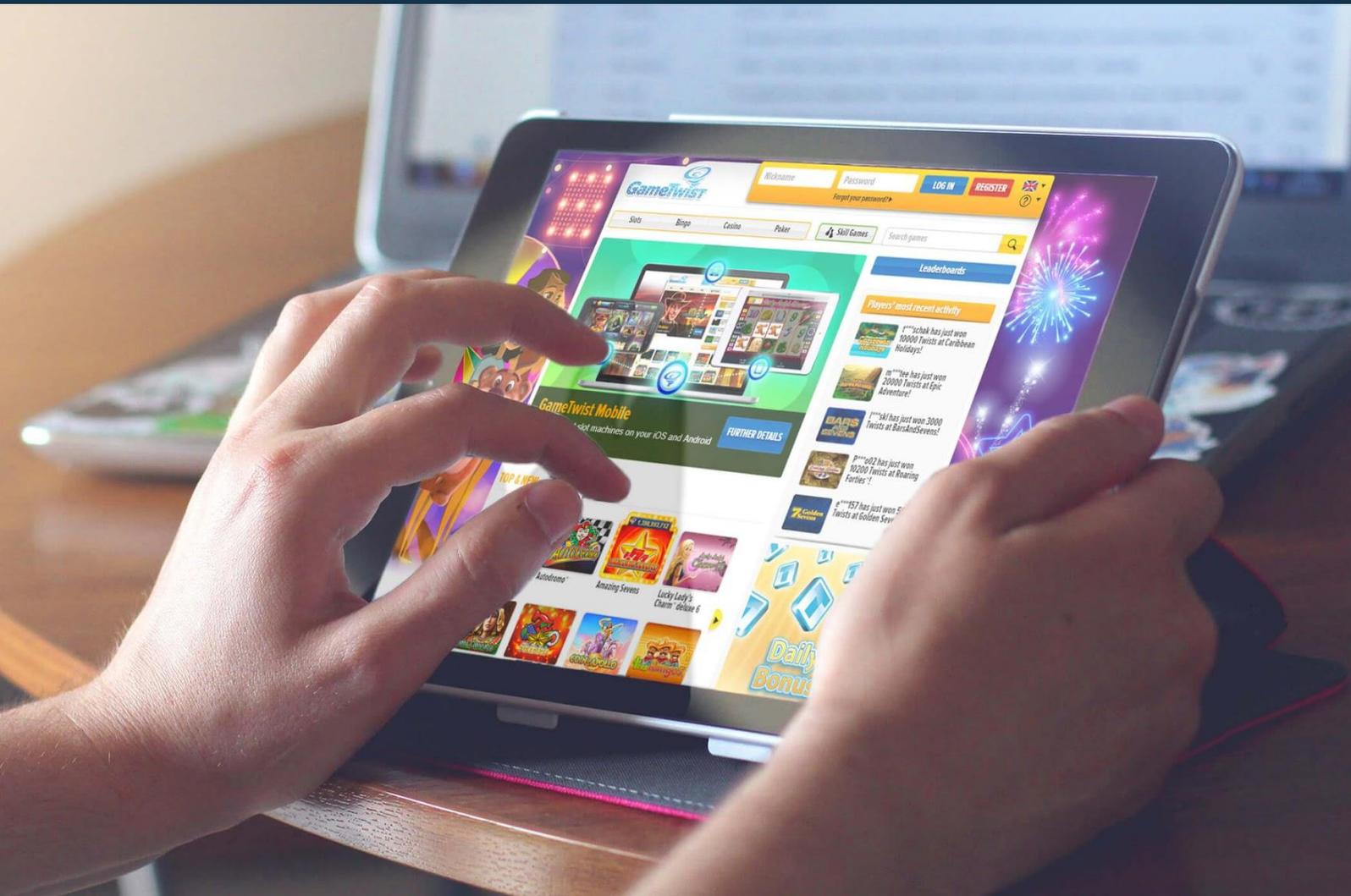


CASE STUDY REPORT



Funstage partner with Xtremepush to increase engagement and drive conversion rates



xtremepush

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“**Purchase conversion rate** for Web Push Campaigns is **50% higher** than the Funstage platform average”

“Average **payment rate** in a push & web push session is **100% higher** than the Funstage platform average”

Bernd Eibl, Team Leader - CRM Social Gaming at Funstage

Funstage

Funstage is a multi-platform gaming service provider offering synchronous play on mobile apps, social networks and other web-based technologies to gamers around the world. Funstage is a subsidiary of Greentube Internet Entertainment Solutions GmbH. Greentube, the global interactive business unit of NOVOMATIC, is the leading full-service provider in the online and mobile gaming sector and a pioneer in the development and provision of state-of-the-art gaming solutions. GameTwist, one of the largest games provided by Funstage and with over 4,000,000 players a month, it is one of the largest online gaming communities worldwide.

