

£50 LIFESTYLE VOUCHER

WHEN YOU PLAY 20 HANDS OF POKER



Earn it >>

betfair

Customer Loyalty

Betfair is one of the world's leading online betting and gaming operators and an innovator in the gambling industry.

Brief

Betfair wanted to entice lapsed users and encourage them to reconnect with the brand.

Solution

Betfair launched a customer incentive trial with Motivates to reconnect the brand with lapsed users. Over 150 lapsed customers were informed by email that if they played 50 hands of poker, they could get a £50 Lifestyle voucher. Recipients could use their Lifestyle Vouchers on more than 120 of the UK's best-loved retail, cinema, holiday, dining and pub brands.

Result

- Out of the 150 lapsed cash game players targeted, 75 returned
- They played 263,000 hands in total
- Only one player, played the "minimum 50 hands" required. 50 of them played more than 500 hands!
- Voucher Cost: just £3,750

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Such a success. We've cracked it!

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said Betfair's Gaming Marketing & Operations Manager following the results.



MOTIVATES