



CASE STUDY REPORT

PADDYPOWER.

betfair

Innovative Web Engagement



xtremepush



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Gerard Duffy

Head of CRM Data Enablement at PPB



About Paddy Power Betfair

Paddy Power Betfair (PPB) was formed in 2016 and is a leading international sports betting and gaming operator. PPB is a FTSE 100 company separated into four operating divisions; Online, Australia, Retail and the US. PPB pride themselves on operating a responsible and sustainable business which contributes positively to the communities in which they operate. Under PPB they operate five main sports betting and gaming brands. Between these brands, they have over six million customers worldwide and employ over 7000 people.

The Challenges

PPB continually need to optimise their mix of sophisticated innovative technology and products, creative marketing and sporting partnerships.

The Solution

PPB was looking for an innovative solution to deliver web push notifications.

Gerard Duffy, Head of CRM Data Enablement - believed Xtremepush was the best solution for PPB. "Based on customer research, PPB know that value and promotions are important to our customers. By using Xtremepush for Web Push, we were able to reach customers through a new medium to deliver relevant and engaging content based around value and promotional offerings."

PADDYPOWER.

betfair

FTSE 100
company

+6,000,000
customers worldwide

+7,000
employees

4 Operative Divisions
Online, Australia, Retail, US

Web Engagement

To drive onsite engagement across their mobile and web desktop, PPB first put Web Push Notifications live across their Betfair website. Web Push Notifications enables PPB to engage their users on both mobile and web desktop.

This engagement channel allows PPB to reach customers who only use mobile web and desktop, and not yet active in their app. In order to engage users with Web Push Notifications, users must first opt-in. Web Push is a brand new channel for PPB and gives their marketing campaigns additional reach to new and existing web users. Xtremepush enables PPB to utilise intelligent rich messaging functionality and market-leading functionality with sophisticated APIs.

Rich Web Messaging

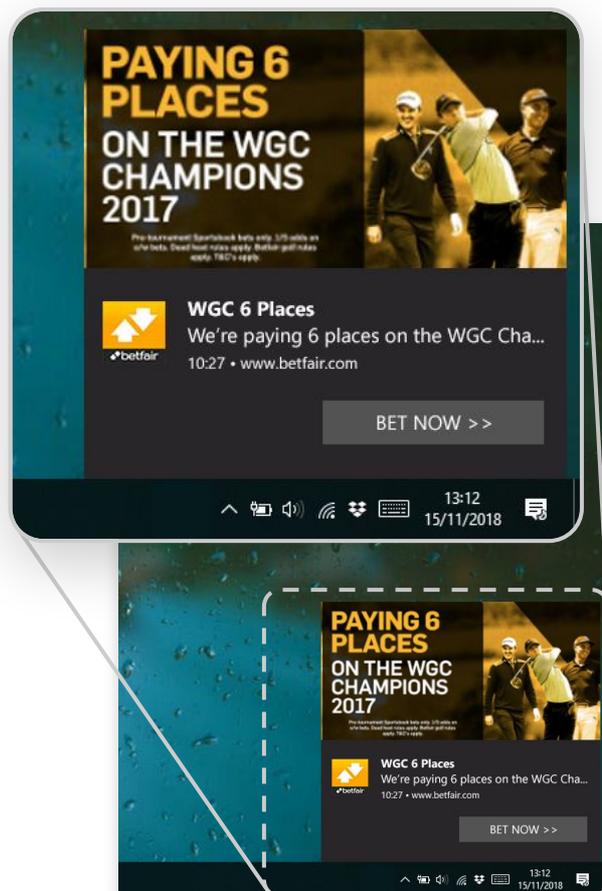
After going live with Web Push, PPB began to introduce rich web messaging to their campaigns. Rich messaging includes adding images and CTA buttons to the message and can provide more engagement options to the user. PPB first began testing desktop and mobile rich messaging using promotional imagery which included 'Bet Now' action buttons.

“As industry leaders, we feel Xtremepush will be the best solution to enable us to deliver our unique use cases to our loyal customers” says Gerard Duffy, Head of CRM Data Enablement at PPB.

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Working with Xtremepush

According to Gerard Duffy, Head of CRM Data Enablement at PPB, one of the Xtremepush USP's is our client support and services teams, "The technical support offered by Xtremepush was great. They tailored the coding and SDK implementation based on our custom business cases.

Based on my experience and knowledge of other solutions out there globally, Xtremepush offer industry-leading Web Push engagement technology. Their USP is definitely their service and willingness to go above and beyond when custom requirements crop up.

Our relationship with Xtremepush is only beginning and we look forward to working with them as we continue to strive to engage with our customers in hyper-relevant ways across all digital channels to ensure they get an excellent customer experience across all our PPB brands."

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Gerard Duffy - Head of CRM Data Enablement at PPB

What is next for global brands and their digital relationships

As traditional mediums continue to decline, PPB wants to remain industry leaders when it comes to new forms of digital marketing. "With the customer at the heart of everything we do, customers want rich, relevant mobile messages delivered at the right time. Xtremepush enabled us to achieve this for browser push messaging." says Gerard Duffy, Head of CRM Data Enablement, PPB.

Learn More

Want to see the full power of the Xtremepush platform live? Click the button below and speak to our expert consultants.

[SPEAK TO OUR TEAM TODAY](#)

or contact us at info@xtremepush.com