Funstage faced the challenge of engaging their user across app and web, maintaining engagement with their user and determining the most effective engagement channels across all of their platforms.

Funstage required a multi-channel analytics and engagement marketing platform in order to:

- Integrate into existing systems and platforms
- Execute multi-channel campaigns through one platform
- Increase engagement through new channels and innovative campaigns
- Compare engagement channels through a/b testing
- Deliver multi-language campaigns
- Analyse and compare results of multi-channel campaigns

Engagement Channels

Funstage engage users on their website, mobile site and app. By incorporating their user profiles and preferences into their campaigns, Funstage can engage their users on multiple channels. Funstage are currently utilising a number of engagement channels on the Xtremepush platform.

Push notification is the preferred channel to deliver all payload notifications to app users. This enables Funstage to create and deliver campaigns through personalised, targeted push messages. They also deliver Gamified Campaigns through push notifications which includes Funstage setting challenges for their



Over 4,000,000 players a month worldwide

Following a simple SDK integration and deployment to Funstage, the Xtremepush platform provided Funstage with a detailed visual view of their platforms and customers on the one platform. The visual dashboard enables Funstage to see how and where their customers are engaging with them. This is vital information for Funstage when creating campaigns and choosing the right engagement channels for each campaign.

customers and offering rewards if they succeed. Through Xtremepush, Funstage can identify who engaged with their campaign and who completed the challenge after receiving a push message.

Web is a new channel for Funstage. Before integrating with the Xtremepush platform, Funstage didn't engage with their onsite customers. Through Xtremepush and web push notifications, they now engage with their web users regularly and with multi-language campaigns. Web Push is optimised by Funstage to promote new features on the platform and make their users aware of new games and product features now live.

According to Bernd Eibl, Team Leader - CRM Social Gaming at Funstage, they have achieved great results with Xtremepush.

A key requirement for Funstage was to ensure their users could engage with their messaging in a more frictionless way which in turn would lead to an increase in sign-ups rate and higher conversion rates. They chose to use the Xtremepush Inbox as an additional channel to increase the sign-up rate of registrations for their newsletter. It was also the preferred channel to communicate rewards on offer through personalised messages which would encourage completion of newsletter registration.

Funstage also deliver gamified campaigns through Inbox. These campaigns educate their users on the rewards and prizes on offer for the completion of different challenges. A key benefit of Inbox is now their customers consistently receive messages.

“Registration conversions is 20% higher with personalised Inbox messages through Xtremepush”

In addition to their preferred engagement channels, Funstage utilise a number of additional features on the Xtremepush platform including.

1. Easy integration
2. Segmentation
3. Multi-Language campaigns
4. A/B testing

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“With the Xtremepush Web & App engagement channels, we have a 27% lower bounce rate compared to other communication channels.

The average rate of a payment in a push & web push session is 100% higher than the platform average. Which means it is already delivering a higher success rate in payment conversions compared to the top converting newsletter.

Bernd Eibl, Team Leader - CRM Social Gaming at Funstage

Additional Features

1. Easy Integrations

Funstage found they could easily integrate Xtremepush into their web and app with one SDK. We also have a key partnership with Optimove, whom Funstage also partner with, which enabled an easy integration to existing partners.

2. Segmentation

Through highly targeted messaging, Funstage introduced a frictionless solution to their users. By building and monitoring user profiles and integrating Xtremepush with their own back-end segmentation tools, Funstage engage their users based on their individual user profiles. Individual profiles are built using a combination of different metrics including their evaluation system which is used to determine future value of customers.

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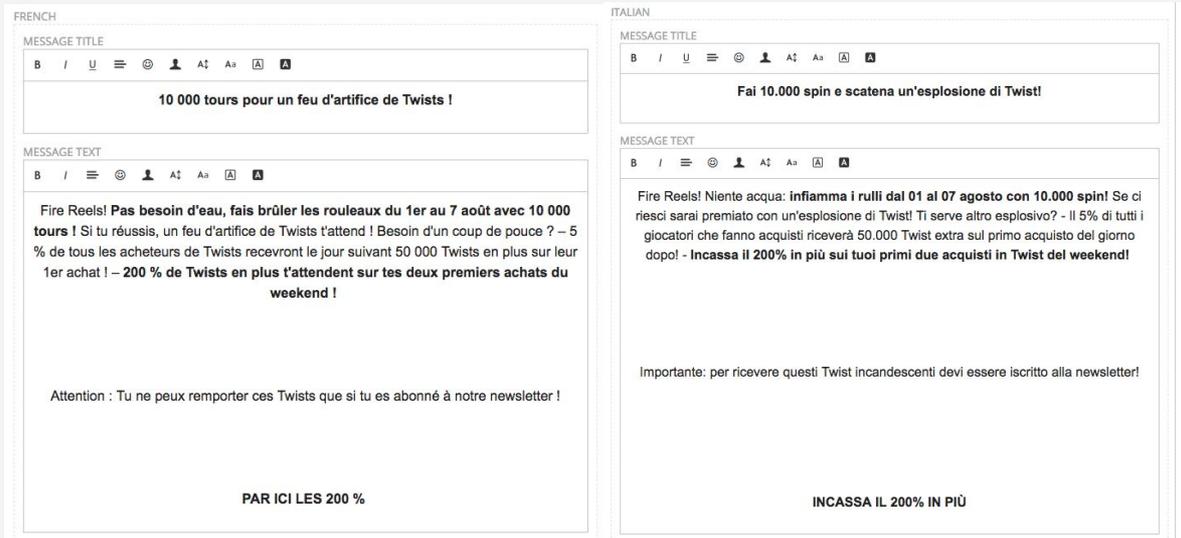
*“**25% increase** in push notification **open rates & engagement** compared to our previous push supplier Parse.”*

