlueBat is not at liberty to reveal results from individual casinos, however it has aggregated data across all of its clients. The following statistics show the level of improvement in two KPIs on days when it sends push campaigns versus the days when it does not.



**15% uplift in Average Revenue  
per Daily Active User**



**5% uplift in  
Daily Active Users**



# About the Xtremepush platform

Xtremepush is the complete customer engagement, personalisation and data platform, purpose-built for multichannel marketing. We empower brands to drive revenue and create better customer experiences across email, mobile app, web browser, SMS and social messengers.

We offer a full suite of features, from enterprise-grade analytics and cutting-edge automation to real-time delivery and personalisation. Create detailed customer segments to ensure that every message you send is relevant and adds value to the individual user's experience.

We are also strategic partners, working with you to enhance your digital strategy across each of your channels. We are committed to helping you and your team achieve your business goals.

**RUSH STREET**  
INTERACTIVE

**888**  
HOLDINGS

**SPORT NATION**  
CASINO

**OREGON**  
LOTTERY™

**NEK TAN**  
GLOBAL GAMING PLATFORM

*Arizona*  
**Lottery**



**MANSION**  
CASINO

**Genesis**  
your game plan

**REDZONE**SPORTS®  
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**jackpotjoy**

**BET**

**BETRIVERS**

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or contact us at [info@xtremepush.com](mailto:info@xtremepush.com)