Bernd Eibl, Team Leader - CRM Social Gaming at Funstage

3. Multi-Language Campaigns

A key feature of the Xtremepush platform enables enterprises to create multi-language campaigns at the same time in the same place. This a key benefit for Funstage who run their campaigns in numerous languages and ensure they share the same message in the same style for all of the campaign.

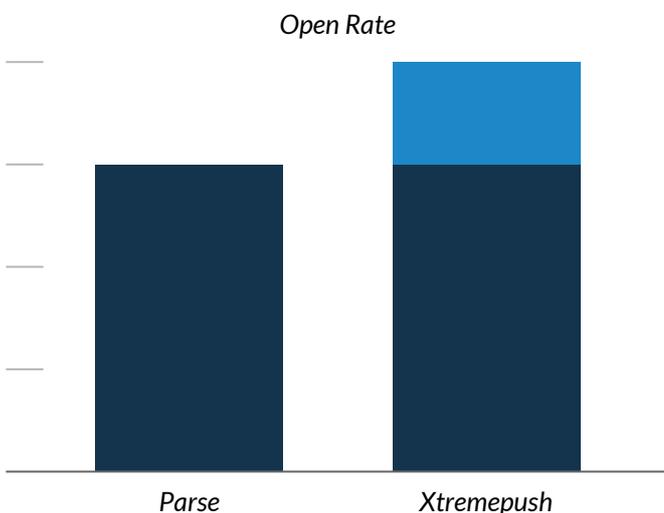
For example, Funstage delivered an Inbox campaign in 6 languages to their customers. Here you can see the message in French and Italian - which they delivered in one multi-language campaign.



Multi Language campaign example

4. A/B testing

According to Bernd Eibl, the Xtremepush A/B Testing options and the detailed campaign statistics enabled Funstage to link campaign performance to their own platform performance data to get an improved insight into well-performing content.



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“This allowed us [Funstage] to accelerate our test cycles and implement improvements to our communication and individualization to user segments. This in turn has led to an increase in open rates and interactions with push notifications by 25% compared to our previous push supplier Parse.

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Bernd Eibl, Team Leader - CRM Social Gaming at Funstage

Working with Xtremepush and what's next

Bernd and the Funstage team find the UX of the Xtremepush platform very good, particularly the editor features which enables them to create and launch each campaign on one dashboard.

"Templates is an excellent feature on the platform. We have built a number of templates for our Inbox campaigns. This ensures we are using consistent designs across all of our engagement through Inbox and also saves our team time when creating and launching new campaigns."

Next we are looking to use Xtremepush for In-App messages and integrate Xtremepush into more of our platforms. We really enjoy working with Xtremepush and hope to continue building our relationship. They are a great team to work with - always on hand to offer us support and strategy guidance. The customer service provided by Xtremepush is excellent."

Bernd Eibl, Team Leader
CRM Social Gaming at Funstage

Key results

27%

lower bounce rate
compared to other direct communication channels



20%

Increase in session duration on Funstage platform for users from Xtremepush App & Web Push channels



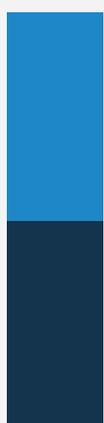
50%

Higher **purchase conversion rate** from Web Push Campaigns



100%

Increase in average rate of payment from Xtremepush channels



25%

Increase in push notification open rates compared to previous push supplier Parse



Contact Us

For any question about Xtremepush, mobile and web engagement, contact us at

info@xtremepush.com

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*“They are a great team to work with - always on hand to offer us support and strategy guidance. They are always very helpful and fast in response. The **customer service provided by Xtremepush is excellent.**”*

Bernd Eibl, Team Leader - CRM Social Gaming at Funstage